

He is the man caught in his own web. A web that has been expanding slowly and steadily, reaching out seamlessly to a motley crowd of clients around the globe.

He comes across as quiet, unassuming, and entrepreneurial. But more importantly, he's awfully young for all the gargantuan tasks he has accomplished in just over a year. And the gent in question is Tarun Agarwal. Over the period, Tarun has been steadily nurturing a creative and talented team of individuals - a team driven by passion for their work. A team that he claims were the primary resource potential with which he embarked upon his mission of venturing out on his own apart from of course two computers.

A chemical engineer by qualification, Tarun chose the IT industry, in spite of many opportunities that came his way in the chemical industry. Enchanted by the offerings of the IT business, he went on to do his Higher Diploma in Software Engineering.

Mesotek, his company, provides a complete range of services beginning with all the functions that facilitate e-commerce transactions, including WAP-enabling web sites that wish to be accessed on a cellular phone, moves on to the development of static and dynamic sites to suit the individual tastes of their clients. The company also

Sudha Ramaswamy
caught up with
Tarun Agarwal,
the CEO and the
face behind Mesotek
Software Solutions



E-NABLING E-COMMERCE IN THIS DIGITAL WORLD

Hard Talk

hosts sites on to servers and provides consultation regarding the security of the servers.

"What we are really into is building up a site in tune with the brand which the client wishes to project to his target," explains Agarwal. "This calls for an in-depth understanding of the client and the perceptions that he wishes to project. Call it e-promotions or web based marketing."

With a slew of offshore clients, the firm has been taking on challenging assignments like customer relationship management, enterprise resource planning and multi-media presentations on a CD with movie effects.

However, things had never been so good initially. "There were a lot of financial problems and a lack of experience, which I had to reckon with," he recalls. "There weren't any contacts either, and the constant challenge posed by our young age was something that we had to handle all the while," he says.

"It was from scratch that we started," says this leader, who heads a team of 16 individuals. He claims to have successfully completed more than 60 web development projects, eight offshore projects and over 30 packages for mid-sized organisations.

Software development, according to Tarun Agarwal, is a people-oriented task. "It's all about bringing in ease and comfort to the end user," he says.

Navi Mumbai, he feels, has a long way to go in realising the significance of web development. "People tend to have misconceptions that Web development is expensive," he adds. "However, the future, in general, holds a lot of potential for embedded technologies.

"With the company's USP lying in conforming to dedicated time schedules, Agarwal has aspirations of taking Mesotek to the status of a public limited company, taking on more difficult assignments, each different from the other. Until then, he dreams of extending his web into hardware systems and online trading of stocks and equities.

NMMC to relieve people