

CEO's Message

With the thankfulness to **Allah** Almighty for His countless bountings and blessings on us, I am also thankful to students, teachers, parents and our brand embassador institutes who appreciate and encourage our books to inculcate true spirit of learning in young minds. Alhamdulillah, we have earned the trust and respect of our valuable customers for only one reason – “**we never compromise on quality.**” Our dedicated team of experts struggle to ensure the quality of learning content for students.

Zahid Mehmood
CEO

Zahid Publications
Urdu Bazar, Lahore



Vision

At Zahid publications, our vision is to do our part in producing student-centered books which ensure the possibility of better learning and understanding of education and 21st century skills. We want to train children to play their role as leaders in future. This company was founded on the belief that every child has the right to study valuable books.

Mission

Our mission is to publish quality books that are highly able to satisfy young minds' curiosity and queries about new concepts and latest enteries. We are determined to facilitate students, teachers and parents with **cost-effective** books and supporting material. We want to create **education friendly environment** that inspiringly grab learner's attention.

Who We Are?

Founded in 1999, Zahid Publications is a prominent and widely renowned publishing house of children educational books in Pakistan successfully entering in its golden era. With each passing year, we have achieved new milestones and have now been positioned as pioneers in terms of techno-managerial acumen and quality of content in the school books publishing domain.

Why Us?

We publish the children books that nurture the curiosity within the young learners to learn, the courage to lead and the compassion to care. We believe in "Innovation of Education". We conduct researches in the market, find out more about the demand and taste of the children as well as customers and ensure that the quality of learning content in our books should be at its best.

We are working with all efforts for the young learners to make them leaders of tomorrow. We aim to get close to students, parents and customers requirements and set our textbooks apart from the market Although, we use the best quality materials keeping in view the maximum children and customer satisfaction but still the suggestions on our books will be highly acknowledged and implemented for further improvement.

Methodologies and strategies used in our books

Our highly qualified and experienced educationists have developed student-centered books based on educational researches, learning models, methodologies and strategies. Following are some of the examples of these methodologies and strategies:

✓ Holistic Development

✓ Bloom's Taxonomy

✓ STEAM Education



Early Childhood Care and Education (ECCE)

Early Childhood Care and Education (ECCE) aims at holistic development of a child's social, emotional, cognitive and physical development for building a solid foundation for lifelong learning and academic excellence. It refers to the formal and informal teaching of children from birth till the age of six.

The five key elements that are fundamental to achieving high quality goal for preschool children are:

- ✓ the learning environment
- ✓ daily routine
- ✓ elders-child relationship
- ✓ teaching practices
- ✓ family engagement





Bloom's Taxonomy and its Importance

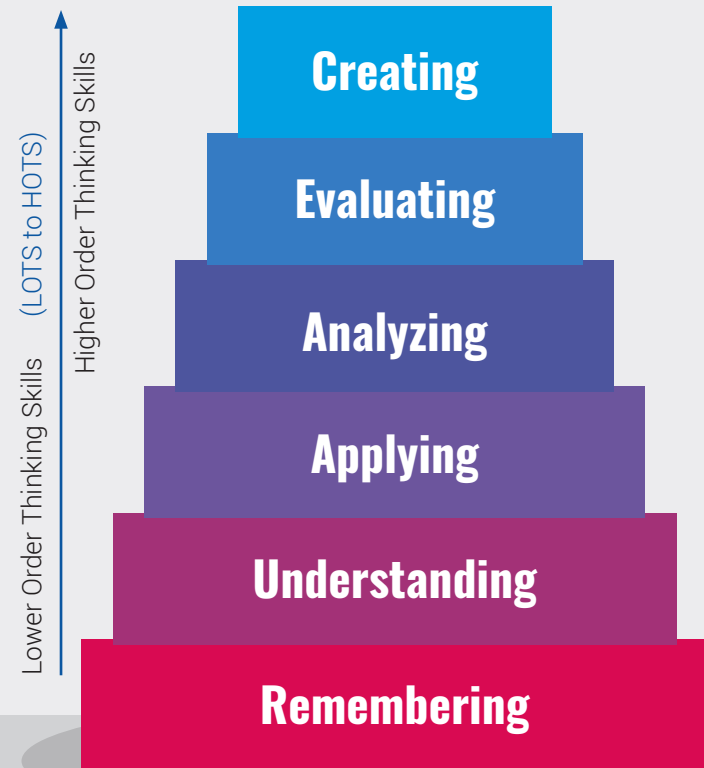
Bloom's Taxonomy (developed by an American educational psychologist) is a hierarchy of learning objectives. The very purpose of this taxonomy is to give learners a common language to talk about curriculum design and assessment. Today, it's used by teachers all around the world. Bloom's Taxonomy consists of three domains that reflect the types of learning we all do:

