

PRESS NOTE

After several deliberations on the way forward for implementing the Upscaled / Revised Design Clinic Scheme the MOU for the implementation of the scheme was signed between the Office of DCMSME, Ministry of MSME, Government of India and National Institute of Design, Ahmedabad on 8th August'2016 in the presence of Shri S N Tripathi, IAS Addl. Secretary and Development Commissioner, Ministry of MSME, Government of India. The Office of DC MSME, was represented by Shri Piyush Shrivastav, IES ADC, O/o DCMSME, and the National Institute of Design was represented by Shri Pradyumna Vyas, Director NID, Ahmedabad.



The objective of Design Clinic scheme is to enhance industry understanding and application of design and innovation and to integrate design as a value adding activity into the mainstream business and manufacturing processes of MSMEs. The goal is to help MSME manufacturing industries to move up the value chain by switching the production mode from original equipment manufacturing to original design manufacturing and hence original brand manufacturing. The general approach is to bring Indian manufacturing sector and design expertise on to a common platform and to provide expert advice and cost effective solutions on real time design problems, resulting in new product development or continuous improvement and value addition in existing products.

The scheme was initially launched on 15th February, 2010 in 11th Five Year Plan. The scheme has been up-scaled considering the recommendations of the evaluation report conducted by National Institute for Entrepreneurship and Small Business Development (NIESBUD). The evaluation report on implementation of Design Clinic Scheme has recommended for continuation of the scheme during 12th Plan period.

The total up scaled scheme budget will now be Rs. 149.00 crore, out of which Rs. 110.64 crore will be GoI assistance and the balance amount will be contributed by the beneficiary MSMEs.

Design Clinic scheme would be implemented across the country through National Institute of Design (NID), Ahmedabad acting as the Principal Implementing Agency responsible for delivering the scheme in coordination with MSME DI offices of the O/o DCMSME.