

No. 17(2)/CLCS-TUS/Design-PMAC
Government of India
Office of the Development Commissioner
(Micro, Small & Medium Enterprises)
Ministry of Micro, Small & Medium Enterprises
(CLCS-TUS Division)

Nirman Bhawan, New Delhi
Dated: 14.9.2021

Subject: Minutes of 5th PMAC Meeting for approval of Toy Design projects under Design Expertise to Manufacturing MSME sector under CLCS-TU Scheme.

The undersigned is directed to forward herewith the Minutes of 5th PMAC meeting held on 25.8.2021 under the Chairmanship of AS&DC(MSME) for information and necessary action.

Further all IAs whose projects have been approved are requested to send the blank Pre receipt bill, undertaking, Bank Mandate form and Annexure D in triplicate (duly signed on the letter head of the respective IAs) for release of grant at the earliest . A sample copy of all these documents is enclosed for ready reference.

(Rakesh Kumar)

Joint Director (CLCS-TUS)

Rakesh KUMAR
संयुक्त निदेशक / Joint Director
भारत सरकार / Govt. of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small & Medium Enterprises
विकास आयुक्त (सू. ल. एवं म. उद्यम) का कार्यालय
(MSME)
निर्माण भवन, नई दिल्ली-110108 / Nirman Bhawan, New Delhi-110108

To:

1. Sh. Ateesh Singh, Joint Secretary, AFI, Ministry of MSME Udyog Bhavan, New Delhi.
2. Sh. Vinamara Mishra, Director (Technical & Project), M/o MSME, Udyog Bhawan, New Delhi
3. Shri T.V. Prabhakar, Head, MSME Centre of Excellence, Indian Institute of Science, Old CES Building, First floor Malleshwaram, Bangalore-560012 (Karnataka)
4. Dean/ Director, Indian Institute of Technology (Roorkee, Varanasi, Ropar, Indore, Bhubneshwar, Kanpur)
5. Dean/ Director , National Institute of Technology (Silchar, Nagpur, Pudducherry, Arunachal Pradesh, Jaipur, Bhopal, Trichipalli, Agartala, Warangal, Srinagar, Surathkal, Bhubneshwer, Surathkal, Calicut)

Copy for Information :

PS to AS&DC(MSME)

Minutes of the 5th PMAC meeting held through VC on 25.8.2021 for approval of Toy Design projects under design expertise to manufacturing MSME sector scheme under CLCS-TUS during the FY 2021-22.

The 5th Project Monitoring Advisory Committee (PMAC) meeting which was held on 25th, August 2021 under the Chairmanship of Additional Secretary & Development Commissioner (AS&DC), MSME through VC under Design expertise to manufacturing MSME sector – a component of CLCS-TUS.

A list of members who attended the meeting is enclosed at **Annexure – A**.

2. Director (T&P), MoMSME welcomed all the participants. In the beginning, Chairman (PMAC) reviewed the progress of Projects which were approved in the 4th meeting of the PMAC.

Agenda#1: Review of status of approved Design Projects in the previous PMAC meeting

All the respective Implementing Agencies (IAs) presented the brief status of their projects to the PMAC during the meeting.

Thereafter, all IAs were invited to present their projects respectively.

Agenda #2: Approval of different Toy Design Projects received from all IAs (IISc/ IITs/ NITs)

i. **IISc, Bangalore** – IISc presented their 3 proposals and the Committee approved 3 Projects as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
IISc, Bangalore	Micro	Wooden Birds with sound	11.00	Approved 8.25	-
	Micro	Talking fruits	8.00	Approved 6.00	Chairman directed to include some more additional information related to seasonal fruits such as how they are grown & other related information etc. which will be beneficial for the local Children
	Micro	Wooden Crackers	14.00	Approved 10.50	

