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'Entrepreneurial Empowerment through Design' - a compilation of 21 case studies launched in a book form

Bilkul News, Ahmedabad, May 24: Design Clinic Scheme for MSMEs (DCS-MSMEs) published its first publication, 'Entrepreneurial Empowerment through Design' - a compilation of 21 case studies of design projects under Design Clinic Scheme for MSMEs, was launched in the capital, at the India Habitat Centre on 20th May 2014.



The DCS-MSMEs is a GOI initiative which is unique and ambitious design intervention scheme proposes to benefit MSME industries by providing financial benefit and expert Design solutions to real time Design problems; by innovating new products and adding value to existing products. More information on website: www.designclinicsmsme.org

The launch event was well attended by the members from CII, FICCI, FISME, PHDCCI, FOUNDATION, MY ANCHOR, ACMA, NIESBUD, TAI, IIT, SPA, NIFT, ITM. Madhav Lal, Secretary, Ministry of MSMEs, Govt. of India and Amrendra Sinha, AS&DC, Ministry of MSMEs, Pradyumna Vyas, Director -NID and Shashank Mehta, Project Head, Design Clinic Scheme, NID Ahmedabad graced this occasion.

On the occasion, Madhav Lal (I.A.S, Secretary Ministry of Micro, Small and Medium Enterprises Government of India) said, *"In the Design Clinic Scheme, the role of the central government in an area that really does not belong to its portfolio, emerged out of the budget that we have created to fund market failures. This is part of the National Manufacturing Competitiveness Programme (NMCP). One of the critical functions is to look at design manufacturing and understand how manufacturing takes place and also study the trends. Till recently design was dictated by OEMs."*

He asserted there was a requirement of design improvement on a daily basis and urged entrepreneurs to look at final products in the living environment and ask - is this the best possible design? Can it be improved - there is a whole range of day to day items - ranging from the cleaning broom and 'Pocha' to implements used by construction companies etc. At a base line he urged that we first understand what are these things that are being looked at. He continued, *"We have been talking about tool rooms, I hope the designers have understood MSME and recognised that it is getting more robust. We should not be walking within side doors but breaking side doors..."*

Amarendra Sinha (I.A.S, Additional Secretary & Development Commissioner Ministry of Micro, Small and Medium Enterprises Government of India) asserted, *"The Design Clinic Scheme has witnessed the emergence of the Design Entrepreneur. Several years ago, design began with fashion but has extended to well beyond, where the young are willing to take risks. Traditional handicrafts and industry where design intervention does not take place - will close down and skills will die."*

Amarendra Sinha gave the example of the Rajasthani 'Mojri', where the basic design remained the same, but replaced the smelly leather with silk and reduced the embroidery to make it more aesthetically appealing. He summarised the need to build a vertical that addresses handicrafts as also high engineering products and expressed that they scale up and fast.

Pradyumna Vyas (Director - NID) encapsulated, *"The MSME sector is a huge area, second largest after agriculture where the outcome through design intervention could be multi - value, offering aesthetics and ergonomics while streamlining the manufacturing process. I have just return from Ghana, where the authorities are so impressed with the outcomes of the*

Design Clinic Scheme, that they want us to carry the model to Africa as well."

Design Clinic Scheme for MSMEs will add to the success and productivity of the Indian industry by bridging the divide between the MSMEs and the design community, along with framing conscious and strategic action plans, supported by innovative and unique product deliverables.

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