



**DESIGN CLINIC FOR DESIGN
EXPERTISE TO MSMEs
MANUFACTURING SECTOR
(DESIGN)**

INTRODUCTION

- Design Clinic is a tested strategic model of design intervention, where a solution to an existing design problem is diagnosed and remedial steps suggested by a multi-disciplinary team of design experts.
- The value additions to an idea or a concept are imparted through interaction at a lesser cost to a specific industry/sector.
- It applies to a sector that requires intervention, like manufacturing etc, as the existing conventional models of design consultancy and training are not viable.
- These models bring design exposure to the door-step of industry clusters for design improvement, evaluation, analysis and adopting even long-term consultancy/design related intervention



OBJECTIVE

- To create a sustainable design eco system for the MSME sector through continuous learning and skill development
- Bring the industrial design fraternity closer to the MSME Sector
- Develop an institutional base for the industry's design requirement;
- Increase the awareness of the value of design and establish design learning in the MSME .
- Increase the competitiveness of local products and services through design.

Sailent Features

- Applicability of project funding is to an individual MSME or a group of MSMEs coming together.
- A Design Company/ Academic Institutions will visit the unit and scrutinize all designs relevant fields & will suggest next steps to be taken. .
- Project Proposal to be prepared and to be submitted to Design Clinic Centre for consideration.
- Mobilization and co-ordination workshop for MSME officials.
- Seminar / Workshops (including need assessment survey).
- Promotional Activities such as Orientation programme for stake holders, Study on Global Practices & Design Clinic Programme of other countries and National Level Workshop, etc.
- Implemented through National Institute of Design (DIPP Institution).

Activities Taken Under The Scheme

The Scheme is divided in two major parts :

1. Design Awareness : Seminars & Workshop Design Seminars :

One Day seminar covering design related topics to sensitize MSME's about the usage of design in various facets of their industry . (GOI contribution Rs .60,000 /- per programme) .

Design Workshop

- Total time allocated for each workshop is 3 – 5 days .
- One day will be spent in visiting Cluster & understanding issues concerned with cluster . Thereafter there will be training on design clinic solution delivered by an expert or a group of experts in an interactive manner . (GOI Contribution Rs . 3.75 lakh per programme .

Activities Taken Under The Scheme

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The Scheme is divided in two major parts :

2. Design Projects : Professional Design Projects & Students Design Projects

Professional Design :

To Facilitate MSMEs to develop new design strategies and or design related products and services through project interventions and consultancy . (GOI contribution @ 75% for micro , 60% for SMEs for the project range Rs. 15 Lakh to Rs. 40 Lakh.)

Students Design Projects :


Students in the final year under UG / PG programmes from institutions recognized by design clinic centre are eligible under this activities for the project work done for respective MSMEs . (GOI contribution @ 75% for the Project cost of Rs. 2 Lakh)

Who Can Apply ?

- Expert agencies (Industry Associations, Technical Institutions or other appropriate bodies), for conducting seminars and workshops
- MSMEs or groups of MSMEs as prime applicants .
- Academic Institutes/design companies/ design consultants, etc., as co-applicants along with a designated MSME (prime applicant).
- Individual (e.g., design students) as co applicants in collaboration with the academic institution and MSME (prime applicant).

How to Apply ?

- For conducting workshops and seminars, expert agencies can directly apply to design clinic centres.
- For design projects, application can be made by MSMEs without a design company or along with design consultant/academic institution, by submitting the proposal to Design Clinic Centre, or through internet.
- Apply Online at <http://www.designclinicsmsme.org/>
or
Download the form : www.dcmsme.gov.in/schemes.



Guidelines For Filling Application



PART-1 (UDYOG AADHAAR RELATED)

With your Udyog Aadhaar Number and Aadhaar Number combination, Validate yourself and file application.



PART-2 (SCHEME RELATED)

- 1. Title of the Project-** Enter title of the Project
- 2. Profit statement of MSME unit in last three financial year** - Enter Profit Statement of MSME Unit in Last Three Financial Year
- 3. Details of MSME Unit's Projects With Design Clinic Scheme** - Enter Details of MSME Unit's Projects With Design Clinic Scheme



PART-3 (UPLOAD RELATED)

**Principal applicant (MSME Unit/Group of MSMEs/Representative body) -
Upload Principal applicant(MSME Unit/Group of MSMEs/Representative
body).**

PART-4 CO-APPLICANT (Design Firm / Consultant / Institute)

- 1. Name of Design Firm/Consultant/Institute** - Enter The Name of Design Firm/Consultant/Institute
- 2. Project Coordinator Name** - Enter Project Coordinator Name
- 3. Professional Experience** - Enter Professional Experience
- 4. Area of Expertise** - Enter Area of Expertise
- 5. Numbers of Designers Working(In case of desing firm/Institution)** - Enter Numbers of Designers Working(In case of desing firm/Institution)
- 6. PAN No.** - Enter PAN Number
- 7. Service Tax No.(Please mention.If applicable)** - Enter Service Tax No.(Please mention.If applicable)

PART-4 CO-APPLICANT (Design Firm / Consultant / Institute)

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8. Address - Enter Address details

9. Tel No.- Enter Telephone Number

10. Mob No. - Enter Title Mobile Number

11. Email Id - Enter Email address

12. Website URL - Enter Website Address

13. Registration status with design clinic scheme(PI register for project application) - Choose Registration status with design clinic scheme(PI register for project application)

14. Implementing Agency - Select Implementing Agency

15. Undertaking For Not Availed For Same - Choose Undertaking For Not Availed For Same



THANKYOU