- ✓ **The Cognitive domain**
(thinking and experiencing)
- ✓ **The Effective domain**
(emotions and feelings)
- ✓ **The Psychomotor domain**
(practical and physical work)



Applications of Bloom's Taxonomy

Levels of Cognitive Domain 2001 (Revised)



STEAM Education

STEAM Education is basically an approach towards teaching and learning that combines Science, Technology, Engineering, the Arts, and Math to guide students' inquiry, discussion, and problem-solving. This type of education helps students develop the capacity to:

- ✓ Take thoughtful risks
- ✓ Engage in meaningful learning activities
- ✓ Become a problem solver
- ✓ Embrace and appreciate collaboration
- ✓ Work through creative process



CPA Mathematical Approach

Concrete - Pictorial - Abstract (CPA) is an international methodology of teaching maths essentially used in European countries. This method uses physical **objects** (concrete), **drawings** (pictorial) and **number** (abstract) to solve mathematical problems.



SNC Pre-School Series

Glowing Features

- ✓ Concept building teaching methods, brainstorming games, stories, riddles and poems
- ✓ Drills, pair work, group work, role plays and language learning activities
- ✓ Letters and theme-oriented illustrations, pictures and stories
- ✓ Hands-on-activities with play dough, sand trays and sand paper letters
- ✓ Classroom discussions/debates
- ✓ Integration with 21st century skills
- ✓ Teacher Guides, key books and relevant supporting material
- ✓ Eye catching illustrations, lay outs, designing and beautiful binding



Readers + Workbooks



SNC ELAF English Series

Glowing Features

- ✓ **SLOs-based** content and integrated activities cover up all four basic learning skills reading, writing, listening and speaking.
- ✓ Theme-based lessons portray a variety of social and moral themes.
- ✓ **Review** segments provide an assessment for the already learnt concepts.
- ✓ **“Learning Points”** provide conceptual information for students.
- ✓ **“Info Corners”** illustrate the central idea, key word definitions or theme of the lesson.
- ✓ Illustrations, lay out and designing are encompassed the theme of the lesson.
- ✓ **“Teaching Tips”** make teaching more interesting, interactive and skillful.



Grade 1 - 5



برائے جماعت اول تا پنجم

اردو SNC

اہم خصوصیات

- ✓ اردو برائے جماعت اول تا پنجم یکساں قومی نصاب ۲۰۲۰ کے مطابق تیار کی گئی ہے۔
- ✓ بچوں کو ذہنی طور پر تیار کرنے کے لیے ”پڑھائی سے پہلے“ کے تحت موضوع سے متعلق سوالات دیے گئے ہیں۔
- ✓ الفاظ کے جوڑ توڑ، ارکان سازی اور نئے الفاظ بنانے کی مشق ”الفاظ سازی“ کے تحت کروائی گئی ہے۔
- ✓ ”لکھائی کی مہارت“ میں الفاظ سے جملے بنانا، سبق کا مفہوم یا مرکزی خیال اور املا کی مشق کروائی گئی ہے۔
- ✓ ”زبان شناسی“ کے تحت اردو زبان کے اصول و قواعد پر مشتمل دل چسپ سرگرمیاں پیش کی گئی ہیں۔
- ✓ طلباء میں تخلیقی رجحان پیدا کرنے کے لیے تخلیقی لکھائی کے تحت معاشرتی اقدار، ماحول اور معمول سے متعلق متنوع موضوعات پر لکھنے کا موقع فراہم کیا گیا ہے۔
- ✓ مطلوبہ نتائج اور سرگرمیوں کے احسن استعمال کے لیے ”برائے اساتذہ“ کے تحت حسب ضرورت رہنمائی دی گئی ہے۔



