

## Registration Status

### Designers

Registrations	North	East	West	North	South	Total
Design Consultants Registered	33	48	205	157	93	536
Design Firms Registered	7	19	99	31	54	210
Design Institutes Registered	5	1	7	8	8	29
Design Students Registered	0	8	47	120	33	208

### MSMEs

Registrations	North	East	West	North	South	Total
MSME Associations Registered	12	26	70	46	28	182
MSME Units Registered	3	59	130	519	122	833
Government Organizations Registered	3	1	6	4	1	15

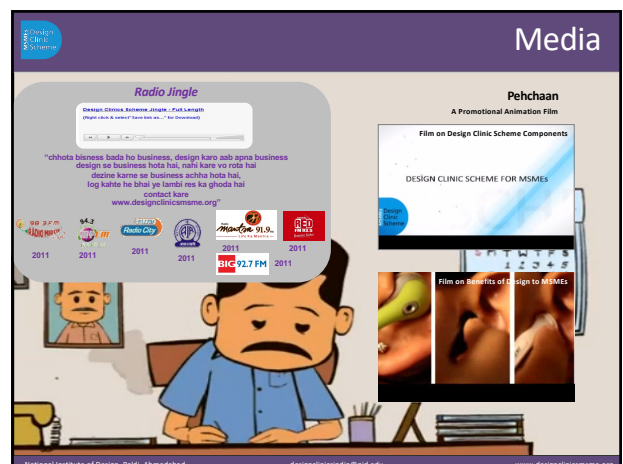
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# Media Coverage

31<sup>st</sup> August, 2011  
Business Standard  
14<sup>th</sup> April, 2011  
The Economic Times  
2<sup>nd</sup> January, 2011  
Daily News (Hindi daily), Jaipur  
20<sup>th</sup> April, 2011  
Rajasthan Patrika  
12<sup>th</sup> September, 2011  
Ht business, Hindustan Times  
12<sup>th</sup> September, 2011  
Business Line, The Hindu  
23<sup>rd</sup> June, 2011  
The Hindu  
Closing the chsls The Times of India  
9<sup>th</sup> November, 2010  
The Telegraph, Kolkata  
16<sup>th</sup> December, 2010  
Punjab Kesari (Hindi daily), Ludhiana  
12<sup>th</sup> September, 2011  
Business Line, The Hindu  
31<sup>st</sup> August, 2011  
The Telegraph, Kolkata  
20<sup>th</sup> June, 2011  
City Express, Chennai  
14<sup>th</sup> April, 2011  
Samachar Jagat, Jaipur  
17<sup>th</sup> December, 2010  
Dainik Jagran (Hindi daily), Ludhiana  
12<sup>th</sup> November, 2010  
Financial Express  
(New Delhi, Mumbai, Pune)  
3<sup>rd</sup> January, 2011  
City Bhaskar (Hindi daily), Jaipur  
2<sup>nd</sup> September, 2011  
DNA (Daily News & Analysis), Jaipur  
14<sup>th</sup> August, 2010  
Business Standard, New Delhi  
12<sup>th</sup> September, 2011  
Ht business, Hindustan Times  
3<sup>rd</sup> February, 2011  
Dainik Vishamitra (Hindi daily), Kolkata  
31<sup>st</sup> August, 2011  
The Hindu – Business Line, New Delhi  
20<sup>th</sup> December, 2010  
Deccan Herald, Bangalore  
23<sup>rd</sup> December, 2011  
Hindustan Times, Patna  
10<sup>th</sup> November, 2010  
Sandesh, Ahmedabad  
17<sup>th</sup> July, 2011  
The Hindu, Bengaluru  
2<sup>nd</sup> September, 2011  
The Age, New Delhi  
30<sup>th</sup> January, 2011  
City Bhaskar, Jaipur  
16<sup>th</sup> Nov, 2010  
Business Standard, Kolkata  
2<sup>nd</sup> February, 2011  
Dainik Vishamitra, Kolkata  
29<sup>th</sup> June, 2011  
Divya Bhaskar, Ahmedabad  
20<sup>th</sup> April, 2010  
Ahmedabad Mirror  
31<sup>st</sup> August, 2011  
Education Times  
23<sup>rd</sup> April, 2011  
Lokmat (Marathi daily), Aurangabad  
24<sup>th</sup> September, 2011  
The Khasi Post, Shillong  
2<sup>nd</sup> September, 2011  
दैनिक जागरण  
प्रमाण  
फिनिशियन  
प्रमाण  
फिनिशियन

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**Showcase Design**

**Ahmedabad, 29th June 2011**

**Delhi, 29th August 2011**

**Patna, 22nd December 2011**

**Hyderabad, 13th October 2011**

**Ahmedabad, 29th June 2011**

**Patna, 22nd December 2011**

**Showcase & OrientaTion Programmes**

**National Institute of Design: Patna, Ahmedabad**

**www.nidindia.org**

# Participation in Exhibitions

The collage consists of four photographs. The largest photo on the left shows three men in suits engaged in a conversation at the IMTEX exhibition. Two smaller photos on the right show participants at the Tooltech exhibition. A fourth photo at the bottom right shows a participant at the Eng. Expo-Pune.

