Social entrepreneurs are change agents, creating new entrepreneurial opportunities and social structures, and sometimes influencing minds and world views. No wonder that there is a growing interest in these people and in the phenomenon of social entrepreneurship. This thesis explores how social entrepreneurship can be initiated from scratch, empowering people to be their own change agents in the severely resource constrained environments of rural Bangladesh. It adds to our understanding of social entrepreneurship and behavioural change, partly by confirming extant ideas and theories, and also by articulating new angles to look at these phenomena. Novel methods and tools to address social entrepreneurial challenges are presented. The insights gained are relevant for practitioners, policy makers or researchers in the field of entrepreneurship and also for those working on change and value creation in settings that are characterized by ambiguity and uncertainty.