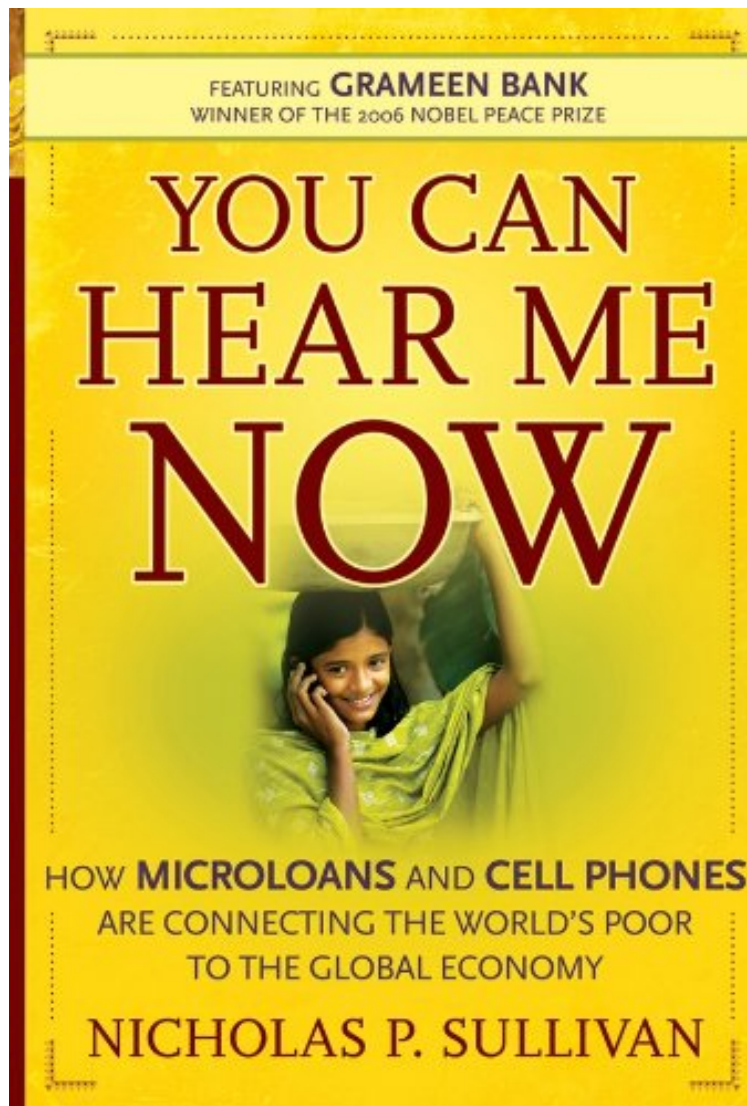


[Mobile ebook] You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor To the Global Economy

You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor To the Global Economy

Nicholas P. Sullivan

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Nicholas P. Sullivan : You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor To the Global Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor To the Global Economy:

0 of 0 people found the following review helpful. A great case-study of particular development efforts in Bangladesh, and their exportability By Andrew Kempelt's a good book, though the author's ringing endorsement of the Grameen

