

## Nano is the hero of Koshy's new book

Vasundhara Vyas Mehta | TNN

Ahmedabad: Nano made a connect with Ahmedabad in 2003. Ratan Tata came to National Institute of Design (NID), Ahmedabad and had voiced his wish to make a car that was affordable for the masses. Five years later, this car found its place on the cover of the recently launched book by the institute's director.

Dr Darlie Koshy, director of NID, not only has a picture of Nano on the cover of his book — 'Indian Design Edge', the book has a foreword by Ratan Tata himself. This is where

Tata spoke his mind long before he went public about Nano on Tuesday. 'Designed in India. Made for the World,' says he in the foreword of the book to be launched in the city on Friday.

"Ratan Tata had come to NID on January 16, 2003 and spent the whole day at the campus interacting with faculty members and students when he mentioned about making an affordable car and how the automobile designing and modelling needs to evolve in the country," says Koshy. After this, NID set up a lab for automobile modelling and the course for 'Transportation and



Automobile Designing was launched in 2005, said Koshy.

Koshy says he was most inspired by two people — Dr Abdul Kalam and Ratan Tata. "I remember spending the day with Tata, where he had this childlike excitement whether it was about future growth plan of institutes or the chicken cutlets that he was served".

The book's last chapter has a case study on Nano called, 'Design Leadership in a Creative Economy'. Also, the automobile industry is the only industry which involves every sort of designing possible, be it electronic, textile, accessory or anyother," he said.