

# NEWSLETTER

ISSUE NO. 969

A WEEKLY NEWSLETTER

01<sup>st</sup> March 2024



## Delegation from College for Creative Studies, Detroit, Michigan, US visits FDDI, Noida campus

On 23<sup>rd</sup> February 2024, a delegation consisting of Mr. Vincenzo Iavicoli - Global Strategist, Product Designer, HoD, College for Creative Studies (CCS), Detroit, United States (US), Ms. Maria Luisa - HoD, System Design, CCS, Detroit, US and Mr. Vidit Singh Chhikara - Interdisciplinary Designer + Creative Youth Mentor, US visited FDDI, Noida campus.



Sitting from Left: Mr. Vidit Singh Chhikara, Mr. Vincenzo Iavicoli, Ms. Maria Luisa, Mr. Niraj Sharma(HoS-FDP) and Mr. Pankaj Kumar Sinha, MD, FDDI

CCS is a nonprofit, private college authorized by the Michigan Education Department, US to grant Bachelor's and Master's degrees which strives to provide students with the tools needed for successful careers in the dynamic and growing creative industries.



Delegation at PDC, FDDI

During their visit, the delegation met Mr. Pankaj Kumar Sinha, Managing Director (MD), FDDI and had detailed discussion on mutual collaboration opportunities, explore research collaborations and to develop educational partnerships between both the institution.

The delegation visited the entire campus of the FDDI, Noida including FDDI School of Footwear, Design & Production (FDP), Product Development Center (PDC). At PDC they saw the display of footwear made by the students. They visited the International Testing Center (ITC) of FDDI having Physical & Chemical Laboratory and saw various testing-cum-quality control services being provided by it.

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### **FDDI, Chennai students shine at TexFash'24**

On 20<sup>th</sup> February 2024, the students of B.Des of the School of Fashion Design of FDDI, Chennai campus showcased their creativity and innovation at the Intercollegiate TexFash '24 and clinched the prestigious Winner Award.

TexFash'24 was hosted by the Department of Fashion Technology and Textile Technology of Bannari Amman Institute of Technology, Sathyamangalam, Erode, Tamil Nadu during which Paper Presentation, Project Presentation, Technical Quiz, Fabric Painting, Fashion Illustration, Draping, Fashion Show and Trend Hunt were held.

Ms. Chandrika and her team, comprising Ms. Mafreena, Ms. Manasa, Mr. Ritik, Ms. Amruthakala, Ms. Theresa, Mr. Gangadhran, Ms. Tanishka Solanki, Ms. Dharshita, and Ms. Ivanjalin presented their collection and emerged triumphant in Fashion Show, leaving an indelible mark of excellence.

The collection was inspired by the metamorphosis from the chrysalis (cocoon) stage to a butterfly (moth). It symbolizes the journey of transformation, where one undergoes a profound change to emerge as a beautiful and evolved being. The garments featured futuristic colors and textures, reflecting the trends of the 2025 Spring and Summer seasons.

At the heart of their collection lies a powerful message: "Don't judge a book by its cover." This storyline serves as a

poignant reminder that true beauty and worth transcend mere appearances. It encourages us to look beyond the surface and embrace the richness of diversity and individuality.



Ms. Chandrika and her team



Students of FDDI, Chennai campus presenting their collection

### **Feedback on FDDI's Promotional Film**



During Founders Day on 14th January 2024, FDDI launched a promotional film that emphasizes the importance of parents understanding and supporting their children's aspirations, especially when they choose unconventional career paths.

The video concludes on an emotional note with the message "Bachhe Apne Sapne Pure Kar Sake, Yahi To Har Maa Ka Sapna Hota Hai" (every mother's dream is to see their kids fulfilling their own dreams) at the URL <https://www.youtube.com/watch?v=SoRCqZ46hec>.

FDDI's dedication to creating an environment where nurturing the aspirations of the next generation is clear.

We solicit your valuable feedback and request to spreading of its impactful video message.





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### Seminar on 'Move People through Wonders of Sports' organized by FDDI Hyderabad campus in collaboration with Decathlon

On 20<sup>th</sup> February 2024, an interactive seminar on the topic 'Move People through Wonders of Sports' was organized by School of Footwear Design & Production (FDP) at FDDI, Hyderabad Campus in collaboration with Decathlon.

