

No. 17(2)/CLCS-TUS/Design-PMAC  
Government of India  
Office of the Development Commissioner  
(Micro, Small & Medium Enterprises)  
Ministry of Micro, Small & Medium Enterprises  
(CLCS-TUS Division)

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Nirman Bhawan, New Delhi

Dated: 15.01.2021

**Subject:** Minutes of 3<sup>rd</sup> meeting of Project Monitoring and Advisory Committee (PMAC) for Implementation of Design Expertise to Manufacturing MSME sector under CLCS-TU Scheme.

The undersigned is directed to forward herewith the Minutes of 3<sup>rd</sup> PMAC meeting of Design Expertise to Manufacturing MSME Sector held on 15.12.2020 under the Chairmanship of AS&DC(MSME) for information and necessary action.

*Saini*  
15/1/21  
(Gaurav Saini)  
Asst. Director

**To:**

1. Sh. Ateesh Singh, Joint Secretary, AFI, Ministry of MSME Udyog Bhavan, New Delhi.
2. Sh. Vinamara Mishra, Director (Technical & Project), M/o MSME, Udyog Bhawan, New Delhi
3. Shri T.V. Prabhakar, Head, MSME Centre of Excellence, Indian Institute of Science, Old CES Building, First floor Malleshwaram, Bangalore-560012 (Karnataka)
4. Dean/ Director, Indian Institute of Technology ( Roorkee, Varanasi, Ropar, Indore)
5. Dean/ Director , National Institute of Technology (Silchar, Nagpur, Pudducherry, Arunachal Pradesh, Jaipur, Bhopal, Trichipalli, Agartala, Warangal)
6. Director National Institute of Design (NID), Paldi, Ahemdabad- 3800079 (Gujarat)

**Copy for Information :**

PS to AS&DC(MSME)

Govt. of India  
Ministry of MSME  
Office of Development Commissioner (MSME)

**Draft minutes of the 3<sup>rd</sup> PMAC meeting held through VC on 15.12.2020 at 3.00 pm for implementation of design expertise to manufacturing MSME sector under CLCS-TUS.**

The 3<sup>rd</sup> Project Monitoring Advisory Committee (PMAC) meeting which was held on 15th December, 2020 under the Chairmanship of Additional Secretary & Development Commissioner (AS&DC), MSME through Virtual Media with participation of IISc, IIT, NIT, NID officials, regarding design expertise to manufacturing MSME sector under CLCS-TUS.

A list of members who attended the meeting is enclosed at **Annexure – A.**

2. AS&DC (MSME) welcomed all the participants. In his opening remarks, emphasized that Implementing Agencies (IAs) should have long term association with the Ministry and they should create a mechanism for linkages with MSME sector. He has also advised that all IAs should interact with respective MSME-DI/Technology Centers/Industry Association/State Government for any kind of collaborative approach/scheme related work. Joint Secretary (AFI) has also briefed about the importance of the scheme and institutes MoU signed with Ministry will pave the way ahead for better implementation of the scheme. Director (VM) has elaborated the agenda points of the meeting to be discussed in the meeting agenda-wise.

**Agenda #1: Orientation Programme of newly appointed IAs by IISc, Bangalore.**

Dr. T V Prabhakar, IISc, Bangalore being as an IA since, 2013 and briefed the participants about the scheme modalities, process involved and other factors important in scheme implementation. The matching fund of MSME has to be taken before releasing grant. He has also suggested that process of scrutinizing the proposal of MSMEs should be transparent and should be assessed in an open manner. Lots of advice, gap analysis, assessment of MSME needs at the initial stage. Therefore, the proposal should not be rejected upfront just by looking into the financial aspects. All the IAs should make sure that there Project Appraisal Panel (PAP) to be constituted in the institute. The Project Assessment Panel (PAP) would comprise officials, professionals, industrialists, businessmen, designers, academics or other expert individuals. Its functions are to assess applications, make recommendations, and monitor approved applications. Further, IISc explained the reimbursement model for release of grant to MSMEs as below:

- Stage 1** - Strategy Stage - Detailed Gap Analysis of project covering novelty, uniqueness, innovation, duration of the project & Budget
- Stage 2** - Proof of Concept (PoC)
- Stage 3** - Detailed Design stage
- Stage 4** - Prototype demo to be verified by Experts
- Stage 5** - Closing the project

This reimbursement model has to be adopted by all the implementing Agencies (IA) while releasing the Grant to MSMEs. IAs has to make sure that the MSME has submitted its matching fund as per the approved project before the release of GoI grant to MSMEs.

