



# NEWSLETTER

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A WEEKLY NEWSLETTER

08<sup>th</sup> March 2024



## FDDI attends the launch of 'Swayam Plus' Portal

FDDI attended the launch of 'Swayam Plus' Portal held on 27<sup>th</sup> February 2024, at JW Marriott Hotel, Aerocity, New Delhi.

Hon'ble Union Minister of Education and Skill Development & Entrepreneurship, Mr. Dharmendra Pradhan, launched the SWAYAM Plus Portal. On this occasion, Secretary, Department of Higher Education, Ministry of Education Mr. K. Sanjay Murthy; Chairperson, UGC, Prof. Mamidala Jagadesh Kumar; Chairperson, NCVET, Dr. Nirmaljeet Singh Kalsi; Chairperson, NASSCOM, Mr. Rajesh Nambiar; Director, IIT Madras, Prof. V Kamakoti; Chairman, AICTE, Prof. T.G. Sitharam; Joint Secretary, Ministry of Education, Mr. Govind Jaiswal, other academicians and dignitaries were also present at the event.

Representing FDDI, Mr. Pankaj Kumar Sinha, Managing Director (MD), FDDI and Mr. Sharad Shrivastava, Sr. Consultant - School of Footwear Design & Production (FDP) attended this significant ceremony.



Hon'ble Union Minister of Education and Skill Development & Entrepreneurship, Mr. Dharmendra Pradhan delivering the Keynote Address



From Left: Chairperson, NCVET, Dr. Nirmaljeet Singh Kalsi and Mr. Pankaj Kumar Sinha, MD, FDDI during the launch of 'Swayam Plus' Portal

SWAYAM Plus platform will offer programmes in sectors including manufacturing, energy, computer science and engineering, IT or ITES, management studies, healthcare, hospitality and tourism besides Indian knowledge systems.

SWAYAM, the Massive Open Online Course (MOOC) platform providing educational opportunities for a vast number of learners, was launched by the Ministry of Education in 2017. In alignment with NEP 2020, the SWAYAM Plus platform will now include courses supporting industry needs that enhance learners' employability. Developed in collaboration with industry giants like L&T, Microsoft, CISCO, and more, SWAYAM Plus features innovative elements such as multilingual content, AI-enabled guidance, credit recognition, and pathways to employment.

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### Seminar on 'Financial Literacy' conducted at FDDI Jodhpur, campus

On 29<sup>th</sup> February 2024, under the Financial Literacy Week, a seminar on 'Financial Literacy' was conducted at FDDI, Jodhpur campus under the joint aegis of Reserve Bank of India (RBI) and National Bank for Agriculture and Rural Development (NABARD).

Sharing the details, Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus said, "Given the importance of finance in the contemporary society, lacking financial literacy can be very damaging to an individual's long-term financial success, hence, this insightful seminar was planned."



A view of the inaugural session of the seminar



Seminar in progress

During the seminar, Mr. Abhishek Dixit, AGM & Lead Development Officer -Reserve Bank of India, NABARD DDM - Mr. Manish Manda, Mr. Shyam Rajpurohit, Lead Development Manager from ICICI Lead Bank Jodhpur and Mr. Manish Ramawat, Regional Manager, CRISIL Foundation shared information and tips regarding financial education including knowing how to create a budget, plan for retirement, manage debt, and track personal spending.

Based on the theme 'Make a Right Start: Become Financially Smart,' the seminar was designed to educate young adults, particularly students, about cultivating responsible financial habits from an early age.

### FDDI, Hyderabad faculty felicitated with Ph.D. degree and Gold Medal



Dr. T. N. Chandrababu Naidu, Hon'ble Governor of Telangana and Chancellor of University, presented the award and gold medal to Dr. Rambabu Muppidi

Dr. Rambabu Muppidi has recently been awarded a Ph.D. degree and a Gold Medal - the highest honour, from Potti Sreeramulu Telugu University, during the 16<sup>th</sup> convocation held at Ravindrabharathi, Hyderabad on 28<sup>th</sup> February 2024.