Bank/Phone concept is an interesting one, considering that if you go to Bangladesh (which I have, twice) at least 60% of people will say that they hate Grameen Bank for its involvement in corruption (even government ministers say this) and Phone for its extortionate rates (they ARE the most expensive in the country. I didn't feel that the author represented both sides on this issue fairly, but still learned a lot reading it. Hence the 4 stars.0 of 1 people found the following review helpful. PRIVATE OR WORLD BANK AID ?By Eben SalesExcellent case for capitalism shown as ALL investors were repaid in great magnitude for their risking venture capital funds in a country with only 50,000 phones. The local government is making great sums of money from taxes on use of phones, but levy's a high tax on the cost of the individual phone, thereby promoting smuggling. There should be a VERY VERY low, if any tax on the phone, but reap the benefits of taxing the phones usage. The complete book dilutes the great success of the phone project, but I was made aware of the book by a late night C span 2 review.7 of 8 people found the following review helpful. Wonderful example of thinking outside our cultural constraints...By Thomas DuffTo the typical American (and other developed nation citizens), the cell phone has become part of the normal fabric of life. Communication with anyone at any time from anywhere is just expected. But in countries like Bangladesh, only a very small number of people have access to any type of telephone communication. The book You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor to the Global Economy by Nicholas P. Sullivan does an excellent job of showing how something as simple as the cell phone can break the cycle of poverty and aid for millions of people. Contents: Part 1 - The GrameenPhone Story: Connectivity Is Productivity; Dish-Wallahs of Delhi (and Other Early Models); Cell Phone as Cow - A New Paradigm in Search of Investors; On The Money Trail in Scandinavia; Building a Company; Building a Network Part 2 - Transformation Through Technology: Wildfire at the Bottom of the Pyramid; Cell Phone as Wallet; Wealth Creation and Rural Income Opportunities; Beyond Phones - In Search of a New "Cow"; Eyeing the Dhaka Stock Exchange Epilogue; Notes; Resources; Index The book is split into two parts. The first part covers the story of GrameenPhone's launch in Bangladesh, and the second part is more of a look at the forces behind using technology at the "bottom of the pyramid" (the vast number of people who globally live at poverty level) to connect them to the world's trade economy. Iqbal Quadir was a Bangladeshi who studied and worked in the US and was doing quite well. But he was also concerned about the massive levels of poverty in his home country. One day he was standing on the street and had an epiphany about communication equaling productivity. His people worked hard, but they had no way to reliably communicate with others except by face to face meetings. All that wasted time meant there was untapped potential just waiting to be utilized. He started talking with Muhammad Yunus, founder of Grameen Bank (originator of microloan programs) to see how communication technology could be rolled out to the entire country, making a phone available to anyone near a village. Without government aids and grants, Quadir put together a consortium of foreign investors and Grameen Bank to build GrameenPhone, a life-altering company. Using a fiber-optic line already laid next to the country's rail line, they were able to place cell towers in areas to cover all the rural areas of Bangladesh. Then using microloans from Grameen Bank, "phone ladies" could buy a cell phone for the village, offer the phone service, and sell the time in small increments. The cell phone gave a business to the village, in addition to creating subsidiary jobs and opportunities with the communication that was enabled by having phone service throughout the country. It's this use of technology that's advocated in the second part of the book as an example of how business opportunities can remove the grip of poverty from nations and lead to living wages instead of handouts. You Can Hear Me Now is an inspirational book with plenty of lessons for those who are willing to look outside the normal constraints of what we consider business opportunities.

Bangladeshi villagers sharing cell phones helped build what is now a thriving company with more than \$200 million in annual profits. But what is the lesson for the rest of the world? This is a question author Nicholas P. Sullivan addresses in his tale of a new kind of entrepreneur, Iqbal Quadir, the visionary and catalyst behind the creation of GrameenPhone in Bangladesh. GrameenPhonemdash;a partnership between Norway's Telenor and Grameen Bank, co-winner of the 2006 Nobel Peace Prizemdash;defines a new approach to building business opportunities in the developing world. You Can Hear Me Now offers a compelling account of what Sullivan calls the "external combustion engine"mdash;a combination of forces that is sparking economic growth and lifting people out of poverty in countries long dominated by aid-dependent governments. The "engine" comprises three forces: information technology, imported by native entrepreneurs trained in the West, backed by foreign investors.

Until recently, the outlook for many of the poorest people in Bangladesh was dismal. Despite previous long-term aid from the international community to improve the country's infrastructure and economy, sustainable development was hampered by corruption and governmental inefficiency. This book tells the story of Western-trained entrepreneur Iqbal Quadir, the driving force behind the creation of GrameenPhone, the largest Bangladeshi GSM (Global System for Mobile) cell-phone operation. Quadir had the innovative idea of using local Western-trained entrepreneurs to help villagers attain micro-loans funded by foreign investors (and generated by Nobel Peace Prize winner Muhammad Yanus) and then showing villagers how to operate cell-phone leasing businesses. Sullivan refers to this successful business model as the "external combustion engine" because of its impressive multiplier effects on economic growth.

