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policy as well as a regulatory environment, which imposes a huge burden on those at the bottom of the social pyramid.

One problem often mentioned in the case of social entrepreneurs is that their businesses tend to be fairly small in nature and are, therefore, unable to have a large-scale impact on the economy. But one of the biggest examples of social entrepreneurship in the country, Bangladesh Rural Advancement Committee (Brac), proves this concept wrong. Brac started with a small pilot project and then later scaled up in three steps. It first focused on its effectiveness, whether the project was accomplishing its desired goals. Then, once that was achieved, efficiency of the project was ensured, whether the job was done with the optimal use of the resources. And finally when the project was both effective and efficient, they scaled up through expansion of their present activities and through perpetual innovation, ensuring future growth and sustainability. However, not all ventures are as successful as Brac has been in generating the necessary funding in developing new ventures; for most of them the funds required are usually difficult to accumulate.

Therefore, social entrepreneurship can be given its shape through participation from all the stakeholders involved. The local communities should be active in promoting social businesses. Technological development and support should be made available along with proper infrastructural support. Youth entrepreneurship is an increasingly common approach for engaging youth in solving social problems. Youth organisations and programs can promote these efforts through a variety of incentives to young people, and encourage them to undertake social businesses and become entrepreneurs. The government can play a big role in promoting social enterprises through policies that actively encourage social entrepreneurship; this will require three major initiatives on the part of the government.

Firstly, major tax incentives will be required; secondly, the government will have to ensure easy access to bank financing, and thirdly there will have to be a comprehensive revamping of the regulatory framework for doing business. Currently, the government grants 10% tax waiver on CSR spending by private sector organisations. Similar incentives can also be provided to entrepreneurs involved in social ventures. But the government will also need to do some innovative think-