

WAVES

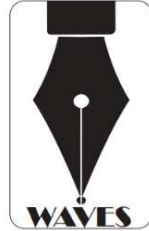
SHARING WHAT YOU NEED



Ministry of Commerce & Industry
Government of India
(An INI under FDDI Act 2017)



WAVES



Waves is a quarterly e-magazine of FDDI Kolkata, started with its first issue in January 2022. The students and staffs of FDDI Kolkata are the contributors to the magazine. This magazine has four major sections covering articles on various academic and industrial topics, creative corners, interaction with alumni, and insight into our academic and extracurricular activities.

EDITOR'S NOTE

The campus reopened during the month of July 2022, with excitement among the senior students who had either returned from industry internships or craft cluster projects. The senior batches appeared confident and professional in their approach and attitude. It was followed by the orientation program conducted by the renowned professionals invited to the Noida campus from 3rd August 2022 to 5th August 2022 for welcoming the fresh batch of students enrolled for the year 2022 through the online mode and the smart classes. Kolkata campus also organized a plantation drive and various other activities to commemorate the orientation program.

Then a week-long celebration of 'Azadi Ka Amrit Mahotsav' included a drawing competition with NGO, Kamakhya Balak Ashram, an Orphanage, and a rally on 'Azadi Ka Amrit Mahotsav Aur Hamare Sarokar' held on 8 August 2022 at FDDI, Kolkata campus by KVIC.

The institute conducted various activities such as industrial visits, displays, workshops, fashion shows, and many more to accelerate the academic endeavor in the student's life. Here are some of the glimpses of their achievements and experiences.....



Faculty Editor
Anita Ray
Senior Faculty – Grade 2 (FD)



Student Editor
Amalu B Cyriac
FD / Batch 21

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RAFT CLUSTER

As a part of the course curriculum, the fashion design, batch 2020 students traveled to various craft cluster areas and work with the artisans to learn the craft and complete the craft cluster project and documentation. They worked with the artisans cordially and gave them new ideas and design solutions. They made a collection of products/garments which will be evaluated at the end of the present semester. The students developed posters with a holistic approach to the craft cluster project.



FACULTY DEVELOPMENT PROGRAM



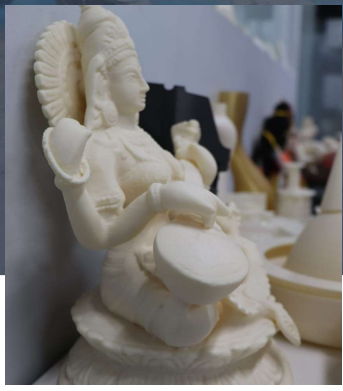
Group picture with the trainer Ms. Sonia Gupta, on the last day of the FDP program, 'Cowls and Twist'

FDDI Head Office organized 5 day faculty development program (FDP) for the faculty members during 9th to 13th July 2022 in the Noida campus. The program was attended by 26 faculty members across its 12 campuses.

Ms. Sonia Gupta imparted training and live demonstration on draping techniques, 'Cowls and Twist'. The topics covered during the training were – historical and traditional draping techniques across the world, basic bodice, basic skirts, corsets, etc... A training kit was handed to all the trainers for practicing. At the end of the training, the faculty members constructed and presented a garment based on the draping techniques learned during the training. The best 2 performers were awarded by the Jury members at the end of the presentation. Ms. Somya Srivastava, Jr. Faculty from Patna secured the 1st position, and Mr. Ranjeet Jha, Sr. Faculty from Kolkata secured the 2nd position.



Mr. Ranjeet Jha, Sr. Faculty from Kolkata awarded the 2nd position and receiving the cash prize



INDUSTRIAL VISIT

~ WEBEL-FUJISOFT-VARA ~

With an objective to provide practical exposure to its students, Footwear Design & Development Institute (FDDI), Kolkata organized an industrial visit to Webel-Fujisoft-Vara, Centre of Excellence: Industry 4.0, Newtown, Kolkata on 16th September 2022 under the guidance of the highly experienced faculties of FDDI, Kolkata. 54 students of the School of Footwear Design and Production (SFDP), batch 2021 & 2019 and the Foundation, batch 2022 of the Kolkata campus were taken for the industrial visit.

