

FDDI Hyderabad

Volume 12

FELICITAS

Well Written
Men

CAN
FASHION
EVER BE

IBTIDA

Cultural and
Sports fest
2023

Ethical!



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FELICITAS

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About Us

Crafted with enthusiasm and care, FDDI Hyderabad's Fashion Communication Club *Mélange*, brings you "Felicitas", A magazine that caters to the creative mind. An array of topics ranging from fashion, make-up, pop culture, creative writings, musings, activities, sites to see, and more have been handpicked and presented for you to indulge in. This magazine is not only a work of dedicated design but also an innovative space that serves as an outlet & a platform for all the little wonders that go on, with the people around us, every day!



Greetings From the *Executive Director*



Dr. Narasimhugari Tej Lohit Reddy, IAS

Felicitas has become an essential part of our college ecosystem, serving as a platform for our students to express their creativity, intellect, and ideas. Being part of the editorial team or contributing content to Felicitas provides students with practical experience in writing, editing, layout design, and online publication. These skills are invaluable in their academic and professional pursuits.

Felicitas serves as an archive of the college's history, capturing the events, achievements, and milestones of our institution.

In conclusion, Felicitas is not just a student e-magazine, it is a representation of our college's spirit, diversity, and intellectual prowess. As the Executive Director, I am proud to see how it has grown and evolved over the years, reflecting the remarkable contributions of our students and faculty. I encourage all members of our academic community to support and engage with Felicitas as it continues to play an essential role in the life of our institution.

Thank you for taking your time to give it a read.

Sincerely,

Dr. Narasimhugari Tej Lohit Reddy, IAS

Executive Director

Editors Note

Dear readers, With great pleasure we present to you an inspiring collection of articles, stories and designs that features the talents, accomplishments and creativity within our college community. The 12th volume of the Felicitas magazine brings to you the hard - work and dedication of our talented contributors who invested their passion and dedication for providing such inspiring and captivating content. As we pursue the pages, let us appreciate the power of knowledge, expression and collaboration that resonates within our campus. We encourage you to engage in the world of FDDI Hyderabad through this edition. Just a reminder, ladies and gentlemen, the power of knowledge lies not only in its acquisition but also in its dissemination, and this magazine is a shining example of our commitment to fostering intellectual growth and artistic expression. Thank you for joining us on this exciting journey. I hope you enjoy this edition of our magazine.

WARM REGARDS

Jadeeksha . Pishika

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CAN FASHION EVER BE ETHICAL?

Fashion Ethics

BY -
SIRI CHANDANA



The Fashion industry is undoubtedly one of the largest and most polluting industries in the world. It contributes to deforestation, water pollution, and greenhouse gas emissions, having a detrimental impact on the environment.

Ethical fashion refers to clothing and accessories produced using environmentally sustainable and socially responsible methods. It aims to create an accountable industry that considers the welfare of all the individuals involved, from the producers to the consumers.

The rise of fast fashion has only exacerbated these issues. With countless workers in the fashion industry being underpaid and subjected to poor working conditions, it strives to build safe working conditions, impart fair wages and reduce the environmental impact throughout the supply chain.

By promoting ecological sustainability and reducing the environmental impact of the fashion industry while improving the working conditions and wages for workers in developing countries, ethical fashion represents a favourable evolution.

Ethical fashion also encourages consumers to make informed choices about the clothing they purchase, raising awareness of the impact of their fashion choices on the world around them. To shop ethically, you can look for sustainable and fair-trade fashion labels that prioritize people and the planet over profit. Seek out clothing made from eco-friendly materials such as organic cotton and bamboo, and ensure that the products are produced transparently and responsibly.

Research the brands you want to purchase from and look out for certifications such as Fairtrade or GOTS (Global Organic Textile Standard) to ensure that your purchase is ethically produced.

When shopping ethically, it's important to remember that it's not just about individual products; it's about the overall impact of the fashion industry. To reduce your carbon footprint, consider purchasing fewer but higher-quality clothing items that will last longer.

The highly-competitive fast fashion industry is one where consumers expect instant access to the clothes of their choice in terms of color, style, and price.

Now think for yourselves if fast fashion can ever be ethical ?

CLARITY IN FASHION FIELD

By Vanshi Methi

The design world is abuzz with discussions on career path, where designers often embark on unconventional and non-linear journeys into the field. With experience, some designers transition into people leadership roles, while others become experts in their craft. There is no one-size-fits-all approach to career progression instead, it's about finding the right path that aligns with your interests and aspirations.

