

## DESIGN CLINIC SCHEME

For

### DESIGN EXPERTISE TO MSME SECTOR

#### Guidelines for Design Awareness Programme (DAP)

The design awareness programme, DAP, is focused to develop a holistic map of MSME clusters and units by exploring through industrial functions and activities. 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 remedies 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.

The activities of design awareness programme are targeted around following areas of design information collection and remedial solutions.

1. Design Expert will visit the identified /selected MSME units located in cluster region and interact with them to develop a design understanding of cluster. During the interaction design will provide inputs to MSMEs about product improvements, best practices and creative problem solving approach based on contextual scenario. In the process s/he will identify underlying opportunities with the help of explorative design research of clusters and participating units. This activity is an intensive design research for understanding the present scenario and opportunities for the design intervention. Also it will help improve MSME through Interactive learning, guidance and training during the visit.
2. Interactive workshop of participants will develop a scenario where MSME members will learn the creative problem solving techniques / design process to explore opportunities and identify breakthrough solution. The workshop will help generate on spot remedial solutions through interactive discussion and workshop activities. Design Clinic Workshop will be 1 to 5 days participative and interactive workshop for MSME participants, to discuss opportunity areas and identify problems within the clusters and units. In design clinic, solution to an existing design problem will be diagnosed and remedial steps be suggested by design expert/s.

For conducting design awareness programme as part of design Clinic scheme the, organizing association shall follow the guidelines for Interactive design research and design clinic workshop. Approval for the programme and for its financial assistance will be provided by the Project Implementation Committee, PIC, and Design Clinic Scheme.

**The organizers – Government Organization/MSME Cluster Association:** The workshop will be organized by the industry cluster Association in the area of cluster location.

- a. The Government Organization or association representing the group of MSME units will act as organizers for design awareness programme.
- b. Organizers will help design expert/s with existing database of cluster, selection of MSMEs for design audit and coordinating with MSMEs for need assessment survey.
- c. The organizers will facilitate and support design expert/s during the need assessment survey for scheduling, coordination, MSME unit visits, exploration and data collection activity.
- d. The organizers will coordinate for participation of unit members, helping them in registration for the design awareness workshop.
  - i. The participants attending the workshop will be from MSME units representing the individual organization registered with the cluster/association. There should be minimum 10 participants.
  - ii. The participants will receive the information about the workshop from organizers. For any communication regarding participation in workshop need to be through organizers only.
- e. The organizer will discuss with design expert/s for conducting the complete design awareness programme and depending on the discussion with design expert/s the association will submit the proposal to design clinic cell for further approval.
- f. The organizers will agree to spend the said amount mentioned in the proposal and remaining amount will be reimbursed to them spend on design expert/s fee, workshop expenses etc as per the guideline.
- g. Financial assistance for design awareness programme would be 75% of the total expenditure amounting to maximum 3.0 lac Rs. from design clinic scheme and remaining 25% equivalent to maximum 1 lac Rs. contributed by association (Sum equals to 4 lacs Rs.). The expenditure beyond the limits of financial assistance shall be borne by the organizing association. The pay band chart for the Design Awareness Programme is attached in the guideline.

**Design Expert/s (Design Consultant/Firm/Institution for Design Awareness Programme)**

- a. The design expert/s will be assigned the responsibility of Design Awareness Programme, which includes responsibility for conducting the Interactive Design Research and Design Clinic Workshop.
- b. The design expert/s will coordinate with organizers for finalization of schedule of need assessment survey and design clinic workshop.
- c. Design expert/s will develop a report of the interactive design research explaining the present status of design at cluster and units as per the detailed guideline provided. The report will be submitted to the Design Clinic Regional Centre. Only after the submission of the report, design clinic workshop can be organized for the cluster members.
- d. Expert/s will coordinate for content of design clinic workshop.

- e. The design expert assigned the responsibility of complete programme will be responsible for calling design speaker/s for workshop activities.
- f. The expense of design guest speaker/s will be as per the pay band chart attached with guideline.
- g. Design expert/s will prepare broader opportunity area map to explain and elaborate on possible quick design remedies during design clinic workshop activity.
- h. In Design Clinic Workshop design, expert/s will take part in discussion on outcome of interactive design research and providing design remedies for problems brought in by participants during design clinic workshop.
- i. A detailed interactive design research report will be made by design expert to present the present design state in the cluster with possible opportunity areas as mentioned in report guideline.