Applications of this model in other poverty-stricken areas worldwide have repeatedly yielded similar results. This book offers valuable insights about the use of cell phones and technology-based investments to generate wealth and demonstrates that entrepreneurship may be more fruitful than aid. This valuable work can be effectively integrated into public administration, global business, and human resource academic courses.

—Caroline Geck, Kean Univ. Lib., Union, NJ (Library Journal, February 2007) "…describes an inclusive capitalism that engages and enables many of the three billion people living on \$1 a day" (Credit Control, June 2007) "Grameen Bank has an impact on the poor, GrameenPhone on the entire economy."

—Muhammad Yunus, winner of the 2006 Nobel Peace Prize "You Can Hear Me Now is a powerful proof of the roles that the private sector can play in economic development. Sullivan, by picking one industry—wireless—and cleverly weaving the economics and the growth of the industry with the human dimension, provides a distinctively new perspective on what is possible. A must-read for all those who are concerned about eradicating poverty. Equally, a must-read for managers who are looking for new engines of growth."

—C.K. Prahalad, Paul and Ruth McCracken Distinguished University Professor, The Ross School of Business, the University of Michigan; author, *The Fortune at the Bottom of the Pyramid* "With the growing interest in how business can better serve the 'bottom of the pyramid' there is great need for both practical examples of how to do it and better understanding of how such strategies can truly benefit those caught in the poverty trap. This book delivers on both counts."

—Stuart L. Hart, S.C. Johnson Chair of Sustainable Global Enterprise, Cornell University; author, *Capitalism at the Crossroads* "You Can Hear Me Now describes the human drama of the poor adopting technology to enhance their productivity. Well-researched and engaging, it expertly walks the reader through one surprising maze after another."

—V. Kasturi Rangan, Malcolm P. McNair Professor of Marketing, Harvard Business School; coauthor, *Business Solutions for the Global Poor* "The stories of GrameenPhone in Bangladesh, legendary in development capital circles, and Celtel in Africa, among others, read as colorfully as any of the stories of the Gold Rush in the U.S. in the 1840s. Nicholas Sullivan has recounted the struggle and subsequent success in an easy-to-read but factual manner that shows risks countered by perseverance and guts—proving that you can do well by doing good."

—Alan Patricof, co-founder, Apax Partners and founder, Greycroft Partners "From the Inside Flap" "[T]he people of Bangladesh are a good investment in the future . . . With loans for people to buy cell phones, entire villages are being brought into the Information Age. I want people throughout the world to know this story."

—President Bill Clinton, Dhaka, Bangladesh, 2000 "Bangladeshi villagers sharing cell phones helped build what is now a thriving company with more than \$200 million in annual profits. But what is the lesson for the rest of the world? This is a question author Nicholas P. Sullivan addresses in his tale of a new kind of entrepreneur, Iqbal Quadir, the visionary and catalyst behind the creation of GrameenPhone in Bangladesh. GrameenPhone—a partnership between Norway's Telenor and Grameen Bank, co-winner of the 2006 Nobel Peace Prize—defines a new approach to building business opportunities in the developing world. You Can Hear Me Now offers a compelling account of what Sullivan calls the "external combustion engine"—a combination of forces that is sparking economic growth and lifting people out of poverty in countries long dominated by aid-dependent governments. The "engine" comprises three forces: information technology, imported by native entrepreneurs trained in the West, backed by foreign investors. GrameenPhone's successful effort to provide universal telephony in a country that had virtually no phones, using microloans generated by Muhammad Yunus, co-winner of the 2006 Nobel Peace Prize, confirms the power of bottom-up development, which is creating millions of income opportunities for the rural poor and billions of dollars in national income. With similar success stories in other poor countries—such as those of Celtel, MTN, and Vodacom in sub-Saharan Africa, and of Globe Telecom and Smart Communications in the Philippines—cell phones are spreading like wildfire across the Southern Hemisphere and are helping to bridge the digital divide. You Can Hear Me Now describes an inclusive capitalism that engages and enables many of the four billion people at the bottom of the economic pyramid.