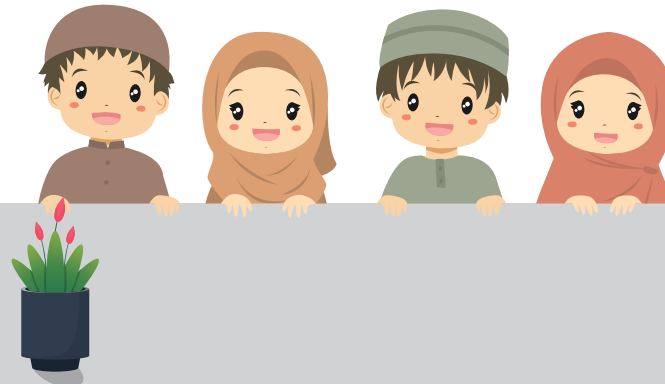
برائے جماعت اول تا پنجم

اسلامیات

SNC

اہم خصوصیات

- ✓ اسلامیات برائے جماعت اول تا پنجم یکساں قومی نصاب ۲۰۲۰ کے مطابق تیار کی گئی ہے۔
- ✓ ہر سبق کو قرآن و حدیث کے حوالہ جات سے مزین کیا گیا ہے۔
- ✓ اضافی مطالعہ اور تجسس کی تسکین کے لیے ”ذرا سوچیے“، ”پیارے بچو“ اور ”کیا آپ جانتے ہیں؟“ کے عنوانات والے ڈبے دیے گئے ہیں۔
- ✓ تمام درسی مواد طلبہ کی ذہنی سطح پر نظر رکھتے ہوئے آسان اور عام فہم انداز میں پیش کیا گیا ہے۔
- ✓ طلبہ کی اخلاقی، معاشرتی اور مذہبی تربیت کے لیے ضروری مواد شامل کیا گیا ہے۔
- ✓ ہر کتاب کے آخر میں ابواب میں آنے والی مشکل اصطلاحات اور الفاظ و تراکیب شامل کی گئی ہیں۔
- ✓ ناظرہ قرآن کے ساتھ ساتھ اخلاق آداب سکھانے کے لیے مختلف مسنون دعائیں شامل کی گئی ہیں۔



SNC The Science Factory

Grade 4 - 5

Glowing Features

- ✓ The content of the series is strictly aligned with **Single National Curriculum 2020**.
- ✓ Thematic illustrations, real images, diagrams, tables and flowcharts facilitate to sharpen observational skills in students.
- ✓ The whole content of this series promotes **inquiry-based learning**.
- ✓ **STEAM Education** is the core method of teaching of this series.
- ✓ **Extended ACTIVITY corners** provide an opportunity for students to do experimentation relevant to the learnt concepts.
- ✓ **"Do you Know?"** segments work as additional information boxes that present clues towards learning.
- ✓ **"Quick Quiz"** boxes put the learners in a challenging situation to learn the core of the content.
- ✓ Technology-based separate chapters are added to learn themes like conservation, bio-ethics, scientific responsibilities and care for natural environment and living beings.



SNC

ELAF Mathematics Encyclopedia

Glowing Features

- ✓ This series is strictly in accordance with the **single National Curriculum 2020**.
- ✓ Mathematical concepts are presented with **real-life examples** and **number stories**.
- ✓ Different suggested activities for each unit are incorporated to promote learning.
- ✓ This series is well-illustrated with numerous tables, diagrams, flow charts and graphs.
- ✓ The speech bubbles provide an opportunity to sharpen communication and observation skills.
- ✓ '**Quick Quiz**' boxes put the learners in a challenging situation to learn the core of the content.
- ✓ '**I have learnt to:**' boxes present the units in a nut shell.
- ✓ This series is aligned with **Trends International Mathematics and Science Study (TIMSS)** for best teaching and assessment practises.
- ✓ Integration of **CPA approach** (Concrete–Pictorial–Abstract) to solve mathematical problems.

Grade 1 - 5



جماعت اول تا سوم

مہکتی دنیا SNC

اہم خصوصیات

- ✓ ”مہکتی دنیا“ (واقفیت عامہ) جماعت اول تا سوم یکساں قومی نصاب ۲۰۲۰ کے مطابق تیار کی گئی ہے۔
- ✓ ”مہکتی دنیا“ میں طلبہ کے اندر سماجی، معاشرتی اور سائنسی پہلوؤں کو اجاگر کرنے کی کوشش کی گئی ہے۔
- ✓ بہترین تعلیمی مواد کو دل کش تصویریں مطالعہ کے ساتھ ہم آہنگ کیا گیا ہے۔
- ✓ طلبہ کے اندر مثبت اور تعمیری رد عمل کو پیدا کرنے کے لیے تخلیقی سرگرمیاں مرتب کی گئیں ہیں۔
- ✓ طلبہ کی دل چسپی کو برقرار رکھنے کے لیے سبق سے متعلقہ اضافی معلومات فراہم کی گئی ہیں۔
- ✓ درسی مواد میں آسان اور عام فہم مواد شامل کیا گیا ہے۔ ہر کتاب کا طرز تحریر بچوں کی ذہنی سطح سے ہم آہنگ ہے۔



