



NEWSLETTER

ISSUE NO. 976

A WEEKLY NEWSLETTER

19th April 2024



Students of Brainware University, Kolkata visit FDDI, Kolkata campus

With the objective to get valuable exposure to footwear design & technology and its relevance in patient care, a group of 16 final year students of Bachelor of Physiotherapy (BPT) at Brainware University (BU), Kolkata visited FDDI, Kolkata campus on 12th April 2024.

BU, a part of a 35-year-old leading education group, Brainware of West Bengal, started with the aim of contributing to nation-building through research, innovation and quality education.



FDDI Faculty briefing the students of BPT, BU, Kolkata about footwear design & technology

The students of BU visited to the entire footwear department and were guided by the Faculties & Lab. Assistants. The students got insight about the 3D Printing, 2D, 3D CAD, design principles, materials, and technologies used in manufacturing of different kind of footwear, that caters to the specific needs of customer.

Dr. Madhusudan Pal, Scientist - G & Director, CoE, FDDI also delivered a lecture through VC on the topic 'Medicated Footwear-Role of Ergonomics and Biomechanics in Footwear Design, Prototyping, Testing & Evaluation'.

Emphasizing on holistic healthcare practices, Mr. Pal provided knowledge of ergonomics/human factors to the students which plays an important role in the creation and design of safety shoes and insoles that provides stability & help in preventing injuries.

IN THIS ISSUE

- **Students of Brainware University, Kolkata visit FDDI, Kolkata campus;**
- **Learning Beyond Classroom: Operational Exposure for FDDI, Noida students at Vasant Kunj Malls & Select City Mall-Saket;**
- **Seminar on 'Prioritizing Studies & Optimizing Performance' held at FDDI, Chhindwara campus;**
- **Joint research paper of Faculty of FDDI gets published in Journal of Krishi Vigyan.**



Students of BPT, BU, Kolkata visiting the Pilot Plant



A WEEKLY NEWSLETTER



Learning Beyond Classroom: Operational Exposure for FDDI, Noida students at Vasant Kunj Malls & Select City Mall-Saket

To supplement the classroom learning with practical exposure, an educational trip to Vasant Kunj Malls - (Ambience Mall, DLF Promenade, Emporio Mall), and Select City Mall-Saket, New Delhi was organized for the students of BBA 4th semester and 2nd semester of the School of Retail and Fashion Merchandise (RFM) of FDDI, Noida campus on 12th April 2024.

The objective was to provide them a practical point of view on working in retail and fashion industry.

Students were led through a carefully curated itinerary, transforming the familiar shopping environment into a living laboratory.

During the visit, the students observed store layouts, analyzed product placement strategies, and witnessed first-hand how brands aimed to influence customer decisions. This excursion was special because students dived into the world of luxury retailing through this trip.



Students outside the Mall



A view of the Mall

They observed and learned about the store operations of brands like Dior, Chanel, Louis Vuitton, Gucci, etc. They visited DLF Promenade and Ambience Mall, New Delhi first to learn about mass brands, premium brands and then got a better understanding by comparing mass and premium brands with luxury brands.

Students visited Select City Walk in which they had an immersive journey into a world of luxury, culture, and an unparalleled experience. Select City Walk serves as a vibrant, cultural hub, hosting a myriad of events, exhibitions and performances throughout the year. From high end fashion brands to quirky indie outlets, the shopping scene here caters to every taste and preferences.

Students learnt about retail store operations of different brands and assortments planning for basic of merchandising. They also had insightful interactions with sales representatives of various brands like Nike, Reebok, Dyson, Skechers Uniqlo etc. Another motive they had in mind was to learn about different types of storefronts. Students related the live storefronts to that of their theory knowledge provided in class.

A WEEKLY NEWSLETTER



This experiential learning opportunity provided a deeper understanding of the retail landscape, bridging the gap between theory and practice.

Seminar on 'Prioritizing Studies & Optimizing Performance' held at FDDI, Chhindwara campus

An enlightening seminar on the topic 'Prioritizing Studies & Optimizing Performance' was held at FDDI, Chhindwara campus on 10th April 2024.

Mr. HG Sudarshan Das who is having impressive academic background holding degrees from prestigious institutions like B. Tech. and M. Tech. from IIT, Madras and M. Phill from Columbia University, USA was the key speaker.

The seminar focused on crucial aspects of student life: prioritizing tasks, optimizing performance, making effective use of time, instilling discipline, and making the right choices. Through his insightful discourse,



Key speaker - Mr. HG Sudarshan Das



A view of the seminar

Mr. Das offered valuable guidance to both students and staff, shedding light on strategies to navigate academic challenges effectively.

The attendees found the workshop to be highly enriching, gaining practical insights into managing their academic pursuits more efficiently. Mr. Das emphasized the significance of discipline and wise decision-making in shaping a successful student life.

Joint research paper of Faculty of FDDI gets published in Journal of Krishi Vigyan



A joint research paper titled 'Health Care Textile Products using Antibacterial Herbal Finish' by Dr. Sushila Hooda of the School of Fashion Design (FD) of FDDI has been published in the Journal of Krishi Vigyan, January-March 2024, Volume- 12, Issue- 1, Page no. 92-98 with ISSN No. 2319-6432.

Health care and hygiene textile products are not directly used in medical treatment but are used for healthcare and good hygiene applications.

In this research paper the products selected from hygiene/utility textile articles category were multipurpose

A WEEKLY NEWSLETTER



wipes and apron, from textile articles used for cleaning purposes were kitchen napkin and hand towel and from medical textiles category were mask and head cover.

A total of thirty designs i.e. five designs for each selected article were created and the top ranked design of each article was selected for product development using herbal finished fabric.

Cotton woven fabric was selected for development of multipurpose wipes, apron, kitchen napkin and head cover whereas cotton knitted fabric was selected for hand towel and face mask.

Mall may add 8mn sq ft operational space in 2024

Retail leasing is likely to gain added momentum this year, with nearly 8 million sq ft (MSF) of mall supply expected to commence operations across the country, up from 5.95 MSF last year, said real estate services firm Cushman & Wakefield on 12th April 2024. Out of this significant addition of retail space, over a third of the inventory will be in superior category malls and nearly half is likely to be in Hyderabad.

With limited availability in malls, retailers are increasingly turning their attention to high streets. The report highlighted a rise in demand and y-o-y rental growth in prominent high streets across key Indian cities, along with emerging retail clusters around residential or commercial hubs. For instance, in Hyderabad, in the first quarter of CY24, main street leasing touched 491,000 square feet— this leasing volume represents a 45% growth compared to the previous quarter, while it aligns closely with the level recorded in Q1, CY23. While main street locations have witnessed a slight uptick in rentals from previous quarters, prominent locations like Banjara Hills, Nallagandla and Kokapet and other prominent main street locations have seen a 15-25% average growth in rentals over the last few quarters, driven by robust demand.



In stark contrast to the pre-pandemic norm, wherein malls would normally take at least four to five quarters to reach 80-85% occupancy, as per the report, grade A or superior malls not only now boast of high pre-commitment rates but are also experiencing vacancy levels dipping to single digits within a couple of quarters of their launch.

The rise of luxury and premium retail spaces also reflects a changing consumer pattern in India, said Mr. Saurabh Shatdal, MD, capital markets and head of retail, India, Cushman & Wakefield.

The recent NSSO data showcased a doubling of urban Indian household consumption expenditure over the past decade, with a sharp rise in discretionary spending compared to mass products, underscoring this shift. This is directly impacting the retail realty, with a growing demand for premium products and experiences.

(Source: Financial Express)