Have you ever envisioned the grandeur of a fashion show, with models donning the latest collection and the audience eagerly admiring every outfit? Or perhaps you see yourself writing reports on fashion shows, analysing award ceremonies and celebrity appearances, or styling models for photoshoots. If these scenes inspire and excite you, then a career in fashion might be the perfect fit. However, it's crucial to remember that fashion, like any other industry, encompasses many facets beyond the glamorous runway shows. It demands hard work, dedication, time, effort, and creativity to produce each design.

Fashion is an art that allows you to express yourself, offering a multitude of career paths, such as fashion designing, illustration, styling, costume designing, trend forecasting, buying, photography, and modelling, the fashion industry offers endless opportunities to pursue your passion. The skills required to thrive in the fashion industry are unique to each specific role. However, a fundamental skill with universal importance is a good understanding of business and commerce in the fashion world. This is especially crucial if you plan to launch your own fashion business or work for a high-street brand or online retailer.

In the fashion industry, you will work with visual concepts, so having an eye for detail and the ability to think visually is essential. Design skills are also valuable, whether you excel at drawing, graphic design, or bringing ideas to life using fabric. Along with these hard skills, having a keen interest and knowledge of fashion, high levels of creativity, and networking skills are crucial soft skills that will aid you in achieving success in the industry.

The global fashion industry is vast, with the global apparel market expected to grow from 1.5 trillion U.S. dollars in 2020 to 2.25 trillion dollars in 2025. Approximately 430 million people worldwide are employed in the fashion and textile industry, equivalent to 1 in 8 people globally. The fashion industry is diverse, exciting, and creative, offering countless opportunities worldwide. Job roles in fashion span various fields and areas, catering to a wide range of interests. With the right skills, training, and passion, you can embark on a journey to a successful career in the fashion industry.



Gowns designed by:
Ananya Susarla (Batch 2021)
Siri Chandana (Batch 2021)
Shalika Reddy (Batch 2021)





TITAN SUBMARINE ACCIDENT: 2023

By - Vanshi Methi

ON JUNE 19, 2023, TRAGEDY STRUCK WHEN THE SUBMERSIBLE NAMED TITAN WENT MISSING DURING A TOUR OF THE TITANIC WRECKAGE. THE SUBMERSIBLE, CARRYING FIVE INDIVIDUALS, WAS PRESUMED LOST WITH NO SURVIVORS. THE INCIDENT SENT SHOCKWAVES ACROSS THE GLOBE AND HAS BEEN LABELLED AS ONE OF THE MOST DEVASTATING ACCIDENTS OF THE DECADE. LET US DELVE DEEPER INTO THE DETAILS OF THIS UNFORTUNATE EVENT.

The submersible was carrying five passengers during the tragic incident. Among them were STOCKON RUSH, the CEO of Ocean Gate; PAUL-HENRI NARGEOLET, a French deep-sea explorer and Titanic expert; HAMISH HARDING, a British businessman; SHAHZADA DAWOOD, a Pakistani-British businessman; and Dawood's 19-year-old college student son, SULEMAN.

Suleman, who had a passion for setting records, took his Rubik's Cube along, as he aimed to break a world record and had applied to the Guinness World Records with his ambitious attempt.

Despite days of extensive search and rescue efforts, all five passengers aboard the Titan were declared deceased.

International experts speculate that a catastrophic explosion caused the submersible to sink, rendering it inoperable and leading to its unfortunate descent near the Titanic wreckage.

The unprecedented search for the missing Titan is estimated to have cost millions of dollars. The search area covered thousands of miles—twice the size of Connecticut—and delved into waters 2 1/2 miles (4 kilometres) deep. Multiple organisations, including the US Coast Guard, the Canadian Coast Guard, US Navy, and private entities, were involved in this vast operation, making it an unparalleled oceanic search involving numerous countries and commercial enterprises.

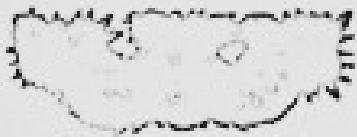


The loss of the Titan is a tragic reminder of the perils associated with deep-sea exploration. However, it also stands as a testament to the unwavering courage and determination of those engaged in this field. Despite the inherent risks, these individuals continue to delve into the ocean's depths, striving to unravel more about our planet and its history.

