



NEWSLETTER

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Managing Director-FDDI visits PFI, Germany

Mr. Pankaj Kumar Sinha, Managing Director (MD) – FDDI, along with Mr. Shailendra Saxena - Head Physical Lab - International Testing Centre (ITC) Noida visited Prof- und Forschungsinstitute Pirmasens e.V (PFI), Germany on 30th October 2023.

PFI, Germany is one of the leading and most recognized testing lab in Europe and authorized to issue "Conformité Européenne" (CE) certificate based on the issue test report.



Discussion in progress between Mr. Pankaj Kumar Sinha, MD – FDDI & Kerstin Schulte- Director PFI, Germany



Mr. Pankaj Kumar Sinha, MD – FDDI visiting the PFI Lab

The Indian footwear industry has been repeatedly requesting FDDI to get PFI approval to overcome the CE Certification problem. There is a dire need for testing of safety shoes for CE marking in India so that the manufacturers can export their footwear to Europe which shall enhance the export and business of Indian footwear industry.

Against this background, the visit was made to understand the procedures and working of PFI Lab and find out the areas where both Institute can work together in future.

The MD FDDI had a long discussion with Kerstin Schulte - Director PFI, Germany to explore the opportunities for further collaboration in the area of research and testing. The MD FDDI was briefed about the testing equipment's by Mr. Kai Tinschert - Head Physical Lab and Mr. Ines Anergie - Head Chemical Lab. Mr. Peter Schulte briefed about the machine manufacturing department in which display of new technology and instrument were shown to FDDI officials.

To help in increasing production of quality footwear and establishing Indian brands in the global markets, the Government of India has issued Quality Control Order (QCOs) for the Leather and Footwear Sectors. This has paved way for FDDI ITCs enhancing its scope of testing.

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Managing Director-FDDI attends 'Meet at Agra 2023'

The Managing Director of FDDI, Mr. Pankaj Kumar Sinha attended the 15th edition of 'Meet at Agra 2023' – a Leather, Footwear Components & Technology Fair as 'Guest of Honor'.

The fair which was held from 27- 29 October 2023, was organized by the Agra Footwear Manufacturers and Exporters Chamber (AFMEC) at Agra Trade Centre, Singhna Village, NH-2, Agra. Leather, footwear components, chemicals & adhesives, technology and machinery were the products displayed in the fair.

During the fair, 'Tech Sessions' on 'Sustainable Manufacturing n Way Forward', 'Smart Footwear, Use of AI n Digital Marketing' and 'Bank



Mr. Pankaj Kumar Sinha, Managing Director FDDI, delivering the 'Keynote Address'



Dignitaries attending the inaugural function of 'Meet at Agra'



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Funding Vs Venture Capital n Infra Solutions', was also held in which the doyens of the industry shared the dais and expressed their views as eminent panelist.

The fair offered good business opportunity and was successful in identifying the huge opportunities existing in Agra. The innumerable visitors present included footwear manufacturers, institutional buyers from across the globe, designers, technicians and government representatives.

The students of FDDI, Fursatganj campus also visited the fair where they had the opportunity to acquire knowledge regarding the trends & technological advancement taking place in the leather, footwear & allied industry.

In concurrence, the students of FDDI, Fursatganj, under the industrial visit went to Dawar Footwear, a leading footwear manufacturing unit at Agra. The students were guided by the factory experts who highlighted about the current demand of footwear in the export market. They were also briefed about the manufacturing process of the footwear production line. The students also got an opportunity to learn about the working atmosphere and various functional areas like manufacturing, quality control, supply chain logistics and other major operations of the company. Besides this, they also visited local footwear wholesale market "Hing ki Mandi" to explore the footwear accessories for their projects.



Students of FDDI, Fursatganj visiting 'Meet at Agra 2023'



Students of FDDI, Fursatganj at Dawar Footwear

FDDI, Chennai student wins 2nd Runner up prize during International Footwear Design Competition held in Guangzhou, China



'The Sunrise'



Certificate of Merit given to Mr. Mohammed Rayyan

Mr. Mohammed Rayyan - a final year student of B. Des. Footwear Design & Production Batch of FDDI Chennai campus won 2nd Runner up prize in Children Shoe Category in the 12th International Footwear Design Competition conducted by Confederation of International Footwear Association during the 31st International Exhibition on Shoes and Leather Industry held in in Guangzhou, China.

'The Sunrise' - a shoe design which has been designed and developed by Mr. Mohammed during the internship in Pakkar Leather Exports Pvt. Ltd., won the prize during the exhibition which is one of the most important and leading events for the shoe and leather industry.

