



# SISA *Times*

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**Editor: Alpa Dhimar**

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# From the CEO's Desk

## INTRODUCTION OF PRIVATE SECURITY AGENCIES REGULATION ACT 2005 (PSARA)

The Government of India has Regulated the Security Industry in our Country by introducing "Private Security Agencies Regulation Act 2005" (PSARA) with effect from 15<sup>th</sup> March 2007.

As per this Act all Private Security Guards & Personnel's of this industry have to under go certain Mandatory Training.

Under this Act all Security Agencies operating in the various States have to apply to respective State Authorities for License.

Maharastra, Gujarat, Rajasthan, Punjab, Madhya Pradesh, Tamil Nadu and Chandigarh (U.T.) have already promulgated the 'PSARA' for the grant of Licenses to the Security Agencies for their operations in respective states.

The State Governments are required to frame rules to prescribe the conditions on which License shall be granted under this Act & such conditions shall include requirements as to the training, which the Licensee is to undergo, details of the persons forming the agency, obligation as to the information to be provided from time to time to the Controlling Authority regarding any change in their address ,change of Management and also about any criminal charge made against them in the course of their performance of their duties of the Private Security Agency.

Introduction of this Act has encouraged us to upgrade our Training Facilities at our Corporate and Branch Offices as also 'On Job Training'.

This Act also ensures total Professionalism in the Security Industry. The Small & Unprofessional Agencies will be weeded out and will not be allowed to operate.

With warm regards,

Col. Jaspal Singh (Retd.)  
CEO

# New Inductions

## At Top Management

Ritu Sahni, has joined SISA Group as Director (National Capital Region) is Masters in Commerce with an M.B.A (Majors in marketing & finance from the “Institute of Productivity and Management-Delhi”).

Seven years in the Recruitment industry, wherein worked with International Search and Selection firms as a Senior Consultant recruiting top positions for multinational corporate clients and managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms.

Spearheading a company for the past six years in managing and ramping up projects in close coordination with clients, architects, and customers with competent cross-functional skills and ensuring on time deliverables.

Ritu Sahni reports to Chief Executive Officer at the Corporate Office regarding all the activities/growth of the group in her Jurisdiction.

Sr. No.	Promotions & Appointments :
01.	Mr. Minesh Mistry has been promoted as Deputy General Manager, Marketing and Business Head (CIT) at Corporate Office.
02.	Ms. Alpa Dhimar has been promoted as Deputy General Manager, HR at Corporate Office.
03.	Mr. Sanjiv Patel has been promoted as Manager (Stores) at Corporate Office.
04.	Mr. Bahadur Singh has been promoted as Manager (Operations) at Corporate Office.
05.	Mr. Salim Sayed has been promoted as Manager (Purchase) at Corporate Office.
06.	Mr. Abdulrahim Miajan has been promoted as Manager (Commercial) at Corporate Office.
07.	Mr. Govind Rawat has been promoted as Branch Manager at Mumbai Branch.

08.	Mr. Raj Motiani has been promoted as Branch Manager at Gandhidham Branch.
09.	Ms. Yamini Patel has been promoted as Sr. Accounts (Executive) at Corporate Office.
10.	Mr. Sachin Bhatade has been promoted as Field Officer at Mumbai Branch.
11.	Mr. Manish Pandya has been promoted as Field Officer at Bharuch Branch.
12.	Mr. Bharat Vaghela has been appointed as Office Executive from 07 <sup>th</sup> January, 09 for Ahmedabad Branch.
13.	Mr. Aditnarayan Mishra has been appointed as Operations Executive in ERS Division from 22 <sup>nd</sup> January, 09 at Corporate Office.
14.	Mr. Sameer Chauhan has been appointed as Training Officer from 16 <sup>th</sup> January, 09 at Corporate Office.
15.	Mr. Andrew Samson has been appointed as Asstistant Branch Manager from 20 <sup>th</sup> January, 09 at Surat Branch.
16.	Mr. Nishith Bhatnagar has been appointed as Sr. Training Officer from 06 <sup>th</sup> February, 09 at Corporate Office.
17.	Mr. Vishal Desani has been appointed as Field Officer from 16 <sup>th</sup> February, 09 at Rajkot Office.
18.	Mr. Ramakrishnan M. has been appointed as Area Manager from 02 <sup>nd</sup> March, 09 at Hyderabad Branch.
19.	Mr. Deepak Kumar has been appointed as Field Officer from 11 <sup>th</sup> March, 09 at Surat Branch.
20.	Mr. Lakshman Prasad Gupta has been appointed as Office Assistant / Operations Executive from 30 <sup>th</sup> March, 09 at Vapi Branch.

