

Objective and Procedure for Conducting Design Awareness Programme (Need Assessment Survey (NAS) and Design Clinic Workshop)

- a. The Design Awareness Programme will create a platform for interaction with designer/s at individual or unit level. The designer would visit selected MSME units and the cluster, observe and identify design opportunities areas for design intervention.
- b. A Programme for training technicians, engineers, supervisors and floor level staff will be conducted for applying creative problem solving techniques on day to day design related problems of the industry.
- c. The existing design problems / products would be brought up / diagnosed in the workshop with the help of the subject expert/s and on the spot solutions/ remedial steps will be suggested by design expert/s to the participants in the area of their products/ operation processes/ communication/ systems/ strategy/ergonomics/logistics/tooling & workstation/market study etc.

