

# Limping through reactive security



**Mehernosh Pithawalla,**  
Vice-President and Global  
Head - Marketing, Sales and Innovation,  
Godrej Security Solutions

One of the biggest impediments to the adoption of security solutions in India has been a reactive attitude towards adopting solutions to safeguard one's valuables, assets and loved ones. Society is getting more tech-rich and empowered, and yet we remain as vulnerable to crime as before.

According to NCRB data, in India, everyday 312 burglary, 99 robbery and 1281 theft cases are recorded. These are only figures which get registered at the police stations.

Despite alarming statistics, we continue to be one of the few countries with an abysmal rate of adoption of security solutions. Only 3% of the population has adopted home safes as a measure to protect their valuables.

Another study of consumers showed that 75% still do not own home security systems. When asked what would motivate them to invest in an excellent security system, 46 percent cited a crime in the neighborhood as the trigger. This highlights the reactive mindset of Indian consumers who do not believe in making investments

in new technologies unless they see the drawbacks of not investing in such technologies.

One of the reasons why we do not invest in security solutions is the belief in Karma. People believe that nothing wrong can happen to them if their karma is good. However, the millennials have another reason for not being proactive adopters of security solutions: Hassles of installation. Installation of security solutions is always perceived to be extremely cumbersome and it requires a lot of wiring and external support.

## It's Time for Proactive Security

However, the ever-evolving security space has been doling out new innovations every day, making the installation and operation of smart security solutions extremely easy and user-friendly. Listed below are some ways in which modern, smart security solutions can help facilitate the shift of the current reactive approach to a more proactive approach when it comes to adoption of security systems. To elucidate this further, individuals can look for:

**1) DIY Gadgets** – Many home security solutions today, from alarm systems to CCTV cameras, can be easily installed and do not require technicians. The cameras come with a built-in mic and speaker system and hence, the user doesn't have to go through the entire process of setting up a voice recorder separately. These gadgets come with simple 'plug & play' installation module.

**2) Remote Accessibility and interoperability** – You can use the product specific apps of Godrej Security Solutions to connect your home security devices and watch over your valuables and loved ones right from your smartphone! Wireless home alarm systems from the house of Godrej have remote monitoring and access facility – one can arm or disarm the alarm system by just using the phone. There are high tech safes like Matrix which alert one through SMS in case of an intrusion.

**3) Biometric & Card Swipe features** – Curated specifically for the comfort of the user, many of Godrej's electronic safes come with advanced features. Biometric Safes can be accessed only with fingerprints, thus offering additional safety to valuables. While Safes with Swipe features can be accessed by swiping of personal Debit Card/Credit Cards. In case you don't remember numbers, this is the perfect solution to all your worries in order to keep your valuables secure.

**4) Affordability** – Security solutions for homes are now extremely affordable. With security cameras starting at just Rs. 4999/-, making your home a safer place is easier than ever.

With an aim of bringing security to every home, Godrej Security Solutions is making efforts to ensure that surveillance systems and security systems are more convenient and user-friendly. 