

# *Zayn Educational Trust*



**SBS**  
Synetic Business School



**SIMTA**  
Synergy Institute of Management Technology & Arts



**SBS Campus**  
Chandigarh Road, Ludhiana, INDIA

 **98151-88836, 85560 01933**

 [www.sbs.ac.in](http://www.sbs.ac.in)

 [sbs.ldh](https://www.facebook.com/sbs.ldh)

- **About Zayn Education Trust**
- **The SBS Advantage**
- **Areas of Operations**
- **Infrastructure and Campus Life**
- **Research & Management Consultancy**
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# About ZET

- Zayn Educational Trust established in 2004 by Dr M.A.Zahir and his son Dr Zafar Zahir for promotion of professional education, skill development, health care and well-being for a happy life for all especially the under-privileged sections of the society.
- The Non-Profit Trust has members in its advisory board from across businesses and professionals of Punjab
- There are two institutions running under ZET in a campus spread over 6.5 Acres



- These institutions undertake Education; Research and Consultancy; and offer CSR activities like Free Medical Camps, scholarships to the economically weaker sections, Career Counseling and skill based coaching that enables self-employment/employment to all class of people with focus on rural/semi-urban BPL members, wards of migratory workers, factory workers, daily wagers, women, etc.

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# Origin of SBS

**Synetic Business School (SBS)** gets its origin from **'synergy'** plus **'kinetic'**.

**SBS** is backed by industry of Punjab as a center of excellence in Management & Vocational education/training

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**SBS** has strong interaction with the industry and follows a curriculum that the corporate world demand backed by industrial training, special personality coaching, and additional certification in English, IT, etc.

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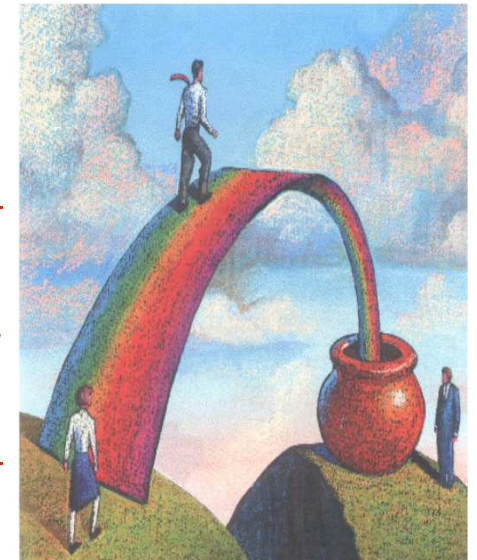
**SBS** has a full-fledged modern campus in the industrial city of Ludhiana, Punjab that caters primarily to business management, computer and humanities education

