


*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

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*...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

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*...design clinic cum design awareness programmes*



Supported by DSIR, Govt. of India

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

Phase I - 3 days  
Phase II - 2 days

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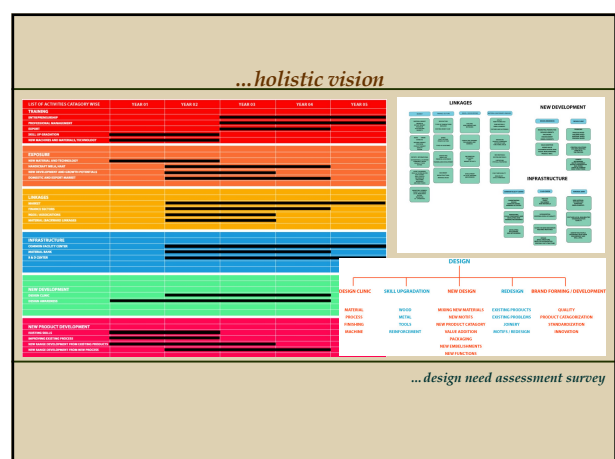
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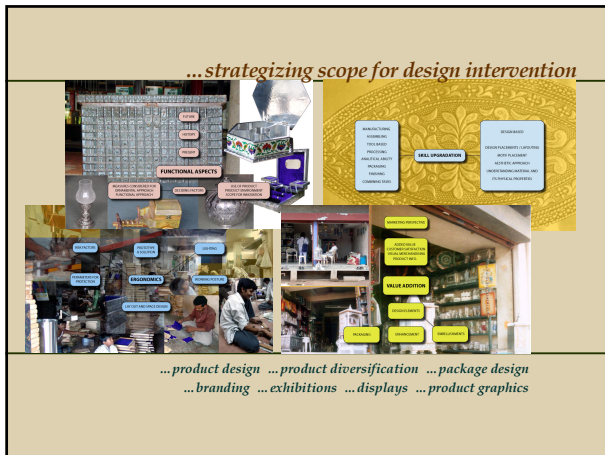
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### What is Design Audit?

...is a tool that identifies Design improvement areas within an organization to facilitate strategizing

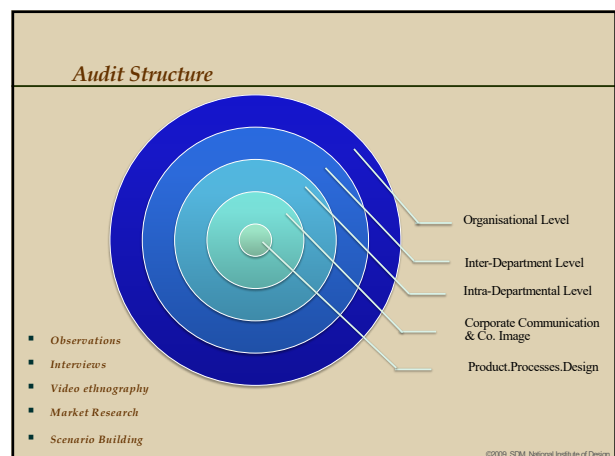
### Why ?

The absence of a systematic analysis of what a company has and what it needs, can result in change becoming ad hoc, inefficient and unproductive.

