

# NEWSLETTER

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05<sup>th</sup> May 2023



## FDDI participates in LAFCAN – 2023

Footwear Design & Development Institute (FDDI) participated in 'Leather Accessories Footwear Conclave & Awards of North India' (LAFCAN-2023) "Vision 2030 - Strategies to Stimulate Growth in Leather and Footwear Sector of India", which was organized by the Council for Leather Exports (CLE) on 26<sup>th</sup> April, 2023 at ITC Maurya, New Delhi.

On this occasion, Mr. Sanjay Leekha, Chairman, CLE, Mr. R. Selvam, Executive Director, CLE, Mr. Santosh Sarangi, Director General, DGFT, Govt. of India, Mr. Rajeev Singh Thakur, Additional Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Govt. of India, Mr. Motilal Sethi, Northern Regional Chairman, CLE, Mr. Arun Kumar Sinha, Managing Director (MD), FDDI, Mr. Pankaj Kumar Sinha, Secretary-FDDI, Mr. Sunil Sethi, Chairman, Fashion Design Council of India, Senior Govt. officials from Ministry, Buying Groups, Industry Experts were present.

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Mr. Arun Kumar Sinha, IAS, MD, FDDI being felicitated during LAFCAN - 2023



Mr. Arun Kumar Sinha, IAS, MD, FDDI sharing his views

The conclave took off with the lightening of the inaugural lamp by the dignitaries.

The conclave, a significant networking platform was organized to motivate and guide MSME exporters of CLE to achieve the ambitious target of USD 47 bn by 2030.



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There was a 'Panel Discussion' on the 'Role of 7S of Industry to achieve the ambitious target of USD 47 bn by 2030' during which the stalwarts from Industry, Academia and Government belonging to the domain of 7S i.e. Skill, Scale, Speed, Sustainability, Supply Chain, Style and Sales presented their views.



Dignitaries present during the Export Award Function



Mr. Pankaj Kumar Sinha, Secretary-FDDI (extreme right) interacting with industrialist and FDDI Alumni during LAFCAN-2023

Sharing his views during the plenary session of LAFCAN-2023, on the topic 'Skilling Requirement in Leather & Footwear Industry of India', Mr. Arun Kumar Sinha, IAS, MD, FDDI said, "Fulfilling the goals of Hon'ble Prime Minister's 'Vocal for Local', 'Make in India', 'Aatmanirbhar Bharat', 'Skill India', and 'Start-up India' Programmes and thus, achieving the ambitious target of USD 47 Billion by 2030, the need of the hour is to adhere to the 7S which are interrelated factors for which the Government's pro-MSME's policy and innovative approach paves way to achieve the target."

He further stated said that "In tandem with the 7S, FDDI has adopted best practices like our working committees in curriculum revamping is composed of members from IIT; representatives of companies like Bata, Woodland and Reliance etc. The entire syllabus of B.Des program has been redesigned and this is further augmented with the smart wearable technology and biomechanics and ergonomics."

"As far as strategy for the future is concerned, in my opinion, to improve



Mr. Anoop Singh Rana, Sr. Faculty & Head- LGAD during LAFCAN-2023



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the growth rate, some industry clusters should be developed on the modern method of manufacturing technology which is supported with adequate skilled manpower. Design and Retail information must be regularly made available to leather & footwear manufacturers to help them suitably address the season's requirement. Besides this, Technology Upgradation; Market Access; Intellectual Property Rights and Patents; Incubators and Entrepreneurship Development; Quality Management Standards are needed,” added, Mr. Sinha.

This was followed by Export Award Function during which Export Awards for the year 2021 – 22 were distributed.

LAFCAN-2023 featured a series of keynote speeches, panel discussions and interactive sessions, providing ample opportunities for networking and knowledge-sharing.

Representative of students and Heads of School of School of Footwear Design & Production (FDP), School of Fashion Design (FD), School of Leather Goods & Accessories Design (LGAD) also participated and interacted with industrialist and FDDI Alumni.