IMTEX and Tooltech exhibition 19th to 24th January 2012

Eng. Expo-Pune 19th to 23rd Nov. 2010

Eng. Expo 10th to 13th Dec. 2010

**Field Executives**

**693** Units / Associations

**56** Cities

**6** States

**132** Project Briefs generated

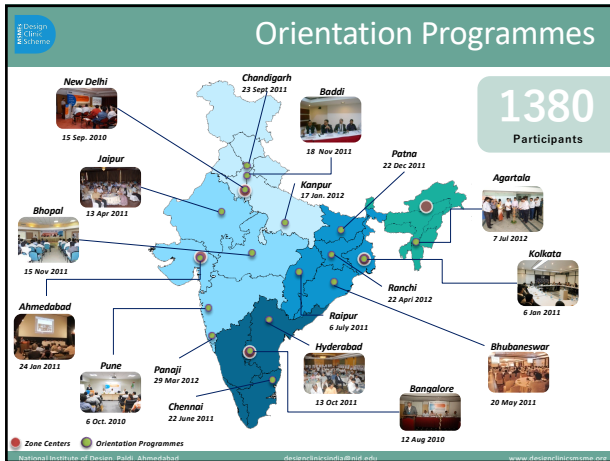
**03** DAP Conducted

**15** project proposals received

**09** DAP Proposed

National Institute of Disaster Management

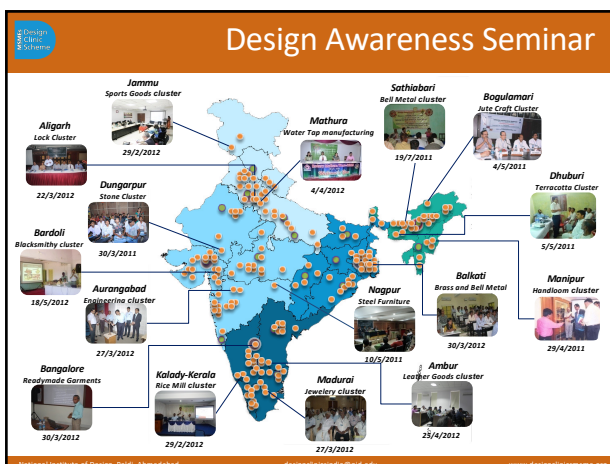
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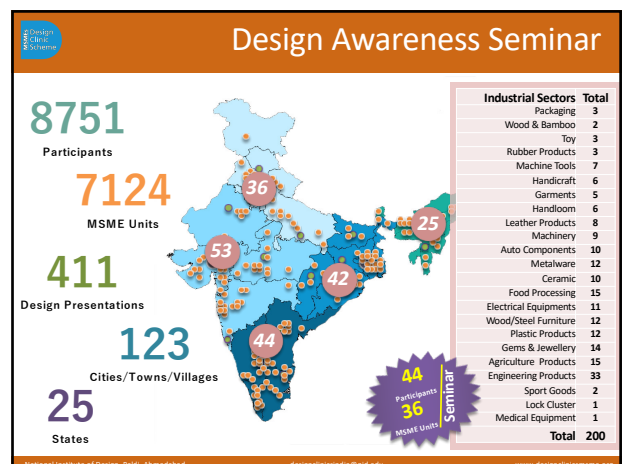
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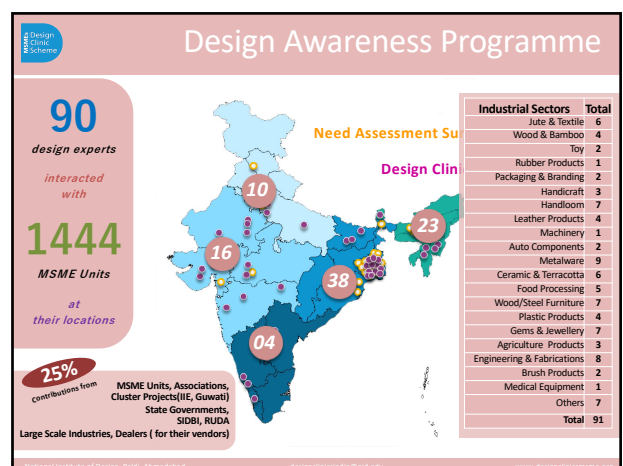
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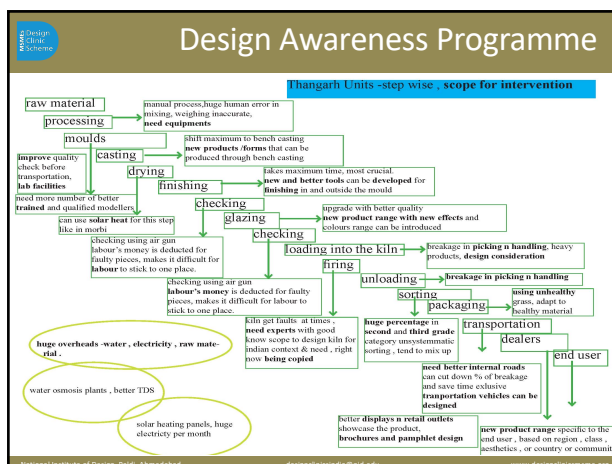
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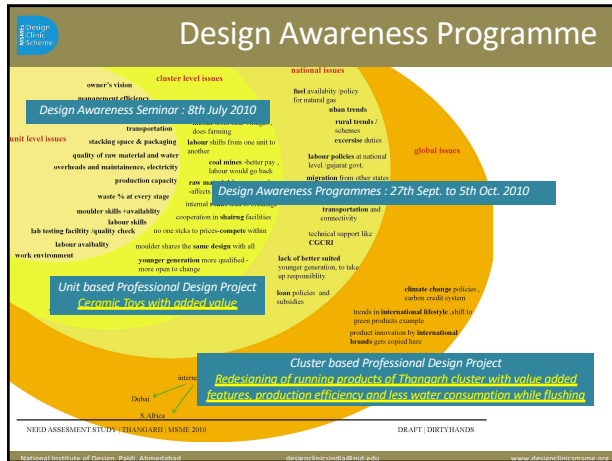


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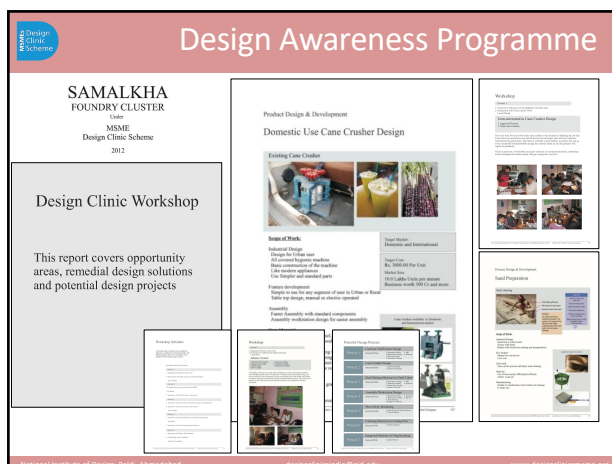