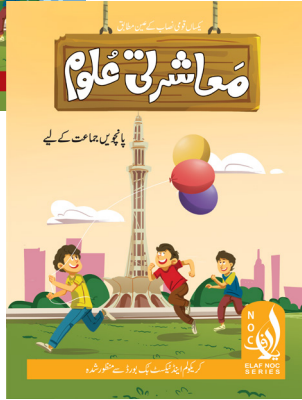
برائے جامعہ چہارم تا پنجم

معاشرتی علوم

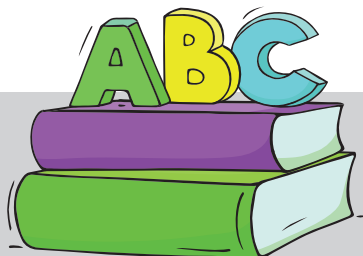
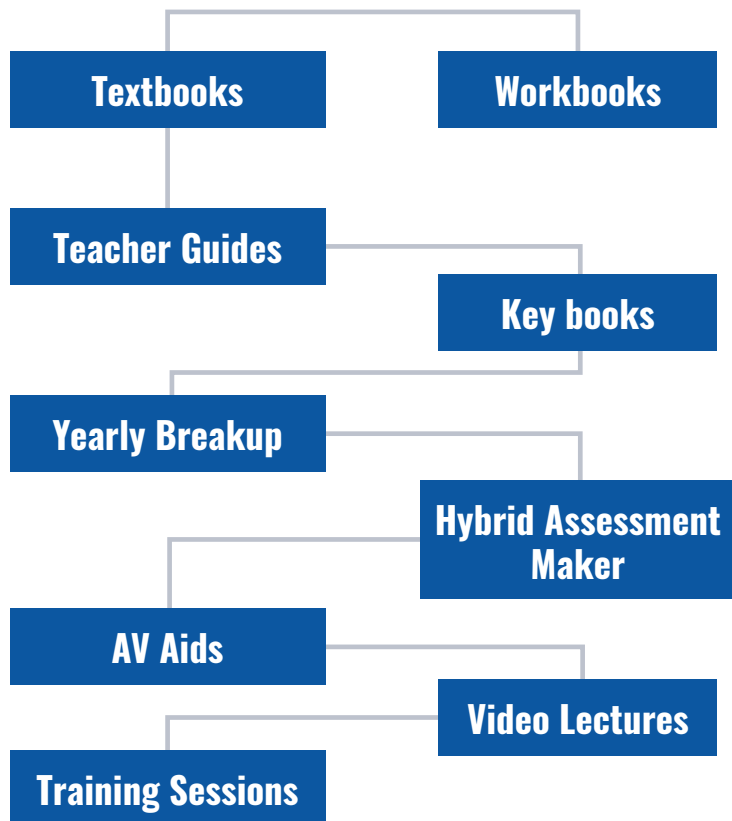
SNC

اہم خصوصیات

- ✓ ”معاشرتی علوم“ جماعت چہارم تا پنجم یکساں قومی نصاب ۲۰۲۰ کے عین مطابق تیار کی گئی ہے۔
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- ✓ شہریت اور اس کے تقاضے، ثقافتی ہم آہنگی، ریاستی نظام اور حکومتی ڈھانچہ، کاروباری شخصیت، نظام بینکاری سمیت چھ مختلف strands کو شامل کیا گیا ہے۔



Supporting Material

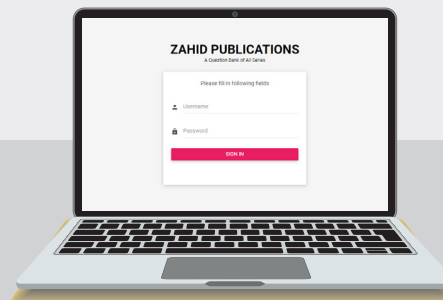


Hybrid Assessment Maker

TEST AND TEST

Features

- ✓ Chapter Wise Tailor made Reinforcement
- ✓ Customized Mark Scheme
- ✓ Question Bank
- ✓ Alternative Versions to Reduce Cheating
- ✓ Quick Reporting
- ✓ Export to PDF
- ✓ Addition Access to GIFS/Videos/Images



SRM Books

Pre-School Series



English/Urdu Grammars



Computer Books



Drawing Books