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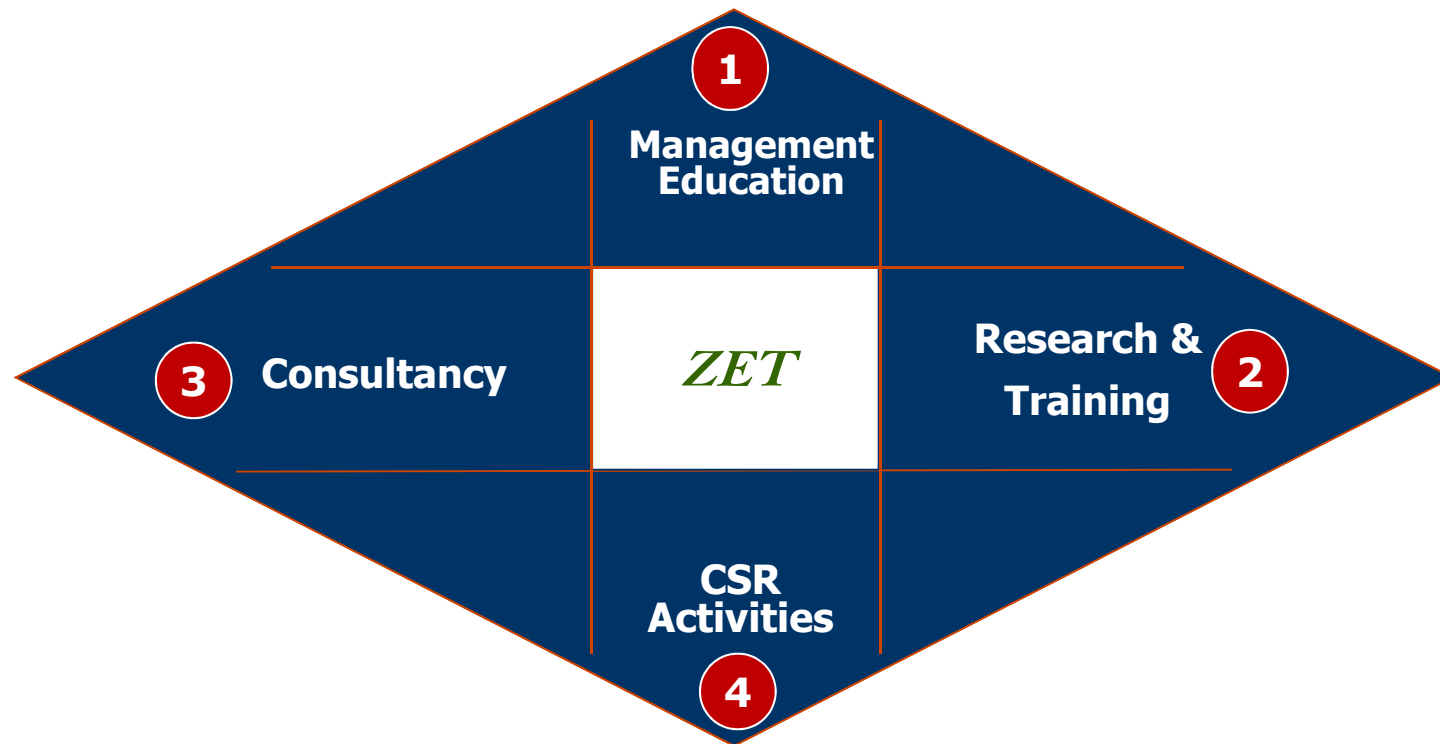
**SBS** aims for 100% placement record and from this year is providing additional guarantees of *Appointment-at-Admission, Education Loan, Earn-as-You Learn, Subsidised education, Free Medical Camps, etc.*

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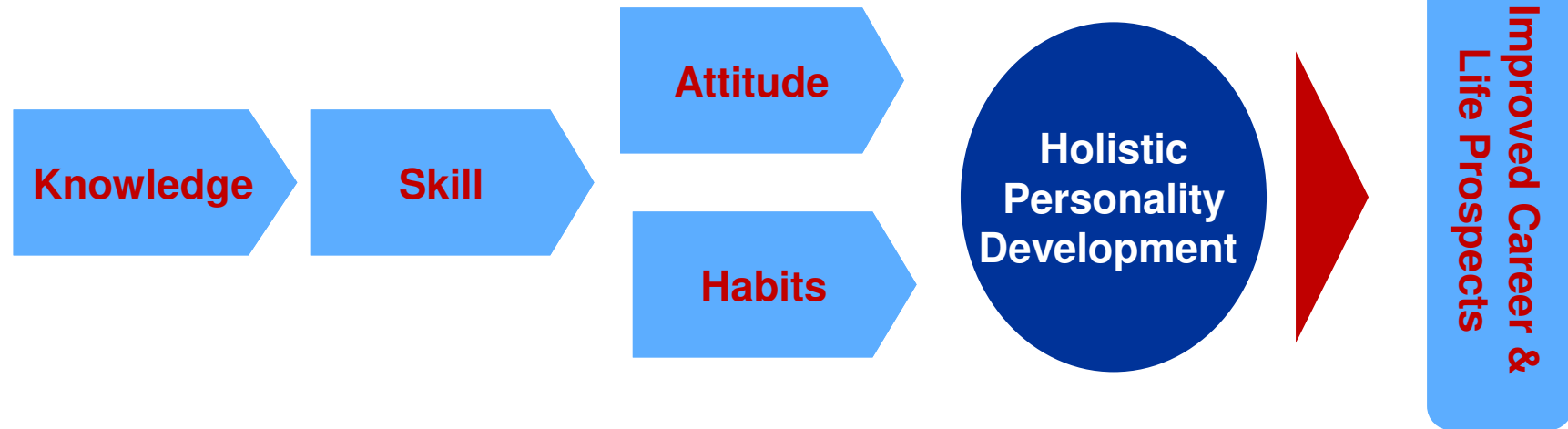
**SBS** offers Indian Universities affiliated technical programs and autonomous professional and humanities programs



- ▶ *ZET/SBS* is not merely a b-school that churns out students with paper degrees.
- ▶ *We* aims to change the lives of those associated with it through offering **teaching, research, training & development, consultancy services** and **CSR** with **commitment for Placement of students** in various industries
- ▶ These four distinct areas make a synergistic whole - where sum of parts is greater than the whole – hence enabling live adherence to *ZET* name and vision.



