

Guideline for Design Awareness Programme (DAP) under Up-scaled Design Clinic Scheme for MSMEs

The Design Awareness Programme (DAP) is focused to develop a holistic map of MSME clusters and units by exploring through industrial functions and activities and provide on-the-spot clinical solutions for immediate benefits of the participant. The design expert/s will generate design information about products, market scenario, technology, communication, research & development, and various industrial functions along with human factor study for ergonomics, safety, convenience, learning and skill up gradation through design research. Also the programme will provide design remedial solutions for identified opportunities through Design Clinic Workshop. The workshop will help participants to understand the holistic scenario of cluster and benefit them with the support of design expert/s, for design intervention in opportunity areas explored during the programme. Financial assistance for design awareness programme would be 75% of the total expenditure amounting to maximum of Rs. 3.75 Lakh from design clinic scheme and remaining 25% equivalent to maximum of Rs. 1.25 Lakh contributed by organiser (Sum equals to Rs. 5 Lakh).

1 Design Awareness Programme details – The DAP is divided in two major activities for detailed understanding of the cluster:

1.1 Need assessment Survey – Interactive design study for opportunity identification: To identify opportunity areas in MSMEs and cluster, the design expert/s will take part in unit level NAS for identified /selected MSME units located in cluster region and interact with them to understand the design challenges faced by MSMEs. The visit to these MSMEs will involve survey of MSME's function which will generate understanding about the products, operations and other activities from design perspective. The NAS will also help in understanding the macro level perspective of cluster which will include details of design challenges faced by cluster at large and opportunities lying there.

a. Cluster level Research (Macro Level Study)

- MSME units in the cluster with detail of location, demographic distribution of units, product specialization and cluster history.
- Status of social, political, economics, regional, cultural factors etc.
- Details of cluster products and process specialization.
- Description of interrelation between MSMEs and their functions in a holistic environment.
- Understanding of the customer-product-producer-market relation from design point of view.
- Study of Technology, modernization and collaboration scope for cluster
- Study of design opportunity for Inter cluster communication, common facility development and connecting with expert bodies for cluster level intervention.
- Study of Government –interaction, awareness about govt schemes, and possible linkage for benefits of all the members.

b. Unit level Research (Micro Level Study)

- Study of existing Product design, redesign, new product development and product diversification
- Visual identity and branding from communication design point of view

- Identify scope for innovation in process and related areas for design intervention.
- Study of ergonomic and environment factors in MSME premise.
- Study of scope in workstation and tooling design
- Identify packaging and logistics related design opportunities
- Study of Market and competitors of MSME units
- Study of Potential for Export/import substitution/IPR etc opportunity.
- Study of training and skill up-gradation opportunities
- Study of infrastructure and capability enhancement from design perspective

c. Report of NAS

- The report would be an elaborate description of observations, study and design research of cluster as per the details provided in cluster level research and separately highlight the challenges faced by the cluster with support of photographs, charts, diagrams, sketches and relevant documents. (Annexure 1)
- The report should also cover the individual Unit level Research covering the details of MSME unit as per the provided checklist format.
- Designer has to very clearly identify the design project opportunity areas in domain of product design, product diversification, package design, branding, exhibitions, displays, graphics and communication, skill up-gradation, workstation design, tool designs, materials, processes, etc. both at cluster and individual MSME units' level.
- The report of interactive design study needs to be submitted in colour print in hard copy and open file format in CD with NAS photographs.

1.2 Design Clinic Workshop: Objective of Design Clinic Workshop is to create a platform where participants will be able to understand design for improving their products and day to day processes with the help of design expert/s guidance.

a. Workshop activities

- The expert/s will also help participants in identifying opportunity areas in their respective units and cluster with the help of interactive design study insights.
- The expert/s will also help in providing on-the-spot design solutions for the problems taken up by participants from their respective units, related to products and process.
- Design expert would also take session on communication materials, like website, brochure, internal communication, packaging etc for the benefit of participants.
- Design expert would facilitate to discuss the opportunity areas identified from interactive design research and help in developing the design project proposal.
- Provide remedial solutions for design related problems taken up by the participants.
- Design expert would do workshop on new product design/redesign and product diversification for craft based cluster and develop prototypes/model.

