

NEWSLETTER

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Dr. Narasimhugari Tej Lohit Reddy, IAS, joins FDDI, Hyderabad campus as 'Executive Director'



Dr. Narasimhugari Tej Lohit Reddy, IAS

Dr. Narasimhugari Tej Lohit Reddy, IAS has joined the Footwear Design & Development Institute (FDDI), Hyderabad campus as 'Executive Director' from 23rd August 2023.

Dr. Narasimhugari TL Reddy is a medical doctor by qualification with a MBBS degree from the prestigious Osmania Medical College, Hyderabad.

He belongs to the 2013 batch of Indian Administrative Service of Kerala Cadre.

He has served for 10 years in various positions in Government of Kerala before joining FDDI.

After completing training as Assistant Collector in Kottayam district of Kerala, he worked as Sub Collector in Idukki District, Secretary to Thiruvananthapuram Municipal Corporation, Director Food and Civil Supplies Department, Registrar of Cooperatives, District Collector Pathanamthitta and District Collector Kozhikode.

He is excited to join FDDI and desires to take it to greater heights with support of faculty, staff and its bright students.

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FDDI, Noida awarded with Consolation prize by TOLIC for its outstanding work in Official Language Hindi

For the progress of the Official Language Hindi, FDDI is committed and doing its level best to achieve the set goals given by the Department of Official Language, Ministry of Home Affairs.

Recognizing its significant contribution, FDDI, Noida has been awarded with Consolation prize under the 'Rajbhasha Shield Yojna' for the outstanding work of the Official Language Hindi. The prize was given during the 45th meeting of the



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Town Official Language Implementation Committee (TOLIC) Office, Noida on August 23, 2023 which was held with the support of Directorate of Oil Industry Safety, OIDB Bhawan, Sector-73, Noida.

On behalf of FDDI, Mrs. Pooja Panwar, Faculty, Human Resource Department and Mr. Chandra Prakash, Hindi Officer participated in the meeting and received the Consolation prize.

Apart from this, under the aegis of TOLIC, Noida, 'Ashu Bhashan' (Extempore Speech) Competition was organized by Directorate General of Lighthouse and Deepspot, Sector-24, Noida, on August 09, 2023 in which Mr. Saurabh Srivastava, Junior Faculty, FDDI participated on behalf of the institute and received Consolation prize in 'Ashu Bhashan' competition.



FDDI staff with the Consolation prize



FDDI faculty receiving Consolation prize

Webinar under the 'Convergence of Institutes' on the topic 'How Technology Influences Fashion & Design Industry' held at FDDI, Noida campus

Under the Convergence of Institutes, an insightful webinar was held at FDDI, Noida. The five institutes are FDDI, Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), National Institute of Design (NID) and National Institute of Fashion Technology (NIFT).

The convergence of the five institutes under the Ministry of Textiles and Commerce and Industry was initiated in the month of November 2022. The collaboration between these five institutes has the ability to build a more dynamic and integrated national design and business education ecosystem that benefits students, industries, and society.

In tandem with this, FDDI has taken the lead in hosting the first webinar on 23rd August 2023 on the topic 'How Technology Influences Fashion & Design Industry'.



Screenshot of the webinar

Mr. Vivek Pujari was the resource person of the webinar who is founder of learning 3D Design Institute.

During the webinar, Mr. Vivek provided valuable insights into the dynamic relationship between

technology and the fashion and design industry and elucidated on Digital Design Tools and Virtual Prototyping, E-Commerce and Virtual Try-Ons, Sustainability and Smart Textiles and Data Analytics and Consumer Insights.

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The discussion covered topics ranging from design and manufacturing to retail and sustainability, highlighting the potential for innovation and positive change. The insights shared during the webinar underline the necessity for industry professionals to embrace technological advancements to remain competitive and responsive to evolving consumer demands.

The webinar was attended by faculty members of the five institutes.

Educational visit for FDDI, Hyderabad students at 'Weaver's Service Center', Hyderabad

To provide a comprehensive understanding of the design resource center, as well as the intricate processes of dyeing, printing, and weaving in the context of textile production, the students of B.Des. Fashion Design, 2022 batch of FDDI, Hyderabad campus under the educational trip visited 'Weavers Service Center' under the Ministry of Textiles located at Hyderabad on 23rd August 2023.

During the visit at design resource center which houses an extensive collection of patterns, motifs, and color palettes, providing a wellspring of creativity, the students were exposed to an impressive array of traditional and contemporary designs that served as invaluable sources of inspiration.

Under the supervision of the faculty of FDDI, while visiting and observing the intricate processes of dyeing, printing, and weaving, the center's experts guided the students about the meticulous process of preparing dyes, applying them to fabrics, and achieving a diverse range of hues.



FDDI students along with their faculty at Weaver's Service Center, Hyderabad



Expert briefing the group

This helped the students to gain an appreciation for the chemistry and artistry involved in obtaining the perfect shades, and how even slight variations in the dyeing process can yield distinct outcomes.

They witnessed the transformation of plain fabrics into vibrant canvases through various printing techniques which was truly captivating. From block printing to screen printing, students learned how each method demands precision and creativity to transfer designs accurately and produce textiles that are both aesthetically pleasing and culturally significant. They also saw skilled artisans operating traditional handlooms and mechanized weaving machines.

Workshop on 'Lippan Art' held at of FDDI, Rohtak campus

On 22nd August 2023, a workshop on 'Lippan Art' was organized for the students of Foundation Batch of FDDI, Rohtak campus.



