

DESIGN CLINIC SCHEME

For

DESIGN EXPERTISE TO MSME SECTOR

Guidelines for Student's Design project

Introduction

As part of the Design Clinic Scheme for Design Expertise to MSME sector, full time UG/PG (degree/diploma) students of design education Institutions in their final year/semester are provided opportunity to take up Diploma/Dissertation Projects of the duration of minimum four to six months to work with MSME units in area of product design, process innovation, visual communication and strategic design domains. The student Design projects are aimed to bring MSME and design academia together, for generating innovative design solutions for MSME sector.

Under the Scheme, the students will work closely with MSMEs in their specific domains to generate insights, through design research, concepts and models for design solutions, which will help MSME unit improve their products, communication/visual identity/strategy/packaging, and develop new product/business concepts. Each of these projects is expected to result in detailed document with design specifications and a model stating the design intervention in MSME area.

Funding for Students Design Project

The Scheme supports Design Students Project work by reimbursing 75% of expenses incurred subject to maximum of Rs 1.5 lakh for final year student projects done for MSMEs under the supervision of parent Design Institutions.

MSME units' contribution shall meet the balance 25% of the project cost. The admissible cost (estimated to be Rs.2 lakh for each Student Design Project) would include student designer's stipend (wherever applicable), conveyance related to the project, documentation and model making/prototype development costs.

Project Areas:

Students may take up project as part of their final year Diploma/Dissertation in the following domains of design in MSMEs. Projects in domains other than the below-mentioned will need to be supported by relevant justifications, proposal and scope of work for approval of Project Implementation Committee.

- Product design,
- product/process innovation,
- Human factors/ergonomics and design intervention
- visual Communication design

- service design
- logistics and packaging design

Eligibility Criteria for Student Projects

- Student should be a bona fide of a reputed/registered design institution
- Students should be in the final year undergoing full-time under graduate or post graduate degree/diploma program in design
- Student must be in final year/semester of the education with no backlogs in his academic programme.
- The funding shall only be available for original work of the final year dissertation projects, for under-graduate/post graduate or diploma course. The student concerned shall tender an undertaking that the Student Design Project is basically the original work done/to be done by the student.
- Student should submit a detailed plan of action along with detailed project proposal, deliverables of the project, cost break up/ estimate and the letter from the client/ MSME unit.
- The student undertaking a design project must register the project with institute as his/her diploma/dissertation project and must submit a copy of registration to the Design Clinic Regional Centre through the MSME unit. The copy of project registration must be attached with the project report at the end of project.
- The student needs to register with the Design Clinic Scheme under the category of student designer.
- The concerned MSME unit must be willing to appoint students as design intern under the design clinic scheme.
- The student need to submit the design project brief and scope of work assigned by the MSME unit to the concerned Design clinic Centre for approval. MSME unit may, if they so desire, develop the proposal with the help of student designer.
- MSME unit willing to take up student project must prepare a project brief for inviting design students. In case any design student helping MSME to develop project brief, both student and MSME unit should be in mutual agreement for taking up the design project.
- MSME unit must be registered with the design clinic scheme before applying for the design project. The registered MSME unit may publish the design project on official website for inviting design students application or may take a design student as an intern and apply for a project to design clinic scheme regional centre.

Identification of the student project

The student designer/concerned MSME unit may adopt any of the following methods for identification of the student project:

1. MSME unit proposes design project to the Regional Design Clinic Centre with the help of student expressing interest to work on project. This process will involve student in exploration of design project with brief study of the design need of the MSME unit in order to identify the scope of project. Based on this, a draft Project Proposal shall be prepared and submitted to the Regional Design Clinic Centre for assessment and feed back of the Assessment Panel. The Proposal shall accompany written consent of the MSME for the student to work with the MSME unit. In this process, the student may also contact MSME unit and cluster Association to identify the design project.
2. MSME units identify the project based on their own exploration and opportunity identified during the design awareness programme and design clinic workshop preceded. The identified project may be submitted to the Regional Design Clinic Centre for putting up the same on Design Clinic Scheme website inviting applications from design students. MSME may also make use of the list of design students registered with the Regional Design Clinic Scheme Centre and contact directly the registered design students for working on design projects under the scheme.

