Thesis Report

On

Udvash-Unmesh Education Family

Submitted by:
Anwar Parvez
ID: MBA2401031017
Program: MBA
Major: Accounting
Semester: Fall-2024
Sonargaon University (SU)

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: 07 January, 2025

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Prof. Md. Al-Amin Molla

Professor

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Date of Submission: 07 January, 2025

Letter of Transmittal

07 January, 2025
Prof. Md. Al-Amin Molla
Professor
Department of Business Administration
Sonargaon University

Subject: Submission of thesis paper.

Dear Sir,
I am here by submitting my thesis paper entitled "**Udvash-Unmesh Education Family**," which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Udvash-Unmesh Education Family. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.
Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Anwar Parvez
ID: MBA2401031017
Program: MBA
Major: Accounting
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Declaration of Student

This is to notify you that, the thesis paper on "**Udvash-Unmesh Education Family**", has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Prof. Md. Al-Amin Molla, Professor, Department of Business Administration, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Anwar Parvez
ID: MBA2401031017
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Certificate of Supervisor

This is to certify that the thesis report "**Udvah-Unmesh Education Family"** has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Anwar Parvez, bearing ID: MBA2401031017 under my supervision. The report or the information will not be used for any other purposes.

Prof. Md. Al-Amin Molla
Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

First of all, I would like to thank the Almighty Allah for giving me the ability to complete my thesis report on time.

This thesis report titled Udvash-Unmesh Education Family is prepared to fulfil the requirement of MBA program.

I would like to thank my honorable supervisor Prof. Md. Al-Amin Molla, Professor, Department of Business Administration, Faculty of Business, Sonargaon University (SU) for supporting me to complete my thesis report.

Then I would like to thank Udvash-Unmesh Education Family and also its employees those helped me a lot for the completion of this thesis report. Finally, I want to thank and show my deepest gratitude to my parents for their encouragement.

Anwar Parvez

ID: MBA2401031017

Program: MBA

Major: Accounting

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Abstract

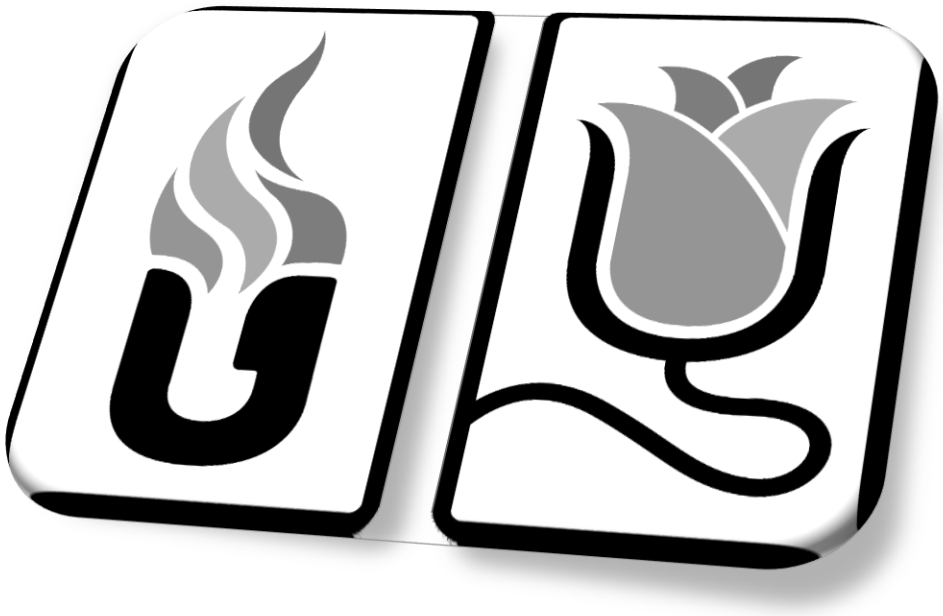
Udvash-Unmesh is an educational institution in Bangladesh that began with a humble investment and grew over 25 years into an influential educational organization. This report examines the journey of Udvash-Unmesh from its initial struggles to becoming a new paradigm in the shadow education sector. Through the stories of its founders, educators, and students, this study explores how Udvash's philosophy of understanding over rote memorization, encouragement of intellectual curiosity, and moral development has influenced the education system in Bangladesh. This research highlights Udvash's unique approach and the role of family involvement in the institution's development.

This study explores the educational initiative "Udvash-Unmesh" in Bangladesh, focusing on how the program fosters family involvement in Student's education. Through interviews, surveys, and case studies, this research investigates how the program influences family dynamics and Student's academic & admission performance. The study also evaluates the role of community engagement in enhancing educational outcomes and discusses the broader impact of Udvash-Unmesh on the educational system in Bangladesh.

Udvash-Unmesh Education Family is growing continuously for its unique strategy and plan and Internal Procedure is facilitate the growth one step further.

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Udvash-Unmesh

Education Family.

Chapter 1

Introduction

Background

Udvash was born out of a passion. A passion for making a difference. Creating a movement of OnnoRokom Manush (different humans) and bringing about a change. When Udvash was founded in the latter part of 2000, its founders had no idea that it would take on a life of its own. After about 25 years, it has albeit taken a life of its own and turned into an educational institution like no other, pretty much uncomfortably without a definition for itself. A category of its own.