# Surveillance Audit (ISO 9001:2000)

*SISA Group has been assessed and registered as complying with the requirements of International Standard. This emphasises our commitment to provide **QUALITY SERVICE** to our clients and also keep them completely satisfied.*

*We have successfully undergone Surveillance Audit for ISO in March '09.*

# Introduction of Helpline Service

*SISA Group has taken a step towards solving the problems / complaints faced by our valued clients by starting **HELPLINE SERVICE** at the Corporate Office.*

*Incase of any problem / complaint, clients are requested to mail us on [helpline@sisasecurity.com](mailto:helpline@sisasecurity.com).*

*SISA Corporate Office will take corrective action and revert back to our valued clients with in 24 hours.*

# New Contracts & Achievements

This quarter we have bagged the following contract:-

Sr.No.	Company	Branch
1.	M/S KUKREJA BUILDERS	MUMBAI
2.	LOURDS CONVENT PRIMARY SCHOOL	SURAT
3.	FEDERAL BANK SALEM	CHENNAI
4.	IRB (NAVSARI)	SURAT
5.	JANSON INVESTMENT	BANGALORE
6.	IRB TOLL NAKA 1	RAJKOT
7.	IRB TOLL NAKA 2	RAJKOT
8.	M/S UNITED PROPERTIES	MUMBAI
9.	ASIAN STAR COMPANY	ERS DIVISION
10.	SYNDICATE BANK	COIMBATORE
11.	ITALIA CREATIONS	ERS DIVISION
12.	CENTRAL PUBLIC WORKS DEPARTMENT	BANGALORE
13.	GODREJ & BOYCE MFG. CO. LTD.	BHARUCH
14.	SOLAR TECHNOCAST PVT. LTD.	RAJKOT
15.	SHREE VALLABH INTERNATIONAL PVT. LTD.	ERS DIVISION
16.	TULSI ARTS	ERS DIVISION
17.	IDBI	BELGAUM
18.	SHREE SIDDHI VINAYAK SAREE PVT. LTD.	SURAT
19.	FEDERAL BANK	HYDERABAD
20.	ICICI BANK (CASH VANS)	HYDERABAD/PUNE
21.	SBI (CASH VANS)	MUMBAI
22.	ESSAR CONSTRUCTIONS, HAZIRA	SURAT

***Congratulations to all above Branches! Keep it up!***



# ***Festival Celebrations***

## ***26<sup>th</sup> January 2009***





# On Job Training Programme by the Training Team

Sr. No	Name of Unit/ Branch	No. of Guards	Date	No. of Days
1.	Torrent Power	55	01/01/09	26 days
2	Gurunanak Hospital	03	09/01/09	05 days
3.	Essar Steel	85	16/01/09	05 days
4.	GSEG	23	22/01/09	05 days
5.	JSK Industries	18	04/02/09	10 days
6.	IRBT	28	04/02/09	20 days
7.	IRB Toll Naka	36	11/02/09	17 days
8.	Advance Surfactance	13	16/02/09	05 days
9.	Shree Sai Calnets	18	17/02/09	03 days
10.	Alok Industries	72	21/02/09	08 days
11.	Torrent Power	36	23/02/09	06 days
12.	German Express	17	25/02/09	03 days
13.	Balmer Lawrie	35	26/02/09	03 days
14.	Gateway Distripak	21	28/02/09	03 days
15.	S. Kumar	17	05/03/09	05 days
16.	IRB Toll Naka, Bharudi Rajkot	21	05/03/09	05 days
17.	Elecon Group	39	05/03/09	06 days
18.	Pidilite Group	04	07/03/09	01 day
19.	Godrej	02	10/03/09	01 day
20.	IRB Toll Naka, Pithudia Rajkot	21	10/03/09	04 days
21.	Concept Motors	13	13/03/09	07 days
22.	Doshion Ltd.	12	13/03/09	07 days
23.	Cairn Energy	07	13/03/09	07 days
24.	Micro Ink	49	17/03/09	03 days
25.	IRB Toll Naka, Vapi	39	20/03/09	02 days
26.	Torrent Power	35	21/03/09	05 days
27.	IRB Toll Naka, Airoli Mumbai	26	23/03/09	03 days
28.	United Properties	13	24/03/09	05 days
29.	Kukreja Complex	12	24/03/09	07 days
30.	IRB Toll Naka, Dahisar Mumbai	59	26/03/09	06 days