- Design expert/s will discuss about the interactive design study report during the workshop. The presentation will highlight on design map of cluster, its products, key issues and possible opportunity areas for collaborative effort to enhance the productivity.
- Design expert/s will diagnose the product/problems brought in by participants from their domains. Participants will present their products/problems from their respective area seeking the design intervention. These problems will be studied and analyzed by the design expert/s to explore the opportunity areas.
- Design expert/s will provide on-the-spot remedies for product/problems taken up by participants. The solution could be in form of products, processes, communication, etc. as a result of quick design intervention.

b. Organizing Design Clinic Workshop

- Workshop activities carried out only after submitting the NAS report and Photographs and necessary approval by DCS team.
- Workshop would be carried out by assigned design consultant in consultation with DCS team and Organizing MSME body.
- Workshop would be organized for 3 day depending on requirement from organizing association as per the agreement with emphasis on hands on experience for developing/application of design solutions.
- The workshop would be of 4-6 hrs duration per day divided in 4-6 sessions.
- Each session would be of 45-60 minutes duration.
- Design expert should invite the experts from relevant areas (branding, graphics, materials, technology etc.) as per the need felt during the research, for the benefit of participants.
- Organiser should inform and invite the local DIC/MSME DI Officials as a guest/speaker.

c. Report of Design Clinic Workshop

- The report would be an elaborate description of remedial design solutions provided by design expert to the participants with support of photographs, charts, diagrams, sketches and relevant documents.
- The report should also cover the cluster level suggestions/steps for improvement in the areas of products and process as per the provided checklist format.
- Designer has to clearly identify the design project opportunity areas in domain of product design, product diversification, package and branding, exhibitions, displays, graphics and communication, skill up-gradation, workstation design, tool designs, materials, processes, etc. both at cluster and individual MSME units' level.
- The report should highlight the scope of design projects i.e. project inquiries/proposals.
- The report of workshop needs to be submitted in colour hardcopy copy and open file format in CD with workshop photographs, and supported by few prototypes developed during the workshop.

d. Handout materials, Banners and Posters:

- Programme Schedule for each of 3 day
- Registration and Feedback forms
- Scheme brochure and promotional materials
- Standard design for banners, posters, registration form and feedback forms will be provided by DCS team members.

The banners and poster must display – “Design clinic Scheme for MSMEs”, “**A Scheme of Ministry of MSME, Government of India**” and “**National Institute of Design, Ahmedabad, Nodal Agency**”.

2 Organiser:

- The DAP may be organized by the industry association/design firm/consultant/institute in the area of cluster location and for cluster members, having at least 12-15 cluster units.
- Organizers will help design expert/s to provide existing database of cluster, selection and coordinating of MSMEs for NAS.
- The organizers will facilitate and support design expert/s during the need assessment survey for scheduling, coordination, MSME unit visits, photography & videography, data collection etc., activities.
- The organizers will coordinate for participation of unit members, helping them for registration in the design awareness programme.
- The participants attending the workshop should be from cluster, with necessary registration under MSME act 2006 and should have valid Udyog Aadhar Registration.
- The organizer will identify and discuss with design expert/s for conducting the design awareness programme and depending on the discussion with design expert/s, will submit the proposal to DCS for approval process.
- The organizers will agree to spend the 25% contribution amount of the programme in the proposal.

3 Proposal for the DAP:

- Proposal should have details of identified Design expert, the proposed activities of DAP for interactive design research and workshop on various points.
- Should highlight scope of interactive design research and workshop in terms of number of days, products, participants, etc. should be mentioned in the proposal.
- Should have details of expenses of programme for NAS and workshop on various criteria.
- The proposal must clearly specify the financial contribution from organizing association.
- It must mention the design expert/s fee inclusive of all expenses incurred for NAS and design clinic workshop.
- The proposal must mention the expense heads for approval and terms and condition of hiring facilities and design expert/s.

4 Schedule of the DAP

- Design expert and Organization should work out a detailed schedule of Need assessment Survey, documentation time and design clinic workshop in discussion with MSME participants and DCS.
- Schedule of DAP must be approved by DCS before starting the activity. Organizers must communicate the final programme schedule to participating MSMEs before the commencement of programme.

- The duration of NAS will be 10-12 days for minimum 12-15 cluster units and workshop 3 days. If organizer and design expert require extending the days depending upon the requirement of the MSMEs/cluster, the expenses of extended days will be borne by the organizer.
- The schedule once approved will not be changed and any delay in completion of activity will lead to cancellation of DAP.

