



# SISA *Times*

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**Editor: Alpa Dhimar**

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## *From the CEO's Desk*

Dear Sisatarians,

26/11 Mumbai attack has shown us effectiveness of low technology coordinated assault especially on places like Hotels and crowded Railway Stations. This should be a “wake up call” for all of us. Protection of Business, property or home, whether personal or National, should be prime concern of all of us – being responsible citizens of India. We must always be alert and more vigilant.

Lessons learnt from such events should increase the level of security consciousness amongst us. We must carry out analysis of threat perception and take adequate preventive measures as also ensure that there are no loop holes in the security system and alertness and training of the security personnel.

The worry some and perhaps the frightening fact that emerges from US (9/11), Mumbai (26/11) and Mumbai / Gujarat serial blasts is that fundamentalist have raised their dedicated cadres, who believe in extremist doctrines. These fundamentalists believe that religion supercedes human lives. They target well known organizations, hotels, places of worship etc, so as to draw attention and world wide publicity. They have access to money, technology and materials to cause wide spread damage to property and innocent lives besides spreading terror. These groups have become great risk to democratic societies especially well known and prosperous business organizations, industry and property. Unfortunately they have been successful in catching the crime fighters unaware, in the past.

So let us all take up New Year`s Resolution “Be more Alert, Vigilant and Security conscious and protect our Property, Business and Organisation”.

We are ever grateful to our esteemed clients who have always supported us and co-operated with us.

With Warm Regards & Best Wishes for Happy New Year - 2009.

Col. Jaspal Singh (Retd.)  
CEO

# New Inductions

Sr. No.	Promotions & Appointments :
01.	Mr. Nishith Kumar Chowbey has been promoted as Assistant Branch Manager from 29 <sup>th</sup> December '08 at Rajkot Branch.
02.	Mr. Navin Rajput has been appointed as Operations Officer from 01 <sup>st</sup> September'08 at Surat Branch.
03.	Mr. Sunil Kumar Prasad has been appointed as Field Officer from 01 <sup>st</sup> September'08 at Vapi Branch.
04.	Mr. Ravinder Pandey has been appointed as Operations / Marketing Officer from 02 <sup>nd</sup> September'08 at Mumbai Branch.
05.	Mr. Ajeet Kumar Singh has been appointed as Training Officer from 09 <sup>th</sup> September' 08 at Corporate Office.
06.	Mr. Devendrasinh Sayania has been appointed as Operations / Marketing Officer from 15 <sup>th</sup> September'08 at Bharuch Branch.
07.	Mr. Arvind Modi has been appointed as Executive Assistant to Chairman from 09 <sup>th</sup> October, 2008 at Corporate Office.
08.	Mr. M. Sakthivel has been appointed as Field Officer from 21 <sup>st</sup> October, 2008 at Coimbatore Branch.
09.	Lt. Chandrasekar has been appointed as Branch Manager from 18 <sup>th</sup> November, 2008 at Bharuch Branch.
10.	Mr. Satya Prakash Singh has been appointed as ARO from 24 <sup>th</sup> November, 2008 at Corporate Office.
11.	Mr. V. Srinivasan has been appointed as Branch Manager from 27 <sup>th</sup> November, 2008 at Coimbatore Branch.
12.	Mr. Nimesh Gohil has been appointed as Executive Assistant to MD from 17 <sup>th</sup> November, 2008 at Corporate Office.