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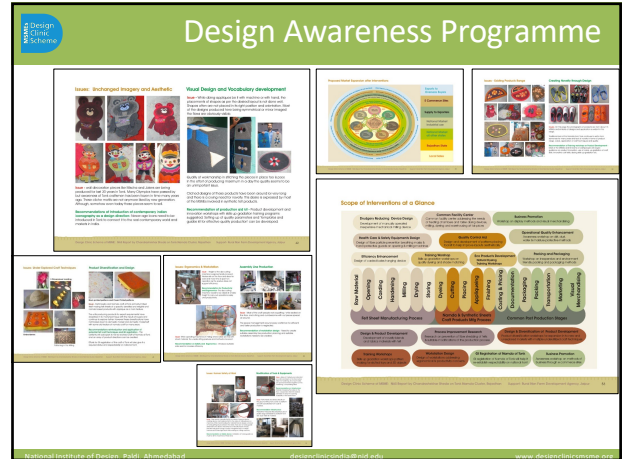
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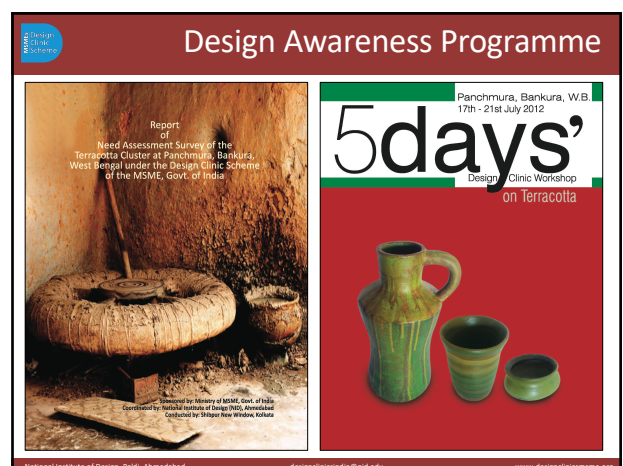
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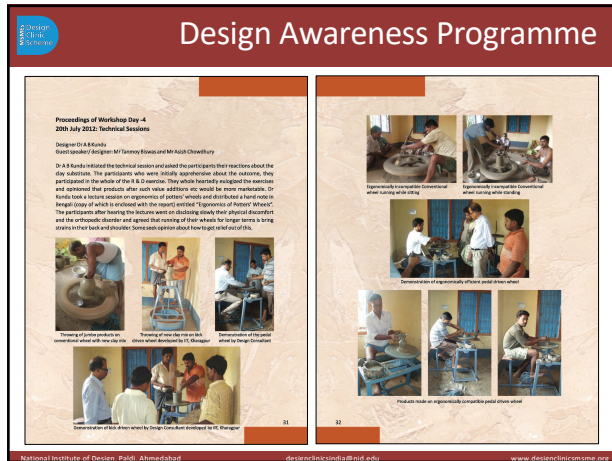


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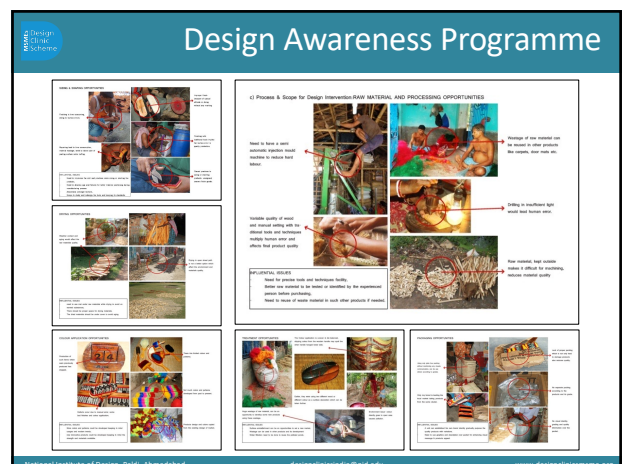
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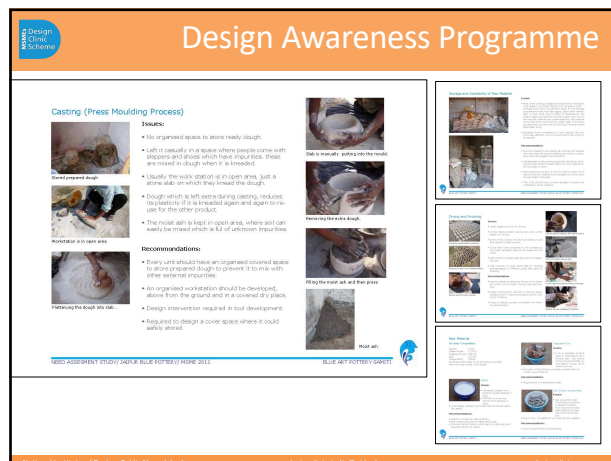
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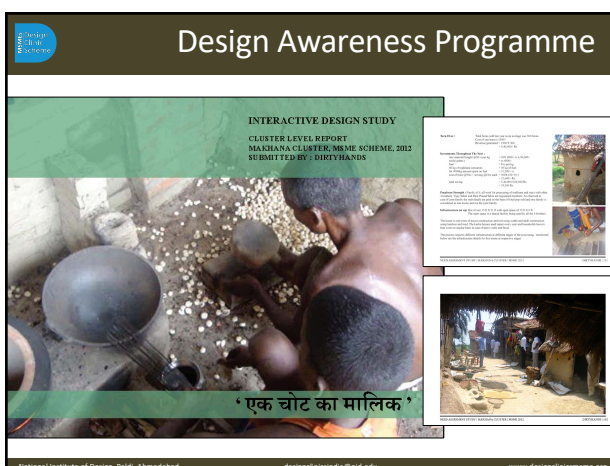




