

*Design Interventions for MSMEs...
... a Design Clinic Approach*



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Design for Development
Successful Design Intervention methodologies



- **Craft Documentation**
- **Skill Up-gradation Training Programmes**
- **Need Assessment and Cluster Development**
- **Setting up and Handholding of Design Institutions / Craft Centers/ Design Satellites / Design Cells**
- **Technology-Design Fusion Areas**
- **Design Awareness & Training Programmes for Industries**
- **Design Clinics**
- **Product Design & Development**
- **Design Business Incubator**

... design clinic



*... to bring MSME sector and design expertise onto a common platform
... a solution to an existing design problem diagnosed and remedial steps suggested by a multi-disciplinary team of design expert*

... design clinic cum design awareness programmes



*Phase I - 3 days
Phase II - 2 days*

Supported by DSIR, Govt. of India

- *Textile Machinery Manu. Association, Ahmedabad*
- *Ceramics Cluster, Khurja*
- *Electronics & Lighting Equip. Manu. Cluster, Aurangabad*
- *Furniture Manufacturers, Delhi*

... cluster based approach



Terracotta (Thangadh & Poshina)



Bead Work at Jhabua



Bell Metal Craft at Tikamgad



Paper Machi at Chindwara

Handmade Paper at Barwani



... cluster and commune development approach
... protection through Geographical Indication

Design Clinic...

...the Approach

- Design Sensitization Seminar
- Design Awareness Programme
 - Design Need Assessment Survey
 - Design Audit
 - Design Clinic cum Design Workshop
- Design Projects
 - Design Students / Design Institute / Consultant Designer/Design Firms

... hand-holding
... capacity building
... capability enhancement

... design awareness programme

- Design Need Assessment Survey
- Design Audit
- Design Clinic cum Design Workshop
 - creating platform for interaction with designer/s at individual/ unit level
 - training engineers/supervisors for creative problem solving techniques
 - design diagnosis of the product/s and suggestion of remedial steps

*... cluster based macro study
... industry/ unit based micro study
... design opportunity mapping*

... feasibility study and need identification

The collage consists of four main components:

- Top-Left:** A flowchart titled "OXIDIZED METAL CRAFT AND JASDAN". It shows a process starting with "OXIDIZED METAL CRAFT" leading to "JASDAN", which then leads to "SALES DISTRIBUTION". There are also boxes for "PROVIDE TRAINING OPPORTUNITIES" and "PROVIDE DESIGN SERVICES".
- Top-Right:** A document titled "Market Study Report" with several paragraphs of text and small photographs of people working in a workshop.
- Bottom-Left:** A document titled "UNITS, WORKERS, PRODUCTS AND MARKET". It features a circular diagram with "BIG UNITS" at the top, "MEDIUM SIZED UNITS" at the bottom left, and "SMALL SIZED UNITS" at the bottom right. A central box is labeled "INTERMEDIATE CHANNEL".
- Bottom-Right:** A document titled "Market Study Report" with text and photographs of various metal craft products, including what looks like a metal stand or frame.

... design need assessment survey

...holistic vision



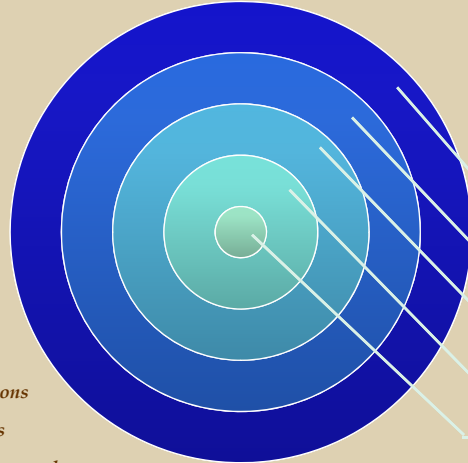
... design need assessment survey

...strategizing scope for design intervention



*... product design ... product diversification ... package design
 ... branding ... exhibitions ... displays ... product graphics*

