

## ABSTRACT

So far, the existence of Corporate Social Responsibility (CSR) as a part of a profit-oriented company is still debatable. Moreover, the ultimate goal of CSR which works for charity has been criticized by some experts. Nowadays, a rising social business (SB) in a profit-oriented company, Danone, becomes an enthralling phenomena since this company already actively engaged in CSR. Grameen Danone as a joint venture cooperation between Grameen and Danone, could indicates that the limited propensity of CSR can be overcome by this social business. Grameen Danone which employs business principle is able to form this grameen more sustainable than general CSR which usually has short term period. Besides, the bottom-up approach generates Grameen Danone not depending heavily on Danone. This approach is also a good cause of local people in solving malnutrition in Bangladesh. Independency and sustainability are two factors of Grameen Danone which are capable to beat dependency and short term period of general CSR. Although both social business and CSR are needed in certain situation, yet, the presence of social business utilizes assets of company not only in term of finance but also technology, organization, etc. Furthermore, social business offers new advantages in form of innovation and greater efficiency which has not provided yet by previous CSR.

**Keywords :** *Corporate Social Responsibility, Social Business, Danone, Grameen, Grameen Danone, alternative, independency, sustainability, utilizes assets.*