### **Proposal for design awareness programme**

- a) Design expert/s willing to take up design awareness programme in specific cluster will approach cluster association through design clinic regional centre.
- b) Design expert will discuss with organizing association (registered with DCS) for interactive design research and workshop on various points.
  - a. Scope of interactive design research and workshop in terms of number of days, products, participants, etc.
  - b. Expenses of programme for interactive design research and workshop on various criteria.
- c) Identification of DAP band based on scope of work, designers fee and workshop expenses.
- d) The proposal must clearly specify the contribution from organizing association.
- e) It must mention the design expert/s fee inclusive of all expenses incurred for interactive design research and design clinic workshop. The design expert/s fee exceeding the prescribed in selected DAP band will be borne by the organizing association.
- f) The proposal must mention the expense heads for approval and terms and condition of hiring facilities and design expert/s.

### **Guidelines for interactive design research and need assessment:**

Interactive design research activity is focused to provide design inputs on creative problem solving through an interactive dialog between design expert and MSME units. This activity will be a detailed research thorough visits and interaction with people within the MSME work environment. It will also help designer to generate information about the cluster units, their products, manufacturing processes, market scenario followed by identifying opportunity areas for design interventions. The research would be taken up by design expert/s for generation of design insights through various processes of exploration, interaction and data collection. Design expert/s will take part in developing macro perspective by studying cluster scenario and micro point of view by exploring through MSME units operations.

As an outcome of interactive design research, expert/s will identify opportunity areas at cluster as well as units level for design interventions and design project/s in the future course of design clinic scheme. The research methodology for design study survey will include activities through observation, interaction, photography, interviews and qualitative/quantitative design data collection. The survey will help in developing detailed map of cluster and units for identification of patterns and exploring opportunity areas for design intervention at various levels of product and human interactions.

### **Cluster study and mapping:**

The activities for developing broader understanding of cluster:

- Design Expert/s would study cluster structure, MSME units, demographic distribution and core business activities to create holistic understanding of cluster scenario.
- Expert/s would study the products to understand the capability of MSME cluster.
- Expert/s will observe and understand the interrelation between MSMEs and their functions in a holistic environment.
- The design expert/s will study the macro perspective of cluster to understand the customer-product-producer-market relation from design point of view.
- Expert/s will identify the opportunity areas lying within and outside cluster scenario needing design intervention and help define scope of research and future design interventions for the design clinic scheme.

### **Interactive design study for opportunity identification**

To identify opportunity areas in MSMEs, the design expert/s will take part in unit level design audit for selected units from participants. 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 design audit will also help in understanding the interrelation and interdependence among the in-house functions and inter unit coordination in the cluster.

Design expert/s will study following areas in the MSME units for opportunity mapping.

- a. Study of existing Product design, redesign, new product development and product diversification
- b. Study for research and development directions for future initiatives
- c. Visual identity and branding from communication design point of view
- d. Study of Technology, modernization and collaboration scope
- e. Identify scope for innovation in process and related areas for design intervention.
- f. Study of scope in workstation and tooling design
- g. Market and competition study for design advantage and distinction
- h. Study of training and skill up-gradation opportunities
- i. Study of ergonomic and environment factors in MSME premise.
- j. Identify packaging and logistics related design opportunities
- k. Study of infrastructure and capability enhancement from design perspective
- l. Study of design opportunity for Inter cluster communication

The Opportunity areas identification will be done by the design expert/s after completion of cluster study and design audit. The data collected will be analysed and compiled for opportunity mapping. The data in form of visuals, statistics, recorded information and personal interviews will be used as source for exploration and analysis. The outcome of design opportunity mapping will be used as basis to explain the possible interventions and design projects for MSMEs. The opportunity areas will be used as a case study in design clinic workshop for the better understanding for participants. The participants can use the methodology and process of opportunity mapping for their respective contexts and use help of design expert/s for further clarity and remedy with respect to their products and process.

### **Schedule of the Interactive design study**

- a. Interactive Design Study schedule need to be discussed between design expert/s and organizers with necessary support from MSME units.
- b. As per the annexure-I design expert will conduct an intensive design research for the agreed design awareness programme band and will meet the mentioned requirement to complete the design research.
- c. Organizers must communicate the final schedule to participating MSMEs before the commencement of programme.

