



# NEWSLETTER

ISSUE NO. 972

A WEEKLY NEWSLETTER

22<sup>nd</sup> March 2024



## Institutional collaboration between FDDI, India and LFMEAB, Bangladesh

Footwear Design & Development Institute (FDDI), India and Leather Goods and Footwear Manufacturing and Exporters Association of Bangladesh (LFMEAB) have entered into institutional collaboration on 18<sup>th</sup> March 2024.

The primary aim of this institutional collaboration is to assist LFMEAB by means of preparing, developing and building capacities and competency for the delivery of the training and other related services to the footwear, leather goods sector of Bangladesh.

The Government of Bangladesh has identified the leather industry as one of the 'highest priority sectors' for its growth potential and its contribution to export diversification and employment generation.



From Left: Major Md. Rafiqul Islam (Retd.), Secretary General, LFMEAB and Col. Pankaj Kumar Sinha, MD, FDDI signing the Agreement



Meeting in progress for institutional collaboration between FDDI, India and LFMEAB, Bangladesh

was held at Conference Hall, Administrative Building, Noida.

On this occasion, Ms. Sharif Nawrin Akter, Senior Manager, Service from LFMEAB was present whereas Mr. Sunil Kumar, Executive Director – FDDI Kolkata campus, Dr. Madhusudan Pal, Scientist-G & Director-FDDI's CoEs, Chief Administrative Officer of FDDI, all the Heads of the

On behalf of FDDI, Col. Pankaj Kumar Sinha, Managing Director (MD) signed the agreement whereas on behalf of LFMEAB, Major Md. Rafiqul Islam (Retd.), Secretary General signed the agreement at a meeting which

### IN THIS ISSUE

- Institutional collaboration between FDDI, India and LFMEAB, Bangladesh;
- Inauguration ceremony of two months short-term course held at FDDI, Jodhpur campus;
- Educational excursion to Guda Bishnoi and Kankani Village clusters for FDDI, Jodhpur students;
- Workshop conducted by Pidilite Industries at FDDI, Hyderabad campus;
- Workshop on 'Sport Footwear Designing' held at FDDI, Rohtak campus;
- FDDI, Noida students visit National Museum, New Delhi;
- Insightful Sessions held at FDDI, Hyderabad campus;
- Certificate distribution ceremony held at FDDI, Chhindwara campus for WCL sponsored candidates.



Exchange of Agreement





## A WEEKLY NEWSLETTER



School of FDDI namely, School of Footwear Design & Production (FDP), School of Fashion Design (FD), School of Leather Goods & Accessories Design (LGAD), School of Retail and Fashion Merchandise (RFM), Sr. Consultant (Footwear), Consultant (Footwear), Sr. Technologist - Physical Laboratory, DGM- Student Affairs & Examination Department, Sr. Manager - Admission & Promotion, Sr. Manager – Placements, Manager –ITSC and Manager-Secretary Office were present.

The training will be provided by FDDI, India for institutional capacity building, training, technology transfer and innovation to enhance efficiency and competitiveness of Bangladesh leather footwear and products industries.

### Inauguration ceremony of two months short-term course held at FDDI, Jodhpur campus

On 11<sup>th</sup> March 2024, the inauguration ceremony of two-month short-term course was held at FDDI, Jodhpur campus. On this occasion, Mr. Zakir Hussain - National Awardee (Horn & Bone Art) was the 'Chief Guest' and Mr. Mohan Lal Gurjar - National Awardee (Leather Mojari) was the 'Guest of Honor'.



Dignitaries being felicitated during inauguration ceremony



A view of attendees at the event

Sharing the details, Mr. Anil Kumar, Executive Director (ED) FDDI, Jodhpur campus said, “This course has been specially designed for the field of footwear and leather keeping in mind the Rajasthan and surrounding areas so that they can develop technical skills and also can establish their own small scale industries and those who are associated with this sector can further expand their business.”

“Under the new education policy, the Government of India has given maximum encouragement to skill-based courses and to fulfill this objective FDDI is also contributing,” added Mr. Kumar.

On this occasion, Mr. Zakir Hussain briefed the attendees about the mission of this platform, which is to provide the knowledge and skills required for better entrepreneurial venture and praised FDDI for starting such a course which is the need of the today.

Mr. Mohan Lal Gurjar said that through this short-term course, the participants will be able to start their own business and develop their skills as per the market demand in the field of footwear and leather products. He said that the contribution of FDDI in footwear and leather sector is very commendable and we hope that the people of Rajasthan and Jodhpur get maximum benefit from it.