Webel-Fujisoft-Vara is an initiative of the Government of West Bengal, the Centre of Excellence in Industry 4.0 is being developed by Webel, Fujisoft Inc, and Vara Technology. The CoE brings together graduate students, professionals, start-ups, corporates, technology providers and government to radically transform skill development as well foster innovation.

As a triangulation of leading industry organizations, academia and technology, it provides:

- Create relevant skills for Industry 4.0
- Help transform organizations to meet the new challenges in today's rapidly changing world
- Connect MSMEs to a global partner network
- Work with start-ups to turn ideas into businesses



It is one of the first platforms in the Eastern part of India, which brings together the technologies that

define the Fourth Industrial Revolution.

Demand for skills in additive manufacturing is growing exponentially. The CoE has teamed up with the

world's leading 3D equipment manufacturing company, Stratasys.

The students visited the 3D printing manufacturing facility of the company comprising of state-of-the-art

machines, processes and professional environment.

Apart from getting hands-on technical knowledge, the industrial visit also gave an opportunity to the students to explore various materials as well.



INDUSTRIAL VISIT

~ JAYA SHREE TEXTILE MILLS ~

With an objective to provide practical exposure to its students, Footwear Design & Development

Institute (FDDI), Kolkata organized an industrial visit to Jaya Shree Textile Mills, Grasim Industries Ltd.,

Newtown, Kolkata on 20th September 2022 under the guidance of the highly experienced faculties of

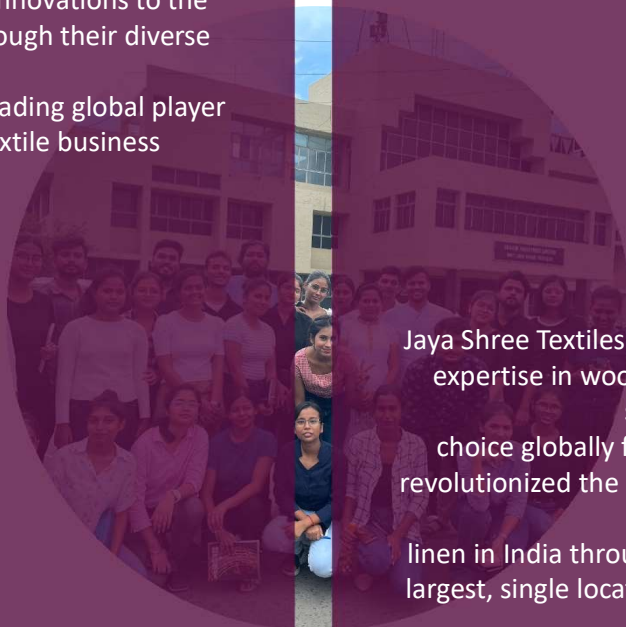
FDDI, Kolkata. 31 students of the School of Fashion Design (SFD), batch 2019 of the Kolkata campus

were taken for the industrial visit.

Jaya Shree Textiles, a part of the illustrious Aditya Birla Group, and established in 1949 have been

providing the latest textile innovations to the textile industry of India, through their diverse product

portfolio. Today, they are a leading global player in the linen and wool textile business



Jaya Shree Textiles is a Textile powerhouse with expertise in wool and linen. Jaya Shree is a supplier of choice globally for wool and linen and has revolutionized the Indian fashion landscape as a pioneer of linen in India through its brand Linen Club. The largest, single location manufacturing facility in India for

worsted yarn and wool tops

The students visited the linen manufacturing facility of the company comprising of state-of-the-art

machines, processes and professional environment. It is the largest integrated linen factory in India

with the latest spinning, weaving and finishing systems.

Apart from getting hands-on technical knowledge, the industrial visit also gave an opportunity to the students to explore various safety norms of the industry as well.

FACTORY VISIT

~ KOHINOOR RUBBER ~



With an objective to provide practical exposure to its students in Polymer Processing, Footwear Design& Development Institute (FDDI), School of Footwear Design & Production, Kolkata organized an industrial visit to Kohinoor Rubber Industry, Bhojerhat, Kolkata on 28th September 2022 under the guidance of the highly experienced faculties of FDDI, Kolkata. Students of the School of Footwear Design and Production (SFDP), batch 2021 & 2019 of the Kolkata campus were taken for the industrial visit. “Kohinoor Rubber” is a 60-year-old footwear giant manufacturing Hawaii Chappals, PVC& PU Footwear, and others, commanding unshaken trust in the industry. The Company has around 100 dealers and sub-dealers, major in east India and Bihar. The company has five state-of-the-art production units around Kolkata: Bhojerhat and Topsia.