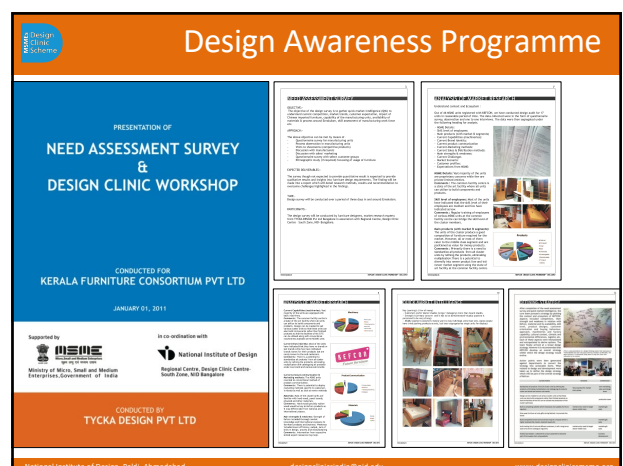
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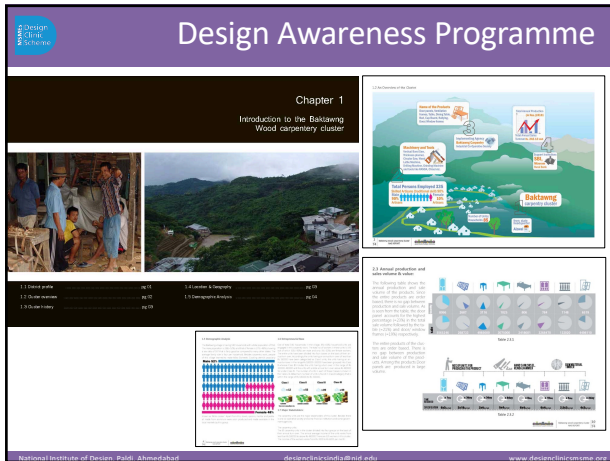
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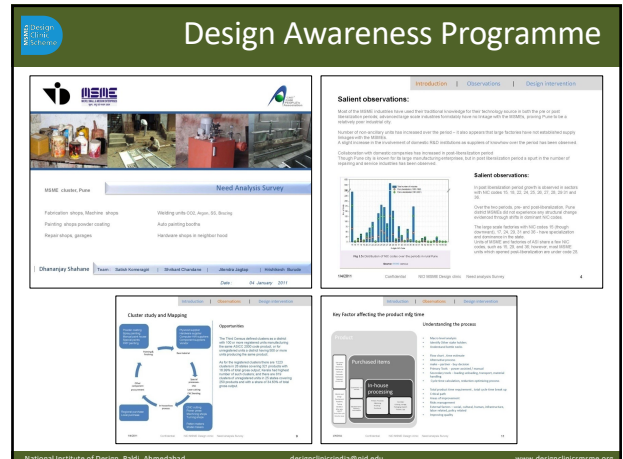
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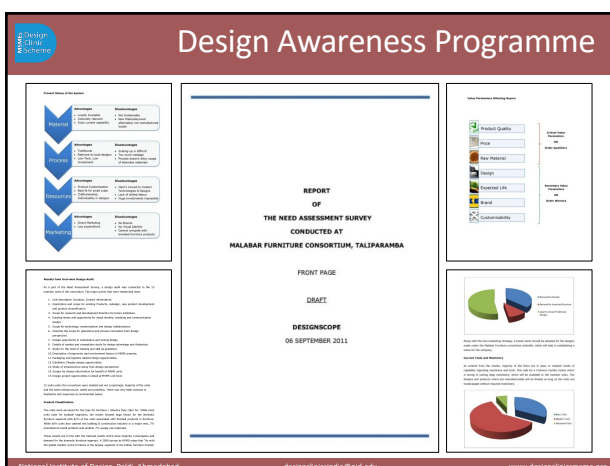
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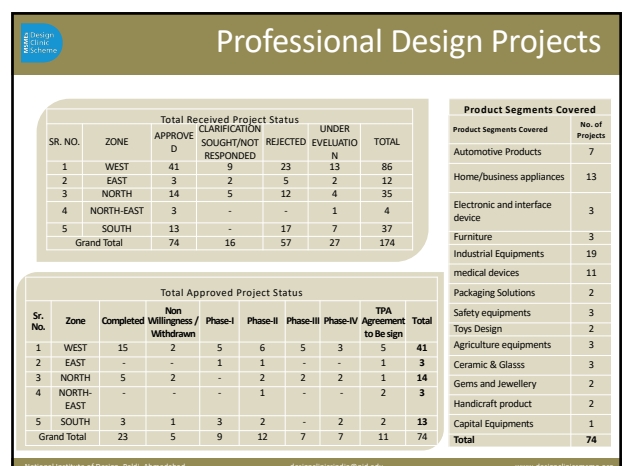
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## Design Projects

**Existing Product**



**MSME Unit:**  
Zandig TQM Solutions,  
Bangalore, Karnataka

**Design Consultant:**  
Icarus Design Pvt Ltd,  
Bangalore, Karnataka



DST - Lockheed Martin India Innovation Gold Medal  
Growth Programme Award for 2012


**Project Brief:**  
Redesigning an ENT Multiscope(Ear, Nose and Throat)

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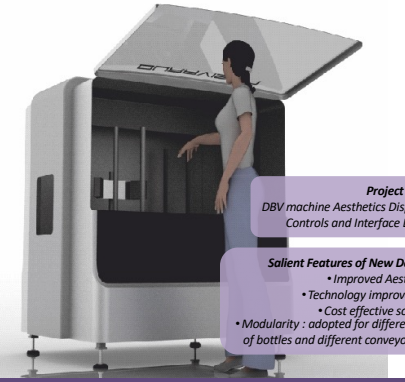
## Design Projects