The beginning was humble. “We started Udvash with a mere 6,000taka investment. We rented a small room at 800taka rent per month. That’s how our journey began. It was quite difficult in the early days since we didn’t have adequate resources at our disposal. But we were passionate about teaching that helped us survive trials and tribulations of those difficult days.” That’s Mahmudul Hasan Sohag, Co-founder of Udvash and Co-founder and Chairman of OnnoRokom Group.

It took Udvash eight years to reach break-even. In those days, Udvash founders and team worked hard day and night and in most months did not get paid in full. What kept Udvash alive was love. Love for teaching. Love for students. And a strong sense of purpose. Throughout its journey, Udvash has been a purpose-driven organization. It has put the benefits of its students ahead of its own business or any other interest for that matter.

Today, Udvash has 90 branches. It teaches thousands of students every year. Creates opportunities for hundreds more in the form of part-time and full-time employment.

Udvash has created a new paradigm in the shadow education sector in Bangladesh. A paradigm that proposes a new and better approach to learning and teaching. That promotes understanding over rote memorization. Collaboration over mere competition. That promotes values like humility and honesty and helpfulness. A paradigm that says the purpose of education is much larger than achieving good grades. Education is about teaching how to live a good life and become OnnoRokom (different and better) Manus (human being).

It took Udvash 25 years to come where it is today. The journey was not smooth. Every node of those 25 years has crucial information and moving stories of struggles, sacrifices, trials, and triumphs.

Our passion to build an educational institution that truly cared for students, that wanted to create OnnoRokom (different) human beings was stronger than our desire for riches and other career priorities. What motivated us at the time was the transformation we were seeing in our students, no matter how small they were in number.

My admission procedure in BUET was completed by the end of November 2000. I was staying in a hostel with Hamid and a few other friends. There was

a year-long session jam in BUET that year. So we had enough time at hand. In December of the same year, I and Hamid decided to teach students. That's how Udvash began.

I invested 6000 taka that I had from tuition and other sources. I invested that money into Udvash. Hamid invested an equal amount. We rented a small room at Mohammadpur at 800 taka rent per month. That's how our journey started. It was quite difficult in the early days since we didn't have adequate resources at our disposal. But I was passionate about teaching. So were my partners.

We set up 3 benches in the room. As part of the promotion, we prepared some leaflets and distributed that in front of different schools. Later we did paintings with quotes of famous personalities to engage people. We managed to attract about 3 students in our first batch. However, I could not recall if they had made their payment.

Our fee at the time was BDT 700. It was way higher than what other coaching centers were asking for. We did not know that coaching centers usually charge BDT 200 to 300. After a long time, we came to know that information, which explains how much knowledge we had about coaching centers.

I used to take classes at Omeca Coaching Center at that time. I had a good relationship with the director of Omeca. He knew that we were trying Udvash and one day he told me that we could use a room at Omeca if we wanted to

for Udvash since there were available rooms at Omeca. Since we were academic coaching, he also probably saw a benefit there to spread the name of Omeca.

As a result, after a year in Mohammadpur, we moved to Dhanmondi in a room of Omeca coaching center. We had a handful of students at that time but we were not in a position to hire paid teachers. So we decided to onboard a qualified partner. Liton was among the first few people we thought of as a potential partner.

Liton used to live in Hall and managed permission from Hall Authority to teach students at the hall. He was teaching around 20 to 30 students there. So one fine afternoon we proposed to Liton whether he would be interested in joining us as a partner. While discussing with Liton, his friend Majed was also there. Eventually, both Liton and Majed joined us as partners and thus we got teachers for each of the 4 subjects of science. However, in September of the same year, Hamid quit for some personal reasons and we then took Pavel (one of my BUET classmates) to fill the gap. We ran it together till 2006.

Dhanmondi was sort of an isolated location for us. We were missing out on a large number of students who usually operated around farmgate. So we decided to move to Farmgate. We eventually rented a room in Tejkunipara and moved there in 2002. That’s when our real struggle started. We did not have a sufficient number of students. As a result, there was always a working capital shortage.

Additionally, we had no idea if we were getting paid accurately since we had no accountant due to the capital shortage and all that. Our only employee then was Faruk bhai, who was working as a canteen boy at BUET at the time. He has been with us since then and today he looks after infrastructure development of our new outlet expansion.

We did all kinds of things to ensure the sustainability of Udvash in the early days. We would hire a computer operator and offer him to stay with us in BUET hall to convince him to join us at lower pay. We would share our bed rotationally. Meanwhile, we decided to open a branch in Motijheel near Notre Dame College.

We scouted a few buildings and found one. We estimated that the building that we shortlisted wouldn't be rented at less than 10,000 taka. It was too much for us which we could not afford at the time. But we went to meet with the owner, Yeamin Bhai who has been a great support to us since then to these days. After listening to our story, he proposed an unusual arrangement. He suggested we use half of the space and pay accordingly. The rent was 6,000, if I remember correctly, which was still a financial stretch for us. But Yeamin bhai encouraged us and told us that we could do it and that he would take care of the rest.

In the early days, we've invested a tremendous amount of resources in helping our students not only academically but also outside of studies. We helped them solve their personal problems. Listen to their issues. We became close to their parents. There are instances where we became part of their families. In

general, we spent a tremendous amount of time with our students in class and outside of class.