Dr. Muppidi's research title, 'Wooden Handicrafts in Andhra Pradesh: A Historical Perspective' has been inspired by his desire to make a difference in the field of art and craft work.

He belongs to the third generation of artisan family in Jangareddigudem in Godavari district in Andhra Pradesh who currently holds the position of Faculty at School of Leather Goods & Accessories Design (LGAD) at FDDI, Hyderabad campus.

He has got design registration and has been instrumental in imparting indepth knowledge to the students. He maintains his connections with artisans, and looks forward to collaborating on multidisciplinary research in the future.





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### CEO-JCKIF visits FDDI, Jodhpur campus

On 26<sup>th</sup> February 2024, Dr. G.S Toteja, CEO of Jodhpur City Knowledge & Innovation Foundation (JCKIF) visited FDDI, Jodhpur campus. He was greeted by Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus.

He visited the entire campus and also saw the 'Centre of Excellence' established in the campus having specialized centre for Orthotics & Prosthetics as well as for safety shoes designed for the industrial purpose and to address concerns of the industry like boosting research and innovation in Safety footwear sector, product development, research projects and related products development of specialized module.

FDDI Faculty members explained how FDDI is playing a key role in imparting education, facilitating the Indian industry by bridging the skill gap in the areas of Footwear, Fashion, Leather Accessory design and also narrated the need of special purpose footwear for the safety and occupational application and to assist and carry out support for the orthotics and prosthetics application.



Dr. G.S Toteja, CEO-JCKIF at CoE of FDDI-Jodhpur



CEO-JCKIF at the Pilot Plant

CEO-JCKIF and ED, FDDI, Jodhpur campus discussed about collaborative engagements between FDDI and JCKIF for joint research, knowledge sharing and strategic partnership.

### Retail exposure for FDDI, Hyderabad students at IKEA, Hyderabad

With the objective to provide retail exposure to MBA students of the School of Retail & Fashion Merchandise about Supply Chain & Operations, the students of FDDI Hyderabad campus were taken to the Swedish furniture maker IKEA store in Hyderabad.



FDDI students at IKEA, Hyderabad



Students interacting with experts of IKEA

During the visit on 23<sup>rd</sup> February 2024, the students interacted with Interior Designing, Visual Merchandising & Marketing experts, where they gave insight knowledge about their area. The students had an enriching experience of visiting a marketplace inundated with innovative ideas and a transparent marketing strategy to build a delightful shopping experience.





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### Industrial visit for FDDI, Noida students at Mirza International Limited

The students of School of Footwear Design and Production (FDP) of FDDI, Noida campus were taken to industrial visit at Mirza International Limited (MIL), Greater Noida on 26<sup>th</sup> February 2024.

Mirza International Limited is one of the leading footwear manufacturers & exporters of the country that has carved an established market position driven by integrated manufacturing, a strong brand portfolio, and industry leading experience of nearly four decades.

The students who were accompanied with their faculty belong to B.Des. FDP (2022-26) and M.Des. FDP (2023-25). During the visit, they saw the latest technology trend and acquired knowledge about the working process of footwear manufacturing.



Students of FDDI at MIL

### BIS Orientation Programme & SWC held at FDDI, Hyderabad campus

With the objective of nurturing the next generation of industry leaders, FDDI, Hyderabad, in collaboration with the Bureau of Indian Standards (BIS), Hyderabad Branch Office (HYBO) organized a dynamic orientation program coupled with an exciting Standard Writing Competition (SWC) on 22<sup>nd</sup> February, 2024.

The event proved to be a melting pot of ideas, expertise and enthusiasm as students delved into the realm of standards and innovation with fervor.

Mr. ANSP Shastry and Ms. Jaishree Kataria were the Key speaker of the BIS orientation programme. Mr. ANSP Shastry is a retired scientist from BIS who during his tenure has served as a member of various standard formation and certification committees and represented Indian Standards globally.