Decathlon, a renowned brand of sports goods boasting over 2,080 stores across 56 countries and regions, traces its roots back to its inception by Mr. Michel Leclercq in France in 1976. Since launching their first production in India in 1999, Decathlon has continuously been at the forefront of promoting sports and healthy lifestyles globally.

Ms. G. Bhavana, Recruitment Referent Manager (Decathlon, Hyderabad) and Ms. Srivalli, Sport Lead were the key speaker of the seminar who captivated the audience with their insights into Decathlon's core values, illustrious history, and transformative journey over the decades. They shed light on Decathlon's significant presence and influence in the sporting goods industry and their commendable contributions to the sports sector worldwide.



Mr. Srivalli, Sports Lead at Decathlon making presentation



View of participants

Attendees were provided with valuable information about importance of footwear and retail segments at Decathlon, strategies like quality over prices, as well as exciting job opportunities within the organization. They emphasized that playing regular sports reduces stress and tension in an individual.

The seminar concluded with the screening of documentary videos featuring firsthand accounts from Decathlon employees, offering a glimpse into their rewarding experiences within the company. It also provided attendees with the opportunity to seek clarification and gain further insights into Decathlon's ethos and operations.

The seminar served as an inspiring platform for students, faculty members, and sports enthusiasts alike, fostering a deeper appreciation for the transformative power of sports in enriching lives.

### FDDI's representation during 4<sup>th</sup> CORE Professional Meet at NIFT, Bengaluru

The 4<sup>th</sup> CORE Professional Meet held at NIFT, Bengaluru on February 16, 2024, brought together alumni from the top five Institutes of the Convergence Group namely, FDDI, NID, IIFT, IIP and NIFT.

This event was a pivotal component of a visionary initiative launched by the Hon'ble Minister of Commerce & Industry, Textile, Consumer Affairs, Food and Public Distribution, Mr. Piyush Goyal, aimed at fostering a robust Industry-Academic interface.



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The Chief Guest for the occasion was Ms. Tanu Kashyap, IAS, Director General (DG), Ministry of Textile, NIFT. Other dignitaries representing top leading PUNCH (5 Institutes) were Prof. Dr. Niti Chatnani- IIFT, Prof. Dr. Nilay, Deputy Director, IIP, Mr. Prashant Kumar Saxena, Head – FDP, FDDI, Prof. Vibha Kumar - NIFT and Professor Jonalee Bajpai - Head Industry & Alumni Affairs, NIFT.



Mr. Prashant Kr. Saxena, FDDI, presenting FDDI Core Values



Ms. Tanu Kashyap, IAS, DG- NIFT with FDDI officials & Alumni's

Mr. Prashant, representing FDDI, presented an insightful overview of the core values and strengths of FDDI. He emphasized FDDI's Pan-India presence, spanning from North to South India, and highlighted the institution's world-class infrastructure for Centers of Excellence (CoEs) and Research Centers. He also underlined the visionary approach of the Managing Director FDDI in connecting alumni directly through initiatives as such holding regular events and meets like INI, Talk Shows & Founders Day, emphasizing the importance of fostering lasting connections.



Industry, Guests, Alumni of IIFT/FDDI/NID/IIP/NIFT attending the 4th CORE Professional Meet



Comprehensive overviews of the other four institutions, NID, IIFT, NIFT, and IIP, were also provided by their respective representatives during the discussions. The collective strengths and unique attributes of each institute were showcased, creating a holistic picture of the diverse talents and capabilities within the Convergence Group.

The convergence idea was eloquently presented by Prof. Jonalee, setting the stage for an open house discussion. This session proved to be a dynamic and engaging platform for alumni of FDDI and NIFT, where ideas were shared and discussed to establish an ecosystem that fosters cross-linkages among the 60,000 alumni from all five top design institutions.

The event concluded as a resounding success, setting a promising tone for the future endeavors of the CORE initiative.





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### FDDI, Noida & Rohtak students visit '37<sup>th</sup> Surajkund International Crafts Mela'

The students of FDDI Noida & Rohtak campus visited the 37<sup>th</sup> Surajkund International Crafts Mela (SICF) which was held from 2<sup>nd</sup> to 18<sup>th</sup> February, 2024 at Surajkund in Faridabad, Haryana.