**Existing Product**



**MSME Unit:**  
Dura Vision Systems,  
Pune, Maharashtra

**Design Consultant:**  
Abhijit R Takale,  
Neodes Design,  
Pune, Maharashtra



**Project Brief:**  
DBV machine Aesthetics Display &  
Controls and Interface Design

**Salient Features of New Design:**

- Improved Aesthetics
- Technology improvement
- Cost effective solution
- Modularity : adopted for different size of bottles and different conveyor sizes

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## Design Projects

**Existing Product**



**MSME Unit:**  
Scrum System Pvt. Ltd,  
Pune, Maharashtra

**Design Consultant:**  
Aakruti Consultant,  
Pune, Maharashtra



**Project Brief:**  
Design of a Visitor Management System

**Salient Features of New Design:**


- Smaller foot-print.
- Desktop and wall mounted versions.
- Simple and easy to use.
- Interactive interface.
- Appointment based system.
- Instant employee badges.

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## Design Projects

**Existing Product**



**MSME Unit:**  
Plenum Tech Pvt. Ltd,  
Nagpur, Maharashtra

**Design Consultant:**  
Neodes Design,  
Pune, Maharashtra



**Project Brief:**  
Redesign of Volumetric Infusion Pump

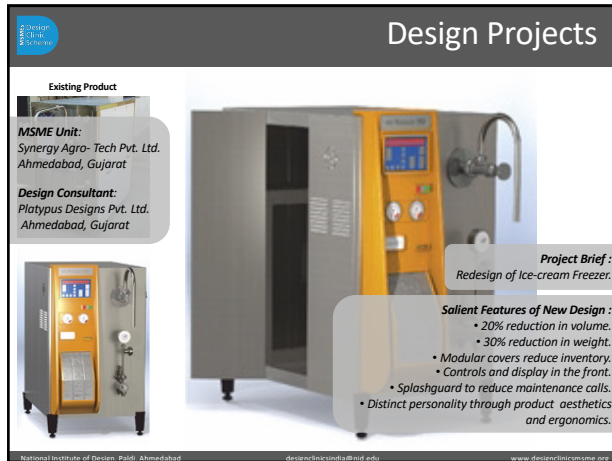
**Salient Features of New Design:**

- User friendly and aesthetically appealing look.
- Installation time reduced
- Easier operations for emergency situations
- Anti free flow mechanism, reoriented product layout to make it cost efficient
- Contemporary aesthetics in interface evokes visual comfort for operation.

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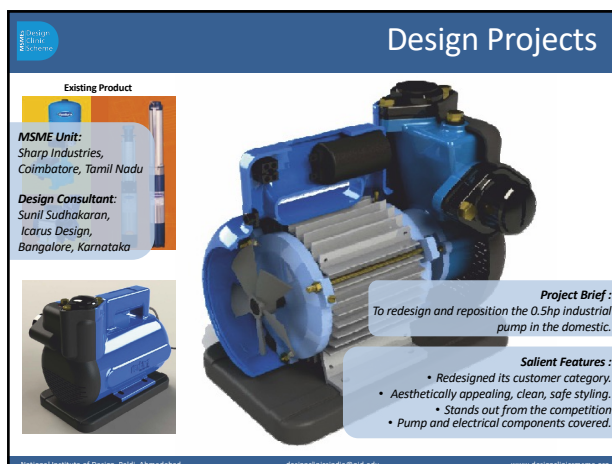




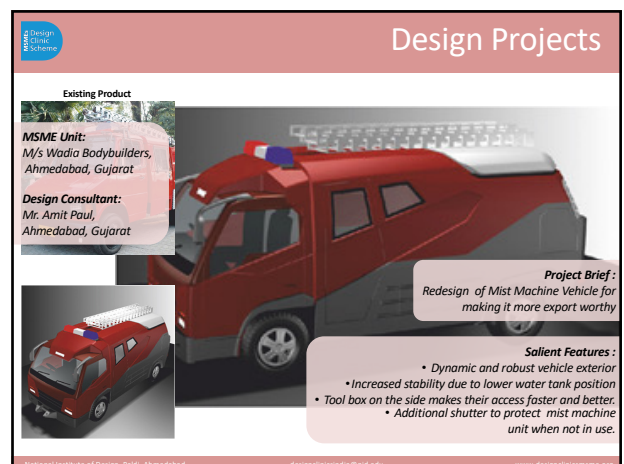
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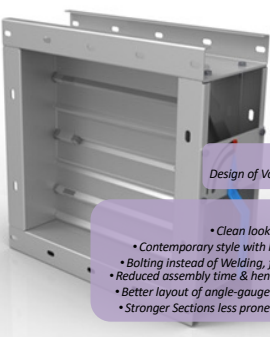
## Design Projects

**Existing Product**



**MSME Unit :**  
M/s Airpro Engineers Pvt. Ltd.

**Design Consultant:**  
DesignLife,  
Thane, Maharashtra



**Project Brief :**  
Design of Volume Control Damper

**Salient Features :**


- Clean looks and good aesthetics.
- Contemporary style with higher perceived value
- Bolting instead of Welding, for better productivity.
- Reduced assembly time & hence manufacturing cost
- Better layout of angle-gauge with coloured handle,
- Stronger Sections less prone to handling damages

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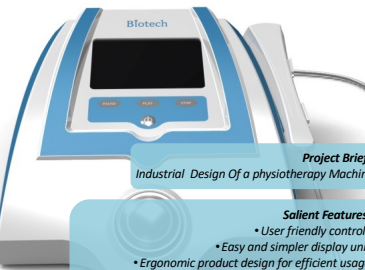
## Design Projects

**Existing Product**



**MSME Unit :**  
Biotech, Mumbai

**Design Firm :**  
Desmonia Design,  
Mumbai



**Project Brief :**  
Industrial Design Of a physiotherapy Machine

**Salient Features :**


- User friendly controls.
- Easy and simpler display unit.
- Ergonomic product design for efficient usage.
- Attractive colour scheme for distinctive appearance.
- New aesthetic to capture higher market share.
- Creation of new identity for Indian and Foreign market