Ms. Jaishree Kataria has been working as a Standards Promotion



Mr. ANSP Shastry, Key speaker briefing about BIS standards to the participants



Certificates distribution ceremony of SWC

Consultant at the BIS Hyderabad Branch Office since October 2023. She pursued her MBA from SRGI Jhansi, Uttar Pradesh.

S. No.	Prize Won	Winners Name	Prize Money (Rs.)
1.	First	Ms. Diya Thakur, B.Des LLPD, 2 <sup>nd</sup> Year & Mr. Ayan Javed, B.Des FDP, 3 <sup>rd</sup> Year	4000/-
2.	Second	Shrawani Kale & Harsh Kushwaha, B.Des FDP, 2 <sup>nd</sup> Year	3000/-
3.	Third	KT Laasya & P N Varshini, B.Des FDP, 3 <sup>rd</sup> Year	2000/-
4.	Fourth	Manya Shorti & Diya Sunil, B.Des FDP, 2 <sup>nd</sup> Year	1000/-



BIS Team, along with the SWC Participants

During the orientation programme, Mr. ANSP Shastry shed light on the role of BIS standards in ensuring quality, safety, and sustainability. He further demonstrated to the students how to write the new standards in detail.

After the SWC, Ms. Jaishree Kataria took the Swachhata pledge along with the participants. Dr. Narasimhugari Tej Lohit Reddy, IAS,



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Executive Director, FDDI Hyderabad, was the chief guest and felicitated certificates and cash prizes to the winners.

This event left an indelible mark on the students. Beyond the accolades and prizes, students emerged with a deeper understanding of the pivotal role played by standards in shaping industries and driving progress.

### Field trip for FDDI Hyderabad campus students at Ramanaidu Film School & Studios

On 22<sup>nd</sup> February 2024, a field trip was organised for the students of FDDI, Hyderabad campus to familiarise them with the working of Ramanaidu Film School Studios, nestled in the heart of Film Nagar, Hyderabad.

The vibrant students of the Social Media, Film, and Photography Club (SFPC) from Students Development Activity Council (SDAC), FDDI Hyderabad who were accompanied by faculty coordinators, delve deep into the mesmerizing realm of on-set filming and editing processes.



Students, Faculty coordinators along with Ramanaidu Film School & studios management

Mr. Vineel, Manager of Ramanaidu Film School & Studios, offered a glimpse into the studio's cutting-edge facilities from a dedicated filming school to meticulously equipped green rooms and classrooms brimming with potential, every nook and cranny whispered secrets of cinematic excellence.

During their visit, students and faculty coordinators had the privilege of engaging with Mr. Srinivas, Principal of the Film School, and the renowned Actor and Director, Mr. Rana Daggubati. These industry stalwarts shared valuable insights into the myriad possibilities and scope within on-set filming and editing processes, igniting sparks of inspiration among the eager learners.

### Industrial visit for FDDI Kolkata, students at Mallcom India Ltd.

On 19<sup>th</sup> February 2024, the students of Footwear Design & Production (FDP) of FDDI, Kolkata campus were taken on industrial visit at Mallcom India Ltd., located in Kolkata Leather Complex, Kolkata.

The students of 2nd year and 3rd year who were accompanied by Mr. Kailash Chandra, Faculty and Mr. Ashok Biswas, Demonstrator, FDDI saw the process and technology involved in manufacturing of safety shoes.



FDDI students at Mallcom India Ltd.



Students being briefed by experts of Mallcom India Ltd.





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Mallcom India Ltd., is a modern safety shoe factory equipped with latest shoe machineries for manufacturing of safety shoes. Established in 1983, it is a prominent Personal Protective Equipment (PPE) brand in India.

Mr. Kallol Mazumdar, Manager Quality Control & Production, Mallcom India Ltd., explained the students about the functioning of various departments, their machineries, including their quality nuances. He also explained about PDC department, software used and testing laboratory facilities. He also briefed about DESMA injection moulding machines.

### FDDI, Ankleshwar students visit Platinum Tannery

On 17<sup>th</sup> February 2024, the students of B.Des. Foundation Batch of FDDI Ankleshwar campus visited to the Platinum Tannery, Ankleshwar which offered unparalleled insights into the intricate process of leather production.

