

## **Guidelines for the Design Awareness Seminar (DAS)**

The design awareness seminar is aimed to create a platform for MSME units in the country, to improve 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. To take design at higher level of manufacturing functions, it is very important to develop a design scenario and environment at the early stage of conception.

### **1. Objective :**

- Generate Design Awareness
- Introduce to Design Clinic Scheme
- Establish more clarity about design for future Programmes.

The seminar will be organized by the Govt. Organization/cluster association for participation of member MSME units under the guidance of design expert/consultants. The programme would be focused to generate the maximum awareness and understanding about the design methodology and approach for MSMEs through Design Clinic Scheme. It will help participants to understand, how design practices will be followed during the design clinic schemes for more competitive and futuristic outcome in market scenario.

### **The organizers –Government organization/ MSME-Cluster Association:**

- a. Cluster association/organiser should provide detailed information of the activities and products manufactured/produced by the cluster units along with the photographs for better preparation of lecture/session by the design experts/guest speakers.
- b. The Govt. Organization/Association representing the group of MSME units will act as an organizer for Design clinic Scheme. The organizers will coordinate for participation of unit members as per the guidelines.
- c. The organizer will finalize the schedule for design awareness seminar after discussion with design guest speakers and communicate in advance the schedule and other related information to participating MSME units.
- d. The organizer will bear the cost of organizing the seminar on reimbursement basis as per the guidelines.
- e. The organizer will prepare design sensitization seminar report as per the guideline.
- f. All the mentioned expenses for conducting the seminar will be reimbursed to organizer after the submission of original bills, expense form for UC certification and submission of design awareness seminar report as per the guideline.
- g. Cluster association/organiser should arrange all the facilities (Photography, Videography, Projector, Venue, Food, Furniture and other materials).

### **Participating MSME units:**

- a. The participants of the seminar should be from MSME unit as members of organizing association.
- b. There should be minimum 30 participants from the cluster MSME units.
- c. The MSME units will be authorized to send maximum 2-3 representatives from the unit to take part in the seminar.
- d. The participants will receive the information about the seminar from organizer. For any communication regarding participation in seminar need to be through association/organiser only.

**Guest speakers (Design Institution/Industry Experts):** The organizer will invite guest speakers from institutions and industries to deliver seminar on design and share their knowledge and experience with participants from MSMEs.

- a. The guest speakers should be an expert from design fraternity, who would be presenting the design information and knowledge with participants.
- 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. The guest speakers are expected to deliver the seminar keeping the focus around the design topics with an objective of design awareness and awareness for MSME units.
- f. The honorarium to invited guest speaker would be Rs.2500/session/guest, for duration of 25 to 30 minutes.
- g. For outstation seminars, the guest speaker would be paid honorarium of Rs. 5000/- for a half day activity per guest speaker.
- h. Expenses like travel, local conveyance, stay arrangement, food, etc for invited guest, would be arranged/ borne by the organizer on reimbursement basis. .

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

- a. The handout material will be provided to participants for seminar activities.
  - Programme Scheduled of Seminar
  - Scheme Brochure, FAQ etc
  - Feedback and Registration Forms
  - MSME Project Brief (for project inquiry)

- b. 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.
- c. The other materials will remain in custody of participants and at the end of seminar feedback form must be collected by the organizer.
- d. The seminar registration and handout materials process will not attract any participation fee and 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**”.

#### **Schedule of the seminar**

- a. The seminar should be minimum of 3 hrs and maximum of 5 hrs duration.
- b. Each session should be of 25 to 30 minutes duration.
- c. There should be a sessions on Design Clinic Scheme and Q/A.
- d. There should be 2-4 design sessions on topics related to design case studies, methodologies, best practices, etc. for the purpose of design awareness.
- e. Design experts/ Guest speakers may provide their presentations / write-ups in order for DAS report making in order to have continual communication for next steps.
- f. The design sessions will cover the topics related to design awareness, understanding, methodology and practices. The session could also include the case studies and video/audio documentary.

#### **Finance Guideline for Design Awareness Seminar**

The assistance amount reimbursable per seminar would be up to Rs 60,000. The guideline for Design awareness seminar covers following areas as financial expenditure occurred during the implementation of design clinic programmes. Expenses should be divided into the following heads for UC certification.

