

THE YOUTH IN THE ERA OF DIGITALISATION

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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

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CONTINUED ON PAGE 25 Shishir provides clean, safe drinking water to thousands of people, ensuring a healthy life for children.

PHOTOS: COURTESY

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