Mr. Anoop Singh Rana, Sr. Faculty & Head of LGAD participated as a panelist for Session – III on the topic Glocalisation of Brands of India and Next Generation Vision 2047.

LAFCAN-2023 provided an opportunity to connect with other industry leaders and build new partnerships that can help drive growth and innovation.

## **Award distribution ceremony for 'Cultural and Sports Week' competitions held at FDDI, Noida with great enthusiasm**

Award distribution ceremony for 'Cultural and Sports Week' competitions was held at FDDI, Noida campus on 28<sup>th</sup> April 2023 with great enthusiasm.

'Cultural & Sports' week, an event filled with fun, music, energy and sportsmanship was held at FDDI campuses from 27<sup>th</sup> to 31<sup>st</sup> March 2023 which provided a unique platform for the students to give expression to their interest and showcase their immense talents in non-academic fields.



Participants receiving award(s) by Mr. Pankaj Kumar Sinha, Secretary-FDDI



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During the Cultural event various competitions were held for the students like Fire Free Cooking, Face Painting, Singing and Dance competition etc., where in games like Cricket, Futsal, Chess, Volleyball, Badminton, Table Tennis, Tug of War etc. were held during the Sports event.

A total of 198 participants of Sports event and 98 participants of Cultural event were awarded prizes and certificates by Mr. Pankaj Kumar Sinha, Secretary - FDDI.

Speaking on this occasion, Mr. Pankaj Kumar Sinha, Secretary-FDDI said, “Whether you have won a medal or not, you are all winners. In a long run, your active and continued participation in sports & cultural activities would pay you rich dividends in terms of fitness, well-being and happiness.

The winners and event coordinators got certificates as well.



A view of the cultural programme



A view of the audience

On this occasion, a cultural programme was also presented by the students of FDDI.

## 'Firefighting Training & Fire Mock Drill' held at FDDI, Hyderabad campus

On 24<sup>th</sup> April, 2023, a 'Firefighting Training & Fire Mock Drill' was held at FDDI, Hyderabad campus with the objective of inculcating a culture of preparedness and generate awareness.

Fire mock drill was conducted by Md. Younus, Mr. C Lingam, Mr. L F A Amrender and Mr. K Buggaish, Fire Safety Officers from Madhapur, Hyderabad.

They explained about fire hydrant systems, its function, property, operation etc., through live demonstration. They also imparted critical inputs of do's & don'ts in the case of fire with reference to building as well as vehicles and also explained

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about the types of fire and the role of 'Emergency Response Team' (ERT) and said that the roles and responsibilities of every officer involved in the ERT must be clear.



Demonstration during 'Firefighting Training & Fire Mock Drill'



Demonstration about the use of fire hydrant systems

All the employees, students, security and housekeeping members of the institute participated in the drill with great enthusiasm.

## FDDI, Hyderabad students visit HCU

For practical exposure to print making through lithography, etching and collography, the students of School of Fashion Design (FD – 2021 batch) of FDDI Hyderabad campus visited the Department of Fine Arts (DFA) at Hyderabad Central University (HCU) on 21<sup>st</sup> April, 2023.

Under the guidance of Mr. K Harish Kumar and Dr. Anupriya Singh, Junior Faculties of FD of FDDI Hyderabad campus, the students visited the DFA, HCU and got practical exposure for the Fabric Artistry and Enrichment Techniques course.

During the visit, Dr. Keertana Thangavelu, Head of Department briefed about the importance of practical exposure in the field of art and encouraged the students to take advantage of such opportunities.



Students at DFA, HCU

Mr. Suneel Mamadapur, Associate Professor, DFA provided overview of the printmaking process, including lithography, etching, and collography. He explained the differences between the techniques and how each one is used to create unique prints.

The students also saw the Printmaking studio, Painting studio and Sculpture studio and were familiarized with the different printmaking processes in action. They were able to see the lithography press in operation and observe the etching process as well. The students also had the opportunity to see the collography process, which involves creating a collage and using it to make a print. Students then printed their own samples.

Overall, the visit was a great success and the students were able to gain valuable practical experience in the field of printmaking.