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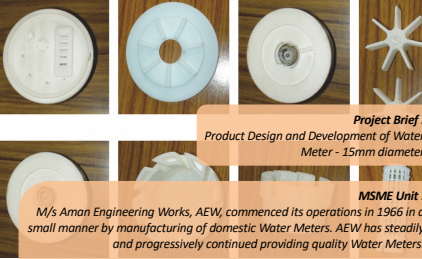
## Design Projects

**Existing Product**



**MSME Unit :**  
M/s Aman Engineering Works, Jalandhar

**Design Firm :**  
Central Tool Room,  
Ludhiana



**Project Brief :**  
Product Design and Development of Water Meter - 15mm diameter

**MSME Unit :**  
M/s Aman Engineering Works, AEW, commenced its operations in 1966 in a small manner by manufacturing of domestic Water Meters. AEW has steadily and progressively continued providing quality Water Meters.

**Salient features**

- less pressure losses ,high performance
- less friction losses with new technology and modular design
- Increased productivity and accuracy operation
- Corrosion resistant
- Environment friendly design

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## Design Projects

**Existing Product**



**MSME Unit :**  
Tiara Furniture Systems, Santej, Kalol, Gujarat

**Design Firm :**  
Platypus Designs Pvt. Ltd., Ahmedabad



**Project Brief :**  
Design of Drawing Room and Dining room furniture for mass production

**Salient features**

- New range of products to stream line furniture range
- Use of engineered wood
- Mass production techniques and joineries
- To compete with imported furniture.

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## Design Projects

**Existing Product**

**MSME Unit:**  
Vishesh Electro System,  
Ludhiana

**Design Firm :**  
Narinder Singh Gora,  
Ludhiana





**Project Brief :**  
Design of Transfer Fusing Press for Garment Printing

**Salient Features :**

- User friendly design of machine
- Compact in shape occupying less space
- Less wear and tear of moving parts
- Better productivity and quality output.
- Standardized parts for ease of manufacturing.

National Institute of Design, Pondicherry


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## Design Projects

**Existing Product**

**MSME Unit:**  
Membrane Filters (I) Pvt. Ltd.  
PUNE

**Design Firm :**  
Lokus Design Pvt. Ltd,  
PUNE





**Project Title:**  
Design of a Membrane Based Domestic Water Purifier

**Salient Features:**

- Unique Aesthetics Language for Patented Membrane Technology
- Improved product architecture and features
- Improved usability and effectiveness
- Designed for Manufacturing and Assembly to reduce Capital Investment
- Least maintenance and service cost.

National Institute of Design, Pondicherry


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## Design Projects

**Existing Product**

**MSME Unit:**  
Shrikrishna Agro  
Equipment Pvt. Ltd.  
PUNE

**Design Firm :**  
Automotif, PUNE





**Project Title:**  
To design hydraulic power tools for rescue and safety Operations

**Salient Features:**

- Indigenous hydraulic design
- Ergonomic handle for ease of handling and operation
- Circular Thumb Knob design
- Spill proof design
- Ease of operation and safety
- Materials and processes improvement
- Extremely cost effective as compared to imported products
- New design meeting the need of Indian context

National Institute of Design, Pondicherry

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## Design Projects

**Existing Product**

**MSME Unit :**  
Bharat International,  
Ludiana

**Design Firm :**  
TAARAN INDUSTRIES,  
Ludiana





**Project Title:**  
Design of Cutting Edge for earth moving equipment

**Salient Features :**

- Offers combined benefits of a tooth system and a flat edge.
- Easy penetration and better ground sweeps to reduce need for back-blading.
- Flat wearing edges reduces early replacements.

National Institute of Design, Pondicherry

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## Student Design Projects

# 17

**Project Completed**

# 31

**Project In Progress**

Sr. No.	Status	Institute Supported	MSME Supported	Total Received
1	APPROVED	29	19	48
2	REJECTED	8	3	11
3	UNDER REVIEW	20	2	22
<b>Grand Total</b>		<b>57</b>	<b>24</b>	<b>81</b>

**Sr. NO. PARTICIPATING INSTITUTES**

- 1 ACHARYA INSTITUTE OF TECHNOLOGY
- 2 Cambridge Institute Of Technology
- 3 Central Tool Room and Training Centre, BBSR
- 4 ITM University, Gurgaon
- 5 National Institute of Design, Ahmedabad
- 6 Peoples' Education Society Institute of Technology (PESIT)
- 7 Vel tech Dr. RR & Dr. SR Technical University, Chennai
- 8 Vimal Jyothi Engineering College
- 9 M.S.Ramiah School of Advanced Studies, MSRSAS, Bangalore
- 10 Sri Sri School of Art, Design and Technology, Bangalore
- 11 P B College of Engineering, Chennai
- 12 Jayram College of Engineering & Technology, Trichy
- 13 Ms Ranaiah Institute of Technology, Bangalore
- 14 Ee, Perumal Manimekalai College of Engineering, Hosur
- 15 National Institute of Technology, Trichy
- 16 School of Planning and Architecture, New Delhi

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## Design Projects

**MSME Unit:**  
SEWA Trade Facilitation Centre, Ahmedabad

**Student Designer :**  
Ms. Swati Bharti

**Design Institute :**  
National Institute of Design Ahmedabad

**Project Guide :**  
Mr. Sanjay Guria  
(Faculty, Apparel Design and Merchandising)

**Project Brief :**  
Development of range of apparel and lifestyle accessories as part of it's summer collection

**Salient Features :**

- Reliving the traditional culture of the embroideries and its contemporary application
- Providing new range of products

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## Design Projects

**MSME Unit:**  
Epsilon Engineering Pvt. Ltd., Gandhinagar

**Student Designer :**  
Mr. Anand Karelia & Mr. Nitish Maurya

**Design Institute :**  
National Institute of Design Ahmedabad

**Project Guide :**  
Mr. Vipul Vinzuda  
(Faculty & Coordinator Transportation & Automobile Design)

**Project Brief :**  
Developing products from the metal scrap generated in the manufacturing process at the factory unit.

