

Provost Convocation Lecture

“Social Business - Business to Make a Difference”

**Presented by Professor Muhammad Yunus, Winner of 2006 Nobel Peace Prize
Founder and Managing Director of [Grameen Bank](#), Bangladesh
Chairman, [Yunus Centre](#)**

Date: Tuesday, March 2, 2010

Time: 7:00 p.m.

Book signing to follow

Location: Juanita K. Hammons Hall for the Performing Arts

This event is free and open to the public. Tickets are required. Tickets will be available to MSU students, faculty and staff February 8 and 9 and available to the general public starting February 10. Ticket Policy is described below.

Description: Why have free markets failed so many people? How could the power of free markets be harnessed to solve social problems of poverty, hunger, inequality and the like?

The solution, according to Professor Muhammad Yunus, founder of Grameen Bank, is recognizing the fact that human beings are inherently multi-dimensional in nature and may not solely be concerned with the pursuit of maximum profit. They may also be interested in a new type of business, called social business, dedicated to solving social and environmental problems.

The idea of social business did not arise in a vacuum. It grew out of Professor Yunus's life-long experience on the frontlines of the battle against poverty, first in Bangladesh and later in countries around the world. Professor Yunus's vision is to inspire young people all around the world and particularly in rich countries to make a difference by embracing the concept of social business.

Questions concerning the event should be directed to [Dr. Mahua Barari Mitra](#), Provost Fellow for Public Affairs, (417) 836-5171 or [Mary Ann Wood](#), Director of Public Affairs Support, (417) 836-5073.

Ticket policy for Hammons Hall for the Performing Arts Muhammad Yunus March 2 Event:

- Event is free, but requires a ticket.
- **Tickets will be available to MSU students, faculty and staff February 8 and 9.** Tickets will be available to the general public starting February 10.
- Tickets available at:
 - MSU Ticket outlets ([JOH Arena](#), [Hammons Hall](#) for the Performing Arts, and the [Plaster Student Union](#) Ticket Office).
 - Tickets may be ordered through the ticket office (417-836-7678), but a \$5 shipping and handling fee will apply.
 - Parking will be free, but attendees should plan to carpool if at all possible. Classes will be in session at Missouri State University this day.
- Tickets must be picked up in advance as there will not be a Will Call window open for this event.

This event is sponsored by the Office of the Provost and the Associate Provost for Student Development and Public Affairs.