

# jobs 2 1 is UP's rank in terms of commerce graduates

**M**any years ago, a nondescript young man came to Calcutta seeking his fortune. Not the most promising place to pursue dreams, some would say. But VK. Bhandari, the founder of Supertron Electronics, disagrees. For it is here that he found his calling.

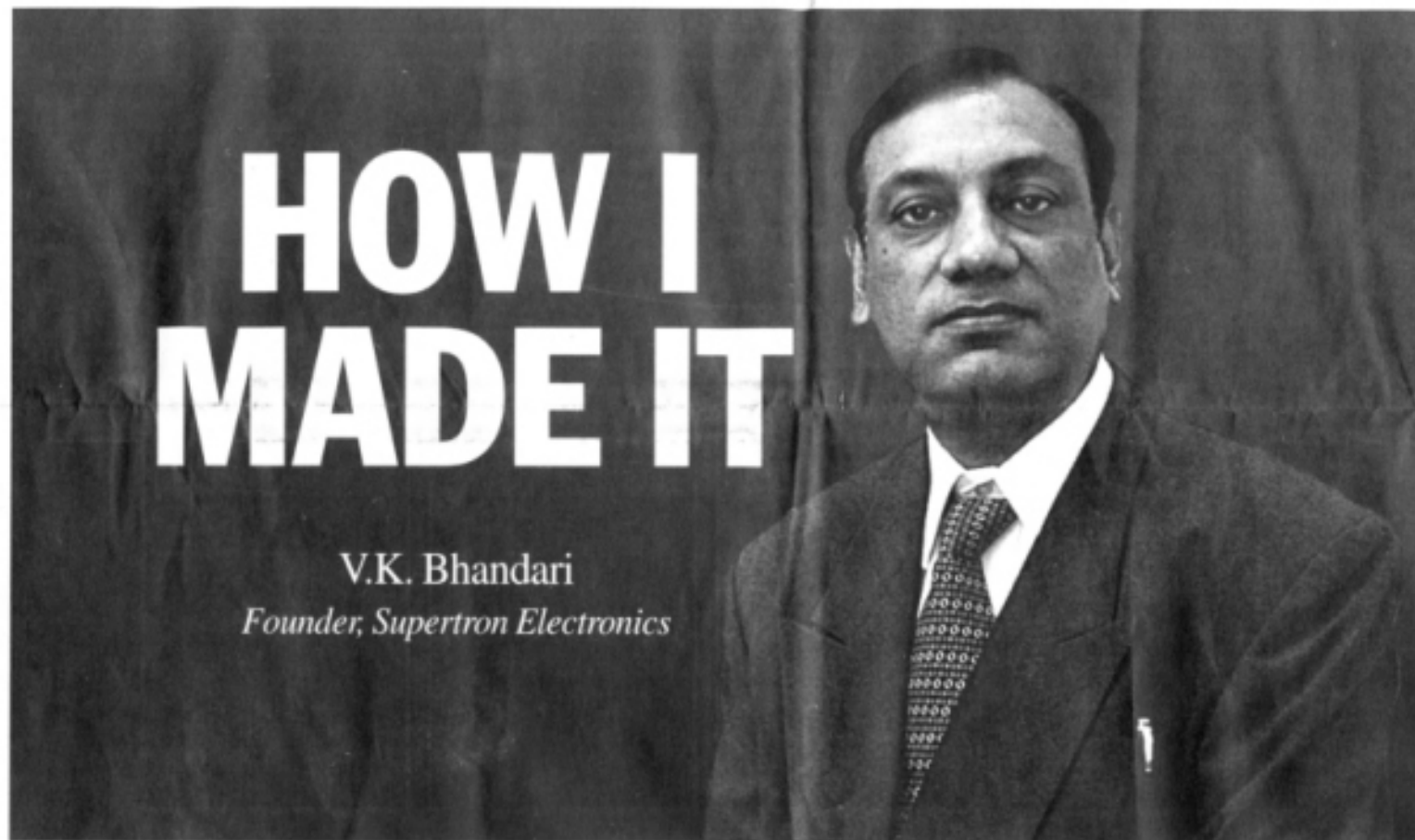
It wasn't exactly a cakewalk. "I faced many challenges as there was a myth that a company stationed in the East (Calcutta) wouldn't be able to grow," he says. Today, he has answered the critics. His outfit has grown large enough to silence the loudest Cassandra.