Fisrt Ever

LE
MERCURE
GALANT.

CONTENANT PLUSIEURS
HISTOIRES VERITABLES,
Et tout ce qui s'est passé depuis
le premier Janvier 1671. jusques
au Depart du Roy.



PARIS,
Chez MODORE GIRARD, dans
la Grand'Salle du Palais, du costé de
la Cour des Aydes, à l'Envie.


M. DC. LXXII.
AVEC PRIVILEGE DE ROY.



Fashion Magazine

Did you know ?

Some royals sent their tailors around the country with life-size dolls dressed in the latest styles to spread the news of fashion changes !



Finding the pulse of fashion before the 17th century was no simple task. Members of the Royalty (Kings, Queens, Princes, and Princesses) set the ideal fashion trends and one had to keep an eye out on them to get an idea of the latest trends and stay apposite.

The fashion landscape experienced a groundbreaking shift around 1672 when the very first fashion magazine emerged in France- Le Mercure Galant. Crafted by the writer Jean Donneau de Visé, the magazine offered comments on the latest clothing styles, luxury goods and etiquette. Its influence was profound and reverberated throughout Europe, sparking a growing appetite for such informative publications among the masses.

In 1867, Harper's Bazaar made its appearance in the US. The founder Mary Louise Booth, being a feminist wanted to provide women with a magazine keeping them up to date with fashion, society, literature and the arts. Even in our modern era, Harper's Bazaar remains a global fashion powerhouse and a symbol of feminine empowerment.

The legacy of fashion magazines endures today with iconic publications like Elle, Vogue and GQ continuing to shape our perceptions of style and culture, just as their historical predecessors did.

WELL

WRITTEN

MEN

By - Mrudula Sambrey

Laurie

Laurie, played by Timothee Chalamet, shows a story of a young boy who discovers the true meaning of joy by spending time with the March family. The character exhibits internal struggles and conflicts despite being a member of a wealthy household. He receives his education within the confines of his bungalow under the watchful eyes of his sole family member, his grandfather.

His cheerful, outgoing and sometimes rebellious personality finds home with the March Sisters. He pays no heed to the societal standards and instead follows his heart, doing what is believed to be right. The movie beautifully depicts Laurie's transformation from a heartbroken young boy to a mature adult, making it a noteworthy addition to our list!



Little Women (2019)
directed and written by
Greta Gregwig inspired
by The classic novel of
May Alcott - Little
women.



JAKE

This classic movie might have many clichéd elements, but the fact that Jake is one of the most inspiring characters remains unchanged. He played a pivotal role in transforming Rose's perspective on life. He sought beauty in rawness, hardship and adventure. His philosophy centred on living in the moment, devoid of future plans and past regrets. He knew how to make the people around him empowered and confident. He was as rare as, if not more, the jewel which Rose throws into the sea at the end of the movie. Jake's impact goes beyond the screen, reminding us of the enduring power of inspiration and the profound effect one person can have on another's life.

Played By Leonardo DiCaprio, from the movie TITANIC

MANIKANDAN

The story starts when a college couple realises that they are soon going to be parents. Manikandan (the father) has never shed a tear in his life, but fate has quite the plan in store. In an unexpected turn of events, he finds himself thrust into the role of being a single father. The heart-warming bond of father and son is a tear jerker. Manikandan's character arc unfolds, starting as an immature, hot-tempered young man and evolving into a reliable father who believes that the small things in life are decided by you but the big things are always decided by life FOR you.

The struggles continue in his life but Mani's way of responding evolves. As quoted by his closest friend in the movie " I have seen many versions of you over the years Mani, but this is the best one." This transformation is at the heart of this emotionally charged narrative, reminding us that life's most significant changes often occur within ourselves.



Main lead of tamil movie 'Dada', played by Kavin

RANA

Rana is the owner of a Taxi company. He sets off on a journey from Delhi to Kolkata with Piku and her father. Initially, Rana's irritation with Piku's dad's personality is palpable, but as the journey unfolds, so does his character.

What sets Rana apart is his pragmatic and humane approach. He subtly supports Piku through her challenges, and his heartfelt conversations with her father reveal a compassionate side. There is no sugar coating in his actions. He maintains his temper pretty nicely (much better than Piku), his character stays along the journey as a balance point, a connecting thread that ties the narrative together. Despite being a replacement for one of his employees, Rana's presence proves to be the best decision ever. His journey is a testament to the power of character growth in storytelling, showing that even seemingly ordinary individuals can leave an indelible mark on a transformative journey.



