

FUTURE OF AUTOMOBILE

Ratan Tata, the 70-year old chairman of the Tata Group, fulfilled yet another promise today. He unveiled India's US\$2,500 car, Tata Nano.

The Indian middle class has been waiting for this car since 2003, when Tata first spoke of the US\$2,500 car to the Financial Times at the Geneva Motor Show. Since then, costs have gone up, the country has progressed and people have grown richer. But a promise is (indeed) a promise. When I was covering automobiles for Indian newspapers (1996 to 2001), I was told by automobile industry persons that no manufacturer can produce a car cheaper than the Maruti 800. That's because Maruti Udyog was manufacturing this car (sold at around US\$4,750) out of a fully-depreciated plant. And designing a car from scratch used to cost a lot those days--anywhere in the region of US\$1 billion or more.

But how did Ratan Tata achieved the Rs 1 Lakh mark which was earlier impossible? Rightly, he went in for cost cutting, but how would that translate in to such a low price? While other car companies developed the car and then think of the price, Tata Motors had to work the other way around. They eventually created a wonder car (Also known as 'People's Car') without compromising on the basics of a car technology.

Considering the example of TATA NANO, innovate and explore some new technologies and ideas that can be implemented in your automobile to reduce the COST of your automobile with no compromises in its fuel efficiency.

Now it's a challenge for you to make your own car costing less than 1 lakh with better fuel efficiency than TATA NANO, if u can then go for it!!!!

The proposed idea should be **innovative and practical**, which can be implemented on an automobile.

The following are the bare minimum things that the participant should incorporate while giving their ideas:-

1. Practicality of the idea.

2. Idea should be original ,it should not be copied from any source.

3. The idea must be given keeping the Indian roads and traffic in mind.
4. Any specific part of an automobile can be discussed and problems related to that part must be listed before giving the new idea.

Judging criteria:-

1. How innovative the idea is.
2. Originality of the idea.
3. Applicability of the idea on Indian conditions.
4. The idea should be economical.

Rules and Regulations of Abstract Submission: -

1. Submit your abstract latest by 23:59 hours on 15th September, 2011.
2. Submission should be in hard copy and not more than 6 pages (Font size:-12, Line spacing 1.5) excluding the cover page and also the soft copy at thematica.mechrocosm2011@gmail.com.
3. A team consists of 3 members and one should compulsorily from either mechanical or production.
4. Mention Team names and details of Team members on cover page.