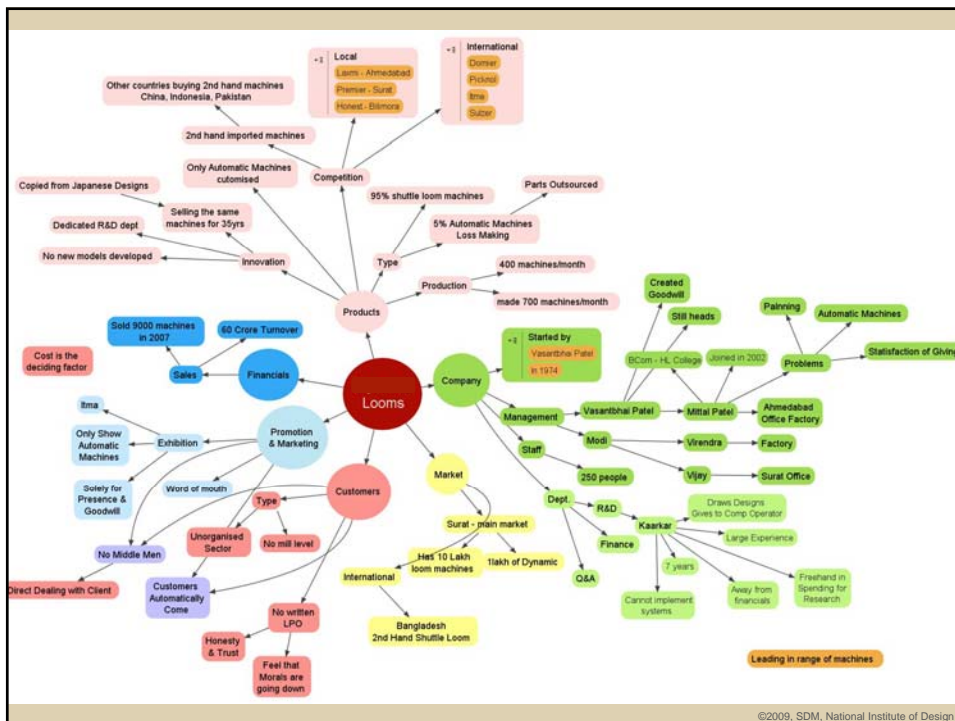
... audit structure



- Observations
- Interviews
- Video ethnography
- Market Research
- Scenario Building

Organisational Level
 Inter-Department Level
 Intra-Departmental Level
 Corporate Communication & Co. Image
 Product.Processes.Design

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Panna Spin Equipments Pvt. Ltd.