Played by Irfan Khan in the Movie PIKU.

JEHANGIR KHAN



Played by Shahrukh Khan in the movie 'Dear Zindagi'

Kaira's therapist "Jug" is a psychologist. As his job demands, he has a very intriguing and charming personality. His thoughts get expressed in dramatic enactments and Mind-dawdling quotes. His ways of explaining a situation leaves the viewer blown. Jehangir is thoughtful, easy going, accepting and very (sometimes irritatingly) punctual.

The relationship between Kaira and Jug is a captivating element of the story. He remains a steadfast pillar of support for Kaira throughout her journey, never wavering from his role as a therapist. His unwavering support and understanding make their dynamic truly interesting and memorable. Jug's character serves as a reminder of the profound impact a caring and insightful therapist can have on a person's life.

KEN



**Played by Ryan Gosling in the movie BARBIE (2023).
Written and Directed by Greta Gregwig.**

Ever wondered what it's like to be Ken in a Barbie movie? In a world where everything revolves around Barbie, Ken's role is often simply to be there for her. The movie doesn't hide the masculine urge of men to control and overpower women. It's a heart wrenching exploration that sheds light on these themes in a thought provoking manner. Ken's world initially revolves around his love for Barbie and his passion for horses. However, his journey takes a hilarious turn as he transforms from being a simple, horse loving guy to becoming the ruler of a kingdom. Along the way, he encounters a multitude of other Kens who add to the laughter and intrigue of his self-discovery. In the end, this story holds up a mirror to society, inviting us to reflect on how we perceive and define masculinity, relationships, and self-identity. It's a captivating tale that showcases Ken's journey of finding his own path and breaking free from societal expectations.

SUNNY

A boy who has grown up seeing his grandfather work in a printing press, wishing to bring revolution through his art writing. His unique gift lies in his remarkable ability to imitate even the tiniest of details flawlessly.

The story takes a turn when Sunny channels this talent into forging bills. What starts as a simple act of buying a "beer" soon escalates into a perilous profession, dealing with loan sharks using counterfeit notes. This dangerous job makes him do many adventures, numerous thefts and endless sacrifices.


He starts finding himself valued after finally doing the wrong thing. He is far from a role model, but his journey is undeniably inspiring in its own way. Sunny's character serves as a reminder that sometimes, even those who tread down the wrong path can teach us valuable lessons about the complexities of human nature and the pursuit of identity and purpose.



**Played by Shahid Kapoor in the series 'FARZI'.
Directed by Raj & DK**

YOUTH

- Priyanshu Nigam



छट गए निराशा के बादल,
अपना सीना अब तानो तुम।
मन में मंजिल कि लौ लेकर,
अब हुआ सवेरा जागो तुम।

युवा तो देश का रक्षक है,
यह देश का भाग्य बताता है।
पर युवा कब यह समझेगा?
कोई राह नजर नहीं आता है।

युवा पीढ़ी मन मस्त मगन है,
अपने युवा-पन को जीने में।
वो खेल-खेल में भूल कर रहा,
सही वक्त को नहीं पकड़ने में।

ये वक्त नहीं है जीने का,
ये संघर्ष का पड़ाव है।
इसको जो पार कर गया,
वह जीवन में खुशहाल है।