All technical and administrative staff of various departments of the institute attended the event.



## A WEEKLY NEWSLETTER



### Educational excursion to Guda Bishnoi and Kankani Village clusters for FDDI, Jodhpur students

Under educational excursion, the students of School of Fashion Design (FD) of FDDI, Jodhpur campus were taken to Guda Bishnoi and Kankani Village clusters on 9<sup>th</sup> March 2024 which are famous for their sustainable lifestyle, traditional weaving and natural dying & printing techniques.

The objective was to inculcate 'out of the box' thinking approach and enhance the creative potential of the students.

At Guda Bishnoi village, the students learned about world's strongest and famous Panja Dari weaving technique from Mr. Mohammad Hasam, a renowned artisan. Panja Dari is now innovatively also being used in making lifestyle goods such as bags, upholstery and other interior products.

Further, the students learned about world famous Bagru Dying from Mr. Haider Ali, a master artisan. Bagru Dying is 100% natural resist dying & printing technique used in making variety of home linen and apparel material.

Students also visited Kankani village and tried their hands on terracotta pottery. They enjoyed making small pots, pitchers and figurines with clay. Master artisan Mr. Nizamuddin shared some of his ideas about the pottery art. These products are made with fine terracotta clay that are then glazed or unglazed and then baked in fire. This is a natural and sustainable technique which is evolving with time.



Students learning the weaving technique of Panja Dari



Students watching home décor product

### Workshop conducted by Pidilite Industries at FDDI, Hyderabad campus

Two captivating workshop titled 'Leather Surface Ornamentation' and 'Sneaker Artistry: Exploring Customization and Embroidery Techniques' was conducted by Pidilite Industries at FDDI, Hyderabad campus on 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> March 2024.



Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director, FDDI -Hyderabad campus felicitating Ms. Sangeeta Alluri



A view of workshop on 'Leather Surface Ornamentation'

The workshop on 'Leather Surface Ornamentation' was aimed at providing valuable tips for doing leather surface ornamentation that adds immense beauty and enhances the look of a product whereas the workshop on 'Sneaker Artistry: Exploring Customization and Embroidery Techniques' was conducted to delve into the intricate world of sneaker customization and embroidery



## A WEEKLY NEWSLETTER



techniques, offering the students a unique opportunity to enhance their skills and creativity in this field.

The workshop was conducted by expert facilitator, Ms. Sangeeta Alluri from Pidilite Industries. During 'Leather Surface Ornamentation' workshop, the participants were explained about the techniques for leather surface texture exploration which included dyeing, painting, tooling stamping, scorching/ burning and explained the ways of aesthetical appeal enhancement of leather surface using these techniques.

During the workshop on 'Sneaker Artistry: Exploring Customization and Embroidery Techniques' the participants delved into various customization and embroidery techniques, learning how to embellish sneakers with intricate designs and patterns. Through hands-on demonstrations and interactive sessions, attendees gained valuable insights into the tools, materials, and methods required to elevate their sneaker customization.

The participants immersed themselves in the creative process, experimenting with different techniques and expressing their unique artistic visions. From vibrant colour palettes to intricate embroidery stitches, each participant embarked on a journey of self-expression, transforming plain sneakers into personalized works of art.



'Sneaker Artistry: Exploring Customization and Embroidery Techniques' workshop in progress

## Workshop on 'Sport Footwear Designing' held at FDDI, Rohtak campus

To hone the designing skills and to provide an opportunity to dive deeper into the world of sports footwear design, a workshop for the students of School of Footwear Design & Production (FDP) was held at FDDI, Rohtak campus on 04<sup>th</sup> March, 2024.



Students attending the workshop on 'Sport Footwear Designing'

Mr. Milind Gautam, General Manager- Development & Designing, Abros Tirupati, Manesar, Gurgaon and Mr. Tamal Bagchi, Development Head, Vomax Sports Pvt. Ltd., Udyog Nagar, New Delhi were the experts from the industry who conducted the workshop and provided in-depth knowledge about the aesthetic and functional aspects of sports footwear designing.

During the workshop, they briefed about latest sport footwear

designing techniques, masking and standard development & pattern engineering.

The workshops provided hands-on experience to the students to develop or enhance their skills in footwear design techniques, materials, and construction methods. The students gained valuable insights into the latest trends, technologies, and best practices within the footwear industry.





