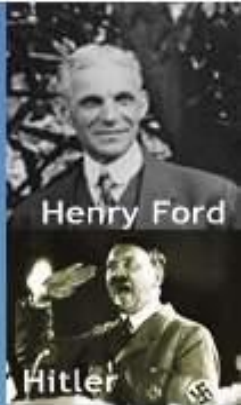


Imagineering Automotive Designs

Past , Present & Future



N. Ramani



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Foreword



India has to increase the share of Manufacturing to over 30% of the GDP, if we want to sustain growth rates of over eight percent over the long term and provide gainful employment for our growing young population. We can become a manufacturing powerhouse, if we improve the quality and training of our manpower. This requires imaginative planning and innovation at all levels.

Low labor cost is a transient advantage. Competitiveness over the long term in the global market place demands continuous innovation and creation of new products and processes.

The TVS moped for two, the world's most economic cell phone system and TATA Nano are examples of Indian innovation and design ingenuity. India shows the promise of becoming the manufacturing hub for products at intermediate volumes and wide variety, using frugal engineering. To reach a position of leadership in manufacturing and to sustain it, one needs a combination of bold imagination and revolutionary engineering - imagining to use the word coined by Walt Disney.

In this interesting and appealing monograph, Dr. Ramani has drawn interesting examples from the automobile industry to illustrate how breakthrough products emerge out of the combination of new thinking and engineering. Dr. Ramani was a pioneering member of the design team which developed the TVS 50, which revolutionized the two wheeler industry in India. He is ideally suited to propagate the idea of new products born out of fresh thinking and careful engineering.

I have personally enjoyed going through this very well conceived and executed monograph. I am sure students of engineering will find it very useful and inspiring. We need many more such efforts to encourage our engineering students to think out of the box and to create innovative new products.

A handwritten signature in blue ink, appearing to read 'Venu Srinivasan', written over a horizontal line.

Venu Srinivasan,
Chairman & Managing Director,
TVS Motor Company Limited,
Hosur, India.

15 September 2010

Endorsements



“This collection will serve to open the eyes of the academia, the need for strengthening innovation and creativity aspects in our Design courses offered to young under graduate students.”

Dr. T. R. Jegadeesan,
Director / Principal (Retired),
College of Engineering,
Guindy, Chennai, India

‘A superb work covering the history of Automotive products. He has covered a lot of information and that is extremely useful.’



A.K. Bhattacharjya,,
Managing Director,
Abcon Private Ltd.,
Bangalore, India



“ Very interesting and captivating monograph. Must read for automotive designers. Makes the designer to pause, think and imagine. Ideas for future power source shows the path for designers.”

Shrikant R Marathe,
Director - Automotive Research Association of India,
Pune, India



“This book captures every aspect of Imagineering Automotive Designs and is timeless. Must-Read for every Automobile R&D and practicing manager”

R.L. Ravichandran
CEO
Royal Enfield Motorcycles
Chennai, India

“The wealth of information shared is indeed any engineer’s delight. I hope many share the joy of this journey.”



N. Reguraj
Managing Director
M/s. NTT, Bangalore, India



True to its name, the book itself is presented in an innovative format - interactive presentation - to educate, encourage and energise the reader.

Dr. N. Annamalai,
Editor, Creativity Sphere? Magazine
Kolkatta, India

Endorsements



"In today's world functionality is mundane, great designs emote desirability. Dr. Ramani has done a great work that will help in creating many more product & design innovations."

Pravin Rajpal

Advisor

FICCI Quality Forum, New Delhi

"Very professional presentation"



Erez Tsalik,

Director Asia Pacific Region,
SIT, Systematic Inventive Thinking
Israel