# Glimpses of On Job Training







*Training Team has done an excellent job conducting On Job Training.  
We Congratulate the Team for their outstanding performance.  
Well done, Keep it up !!!*

# Major Events Conducted by Emergency Response Service (ERS DIVISION)

Sr. No	Date	Client Name	No. of Guards	No. of Days
1.	14/2/09	Rajubhai Patel (Valentine Day Celebrations)	30	01 day
2.	19/2/09	Damodarbai (Destiny Group) Country Club celebrating Navratri	33	01 day
3.	21/2/09	Vikram Bhaviar (Fair)	100	03 days
4.	04/3/09	Mukundbai (Mirambika Silk)	28	04 days
5.	11/3/09	Sanjaybai (Celebrating Holi)	04	01 day
6.	11/3/09	Punjabi Samaj (Celebrating Holi)	04	01 day
7.	18/3/09	Kirti Sports (Celebrating Sports Day)	16	08 days
8.	28/3/09	Jagdishbai (Rajasthan Fair)	253	04 days

# Sales Targets & Achievements

## BRANCH WISE SALES ACHIEVEMENTS JANUARY 2009 TO MARCH 2009

BRANCH	TARGETS	BUSSINESS ACHIEVED
ERS DIVISION	250000	260000
HYDERABAD	250000	188000
MUMBAI	250000	145000
BANGALORE	250000	133000
RAJKOT	250000	131000
CHENNAI	250000	129000
COIMBATORE	250000	119000
SURAT	250000	107000
BHARUCH	200000	98000
GANDHIDHAM	200000	97000
AHMEDABAD	200000	97000
VAPI	200000	92000
CHANDIGARH	200000	87000
BARODA	200000	86000
BELGAUM	200000	83000

# Inspirational Quotes

*Failure is success if we learn from it.*

*Obstacles are those frightful things you see when you take your eyes off your goal.*

*Ideas without action are worthless.*

*Success usually comes to those who are too busy to be looking for it.*

*Whatever thy hand findest to do, do it with all thy heart.*

*Falling down doesn't make you a failure, but staying down does.*

# Lesson in Life

## BUSINESS MARKETING STRATEGIES TAUGHT BY BUSINESS MOGULS

Bill Gates certainly didn't earn his Billions based on charisma, communication ability, or his ability to interact with his customers.

What did set Bill Gates aside from those who can only dream about achieving what he has achieved are: self-confidence, strong vision, passion and timing.

Very early on, Bill Gates stated that his goal was to put a PC in every home -- he's almost achieved that seemingly crazy statement in just a few short years.

It all started with a VISION that was backed by his own PASSION for technology, computers, and their applications to improving people's lives.

It was very clear that Bill Gates was not in it purely for the money - from day one! His business marketing strategies were based on very clear, deep purpose.

How about Sam Walton?

Mr Walton brings a few other characteristics to the table: Extremely good understanding of his customers, unwaivering respect for his "team" of associates, and a patience that saw him spend years TESTING his business model - building slow and steady growth - not succumbing to the BIG BUCK.

Sam Walton knew his vision was a good one - to build a line of discount stores that would provide even more value to it's customers than their competitors - KMart.

By running a few stores and constantly testing the product mix - after years, he finally arrived at the right business marketing strategy that stuck.

Walt Disney teaches us to dream BIG - even when you are starting with very small means.

Walt -- with little more than \$40 in his pocket -- stated that he would make great Hollywood movies someday. How crazy must that have sounded?

What was his business marketing strategy?



He dared to DREAM BIGGER - when he decided to turn his animation characters into multi-streamed entertainment products including television, books, and his biggest dream of all - Disney World.

He didn't even live to see the opening of Disney World - but what a dream?

## LET ME ASK YOU A TOUGH QUESTION ?

What are you willing to do to live your dreams?

How many false starts are you prepared to have?

How much action are you willing to take in the face of many setbacks?

Does your business marketing strategy reflect your beliefs and strong purpose?

Are you willing to be true to your dreams, beliefs, character and ethics - even when times seem really tough?

These are questions we all must answer EVERYDAY no matter what business or life we are leading.

Hopefully - we are able to say **YES** allot more than NO.