# New Contracts & Achievements

**This Quarter we have bagged the following contract:-**

Sr. No.	Company	Branch
1.	SURAT PEOPLES CO-OPERATIVE BANK LTD	SURAT
2.	SHREE SIDDHI VINAYAK	SURAT
3.	ALLIANCE MACHINE	SURAT
4.	ADVANCE SURGACTANTS INDIA LTD.	VAPI
5.	STATE BANK OF MYSORE	CHANDIGARH
6.	VASUNDHARA FASHION	SURAT
7.	MILAN APREL EXPORT LTD	SURAT
8.	IDEAL ROAD BUILDERS (TOLL TAX)	MUMBAI
9.	INDIAN INSTITUTE OF MANAGEMENT	BANGALORE
10.	P. K. INTERNATIONAL (PVT.) LTD.	ERS
11.	HDFC BANK (BHUI)	GANDHIDHAM
12.	YESHAJBHAI	ERS
13.	SOMNATH TRADELINK PVT LTD	ERS
14.	SIDDHNATH TRADELINK PVT LTD	ERS
15.	HARI KRISHNA EXPORTS	ERS
16.	ASHTAVINAYAK AUTO PVT LTD (VASAI)	MUMBAI
17.	STATE BANK OF INDIA (HISAR)	CHANDIGARH
18.	RAJA FORGINGS AND GEAR LTD	CHANDIGARH
19.	GIFT LINK	BANGALORE
20.	AMIN COMMUNICATION	BARODA
21.	SYNDICATE BANK	CHENNAI
22.	SYNDICATE BANK	COIMBATORE
23.	J.J. PATEL & BROS	SURAT
24.	GUJARAT INDUSTRIES POWER COMPANY LTD.	BHARUCH
25.	IDRBT	HYDERABAD
26.	GRANT GEOPHYSICAL INTL	SURAT
27.	MEERENA CREATION	BANGALORE
28.	LIQUETOR GUJ. POLTRY FARM	BHARUCH
29.	PRATISTHA TOWER	SURAT
30.	PIDILITE INDUSTRIES	BHARUCH
31.	SHREE SAI CALNATES	SURAT

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

# On Job Training Programme by the Training Team

Sr. No	Name of Unit/ Branch	No. of Guards	Date	No. of Days
1.	Madras Fertilizers Ltd	105	21/09/08	6 days
2	German Express (Chennai)	28	27/09/08	3 days
3.	Gateway Containers	30	30/09/08	3 days
4.	Balmer Lawrie	75	03/10/08	2 days
5.	Balmer CFS	37	05/10/08	2 days
6.	Federal Bank	02	07/10/08	1 day
7.	Syndicate Bank	02	08/10/08	1 day
6.	GEPIL	42	13/10/08	4 days
7.	Shree Durga Syntex	17	13/10/08	5 days
8.	CFCL Kota	105	13/10/08	6 days
9.	Gujarat Gas	27	06/10/08	3 days
10.	IIM Bangalore	101	22/10/08	4 day
11.	Surat Co. op Bank Ltd	02	22/10/08	2 days
28.	Jalvayu Tower	24	25/10/08	2 days
12.	S. K. Weaving	03	03/10/08	4 days
13.	Hotel Taj	10	14/10/08	4 days
14.	IRB (Mumbai)	16	31/10/08	1 days
15.	Advance Chemicals	15	8/10/08	10 days
16.	Beico India	7	7/10/08	1 day
17.	ITW	11	3/10/08	3 days
18.	Essar Steel (Surat)	70	6/11/08	9 days
19.	Gujarat Gas	27	17/11/08	4 days

20.	Torrent Power	45	30/11/08	7 days
21.	GIPCL/SLPP	66	9/11/08	7 days
22.	Durga Syntex	17	17/11/08	2 days
23.	GEPIL	23	21/11/08	5 days
24.	ICICI Bank	12	28/11/08	5 days
25.	Alok Industries	100	9/11/08	11 days
26.	Gurunanak Hospital	3	22/11/08	3 days
27.	IIM Bangalore	105	30/11/08	8 days
28.	IIM Bangalore	106	4/12/08	9 days
29.	Elecon Engineering	134	3/12/08	4 days

## Glimpses of On Job Training









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

Sr. No	Date	Client Name	No. of Guards	No. of Days
1.	30/9/08	Navratri Function organized by Shiv Channel	135	09 days
2.	6/10/08	Country Club celebrating Navratri	192	03 days
3.	12/10/08	Post Office organizing Exhibition	20	4 days
4.	19/10/08	State Level Mental Maths Examination by Aloha Mind Development	75	1 day
5.	24/10/08	Mr. Dhoni (Indian Cricket Team Captan) attending the function at Megh Mayur Reality	4	1 day
6.	25/10/08	Kavi Samelan by Bihar Vikas Parishad	7	1 day
7.	26/10/08	Marriage Function - Kailash Sweets	60	4 days
8.	11/11/08	Marriage Function - Bharatbhai Varachha	17	1 day
9.	19/11/08	Marriage Function - Maheshbhai	6	1 day
10.	22/11/08	Marriage Function - Mansarovar Kailash Sweets	6	3 days
11.	26/11/08	Marriage Function - Gurjar Singh Arora	6	1 day
12.	29/11/08	Celebrating Annual Day Function – Rameez	12	1 day
13.	30/11/08	Marriage Function - Ram Krishna Diamonds	12	1 day
14.	1/12/08	D. J. Party - Mr. Snehal	6	1 day
15.	2/12/08	Marriage Function - Mr. Dipesh	8	1 day
16.	13/12/08	D. J. Party – Mr. Ankhil Patel (C. B. Patel College)	10	1 day