Scope for eye-catching visuals

MAIN PAGE

A positive tag line conveys company image

Impressive graphics at times look appealing in place of average visuals

Email address mentioned on the main page for quick reference

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Office Environment

Improper ventilation

Bulky furniture according to space

Clutter on a desktop adds to stress of workers

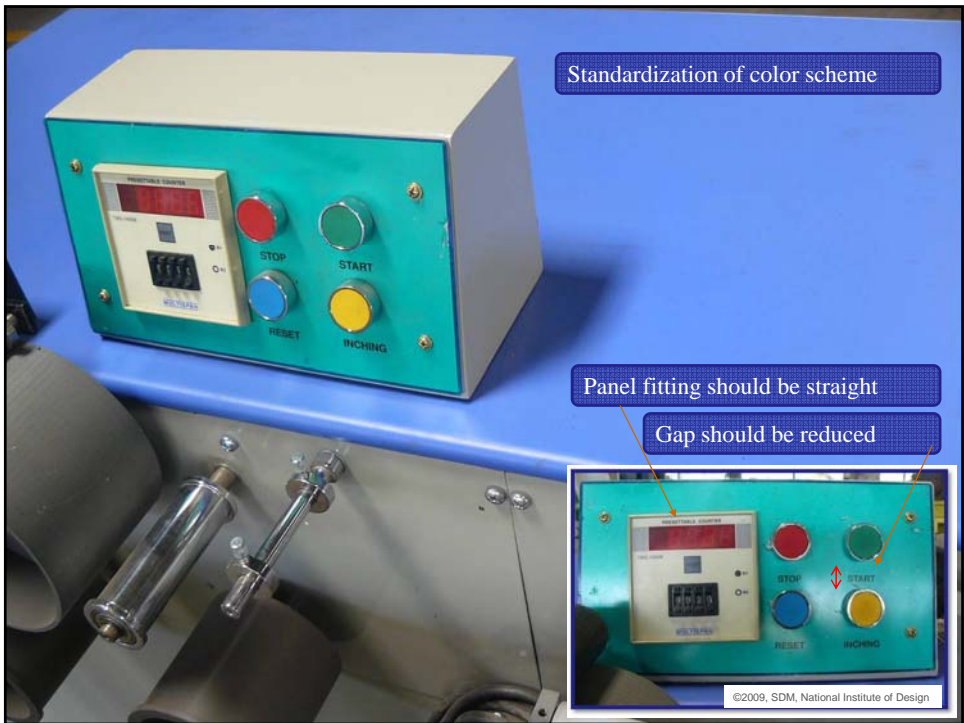
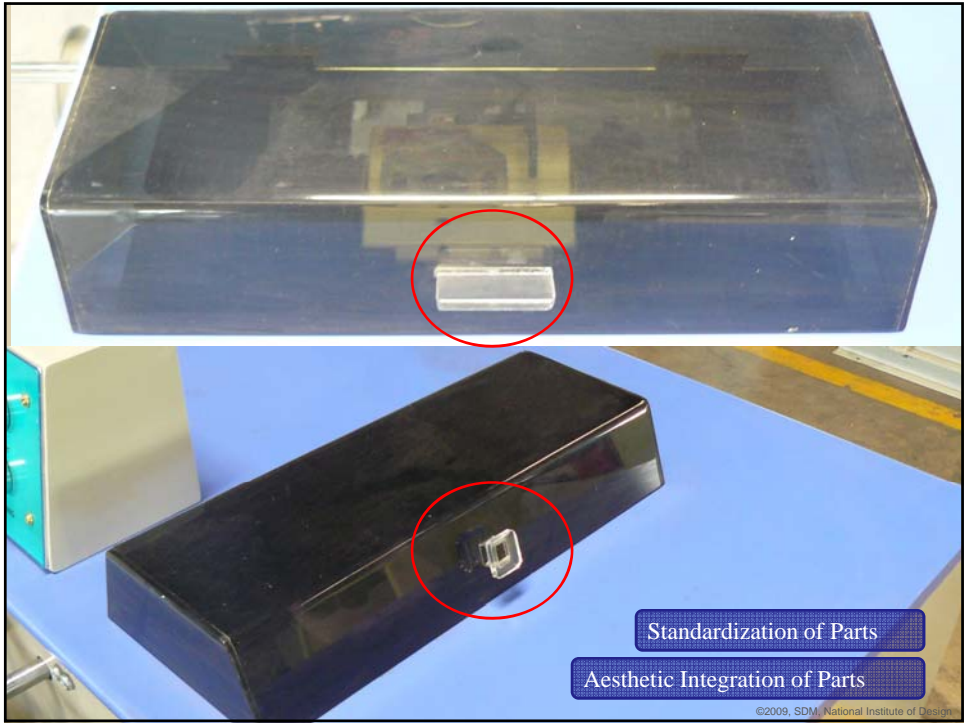
Ergonomics