5 Finance guidelines for the programme

- All expenses of design awareness programme need to be done by organizer and reimbursement will be done on submission of relevant original bills and supporting documents.
- Financial assistance for design awareness programme would be 75% of total expenditure amounting to Rs.5 Lakh maximum (Rs. 3.75 lakh from Design Clinic Scheme and Rs. 1.25 lakh contributed by the organiser).
- The financial assistance for the programme 75% (Rs. 3.75 Lakh) will be reimbursed to the organizers on submission of reports, original bills and documents.
- The fee for the programme need to be agreed and mutually signed by the designer and association and copy of agreement need to be submitted along with the proposal for programme approval.
- Utilization certificate can be submitted in case of Government organizations/ institutes who come under audit of CA&G.
- The expenditure beyond the limits of financial assistance shall be borne by the organizing association/design firm/consultant.
- The detailed programme budget head and amount will be as per the table below.

| Budget Head | Budget in Rs. |
|---|-----------------|
| Total budget | 5,00,000 |
| Scheme Contribution (75% of Rs. 5,00,000) | 3,75,000 |
| Organizer's Contribution (25% of Rs. 5,00,000) | 1,25,000 |
| | |
| Design Expert's Fees, Travel, Lodging & Boarding Exp. (10-12 days NAS and 3 Days Workshop) | 2,20,000 |
| Designers' fees | 1,50,000 |
| Travelling, lodging & boarding for designers/subject experts | 50,000 |
| Reports, Documentation, Photography & Video for NAS | 20,000 |
| | |
| Workshop Expenses (10-12 days NAS and 3 Days Workshop) | 2,80,000 |
| Venue, Food and Hiring of electrical equipments | 1,50,000 |
| Photography & Video and Press coverage for Workshop | 10,000 |
| Stationery & Printing and other miscellaneous exp | 10,000 |
| Workshop materials for developing concepts, prototypes, training etc. | 40,000 |
| Travelling, lodging & boarding for organiser staff/DCS officials | 50,000 |
| Honorarium to invited guest speakers | 20,000 |

Documents need to be submitted by Organiser for reimbursement:

- NAS and Workshop reports in colour print hardcopy copy and open file format in CD
- Registration list and details of participants (including copy of their visiting cards)
- Photographs (NAS no. 50 and Workshop no. 50) - 100 nos
- Video DVDs both NAS and Workshop
- Photocopy of banner / badges etc. - A4 size
- Feedback and Registration forms
- Hand out materials provided to the participants (if any)
- Prototype/Mock ups/Product, developed during workshop.
- Press/News coverage

The designer's fee and actual expenses would be paid by the organiser and reimbursement of the same would be done by the scheme by following modes and as per annexure 1:

- **50% - of Designer's fees** and expenses on completion of NAS & submission and approval of NAS Report, NAS photographs & videos and designer's invoice, receipt, original bills and bank statement showing transaction.
- **50% - of Designer's fees** and expenses on completion of the Design Clinic Workshop & submission and approval of Workshop report, NAS photographs & videos and designer's invoice, receipt, original bills and bank statement showing transaction.
- **Full workshop expenses to Organizer** on completion of Workshop and submission of necessary documents and original bills, prototype/products as per guideline.

Design Awareness Programme Expenditure Statement (Annexure 1)

| Name of Organiser | | | | | | |
|--|---|------------------|--------------|-----------------|---------------|--------|
| Date | | Day | | | Location | |
| Zone | | Date of Receipt | | | | |
| Sr. No | Particular | Bill/ Voucher No | Amount Claim | Budgeted Amount | Passed Amount | Remark |
| Workshop Expenditure | | | | | | |
| I | Venue, Food and Hiring of electrical equipments | | | 1,50,000 | | |
| II | Photography & Video and Press coverage for Workshop | | | 10,000 | | |
| III | Stationery & Printing and other miscellaneous exp | | | 10,000 | | |
| IV | Workshop materials for developing concepts, prototypes/mock ups, training | | | 40,000 | | |
| V | Travelling, Lodging & Boarding for Organiser staff/DCS officials | | | 50,000 | | |
| VI | Honorarium to invited guest speakers | | | 20,000 | | |
| Sub Total (A) | | | | 2,80,000 | | |
| Design Expert's Fees, Travel, Lodging & Boarding Exp. | | | | | | |
| I | Designer's fees | | | 1,50,000 | | |
| II | Travelling, Lodging & Boarding for designers/subject experts | | | 50,000 | | |
| III | Reports, Documentation, Photography & Video | | | 20,000 | | |
| Sub Total (B) | | | | 2,20,000 | | |
| Grand Total (A+B) | | | | 5,00,000 | | |