17.	14/12/08	D. J. Party - Mr. Paresh	6	1 day
18.	15/12/08	Celebrating College Fun Fair – Mr. Fayyam	4	1 day
19.	19/12/08	Marriage Function - Mr. Nilesh	4	1 day
20.	26/12/08	First time in Gujarat - Diamond Sparkle Exhibition (Vibrant Gujarat)	400	3 days
21.	27/12/08	D. J. Party - Fortune Club	5	1 day
22.	28/12/08	Marriage Function at Ved Road	10	1 day
23.	31/12/08	Celebrating New Year's Eve - Surat City Gym	7	1 day
24.	31/12/08	Country Club (Mansarovar) celebrates New Year Party	71	1 day

## Glimpses of Events









## Sales Targets & Achievements



### **BRANCH WISE SALES ACHIEVEMENTS** **OCTOBER 2008 TO DECEMBER 2008**

BRANCH	TARGETS	BUSSINESS ACHIEVED
ERS	350000	483000
SURAT	350000	439800
BANGALORE	350000	414000
BHARUCH	350000	370000
CHANDIGARH	350000	278400
MUMBAI	350000	275600
CHENNAI	350000	277000
VAPI	350000	215500
HYDERABAD	350000	215000
AHMEDABAD	350000	200000
GANDHIDHAM	350000	196000
COIMBATORE	300000	175000
BARODA	200000	145000
BELGAUM	200000	120000
RAJKOT	200000	112000

Data Up to 31.12.08

# *Inspirational Quotes*

1. GREAT WORKS ARE PERFORMED, NOT BY STRENGTH, BUT BY PERSEVERANCE.

- SAMUEL JOHNSON



2. DO JUST ONCE WHAT OTHERS SAY YOU CAN'T DO, AND YOU WILL NEVER PAY ATTENTION TO THEIR LIMITATIONS AGAIN.

- JAMES R. COOK



3. WHEN YOU SET GOALS, SOMETHING INSIDE OF YOU STARTS SAYING, "LET'S GO, LET'S GO," AND CEILINGS START TO MOVE UP.

- ZIG ZIGLAR



4. THE ONLY WAY OF FINDING THE LIMITS OF THE POSSIBLE IS BY GOING BEYOND THEM INTO THE IMPOSSIBLE.

- ARTHUR C. CLARKE



5. YOUR MOST UNHAPPY CUSTOMERS ARE YOUR GREATEST SOURCE OF LEARNING.

- BILL GATES



# Lesson in Life

## **Dhirubhaiism**

### **DREAM BIG, BUT DREAM WITH YOUR EYES OPEN.**

*HIS PHENOMENAL ACHIEVEMENT SHOWED INDIA THAT LIMITATIONS WERE ONLY IN THE MIND. AND THAT NOTHING WAS TRULY UNATTAINABLE FOR THOSE WHO DREAMED BIG.*

*WHenever I tried to point out to him that a task seemed too big to be accomplished, he would reply: "No is no answer!" Not only did he dream big, he taught all of us to do so too. His one-line brief to me when we began Mudra was: "Make Vimal's advertising the benchmark for fashion advertising in the country."*

*At that time, we were just a tiny, fledgling agency, tucked away in Ahmedabad, struggling to put a team in place. When we presented the seemingly insurmountable to him, his favourite response was always: "It's difficult but not impossible!" And he was right. We did go on to achieve the impossible.*

*Both in its size and scope Vimal's fashion shows were unprecedented in the country. Grand showroom openings, stunning experiments in print and poster work all combined to give the brand a truly benchmark image. But way back in 1980, no one would have believed it could have ever been possible. Except Dhirubhai.*

*But though he dreamed big, he was able to clearly distinguish between perception and reality and his favourite phrase "dream with your eyes open" underlined this.*

*He never let preset norms govern his vision, yet he worked night and day familiarizing himself with every little nitty-gritty that constituted his dreams constantly sifting the wheat from the chaff. This is how, as he put it, even though he dreamed, none of his dreams turned into nightmares. And this is what gave him the courage to move from one orbit to the next despite tremendous odds.*

*Dhirubhai was indeed a man of many parts, as is evident. I am sure there are many people who display some of the traits mentioned above, in their working styles as well, but Dhirubhai was one of those rare people who demonstrated all of them, all the time.*

**- RAJESH SESDHARI**