**Salient Features :**

- New design of kitchen chimney as per Indian customers need.
- New design of solar lamp for streets keeping in mind lighting, maintenance, service and safety.
- Utilize the scrap generated from the workshop.

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## Design Projects

**MSME Unit:**  
Creative Educational Aids Pvt. Ltd. Greater Noida, (U.P)

**Student Designer :**  
Ashish Kumar

**Design Institute :**  
National Institute of Design Ahmedabad

**Project Guide :**  
Gayatri Menon  
(Faculty & coordinator Toy & Game Design)

**Project Brief :**  
Design of Language Program / Kit for Pre-school children

**Project Brief :**  
Design of Language Program / Kit for Pre-school children

**Salient Features :**

- Improves learning ability of children.
- Help recognize, correlate letters, practice writing both forms of letters.
- Help in early reading skills
- Learn words that rhyme
- Learn words that are opposites

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## Design Projects

**MSME Unit:**  
Ochre Ceramics & Pottery, Hadgud, Dist. Anand

**Student Designer:**  
Miss. Diya Kalia

**Design Institute:**  
National Institute of Design Ahmedabad

**Project Guide:**  
Neelima Hasija  
(Faculty & Coordinator Ceramic and Glass Design)

**Project Brief:**  
Hand-Made Ceramic Jewellery Design.

**Salient Features:**

- New range of accessories keeping contemporary needs in mind.
- Range of jewellery for high end market
- Branding of design collection includes - tags, literature, packaging, and website or portfolio.
- Ceramic used as a unique ornamental material.

**Jada sticks**

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## Design Projects

**Institute:**  
National Institute of Design Ahmedabad

**Student Designer:**  
Mr. Parag Sarna

**Project Guide:**  
Gayatri Menon  
(Faculty & Coordinator Toy & Game Design)

**Project Brief:**  
To design toys/children's play accessories targeted to urban market for baktwang wooden craft clusters, mizoram.

**Salient Features:**

- New range of products in wooden toys segment.
- Empowering artisans with new direction and techniques.
- Simpler, time saving and cost effective manufacturing process.
- Produced with the existing skill levels and infrastructure.
- Contemporary style with hints of its traditional roots.

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## Design Projects

**MSME Unit:**  
Sangaru Design Objects Pvt. Ltd

**Student Designer:**  
Anuja D. Dhulekar

**Design Institute:**  
National Institute of Design Ahmedabad

**Project Guide:**  
Nilima Hansija  
(Faculty & Coordinator Ceramic and Glass Design)

**Project Brief:**  
Ceramics Product Design & Development

**Salient Features:**

- A range of utilitarian products in Ceramics /Terra-cotta/combination of appropriate materials,
- kitchen and dining product range derived as Cookware for Flame and Microwave cooking and Serve-ware for Storage / Dispenser
- Traditional and sustainable ways of preparing, preserving and serving food
- The porosity helps in cooking and also adds a unique flavour to the food, making the food healthier.
- Specially designed for slow cooking process.

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## Design Projects

**MSME Unit:**  
Eulex India Pvt. Ltd, Greater Noida, Uttar Pradesh

**Student Designer:**  
Vikas Gupta

**Design Institute:**  
National Institute of Design Ahmedabad

**Project Guide:**  
Gayatri Menon  
(Faculty & Coordinator Toy & Game Design)

**Project Brief:**  
Playful Child-furnishing Kit for age group 2-6 years

**Salient Features:**

- Soft toys used as a decorative elements
- Playful products more interactive for the children.
- Child friendly interactive product in child furnishing product

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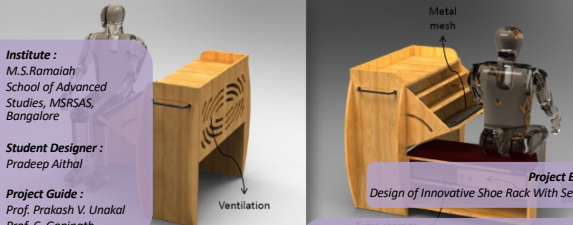
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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Pradeep Aithal

**Project Guide :**  
Prof. Prakash V. Unakal  
Prof. C. Gopinath



**Project Brief :**  
Design of Innovative Shoe Rack With Seating

**Salient Features :**

- Sophisticated, ready to assemble knock down system.
- Number of racks, shoe size, handling etc. taken care.
- Flip-down storage for shoes with adjustable racks, sliding door cabinet.
- Ample storage space, swivel seat with storage space.
- Built in leg rest, hanger for umbrella.
- Ambient air circulation.

**Options :**

- Extra storage
- Back panel
- Sliding Door
- Leg Rest

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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Mohamed Rafi S.

**Project Guide :**  
Mr. Divya Darshan  
Asst. Professor, DOD  
Mr. Supradip Das  
Asst. Professor, DOD



**Project Brief :**  
Design and Development of an Electric Bicycle for Indian Teenagers

**Salient Features :**

- Electrical bicycle design for teens.
- Better Controls, handle grip and comfortable Saddle.
- Attractive, Stylish, Eye catching
- Durable, Strong and standardized products
- Reduced weight 40 kg as compared to 50Kg in other models.
- Speed 20 – 30 Km/hr with distance up to 20 – 25 Kms in single charge.

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## Design Projects

**MSME Unit:**  
Pegasus International,  
Mumbai

**Student Designer :**  
Ms. Ketki Paritosh  
Deshpande

**Design Institute :**  
National Institute of Design  
Ahmedabad

**Project Guide :**  
Gayatri Menon  
(Faculty & Coordinator Toy  
& Game Design)



**Project Brief :**  
To develop educational aids to sharpen the child's logical and reasoning abilities for the age-group 5 and above through basic puzzles, board games, storytelling, painting, etc.

