

**GOVERNMENT OF INDIA  
MICRO, SMALL AND MEDIUM ENTERPRISES  
LOK SABHA**

UNSTARRED QUESTION NO:2930  
ANSWERED ON:18.08.2011  
DESIGN CLINIC SCHEME  
Siricilla Shri Rajaiah

**Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:**

- (a) the main objective of Centrally Sponsored Design Clinic Scheme
- (b) the funds earmarked released and utilized under the scheme State-wise
- (c) the employment opportunities generated under the scheme during each of the last three years
- (d) the additional employment opportunities likely to be generated under the scheme in next two years?

**Answer**

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VIRBHADRA SINGH)

- (a): The objective of Design Clinic Scheme is to enhance industry understanding and application of design and innovation, and to promote design as a value adding activity and integrate it into mainstream business and industrial processes of Micro Small and Medium Enterprises (MSMEs).
- (b): Funds earmarked: Total scheme budget is Rs.73.58 Cr out of this Govt. of India contribution is Rs.49.08 Crore. Rupees 5.70 Cr. fund has been released to Nodal Agency i.e., National Institute of Design, Ahmedabad during last two financial years (2009-10 and 2010-11). Scheme guidelines does not permit release funds to the States.
- (c): Scheme primarily involves enhancement in Marketing productivity and competitiveness through design, for the MSMEs. Hence, the employment generation is not envisaged through this scheme, and is only the indirect result due to enhanced competitiveness of the MSME availing the scheme.
- (d): Hence, does not arise.