

Design Scheme Under MSME Innovative Scheme

Details (Design Scheme Under MSME Innovative Scheme)

Launched by the Ministry of Micro, Small & Medium Enterprises ,Design scheme will help MSMEs to avail advice on all aspects of design. It helps MSMEs realize and achieve their design-related objectives. The Design scheme is divided in two major parts, viz., Design Projects and Design Awareness Programme. Design Awareness Programme: The objective is to create general awareness and sensitization about the value and power of design for businesses through seminars, talks, workshops etc.

Objectives (Design Scheme Under MSME Innovative Scheme)

- It helps MSMEs realize and achieve their design related objectives. Design Awareness Programme: The objective is to create general awareness and sensitization about the value and power of design for businesses through seminars, talks, workshops etc. The purpose of these activities is to sensitize MSMEs about the usage of design/innovation in various facets of their industry.

Important Features (Design Scheme Under MSME Innovative Scheme)

- Launched by the Ministry of Micro, Small & Medium Enterprises ,Design scheme will help MSMEs to avail advice on all aspects of design. It helps MSMEs realize and achieve their design related objectives. This specialist advice will be provided by experienced designers for new product development as well as enhancing existing product portfolio. The Design scheme is divided in two major parts, viz., Design Projects and Design Awareness Programme. Design Project: To facilitate MSMEs to develop new design strategies and or design related products through interventions and consultancy. Design Awareness Programme: The objective is to create general awareness and sensitization about the value and power of design for businesses through seminars, talks, workshops etc.

Benefits (Design Scheme Under MSME Innovative Scheme)

- Design Project: Financial assistance under this activity will be utilised for engagement of design consultants for design interventions and expenses pertaining to development of prototype/product. For the design projects approved for any MSME, 75% (Micro) and 60% (Small & Medium) of the total project cost will be contributed by Government of India, up to a maximum of ■ 40,000,00/ and the remaining project cost will be borne by MSMEs and deposited to the IA. The total project cost will be provided as a grant in 3 stages: Stage 1: Strategy & Concept 40% Stage 2: Detail Design 30% Stage 3: Successful Completion of the prototype/product and Final Report submission
- 30%. ■ Student Project: This component supports design work of bona fide students by providing financial assistance up to ■ 2,50,000/
- . For the student design projects approved for any MSME,75% of the total project cost will be contributed by Government of India, up to a maximum of ■ 2,50,000/ and the remaining project cost will be borne by MSME and deposited to the IA.

Eligibility (Design Scheme Under MSME Innovative Scheme)

- The beneficiary unit(s) must typically be a registered micro, small or medium enterprises.
- Should have a valid Udyog Aadhaar Memorandum (UAM) or Udyam Registration certificate.
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Application Process (Design Scheme Under MSME Innovative Scheme)

- Registration Process: Step 01: After opening the website <https://innovative.msme.gov.in/> , click on Design .
- Step 02: On the next window, click on Join Design Scheme.
- Step 03: Put the Udyam Registration Number along with the Registered Mobile Number .
- Step 04: Click on Validate .

Documents Required (Design Scheme Under MSME Innovative Scheme)

- Udyog Aadhaar Memorandum (UAM) or Udyam Registration (UR) certificate. UAM Registered mobile number. ■

Document generated on 2025-11-15.