In its concluding remarks, IISc suggested that we should aim for global competitiveness.



**Agenda #2: Approval of 9 design projects of IISc, Bangalore, approved in the Sub committee meeting held on 8.4.2020.**

Sl. No.	Project Code	Project description	Sector	Category	Financials (in Rs/- Lakhs)		PMAC recommendations
					Approved by PAP	(GOI)	
1.	96579628	Compact Embryo monitoring system for uninterrupted monitor of developing embryos in an incubator	Health care	small	23.00	13.80	Approved
2.	96579631	Design and development of On-Board Charger for Electric Vehicle	Electronic Systems Design	Micro	20.00	15.00	Approved
3.	96579636	Door Dog	Others (Last mile logistics)	Small	6.25	3.75	Approved
4.	96579637	Magnet free DC motors (SRM) for EV and other applications	Automobile	Micro	21.00	15.00	Approved
5.	96579638	Solar Powered High Endurance Aircraft for Remote Operations	Other (Aerospace or Aviation)	Micro	20.50	15.00	Approved
6.	96579641	Clean-tech systems for treating problematic wastewater from Pharmaceutical, Biotechnology and Textile industries	Nano Technology	Small	22.00	13.20	Approved
7.	96579643	Solar Pump controller with grid export ability	Electronic Systems Design	Micro	14.00	10.50	Approved
8.	99287906	Automated Storage and containers for perishable post harvest	Chemical	Student Project	1.53	1.14	Approved
9.	99287907 ( )	Othoptek – A novel device to treat Amblyopia using Magnocellular stimulation	Health Care	Student Project	1.80	1.35	Approved
<b>Projects: 09</b>					<b>130.08</b>	<b>88.74</b>	

**Agenda #3: Approval of fresh Design projects by IISc, Bangalore**

Project code	Idea	Sector	Unit type	Financials (in Rs/- Lakhs)	PMAC recommendation
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				Approved by PAP	GoI contribution	n
96579646	MIND-AI: Minefield Detection using Artificial Intelligence	Defence / Electronics	Small	20.00	12.00	Approved
96579647	All-in-one smart Aqua Robot.	AI / ML	Micro	15.00	11.25	Approved
96579649	Radiant Ultraviolet HLD System for Ultrasound probes	Health care	Micro	5.60	4.20	Approved
96579650	Real Athletic Index	Sports	Micro	20.00	15.00	Approved
96579652	Air Quality and Gas Monitoring IOT System	Electronics/ IoT	Micro	8.34	6.25	Approved
96579653	Stun Stick for Indian Army	Defence / Electronics	Micro	13.00	9.75	Approved
96579657	Cash Clean – Contactless Cash Exchanger and sanitizer for retail segments	Healthcare	Micro	15.14	11.35	differed
96579658	Motion Free Optical Tracking Technology for traditional Solar PV panel	Renewable Energy	Small	20.00	12.00	Approved
96579663	Intelligent smart footwear system for monitoring the progression of diabetic neuropathy and preventing foot ulcers.	Healthcare	Micro	15.00	11.25	Approved
<b>Total (9 proposals)</b>	<b>Total</b>			<b>172.08</b>	<b>93.05</b>	

IISc has submitted 2 Design projects of one MSME unit. The matter was discussed with EA(IFW) and it was informed to the committee that the GoI contribution should not exceed Rs.15.00 lakhs for both the projects and same was approved by the committee. Further IISc requested for the release of GoI funds in r/o projects approved in the 3<sup>rd</sup> PMAC. In this regard the committee advised that IISc should submit the Audited expenditure statement of accounts till 30.11.2020 along with status report of 16 projects approved in the sub committee meeting held on 23.12.2020.