## SBS Knowledge & Soft Skills Development Model



### ▶ Heavy dose of practical training:

- Industrial interfaces/sponsorships
- Industrial visits/Guest lecture series
- Participation in live organization programs and Industrial visits

### ▶ International partnerships:

- MOU - MTMI, Maryland/AIE Group, CA
- ISO 9001:2015 Certified
- SBS chairman in on board of various Universities and institutes

### ▶ Innovative Pedagogy

- Case studies and Seminars
- Workshops and Management games
- Class assignments and real life projects

### ▶ Placement & Finance

- Guidance for Placement
- Earn while you Learn Program
- Education Loans & Scholarships

## PROFESSIONAL DEGREE PROGRAMS

Affiliated to India's largest Technical University, IKG Punjab Technical University

- **Bachelors in Business Administration (BBA)** **60 seats**
  - **Duration:** 3 Years Full Time
  - **Eligibility:** Post Matric/Senior Secondary (10+2) in Any stream
- **Bachelors in Computer Application (BCA)** **60 seats**
  - **Duration:** 3 Years Full Time
  - **Eligibility:** Post Matric/Senior Secondary (10+2) in Any stream
- **Bachelors in Commerce (B.Com Professional)** **60 seats**
  - **Duration:** 3 Years Full Time
  - **Eligibility:** Post Matric/Senior Secondary (10+2) in Any stream
- **Masters in Commerce (M.Com)** **30 seats**
  - **Duration:** 2 Years Full Time
  - **Eligibility:** UG in Commerce or Management

- **SBS offers extensive sports facility and intra/inter- college co-curricular activities**

*What's Different at SBS....All Bachelors' students go through...*

- ✓ **Personality Development & ELL Workshops**
- ✓ **Microsoft and Business Computing Tutorials**



## Foreign University Collaborations\*

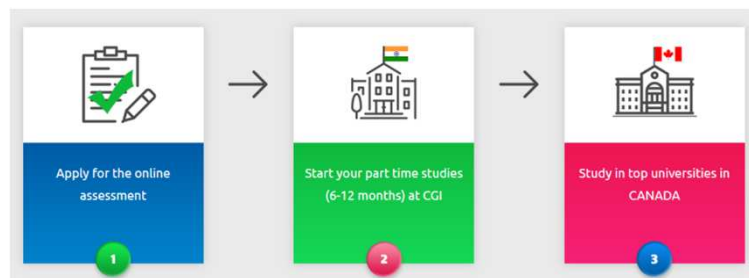
### Twinning Program

- **B.S DEGREE**
- **Master's Degree**

*(Credit Transfer Approved from 3 State Recognised AUS Universities)*

*(Canadian/Australian University)*

- Start in India, Rest in Canada/AUS
- Assures higher success rate of VISA
- Saving on tuition fees
- Choose from basket of partner Universities



# Job Oriented Skill Program



**SIMTA**

**Synergy Institute of Management Technology & Arts**

- Ready Skill Development Training Institute
- ISO certified by UASL, United Kingdom (UK)
- Offers Certified Diploma and Job Oriented Certificate courses at various levels
  - Management, Accounting and e-commerce
  - Computer Applications & IT
  - Mobile App development
  - Hardware and networking
  - Spoken English
  - Personality Development
  - Fashion Technology /Designing
  - Stitching and Tailoring
  - Beauty and wellness

**Certificate**

This is to Certify that

**SYNERGY INSTITUTE OF MANAGEMENT TECHNOLOGY & ARTS (SIMTA)**

Chandigarh Road,  
Ludhiana - 141 123 , Punjab, India

is in Compliance with

**Quality Management System**


**ISO 9001:2015**

for the following scope:

CERTIFIED Courses in Accounts & Finance, ERP, CRM, Web & Graphic Designing, Mobile App Development, ASP, PHP, DCA, ADCA, DTP, Software & Programming, Computer/Mobile Repair & Hardware, Internet & Networking, E-Commerce, Cloud Computing; Training in Digital Marketing, Personality Development, Spoken English, IELTS; and Job-Oriented Certified Courses in Fashion Technology, Beauty & Wellness, Marketing, Retail Management, Finance, Banking & Investment Management, IT and Other Job-oriented Vocational Courses.