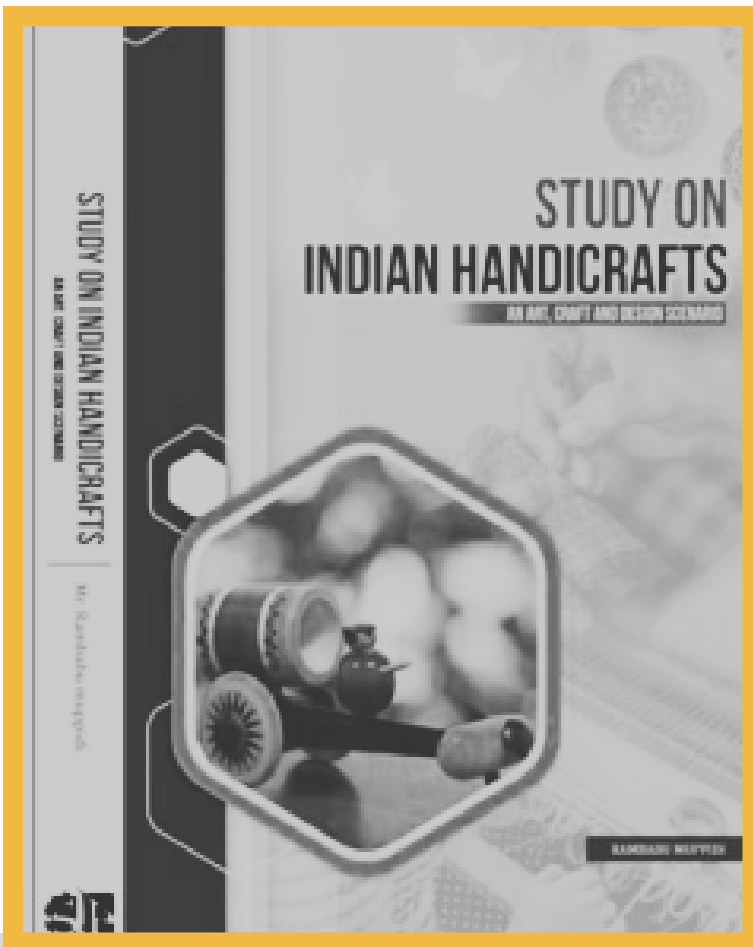


‘Study on Indian Handicrafts: Art, Craft, & Design Scenario Book edited by the Faculty of FDDI, Hyderabad launched’

On 25th September 2023, a book titled ‘Study on Indian Handicrafts: An Art, Craft, and Design Scenario’ was launched in Hyderabad. The book was edited by Mr. Rambabu Muppidi, a faculty member of Footwear Design and Development Institute (FDDI), Hyderabad. The launch was graced by Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director of FDDI Hyderabad, along with Dr. Musugu Srinivasa Rao, Associate Professor of Potti Sri Ramulu Telugu University, Hyderabad, Heads of departments and faculties, staff, students, and media persons.

The book, which has an ISBN number 978-93 83729-32-6, covers a wide range of Indian handicrafts from various regions and methods. The study includes Aruppukottai Handloom of Tamil Nadu, Narayanpet Handloom and textiles of Telangana, Ikat Cluster of Pochampalli, Nirmal Craft Design, Folk Handicrafts of Telangana, Chappals, Etikoppaka, and Kondapalli toys of Kolhapur, Leather Puppetry in Andhra Pradesh, Gujarat and the Wall paintings of Bhuj, Surpur Painting of Karnataka, Study on Leather Craft (Jammu and Kashmir), Hot Wax Metal Craft in Himachal Pradesh, Baroda in Printmaking in India Colors of life.

The book is a collective effort of Mr. Anoopsingh Rana, Dr. Anupriya Singh, Dr. Chandan kumar Vemana, Dr. Govind Soni, Dr. Ravindrababu Veguri, Mr. Nitin Kulkarni, Mrs. Priyadharshini, Ms. Saurabhi, and 24 other authors, 25 co-authors & reviewers from various institutions such as NIFT, GITAM, & Manipal Universities. FDDI faculties, Mr. Balakrishna, Mr. Abdul Rahuman, Mr. T. Loganathan, Mr. Ilayaraja, Mr. Naresh Kumar, Mr. Harish Kumar, Mr. Satish Kumar, Ms. Ruchi Singh, Ms. Shika, & the students of FDDI also contributed to the book. It is considered as a valuable resource for professionals, academics & design students.



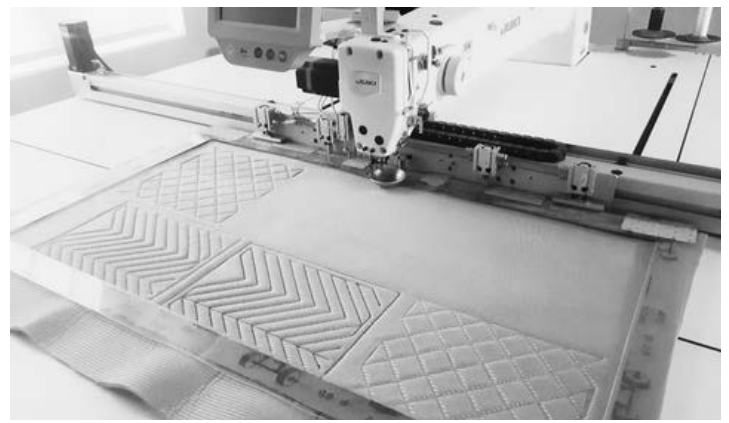
The cover page of the book & the dignitaries present & faculty awarded for their work during the book launch