#### **Agenda #4: Business Incubation under CLCS-TU Scheme**

**Approvals/Comments:** Deferred by the committee.



**Agenda #5: Role of New Implementing Agency (IA) i.e IITs/ NITs and status on action taken on Toy Clusters for supporting Toy Manufacturing MSMEs/ Clusters under Design scheme.**

The following information/suggestions are shared by IAs:

**IIT, Roorkee** informed that they have started preliminary work in Toy Clusters and gave suggestion for creating a Design Art park.

**IIT, Varanasi** - Instt. has also carried out the initial preparation work for design projects

**IIT Ropar**- Instt. has also carried out the initial preparation work for design projects

**IIT, Indore** – The Instt. has also carried out the initial preparation work for design projects and there is a need to organize webinars, online forms, promotional activities.

**NID** suggested that IAs should empanel Expert Designers/ Design firms and sectoral approach has to be adopted by IAs under the scheme.

**NIT, Warangal** – Instt. has also carried out the initial preparation work for design projects.

**VNIT, Nagpur** –The Instt. has informed the committee about the scope in toy Clusters of Tribal areas.

**NIT, Trichy** – Instt. has also carried out the initial preparation work for design projects

**NIT, Puducherry** – Instt. has also carried out the initial preparation work for design projects

**MNIT, Bhopal** – Instt. has also carried out the initial preparation work for design projects

**NIT, Silchar** – Instt. has also carried out the initial preparation work for design projects

**MNIT, Jaipur** – Instt. has also carried out the initial preparation work for design projects

**NIT Arunachal Pradesh** – Instt. has also carried out the initial preparation work for design projects

**NIT Agartala**- Instt. has also carried out the initial preparation work for design projects

AS& DC (MSME) opined that all IAs should interact with MSMEs to understand their problem and provide a cost effective solution to make them sustainable in the market and wider publicity of the scheme should be made through Electronic media, newspapers and other platforms. Further, it was also decided that all the IAs will submit their proposal by mid of January 2021.

**Agenda #6: Allocation of Design Awareness Webinars to newly appointed IAs.**

**Approvals/Comments:** Chairman has elaborated that this office has already allocated funds to MSME-DIs for organizing webinars for all 6 components of CLCS-TUS. IAs may approach to their respective MSME-DI for organizing webinars with collaborative approach as funds have already been allocated to MSME DIs.

**Agenda #7: Logo designing showing for vocal for local which may be depicted on MSME product during the 75<sup>th</sup> years of Independence Day commemoration**

**Approvals/Comments:** The proposal for Logo designing showing for vocal for local. In this regard, Chairman/AS&DC (MSME) has directed that all IAs should contribute their expertise for

developing logo and it should be shared to IISc & NID for further finalization within a period of 2 weeks time.

**Agenda #8: Invitation to partner with Gujarat student startup and innovation hub (i-Hub), an initiative of Education department, Government of Gujarat for Ahmedabad Toy Design Week from 3<sup>rd</sup> – 7<sup>th</sup> February, 2021.**

**Approvals/Comments:** The Gujarat Government is organizing the above programme in which Ministry of MSME has been requested to participate in panel discussion, expert talks/toy design competition, demo of toy technology by involving industry experts, eminent academicians and start-ups. In this regard, Chairman has directed that all IAs may send their consent for participation as much as possible with a intimation to this office.

**3. Concluding remark by AS&DC (MSME):**

1. AS& DC (MSME) suggested that all IAs should submit their proposal by 15<sup>th</sup> January 2021 for seeking financial support under the scheme All Implementing Agencies (IISc, IIT, NIT) will prepare their action plan in association with respective MSME-DI/TC, who will help them in identifying MSMEs in their jurisdiction and assist them for further interventions. The list of MSME DIs/TCs mapped with IAs has also been shared to all for starting consultation/discussion with them. This may be done on priority basis.
2. E-Book recently published by this Ministry shall be shared to all IAs.

Meeting ended with thanks to the chair.

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15.1.21