

# Keeron Study Abroad launches, setting a new standard for credible and trusted global education guidance

Keeron, an upskilling platform and a subsidiary of *The Daily Star*, has officially launched its newest vertical, Keeron Study Abroad, with the aim of providing transparent, ethical, and student-centric guidance for Bangladeshi students aspiring to pursue higher education abroad.

The launch comes at a time when global student mobility is undergoing significant changes. Student visa assessments — particularly for destinations such as Australia — have become increasingly rigorous, with greater emphasis on applicant credibility, documentation quality, and genuine study intent. As a result, visa refusals have risen in recent periods, affecting not only weak applications but also other students who receive inaccurate or unrealistic guidance.

Against this evolving backdrop, Keeron Study Abroad has been established to address one of the most critical gaps in the study abroad ecosystem: trust.

## A credible and responsible approach to study abroad

As a subsidiary of *The Daily Star*, Keeron Study Abroad is built on principles of transparency, responsible counselling, and long-term student success. Rather than focusing on volume-based admissions, the initiative prioritises realistic academic planning, profile suitability, and compliance

with destination country regulations.

"At Keeron, we believe education is a journey, not a transaction," said Tajdin Hassan, Chief Operating Officer of Keeron, and Chief Business Officer of *The Daily Star*. "In an environment where visa scrutiny is increasing globally, students need guidance that is accurate, ethical, and aligned with policy realities. Our goal is to help students make informed decisions and apply responsibly."

## End-to-end guidance for students and parents

Keeron Study Abroad offers structured support across the entire student journey — from initial counselling and academic profiling to university admissions, visa guidance, and pre-departure preparation. Each student is guided based on academic background, financial capacity, career aspirations, and long-term outcomes.

"Our objective is not simply to send students abroad, but to help them choose the right pathway," said Faiza Zahin, Head of Business Development at Keeron. "In the current global environment, credible counselling and realistic planning have become more important than ever. That is exactly where Keeron Study Abroad positions itself."

What further differentiates Keeron is its integrated education ecosystem.

Alongside study abroad counselling, Keeron operates a skill development platform that prepares students with future-ready skills — strengthening employability whether students pursue education overseas or build careers locally and globally.

## Key study destinations

At launch, Keeron Study Abroad is focusing on:

- **Australia**
- **The United Kingdom**

The initiative works through reputed international education partners to provide access to globally recognised universities, colleges, and pathway institutions.

## Services offered

- Academic profiling and career guidance
- University and course selection
- Application and offer letter assistance
- Visa documentation guidance
- Pre-departure briefings
- Ethical counselling aligned with long-term career outcomes

As global education continues to evolve, students and parents often struggle with fragmented information, unclear processes, and one-size-fits-all counselling. Keeron Study Abroad addresses these gaps by offering tailored guidance based on each student's academic background, career goals, and financial realities. From university shortlisting and application support to visa

guidance and pre-departure preparation, the platform ensures clarity at every stage

## Special launch offer

To mark the launch, Keeron Study Abroad is offering a complimentary BDT 6,000 skill-based course for students who open their files during the launch phase, helping them prepare academically and professionally for their overseas journey.

## Office and student access

Keeron Study Abroad is now operating from Banani 11, Dhaka, offering a student- and parent-friendly counselling environment.

## About Keeron

Keeron is an upskilling platform under *The Daily Star*, focused on education, skill development, and career readiness. With the launch of Keeron Study Abroad, the organisation expands its mission to support Bangladeshi students in accessing global education (initially Australia and the UK) opportunities with integrity and excellence.

**Location:** Banani 11, Dhaka

**Study Destinations:** Australia and the UK

**Target Students:** Undergraduate and postgraduate aspirants

With its official launch, Keeron Study Abroad invites students and parents to reimagine the study abroad experience guided, informed, and built for the future.



**Global Education Guidance**  
**With Trust And Transparency**



Australia



United Kingdom



Admissions & Visa Guidance

\*A subsidiary of *The Daily Star*