Md. Rahman –Owner & Director heartily welcomed all students. With technical guidance, students visited all sections – Compounding formulation, Mixing, Calendaring, Vulcanizing, Strap press, Closing, PVC injection, Cutting, Fitting, Printing and Packaging section. It was part of their curriculum Polymer materials and processing. The director explained properly to the students about their company goals and various systems and cleared doubts.

Students got to know:

Different polymeric materials, Chemicals, and other ingredients required for rubber processing, The state of art pieces of machinery and manufacturing process, Various molding and injection process, The art of printing and packaging.

The factory visit benefited the students because a lot of information was given regarding synthetic materials & products, compounding, mixing, designing, production & marketing. It will enhance our skills in the professional field.



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AZADI KA AMRIT MAHOTSAV

AUR HAMARE SAROKAR

THE KHADI AND VILLAGE INDUSTRIES COMMISSION

organized a rally on “Azadi ka Amrit Mahotsav aur Hamare Sarokar” celebrating 75 years of India’s Independence in affiliation with Government of India On 8th August 2022, Monday at 3pm. “Azadi ka Amrit Mahotsav” is an initiative of Government of India to celebrate and commemorate 75 years of independence before the 75th Independence Day of India on 15th August 2021.

Dr. V. Sivakumar, State Director, Khadi & Village Industries Commission, Ministry of Micro, Small & Medium Enterprises, Government of India addressed the students and faculty members of FDDI Kolkata about the relevance of Khadi and village Industries, Objectives of the Commission, Implementation of Schemes and Programs, Sales of Khadi and Village Industry Products, and important terms related to it. He was accompanied by , Mr. Manas Basak and Mr. Narain Singh .



The interaction was followed by a rally within the campus where the students and all faculty members participated with great vigor and pride holding the national flag in their hands. The campus was decorated with banners and flags. The rally was taken out to make people aware of Har Ghar Tiranga, a nationwide campaign undertaken by the central government.



Subsequently, soft drinks and refreshments were distributed to beat the scorching heat and as a token of affection towards the national celebration. The day came to an end with great vigor and enthusiasm. It brought motivation and a fresh new perspective to the life of the students.

AZADI KA AMRIT MAHOTSAV

~ WITH KAMAKHYA BALAK ASHRAM AN ORPHANAGE ~



FDDI Kolkata celebrated the 75th anniversary of India's independence through Azadi ka Amrit Mahotsav with Kamakhya Balak Ashram, an Orphanage on 26th August 2022, Friday by organizing a drawing competition and prize distribution among the underprivileged and deprived children of the society. Mr. Madhab Bhattacharjee, the founder, and secretary of the ashram had envisioned a self-sustaining model for raising funds through the Primary Teachers Training College established within the premise of the Ashram which is unlike any other ashram in Eastern India. Besides, funds are also raised from a combination of donations and soft loans from supporters of Ashram and the rest from Bank loans. Mr. Arko Chakraborty coordinated the event on behalf of the ashram. As a part of its humanitarian service to society, FDDI Kolkata was proud to organize such an event which provided an opportunity for the orphaned children to showcase their talent under the nurture of skilled faculties of FDDI Kolkata and get encouraged for their proactive participation. The children with the age group of 6 to 16 years received drawing materials for the competitions and refreshments for the participation. Winners of the competition were awarded with drawings kits. All the children participated with true team spirit and the celebration of Azadi ka Amrit Mahotsav with Kamakhya Balak Ashram echoed philanthropic responsibility of FDDI Kolkata towards the society.

The day was celebrated with great vigor and enthusiasm. It brought merriment, new goals, and a fresh new perspective to the life.

MAHALAYA



Footwear Design & Development Institute (FDDI), Kolkata organized a special cultural program for celebrating the 'Mahalaya' on 23rd September 2022 at 3pm to 5pm. Mahalaya meaning 'great', 'alloy' (shelter) refers to the fatherland, where the heavenly ancestors reside and is the beginning of Debi Paksha, the 16-day lunar day period when Hindus pay homage to their ancestors in which the elders of the family pay tributes to their ancestors by performing Tarpan. And in the evening, Maa Durga comes to earth to bless her people. It is an invocation to Goddess Durga for the beginning of Durga Puja running into 10-days. The occasion has a special significance for Bengalis as they begin the Durga Puja celebration.