A view of workshop



Final outcome by the students

Ms. Sonia Bhutani from Pidilite Industries Ltd., conducted the workshop who briefed about Lippan art, explained about colours and their role and taught how to use molding clay. She demonstrated how to use mirrors and stones (of different sizes) and further how to apply acrylic paint on the design. An assessment session was also conducted which helped the students to overcome their shortfalls.



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The workshop helped the students to understand the intricate process of creating stunning Lippan art, from design conception to mirror embellishment.

Workshop on 'Application Lab' for students of FDDI, Chandigarh (Banur) campus at Chemcrown Group

In order to provide specific knowledge and skills related to testing procedures, a two days' workshop for the students of 5th semester, 3rd year of FDDI, Banur Chandigarh campus on 'Application Lab' was organized at the manufacturing plant of C & E Limited located at Industrial Area, Judikalan, Baddi, Distt. Solan, Himachal Pradesh and at the institute's premise.

The workshop which was organized on 21st August 2023 at the manufacturing plant of C & E Limited with the help of Indian Footwear Components Manufacturers Association (IFCOMA) provided the students an opportunity to see facilities & equipment and procedures to produce valid results.

C&E Limited is a member of IFCOMA and India's leading manufacturer of leather and shoe finish chemicals. Mr. Gualberto an Italian technocrat and entrepreneur with 45 global experience leads the leather and shoe finish business for Chemcrown Group.

Technical team of Application Lab & shoe finish shared their experience with the students and briefed them on different types of tanning process, chemicals used in leather making, different types of leather, the various processes and application of shoe finish chemicals like Cleaning agent-(Dirtant & C- Mark), Dye cream - (Portofino Sensational Dye Cream), Base cream - (Matera Base), Top cream - (Matera Top), Self- shine PU - (APRETTO TOP EN) on crust as well as on upper & shoes, finishing of leather shoes & different types of mechanical operations, how to prevent and remove moulds and fungi from leather shoes etc.



Students being briefed on 'Application Lab' at the manufacturing plant of C & E Limited



A view of training session conducted at FDDI, Chandigarh (Banur) campus

On 22nd August 2023, C&E Limited team lead by Mr. Arvind Mishra visited FDDI campus and conducted another training session for students on shoe finish chemical application and techniques. He also revealed various facts regarding the maintenance of leather pre-and post-use and demonstrated how chemicals react on different types of leather.

Technical seminar on 'Shoe Last Development Technology' held at FDDI, Rohtak campus



Students being briefed on 'Shoe Last Development Technology'

With the objective to enhance the technical knowledge of the students on the development of 'Shoe Last' and the techniques used in 'Shoe Last' making, a technical seminar on 'Shoe Last Development Technology' was held at FDDI, Rohtak campus on 21st August 2023.

ER. Sunil Kumar, Managing Director, M/s. Euroasia Footform Pvt. Ltd., Agra having more than 30 years of experience in mechanical field shared his experiences with the students and faculties of Rohtak campus.

He briefed that Lasts are the most important part of the whole process of shoes designing and production. He explained the importance of last, its

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technical consideration and development of modern lasts, how to measure the last length correctly, types of last and its use in footwear industry. He also explained about the 3D development of Last by using 3-D CAD software and Last Modeling through CAD. He also briefed about how to become an entrepreneur and start one's own business.

Visit to 'Craft Museum' by FDDI, Noida students

On 17th August 2023, under the educational trip, the students of the FDDI, Noida campus visited Craft museum located at Pragati Maidan, New Delhi.



FDDI students along with their faculty at 'Craft Museum'



Museum Educator, briefing the group

Accompanied by the faculty of FDDI, the students of School of Fashion Design visited the museum which consists of over about 29,395 specimens in various crafts acquired over a period of 70 years sourced from various States of the country. The collection reflects the continuing traditions of handicrafts and handlooms, over the ages.

Museum Educator, briefed the group about a variety of traditional artifacts such as Textiles, a vast range of metal lamps, sculptures, utensils etc., wood-works, folk/tribal paintings, range of cane and bamboo crafts, clay and terracotta figures and a lot more which enhanced every student's learning experience that will help them substantially to their fields of specializations.

Technical seminar on 'Innovative & Sustainable Bonding Solutions for Footwear, Sports & Fashion' held at FDDI, Chennai campus

With an objective to update the knowledge of the students on adhesives which has made the process of shoe construction easier & is playing a vital role in the modern shoe industry, a technical seminar on "Innovative & Sustainable Bonding Solutions for Footwear, Sports & Fashion" was held at FDDI, Chennai campus on 10th August 2023.

It was organized with the objective to equip the students with the technical knowledge of Adhesives which plays a significant role in improving the shop-floor productivity and the product quality especially in footwear, sports & fashion allied industry.

Mr. T.S. Elango, M. Tech., Manager - Technical Customer Service & Business Development (BD) and Mr. Balakumaran Selvam MBA, Manager Sales - South India, Sri Lanka & Turkey, BD in Footwear, Intimate & Performance wear, Henkel Adhesives Technologies India Pvt. Ltd, were the key resource persons of the seminar.

During the seminar, they briefed about the bonding materials, processing and properties of adhesives, pre-preparation of adhesive application on different types footwear materials & construction, uses of latest machineries and robotics for adhesives application process to improve the productivity and reduce the cost. They explained that using the right adhesive and application methods are important for the end results. During the seminar they conducted a quiz program for the students and distributed prizes to the winners.



A view of seminar



Participants of seminar

More than 150 participants including students from all the batches of B.Des FDP and B.Des FD staff members, faculties and footwear industrial personals attended this informative session.