



PRESS RELEASE

INSIDE OUT - Muhammad Yunus

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He humbly refers to himself as “an accidental banker”, yet Nobel Prize laureate, Professor Muhammad Yunus, revolutionized the banking sector by establishing the Grameen Bank in his native Bangladesh.

Inspired by poor villagers who suffered at the hands of unscrupulous loan sharks, Yunus developed the concept of microcredit.

He was set on creating an establishment that would benefit those who need it most and who could traditionally not qualify for bank loans.

The initiative proved to be so successful, that by June 2009, Grameen Bank had 7.9 million borrowers and 2,557 branches. The model was even employed in some industrialized countries, such as the United States.

Join host Pat Pillai as he goes Inside Out on Professor Yunus, the Grameen Bank and what it takes to make social change happen.