The students dressed in traditional 'athporey', white and red sari and 'kochano' dhoti organised special programmes such as:

- ❑ Dance drama - named 'Mahisasur Mardini', the ten-armed mother goddess and her victory over the evil buffalo demon Mahishasura
- ❑ Dhunuchi naach - The devotional dance performed to appease Goddess Durga by holding a dhunuchi, which contains the burning coconut husk with dhuno sprinkled on it
- ❑ Dhaki dance – the traditional dance by the drummers who play the dhak (drum) during the Durga puja in Bengal.
- ❑ Sanskrit shlokas recitation and music at the auditorium on this occasion.

The campus bustled with amusement and enthusiasm of advent of Durga puja and invokes festivity all over the campus.



ILAF

FDDI, Kolkata participated 25 th India Leather & Accessories Fair, 2022 (ILAF) at Biswa Bangla Mela Prangan (Milan Mela), Kolkata. The fair organized by Indian Trade Promotion Organization (ITPO), Govt. of India. The date commence from 14 th September to 16 th September, 2022.

FDDI, Kolkata displayed student's leather goods and Footwear products in the fair.

The stall decorated with Banner, Posters and Standees, pictures and other audio visual aids in the stall.

FDDI promoted the short term and Long term courses provided by FDDI, Kolkata. The students benefited from the event as they have seen the latest machineries and the work/products from top exporters of the region. It also helped to communicate the contribution FDDI has made towards the Industry.

Also ITPO invited to FDDI to organize a fashion show in the fair premises on 15 th September, 2022. FDDI students participated in the Fashion Show and done the ramp walk with their creative leather products and shoes. The students showcase their creations of the bags. The fashion show was very appreciated by the ITPO and the officials.



ALUMNI TALK

FDDI as a design school provided me with everything that a particular design school is supposed to provide, as modern designers were asked to make beautiful crafts, drawings, and specific arts which at the end of the day tend to be a product that works, but in the design industry as an entrepreneur, we have to design within a system. Most young designers don't know about the world, technology, and most importantly people, it becomes more complex when we add social-economical details of the ecosystem. I founded Zixie studio right after college, and started to work with people-centric design solutions, a design system that works with people not just for people, here we not only care about the end customers but also care about all the people who are involved in the process and making things simpler for them by solving as many problems and a simple vision of providing work of honest manner and make a good user experience through modern media. We have worked and solved problems with State Election Commission, Bihar, Tourism Department, Bihar, and many other good ventures and we are still looking forward to solving more.



Sourav Srivastava

Founder & Director Design,
ZSPL (Zixie Solutions Private
Limited)
Design Consultant, State Election
Commission, Bihar

ARTICLES

INTO THE MIND OF AN ARTIST

WHY DO THEY DO WHAT THEY DO?



People may wonder why some bizarre art pieces are sold for crazy amount in an art exhibition. There is a reason behind those artists who paint unconventional piece and the people who are ready to pay their total wealth over some basic geometric shapes drawn over a canvas.

The purpose of painting was redefined after the invention of a device called camera. Artists over the world struggled to confront with a work that a machine did in an efficient way.

This is a breaking point where the artists came up with impressionism, minimalism and modern art.

They started from line drawings to portray what eyes could see and touched realistic drawing. When that was felt boring, the obsession with hyper realistic and surrealism reached its zenith. That is the strange fantasy of some minds got an image.

Gospel images and myths got some structure and form. The artists whose work was sold for millions didn't have an easy life. You may feel, "I could have done this better" while looking at a painting after seeing it with jaws dropped upon hearing its price. The price is not really paid for that one simple painting. They have been rewarded with the huge sum of money for their whole artistic journey in which the amount of time they spent on mastering the rules was to just break them. Those rewards were for their struggling days when they still continued to simplify what human eyes can't see but just feel.

Sivadarshika / LGAD 2020



Each brain thinks in a different way. You may not like the dish that I love to eat every single day without getting bored. Likewise, one can connect and communicate with a painting and others can't. One can pay their fortune to buy a canvas and others simply can't.