Like many others in today's India of expanding opportunity, Bhandari identified the right bus and boarded it at the right time. It wasn't something planned. While studying in school in Raigarh (Chattisgarh) and later during his graduation in Rajasthan, never once did he imagine that he would one day be at the helm of a company that would be rated amongst the top 100 IT outfits in India.

College was meant for fun. Says Bhandari, "This might sound like a cliché, but my student days were the best part of my life."

After completing his graduation, Bhandari wanted to do something in jute technology since his family was engaged in that business. That's one of the reasons he decided to call on Calcutta — the home of the jute industry. But destiny had other things in store for him.

"Once in Calcutta, I found that the future for jute technology was not bright in this country," he says. "Disheartened, I joined Sujata InfoTech (one of the leading distributors of computer parts in India at that time). It was a learning experience as I ab-



## HOW I MADE IT

V.K. Bhandari  
Founder, Supertron Electronics

**Deciding to quit Sujata InfoTech was the turning point**

sorbed a lot in terms of the commercial aspects of business and identifying market trends. I also got a firsthand experience of the corporate world."

However, this honeymoon didn't last long. Bhandari felt restless and decided to do something on his own.

Thus, in 1993, was born Supertron Electronics. Says Bhandari: "I think deciding to quit Sujata was the turning point of my life. And despite all the ups and downs (which is part and parcel of any business), and despite the fact that we are based in eastern India, our organisation has a national presence in the IT

industry."

This kind of success story has been possible only because of dedication. Says Bhandari: "Right from the start, we knew that maintaining a strong relationship with our customers would be the most important ingredient for success in this field." And that's exactly what they did.

The venture into IT distribution came about only due to industry dynamics. India was more a trading hub when Bhandari set up shop and distribution was the only way to interact with partners. He did it in style.

Bhandari's not someone to rest on his laurels. He's constantly trying to improve

his company's credentials. "It took 14 years of careful planning to reach where we are today," he says.

"We have done the grind so it's nice to get recognised. It's really been worth it."

Initially, they had decided to aim at being amongst the top three IT distribution houses of India and they are still working towards it. For that, Supertron needed to be vigilant about the changing dynamics of the market in order to be well prepared to adapt to market trends and needs.

In a smart business move, they decided not to put all their eggs in one basket. This explains their brand — Supercomp — which

was launched as a lifestyle product. Their aim now is to venture into manufacturing. All this to make Supertron one of the top 100 IT companies of India in all categories.

Despite being a mover and a shaker, Bhandari is a very simple man at heart. "I never craved for a glitzy lifestyle. I have very modest needs. I just aim to live a quiet life with my family adhering to our social values."

Being in the East — where the rat race still pays homage to social values — should help him too.

Based on a conversation with Shibani Chattopadhyay in Calcutta

application form can also be downloaded from the University website [www.du.ac.in](http://www.du.ac.in)

#### NOTE:

1. It will be open to the University to consider names of suitable candidates who may not have applied.
2. University reserves the right not to fill up the post if the circumstances so warrant.
3. Relaxation of any of the qualifications may be made, in exceptional cases, on the recommendations of the Selection Committee.
4. Merely applying for the post would not entitle a person to be necessarily called for the interview.
5. Candidates already working in a University/recognized institution should apply through proper channel. **REGISTRAR**

## FOR ADVERTISING OPPORTUNITIES

The Telegraph

# jobs



Every Tuesday with The Telegraph

PLEASE CONTACT:

**ABP PRIVATE LIMITED**  
6, Prafulla Sarkar Street, Calcutta-700001  
Phone: 22600562, 22600520

- Ajay Bhagat : 9830077382
- Shekhar Ojha : 9836493504
- Saptarshi Ghoshal : 9836440063
- Soumen Mazumder : 9903392633