After much thought, we decided to go with the arrangement. It was back in 2005 and we were getting a thin feeling of growth. We had already been able to attract a group of enthusiastic students from Notre Dame College by then. They spread the good name of Udvash which brought in a lot of new faces to our fledgling institution. Parents of the students also played the role of marketers for us. Slowly, we started to get more students purely through word of mouth.

However, our struggle was not done yet. For instance, there was a time when we could not pay rent for 8-months. Despite that, Yeamin was kind to us and he didn't force us to leave the space. He used to like us very much and he helped us tremendously at that time. Instead of evicting us from his building, he loaned us 100,000 taka at the time. We offered him a partnership.

We were quite liberal about the partnership at that time :). He did not refuse but told us that he would see it later. We could feel that he was interested in Udvash. He also helped us in various other ways. We did not have an accountant at that time. We were not regular at collecting payments from students either. Many students would not pay for months because we never asked for fees from then.

Yeamin bhai helped us with an account. He realized that we do not have an accountant and are not getting paid accurately so he managed one for us. The accountant figured out that there were students that were studying for months

and never paid a penny. The accountant worked with us for a while and helped us fix the situation. Later bhaiya did not show much interest in the partnership and instead told us to repay the loan whenever we could. He probably thought after receiving the report from the accountant that we're a hopeless case.

We were growing slowly at the time. The number of students used to fluctuate because most of the students used to ask for notes and suggestions which was strictly prohibited at Udvash since our motto was to make students understand what they are studying. Parents were equally confused when we would tell them that we don't provide notes or anything. However, we persisted on that path and it paid off eventually.

We had an excellent cohort of teachers at the time who were not with us for money alone but because they were passionate about teaching and contributed a lot to making who we are. To these days, what makes Udvash different is our teacher. We hire the best teachers and ensure that they get all the supports to deliver the best education to their students.

Our first breakthrough came in 2005. Some of our students of the HSC'05 batch were true fans of Udvash. They worked as our brand ambassadors helping us to spread our names and bringing in new students. Then HSC'08 was a huge success for us. We managed to attract a good bunch of students. At one point, we became so popular among students that teachers at different schools started to take active measures to discourage students to come to us. While it was a momentary challenge for us, it did help us more than harming

us. Students who did not know about us came to know more about our work through their teachers.

We had an excellent cohort of teachers at the time who were not with us for money alone but because they were passionate about teaching and contributed a lot to making who we are. What makes Udvash different is our teacher. We hire the best teachers and ensure that they get all the supports to deliver the best education to their students.

Udvash has created a new paradigm in shadow education sector in Bangladesh. A paradigm that proposes a new and better approach to learning and teaching. That promotes understanding over rote memorization. Collaboration over mere competition. That promotes values like humility and honesty and helpfulness. A paradigm that says the purpose of education is much larger than achieving good grades. Education is about teaching how to live a good life and become OnnoRokom (different and better) Manus (human being).

In the early days, we've invested a tremendous amount of resources in helping our students not only academically but also outside of studies. We helped them solve their personal problems. Listen to their issues. We became close to their parents. There are instances where we became part of their families. In general, we spent a tremendous amount of time with our students in class and outside of class.

In 2008, we first published our magazine Nirantar, the first of its kind by an educational institution like ours. We introduced debates, several clubs, and many other extracurricular activities at Udvash.

The teacher-student bonding has always been strong at Udvash. We mostly stayed at the top of the invitation list of our students' family events. This is what made us go on despite all these challenges and the financial crisis.

Five years after the inception, when circumstances became even more fraught with challenges, two of our patterns quit their Udvash partnership and decided to stay with us as teachers. It was a logical decision on their part. We were about to graduate from BUET and Udvash was not showing any sign of going anywhere soon. They had to attend the call of reality. But Liton and I were determined to see it through to the end. This was not a logical decision; then and again, we could've never made it this far if we looked at the money.

This is exactly why I say that you can't make an enterprise sustainable in the long run if you're in the game only for the money. Doggedly pursuing Udvash, at that time, was an illogical decision in terms of money and everything. But we were not concerned about it.

Our passion to build an educational institution that truly cared for students, that wanted to create OnnoRokom (different) human beings was stronger than our desire for riches and other career priorities. What motivated us at the time was the transformation we were seeing in our students, no matter how small they were in number.

First and foremost, we are here for our students. We only do those things that are good for our students. That helps them do well not only academically but also in life.

As I stated earlier, our ambition, our reason for being as an organization is very different. We live for a greater cause than ourselves.

In more practical terms, Udvash isn't merely a coaching center, as people might say. We have tried to introduce a completely different stream of academic care against the traditional coaching centers. When others distribute hand-notes and advertise shortcuts, we focus on imparting proper education to the students who came to us. Not only that we do not give any suggestions or hand notes to our students, we actively discourage it.

In fact, in the early days, we had to face difficulties in attracting students for that because parents would come and ask us what are the facilities we provide, do we provide suggestions and notes and we would reply that we don't. That was a deal-breaker for many parents. But for many, it was the answer they were looking for. We discourage rote memorization without understanding a topic. We do take many model tests and write long feedback in the exam papers while returning them to students.

Our ambition at Udvash is to help create OnnoRokom Manush. So teaching moral principles is something that we take seriously. But we don't merely ask our students to become moral beings and all that. We try to show them how to become one. For example, when we started OnnoRokom Pathshala, we provided our students' video lessons of lectures for free. When we were distributing the recording, we gave them a condition that they have to share the recording with as many students as possible.