Seminar on 'IPR Essentials: Understanding & Safe Guarding Your Innovations & Creative Works' held at FDDI, Hyderabad in collaboration with ResoluteIP, Hyderabad

A seminar on 'IPR Essentials: Understanding & Safe Guarding Your Innovations & Creative Works' was held at FDDI, Hyderabad campus on 3rd November, 2023.

It was organized by School of Footwear Design and Production (FDP), Hyderabad campus in collaboration with ResoluteIP, Hyderabad with an aim to raise awareness about the critical importance of Intellectual Property Rights (IPRs), covering areas such as patents, trademarks, industrial design, trade secrets, geographical indications, and copyright.

Mr. Subhajt Saha, Head of Legal and IPR, Resolute Group of Companies was the Key Speaker. He has worked as Director & Head of CII at Hyderabad on IPRs, policy advocacy and capacity building across all sectors. He also has experience of working with MSME'S and Artisans in protecting several handicrafts and textile products for GI registration from Telangana, Andhra Pradesh and Tamil Nadu in India.



Key Speaker: Mr. Subhajt Saha making the presentation



Students & faculties attending the seminar

Mr. Subhajt delivered a comprehensive presentation that shed light on contemporary intellectual property issues spanning various industries. His talk covered the fundamentals of intellectual property, the significance of intangible assets, the necessity of IPR, the different categories of intellectual



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property, industrial design, and the intricate world of multiple IPs associated with a single product. He illustrated the real-world implications of neglecting IPR by using examples from renowned companies such as Nike, Apple, and Greensole. These case studies served as eye-openers, emphasizing the importance of intellectual property protection for future entrepreneurs and designers.

The seminar ensured a well-rounded educational experience and provided attendees with practical insights into the world of intellectual property.

FDDI, Hyderabad students visit BM Birla Science Center

With the objective to provide a solid foundation and to update their knowledge on design, craft heritage, science and technology, the students of B.Des-Foundation Batch of FDDI, Hyderabad campus were taken to BM Birla Science Center on 31st October 2023.

The batch explored the B M Birla Science Center enclosing B M Birla Science Museum, Planetarium, 3D Universe, Dinosaurium, Space Museum followed by G P Birla Astronomical Observatory, Gallery of Modern Art and Archeological Museum, gaining a deeper insight into science, art, and history.

The students, filled with anticipation, had the opportunity to engage with interactive exhibits, learn about scientific discoveries, space, and gain a better understanding of the fundamental principles of the Universe.

Under the supervision and guidance of the faculty of FDDI, the students got an opportunity to familiarize themselves with scientific principles through various tools & apparatuses, acquiring scientific knowledge in an interactive way and the phases in advancement of technology.



FDDI students alongwith their faculty members at the museum

Faculty of FDDI, Chennai attends 'International Design Symposium'



Panel discussion in progress



Certificate of Participation

Ms. Shabrin Farhana.G, HoD & Sr. Faculty of the School of Fashion Design at FDDI Chennai campus attended the 'International Design Symposium' which was organized by NIFT Jodhpur on 2nd and 3rd November 2023.

The topic of symposium was 'Leveraging Creativity for Innovation: Role of Design Research' during which a series of presentations, keynote speeches, panel discussions and workshops were held.

FDDI, Ankleshwar & FDDI, Fursatganj holds its Convocation ceremony

The students from the pass out batches of FDDI, Ankleshwar and of FDDI, Fursatganj campus received their UG and PG Degrees during the Convocation ceremony held at their respective campuses. It was the 5th Convocation ceremony of FDDI, Fursatganj campus and the 3rd Convocation ceremony of FDDI, Ankleshwar campus.

The convocation ceremony began with the lighting-up of the ceremonial lamp by the Chief Guest at both the campuses of FDDI in the presence of officials from FDDI and an audience comprising of the Graduating batch, the entire student & staff body and media persons.



Lighting-up of the inaugural lamp by the Chief Guest at FDDI, Ankleshwar campus



Passing out batch at FDDI, Ankleshwar campus



Passing out batch at FDDI, Fursatganj campus

Sr. No.	Campus	Chief Guest	Guest of Honour	Convocation Date	No. of Students
1	Ankleshwar	Dr. Kishorsinh N. Chavda Hon'ble Vice Chancellor, Veer Narmad South Gujarat University (VNSGU)	Mr. Rakesh Rai, Director P.P Savani Group	1 st November 2023	15
2	Fursatganj	Ms. Sunanda Singh, Director - Red Tape Limited	Mr. Nirbhay Kapoor, Managing Director - NineK Nanotech Private Limited, Kanpur	20 th October 2023	70



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Delivering the 'Keynote Address' at FDDI, Ankleshwar campus, Dr. Kishorsinh N. Chavda Hon'ble Vice Chancellor, VNSGU urged the students to carry out research & development work to increase quality of work for design field.