Students of School of Fashion Design, Noida and Rohtak campus visited SICF on 16<sup>th</sup> February, 2024 which provided the students with a plethora of inspirations and insights into indigenous artistry.

From intricate embroidery to exquisite handwoven fabrics, wooden blocks used for printing, each stall at the SICF showcased the unparalleled craftsmanship and artistic heritage of various regions.

The students had the unique opportunity to interact with skilled artisans and craftsmen, observing firsthand the meticulous techniques and time-honored traditions behind each creation. They delved into block printing, tie-dyeing, and intricate hand embroidery, gaining a deeper appreciation for the labor-intensive processes that go into crafting each piece.



Students of FDDI at SICF



Students of FDDI visiting stall/ fair

These experiences will undoubtedly serve as a wellspring of inspiration for their upcoming design projects and collections.

### Industry session on 'Goal Setting and Its Implementation' held at FDDI, Chhindwara campus

With the aim at developing the soft skills and corporate skills of the students, an industry session on the topic 'Goal Setting and Its Implementation' was held at FDDI, Chhindwara campus on 16<sup>th</sup> February 2024.



Resource Person, Ms. Manisha Yadav taking the session



Ms. Manisha Yadav alongwith the participants

Ms. Manisha Yadav, is a Soft Skills, Life Skills and Personality Development Trainer was the resource person of the session.

She explained about meaning and importance of a goal, the significance and steps of goal setting,

benefits and challenges of goal setting, ways of overcoming hesitation and fear, building confidence and developing risk taking ability.

The session which was organized by School of Retail & Fashion Merchandise was attended by approximately 80 students from Retail, Fashion, Footwear and Foundation batches.





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### Design Patent Granted for 'Leather – Wood Bird Toy' to Faculty of FDDI, Hyderabad campus

Mr. Rambabu Muppidi, Design Faculty of FDDI, Hyderabad campus submitted his innovative design title 'Leather – Wood Bird Toy' to Indian Patent Office, Intellectual Property Building, and Kolkata, India.

The design of the Leather-Wood Bird Toy is based on his handicrafts studies on wooden handicrafts where it was found that the white wood toy craft is very famous for wooden accessories in Godavari coastal zone of Andhra Pradesh. Innovating with leather, wood, cloth, and pulp papers, he thought differently and did his design in Sketch, CAD, and manual. Innovatively, making use of various materials, he thought of toys, papers, pulp, POP, Darmacol, wood, plaster of Paris, dry grass, coconut, acrylic, cloth, jute, etc.



Mr. Rambabu Muppidi,  
Faculty, LGAD, FDDI,  
Hyderabad Campus



Design Work: Leather -  
Wood Bird Toy



Certificate of Registration of  
Design

This innovative design of Mr. Rambabu, Faculty of FDDI School of Leather Goods & Accessories Design (LGAD), has been applied for design protection of the title bearing Design Number: 401826-001, Class: 21-01 with registration date 11.12.2023.

### FDDI, Noida students visit 57<sup>th</sup> IHGF Delhi Fair 2024

On 09<sup>th</sup> February 2024, students and faculty of the School of School of Leather Goods & Accessories Design (LGAD) of FDDI, Noida campus visited the 57<sup>th</sup> edition of the Indian Handicrafts and Gifts (IHGF) Delhi Fair which was held from 06 – 10 February 2024 at India Expo Centre & Mart located at Knowledge Park, Greater Noida, Gautam Budh Nagar, Uttar Pradesh.

The fair featured a vibrant mix of artisans, craftsmen, and industry professionals from various sectors. Exhibitors displayed an impressive range of traditional crafts, highlighting the rich cultural heritage of India.

During the fair, seminar on E-commerce Platforms, Social Media Strategies, Digital Branding and Economic Empowerment were conducted which was attended by them.

The fair was an excellent learning experience for the students, who got an opportunity to engage with skilled craftsmen, learning about traditional techniques and witnessing the creation of intricate handcrafted products.



Faculty & students of LGAD at the fair



A view of the seminar