We always encourage our students to help people. We encourage collaboration instead of mere competition. We encourage humility and humanity.

As founders, Liton and I have never shown any superiority. We never even had a separate room in any one of Udvash branches. We never wait for our

employees to do things rather we do it if we have time. We involve our employees in every celebration. We never treat our people as employees. There is no boss and subordinates. It is a culture where everyone respects everyone regardless of their position.

In 2008, we first published our magazine Nirantar, first of its kind by an educational institution like ours. We introduced debates, several clubs, and many other extracurricular activities at Udvash.

As I mentioned earlier, money has never been a motivation for us at Udvash. We have a student aid program that supports students with financial needs. When we first introduced it, we did not have a process. We used to offer financial aid to anyone who came to us and convinced us. Now we have a process. We also take a commitment from the students who receive the aid that they would give back at least an equal amount of contribution when they become capable and our CSR department now keeps track and follow-up with these students. We have a lot of extracurricular activities at Udvash like debate, magazine publishing, and many more. These are unlikely things to do for a coaching center.

The first and foremost, we are here for our students. We do things that are good for our students and help them to do well not only academically but also in life. As I stated earlier, our ambition, our reason for being as an organization is very different. We live for a greater cause than ourselves.

Chapter 2

The Story of Udvash and Unmesh

Founding and Early Days of Udvash



Mahmudul Hasan Sohag, better known as **Sohag Bhai** is a Bangladeshi entrepreneur. He is the CEO and co-founder of Rokomari.com website. He also founded Udvash Coaching Center and Onnorokom Web Service Limited. He developed the first Electronic Voting Machine (EVM) in Bangladesh. He was also the Academic Councilor of Bangladesh Mathematical Olympiad. He is currently serving as the chairman of an Onnorokom Group.

Early life

Sohag was born on June 7, 1981, in a village of Sarishabari Upazila of Jamalpur District. His father is Abul Hossain who is a school teacher and mother is Monowara Begum. Hossain was an officer of the postal department. Sohag is the youngest child of parents, two daughters and one son.

Education

Sohag completed his primary education at Naseeruddin Kindergarten, a local children's school. Then he passed secondary school from Riazuddin Talukder High School in 1998. At that time he occupied the 5th place in the combined merit list of the Dhaka Board in the SSC examination. After that he got admission in higher secondary in Dhaka College. he again ranked 4th in higher secondary examination in 2000 in combined merit list of Dhaka board. Later he got admission in Bangladesh University of Engineering and Technology (BUET) in

the Department of Electrical and Electronic Engineering. He passed his graduation from there. Before passing he worked for some time as a research assistant in BUET's Institute of Information and Communication Technology.

Career

After working as a research assistant at Bangladesh University of Engineering and Technology (BUET), he did not join any other job.[9] He was selected as the Bangladesh representative to participate in the Entrepreneur Exchange Program organized by the University of Oklahoma, USA in 2012. He has built various institutions.

Chapter 3

Unique service tour

Unique service tour



Offline/Online Program



Talented and experienced teacher



Quality Study Materials



Concept Based Class



Unique Exam System



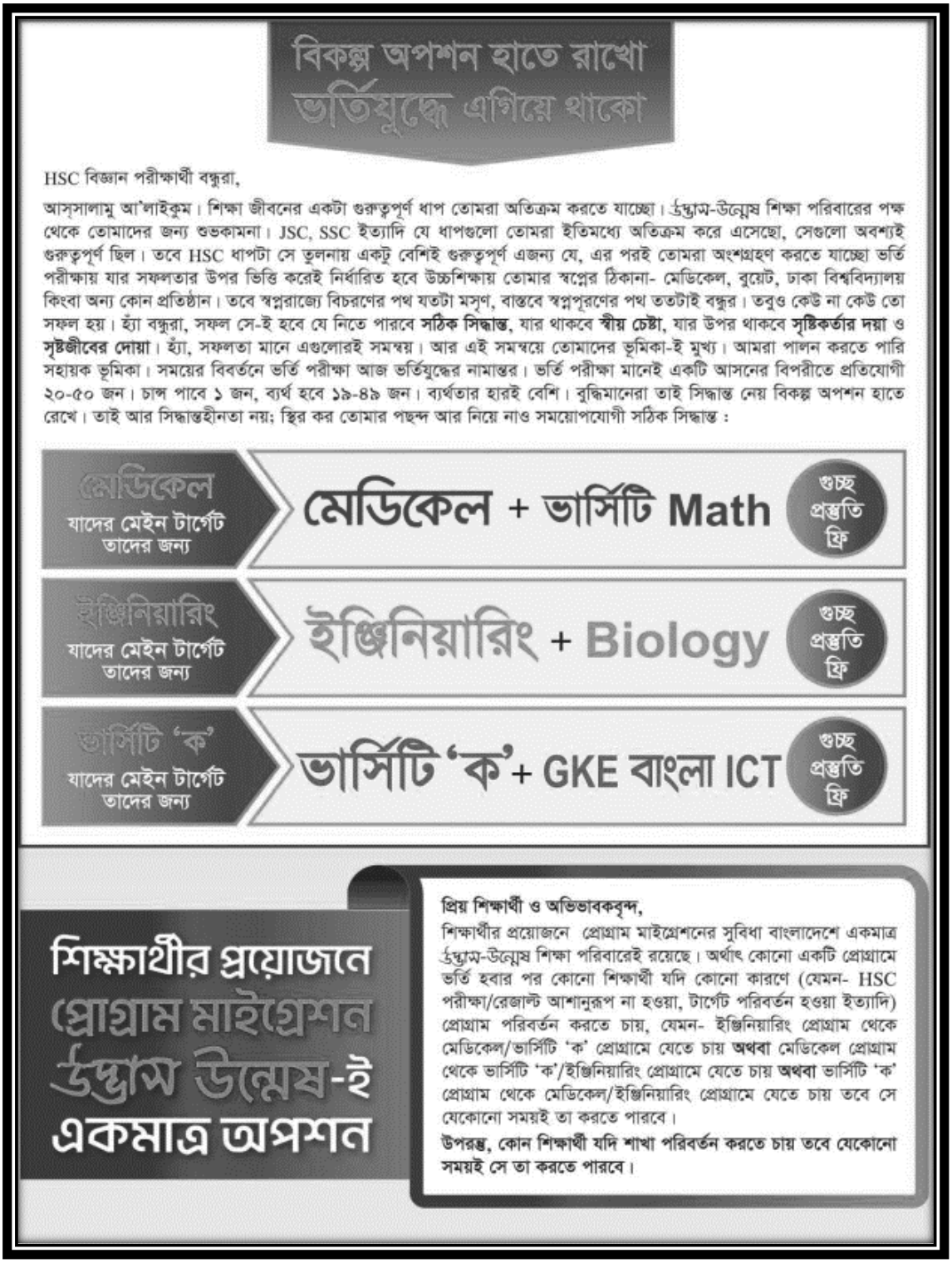
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Exam Analysis Report


