

Design Clinic for Design Expertise to MSMEs

Government of India, Ministry of Micro, Small and Medium Enterprises

Scheme Summary/key features:

Objectives of the scheme Design Clinic Scheme for Design Expertise to MSME manufacturing sector.

To create a sustainable design eco system for the MSME sector through continuous learning and skill development

Bring the industrial design fraternity closer to the MSME Sector

Develop an institutional base for the industry's design requirement;

Increase the awareness of the value of design and establish design learning in the MSME

Increase the competitiveness of local products and services through design.

•Eligibility:

All MSMEs with EM registration

<https://msme.gov.in>

• **Amount of Percentage of Subsidy**

Design Workshop

Total time allocated for each workshop is 3 – 5 days.

One day will be spent in visiting Cluster & understanding issues concerned with cluster. Thereafter there will be training on design clinic solution delivered by an expert or a group of experts in an interactive manner. (GOI contribution Rs. 3.75 lakh per programme). ii. Design Projects – Professional Design Projects & Students Design Projects.

Professional Design: To facilitate MSMEs to develop new Design strategies and or design related products and services through project interventions and consultancy. (GoI contribution @ 75% for micro, 60% for SMEs for the project range Rs. 15 lakh to Rs. 40 lakh.)

Students Design Projects:

Students in the final year under UG/PG programmes from institutions recognized by design clinic centre are eligible under this activity for the project work done for

MSME
BHARAT MANCH