

SOCIAL BUSINESS DAY 2010

MONDAY, 28 JUNE 2010

DHAKA, BANGLADESH



We are happy to announce that the first **Social Business Day** will be observed worldwide on June 28, 2010. **Social Business Day** will celebrate Nobel Laureate Professor Muhammad Yunus's concept of social business and its implementation on the ground. A social business dedicates itself to address humanity's most pressing concerns.

A social business is defined as a non-loss, non-dividend company dedicated to meeting social needs; such as ensuring affordable healthcare for all, promoting better nutrition for children, creating employment for the unemployed, moving towards a safer environment, enhancing the process of women empowerment and providing safe drinking water.

In social business, the investor gets the investment money back over time, but never receives dividend beyond that amount. All profits of the social business go towards improving the product or service provided and increasing its reach.

Social Business Day will:

- encourage the participants to discuss the critical features of social business, merits, achievements, and challenges of social businesses;
- discuss the plans for upcoming social businesses;
- explore future social business opportunities;
- and inspire individuals, entrepreneurs, students, foundations, and companies to create their own social businesses.

Social business Day this year will also be an occasion for the launching of Professor Muhammad Yunus's latest book, ***Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs***, in Bangladesh.

Social Business Day will also be observed on the same day in New York City, Tokyo, Fukuoka (Japan), Buenos Aires, Wiesbaden (Germany), and Johannesburg.

On this day we will celebrate the new opportunity and hope that social business offers, and discuss its progress in various countries, including Bangladesh. On this day we look to the future with confidence and commitment to bring social changes on a global scale. Our vision is to put poverty in museums and we hope that the upcoming **Social Business Day** will bring us together to find entrepreneurial and sustainable solutions with which we can achieve our goal.

For more information about **Social Business Day 2010**, please contact AIESEC, email: moumita.tabassum@aiesec.net