The Inauguration Of FDDI Hyderabad's Centre of Excellence

-Sudeeksha.y

The Center of Excellence in Design, Development & Fabric Interface, present at the FDDI Hyderabad Campus, upholds FDDI's four-decade-old commitment to bridging the skill gap in the domains of Footwear, Leather Accessory & Lifestyle Products. This endeavour calls for the integration of new technology, research strategies and innovative development approaches, all of which is further facilitated by the COE infrastructure dedicated to the Fashion apparel sector.

Under the guidance of proficiently trained faculty members, the students gain access to an impressive array of machines namely, Laser Cutting Machine for Cutting & Engraving, Wacom Cintiqs, Digital Fabric printer, Computerised pattern seamer, Cup Molding Machine - Computerised Zigzag machines, Computerised Embroidery Machine, Computerised Flat bed Knitting Machine and many more, which imparts abundant practical exposure, design knowledge and also unleashes their creative potential..



Computerized Quilting machine



Computerized Flat bed Knitting machine



Cup Molding Machine



Computerized embroidery machine



Various Models of Stitching Machines



Digital Fabric Printer


Collaboration and networking opportunities for designers and manufacturers are also facilitated to exchange ideas and best practices, thereby forging mutually beneficial partnerships

Additionally COE Hyderabad serves as a vital link to other Centre Of Excellence across various domains and locations. Working with the state government for awareness on quality standard developing standards, and BIS (Bureau of Indian Standards) for consultancy, skill development & projects, their client radar includes The High Clothing, Aveda - Footwear, Zing Lifestyle clinic, Leather & Textile decors which is a Convergence Initiative of CIM Shri Piyush Goyal.

“Initially, our setup is small, focusing on taking the first steps towards establishing our presence. However, in the coming days, we plan to expand our operations and scale up according to the specific needs and demands of the local industry. As we grow, we will adapt our setup to accommodate larger capacities and cater to a wider range of requirements”

**- Mr. Arun k Gaikwad, Head
COE, FDDI Hyderabad.**

IBTIDA 2023



In the realm of academia, where textbooks and exams hold sway, college events emerge as vibrant celebrations that add colour to the academic canvas. These gatherings are more than mere breaks from studies; they are moments when we connect with everyone, offering glimpses into the soul of our campus. FDDI Hyderabad's five-day extravaganza showcased the power of such events to unite and rejuvenate the academic community, offering students a chance to connect, learn, and grow beyond the classroom.

Day - 1

Maximalism

The inaugural day of IBTIDA' 23 began with a beautiful diya lighting ceremony graced by the presence of esteemed faculties, department heads, former centre-in-charge Mr Deepak Choudhury, and Executive Director, Dr. Narasimhugari Tej Lohit Reddy, IAS. As the soft glow of the diyas illuminated the surroundings, the executive director of the campus delivered an inspiring address. The annual cultural festival kicked off with Aromal Sabu's captivating rap performance and Sivani's charismatic welcome song.

The foundation batch of 2023 wowed the crowd with a flawless fusion of freestyle and hip-hop. VERVE, the dance society of FDDI Hyderabad, hosted a solo dance competition, with Pranay emerging as the winner, keeping the spirit of competition alive.

Furthermore, FDDI Hyderabad's fashion society, PRISMA, hosted the 'Maximalist Mashup' creative fashion competition that wowed the audience and Aayushi Shukla reigned as the queen of maximalism.



“The PRISMAxFD 2021 show left the entire audience in awe. The impeccably designed collections by the fashion design students of the 2021 batch left everyone speechless”.

Day - 2

Sports

Football

On August 29th, the first day of the sports event was held, which was solely focused on football and basketball. The football match started in the morning, where two major teams, Team Junior and Team Senior, competed against each other. The seniors of FDDI beat the juniors with a score of 11-1, and despite the score, both teams showed excellent sportsmanship. The juniors received support and encouragement from the freshers, making it an enthralling match to watch. Jegannathan from 3rd year FDP was named the man of the match. Congratulations to cup holders Sadiq, Ayaan, Sooriyadev, Bijin, Rohit, Hariharan, Vangogh, and Jegannathan on their victory!