Submission of Proposal and process of Approval

- Student needs to provide a brief (5-7page) project proposal stating the project domain, scope of project, design process involved, week wise schedule, deliverables, budget estimate etc. and possible design interventions during the project.
- Design approach and solutions need to be prime area of focus in the project report and project activity.
- Project proposal must specify the activities with approximate schedule and date of completion which should be within the range of 4-6 months..
- The Project Proposal with the consent of the concerned MSME and recommendations of the guide/competent authority of the parent Institution of the student shall be submitted to the Regional Design Clinic Centre.
- The Regional Design Clinic Centre after preliminary scrutiny will specify the deliverables for the student project and send the same with their recommendations for consideration by the Project Implementation Committee of Design Clinic Scheme.
- Once the proposal is approved by the Assessment Panel of Design Clinic Scheme, the student concerned shall commence the work on the project and complete the same within 4-6 months

Outline of design project Proposal

- Project Brief
- Scope of Project
- Tentative Project activities
- Schedule of Project
- Possible design deliverables
- Tentative Budget sheet

Project activity and schedule

- The project activities would be focused in and around the area of the concerned unit of the MSME functioning and need to be relevant to the project subject.
- Student will participate broadly in design research, conceptualization, sketches, explorations, models, etc. Depending on the scope of the project. The design student will participate in onsite and market research activities followed by concepts and sketches as models for future scope of development. Prototypes may be developed by MSME unit which would not be part of design project and student would not be liable for the prototype development activities.
- The outcome of project need to be a design solution for explored opportunity areas. The design solution could be a product/product diversification/improvement, service or process up gradation, improvement or invention in the area of MSME functioning. The project should result/conclude with the final design solution in the form of model/prototype and detailed design specifications
- Student must document the design project stating the activities from commencement of project to the result.
- A copy of the project report would be submitted to the Regional Design Clinic Centre through the concerned MSME unit.

Requirements of the Project Report

- Project report (70-100 pages report) should describe the project objective/s, schedule, activities, methodology and results/deliverables achieved in detail.
- Report need to be supported by relevant documents, diagrams, photographs, certificates and data generated/acquired during the project. The report must provide sketches, model descriptions, design specifications, design solutions/recommendation as design intervention.
- The project report needs to detail the original work done by the student during the course of project.
- Project report must be approved by institutional guide and MSME unit.
- The copy of document must be submitted to the Design Clinic Regional Centre as a design project report.
- The feedback/comments of the MSME unit and parent Institution shall be a part of the project report submission.

Finance assistance and guideline for the project

- 75% of the student project expenses will be reimbursed to the concerned MSME unit subject to a maximum of Rs.1.5 lacs for each student project
- The expenses covered in the student's design project would be only the stipend for the student for project duration, expenses for student's travel for project work, research and documentation, model making/prototype expenses. The fund could not be utilized for any other expenses like purchase of equipment to support the projects, non consumables and electronic/non electronic gazettes.
- The expenses for activities must be described as per the sample finance sheet and must be submitted at the time of project approval.
- All expenses approved for the project will be paid by the project beneficiary MSME and 75% reimbursement will be made on submission of relevant documents/bills subject to a maximum of Rs.1.5 lacs.
- MSME unit will make the payment of monthly stipends, expenses reimbursement etc. direct to the student as per the schedule of payment.
- The stipend amount of minimum 7500 to maximum upto 15000/- would be paid to student by the concerned MSME at the end of month during the project tenure.
- Reimbursement of expenses for student project could be done in part to MSME unit on production of relevant bills after the end of 3 months of project. The balance after submission of the final report by the student concerned.

Sample Breakup of financial expenditure for student project

The expense sheet must mention following heads in project proposal for approval from design clinic cell.

Sr. No.	Expense Head	Expense Details
1	Project Stipend	
2	Travel /Conveyance Expenses	
3	Stationary Expenses	
4	Documentation Charges for one copy -(DCS-MSME)	
5	Model/Prototype development cost	