Certificate No. : QMS/04510/0417  
Original Certificate Date : 11 - April - 2017  
Issue Date : 11 - April - 2017  
Expiry Date : 10 - April - 2020




To check this certificate status visit:  
"<http://uasl.uk.com/certifiedorganization.html>"

  
Authorised Signature

**For Quality Control Certification**

**Head Office:** 2nd Floor, Aman Market,  
Narela Mandi, Delhi - 110 040, India

**UK Office:** 1929, Chynoweth House,  
Trevissome Park, Truro - TR4 8UN,  
Cornwall, UK

Quality Control Certification accredited by UASL, UK  
This certificate doesn't provide the certified organisation with immunity from its legal obligations.  
This certificate remains the property of QC Certification to whom it must be returned on request.

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# ZET Campus

Spacious campus **spread over 6.5 acres** combines the best of architecture, aesthetics and functionality



- Dedicated campus with focus on business management, commerce and IT education



- Amphitheatre and large playgrounds

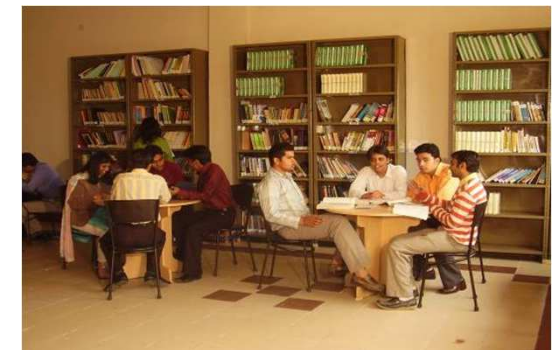
- State-of-the-art computer lab with broadband connection



- Air-conditioned stair type class rooms
- Latest teaching aids such as LCD, Projector, laptops, OHP

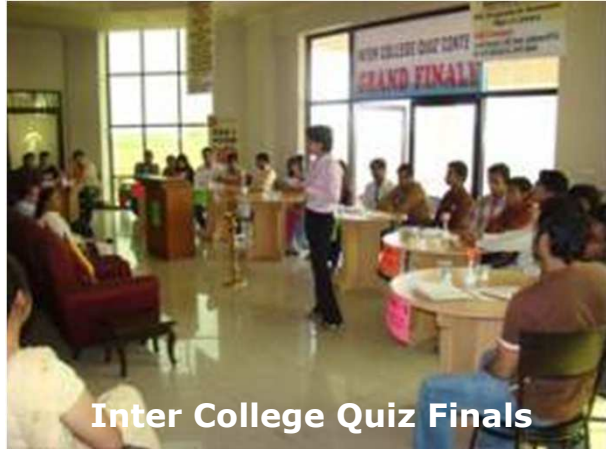


- Auditorium for Functions and Events



- Library with Books and Recent Journals/Mags

# Life at SBS



Inter College Quiz Finals



Sports Day Winners



Job Fest



SPIC MACAY Function



Enjoying at Auditorium



Job Fest Organisers



Quiz Winners



Trip to Himachal



Partying Out



MR/MS Fresher

## Mix of Indian and Foreign Students

**SBS** offers a homely atmosphere, great teaching climate with hostel/PG facility, bus service, on campus medical facilities, Sports, with a good mix of Indian and Foreign Students

### Students from 15 Countries

- India
- Uganda
- Afghanistan
- Syria
- Ghana
- Tanzania
- Angola



- Nigeria
- Malawi
- Burundi
- Somalia
- Zambia
- Sierra Leone
- Rwanda
- Yemen

## Excellent Placement Record



**SBS Job Fest Organisers -  
A faculty/Student Joint Effort**



**Students registering for Job Fest -  
Great Rush & Great Experience**

## Annual JOB FAIR *Umeed*

- SBS conducts Job Fair every year. More than 500 students from various degree and engineering colleges registered.

- 17 companies participated last year and this year 20+.