All the meritorious students who stood 1st in their respective programme at their respective campuses were awarded with gold medal and 'Certificate of Excellence' in academics.

Ms. Sunanda Singh, Director- Red Tape Limited in her 'Keynote Address' at FDDI, Fursatganj campus said that "India is next manufacturing hub in coming years and footwear is going to have big pie of it. Footwear technologist must be prepared to harness this opportunity and this could happen only when our graduates are skilled enough.

The ceremony was graced by the presence of the doyens of the Footwear, Leather Goods, Fashion industry and the emerging Retail sector.



A graduating student receiving Degree during the Convocation ceremony at FDDI, Fursatganj campus

FDDI, Kolkata celebrates 'Khadi Mahotsv'

On 26th October 2023, a day-long 'Khadi Mahotsav' event was organized at FDDI, Kolkata campus in collaboration with Khadi Village Industries Commission (KVIC) Kolkata. The theme of the event revolved around 'Atmanirbhar Bharat', 'Swadeshi' and 'Vocal for Local'.



A view of the seminar



Exhibition-cum-sales

Sharing the details, Mr. Sunil Kumar, ED, FDDI, Kolkata said the motive for organizing the event was to let youth know why we should be 'Vocal for Local'.

A seminar on 'Khadi Mahotsav' was held during the event which was addressed by Mr. A.P. Chobin, Assistant Director, KVIC, Kolkata. Mr. Sunil Kumar, Executive Director (ED), FDDI, Kolkata and Mr. Abhinav Kumar Mishra, Executive Technical, KVIC, Kolkata were also present.

In his 'Keynote Address', Mr. A. P. Chobin said, "Khadi is not only a fabric, it represents nation, fashion and transformation. Khadi is the fabric of freedom struggle and Father of nation, Mahatma Gandhi developed the concept of Khadi as a means to provide employment to the unemployed rural population and make them self-reliant."

The seminar was attended by all staff members and students of FDDI, Kolkata along with people from neighboring areas. In concurrence, Pledge, Rally and exhibition-cum-sales, were also organized.

'Guest Lecture' & 'Field Visit' for FDDI, Noida students

The School of Retail and Fashion Merchandise (RFM) at FDDI, Noida campus organized 'Guest Lecture' & 'Field Visit' for its students.

During the 'Guest Lecture', Mrs. Shweta Chauhan shared her profound insights on the intricacies of merchandising and the importance of fabrics in it. The students had the privilege of gaining deep insights into the art of merchandising, fabrics, trends, forecasts, and the crucial role that merchandising plays in enhancing the overall retail experience.

Sl. No.	Activity	Date
1	Guest Lecture by Mrs. Shweta Chauhan, Buying and Merchandising Head, Shades of India	25 th October 2023
2	Field Visit at Vasant Kunj, Delhi	26 th October 2023



Students who attended 'Guest Lecture'



Students during Field Visit at Vasant Kunj, Delhi

The 'Guest Lecture' gave the students a better opportunity to carve a niche in the retail world whereas the 'Field Visit' provided major exposure of the retail landscape.

The excursion at Vasant Kunj, Delhi included visits to renowned shopping destinations, Ambience Mall, DLF Promenade, and DLF Emporio, allowing the students to observe the inner workings of different brand stores and how the retail



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functions of luxury brands operate within these prestigious malls. This insightful field visit afforded them a unique opportunity to witness the intricacies of luxury retail management in a bustling urban setting.

'Surface Exploration Craft Workshop' held at FDDI, Chhindwara in collaboration with M/s. Pidilite Industries Limited

FDDI Chhindwara campus has collaborated with M/s. Pidilite Industries Limited for organizing a series of craft workshops in each semester for the Foundation Batches. In this series, a three days 'Surface Exploration Craft Workshop' was organized from 25th to 27th October 2023.

