

# Design Clinic Scheme for MSMEs

## MSME unit information format for calling design experts inquiry

<b>Project Title</b>	Student projects
<b>MSME Unit Name</b>	Bengal Women Welfare Association
<b>Contact Person</b>  <b>Address</b>  <b>Ph. No</b> <b>E-mail</b>	B. S. kayal CEO, Bengal Women Welfare Association  1/1 Q, Prince Golam MD. Saha Road 2 <sup>nd</sup> Floor, Lake Garden Kolkata-700095 (M)- 099433051510 <a href="mailto:kayalbwwa@gmail.com">kayalbwwa@gmail.com</a>
<b>Industry Type and products</b>	Sola pit products
<b>Project Brief</b>	<ol style="list-style-type: none"><li>1. To develop a Market strategy and branding for sola peth crafts, this will improve their socio economic condition.</li><li>2. Create a new product (product diversification) range which will enhance sola pith craft according to the market requirement.</li></ol>
<b>Designer Preferences (Specify experience, expertise, area of work if any)</b>	LAD and Design Management

Note: kindly attached photograph relevant to the project for better understanding