- Over 90 students got pre-placement appointment letters

- Success continued, where over 1000 students participated

- BBA/BCA/B.Com students get placed with IT, Service & Mfg

<http://www.tribuneindia.com/news/ludhiana/bs-conducts-placement-drive-5-students-get-jobs/433398.html>

**hindustantimes**  
HT Live Ludhiana, Thursday, February 11, 2010  
www.hindustantimes.com

Students making queries at a job fair organised by Synetic Business School in Ludhiana on Tuesday. HT PHOTO

**500 students appear for interviews at SBS job fair**

HT Live Correspondent  
ludhivedesk@hindustantimes.com

**LUDHIANA:** Synetic Business School (SBS) on Tuesday organised a job fair on its premises at Ramgarh, Chandigarh Road here.

As many as 17 companies from manufacturing, insurance, banking, IT and hospitality sector participated in the fair. More than 500 students appeared for interviews. Students from Government College of Boys, Arya College for Boys and Girls, A.S. College, Khanna, Kamla Lohia College and Guru Nanak Girls College participated in the fair. Companies entertained students from commerce, arts, management, science and IT background.

Institute chairman Dr M.A. Zahir said that the job fair was a part of the institute's obligation towards the student community. They would again organise such event in the months of May and June when most of the students would be free after their final exams.

were selected by various MNCs and banks in the job fair held at Synetic Business School, Ramgarh.  
Prof.T.S. Arneja placement

### SBS conducts placement drive; 5 students get jobs

OUR CORRESPONDENT

**SAINIWEAL, JULY 7**  
Synetic Business School, Ludhiana, organised a placement drive where five students got placed in Griteo Technology, Bhubaneswar, with a package of 4.88 lakh per annum with the designation of assistant management-promotions.

Out of eight shortlisted students, five were picked for further interaction. The students had to undergo rigorous filtering process which was conducted in two phases. The first phase was to assess the communicative skills and intellectual skills. It was the interview round which apart from testing their acumen tested the stress bearing quality of students. The final round was the HR round. The successful candidates were issued offer letters today.

The management of the SBS applauded the placement team. Ghazala Qadri,



Students of SBS in a jubilant mood after getting placement letters. A TRIBUNE PHOTOGRAPH

chairperson and Dr Jashandeep Singh, principal, congratulated students over their achievement and wished them luck for their career ahead.

They shared that there are more companies in pipeline for conducting placement drives at campus. Students are in jubilant mood and all set to join their jobs soon.

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## Research & Training

- ▶ SBS has signed MOU with Modern Technology and Management Institute (MTMI), USA.
- ▶ In collaboration with MTMI/USA, SBS has been bringing out a Bi-Annual **INTERNATIONAL JOURNAL OF EFFECTIVE MANAGEMENT**. It is published online in the USA and in-print form in India.



The IJEM is a peer-reviewed journal listed in the Cabell's Directory in Management, Vol. II 2004-05 and 2006-2007. This Journal is also listed in Ulrich's Periodicals Directory.  
ISSN# Online 1547-3708; CD ROM 1547-3694; Print 1547-3686.

### Executive Training

- ▶ SBS is actively involved in executive development programs.
- ▶ Seven programs comprising a total of over 250 executive trainees have been successfully completed till now for **Trident Group** (Period Mar 2006 to Jun 08).
- ▶ Customized Training conducted for **Sigma Cartons** and **Sumeet Exports**

Visit [www.effectivemanagement.org](http://www.effectivemanagement.org) or [www.sbs.ac.in/research](http://www.sbs.ac.in/research) to know more or read/download the latest issue of **International Journal of Effective Management**

## PROVIDING BUSINESS-WIDE SOLUTIONS

*...with Emphasis on Execution*

### Business Strategy



Working with the top management in setting the Vision, Value and Long term Business Growth & Diversification Roadmap

### Optimizing Human Potential



Managing the Talent and developing leadership with succession planning

### Operational Excellence, IT & Digitization



Increasing the process efficiency, eliminating waste, digitization and automation of operation across the value chain

### Marketing & Branding

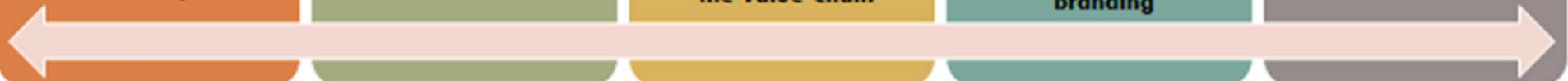


Formulating marketing strategy and digital marketing solutions for corporate reputation and product/service branding

### Financial Management Strategies



Cost Volume Profit analysis, Management of working capital, Project Financing and Financial risk mitigation



## Corporate Sector

- ▶ **SBS** faculty and students take up consultancy and research projects with the local manufacturing and service sector organizations.