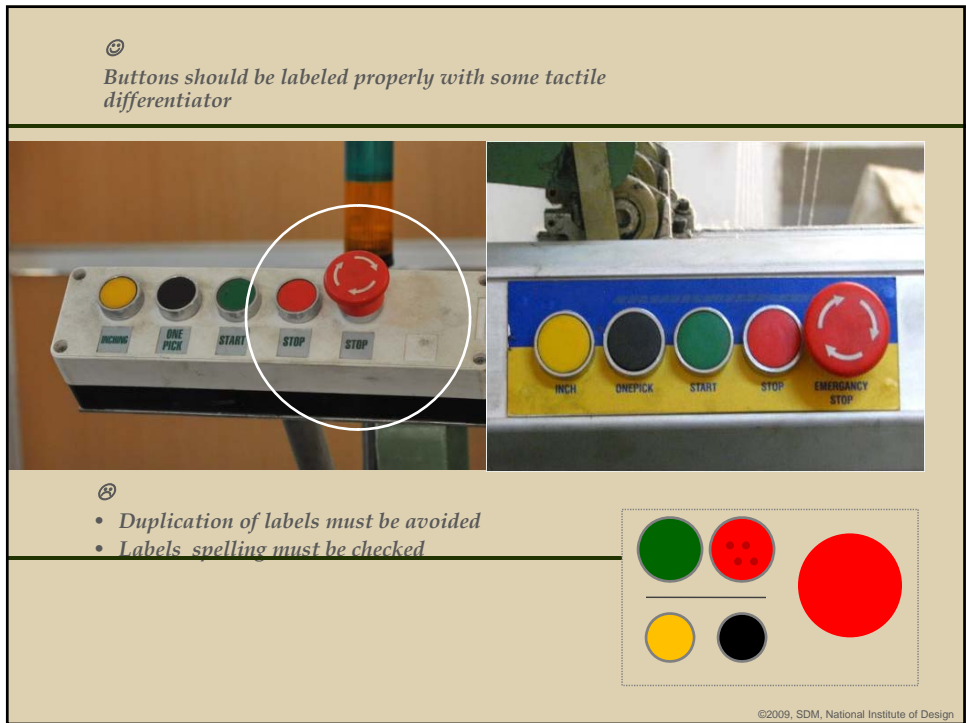
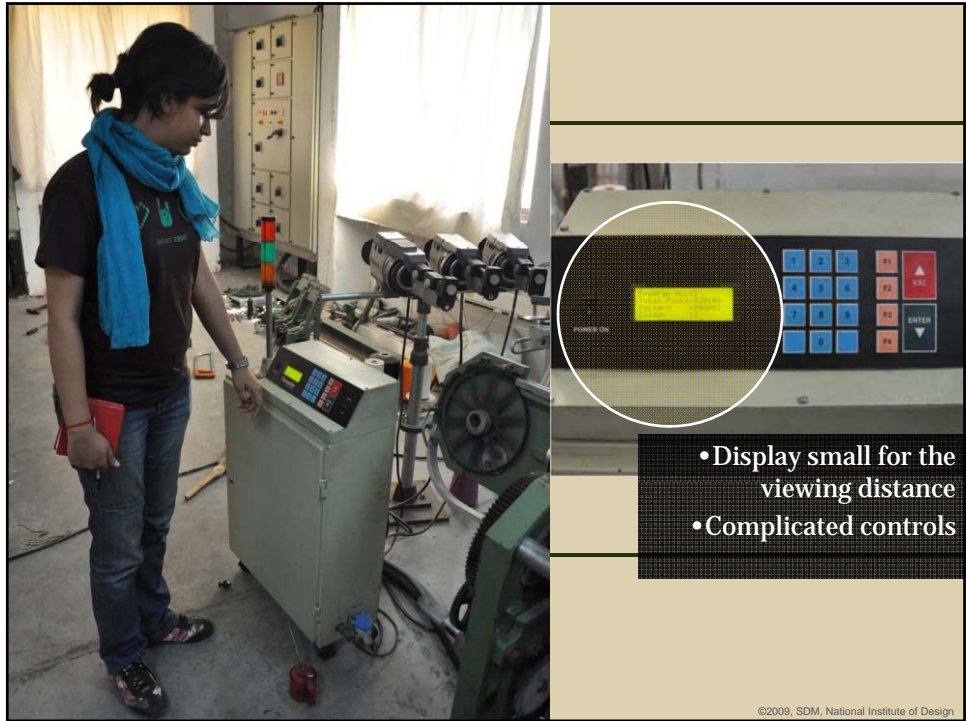
Proper arrangement for body safety

