

Design Clinics Scheme for MSMEs

The programme:-

Design Clinic is a tested strategic model of design intervention, where a solution to an existing design problem is diagnosed and remedial steps suggested by a multi-disciplinary team of design experts. In this scheme, the value additions to an idea or a concept are imparted through interaction at a lesser cost to a specific industry/sector. It applies to a sector that requires intervention, like manufacturing etc, as the existing conventional models of design consultancy and training are not viable. These models bring design exposure to the door-step of industry clusters for design improvement, evaluation, analysis and adopting even long-term consultancy/design related intervention.

Objectives:-

The main objective of the Design Clinic is to bring the MSME sector and design expertise into a common platform, to provide expert advice and solutions on real time design problems, resulting in continuous improvement and value addition for existing products. It also aims at value added cost effective solutions. These Design Clinics in clusters of the country are to usher in a continuous competitive advantage to the MSMEs.

Activities:-

The broad activities planned under the scheme include creation of Design Clinics Head Quarter along with regional centres for intervention on the design needs of the MSME Sector. Further these centres will have linkages with engineering, management, design institutes of the country.

Present status:-

The scheme will be implemented in a Public Private Partnership (PPP) Mode. The scheme is under the stage of approval.
