

## **CSIR Diamond Jubilee Technology Award-2003**

"Tata Motors" for design, development, manufacturing and commercialization of passenger cars, Indica and Indigo.

### ***Citation***

“The first CSIR Diamond Jubilee Technology Award for 2003 was conferred on Tata Motors for successful indigenous design, development, manufacturing and commercialization of passenger cars—Indica and Indigo. Tata Motors took up the seemingly insurmountable challenge at a time when other Indian manufacturers thought it was not possible to compete with globally established players. They not only took up the challenge but also successfully competed against them. Their cars have come to command customer preference and loyalty and are building inroads in the highly competitive export market. It has catapulted India into a select league of a handful of nations who make and export their own cars. The success of Tata Motors has demonstrated the redoubtable technological and engineering capabilities of India and the competitive spirit of the nation.”

### ***Acceptance Speech***

In his Acceptance Speech, Shri Ratan Tata, Chairman, Tata Motors Limited said, “It is an extremely great honour to receive this Award on behalf of Tata Motors.” He said that he was, “Honoured to receive it on behalf of the 700 young engineers who accepted the challenge that many said couldn’t be done.” He said that the team persevered despite teething troubles and frustrations and finally the Indica project was brought to fruition. As “an Indian who is proud of his country”, he observed, “There are many, many such projects and many, many such achievements that are possible in the Science and Technology arena in India today. We have the manpower, we have the skill and the human capital, but we sometimes lack the belief that we can do it. We, as Indians need to believe in our (own) capabilities. I would like to speak (about the feeling that this country has a tremendous future but we, as Indians, need to believe in our country and in our people’s capabilities more than what we give them credit for.” He shared with the audience his personal experiences during the days when Team Indica was still working on the project. Many people (foreigner friends) said they “shouldn’t do it as no one had done such a thing alone.” Indian friends warned him that he shouldn’t do it as he would “fail.” At the prototype stage many friends

distanced themselves for fear of failure. Shri Ratan Tata candidly admitted, "...and a time came when even I thought I had failed." Then he smilingly added, "Of course they came back again as teething troubles got over and were closest friends again." "There is tremendous talent in young scientists and young engineers. We need to give them a chance to prove themselves. We need to recognise their ability and achievements. This kind of recognition is a tremendous shot in the arm for such engineers and such scientists and given this kind of opportunity, I think this country can shine far, far more than it has done."