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)

ii. **IIT, Kanpur** – Out of 6 Design Projects , the PMAC approved 5 Design projects and 1 Project was deferred as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
IIT, Kanpur	Micro	Innovative Bamboo sustainable alternative as replacement to plastic Pet Toys	18.00	Approved 10.00	PMAC directed that multiple different Toy prototypes may be developed under the Project. IA should ensure that this grant should not be used for production of Toys.
	Micro	Educational Toy	20.00	Approved 10.00	
	Micro	Electronic Toys	20.00	Deferred: More detailing on the Design Intervention required.	
	Micro	Making STEM Education Fun with Miniaturized Lab (Learning Toys)	30.00	Approved 15.00	
	Micro	Mind Bricks- Learning Toys & Kits	20.00	Approved 15.00	
	Micro	Culture box	20.00	Approved 10.00	

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project).

iii. **NIT, Srinagar** – 3 Projects were presented out of which PMAC approved 3 Projects as under:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
NIT, Srinagar	Micro	AI driven object identifying educational talking toy	4.00	Approved 3.00	-
	Student	Robotic Glove: 3D Printed Haptic-Feedback and Brain-Computer Interfaces (BCIs) enabled toy device for neuro-rehabilitation of children	2.10	Approved 1.50	Subject to engaging of a Neurologist from a reputed Medical college in the team.
	Student	Design and Fabrication of the Magnetically levitating skateboard	2.20	Approved 1.50	-

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)

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iv. **IIT, Indore** – IIT, Indore presented their 3 proposals and PMAC approved 3 Toy projects as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
IIT, Indore	Micro	Standard process development and reutilization of Leather scrap for manufacturing of advanced leather toys. (Stuffed/Leather Toys)	39.90	Approved 15.00	Subject to minimum 10 different Prototypes to be developed
	Micro	Building Block based Robotic Toy Platform	39.60	Approved 15.00	-
	Micro	A gamut of toys and collaborative board-game like interactive play setup corresponding to heroic and role models from the Indian Epics and Panchatantra	35.30	Approved 15.00	Subject to Prototype Product should be in local language

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)

v. **MNIT, Jaipur** – MNIT Jaipur presented their 3 proposals and PMAC approved 2 Toy projects & 1 Project was deferred as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
MNIT, Jaipur	Micro	Milestone (Educational Board Game)	16.00	Approved 12.00	Subject to Minimum 10 different prototypes to be developed in each project
	Micro	Robo-ATM	24.00	Approved 15.00	
	Micro	Toys, Model & Crafts Innovation project	31.00	Deferred: More details on cost break up of the project required.	

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)



vi. **NIT, Surathkal** – NIT, Surathkal presented their 4 proposals. PMAC approved the 4 projects subject to Clubbing of 1 & 2 projects and 3 & 4 project separately as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
NIT, Surathkal	Micro	Design of Toys to manifest local flora and fauna of the State of Karnataka & Design of Toys to engage people with	28.50 & 24.00	Approved 15.00	Subject to 10 different prototypes to be developed in different sizes & colours
	Micro	Design and development of process and process equipments for Use of Eco friendly Materials for toy making	12.00	Approved 9.00	-
	Micro	Design of suitable packaging to transport the toys using Eco Friendly Materials (upcycling of waste paper)	7.50	Approved 5.625	Subject to condition that guidance has to be taken from Indian Institute of Packaging (IIP), Mumbai and engage NIT, Srinagar in this project.

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)

vii. **NIT, Silchar** – NIT Silchar presented their 3 proposals and PMAC approved 2 Toy projects and 1 project was deferred as below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakh)	Remarks
NIT, Silchar	Micro	Cradle of Happiness	2.40	Approved 1.80	-
	Micro	TOOFUN Labs	5,77,950	Approved 4,33,463	Subject to 5 different Prototypes will developed under this project
	Micro	Rusticus Chaayapatram	8.00	Deferred: To be separately submitted in the upcoming PMAC as Design Project.	