### **Report of Interactive Design Study by Design Expert/s**

Based on design exploration and research, interactive design study report must be submitted by design expert/s to the concerned regional centre before the commencement of design clinic workshop. The report will highlight key information, issues and opportunity areas for design intervention in the cluster and help participating MSMEs to explore benefits of design expert/s help during the design clinic workshop.

The report would be an elaborate description of observations, study and design research of cluster and MSME units. The report should contain outcome of cluster mapping and design audit in writing, with attached photographs and relevant documents explaining the design point of views. The report should broadly explain the opportunity areas explored by design expert/s 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.

The report would broadly contain the following information as outcome of interactive design study and need assessment along with the support document, photograph and description.

### Cluster Level Report:

- a) MSME units in the cluster with detail of location, demographic distribution of units, product specialization and cluster history.
- b) Details of cluster products and process specialization.
- c) Description of interrelation between MSMEs and their functions in a holistic environment.
- d) Understanding of the customer-product-producer-market relation from design point of view.

### Unit wise Design Audit Report:

- a) MSME description (Location, Contact information)
- b) Description and scope for existing Products, redesign, new product development and product diversification
- c) Scope for research and development direction for future initiatives
- d) Existing status and opportunity for visual identity, branding and communication design
- e) Scope for technology, modernization and design collaborations.
- f) Describe the scope for operations and process innovation from design perspective.
- g) Design opportunity in workstation and tooling design
- h) Details of market and competition study for design advantage and distinction
- i) Study for the need of training and skill up-gradation.
- j) Description of ergonomic and environment factors in MSME premise.
- k) Packaging and logistics related design opportunities
- l) Exhibition /Display design opportunities.
- m) Study of infrastructure setup from design perspective
- n) Scope for design intervention for inter cluster communication

**Opportunity areas and Summary of Interactive Design Study:** Design expert/s will write in detail the opportunity areas lying within and outside cluster scenario. The report will also suggest the opportunities that can be taken up during the design clinic workshop and areas taken up as design projects on long term basis. S/he will also provide a summary of the interactive design study at the end of report highlighting the core issues, strength and weakness of cluster.

The report of interactive design study needs to be submitted in A4 size PDF/word format in 2 copies of CD with photographs and hardcopy.

## Guidelines for the Design Clinic Workshop

Design clinic workshop will be the combination of presentation and interactive sessions on interactive design study and need assessment, design seminar and design clinic activity. The design expert/s will present the opportunities identified from need assessment. The design seminar will be the presentation from design expert/s and guest design speakers on design topics and case studies relevant to the domain of cluster and participants. In design clinic, design expert/s will diagnose a solution for an existing design problem/opportunity and suggest on the spot remedial steps, during the workshop. The workshop will help participants to get quick remedies on identified opportunities for design intervention from existing problems taken up from their respective work areas.

The cluster association participating in design awareness programme or Govt. organization coordinating for participation will be responsible for organizing design clinic workshop. The workshop will be organized in the area chosen by the organizers keeping in mind the convenience to participants and organizers.

### Objective:

Objective of Design clinic workshop is to create a platform where participants will be able to generate the holistic perspective for their scenario with the help of design expert/s guidance. 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 to problems taken up by participants from their respective backgrounds of products, process, communication and design strategy. The major activities of design clinic workshop would be:

- Discussion of opportunity areas identified from interactive design research
- Design presentations by guest design speaker/s
- Provide remedies to design problems taken up by the participants.

### Schedule and scope of design clinic workshop

- a. Workshop would be carried out by design consultant who is assigned the responsibility of complete design awareness programme.
- b. The design consultant will take 60% of total workshop session where invited guests will take remaining 40% of workshop sessions.
- c. Workshop would be organized for 1-5 days depending on requirement from organizing association.
- d. The workshop would be of 4-6 hrs duration per day divided in 4-6 sessions.
- e. Each session would be of 45-60 minutes duration.
- f. 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.

- g. The design lectures and presentations from guest design speakers will be focused to the best practices in the domain of cluster industries, design methodology and design case studies relevant to industrial function of MSME cluster.
- h. 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 analysed by the design expert/s to explore the opportunity areas.
- i. 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.
- j. The areas involving further design exploration and detailed design intervention could be taken up as design project by the individual or group of units.

