

Spot Design Clinic Workshops

The Scheme provides for 75% financial assistance with a maximum of Rs.3 lacs for conducting second level Design Clinic Scheme i.e. Design Awareness Programme consisting of need assessment survey and design clinic workshop of different durations. Many of the MSME Associations being part of a large number of unorganised sector, they find it difficult to get the requisite number of units for participating in the survey and workshop. In this context, there have been suggestions from the design community to work out a system by which the designers and participants of MSMEs need not have to spend more than 2 days and in one go both the needs of the clusters are assessed and spot solutions suggested by the designers. The PIC has approved a Spot Design Clinic Workshop module (salient features given below) which can be either a single day or maximum 2 days and either the designers, MSME Associations or small group of MSMEs can get together and arrange Spot Design Clinic Workshop with the empanelled designers.

Brief Guidelines on Spot Design Clinic Workshop

Focus

- A small group of interested MSMEs share platform with a professional Designer, preferably in the premises/floor area of the MSMEs to exchange common problems related to manufacturing competitiveness of the participating units
- Designer/s identify problem areas, analyze the design intervention needs and propose remedial solutions
- Create a testing ground for increasing/improving manufacturing competitiveness of the units through application of design and design process.

Salient features

- Spot Design Clinic Workshop is a condensed application of Need Assessment and Workshop under the Design Awareness Programme component of the Design Clinic Scheme.
- The Professional Designer or a group of likeminded MSMEs/their Associations take initiative to hold the programme at short notice.
- No expensive formal venues or arrangements required resulting in savings for the Units participating. The group can decide the number of participants and share the 25% of the costs involved.
- Without the necessity of formal orientation, theoretical introductions and going through case studies etc, the Spot Workshop attempts to straightaway take the participants to the problems and solutions required. Thus the workshop becomes "matter of fact and relevant to the need"

Duration

Can be a single day or maximum 2 days programme, depending upon the need and the time at the disposal of the cluster units and their participants. One day workshop will have half the day dedicated to understanding the needs of the participating units and the second half will be focusing on Design Clinic for opportunity mapping developing remedial solutions. For a 2 day programme, first half day will be dedicated to understanding the needs of the participating units, second half for interaction with participants on possible design intervention strategies and second day will be for evolving design solutions specific to the cluster.

In both the cases, the Design expert/s is expected to:

- Study of existing Product design, redesign, new product development, process (manufacturing, production etc) and product diversification.
- Minimum 2 (two) MSME Units to be considered for the programme.
- Identify scope for innovation in process and related areas for design intervention.
- Study of scope in workstation and tooling design.
- Study ergonomic and environment factors in MSME premise.
- Study of infrastructure and capability enhancement from design perspective.
- Evolve feasible spot solutions relating to the manufacturing competitiveness of the participating units and produce documentation in the form of a report.

Financial Outlay/ Expenses Work Sheet

Design Expert & Guest Speaker	Reimbursable amount	Reimbursable amount
	1 Day (in Rs.)	2 Days (In Rs.)
Designer's Fee	10,000	15,000
Travelling / Lodging *	5,000	15,000
Photography, Documentation & Report * (A copy to be submitted to DCS office)	3,000	5,000
Sub Total	18,000	35,000

* On submission of original bills/vouchers and supporting documents. Full and final payment on submission of required documents and Spot Design Clinic Workshop report.

Contribution of MSMEs

- 75% of the actual expenditure will be reimbursed by the Scheme. The MSMEs/their Associations may share the balance 25%.
- MSMEs/Associations may give their share of 25% to the empanelled Designer engaged for the workshop and balance 75% will be paid by the Scheme directly to the Designer.

Documentation

- ✓ The empanelled Designer is expected to complete the documentation and submit the same in a Report (25-30 pages) along with his bill for payment of 75% of the fees and expenses as mentioned above. The contents of the Report shall highlight the following with illustrations, photographs etc. wherever needed:
 - Introduction to the Cluster Group
 - Products and process of the Units involved
 - Expectations of the participating units through design intervention
 - Designers' assessment of the needs and expectations of the Units
 - Methods adopted for Evolving Design Intervention strategies for the Units
 - Problem areas identified and solutions suggested
 - Expected outcome on the implementation of Design solutions/strategies
 - Feed back of participants
 - Areas focused for unit specific design intervention and scope for framing design project proposal to address the design need.
 - Conclusion

General

- These guidelines have been specifically designed for those MSME units who want to have a shorter duration time frame for addressing their design problems. Wherever detailed need investigations, research and study are required, the Associations/units may opt for NAS+ Workshop in different band module as envisaged in the guidelines.
- Either the Design expert or the MSME Association or a Group of MSMEs can take lead in the process. For data support, the Design Clinic Scheme secretariat may be contacted or visit our website www.designclinicsme.org.
- Design Clinic Scheme for MSMEs will not be responsible for undertaking any financial dispute/s between MSMEs and Design Expert/s.