Basketball

The basketball match took place in the evening with Team Bijin and Team Ayaan competing against each other. The match was intense and exciting, with a close score of 35-33 in favour of Team Bijin. The highlight of the game was Ayaan's impressive half-court basket which displayed his incredible accuracy and pure talent on the court. Once again, Jagannathan was named the man of the match for his consistent support of the team. The Cup holders included Bijin, Hariharan, Asim, Vangogh, and Abhyuday Rana.

Cultural Kaleidoscope

The vibrant tapestry of cultures interwoven at our college came to life during IBTIDA 2023 as we celebrated "Cultural Kaleidoscope" in all its splendid glory. This extravaganza served as a testament to the diversity and unity that define our institution. Here, students from various backgrounds converge to create a harmonious mosaic of traditions, colors, and heritage.

The program commenced with a captivating Shiv Tandav performance by Neha from the foundation batch, followed by an enthralling solo dance by Sinchanna, leaving our audience in awe.

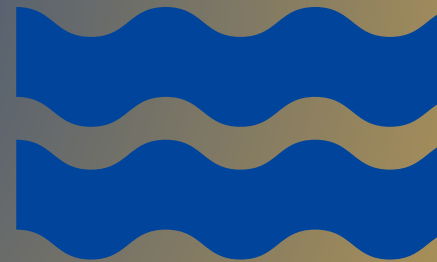
The VERVE dance society hosted duo and trio dance competitions, infusing energy into the auditorium and enticing the audience to groove along.

GOONJ organised a music competition, with Meghna emerging as the victor.

To represent our rich cultures comprehensively, we were treated to fine Hindi poetry. Manya and Priyanshu's recitations elicited enthusiastic applause.

A mesmerising dance performance by Navani, Shrawani, Rachita, Anjana, and Vanshi compelled everyone to join in the festivities.

To conclude the day on an electrifying note, PRISMA hosted a fashion competition called 'Cultural Cosplay.' Participants were tasked with reimagining a fictional character in Indian culture. Priyanshu, dressed as Indian Jack Sparrow, emerged as the champion, bringing a blend of creativity and tradition to the forefront.



Day - 4

Sports



On August 31st, the second day of the sports event took place, featuring a mix of indoor and outdoor activities such as badminton, carrom, table tennis, throwball for girls, and volleyball. The participants were equally enthusiastic and energised as on the first day and kept their spirits up. The audience was highly supportive, cheering and encouraging the participants throughout.

In the badminton category, there were multiple candidates competing, but ultimately, Akash claimed the gold medal and Sunidhi secured the silver medal. Following badminton was table tennis, with Niveditha taking the first position and Vanshi in second. Then comes the Game of Carrom where both the freshers Aadrika and Pratyksha displayed their maddening skills and secured first and second position respectively.

Throwball & Volleyball

The evening was perfect for a thrilling volleyball match, and the crowd went wild with excitement as the players showcased their unexpected skills. The gold medal winners were Vishwajeet, Allbin, Sooriyadev, Ayaan and Pranay, who showcased their exceptional athletic abilities.

The sports concluded with the highly anticipated throwball match of girls, where the cheers doubled. Shreya S, Niveditha S, Megha Smitha, Hudha Shaji, Jyothisha Sabu, Sana Mohamood, Ira Kakkar, and Arya were the deserving trophy bearers for the throwball girls.



Day - 5 *Urban Street Fest*

As the grand finale of IBTIDA 2023 draws to a close, our week-long cultural celebration, we find ourselves immersed in the dynamic tapestry of urban street style. This theme reflects the ever-evolving essence of our modern world, where creativity knows no bounds, and self-expression takes centre stage. From the bustling streets of metropolises to the underground subcultures that inspire fashion, music, and art, our campus transformed into an urban playground where individuality reigns supreme.



The event kicked off with a soulful music performance by Meghna, followed by a mesmerising dance performance by Moksha. VERVE ensured that dance remained an integral part of all three cultural days by hosting group dance competitions that left the audience on their feet, applauding with enthusiasm. To add more excitement to the event, a spicy ramen challenge and a creative graffiti competition were organised. Participants' creatively designed tees were proudly worn by student head coordinators, adding a touch of uniqueness to the festivities. After a short lunch break, more stunning performances followed, including a captivating guitar performance by Harshit from the third year, who left the audience completely enthralled with his compositions.