#### **Guest speakers (Design Institution/Industry Expert/s):**

- a. Guest speakers are expected to deliver the lecture keeping the focus on design topics and case studies relevant to participants learning and up-gradation.
- b. The guest speaker would present case studies, design theory and philosophy, audio visual presentations and documentaries.
- c. The guest speaker may share the presentation with participants as soft/hard copy if he feels to do it voluntarily.
- d. The honorarium to invited guest would be up to Rs.2000-2500 per session of the duration of 45-60 minutes per guest.
- e. The honorarium to the guest speakers and expert/s would be as per the attached pay band chart.

#### **Handout materials, Banners and Posters:**

- a. The handout material will be provided to participants for workshop activities.
  - Registration Forms
  - Day wise Schedule of Workshop
  - Workbook and Feedback form
- b. The registration forms will be filled up at the time of entry to workshop place and need to be kept for the purpose of documentation and report for organizers and service provider.
- c. The other materials will remain in custody of participants and at the end of workshop feedback form will be compulsorily collected by the organizer.
- d. The handout materials will be given to participants free of cost for future usage and reference.
- e. The banners and poster must display – “Supported by **Ministry of MSME, Government of India**” and “In coordination with **National Institute of Design, Ahmedabad**”.

### **Finance Guideline for Design Awareness Programme**

- a. All expenses of design awareness programme need to be done by organizing association where part of it as mentioned in the guideline will be reimbursed.
- b. The design awareness programme budget will be decided by association with the help of design expert and approximate expense band for the programme need to be approved by the project assessment committee.
- c. Financial assistance for design awareness workshop would be 75% of total expenditure amounting to maximum 3lac Rs. from Design clinic scheme and 1 lac Rs. contributed by association (Sum equals to 4 lacs Rs.). Maximum Expenditure up to Rs. 4, 00, 000 (Rs. Four Lakh Only) may be incurred for the conduct of each design awareness workshop, out of which 75% will be contributed by Design Clinic scheme from ministry of MSME. The remaining amount will be contributed by the participating MSMEs/Association.
- d. The funding provided for conducting of workshop will cover all organizational, incidental and out of pocket expenses required for conduct of these events.
- e. The design clinic financial assistance for awareness programme will be released to the organizers in 4 equal installments.
- f. Design expert will be paid sum of amount mentioned in the programme band agreed by design expert and organizing association and approved by the committee for the entire design awareness programme.
- g. The payment will include design expert's fee for interactive design study, travel and lodging, documentation, design clinic workshop and expenses and honorarium of invited guest speaker/s selected by the designer for the workshop.
- h. 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.
- i. The arrangement and expense of travel, stay, local conveyance, food, stationary and other expenditure during the whole design awareness programme will be as per the attached pay band chart.

### **Finance guidelines for design clinic workshop**

The total amount allotted for design clinic workshop is as mentioned in the band chart spread according to the days of workshop. The amount is distributed among activities like venue management, food and miscellaneous expenses. The list of expense heads are distributed as per approximate cost keeping the high end limit in the context and need to be met within the prescribed limits of expanses under the each heads.

## Major heads of expenditure are as follows-

### a. Venue expenditure

The organizers may hire a venue/ conference hall of suitable size for organizing the workshop. The venue expenditure includes the following:

- Expenditure/ hiring charges for Place
- Electrical, Furniture and reception arrangement
- Food Expenditure
  - Cost of Lunch per person
  - Cost of Refreshment 2 times a day
- Hiring charges of White board, Projector, etc.

### b. Stationary expenses

Consumable items which are required for workshop activities will be included under this head. Banner, Posters, Printouts, workbooks, charts, sheets and stationary materials need to be procured by organizers.

- Banner/s for the workshop (As per the direction of DC Programme Guidelines)
- Printouts, workbooks, charts, sheets and Stationary materials

**Additional Expenditure (if any): In case of excess of expenses as prescribed in the band in different category, the association will have to bear the cost.**

- a. The expenses exceeding the prescribed limits of expense would need to be borne by the organizers and need to be informed to the participant during the participation invitation and registration process.
- b. The additional expense can be collected as a participation fee from participating MSMEs with prior declaration of amount in invitation.
- c. The additional expenditure amount must also be declared to DC zonal offices at the time of the programme announcement by the organizer and money need to be collected/resourced from cluster members/association fund.

## **Organizer's Report of design awareness programme and claim form for the Reimbursement of Expenses.**

Following information / material need to be submitted to the MSME Design Clinic Zonal Centre by the organizers after successful completion of the design clinic workshop.

The report must be prepared by organizers for the proceeding and benefits of workshop. The report must highlight following points in the report.

