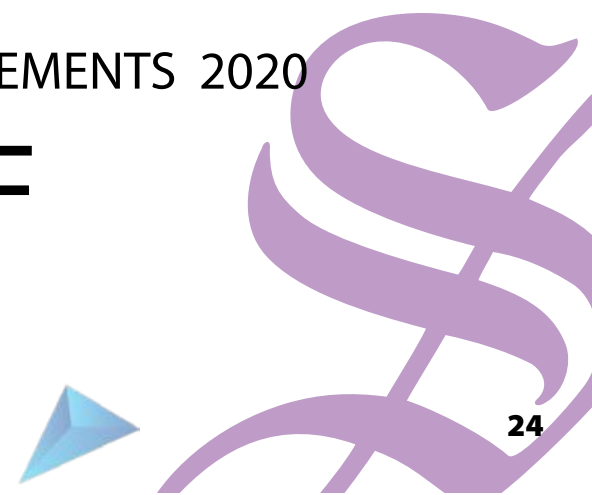


THE YOUTH IN THE ERA OF DIGITALISATION

DHAKA THURSDAY FEBRUARY 20, 2020, FALGUN 7, 1426 BS



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Shishir and Avijatrik: Businesses led by compassion

RASHEEK TABASSUM MONDIRA

Social business—a relatively rarer practice compared to traditional capitalist ventures—is a for-profit, non-dividend business that is created and designed to address a specific social problem. The profit realised by the business is invested into increasing and improving further operations. Youth all over the planet, including in Bangladesh, are getting more and more frustrated with the orders of the world. They want to contribute towards

The profit realised by the business is invested into increasing and improving further operations. Youth all over the planet, including in Bangladesh, are getting more and more frustrated with the orders of the world. They want to contribute towards a better, sustainable future.

a better, sustainable future. As part of such efforts, and largely inspired by Professor Dr Muhammad Yunus, the business world in Bangladesh has recently seen a boom of young entrepreneurs getting involved in social businesses, aspiring to create a better Bangladesh. Being a developing country, Bangladesh struggles to find sustainable solutions for many dire needs.



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Shishir provides clean, safe drinking water to thousands of people, ensuring a healthy life for children.

PHOTOS: COURTESY

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