The list of expense heads are distributed as per approximate cost and need to be met within the prescribed limits of expenses under the each head

- Venue + other facilities for conducting the seminar (food + hiring of equipments etc.) ( maximum permissible upto 25000/- )
- Honorarium ( including travel + local hospitalities ) of designers / expert/speakers s ( maximum permissible upto 30000/-)
- Consumables ( maximum permissible upto 5,000/-)

**Major heads of expenditure are as follows:**

**a. Venue expenditure**

The organizer may hire a venue/ conference hall of suitable size for organizing the seminar in case do not have own conference hall. . 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. Honorarium to expert/speakers s/ designers**

The fee /honorarium for the design expert/speakers s will be paid by organizers of the seminar. The fee must be paid by Cheque/DD in the name of the firm/institution/person as per the registration details. The expenses under the head also include out station/Local Travel, Stay, Food will be incurred by the organizers for the designers/ subject expert/speakers s and additional expenses will not be reimbursed separately. Any expense other than the mentioned here in the guideline will not be considered for further approval and payments.

**c. Consumable materials**

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

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

**Additional Expenditure (if any)**

- a. The expenses exceeding the prescribed limits of expense head 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 association/organizer and money need to be collected/resourced from cluster members/association fund.

## **Reimbursement of expenses**

The NID shall reimburse on behalf of Ministry of MSME the seminar expenses not exceeding Rs 60,000/- from the allotted MSME fund in 2 instalments on submission of relevant bills/expenditure statements (on letter head with seal & signature) supported by original documents/bills. The second instalment will be reimbursed only on successful completion of Design Awareness Seminar and submission of seminar report along with necessary original bills and documents within 15 day after completion of the seminar. All bills & receipt should have CST, GST, TIN, reg. No (Pacca bills). Vouchers will not admissible for expenditure like travel and purchase. Vouchers will permissible only for petty expenses for where normally no bills/case 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.**

Following information / material to be submitted to the MSME Design Clinic Centre within 15 day by the association after successful completion of the seminar

- The report must be prepared by organizer for the proceeding and benefits of seminar. The report must include/ highlight following points:
  - Programme schedule and Activities during the programme
  - Registration / list and details of participants (including copy of their visiting cards)
  - Detail profile of the speakers.
  - Photographs CD- 40 nos. of the programme proceedings in JPG format
  - Video DVD (minimum 2 hrs duration)
  - Details/ profile of the speakers & topics and brief of their presentation
  - Photocopy of banner / badges etc. - A4 size
  - Copy of the Feedback and Registration forms from each of the participants
  - List of association members/ contact persons - associated with the organization of seminar
  - Copy of the hand out materials provided to the participants ( if any)

The Design Awareness Seminar (DAS) report needs to be submitted by the cluster association/organiser in PDF/MS Word format along with the softcopies of the photographs (jpg. / tiff. Images) and proceedings video in a DVD; and in print within 15 days after completion of the seminar.

<b>Design Awareness Seminar</b>	
<b>ACTUAL EXPENDITURE STATEMENT</b>	
<b>Association/Organizer Name :</b>	
<b>Total Number of Participants :</b>	
Budget Heads	Expenses in Rs.
<b>1. Venue expenditure</b>	
Food Expenditure	
Cost of Lunch per person	
Cost of Refreshment	
Expenditure for Place, Electrical, Furniture and reception arrangement.	
White board, Projector, Electronic media	
<b>2 Expenditure for the Visting speaker</b>	
Stay, food and local conveyance	
Travel Expenses.	
Honorarium to visiting speaker	
<b>3. Consumable materials</b>	
Stationary	
Banner, Posters	
<b>4 Digital Photography Expenses</b>	
<b>5</b>	
<b>Total Expense</b>	
<b>Money allotted for the Seminar</b>	60000/-
<b>Actual Expenditure for the seminar</b>	
Authorized Signature and Seal	

Page 1

Sample Statement

**\*On Letter Head of the organiser/cluster association with seal and signature.**

**Sample of Programme Schedule of the Seminar (to be submitted by the Cluster Association/Organiser in advance to the implementation body):**

Name of the Cluster Association/Organiser \_\_\_\_\_

Date and Venue of the Seminar \_\_\_\_\_

**Timings**

**Sessions**

15 to 20 minutes

Registration Process

15 to 20 minutes

Inaugural session

15 to 20 minutes

Design Clinic Scheme presentation

25 to 30 minutes

Design Experts/guest speaker presentation

25 to 30 minutes

Design Experts/guest speaker presentation

25 to 30 minutes

Design Experts/guest speaker presentation

25 to 30 minutes

Open House discussion to take up further scheme components (DAP and DP) i.e. Q/A session

Vote of thanks

Lunch/Dinner

\*There should be minimum 2 presentations from the Design Experts/Guest Speakers.