বিকল্প অপশন হাতে রাখো
ভর্তিযুদ্ধে এগিয়ে থাকো
HSC বিজ্ঞান পরীক্ষার্থী বন্ধুরা,
আস্‌সালামু আ'লাইকুম। শিক্ষা জীবনের একটা গুরুত্বপূর্ণ ধাপ তোমরা অতিক্রম করতে যাচ্ছো। উদ্ভাস-উন্মেষ শিক্ষা পরিবারের পক্ষ থেকে তোমাদের জন্য শুভকামনা। JSC, SSC ইত্যাদি যে ধাপগুলো তোমরা ইতিমধ্যে অতিক্রম করে এসেছো, সেগুলো অবশ্যই গুরুত্বপূর্ণ ছিল। তবে HSC ধাপটা সে তুলনায় একটু বেশিই গুরুত্বপূর্ণ এজন্য যে, এর পরই তোমরা অংশগ্রহণ করতে যাচ্ছো ভর্তি পরীক্ষায় যার সফলতার উপর ভিত্তি করেই নির্ধারিত হবে উচ্চশিক্ষায় তোমার স্বপ্নের ঠিকানা- মেডিকেল, বুয়েট, ঢাকা বিশ্ববিদ্যালয় কিংবা অন্য কোন প্রতিষ্ঠান। তবে স্বপ্নরাজ্যে বিচরণের পথ যতটা মসৃণ, বাস্তবে স্বপ্নপূরণের পথ ততটাই বন্ধুর। তবুও কেউ না কেউ তো সফল হয়। হ্যাঁ বন্ধুরা, সফল সে-ই হবে যে নিতে পারবে **সঠিক সিদ্ধান্ত**, যার থাকবে **স্বীয় চেষ্টা**, যার উপর থাকবে **সৃষ্টিকর্তার দয়া** ও **সৃষ্টজীবের দোয়া**। হ্যাঁ, সফলতা মানে এগুলোরই সমন্বয়। আর এই সমন্বয়ে তোমাদের ভূমিকা-ই মুখ্য। আমরা পালন করতে পারি সহায়ক ভূমিকা। সময়ের বিবর্তনে ভর্তি পরীক্ষা আজ ভর্তিযুদ্ধের নামান্তর। ভর্তি পরীক্ষা মানেই একটি আসনের বিপরীতে প্রতিযোগী ২০-৫০ জন। চান্স পাবে ১ জন, ব্যর্থ হবে ১৯-৪৯ জন। ব্যর্থতার হারই বেশি। বুদ্ধিমানেরা তাই সিদ্ধান্ত নেয় বিকল্প অপশন হাতে রেখে। তাই আর সিদ্ধান্তহীনতা নয়; স্থির কর তোমার পছন্দ আর নিয়ে নাও সময়োপযোগী সঠিক সিদ্ধান্ত :
মেডিকেল
যাদের মেইন টার্গেট তাদের জন্য
মেডিকেল + ভার্সিটি Math
গুচ্ছ প্রস্তুতি ফ্রি
ইঞ্জিনিয়ারিং
যাদের মেইন টার্গেট তাদের জন্য
ইঞ্জিনিয়ারিং + Biology
গুচ্ছ প্রস্তুতি ফ্রি
ভার্সিটি 'ক'
যাদের মেইন টার্গেট তাদের জন্য
ভার্সিটি 'ক' + GKE বাংলা ICT
গুচ্ছ প্রস্তুতি ফ্রি
শিক্ষার্থীর প্রয়োজনে
প্রোগ্রাম মাইগ্রেশন
উদ্ভাস উন্মেষ-ই
একমাত্র অপশন
প্রিয় শিক্ষার্থী ও অভিভাবকবৃন্দ,
শিক্ষার্থীর প্রয়োজনে প্রোগ্রাম মাইগ্রেশনের সুবিধা বাংলাদেশে একমাত্র উদ্ভাস-উন্মেষ শিক্ষা পরিবারেই রয়েছে। অর্থাৎ কোনো একটি প্রোগ্রামে ভর্তি হবার পর কোনো শিক্ষার্থী যদি কোনো কারণে (যেমন- HSC পরীক্ষা/রেজাল্ট আশানুরূপ না হওয়া, টার্গেট পরিবর্তন হওয়া ইত্যাদি) প্রোগ্রাম পরিবর্তন করতে চায়, যেমন- ইঞ্জিনিয়ারিং প্রোগ্রাম থেকে মেডিকেল/ভার্সিটি 'ক' প্রোগ্রামে যেতে চায় অথবা মেডিকেল প্রোগ্রাম থেকে ভার্সিটি 'ক'/ইঞ্জিনিয়ারিং প্রোগ্রামে যেতে চায় অথবা ভার্সিটি 'ক' প্রোগ্রাম থেকে মেডিকেল/ইঞ্জিনিয়ারিং প্রোগ্রামে যেতে চায় তবে সে যেকোনো সময়ই তা করতে পারবে।
উপরন্তু, কোন শিক্ষার্থী যদি শাখা পরিবর্তন করতে চায় তবে যেকোনো সময়ই সে তা করতে পারবে।