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)



viii. NIT, Trichinapalli – NIT, Trichinapalli presented 2 Proposals in the PMAC out of which the Committee approved 1 Projects as mentioned below:

Name of the Institute	Category	Name of the Toy Project	Project cost recommended by PAP (Rs. in lakh)	PMAC decision GoI grant (Rs. in lakhs)	Remarks
NIT, Trichy	Micro	Multipurpose Educational Play Station	8.00	Not approved	
	Micro	Nodal Art Toys using Additive Manufacturing	14,37,500	Approved 10,78,125	Subject to 10 different Prototypes of different specification will developed under this project

(IA should ensure that MSME is willing to pay its MSME contribution fund in the respective project)

Note: All IAs should ensure to complete the project in the stipulated time period as per the implementation schedule indicated in the proposal. No permanent assets (except for the prototype) will be created from the GoI funding under Design scheme.

3. Following decisions were taken by Chairman (PMAC):

- i. All IAs should focus more on supporting Toy manufacturing MSME units, especially the traditional clusters, the details of which has already been submitted.
- ii. All the IAs, through their PAPs, should do more due-diligence and seek more details/clarifications from the MSME unit in terms of costs, proposed Design interventions & other project related queries etc. before forwarding the same to PMAC.
- iii. Each IAs will be allocated **one** Awareness Seminar in association with respective MSME- DI under the Design scheme to enable create more awareness among all the stakeholders.

Meeting ended with thanks to the chair.



List of Participants

Sl. No.	Name & Designation	Organization name
1	Sh. D. K. Singh, AS&DC (MSME)	Chairman O/o DC (MSME), MoMSME
2	Sh. Ateesh Singh, Joint Secretary	M/o MSME
3	Sh. Vinamra Mishra, Director (T&P)	M/o MSME
4	Sh. Rakesh Kumar, Joint .Director	O/o DC (MSME)
5	Dr. T.V. Prabhakar, Head	CoE, IISC Bangalore
6	Mr. Ankit Saxena	IIT, Kanpur
7	Dr. Swaminathan R	IIT, Indore
8	Dr. Mohd Zaheer Khan Yusufzai	IIT, BHU, Varanasi
9	Ms. Sudha V	NIT, Tiruchirappall
10	Dr.Rajeev Agrawal	MNIT, Jaipur
11	Dr. Saad Parvez	NIT,Srinagar
12	Sh. Sumit Bhommit	NIT, Silchar
13	Dr. K V Gangadharan	NITK, Surathkal
14	Shri Gaurav Saini, Asstt. Director	O/o DC (MSME)



On the Letter Head of Implementing Agency (IA)

Pre Receipt Bill

Received from Government of India, the office of Development Commissioner (MSME) , Ministry of MSME, Nirman Bhawan, New Delhi, a sum of Rs..... (Rupeesonly) vide sanctioned letter no..... dated..... being grant in aid to as Implementing Agency (IA) for implementation of “Design Expertise to Manufacturing MSME sector”

Paste 1 Revenue Ticket

(Name & Designation of the
authorized signatory for the IA)

|

On letter head

Date:.....

UNDERTAKING

We undertake that fund out of Rs..... as released by Govt of India, O/o Development commissioner –MSME (Micro Small &medium Enterprises), New Delhi, vide sanction order no..... Dated..... have been utilized as per the “Design Expertise to Manufacturing MSME Sector” scheme guideline and activities approved in 5th PMAC.

2. It is also Certified that (Name of IA), has not obtained or applied for grants for the same purpose or activities from any other Ministry or Department of Government of India or the State Government for the Toy Design Projects approved in the 5th PMAC meeting as mention in the sanction order no.....dated.....

(Name & Designation of the
Authorized signatory
for the IA)

On letter head

Certificate 'D'

Certified that we have no reason to believe that Grantee Implementing Agency (IA) i.e..... is involved in corrupt practices. The IA accepts and undertakes to abide by all the condition of the grantee released vide sanction order no.....

Dated..... from the O/o Development commissioner –MSME, (Ministry of Micro Small & Medium Enterprises), Govt. of India, New Delhi

(Name & Designation of the
authorized signatory
for the IA)