It is like you are paying for iPhone over a smartphone made by Sony for iPhone's camera quality knowing that the sensors for both the camera came from Sony. It's a brand name and the status for which people are willing to pay such a huge amount.

When people can't afford it, they say "people are paying for it because it is a status symbol". When a person can afford it, the huge price tag is for the quality and the expensive materials used.

Unconventional paintings are a part of the owner's luxurious assets. It gets people talk about the person who owns the canvas after paying the bloody billion amount.

But for an artist, it's the simplest form of his hard journey on his canvas.

I hear some people come and ask what do the artist wants to convey by drawing this?

What can you understand from this? What does this painting really means?

My question is, what is meant by understanding?

For example, if you see some lines that resemble a chair you conclude it as chair, right? Does this mean you have understood that painting! If we go by this theory, resemblance means understanding. Am I right?

Nope....

You can only feel a good painting. You may utterly hate it or you may fall in love with it. You may never really understand it.

Just try to realize the fun fact that we are not capable of understanding a simple painting but we have an urge to understand people.

Is there any necessity to understand a painting? Why can't we just close our eyes and start see everything within our minds where everything and everyone around us will look beautiful in that way?

Does everything need to be explained?
Do everything own an explanation to itself?

Not really!

This is a collection of some thoughts, facts and some questions which came up from a quite good sailing of mine after immersing in this artistic journey sincerely for about nine months.

I have just started to crawl.

The learning will be continued and the fact that enjoying is more important than analysing became my first successful attempt in the process of flying as an artist without attached to any string.



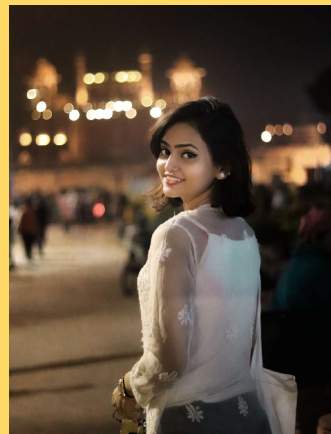
Sivadarshika / LGAD 2020

ARTICLES

SOULLESS KASHMIR

Today, we gather together to mourn the loss,
Of the cities that once never slept,
Of the people who used to wake up
We gather to confront this devilry that existed but never openly,
But if I'm being honest,
I neither have the courage nor the intrepidity to stand still,
to grieve
And how can I? When all I can see are the bodies without souls
eyes that no longer beam,
marbled faces that've forgotten names
They say that the grief is an awful intruder
It comes and stays,
making you feel like those autumn leaves of chinar,
crused under someone's feet
Broken and in irretrievable
So can I call this call broken now!?
Because here, grief is not an intruder anymore, it has stayed for a long
time now,
Long enough for the people to remember its name but forget theirs
Dissolved into every nook and corner,
An absolute stillness has descended,
And all that is heard is the silence that is reached when venturing deep
enough into the obscurity of cold nights
Maybe I've forgotten how to mourn for these cities deep in slumber or
its soulless people,
For I'm finding ways to grieve for this world...

To kashmir and kashmiri pandits who lost there people and home in one
night we mourn together for your loss.



Arisha Kausar / FD 2022

ARTICLES

BREAKING THE STEREOTYPE IN FASHION

Fashion is something that has evolved over time and thus it had developed some stereotypes. Before starting a discussion, a question that arises here is what does breaking the stereotype state.

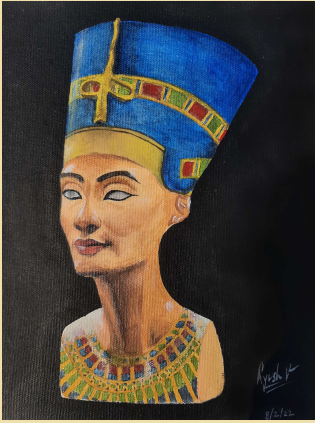
A stereotype

is a set of ideas that people have about something which is generally wrong. Hence, like all other things, fashion too has plenty of them. But there are some instances recorded in history that have broken these stereotypes. If we talk about gender stereotypes our society has made up its minds about what a person should wear based on their gender. We've all heard phrases like 'pinks for girls and blues for boys' which set our minds and limits it but fashion is all about thinking out of the box. In recent times popular pop star Harry Styles appeared on the Vogue cover wearing a lacy dress with a tuxedo jacket saying "I want to make my own damn fashion rules smashing the stereotype". Other than gender, beauty also has been a major criterion in fashion stereotypes. For ages, we've seen unattainable beauty benchmarks. Fashion models being extra skinny and having sharp jawlines made us believe that beauty only lies within these measures. These norms not only kill the confidence of the people who are facing issues like obesity but also forces society to follow toxic chemicals and diets to achieve the standards. Plus-size models like Ashley Graham and Candice Huffine are renowned for their immense elegance appearing in worldwide events like met galas and vogue shoots. I'd like to sum up