Display

Monitor & text display of process & achievements

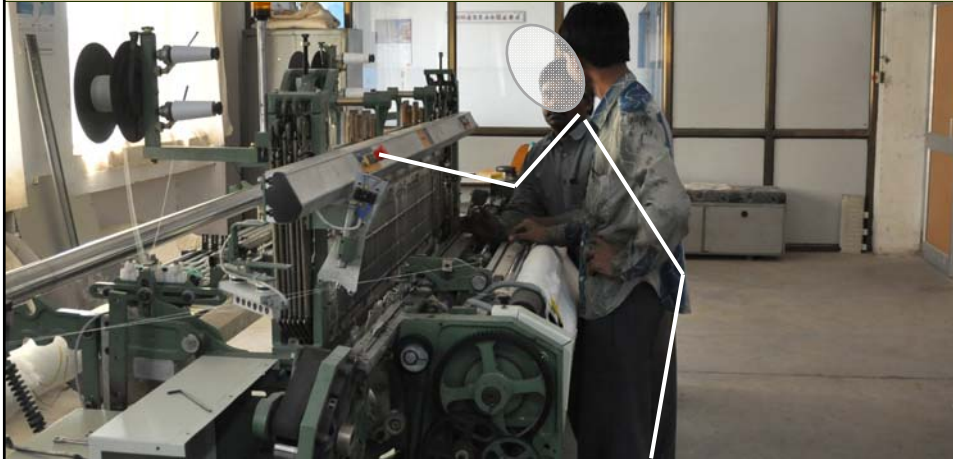
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Buttons should be placed to make it easy for the operator to use.



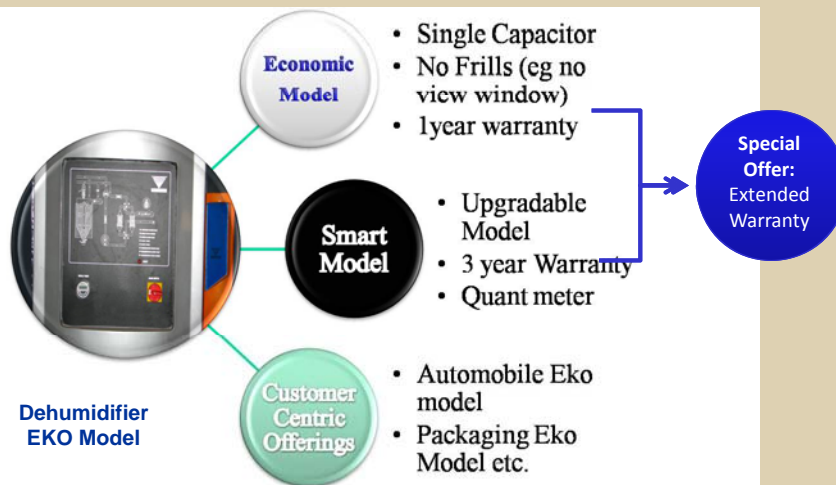
Buttons placed away from the operator. Body & machine contact may cause damage to both.



Operator needs to stretch to operate.

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Product Segmentation... ...revenue management



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... design projects

Design Institutes

- *Class room projects*
 - *Simple Product design*
 - *Display & Control Design*
 - *Package Design*
 - *Graphic design - Logo Design, design of brochure, web-site*
 - *Technically Complex Projects*
 - *System Design*
- *Diploma Project - duration six months*
- *Special Workshops*
- *Industrial Internships*
- *Student Design Competitions*

Design Consultants

- *Freelance designers*
- *Design houses*
- *Designer - retainer ship*

...developing industry academia linkages
...real life experience to students
... test out design at subsidized cost

... classroom projects



...humanizing technology

SMEs contribute an overwhelming 95% of industrial units
 (.www.moneycontrol.com)



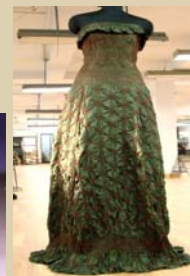
Center for Technology Extension
 DRDO New Delhi

Center for Advance Technology CAT Indore



- *Converting Constraints into Unique Opportunity*
 - *Offshoot applications - New applications*
 - *Indigenization*

... crafts and design



- Sustainability*
 - *value addition*
 - *creating new opportunities*
 - *Improving the quality of life*

Design Intervention for MSMEs...

... a Design Clinic Approach

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Thank You !!