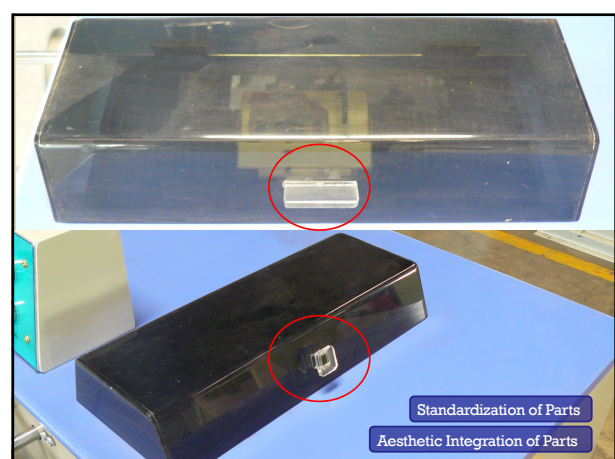
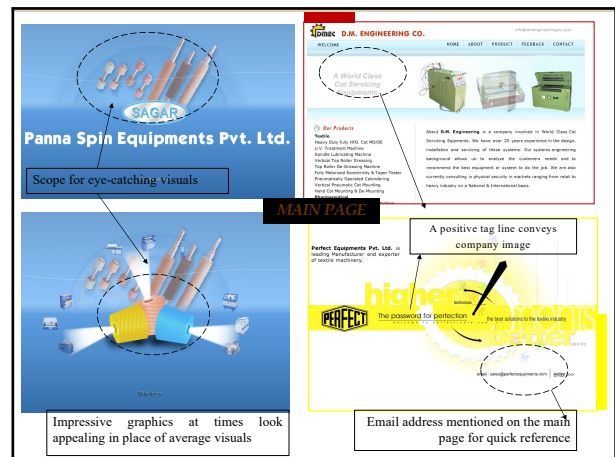
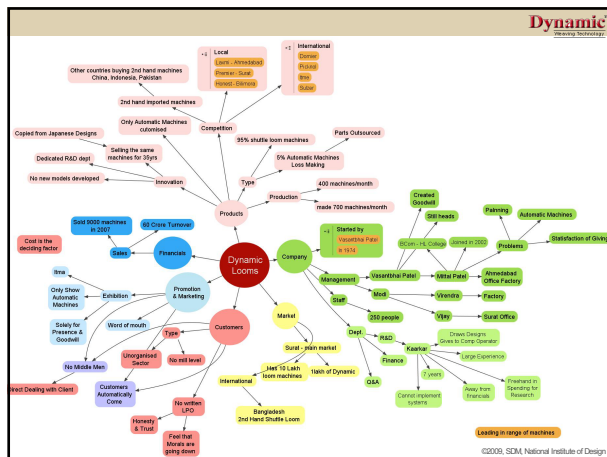
Design Audit helps the company gain competitive advantage through identification of design opportunity areas to facilitate management in developing holistic business strategy for its progress.

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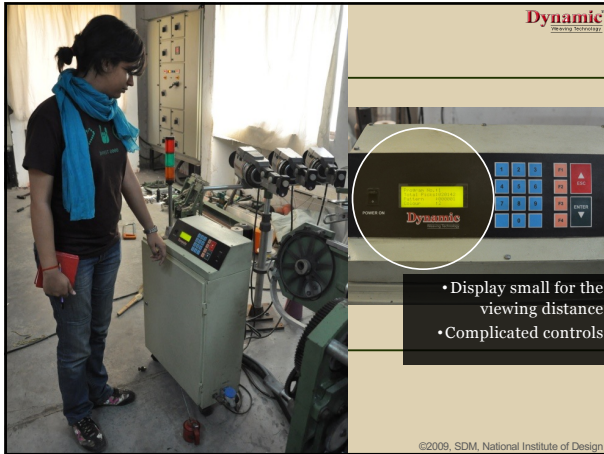
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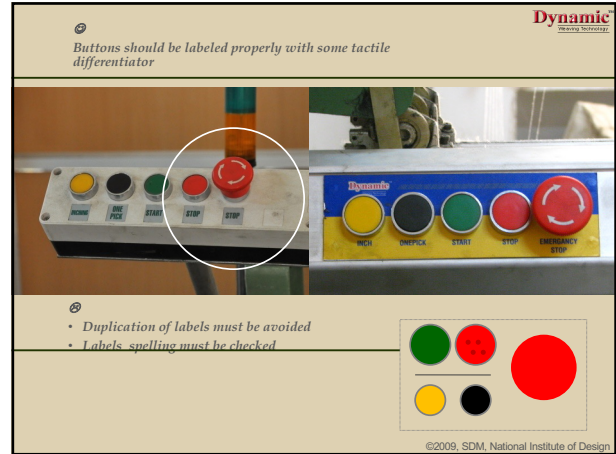
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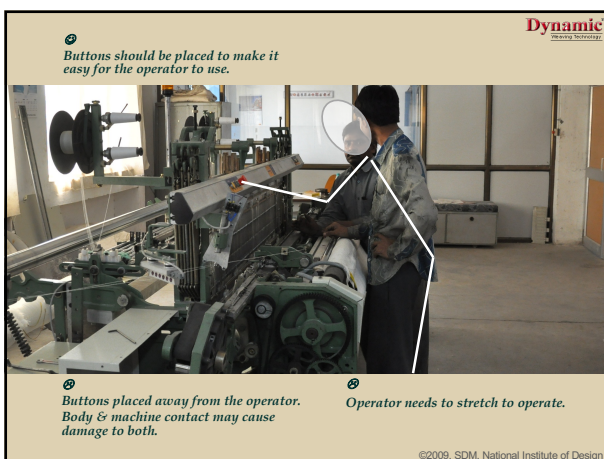




