



**Vision Bangladesh**  
*Health & Education Society*



**Freedom From Deprivation**

Vision Bangladesh Health and Education Society stands as a unique example of social entrepreneurship in action, advancing holistic development through innovative, impact-driven enterprises. Rooted in the belief that sustainable social progress can be fueled by strategic business interventions, Vision Bangladesh has established and nurtured a portfolio of entrepreneurial ventures that address critical needs across healthcare, technology, renewable energy, and eco-tourism.



**Bagerhat Eye Hospital** established in 2010 in Bagerhat Sadar, provides affordable, high-quality eye care and surgeries, with outreach eye camps.

**NeuraTech Ltd** is a digital agency offering ICT training, web development, and cybersecurity services, empowering youth and supporting business growth through the ICT4D approach.

**Welcare Power Ltd.** is a green energy enterprise producing eco-friendly LED products and expanding into solar solutions to meet Bangladesh's growing clean energy needs.

**Welcare Trip** promotes eco-tourism, and through the network, it is promoting ecological tourism in Bangladesh.

Through these diverse yet interconnected entrepreneurial initiatives, Vision Bangladesh Health and Education Society exemplifies a model where social goals and business innovation intersect, creating a lasting impact across communities, sectors, and regions.

## Legal Status

- Registered with the NGO Affairs Bureau, Office of the Chief Advisor, Govt. of the People's Republic, Bangladesh, Registration No. 2320, dated 19.03.2008
- Register of Joint Stock Companies and Firms, Registration No. S-6221(466)/06, dated: 18.12.2006

## Vision



Freedom from deprivation.

## Mission statements

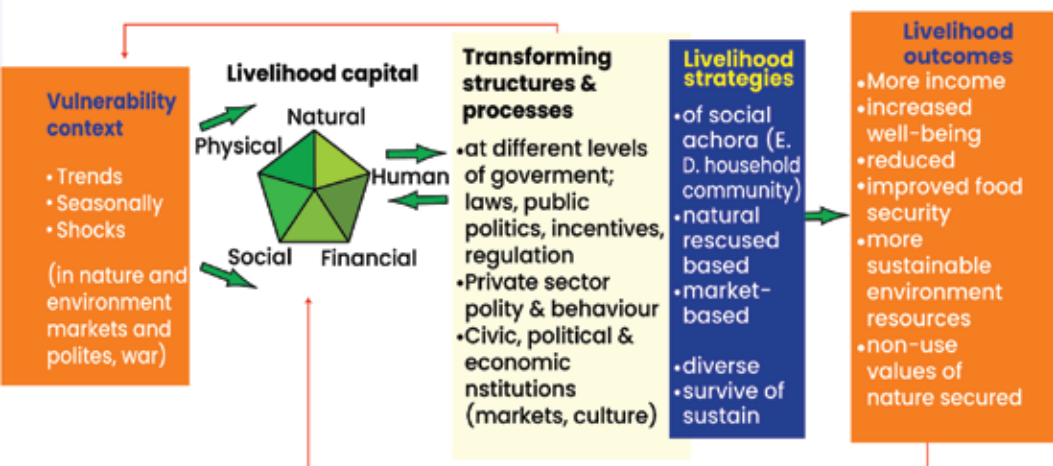


To empower vulnerable and marginalized communities by creating an inclusive environment where every individual can actively engage in planning, execution, and monitoring of their development. Through capacity building, equitable access to services, and sustainable solutions, we strive to break the cycle of deprivation and build resilient, self-reliant futures.

## Strategic Objective (SO) 1

### Enhance livelihood options for the most vulnerable people

Starting from the issue of food security, the overall security of sustainable livelihood is the most important priority for Vision Bangladesh. To ensure sustainable livelihood, Vision Bangladesh emphasizes promoting a sustainable agriculture value chain, which will maximize production through technology transfer, ensure the optimum profit for the deprived producers, secure the potential market, and prepare for reducing the shock of natural disasters. Conserving the environment and DRR (Disaster Relief and Rehabilitation) is also a part of Vision Bangladesh's strategic objective. Besides agriculture, alternative options will be developed for the entrepreneurship promotion as well. The following approach will be followed for this strategic objective.