Platinum Tannery, known for their expertise in chrome, vegetable, and semi-chrome tanned fine quality leathers, was the perfect destination for the students to understand the nuances of the tanning process.

During the visit, the students were provided with a practical understanding of the various stages involved in leather processing and production by the technical expert of tannery.



FDDI students at Platinum Tannery



Students being briefed by technical expert of tannery

The students who were accompanied by their faculty, Mr. Rajesh Parashar, witnessed the entire process and got first-hand experience of the processes like soaking, unhairing, fleshing, splitting, dyeing, and finishing required in leather production.

The exposure provided them with an opportunity to observe different textures, finishes, colours, and applications of leather that could be used in making fashion accessories and footwear.

### FDDI, Kolkata hosts 'Entrepreneurship Workshop: From Idea to Start-up'

Specifically designed for Batch 2020 graduating students, FDDI Kolkata hosted an immersive Entrepreneurship Workshop titled 'From Idea to Start-up'.

The five-day intensive course, held from 5<sup>th</sup> to 9<sup>th</sup> February 2024, aimed to equip students with essential skills and knowledge to transform their innovative ideas into successful business ventures.

Facilitated by esteemed serial entrepreneur, investor, and public speaker, Mr. Arijit Bhattacharyya, the workshop covered a wide range of topics crucial for aspiring entrepreneurs. From understanding the



Mr. Arijit Bhattacharyya briefing the participants



A view of the workshop



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entrepreneurial mindset to validating ideas, crafting a business plan, and exploring funding options, participants were immersed in a comprehensive learning experience.

Mr. Bhattacharyya's vast experience and dynamic approach provided students with practical insights into market research, digital marketing, and the legal considerations for startups. The workshop also delved into the nuances of financial planning, budgeting, and essential entrepreneurial skills like leadership and negotiation.

A key highlight of the workshop was the hands-on sessions on digital marketing, where students learned about optimizing websites, social media marketing, content strategy, and analytics.

### Training program on 'Fabric Dyeing and Printing' for FDDI, Hyderabad students

The 2022 cohort of B.Des. Fashion Design (FD) students at FDDI - Hyderabad campus have successfully completed a 15-days training program focused on 'Fabric Dyeing and Printing' within the subject "Fabric Artistry and Enrichment Techniques," facilitated by the Ministry of Textiles, Government of India.

Throughout the training, students gained practical, hands-on experience in fabric dyeing techniques such as Tie and Dye, Batik dyeing, as well as Printing methods including Block Printing and Khadi Paste Printing.

The meticulously designed training programme which was held from 05th to 24<sup>th</sup> February 2024, helped the students in understanding every



Students batch of FD



Students with their creativity

fabric, and choosing the right materials, pattern and surface decoration to enhance its richness.

They creatively merged their design skills with traditional dyeing and printing techniques, experimenting with combinations such as tie and dye with batik, block printing with tie and dye, batik with block printing resulting in the creation of intricate designs.

### 'Sneaker Design Adventure' - Art of Design Workshop 2024 held at FDDI, Noida campus

A two days 'Sneaker Design Adventure' - Art of Design Workshop was organized by the School of Footwear Design and Production (FDP) from 8<sup>th</sup> to 9<sup>th</sup> February 2024 at FDDI, Noida campus for the M.Des. and B.Des. FDDI Design students.



Workshop in progress



The workshop was conducted jointly by Mr. Vedit Chhikara, FDDI alumni and Ms. Rashmi Tomar, Sr. Faculty, FDP.

Mr. Vedit, after completing his course from FDDI, pursued Footwear and Apparel Innovation Design at Pensole, Footwear Design Academy based in Portland, Oregon, USA. He is currently a Footwear Design Consultant for FCTRY LAB & EQLZ, USA.

During the workshop, the students were briefed about the ins and outs of the sneaker design market, design processes, the workflow of working with clients/brands, and an introduction to AI and new 2D-3D design skills.