

Design Clinic Scheme for MSME

Instruction for Professional Design Project proposal

- Fill up proposals as per the format provided in the document.
- Declaration by MSME unit/s and Design consultant/firm should be attached as soft copy along with the project proposal.
- It is important to provide all the relevant details at the time of submission of proposal. Proposals once assessed and rejected for noncompliance of DCS objectives would not be considered for further assessment.
- Design project proposal must be submitted online in editable DOC/Pdf formats to the mentioned details on website.

[PROJECT PROPOSAL FORMAT]

The following document contains the framework and the details to be covered while developing the project proposal. This document attempts to ensure all salient information is covered in the project proposed to facilitate smooth passage of the proposal at different stages of considerations/ approval.

A-Summary of Project Proposal

(Based on your detail project proposal please fill in the Performa as mentioned below)

1. Project Title:

2. Project brief:

3. Scope of Work:

4. Final Deliverables:

5. Applicant Information:

(a) MSME Unit Details:

Registered Name of Company	
Contact person Name and Designation	
Contact Details: Address: Tel No. : Mo. No. Email :	
Unit falls under	Micro <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/>
Registration status with DCS	Yes <input type="checkbox"/> No <input type="checkbox"/>

(b)Design Expert/s - Firm details:

Name of design firm / Consultant	
Contact Details: Address: Tel No. : Mo. No. Email :	
Registration status with DCS	Yes <input type="checkbox"/> No <input type="checkbox"/>

6. MSME Unit's Business Activity:

7. Project Schedule:

8. Total Duration :

9. Project cost breakups:

10. Total Cost

B-Detailed Project Proposal format

(In this Section of project proposal will be assessed by two/three independent eminent designers. Keeping the information confidential, please do not mention the name of DESIGN EXPERT/FIRM and MSME UNIT in the following areas)

Article I. Introduction

Section 1.01 About MSME Unit:

- i) A brief description of the background of the MSME unit.
- ii) Objective of taking up the assignment and marketing plan for the new project.

Section 1.02 About Design Consultant/ Studio:

- i) A brief description of the background of the Design Studio.
- ii) Experience and expertise related to the project.

Section 1.03 Context/ Project Detail:

- i) Title and description of the project
- ii) Its relevance and objective (Designer's perspective).
- iii) How the proposed design intervention will improve product quality/ productivity of the MSME unit.
- iv) Photograph of the existing product/ relevant photograph.

Article II. Project detail:

Section 2.01 Scope of work:

- i) Define design interventions
- ii) Specify target end user and market strategy in brief.
- iii) Expected quantum of production

Section 2.02 Design methodology:

- i) Phase wise process.
- ii) Phase wise deliverables/ milestone.

Section 2.03 Final Deliverables:

Section 2.04 Project timeline (phase wise) and total duration:

Section 2.05 Commercial Details:

- i) Total fee
- ii) Phase wise breakup

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE **
Designer's fee					
Travel and documentation*					
Prototype and modelling*					
Service taxes					
Total					

* Would be given as per actual, relevant document to be submitted

** Kindly increase the phase as per your requirement

Article III. Declaration

Section 3.01 Terms and conditions

- i) Terms and condition between the design studio and MSME with regards to details of deliverables, payments, IPR issues, approval of work etc.

Section 3.02 Declaration by MSME unit (On letter Head of MSME Unit)
(Note: May send Scanned copy or hard copy separately)

I declare that:

(i) We are going to take services from _____ Design firm /Consultant, for _____(Project title).

(ii) The company has not applied, obtained or will be obtaining any other tax/financial incentives for the proposed consultancy project.

(iii) The company is free from any litigation to the proposed project.

(iv)The facts stated in this application and the accompanying information are true and correct to the best of my knowledge and that I have not withheld/distorted any material facts; and

(v) The company falls under the definition of MSME as

- ☐ Micro enterprises
- ☐ Small enterprises
- ☐ Medium enterprises

and it is profitable for past three years.

(vi)The company has not been granted any financial support from Design Clinic Scheme before.

(vii) We are willing to pay 40% of the approved project cost as a matching fund.

SIGNATURE OF SOLE
STAMP
PROPRIETOR/PARTNER/COMPANY
DIRECTOR/MD/CEO*

COMPANY

NAME

Section 3.03 Declaration by Design Consultant/ Studio (On letter Head of Consultant/ Studio)

(Note: May send Scanned copy or hard copy separately)

I declare that:

(i) I /We wish to work on Design project
----- (Project title) for
----- MSME Unit as stated in proposal.

(ii) (For consultant who is an individual, including sole proprietorships) I am a third party consultant and I am not an employee of the applicant or any company affiliated to the applicant or any joint venture partner or agent of the applicant.

(iii) (For consultant which is a partnership/company) We are a consulting business that is unrelated to the applicant. None of our partners/ directors or shareholders or our consultants have any interest in or are in the employ of the applicant or any company affiliated to the applicant or any joint venture partner or principal or agent of the applicant.

(iv) The facts stated in this application and in the accompanying materials with regard to the proposed consultancy project are to the best of my knowledge, true, complete and accurate and no material facts have been withheld or distorted.

(v) I/We have not given any monies, rebates, discounts, refunds, liquidated damages or any other payment, whether in cash or in kind, to the applicant or its directors or shareholders or any other person related to the aforesaid persons, in connection with the proposed consultancy project, and there is no intention to give such monies, rebates, discounts, refunds, liquidated damages or payments.

(vi) The design development/ design intervention strategy proposed by us to the MSME does not infringe IPR rights of others.

SIGNATURE OF SOLE
STAMP
PROPRIETOR/PARTNER/COMPANY
DIRECTOR/MD/CEO*

COMPANY

NAME

DATE