

# Design Clinic Scheme for MSME

## Design Clinic Workshop

The Micro, Small and Medium Enterprises (MSMEs) contribute to over 45% of industrial production and around 40% of the total exports.

There are about 13 million MSMEs in India, which employ about 31 million people. MSME sector is the single largest contributor in terms of employment generation, along with production and export revenues in the manufacturing sector.

## Design Clinic Scheme

Design Clinic Scheme for design expertise to MSMEs, a unique and ambitious design intervention scheme for the country's micro, small and medium scale enterprises, is an initiative of Ministry of MSME, Government of India has been launched under National Manufacturing Competitiveness programme.

National Institute of design is supporting as a nodal agency for strategy and implementation the scheme through various stages. NID through its rich experience of design in field of MSME and with the help of experienced design community from academic institutions & design professional working to develop design awareness among the MSMEs.

## Design and Industry

The role of design in business is to create value. A company can use the design process to add value to products, services, and the organisation. Design, innovation and growth are linked. Innovation and design are not simply about new products or technology. They are also about how to improve products for everyday use, leading to reduced costs, increased usability and new business opportunities. Design is recognised as an innovative discipline that can help MSMEs to sustain and grow in an increasingly competitive market.

**Design Clinic Scheme is divided at 3 broader levels.**

1. Design Awareness Seminar
2. **Design Awareness programme**
  - a. **Need Assessment Survey**
  - b. **Design Clinic Workshop**
3. Design Projects

## Design Clinic workshop

The design Clinic Workshop will be a 2 day interactive workshop for the member of MSME cluster association. The workshop will have guest speaker's presentations and case studies on areas related to the cluster industries followed by the discussions on related topics.

The existing design problems would be brought up / diagonalised in the workshop and the on the spot solutions/ remedial steps will be suggested by design expert/s to the participants in the area of their products/ processes/ communication/ Systems/ Strategy.

It will be conducted after an elaborate Need Assessment Survey, which is aimed to identify the underlying opportunities lying within the MSME cluster, with the help of explorative design research. The activity would help generate macro level understanding of the MSME clusters as well as the micro level perspective of product, process, ergonomics etc.

## Benefits to the Participants

The Design clinic workshop is to create a platform where participants will be able to generate holistic perspective for their scenario with the help of design expert/s guidance. The workshop will help MSMEs to identify Opportunity in various areas like products,

ergonomics, process, systems level issues through innovation and design intervention.

**Budget for the scheme**

The fund allotted to each design awareness programme is up to Rs. 4,00,000/- out of which 25% (up to Rs. 1,00,000) will be contributed by organizing association through collection or member's fund.

**The payment of the contribution of Rs 3000/- (Per participant) for the 2 Day Design Clinic Workshop along with the duly filled up registration form will be to the respective association.**

**Contact Details**

Coordinator, Zonal Centre (West Zone),  
Design Clinic Scheme, National Institute of Design  
Paldi, Ahmedabad (380007),  
Phone: +91-079-2662 3692-7, extn : 1069, 1068  
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**url : [www.designclinicsmsme.org](http://www.designclinicsmsme.org)**

# DESIGN CLINIC WORKSHOP

## Registration

Kindly fill up the form in CAPITAL LETTERS.

**Name of the Participant: Mr. / Ms.**

\_\_\_\_\_

**Registered Name of Firm/  
Company**\_\_\_\_\_

**Designation**

\_\_\_\_\_

**Address (Office)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Telephone No.** \_\_\_\_\_ **Mobile** \_\_\_\_\_

**Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Payment towards the participation in Design clinic Workshop (3000/- Per Participant)**

**Details :**

**Amount :** \_\_\_\_\_ **Cheque No.** \_\_\_\_\_

**Date :** \_\_\_\_\_ **Sign** \_\_\_\_\_