## Cluster Development

- ▶ SBS has exclusive MOU with APEX CLUSTERS for UNIDO and SIDBI sponsored large projects ([www.ludhianabds.com](http://www.ludhianabds.com))
- ▶ **Project-1:** Development of Marketing Channels for Knitwear clusters
- ▶ **Project-2:** Common Branding for Export Markets of small and medium knitwear units
- ▶ **Project-3:** Skill and employment in apparel manufacturer (SEAM) for BPL candidates
- ▶ **Project-4:** Knitmark Quality Mark Program for Knitwear Club

## Few Past Clients

- ▶ Trident Group
- ▶ Ralson India
- ▶ Ganga Acrowool
- ▶ Meera & Co.
- ▶ Sarjeevan Knitwear
- ▶ HEG (Textile Division), Jammu
- ▶ Duke
- ▶ Poddar Tyres
- ▶ Shivalaya Spinning
- ▶ Gulzar Motors
- ▶ Eveline International
- ▶ Several smaller MSMEs around Punjab

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- Equal Higher Education Opportunity for economically/socially weaker sections
- To provide the right for Education especially to females
- To educate the society
- Overall Development of the Students
- Make the students capable for employment
- Make the students self dependent
- To eliminate illiteracy and unemployment in the society
- To improve the standard of living
- To improve the education level in urban and rural areas
- To provide affordable health care for all
- To create awareness on health, hygiene, cleanliness , and general well being
- To conduct special health awareness drive for the young females on menstrual health & hygiene and inculcating personal health habits in them through mass and individual

**More than 200  
Students on Need  
based  
Scholarship**

**Organised >50  
Medical Camps &  
>20 Female Health  
Awareness Drives**

# Medical Camps



**CONDUCTED MORE THAN 50 FREE MEDICAL CAMP**



**CONDUCTED OVER 20 FEMALE HEALTH AWARENESS WORKSHOPS**

# Cleanliness & NSS Camps



SCHOLARSHIP FOR  
NEEDY STUDENTS



FUNDING FEES  
OF >100STDS



CAREER  
AWARENESS CAMP



CLEANLINESS & SOCIAL AWARENESS DRIVES

# Few Press Release On Our CSR Activities

**Medical camp held Ludhiana:** Students and staff members of Synetic Business School organised a medical camp at Mangarh village. The initiative was launched under the assistance of medical experts, led by Ghazala Qadri. The camp catered to the medical needs of the villagers. The special-ists carried out detailed check-up, diagnosed and distributed free medicines. A total of 100 elderly people, women, men and children were benefitted by the medical camp. — TNS

**जागरण सिटी**  
लुधियाना  
दैनिक जागरण लुधियाना, रविवार, 13 नवंबर 2011

**स्कूलों के बीच खेल प्रतियोगिता**  
जार्ज लुधियाना : महानगर के सैनेटिक बिजनेस स्कूल में पिछले 7 नवंबर बुधवार को खेल प्रतियोगिताओं का खेलाव समारोह हो गया। इस खेल-स्कूल खेल प्रतियोगिता में विभिन्न जिलों के 49 टॉपों विभिन्न स्पर्धाओं में भाग लिया। इसके तहत सैनेटिक टैनिस में ज्योत्सना खेरे स्कूल (सोनीपत) ने पहला और एसीन अकादमी ने दूसरा स्थान प्राप्त किया। एक हस्तकला सैनेटिक स्कूल ने चालीबाल में पहला और सैनेटिक स्कूल ने चालीबाल में दूसरा स्थान पर रहा। इसी तरह कबड्डी में सोनीपत गजबखाना ने पहला और सीसीएस पीपी सोहरा ने दूसरा स्थान प्राप्त किया। वहीं खो-खो में सतलुज सोनीपस को पहला और भाई रंजित सिंह अकादमी को दूसरा स्थान प्राप्त किया। वहीं खो-खो स्थायन सीसीएस पामल को पहला और सतलुज सीसीएस को दूसरा स्थान मिला।



सैनेटिक बिजनेस स्कूल में आयोजित कबड्डी प्रतियोगिता में अर्जुन के लिए संघर्ष करते खिलाड़ी।