**Salient Features :**

- Games designed to induce the child to think beyond.
- Plastic components molded from existing dies.
- Compliance with domestic and international safety and quality standards.

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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Shiju Andrews

**Project Guide :**  
Supradip Das



**Project Brief :**  
Design of a Universal Device for Currency Recharging of Cell Phones for Retailers in India

**Salient Features :**

- Touch screen interface
- Multi tab facility transactions from a single device.
- Printer generated recharge coupons, recharge summary & receipts.
- Wireless receiver operated through inbuilt modems to connect to service providers.
- Large capacity Lithium ion battery Device for longer time with battery.
- Eliminate recharge scratch cards

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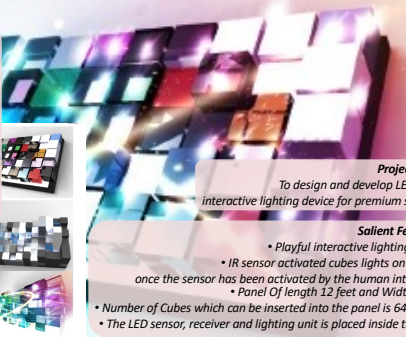


## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Vignesh Ravichandran

**Project Guide :**  
M. N. Sudhindra Kumar  
(Prof.) : Manas Ranjan  
Mishra (Asst. Prof.)



**Project Brief :**  
To design and develop LED based interactive lighting device for premium segment

**Salient Features :**

- Playful interactive lighting system
- IR sensor activated cubes lights on its own, once the sensor has been activated by the human interaction
- Panel Of length 12 feet and Width 6 feet.
- Number of Cubes which can be inserted into the panel is 648 cubes.
- The LED sensor, receiver and lighting unit is placed inside the cube.

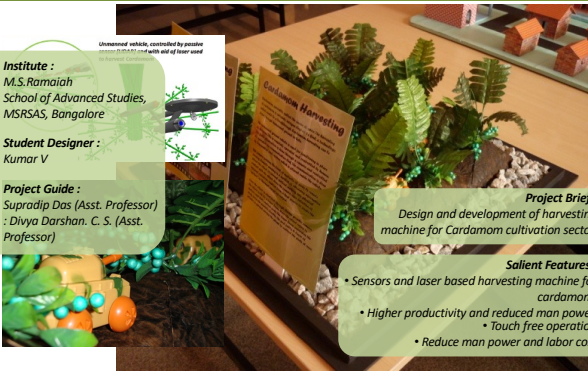
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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Kumar V

**Project Guide :**  
Supradip Das (Asst. Professor)  
: Divya Darshan. C. S. (Asst. Professor)



**Project Brief :**  
Design and development of harvesting machine for Cardamom cultivation sector.

**Salient Features :**

- Sensors and laser based harvesting machine for cardamom.
- Higher productivity and reduced man power.
- Touch free operation
- Reduce man power and labor cost

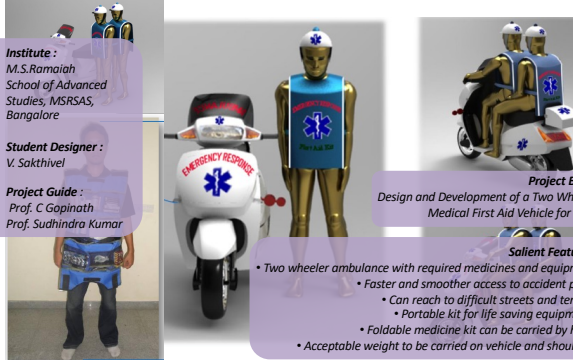
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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
V. Sakthivel

**Project Guide :**  
Prof. C Gopinath  
Prof. Sudhindra Kumar



**Project Brief :**  
Design and Development of a Two Wheeler Medical First Aid Vehicle for India

**Salient Features :**

- Two wheeler ambulance with required medicines and equipment.
- Faster and smoother access to accident place.
- Can reach to difficult streets and terrains
- Portable kit for life saving equipments.
- Foldable medicine kit can be carried by hand.
- Acceptable weight to be carried on vehicle and shoulders.


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## Design Projects

**Institute :**  
M.S.Ramaiah  
School of Advanced  
Studies, MSRSAS,  
Bangalore

**Student Designer :**  
Renugopal K

**Project Guide :**  
Mr. C.S. Divyadarshan,  
(Asst. Professor, DOD)  
Mr. Supradip Das,  
(Asst. Professor, DOD)



**Project Brief :**  
Design of Newspaper Vending Machine for Public Spaces

**Salient Features :**

- Ergonomic design for vending of newspaper.
- No human intervention needed for dispensing.
- Ability to handle more traffic during peak hours.
- Can serve range of news papers.
- Occupies less space compared to a stall.
- Safe and secured device to install at remote places.

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# design to improve...

## ...manufacturing competitiveness

- ❖ Product Aesthetics, product functionality
- ❖ Usability issues, new features
- ❖ Optimize components, manufacturing process
- ❖ Standardization of parts and components
- ❖ Ease of assembly, maintenance, service
- ❖ Workstation and Tooling design
- ❖ Reduce material, weight, product volume, product floor space (foot print area)
- ❖ Reduce rejections, wastages in material, process, resources and the drudgery in labor
- ❖ Ergonomics and Environment factors
- ❖ Training and skill up-gradation, if any
- ❖ Technology modernization and collaboration

- ❖ Packaging, logistics and storage related design opportunities
- ❖ Exhibition/Display design opportunities
- ❖ Visual Identity and branding
- ❖ Infrastructure and capability
- ❖ Inter cluster communication
- ❖ To add value and increase their ompetitiveness
- ❖ Create a visible impact and effectively develop the capabilities of the MSME
- ❖ Increase the market share and profitability
- ❖ Research and development directions for future initiatives
- ❖ Holistic Understanding of Design Status

*... optimized production, improved product quality*

*... integrating user needs and expectations*

*... converting constraints into unique opportunities*


*... help MSMEs move-up the value chain*

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Thank You

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