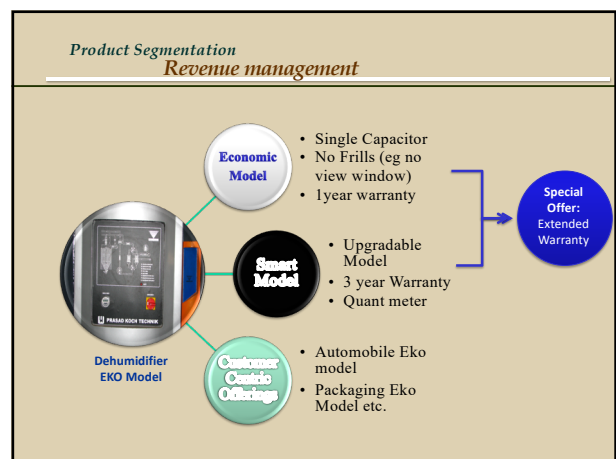
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**Design projects**

<p><b>Design Institutes</b></p> <ul style="list-style-type: none"> <li>■ Class room projects             <ul style="list-style-type: none"> <li>■ Simple Product design</li> <li>■ Display &amp; Control Design</li> <li>■ Package Design</li> <li>■ Graphic design - Logo Design, design of brochure, web-site</li> <li>■ Technically Complex Projects</li> <li>■ System Design</li> </ul> </li> <li>■ Diploma Project - duration six months</li> <li>■ Special Workshops</li> <li>■ Industrial Internships</li> <li>■ Student Design Competitions</li> </ul>	<p><b>Design Consultants</b></p> <ul style="list-style-type: none"> <li>■ Freelance designers</li> <li>■ Design houses</li> <li>■ Designer - retainer ship</li> </ul>
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*...developing industry academia linkages*  
*...real life experience to students*  
*...test out design at subsidized cost*

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**...classroom projects**

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**...diploma projects**


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**...professional projects**

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**...humanizing technology**

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








Center for Advance Technology CAT Indore



Center for Technology Extension  
DRDO New Delhi

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

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**...crafts and design**











**Sustainability**

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

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**Design Clinic...**  
**...Implementation**

<ul style="list-style-type: none"> <li>■ Design Sensitization Seminar</li> <li>■ Design Need Assessment Survey</li> <li>■ Design Audit</li> <li>■ Design Clinic cum Design Workshop</li> <li>■ Design Projects</li> </ul>	<ul style="list-style-type: none"> <li>■ Rs. 60,000/- GoI</li> <li>■ Rs. 300,000 GoI + Rs. 100,000 MSME Asso.</li> <li>■ Rs. 900,000 GoI for Individual MSME</li> <li>■ Rs. 1500,000 GoI for Group of MSMEs               <ul style="list-style-type: none"> <li>■ 60% GoI + 40% MSME</li> </ul> </li> </ul>
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...funding grant on reimbursement basis for Seminar and workshop  
 ... funding grant in three stages for project/s  
 ... project/s as a collaboration between MSME and a design company/ design institute

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**Design Clinic...**  
**...Implementation**

- Set up Steering Committee & Project Implementation Committee
- Set up the Design Clinic Head Quarter Centre (Delhi)
- Initiating Design Clinic Regional Centres in India
  - DI Centres, Industry Associations, Design Institutes
- Design Guidelines for Design Clinic
  - Creating a Database of Design Community in India
    - Freelance Designers, Design Institutes
    - Orientation Programmes for Designers
  - Reaching out to MS&MEs
    - Print Adv. , Web media, brochures, Ind. Asso, DICs
- Project Implementation

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<p><b>Design Clinic...</b> <i>...Deliverables</i></p>
<ul style="list-style-type: none"> <li>▪ Seeding Design amongst the large MSME industry clusters of the country <ul style="list-style-type: none"> <li>▪ Reaching out to about 200 MSME clusters through design seminars and workshops</li> <li>▪ Design sensitization to approx. 5,000 MSME industries across the country</li> <li>▪ About 300 to 500 design projects</li> </ul> </li> <li>▪ Value addition and product up gradation to help MSMEs compete and survive in today's global markets <ul style="list-style-type: none"> <li>▪ Increased employment opportunities leading to Sustainable Economical Growth</li> </ul> </li> <li>▪ Products designed as per local needs and aspirations</li> <li>▪ Creating a large database of status of design and scope for design intervention amongst these MSMEs</li> <li>▪ Cluster based approach for more effective and systemized intervention</li> <li>▪ Increased industry academia linkages</li> <li>▪ Creating platform for interaction amongst the MSMEs and design community of the country</li> </ul>

<p><i>Design Intervention for MSMEs...</i> <i>... a Design Clinic Approach</i></p>
 <p><i>shashank@mid.edu</i></p> <p><i>Thank You !!</i></p>