## Strategic Approach for SO-1

- Promote Food security
- Establish sustainable agriculture value chain
- Sustainable and environment-friendly entrepreneurship development
- Promote GFA and e-voucher for the refugee
- TVET & vocational training for women and youth
- Promote e-commerce for agro-produces
- Resilience agriculture for the emerging areas
- School feeding for the refugee and Host community



## Strategic Objective (SO) 2

### Enhance Sustainable WaSH and Menstrual Hygiene Management for the disadvantaged community.

Besides, providing eco-friendly hardware support for WaSH, Vision Bangladesh is supporting the community for their behavior change through awareness programs; school sanitation & MHM initiatives; mass gatherings, and sensitizing the service providers. For a sustainable solution of pure drinking water for the Rohingya refugees. Besides that, Vision Bangladesh also provides lighting to the latrine to make it more user-friendly to women, children, elderly people, and people with disability. As the proper Menstrual Hygiene Management (MHM) remains a big concern among the underserved locality as well as in the refugee camp, Vision Bangladesh is highly involved in awareness raising through group and peer sessions and MHM kits distribution to ensure better MHM. The following approach will be followed for this strategic objective:

#### Strategic Approach for SO-2

- Community awareness and behavior change
- Hardware support
- School sanitation
- Promotion of environment-friendly innovative solutions for safe drinking water
- MHM awareness and kits distribution, especially for Refugee and HC
- Formation of adolescent groups and running of MHM center at the camp



## Strategic Objective (SO) 3

### Enhance the nutrition status of the children.

The working and the focal target people are the most underprivileged community of those locality. Besides poverty, malnutrition of the children (under 5 years of age) is one of the chronic problems. The causes of the problem are mainly due to lack of awareness, early pregnancy, and lack of hygienic behavioral practices. The following approach will be followed for this strategic objective:





1. Policy actions that provided an enabling environment for healthy preference learning

Learned food preferences

Demand  
Exposure, modelling  
incorporation of  
new information

Social environment  
Information environment  
Food environment

2. Policy actions that overcome barriers to the expression of healthy preferences

Income, time, etc  
Demand

Eating behaviours,  
dietary intake,  
body-mass index,  
and health status

3. Policy actions that encourage people to reassess existing unhealthy preferences at point-of-purchase

4. Food-systems response

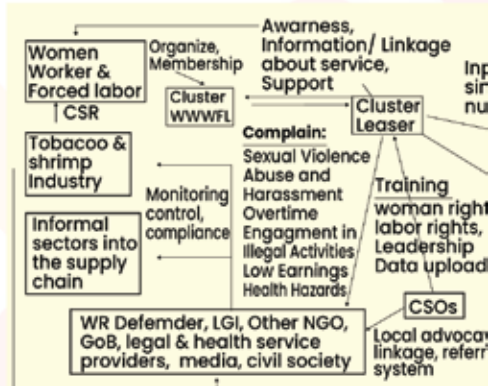
### Strategic Approach for SO-3

- Reduce the prevalence of underweight children through the BSFP and TSFP programs
- Reduce the prevalence of stunting through the detection and referral of SAM and MAM children
- Awareness and demonstration of hygienic food preparation for the mothers and caregivers
- Promote dietary diversity, including IYCF for optimum nutrition intake
- Enhance alternative options at the household level, i.e., homestead gardening and livestock as a source of nutrition.

### Strategic Objective (SO) 4

**Facilitate quality education and child protection for the underrealized**

To reduce the school dropout and reenroll the working children into mainstream education, Vision Bangladesh has started an accelerated education program. For early childhood development, Vision Bangladesh has initiated for undramatic and cognitive child development. Under this strategic objective Vision Bangladesh has started mass communication to





reduce the dropout of the girls children and to enroll them in education especially during their adolescent age. Vision Bangladesh has established a solar system in the rural schools to make them multi-functional, where adolescents are getting training



- Assumptions:**
1. Favourable political, legislative and policy environment
  2. The project builds on and strengthens existing community structures and asset for child protection
  3. There are deeply embedded socio-cultural factors and beliefs such as harmful traditional practices
  4. Young people willingly participate in the program

