

Guideline for Design Awareness Seminar (DAS) under Up-scaled Design Clinic Scheme for MSMEs

The design awareness seminar is aimed to create a platform for MSME units in the country, to generate design awareness for improving the manufacturing competitiveness. The seminar will help MSME participants to interact with Design Expert/speakers to understand design methodology and benefits of design to MSME in their business, product, process, service and operations. It will help participants to understand the benefits of design for MSMEs and how to participate in the scheme.

Objective of seminar:

- Spreading Design Awareness
- Introduce Design Clinic Scheme
- Generate Design Project Inquiry

Organizer:

The seminar will be organized by the Govt. Organization/Cluster association/Design firm/ Design Institution/Non-governmental organization (NGO) for the benefits of cluster members/MSME units as per the approved guideline.

- a. The Govt. Organization/Association/Design firm/Institution/Non-governmental organization (NGO) representing the group of MSME units will act as an organizer for Design Clinic Scheme. The organizers will coordinate for participation of cluster members as per the guidelines.
- b. For getting approval of organizing seminar, cluster association/organizer/design firm/Institution should provide detailed information of the cluster/group of MSMEs, their activities and products manufactured along with the list of participants/product photographs.
- c. Once approved, the organizer will finalize the schedule at least 15 days in advance after discussion with DCS team.
- d. The organizer will prepare design awareness seminar report as per the guideline.
- e. The organizer must plan for media/press coverage of the seminar

Participating MSME units:

- a. There should be minimum 30 participants (MSME unit owner/representatives) from the MSME cluster.
- b. The participants of the seminar should be from MSME unit as members of organizing must be falls under MSME act 2006 having valid Udyog Aadhar registration.

Guest speakers:

- a. The guest speakers should be a Designer/Consultant/Design teacher/Industry expert.
- b. The guest speakers should have experience in the area of design practices and preferably in cluster domain.
- c. The guest speakers would present case studies, design best practices, methodology, audio visual presentations and documentaries for the purpose of design introduction.
- d. The guest speakers may share the presentation with participants as soft/hard copy if s/he feels to do it voluntarily.

- e. Guest speaker should help to generate project inquiry for participant MSMEs in the project brief format.
- f. Organizer should inform and invite the local Govt. officials from office of DI-MSME, District Industry Centre, etc.

Handout materials, Banners and poster:

- a. The handout material will be provided by organizer to participants for seminar activities.
 - Programme Scheduled of Seminar
 - Scheme Brochure, FAQ etc (provided by DCS)
 - Feedback and Registration Forms
 - MSME Project Brief (for project inquiry)
- b. The standard seminar registration and handout materials will be given to participants free of cost for future usage and reference.
- c. Standard design for banners, posters, registration form and feedback forms will be provided by DCS team members.
- d. The banners and poster must display – “Scheme of **Ministry of MSME, Government of India**” and “**National Institute of Design, Ahmedabad**, Nodal Agency”.

Schedule of the seminar:

- a. The seminar should be 3 to 5 hrs duration.
- b. Each session should be minimum 45 minutes duration.
- c. First session should be on Design Clinic Scheme followed by introduction of MSME cluster and products manufactured.
- d. There should be 2-3 design sessions on topics related to design case studies, methodologies, best practices, etc. for the purpose of design awareness.
- e. Design experts/ Guest speakers should provide their presentations / write-ups in order for DAS report to have continual communication for next steps.

Finance Guideline for Design Awareness Seminar:

- The organizer will bear the cost of organizing the seminar on reimbursement basis as per the guidelines.
- The assistance amount reimbursable per seminar would be up to Rs. 60,000 as per the **annexure 1** for heads of expenditure.
- Venue + other facilities for conducting the seminar (food + hiring of equipments etc.) (Maximum permissible upto 20,000/-).
- Honorarium of Designers/Subject Experts and Travel + local hospitalities of designers/subject experts/organiser staff/DCS officials (maximum permissible upto 30,000/-).
- Consumables (maximum permissible upto 10,000/-).
- The invited Designers/subject Experts shall be paid honorarium of Rs. 5000/-.
- Expenses like travel, local conveyance, stay arrangement, food, etc for invited guest, would be arranged/ borne by the organizer on reimbursement basis.

- The registration forms will be filled up at the time of entry to seminar place and need to be kept for the purpose of documentation and report for organizers and service provider.
- The list of expense heads are distributed as per approximate cost and need to be met within the prescribed limits of expenses under each head.

Reimbursement of expenses:

- The NID shall reimburse on behalf of Ministry of MSME, the seminar expenses not exceeding Rs. 60,000/- on submission of relevant original bills/expenditure statements/travel bills/ (on letterhead of the organiser with seal & signature) along with seminar report, with verifiable receipts for payments made.
- All bills & receipt should have CST, GST, TIN, reg. no. and verifiable with supporting bank statements.
- Vouchers will be permissible only for petty expenses where normally no bills/cash memo available. Vouchers should contain all the information like purpose, amount, date and signature of both parties.
- Expenditure statement in the format prescribed, along with supporting documents / bills/ receipts / vouchers etc. need to be submitted (in original) for UC certification and reimbursement of expenses from design clinic regional centre.
- The certified expenses will be reimbursed in stipulated time by DD/Cheque to the organizing association.

Organizer/Association's Report of Design Awareness Seminar.

The Organiser must prepare and submit seminar report covering following information in DVD and hardcopy format along with necessary documents within 15 days of completion of the seminar.

- Cluster details and product manufactured
- Role of organiser and their active participation for the cluster member.
- Programme schedule
- Attendant sheet of participants
- Brief write up about the seminar
- Guest speaker details and presentation information
- Registration forms
- Feedback forms
- Images with description
- Scope of future activities under the scheme
- Paper cuttings/News footage coverage

Following Documents also need to be submitted to the Design Clinic Scheme Centre along with seminar report.

- Photographs DVD minimum 50 nos. in JPG format
- Video DVD (minimum 2 hrs duration)
- Filled Project inquiry forms from interested units

| Design Awareness Seminar Expenditure Statement (Annexure 1) | | | | | | |
|--|--|-------------------------|---------------------|------------------------|----------------------|---------------|
| Organiser | | | | | | |
| Seminar Date | | | Day | | Venue | |
| Zone | | | | Date of Receipt | | |
| Sr. No | Particular | Bill/ Voucher No | Amount Claim | Budgeted Amount | Passed Amount | Remark |
| 1 | Venue & Food Expenditure | | | | | |
| | Venue Hiring Charge | | | | | |
| | Electrical, Furniture, | | | | | |
| | LCD Projector, Laptop | | | | | |
| | Food Expenditure | | | | | |
| | Sub Total (A) | | | 20,000 | | |
| 2 | Design Expert's Honorarium, Travel, Lodging & Boarding Exp. | | | | | |
| | Honorarium Designers/Subject Experts | | | | | |
| | Travelling, Lodging & Boarding of Design Experts/Subject Experts/Organiser Staff/DCS Officials | | | | | |
| | Sub Total (B) | | | 30,000 | | |
| 3 | Consumable Exp. | | | | | |
| | Banner, Badges etc. | | | | | |
| | Printing & Stationery | | | | | |
| | Photography & Video | | | | | |
| | Other Misc. | | | | | |
| | Sub Total (C) | | | 10,000 | | |
| | Grand Total (A+B+C) | | | 60,000 | | |