

2 Waiting for NANO



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Nano is designed in India, made for the world

Nano, from Tata Group, brings about a perfect balance between technology and design. The car is complete and no compromise has been made in order to ensure its unique size and price tag. It is a matter of pride to me.

Nano is, in the true sense, 'designed in India, made for the world'. The car has exceeded expectations in all spheres of design, as automobile industry requires work from all types of designers — product, information technology, engineering, textile, accessories and many more.

I see Nano playing an important role in Indian design scene because innovation has reached global levels. Here is where we start making brands of our own and not just be markets and manpower providers.

I am eagerly waiting for Nano to hit the market as it would be interesting to study consumer reactions. Cars, till now, have been a

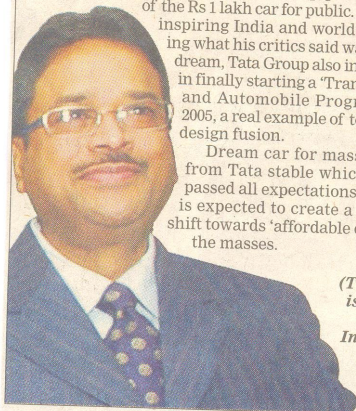
luxury item but here is a car that is available at par with a number of consumer durables. For, people these days do spend Rs 1 lakh or more on even television sets or music systems.

Technology is only a means to an end and finally technology has to metamorphose into innumerable consumer-friendly marketable products and services. Discerning consumer today demands acceptable quality, novelty and competitive prices perhaps more as a right than an option.

It is time for technologists, designers, business leaders and entrepreneurs to find real solutions especially, an affordable design, for masses. The Nano, or the wondrous Rs one lakh car conceived by the Tata Group is one such example.

It was during his visit to NID in January 2003 that Ratan Tata, chairman of the Tata Group, planned launch of the Rs 1 lakh car for public. Apart from inspiring India and world by achieving what his critics said was a distant dream, Tata Group also inspired NID in finally starting a 'Transportation and Automobile Programme' in 2005, a real example of technology-design fusion.

Dream car for masses, Nano, from Tata stable which has surpassed all expectations in design, is expected to create a paradigm shift towards 'affordable design' for the masses.



(The writer is director, National Institute of Design)

NANO TALK MOTO SAPNO

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