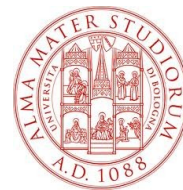


**Accademia delle Scienze  
dell'Istituto di Bologna**



**Università di Bologna  
Alma Mater Studiorum**



**Bologna, 5 novembre 2013  
ore 16.00**

Presentazione del volume di  
Luisa Brunori and Malcolm Pines

**THE OTHER SIDE OF THE COIN:  
THE PSYCHOLOGICAL  
IMPLICATIONS OF MICROCREDIT  
Novapublisher -New York**

Sala Ulisse  
Via Zamboni, n. 31

Microcredit banking is the brainchild of the 2006 Nobel Peace Prize Laureate Muhammad Yunus Professor of Economics at Chittagong University, Bangladesh and Chair of Grameen Bank. From small beginnings, the Microcredit movement has become worldwide. Prof. Yunus determined to find a new way to make loans to impoverished peasants who commercial banks would not give credit to as they could not provide the security for the loan. Yunus devised a method to provide microloans to individuals who formed themselves into “small groups” aiming at mutual support. The loan was provided to the group for each to benefit in sequence. The group, based on trust, originally worked together so that the loan was repaid by the first recipient and then given in turn to the other members. The self-esteem of the recipients was raised by the success of the group members in repaying the loan becoming shareholders of the Grameen Bank. From small beginnings, Grameen Bank has grown into a successful organization with worldwide connections to other microcredit enterprises. This book looks in depth at the psycho-socio-dynamics of poverty, at mobilizing constructive forces of groups to empower borrowers to become effective agents. The microcredit movement draws from the writings of Adam Smith, although not from the Wealth of Nations but from his lesser known Theory of the Moral Sentiments where he emphasizes the human capacity to behave sympathetically and to be valued in the mirror of society. The dynamics of tangible and intangible goods, of positional and relational goods are explored bringing to readers the advances in psycho-social and economic theory that helps to explain the dynamics of the Microcredit movement which is bringing help and hope to impoverished people in worldwide communities.

## **PROGRAMMA**

### ***Interverranno i Professori:***

Carlo D'Adda – Accademia delle Scienze

Roberto Scazzieri - Università di Bologna

Girolamo Lovero - Università di Palermo

### ***Modererà la Prof.ssa:***

Paola Monari - Università di Bologna

### ***Risponderà alle domande la Prof.ssa:***

*Luisa Brunori* – Università di Bologna

*La S.V. è gentilmente invitata*