**डा. गजाला ने लगाया हर्बल एंड यूनानी मैडीकल कैंप**  
लुधियाना, 22 फरवरी (बिबकी): सैनेटिक बिजनेस स्कूल की डायरेक्टर डा. गजाला कादरी ने आज न्यू राज गुरु नगर में हर्बल एंड यूनानी मैडीकल कैंप का आयोजन किया। इस दौरान डा. गजाला कादरी ने अपनी टीम के साथ मरीजों का चेकअप किया। उन्होंने मरीजों के लिवर, किडनी, शूगर, जोड़ों और त्वचा की बीमारियों का इलाज किया। डा. गजाला ने कहा कि खाने-पीने की चीजों में मिलावट होने के कारण न केवल बुजुर्ग अपितु नौजवान भी बीमारियों से जूझ रहे हैं।



कैंप में मरीजों की जांच करती डा. गजाला।

**वालीबॉल की ट्राफी पर श्री गुरु हरकृष्ण पब्लिक स्कूल का कब्जा**  
लुधियाना, 10 नवंबर (त.ह.): सैनेटिक बिजनेस स्कूल में 7 से 24 नवंबर तक चलने वाले हरकृष्ण पब्लिक स्कूल का आयोजन किया जा रहा है। एक ओर यहां स्पोर्ट्स में खो-खो, क्रिकेट, बान्सेटबाल, कबड्डी तथा टेबल टेनिस में 20 विभिन्न स्कूलों की 49 टॉपों ने भाग लिया वहीं दूसरी ओर सांस्कृतिक कार्यक्रम में नौला सांग, बाल वुड कारियेड्राफ्ट, मिनिटो, रिक्ट, रंगोली, गिट्ट तथा भंगाड़ा में लुधियाना के 38 स्कूलों की 52 टॉपों ने भाग लेकर अपनी जल्द का प्रदर्शन किया। मनुदीप जोश ने बताया कि वालीबाल में श्री गुरु हरकृष्ण पब्लिक सी.सी. स्कूल प्रथम तथा मो एन.सी.सी. स्कूल दूसरे स्थान पर रहा। क्रिकेट के सेमीफाइनल मैच 11 तथा 14 नवंबर को खेले जाएंगे।



विजेता टीम के साथ मनुदीप कॉलाल व अन्य।

**Medical camps organised**  
LUDHIANA: Synetic Business School organised a two-day medical camp that concluded on Wednesday at Raian village. The camp had begun on SBS campus on Tuesday. The camps were held under the aegis of Dr Ghazala Qadri. The medical teams examined the patients and prescribed medicines. Qadri said such medical camps would be regularly held at different places. HTC

**एस.बी.एस. की डायरेक्टर ने गांव में लगाया निःशुल्क मैडीकल कैंप**  
विभिन्न गांवों में निरंतर लगने वाले ऐसे कैंप: डा. गजाला  
लुधियाना, 7 अक्टूबर (बिबकी): सैनेटिक बिजनेस स्कूल (एस.बी.एस.) चंडीगढ़ रोड की डायरेक्टर डा. गजाला कादरी ने गांवों में 2 मैडीकल कैंपों का आयोजन कर लोगों का चेकअप किया और उन्हें दवाइयां भी वितरित कीं। इस शृंखला में पहला कैंप स्कूल कैंपस में लगाने के बाद दूसरा कैंप गांव रईया में आयोजित किया गया। डा. गजाला कादरी जो कि स्वयं कालेज चला रही हैं, ने लोगों की बीमारियों का निःशुल्क उपचार करने का जिम्मा उठाया है ताकि स्वस्थ समाज बन सके। डा. गजाला ने बताया कि इस तरह के शिबिर वह अन्य गांवों में निरंतर लगाएंगी ताकि रहने वाले जो रहे इलाज के कारण अपना स्वास्थ्य चेकअप न करवा पाए वाले लोगों की बीमारियों का उपचार कर उन्हें मुफ्त दवाइयां देकर बीमारियों को दूर भगाया जा सके।