this article with a quote which says "fashion is a form of self-expression, the clothes you choose will reveal what you are irrespective of gender, race and colour".



Ameen Fatma / FD 2020



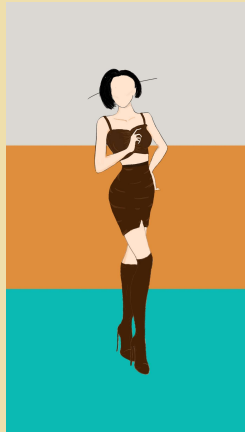
Ayush Kumar
FD - 2020



Chinmayi Sasidharan
FD- 2022



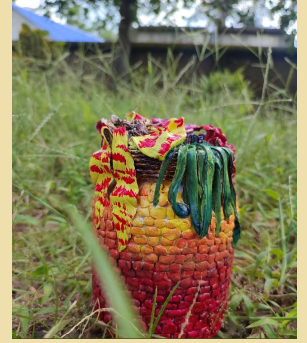
Supriya Dutta
FDP - 2019



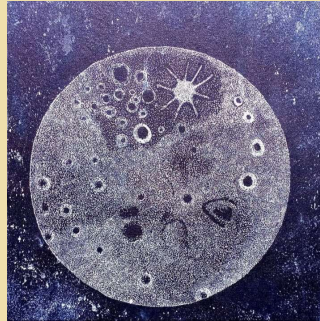
Aditi Krishna
FD - 2022



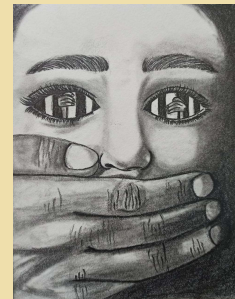
Paanchale Guha
FD -2022



Ritwisa Pramanik
FDP - 2022



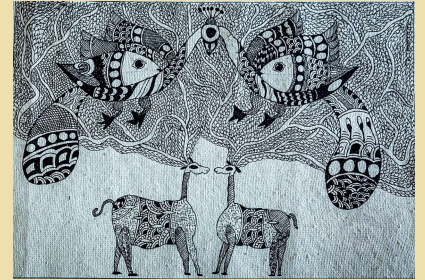
Soumya Swini
FD - 2021



Harshita Harsh
FDP - 2022

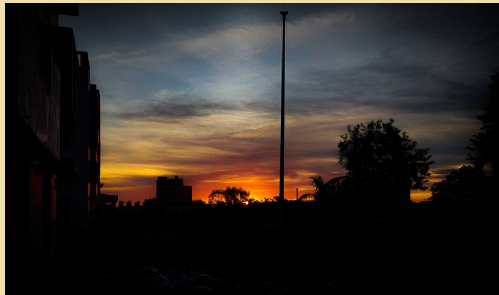


Shivangi Srivastava
FD- 2020



B Deepika
FD - 2021

Saurav Kumar Gupta
FD - 2020



Saurav Kumar Gupta
FD - 2020



Anshika Lath
LGAD - 2020



Soumya Swini
FD - 2021



HEARTFELT CONDOLENCE

SONI KUMARI

FD 2019, FDDI Kolkata

BIRTH: 21st October 1998

DEATH: 23rd August 2022

We are deeply grieved to know about the sudden, premature, and untimely demise of Ms. Soni Kumari, a student in the Fashion Design department, 2019 batch of FDDI Kolkata. She was a sincere, meritorious, and a genial person. Unfortunately, she lost her battle to dengue disease.

We extend our heartfelt condolence to her bereaved family and friends. May her departed soul rest in eternal peace in heaven!

She will always remain in our hearts and memories.

FDDI KOLKATA