Nationwide Equal service in all branches

Equal services are provided in all branches of Udbhas-Unmesh across the country. Examinations are conducted in all branches with the same question paper. All answer sheets are evaluated from one place and the same Solve Sheet is provided to all students. The same teacher takes classes in all branches. The merit list of all students is prepared through online software. As a result, a student can know about his position among all students across the country by taking the exam from any branch of Udbhas-Unmesh.





Whatever the situation,

Preparations will not stop.

Udvash-Unmesh has the best online learning platform in the country (online.udvash-unmesh.com) under the round-the-clock supervision of its own software team. If the educational institution is closed due to the Covid-19 pandemic or any government regulations, all activities will continue online. As a result, there will be no disruption in the continuous preparation of the students. The enviable success of Udvash-Unmesh students in various admission tests is the best proof of this. It is worth noting that in addition to MCQ tests, Udvash Unmesh is the only one in Bangladesh that conducts online written tests similar to offline written tests to ensure balanced preparation of students online.

Chapter 4

Surprising success story

Surprising success story

1290+

A total of 1290+ students got a chance from Udbhas out of 1309 seats, including 50 in the top 50 on the merit list in the 2023 BUET admission test.

4750+

A total of 4,750+ students got a chance from Unmesh out of 5,380 seats, including 50 in the top 50 in national merit and 241 in DMC, in the 2023 medical admission exam.



1800+

A total of 1800+ students got a chance from Udbhas out of 1851 seats, including 50 in the first 50 in the merit list of the 2023 DU 'A' Unit Admission Test.



3180+

A total of 3180+ students got a chance from Udbhas out of 3231 seats, including 50 in the top 50 on the merit list in the 2023 CKRUET admission test.


২০২৩ সালে উদ্ভাস-উন্মেষ এর ঈর্ষণীয় সাফল্য
মেডিকেল TOP 10
২০২৩ মেডিকেল ভর্তি পরীক্ষায়
প্রথম ৫০ এ ৫০ জন,
DMC-কে ২৪১ জনসহ ৫৩৮০ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে ৪৮০+
সবী
ঐশ্বর্য
জামি
মেধা
ফারিহা
রাইয়ান
রুমা
মেসবাহুল
ইহাম
কিরানা
ডেন্টাল TOP 10
২০২৩ ডেন্টাল ভর্তি পরীক্ষায়
প্রথম ১০ এ ১০ জন সহ
৫৪৫ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে ৪৫০+
তানিম
রাকিব
আকিব
লামিয়া
রাহাত
ফারিহা
মাহফুজ
সাজিদ
মাহি
বিদ্যুৎ
BUET
২০২৩ BUET ভর্তি পরীক্ষায়
প্রথম এ জন সহ
১৩০৯ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে
তামিম
হাবিবুল্লাহ
সুমীত
মাহদী
সাকলাইন
রাকিব
আরিফ
আসিফ
অভি
মুকাদ্দিম
ঢাবি 'ক' TOP 10
২০২৩ ঢাবি 'ক' ভর্তি পরীক্ষায়
প্রথম ৫০ এ ৫০ জন সহ
১৮৫১ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে ১৮০০+
প্রতীক রসুল
হাবিবুল্লাহ
শুভ
সুহৃদ
আসিফ
রাকিবুল
সামিয়া
রাকিব
সুদীপ্ত
রিফাওয়ানুল্লাহ
CKRUET
২০২৩ CKRUET ভর্তি পরীক্ষায়
প্রথম এ জন সহ
৩২৩১ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে
মঈন
প্রতীক রসুল
ওয়াসি
রফি
সজিব
রাদ শাহরার
আদিবা
সুদীপ্ত
আদিত্য
ফাল্গুনিন
BUTEX TOP 10
২০২৩ BUTEX ভর্তি পরীক্ষায়
প্রথম ৫০ এ ৫০ জন সহ
৬০০ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে ৫৮০+
আসিফ
তাসনিমুল
রোমন
কৌশিক
আকিব
লামিয়া
অমি
শিশির
তারিক
নাফিস
IUT
২০২৩ IUT ভর্তি পরীক্ষায়
প্রথম এ জন সহ
৭৫০ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে
আহনাফ
সামিত
সালমান
সামি
রাদ
আসিফ
ইবতিসাম
আদী
আদীব
নাজিফা
MIST TOP 10
২০২৩ MIST ভর্তি পরীক্ষায়
প্রথম ১০ এ ১০ জন সহ
৭৫০ আসনের মধ্যে
উদ্ভাস থেকে চান্স পেয়েছে ৭৯০+
সিয়াম
মাহদী
সুদীপ্ত
প্রিতম
প্রতীক রসুল
রাউফুর
তাহিয়া
রাকিব
আরিফ
মুকাদ্দিম

