

# Service Integration Squad LEADING THE INDUSTRY WITH ITS EXEMPLARY EFFICACY

Ashwathy Nair | Business Connect

**T**he surge in several diseases, viruses, germs, etc, has left people disappointed but has fuelled the growth of the Pest Control Industry in leaps and bounds. Owing to the ubiquity of such problems, people are seeking pest extermination professionals, resulting in the upheaved demand for proficient service providers in the domain. Moreover, this industry has been estimated to excel annually at a rate of 5.2% in the upcoming years, opening the door to multiple business opportunities. A plethora of enterprises are now intervening this domain with their innovative services.

The pest control industry has always been a fairly recession-proof sector. Several businesses have drastically collapsed amid the pandemic situation that emphasized the need to seek the cutting edge services to uphold mankind's existence. A dedicated pest management service-provider, Service Integration Squad Pvt. Ltd has acknowledged its responsibility to pave the way for social upliftment being the leading organisation in the industry. The Founder and CEO of the company, Naveen Kumar Rana has been taking the organisation to greater heights with his thought leadership and professional acumen.

*“ As a leader, it is high time to prioritize our people to make a difference and add value to society. Recognizing the needs to pacify the aftereffects of the current hardships can allow us to carve a better future altogether. ”*

**Asserts Naveen**

#### **ABOUT ITS COMPETITIVE EDGE**

Service Integration Squad operates on the business philosophy where renewal contracts are the priority over the renewed client-base. The recurrent revenues from



**NAVEEN KUMAR RANA**  
Founder & CEO, Service Integration Squad Pvt. Ltd.

the same clients have successfully ensured their name in the game. To stand by its well-earned reputation, the team always pay intense heed on customer feedbacks and testimonials. Moreover, their eco-friendly pest control services have allowed them to sustain their reputation in the market.

#### A LEADER IMPARTING EXCEPTIONAL WISDOM

Leadership has a lot more aspects than just giving orders. Managing the employees is one of those parameters and possessing a positive attitude is the most critical skill to be a peer leader. As it is said- Misery loves company and so does positivity. "Your peers will follow your footsteps keeping in sync with your attitude and approach tasks.", says the Founder.

Naveen believes that good decision making is quite a daunting task for any leader under unfavourable conditions. He further adds that at times when there is a crisis of uncertainty arriving at overwhelming speed with a huge magnitude, organisations become numb to make big-bet decisions. He suggests that in such circumstances, a leader must take a moment to step back, take stock, anticipate and prioritize accordingly. "Ensuring tiny but critical choices while involving the whole team in any decision making will do wonders for sure.", conveys Naveen.

Furthermore, Naveen always looks up to those who are always clear in their convictions, respectful to others, instigates positive change, make a difference, and care about something greater than themselves. To him, learning from other industry leaders is quite valuable. And there are a few books that have been a source of valuable insights to him- How to win friends and influence people by Dale Carnegie, The 7 habits of highly effective people by Stephen Covey, and The Obstacle is the way by Ryan Holiday.

#### PAYING ENOUGH HEED TO R&D

Naveen states that R&D plays a significant role to improve the products and develop some innovative ones too. He believes that constant feedbacks from consumers and workers about their experience with the product allows improvement. In this regard, his team ensures that such feedbacks are well-utilized to develop effective solutions. The expertise of his workforce ensures a cutting edge to their products effortlessly. At present, there is no separate body performing the R&D process individually, but they will establish one shortly.

#### SYNERGY WITH TECHNOLOGY

Apart from infusing innovation in the offered solutions, another aspect that helps a company scale the heights of success is technology. Naveen elucidates that most exciting trend in the pest management industry is all about embracing the latest technological advancements. There Electronic Monitoring (EM) is an advancing technology that allows pest control professionals to remotely monitor a variety of pests in and around the premises. The team adeptly noted that the smart devices ensure real-time pest activity data while ensuring a more robust picture of pest activity within a processing facility.

Moreover, the utilization of remote sensing devices to detect the presence of rodents has been proved quite effective to eradicate such pests. Naveen says that such technologies have allowed them to perform outstandingly while serving the clients. In future, they will rely more and more on such technological advancements to stay ahead of the curve.

#### AN ENTHRALLING WORK CULTURE

Naveen reckons on the fact that the leadership, strategic organizational directions and management enormously influences the work culture of an organisation. At Service Integration Squad, the management ensures an optimistic work culture that improves teamwork, elevates the morale, enhances productivity and efficiency to retain the workforce. The company constantly endeavours job satisfaction, collaboration and work performance in favour of its employees while ensuring a jubilant and stress-free ecosystem.

Moreover, the Founder believes that employee motivation is the key to overall success. Multiple effective techniques help a business leader to keep his workforce engaged and inspired to have a long-lasting effect on their productivity. For this, a leader must know to encourage, praise and recognize every single achievement of his employees. Apart from this, ensuring an inclusive approach and incentivizing the employees will also allow more employee- engagement in favour of an organisation.

#### APPROACHING CSR WITH DISTINCT INSIGHTS

Naveen has unique insights when it comes to defining corporate social responsibility. He aspires to positively impact his customers, people, suppliers and communities across his businesses that are beyond legal and regulatory obligations. There are a few commitments to CSR offered from his end - Long-term investment to bring out the best in their people, investments on their communities, engaging with end-customers, managing the environmental impacts, maintaining effective health and safety management systems, etc.

#### FUTURE OUTLOOKS

In the upcoming years, the Naveen's brainchild foresees a bright and blazing future. To this respect, he unveils, "In the next five years, the company will spin off at least six successful subsidiaries, that will all be run by someone other than myself. My core team members will love their new jobs in the family or will be at the point where things are good enough for them to consider early retirement."

#### MESSAGE FOR THE BUDDING ENTREPRENEURS

*"Instead of freaking out about challenges, embrace them. Let them guide you. Challenges drive innovation and force focus. Rather than trying to remove those challenges, use those to your advantage."*

*I would like to share a famous quote for upcoming entrepreneurs "Tough times never last, but tough people do."*

~Naveen Kumar Rana- The Founder

