



## entrepreneur Success SERIES

Can there be a business model that combines altruism, scale and sustainability? The answer is a resounding yes. Aravind Eye Care System proves that in more ways than one.

Continuing with Innovation, the research note examines Business Model Innovation and how Aravind Eye Care System has harnessed it to eliminate needless blindness among millions of people.

Warmly,

[The Editorial Team](#)



### [Video Case Study](#) Aravind Eye Care System - An Inspired Institution



'Inspired' is an understatement. Post retirement, Dr. Venkataswamy opened a 11 bed eye clinic as a small social effort to eliminate needless blindness. The modest beginning has today morphed into a massive operation conducting 600 -1000 eye surgeries every day. All on a free and paid business model. [More](#).



### [Entrepreneur Success Series](#) [Business Model Innovation](#)

Business models, like businesses, cannot afford to stay static. Continual innovation is the key to long-term growth and vitality.

A business model describes the capability of an organization to create and deliver value to customers and outlines the architecture of

revenues, costs, and profits. Get to know the nine building blocks that underlie a business model and how global organizations have crafted theirs. [More](#)

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