

**SUJAY BUSINESS SCHOOL** is a new venture from **M/s. SUJAY ADVERTISING PVT LTD.**, an Outdoor Media Company established in Bangalore and spread over in all important Cities and Towns of The State of Karnataka, known for its ethical and transparent way of doing business, for over 4 decades. The idea has been conceived with a noble cause of helping the unemployed youth empowering them with employable skills. We have identified the area of Sales & Marketing, to begin with, with a certified 30-day power packed program embedded with in house as well as on-the-job training by eminent trainers and field experts. The LOR Certificate Program "Learn, Operate & Repair" for Self-Sustainability and Survivability in Computer Skills and the Business Development Manager's Program exclusively for women by eminent women trainers are taking a shape.

The concept of helping the unemployed youth has been formulated from the present ill-equipped education system, not compatible to get employment to the unemployed. Youth have got lot of ambitions but unable to judge the right way to build their career. Attrition rate is very high in almost all industries with the youngsters keep jumping in look out for improved packages at the cost of their career growth. Because of this attitude, the consistency in performance of many companies is at stake. We find a lot of potentiality in the area of Sales & Marketing, IT, Business Development and Finance & Taxation, irrespective of the Industry, but the youth are failing only because they lack in the required skills and capabilities. The best 5 years after education are being wasted in taking chances or experimenting on the job profiles. We want to help the youth with proper direction, adequate training, and also put them to practical exposure, thereby, giving them a life.

**SUJAY'S** brand has helped many freshers introducing them to the industry and sculpturing them to become valuable assets to any organization. We intend to take this practice to another level by having this **BUSINESS SCHOOL**.

The concept was well received by many a Clientele who appreciated our effort and expressed their interest in our venture. Quite a few Companies have come forward to have a tie-up with the School so as to absorb the potential youngsters, who are trained and certified by us, into their rolls realizing the fact that the absorbed candidate starts functioning from the Day one not requiring any further training by the employer.

**SUJAY BUSINESS SCHOOL** is moving forward with a social commitment by empanelling the like-minded eminent trainers and field experts to share the responsibility. We strongly believe that speaking goes in air but the action remains visual. We are confident that the message goes to the Parents as well as to the students and those who are equipped to get one step closer to success in a right perspective and will be well received and well supported by them.

***"The difference between School and Life; In School, you are taught a lesson and then given a test. In life, you are given a test that teaches you a lesson."***

**-Tom Bodett**

Sujay's School of Training and Skill Development