- Programme schedule and activities during the programme
- Registration / list and details of participants (including copy of their visiting cards)
- Detail profile of the guest speakers.
- Photographs - 60 nos. of the programme proceedings
- Details/ profile of the speakers & topics covered / copy of their presentation
- Photocopy of banner / badges etc. - A4 size
- Copy of the Feedback Form and Registration Form from each of the participants
- List of association members/ contact persons - associated with the organization of workshop
- Copy of the hand out materials provided to the participants (if any)
- Workshop activity report of design clinic proceeding under the design expert/s' guidance
- Report should mention clearly the opportunity areas, remedial design solutions and design project.

### **Submission of reports and expense bills**

The following reports of design awareness programme expense certificates should be submitted for reimbursement of expenses as per the guidelines for the programme.

1. Report of interactive design study and need assessment work.
2. Design Clinic Workshop report by organizers with brief information of design sessions, opportunity areas discussion and remedial solutions.
3. Designer's fee statements and Expense bills for design clinic workshop.

The reports of design awareness programme need to be submitted in PDF/word format according to the guideline in 2 copies of CD with photographs and hardcopy.

### **Financial Disbursement**

The payment **for designer's fees** would be as per the amount specified in band selected. The designer's fee would be paid by the cluster association and reimbursement of the same would be done by design clinic scheme on submission of designer's receipt as per the guideline. The payment of **designer's fee** could be disbursed in four equal installments at the following stages:

1. 25% - On signing the agreement between designer/s and organiser and scheduling the NAS
2. 25% - On completion of NAS & submission of Report
3. 25% - On completion of the Design Clinic Workshop
4. 25% - Final Payment on submission of Report & Documentation

**All the above four installments will be released on submission of proof that the Organiser has paid his/their share.**

Payment of documentation and travel expenses will be done as per the guideline and band specified in the agreement. The reimbursement of expenses will be done at the end of programme along with the claim of workshop expenses.

### Design Awareness Programme Expense/Workshop Structure Sheet (For Cluster-Association Level Activity)

	Design Awareness Programme Pay Band Chart				
	BAND 1	BAND 2	BAND 3	BAND 4	BAND 5
<b>Workshop Days</b>	1 Day	2 Day	3 Day	4 Day	5 Day
<b>Organiser's Contribution</b>	25,000	40,000	60,000	80,000	1,00,000
<b>Scheme Contribution</b>	75,000	1,20,000	1,80,000	2,40,000	3,00,000
<b>Total budget</b>	1,00,000	1,60,000	2,40,000	3,20,000	4,00,000

	Design Expert/s Programme Expenses Sheet				
Workshop Days	1 Day	2 Day	3 Day	4 Day	5 Day
<b>Designers' fee</b>	56,000	72,000	93,000	1,14,000	1,30,000
Honorarium. of Guest Speakers*	4,000	8,000	12,000	16,000	20,000
Documentation (Programme Report in Hardcopy)*	5,000	5,000	5,000	5,000	5,000
Travelling and Lodging*	5,000	15,000	25,000	35,000	45,000

Workshop Expenses	To be incurred by Cluster Association				
(Venue, Food, Equipments, Stationery & Printing, Photography and Other)	30,000	60,000	1,05,000	1,50,000	2,00,000

Number of MSME Units Visit	5--6	6--7	10--12	12--15	15-20
Number of visits for NAS	5--6	6--7	10--12	12--15	15-20

\* Based on original bills and vouchers produced

### Draft of Design Awareness Programme Budget (Head-wise)

Associate Name						
Date	Day			Venue		
Zone			Date of Receipt			
Sr. No	Particular	Bill/ Voucher No	Amount Claim	Budgeted Amount	Passed Amount	Remark
1	<b>Workshop Venue Expenditure</b>					
	I Venue Hiring Charge					
	II Electrical, Furniture, Projector.					
	III Food Expenditure					
	<b>Sub Total (A)</b>					
2	<b>Design Expert &amp; Guest Speaker</b>					
	I (a) Designer's Fee (b) Honorarium - Guest Speaker, Design Expert					
	II Travelling / Lodging					
	III Documentation & Report (A copy to be submitted to DCS office)					
	<b>Sub Total (B)</b>					
3	<b>Consumable Material</b>					
	I Banner for the Workshop Printouts, Workbooks,					
	II Forms Stationary Exp.					
	III Photography					
	<b>Sub Total (C)</b>					
	<b>Grand Total (A+B+C)</b>					