Academic Achievements and Beyond

How Udvash and Unmesh have improved academic performance.

Success stories from students who have benefited from the institutions' approach.

The role of education in improving social mobility.

Holistic Development of Students

The focus on critical thinking, perseverance, and confidence.

The creation of morally responsible individuals (OnnoRokom Manush).

The role of the teacher as a mentor and role model.

The Role of Parents and Community in Shaping Udvash's Culture

How parents and community members support the philosophy.

Partnerships and collaborations that support Udvash's educational goals.

Chapter 5

Mission & Vision

Constantly moving forward with the determination to change...



Human civilization has been developing for many years. For these thousands of years, people have been mixing with people, people have been knowing and understanding people, people have been researching people - yet people are mysterious! In a word, people have incredible powers. Everything that was impossible in the history of the world until now - now many of them are possible. People have made these impossible things possible. Once upon a time, someone who was born on an isolated island in the Pacific or Atlantic Ocean, for him, the vast expanse of water was the edge of the world! People can now go from one end of the world to the other within a day. Isn't that just the world! People have surpassed the galaxy. All the other impossible things will be possible for people one day. If nothing is lost in an accident, the average limbs and their arrangement are the same for everyone, yet how diverse people are. At the same moment, someone of the same age is dreaming of going to space, while someone does not dare to leave the house. Some people are suffering from great remorse after throwing a stone at someone, while others are preparing to kill thousands of people by bombing them and killing thousands more. Why is this happening? We

are all human beings, the only difference is in our qualifications. Some people have been very competent as human beings, while others have not been at all. The point is, when do we call a person a competent person? Generally, we think that how competent a person is depends on four characteristics. The characteristics are – being thoughtful, being positive (not being discouraged), being confident, and having a clear idea of values. The more prominent these four characteristics are, the more competent a person will be. If we look closely at the Udbhash logo, we will see; there are four flames of four colors. These four flames are these four characteristics.



To be thoughtful

What kind of person is this, who does not think? The truth is, there is no such person in the world who does not think at all. But here we mean thinking – searching for reasons, finding the answer to 'why', being able to differentiate between good and evil, being able to differentiate between truth and falsehood. When I can differentiate between good and evil, I will definitely avoid evil. The one who can understand the difference between truth and falsehood will no longer resort to lies. Thinking people search for deep reasons. While searching for the reason why an apple falls to the ground instead of flying in the sky, Newton discovered the law of gravity. While searching for the reason why birds fly in the sky, people invented planes. For us, education does not mean merely obtaining a certificate or taking some degree. By educated, we mean being an enlightened person, being a thoughtful person.



Being positive

(Practice not to get discouraged)

In most cases, the difference between successful and unsuccessful people is the habit of not giving up. That is, the longer someone persists in any field or any task, the more likely he is to succeed. In the Holy Quran, in Surah Al Imran, Allah Subhanahu Wa Ta'ala has said - "Do not despair and do not grieve. You will be the ones who will be victorious if you are believers (Surah Al Imran: 139)". The main characteristic of a worthy person is that he does not get easily discouraged by anything. It may be that he does not understand a difficult subject in studies, he should stick to it. Similarly, in every field of life, he should not get discouraged and stick to it, success will come.

