



धर्मो रक्षति रक्षितः

UTTAM RAKSHA

01.10.2024 to 31.12.2024

Volume IV Issue IV

FROM EDITOR'S DESK :

We at Universal convey season's greetings and best wishes for a wonderful 2025 for all our clients, patrons and well wishers. Universal, a greenfield organization, has grown to cover a major part of our country within a short span of less than 20 years speaks volumes for its solid foundations, value based operations and robust corporate leadership. This leadership of its Chairman Capt Uttam P Patil (Retd.) and brand Universal has won accolades and the details may be read in the issue. Also news about dispatch of Diwali sweets as been covered.

Communication skills are very important for a security guard, the service delivery agent of a security service, because quite often words and body language evoke ego issues. We train our guards to avoid such ugly spats.

We would like to inform you that we have vertical extending cybersecurity services. 2025 has started on an excellent note for the country, with many international adversaries having been worsted in the first week itself. So let us brace ourselves for bigger achievements.

SAFEGUARD YOUR DIGITAL WORLD!

CYBER SECURITY

STAY SECURE, STAY SMART

THE IMPORTANCE OF CYBER SECURITY

Cybersecurity is imperative for protecting sensitive data such as personal details, health records, financial information and intellectual property. And as arrival of AI has seriously aggravated cybersecurity threats, without strong cybersecurity measures, organisations and individuals are vulnerable to data breaches that could lead to identity theft or financial fraud.

Here are some reasons why Cybersecurity is important:

- Protects sensitive data : Cybersecurity protects all types of data including personally identifiable information (PII), protected health information (PHI), and intellectual property.
- Prevents identity theft.
- Safeguards financial transactions.
- Ensures business continuity and protects reputation.
- Complies with regulations.
- Protects against ransomware.
- Preserves customer trust.
- Protects the economy of the nation.
- Protects the modern world.

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COMMON CYBER THREATS

PHISHING

In such attacks, the attackers pretend to be trusted sources and deceive individuals into sharing confidential and sensitive information. The kind of information they can be fishing for could include - credit card numbers, adhar card numbers and passwords. Phishing often involves sending deceptive emails that appear to be from reputable sources. These emails often prompt users to enter personal information at a fake website.

MALWARE

Malware is a term for malicious software. It is any programme designed to damage or exploit any programmable device, service, or network. Various forms of malware exist, such as :

- **Trojan horses**, which masquerade as legitimate software but perform malicious tasks.
- **Viruses** that attach to files and spread to other systems, corrupting data and draining resources; and
- **Worms**, which self-replicate to spread and typically consume significant bandwidth, impacting network performance.

RANSOMWARE

This type of malware takes control of a victim's files or systems and asks for a ransom to regain access. Ransomware can prevent you from accessing your entire system or encrypt your data. Once your system is infiltrated, you will not be able to access it without a decryption key. The attackers in most cases promise to provide this key only upon payment.



SAINIK DIWALI - 2024

DIWALI SWEETS DISTRIBUTION TO THE SOLDIERS

Soldiers are one of the greatest assets of our country. They are guardians of our nation. We all sleep peacefully as the Soldiers perform their duties at the border, ever vigilant in the face of adversaries, facing hardships and challenges, in the harshest weather conditions, far away from their loved ones, out of love for the motherland.

During this year's Diwali, we continued our tradition of sending Diwali sweets to our soldiers at the border as a part of our gratitude towards their sacrifices in safeguarding our motherland.



This year through the programme "SAINIK DIWALI - 2024", we proudly distributed Diwali Sweets to one battalion each of Garhwal Rifles, Assam Rifles, Rashtriya Rifles and Garhwal Scouts and also to 109 TA Battalion at Kolhapur.

Also, this year we distributed Diwali Sweets to organizations viz. Orphanage "Avni" at Kolhapur and Satara, Helpers of the Handicapped at Kolhapur, "Matoshree" - Old age home at Kolhapur, as a social obligations to the needy spheres of society.

Mrs. Anuradha Prabhudesai, Founder President of "Lakshya Foundation" honoured us with her presence and made a meaningful impact by contributing to the cause.



"एक पेड़ माँ के नाम"

To mark the occasion, and with the aim to make cleaner and greener environment, Capt Uttam P Patil (Retd) along with the Indian Army Soldiers, planted trees at the venue of "SAINIK DIWALI - 2024"



NEW ASSOCIATIONS



During the last quarter from October to December 2024, Team Universal successfully added following valued clients in different clients regions in India:-

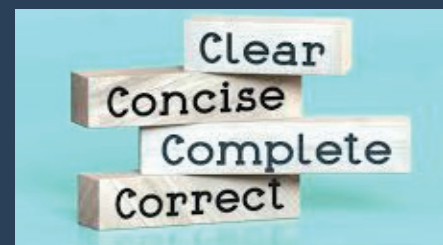
- Automotive Research Association of India, Pune, Pune Region
- Centre for Development of Telematics, Bangalore, Bangalore Region.
- Reserve Bank of India, Chennai, Bangalore Region.
- Kendriya Vidyalaya Sangathan, Faridabad, Delhi Region
- Minerals and Metals Trading Corporation Ltd, Secunderabad, Pune Region

EFFECTIVE COMMUNICATION SKILLS FOR SECURITY GUARDS

Effective Communication is a vital skill for security guards. In this line of duty, security guards must convey information clearly, manage conflicts and ensure safety through precise and timely communication. Strong communication skills are not just beneficial but essential for security guards. They ensure that guards can execute their duties effectively, maintain safety and foster a cooperative atmosphere.

Following are the key communication skills for security guards:-

- **Verbal Communication : Clarity and Conciseness.** Verbal communication is paramount for security guards. They must communicate instructions, warning, and information clearly and concisely to avoid misunderstandings. This involves speaking in calm, authoritative tone and using simple, direct language.
- **Non-verbal Communication: Body language and active listening.** Non-verbal communication plays a significant role in how messages are perceived. A security guard's body language can convey confidence and authority. Maintaining eye contact, standing upright and using open gestures are important. Additionally, active listening, paying full attention to the speaker and responding appropriately helps in understanding concerns and building trust.
- **Written Communication : Reporting and Documentation.** Accurate reporting and documentation are foundational aspects of a security guards responsibilities. Whenever writing a report, a security guard must capture essential details such as time, location, involved parties and the nature of the incident, ensuring that the supervisors and law enforcement can easily comprehend and act on the information and also such documented report can be used for future references.



NATIONAL BUSINESS AWARDS FOR BUSINESS AND LEADERSHIP

On 06th December 2024, National Business Awards for Leadership and Excellence was hosted in Mumbai to recognize and reward companies and individuals across different sectors and categories for Business Leadership and Excellence.

Here, we proudly share that our company, "Universal Personnel Security Training and Allied Services" was awarded "Best Brand Awards - 2024 - (Security Services)". In the same ceremony, Capt Uttam P Patil (Retd), Chairman & MD of Universal Personnel Security Training and Allied Services was felicitated with "Business Leadership Awards - (Security Services) for Visionary Leadership in the field of Security Services.

It was great achievement for our company to get such an honour and recognition.

This was possible due to the dedicated and honest efforts from our professional Team throughout India. We thank each and every member of Team Universal for the achievements.



Col Giridhar D Kole (Retd.) accepting the awards

WE WELCOME / BID ADIEU TO

WE WELCOME

Mr Dnyaneshwar Madhavi, FO, Mumbai Br

BID ADIEU TO

Mr Ramesh Patil, FO, Kolhapur RO

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