## A WEEKLY NEWSLETTER



### FDDI, Noida students visit National Museum, New Delhi

With the objective to provide information about art and design field and to connect with new art forms, twenty-eight students from semester IV of School of Fashion Design (FD) of FDDI, Noida campus visited National Museum, New Delhi on 23<sup>rd</sup> February 2024.

Under the guidance of the faculty, the students were taken on a tour of various galleries at the National Museum where they saw variety of articles ranging from pre-historic era to modern works of art including Tanjore, Mysore, Rajasthani, Pahari painting, artefacts made of ivory, clay pottery, bronze sculptures of various gods and goddesses etc.

The students got an opportunity to visualize the knowledge they gained from books and understand the importance of our historical civilizations and their culture.



FDDI students at National Museum, New Delhi

### Insightful Sessions held at FDDI, Hyderabad campus

Knowledge-packed sessions which provided insights on 'Financial Planning for Young Entrepreneurs' and 'UI in E-Commerce' was conducted for the students of MBA'23 Batch of Noida, Hyderabad & Chhindwara campuses.

Sr. No.	Topic	Expert Detail	Date
1	Financial Planning for Young Entrepreneurs	Mr. Ram Mohan. N, Retd. Chief Manager (ARM), Indian Bank	29 <sup>th</sup> February 2024
2	UI in E -Commerce	Ms. Tanushree Nath , Product Designer in Bild - a world's leading Start -up from USA .	27 <sup>th</sup> February 2024

The sessions were conducted by the School of Retail & Fashion Merchandise (RFM) of FDDI, Hyderabad campus during which experts from institution and industry shared their expertise.



Ms. Tanushree Nath being felicitated by Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director, FDDI -Hyderabad campus



Mr. Ram Mohan. N, Retd. Chief Manager - ARM, Indian Bank taking the session

During the session on 'Financial Planning for Young Entrepreneurs', Mr. Ram Mohan. N, (Retd.) Chief Manager, Asset





## A WEEKLY NEWSLETTER



Recovery Management (ARM), Indian Bank briefed about the need for financial planning for entrepreneurs and the significance of financial forecasting to fulfill the fund requirements for the short- and long-term goals of the firm.



Ms. Tanushree Nath taking the session

He also explained about the funding opportunities from banks, non-banking institutions, and other financial institutions in India for young entrepreneurs and insisted on financial discipline among the entrepreneurs.

During the session on 'UI in E-Commerce', Ms. Tanushree Nath briefed about the importance of having an efficient User Interface (UI) for having an effective User Experience (UX). She also explained the importance of UI/UX in all kind of marketing and how it plays a crucial role in web and mobile application.

She elaborated that a good UI / UX design helps one to get better results in the long run. It can help in generating more leads and improve conversion rates.

### Certificate distribution ceremony held at FDDI, Chhindwara campus for WCL sponsored candidates

Certificate distribution ceremony was held on 08<sup>th</sup> February 2024 for the trainees sponsored by Western Coalfields Ltd., (WCL) who successfully completed the Short-Term Training programme conducted by FDDI, Chhindwara.

During the ceremony, a batch of 25 trainees who underwent the training programme in Footwear Design & Production (FDP) and another batch of 25 trainees who underwent the training programme in Retail & Fashion Merchandise (RFM) were provided certificate of completion.

The ceremony was held to honour and motivate the trainees for the successful completion of the training programme which was conducted with an objective to empower them with entrepreneurial skills. The main focus of the training program was to make the youth employable and dependent.



A participant receiving the certificate



A view of the participants who successfully completed the training programme

Mr. Chandra Bhushan Ray, Chief Manager of Mines and HRD was the 'Chief Guest' and Mr. Nitin Saxena, Chief Manager HRD, WCL was the 'Guest of Honour' of the occasion.

Program	Beneficiary Students	Male	Female	Placed		Placement in
				Male	Female	
FDP	25	13	12	12	7	Relaxo Footwear, Haryana Bahadurgarh
RFM	25	14	11	11	8	Reliance Mart, U Turn, Chhindwara
<b>Total</b>	<b>50</b>	<b>27</b>	<b>23</b>	<b>23</b>	<b>15</b>	

These young trainees are now equipped with the requisite skills and knowledge needed to pursue meaningful careers in the field of footwear & retail. These trainees are placed in footwear and retail companies.

The ceremony was followed by an address by Dr. Pradeep Kumar Mandal, Center-In charge and HoD-Fashion Design, FDDI Chhindwara who congratulated all the students and wished them all the best in their future endeavours.