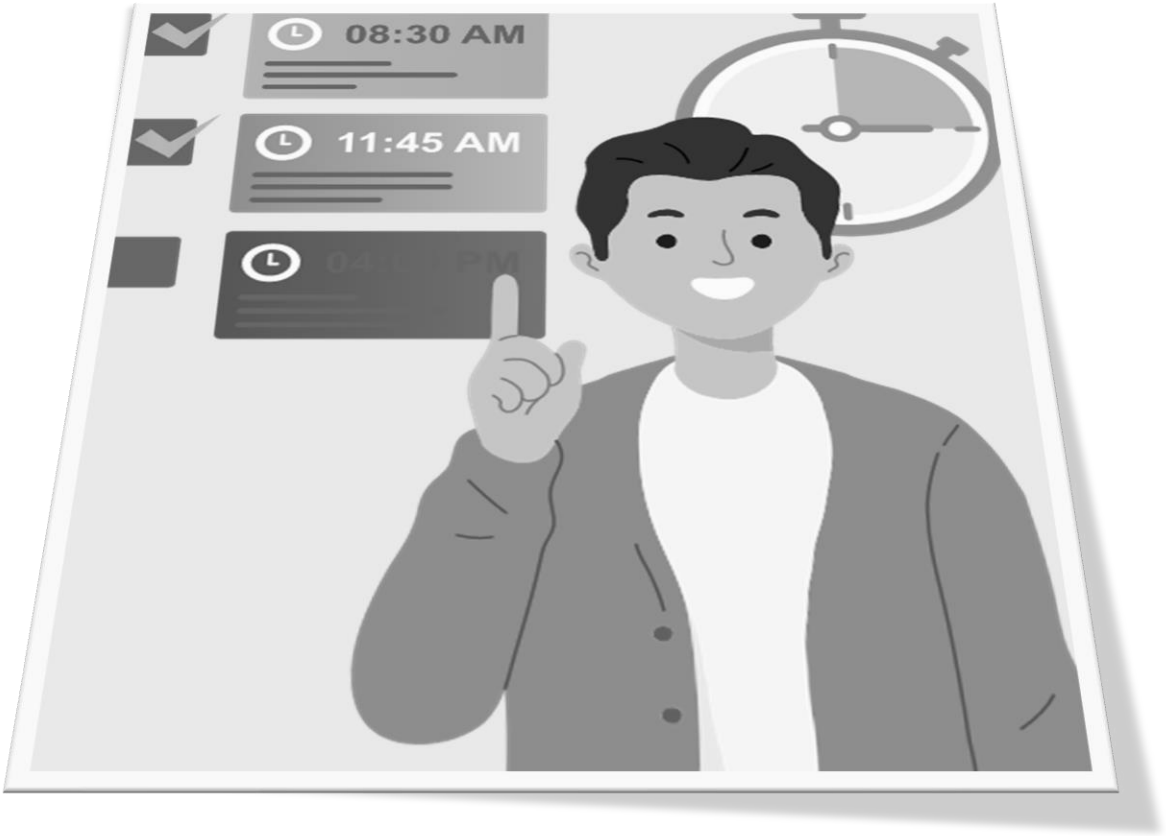


Values and accountability

Have a clear idea about

We often hear – values are declining, the youth society is collapsing. What exactly are these values? Why are values so important? In the course of social evolution, some customs and behaviors become the general rules of society. These general rules maintain social peace and order. Breaking the rules disrupts peace and order in society. These rules and regulations are called values. Values can never be established, they develop gradually. The elements of values can be said to be – principles and fairness, social justice, tolerance, mutual respect, tolerance of opinions, dignity of labor, sense of responsibility and duty, loyalty to the state, rule of law, etc. The absence of values initiates degradation. By degradation, we usually mean some social slippage or deviation. Such social crimes as drug addiction, pornography addiction, robbery, theft, extortion, bribery-corruption, uncontrolled-unfair and immature sexual behavior are portrayed as degradation. In reality, its scope is much wider. Basically, honesty, devotion to duty, patience, generosity, etiquette, courtesy, discipline, perseverance, aesthetic creativity, patriotism, principles and decency, and tolerance for all opinions are lost, when such moral qualities are lost, degradation is born. Values and degradation are contradictory; conflicting. Therefore, where values are weak, degradation is strong. If we want to be worthy people, we must have values. We who claim to be human or look and feel like humans, must all have these four characteristics. It is better to live a few moments as a human

being, that is, as a worthy human being, than to live a hundred years as just a human being. Come on! Be a worthy human being.



Vision:

The vision of **Udvash** and **Unmesh** is to become leading institutions in Bangladesh that not only excel in delivering quality education but also reshape the educational landscape by promoting values-based learning. They envision an education system that prepares students to navigate life with integrity, critical thinking, and resilience, fostering a generation of leaders who prioritize the well-being of society.

A New Paradigm for Education: Udvash and Unmesh aspire to redefine what education means by offering an approach that is different from traditional methods. Their vision is to cultivate a learning environment where students are not merely taught to pass exams but are inspired to become lifelong learners with strong ethical foundations.

Moral and Ethical Leadership: They seek to produce graduates who are equipped with the knowledge, values, and leadership skills necessary to positively influence society. The core of their vision is to build a generation of individuals who possess a high moral compass and take responsibility for the community around them.

National Impact: Over time, Udvash and Unmesh envision their educational model being adopted more broadly across Bangladesh, encouraging systemic change that transforms the educational sector into one that emphasizes deep learning, critical thinking, and social responsibility.

Global Contribution: In the long run, Udvash and Unmesh hope to extend their impact globally by collaborating with international educational institutions, sharing their innovative approach to learning, and expanding their influence on a global scale.

Curiosity and Inquiry: Encouraging students to ask questions and engage deeply with their subjects.

Integrity and Morality: Instilling high moral standards and teaching students the importance of ethics in all aspects of life.

Perseverance: Encouraging a mindset of persistence and hard work, promoting the idea that growth comes through effort and determination.

Collaboration: Fostering teamwork and learning in collaborative environments where students support each other.

Holistic Development: Focusing on the overall development of the student, encompassing academic, personal, and ethical growth.

Conclusion:

The **Udvash** and **Unmesh** Education Family's mission and vision reflect their commitment to creating a new kind of education system in Bangladesh—one that places understanding, moral development, and critical thinking at its heart. They strive to build not just academically successful students but individuals who are well-equipped to contribute to society in meaningful ways. Through a combination of innovative teaching practices, values-based education, and an unwavering focus on student well-being, Udvash and Unmesh aim to be catalysts for positive change in the educational landscape.

Reference:

www.udvash.com

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