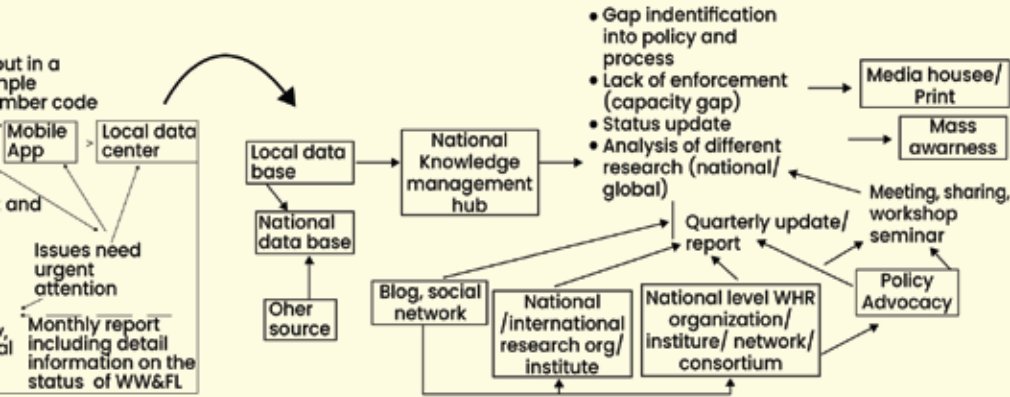
### Strategic Approach for SO-4

- Ensure inclusive education for the out-of-school children, children with special needs
- Reduce the dropout of girl children due to child marriage and other traditional harmful practices
- Early Childhood Care and Development (ECCD)
- Enable digital/apps-based accelerated education to reenroll the dropout children
- Multi-functional school facility and establish solar energy for the rural schools.
- Enable technical and vocational education facilities for the children who are over 14 years of age for decent jobs

### Strategic Objective (SO) 5

Facilitate social protection, GBV (Gender base Violence) and MHPSS (Mental Health and Psychosocial Support & Services) for the deprived and underprivileged people.

Women and children are comparatively most vulnerable in the society in terms of all forms of discrimination. For child protection, Vision Bangladesh has child safeguard policy which enables the rights of children in every aspect of the society. To ensure women's rights, Vision Bangladesh follow its gender policy and to promote women's rights, Vision Bangladesh, through its intervention, always facilitates and promotes the rights of women through awareness, community mobilization, and activating the local authority and duty bearers. The following approach will be followed for this strategic objective:



## Strategic Approach for SO-5

- Overall protection and safeguarding
- Reduce GBV (Gender Base Violence) / VAW (Violence Against Women)
- Gender mainstreaming
- Promote SRHR (Sexual Reproductive Health and Rights)
- Support and promotion of MHPSS
- Case management and referral



## Crosscutting issues

In all its development interventions, Vision Bangladesh considers Gender, good governance, Environment, and Inclusion as cross-cutting Issues.

## Governance Structure

**General Body:** Vision Bangladesh has 21 members General Governing Body, where 9 members are female. The General Body elects 7 members from the 21 members for a period of two years as the Executive Committee. The Secretary of the Executive Committee acts as the Executive Director of the Organization.

**Executive Committee:** The Executive Committee has the effective control of the Organization by organizing meetings every 4 months. It approves the accounts, the budget, all policies and procedures, and the organization's Programs/projects.





DEVELOPMENT PARTNER SINCE 2006



*Vision Bangladesh*  
*Health & Education Society*

**Head Office**

House-06, Level-07, Road-2/8  
Block-J, Baridhara, Dhaka-1212  
Cell: 01859481261, 01782184127  
Email: [info@visionbangladesh.org](mailto:info@visionbangladesh.org)  
Website: [www.visionbangladesh.org](http://www.visionbangladesh.org)

**Cox's Bazar Office**

White House, 5th floor (G2), Opposite of  
Cox's Bazar Police Lines, Kolatoli Bypass  
Road, East Dolphin Point, Cox's Bazar