मैडीकल कैंप के दौरान लोगों का चेकअप करती डा. गजाला कादरी।

**एस.बी.एस. की डायरेक्टर ने गांव में लगाया निःशुल्क मैडीकल कैंप**  
विभिन्न गांवों में निरंतर लगने वाले ऐसे कैंप: डा. गजाला  
लुधियाना, 7 अक्टूबर (बिबकी): सैनेटिक बिजनेस स्कूल (एस.बी.एस.) चंडीगढ़ रोड की डायरेक्टर डा. गजाला कादरी ने गांवों में 2 मैडीकल कैंपों का आयोजन कर लोगों का चेकअप किया और उन्हें दवाइयां भी वितरित कीं। इस शृंखला में पहला कैंप स्कूल कैंपस में लगाने के बाद दूसरा कैंप गांव रईया में आयोजित किया गया। डा. गजाला कादरी जो कि कालेज चला रही हैं, ने लोगों की बीमारियों का निःशुल्क उपचार करने का जिम्मा उठाया है ताकि स्वस्थ समाज की स्थापना की जा सके। डा. गजाला ने बताया कि इस तरह के शिबिर वह अन्य गांवों में निरंतर लगाएंगी ताकि रहने वाले जो रहे इलाज के कारण अपना स्वास्थ्य चेकअप न करवा पाए वाले लोगों की बीमारियों का उपचार कर उन्हें मुफ्त दवाइयां देकर बीमारियों को दूर भगाया जा सके।



मैडीकल कैंप के दौरान लोगों का चेकअप करती डा. गजाला कादरी।



## Campus is situated on the main Ludhiana-Chandigarh Highway

The campus is well connected by local and intercity bus service and SBS owned bus facility.

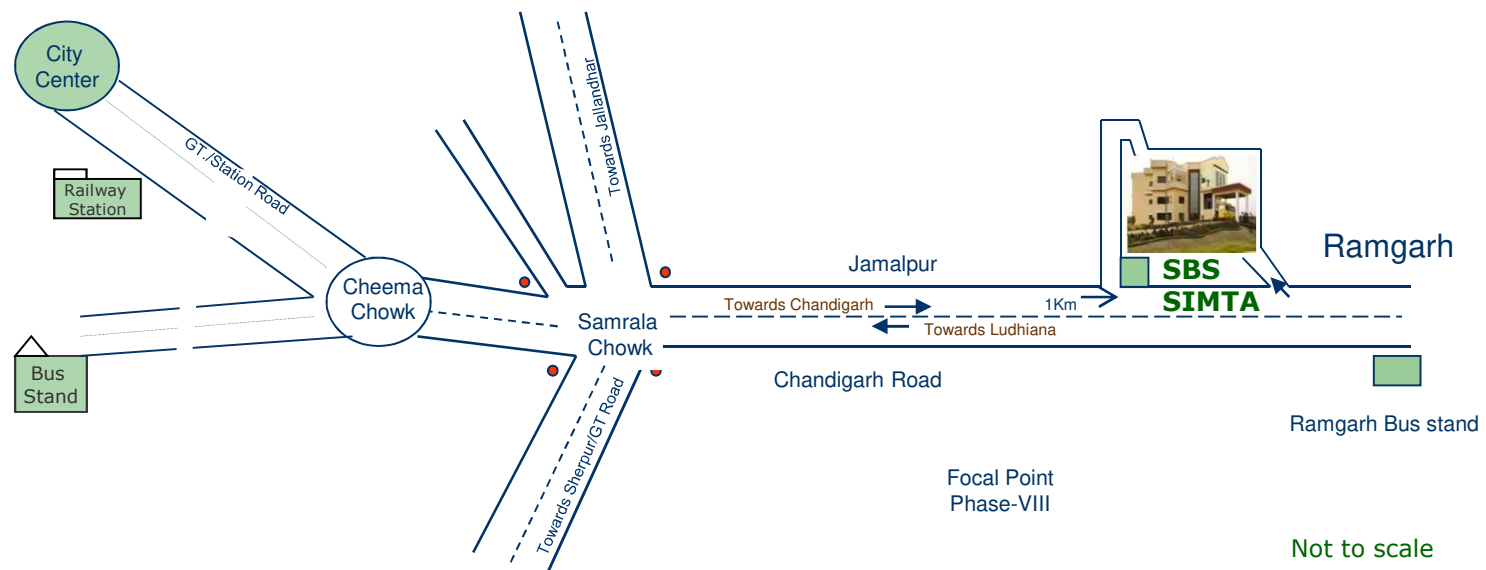
**Railway Station:** 14 KMs from SBS (15-20 minutes drive)

**Ludhiana Airport:** 8 KMs from SBS (10 - 15 minutes drive)

**Bus Stand (ISBT):** 17 KMs from SBS (30 minutes drive)

**Taxi/Auto Service:** Private Taxi service, UBER & OLA cabs

**New Delhi** is 320 KMs from SBS (5-6 hours journey by Bus/Train)



## CONTACT INFO

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