Sl. No.	Session On	Conducted By	Date
1	Canvas Painting (Neon Colours) New Colour Range	Ms. Kajal Totlani	25 th October 2023
2	Gond Art & Madhubani Art Work on Leather & Fabric	Ms. Kajal Totlani & Mr. Prashant Saxena, Faculty FD P, FDDI	26 th October 2023
3	Lippen Art & Hand Embroidery Work on Jeans & T-Shirts	Ms. Kajal Totlani & Ms. Shraddha Jhaloya, Faculty SFD	27 th October 2023



Participants of workshop along with Under Secretary - DPIIT



Artistic outcomes

Ms. Kajal Totlani, a Fecivryl Certified Professional, conducted the workshops which not only enhance the creative skills of students but also provide them with practical insights into adding texture and beauty to their products.

Mr. Arun Kumar Vishwakarma, Under Secretary DPIIT, also saw the workshop where the students were immersed in creating contemporary designs such as canvas and Madhubani art.

The combination of activities, from canvas painting with neon colours to Lippen art, Gond art, and Madhubani art, provided a rich and holistic experience for the students.

Insightful seminars held at FDDI, Rohtak campus

The footwear and fashion industry is undergoing rapid development & transformation and in order to provide updated information to the students, two insightful seminars were held at FDDI, Rohtak campus.

Mr. Bimal Pandey briefed about the ever increasing role of threads in footwear and apparel industry and through demonstration explained about the types of threads, calculation of number of threads, differences between threads, raw materials used for making threads, He explained about the criteria to be maintained while selecting threads for various products like leather, footwear and various garments.

Sr. No.	Topic	Resource Person	Date
1	Applications of Threads in Footwear and Textile Industry	Mr. Bimal Pandey - AGM, Sales & Marketing, Threads India Pvt. Ltd. (North)	17 th October 2023
2	Innovative and Sustainable Bonding Solutions for Footwear and Textile Industries	Mr. Brijesh Sharma - Application Engineer, Henkel Adhesives Technologies India Pvt. , Ltd.	18 th October 2023



Participants attending the seminar on Applications of Threads in Footwear and Textile Industry



A view of seminar on Innovative and Sustainable Bonding Solutions for Footwear and Textile Industries

The seminars were held with the objective to provide valuable opportunity for the participants to learn on how to utilize advanced technologies and solutions to enhance competitiveness and efficiency.

Mr. Brijesh Sharma, Application Engineer explained about the science behind bonding solutions. He briefed about Volatile Organic Compounds (VOCs)



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and elucidated about the challenges faced by the footwear in today's environmentally conscious world. He also pointed out that the textile sector provides valuable insights into sustainable solutions, which are becoming increasingly important in the industry.

The seminars helped the participants to acquire knowledge for improving productivity & product quality.

Workshop on 'Photography' held at FDDI, Kolkata campus



Valuable tips being provided by Mr. Akhil Ranjan

A view of the workshop

With the objective to provide an in-depth practical knowledge in fashion photography, product photography and street photography, a workshop was conducted for the 2020 batch students of FDDI, Kolkata campus from 16th to 20th October 2023.

The five-day module was conducted by Mr. Akhil Ranjan, a seasoned professional with over 14 years of experience, known for his work in numerous celebrity shoots and India's most prestigious Fashion Weeks.

The workshop emphasized the intricacies of capturing product images optimized for online retail platforms, ensuring students acquired practical knowledge for efficient e-commerce photography.

Mr. Akhil Ranjan briefed the fundamentals of photography concepts, including camera settings, lighting techniques and actively applied these skills during hands-on sessions.

Design Patent Granted for 'Artificial Intelligence' to Faculty of FDDI, Chhindwara

Mr. Prashant Kumar Saxena, Faculty, School of Footwear Design & Production (FDP), at FDDI Chhindwara campus has recently received a patent grant for title, 'Artificial Intelligence: - Enabled Facilities for Logistic Management System for Skilled Workers' like footwear, automobile etc.

The title suggests a system that harnesses the power of artificial intelligence to improve facilities management in heavy industries. It's a forward-thinking concept that can offer several benefits, such as enhanced efficiency, safety, and cost-effectiveness in industrial settings. The use of AI can help in predictive maintenance, workforce optimization, and data-driven decision-making to ensure the smooth functioning of facilities and the well-being of skilled workers. This title provides a clear overview of the system's purpose and target audience, making it an effective way to communicate the core idea.

The design patent was filed by understanding the requirement of heavy industries like automobile, footwear etc. for the logistic management which has successfully been granted, the design number is 392134-001 dated 18.10.2023 for which the 'Certificate of Registration of Design Patent' has been issued by the Patent Office, Government of India.



Mr. Prashant Kumar Saxena, Faculty, FDP



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