The audience eagerly awaited the PRISMA exclusive fashion show, themed 'STREETELLA: an amalgamation of streetwear and Coachella.' The show lived up to the anticipation, earning thunderous applause and enthusiastic whistles from the audience. It concluded on a high note, leaving a lasting impression.



The festivities in the auditorium, wrapped up with the distribution of prizes to the competition winners, as well as sports awards and mementos for the faculty and student coordinators of IBTIDA.

The day ended with a spectacular DJ night which was nothing short of a euphoric celebration of music, culture, and unity. This pulsating conclusion to "Ibtida" will be etched in the hearts of all who attended, a testament to the transformative magic of music and the joy of shared experiences.

The Art of Needlework:

Embroidery Workshop

Embroidery, often hailed as the art of stitching stories onto fabric, weaves a colourful tapestry of tradition, creativity, and craftsmanship. In a world driven by technology and digital aesthetics, the tactile allure of hand embroidery remains a timeless and cherished art form.

From intricate cross-stitch patterns passed down through generations to contemporary embroidery artists pushing the boundaries of textile art, FDDI Hyderabad held a two-day workshop for the Foundation batch on the 21st and 22nd of September, 2023, in collaboration with Pidilite Industries Limited.



The workshop aimed to enhance student's knowledge of embroidery while offering them the chance to gain innovative ideas and techniques, along with one-on-one guidance from an expert in embroidery from Pidilite.

Throughout the workshop, the students delved into various types of stitches, discovering ways to infuse their creations with a striking visual appeal. Techniques like painting, embroidery, tooling, and stamping, were explored by students, equipping them with skills to elevate the aesthetic beauty of fabric surfaces. These newfound abilities could be applied to their design projects, enhancing their creative repertoire.



By the end of the workshop, students had created their own designs with a blend of Gond Art in their embroidery work. This work was later showcased to the respected Executive Director, Sir Dr. Narasimhugari TL Reddy, IAS. This workshop not only nurtured traditional craftsmanship but also encouraged students to explore innovative avenues in the world of embroidery.

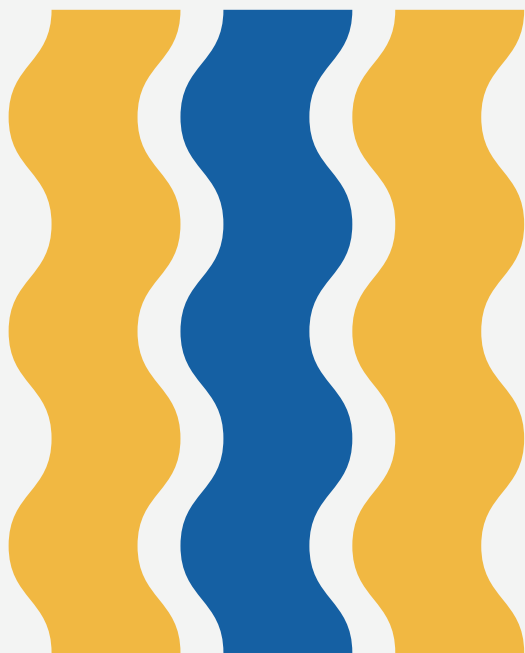
Fostering Creativity Through Art

Toy Making Workshop

"Art is not a handicraft, it is the transmission of feeling that an artist has experienced."

With this profound perspective in mind, FDDI Hyderabad extended an invitation to Mr. Polumuri Nageswarao, a renowned toy artist from Visakhapatnam, to share and impart his expertise and inspire the budding artists.

Mr. Polumuri Nageswara Rao, hailing from the picturesque village of Etikoppaka in Visakhapatnam, is well-known for his notable wooden craftwork. Following three days of informative lectures and counselling sessions, the foundation batch participated in an enthralling toy-making workshop on the fourth day, providing an opportunity for students from various regions to collaborate and showcase their creativity.





The session commenced with a captivating display of Gond Art by skilled craftsmen, igniting the students' imaginations and encouraging them to explore their creative depths.

The students were then invited to create their own artwork. Later on, they were taken to a power machine used in the toy-making process. This hands-on experience allowed the students to learn and grow in an engaging and immersive way.

Workshops of this nature foster creativity, collaboration, and hands-on learning and yield students with valuable experiences that go beyond the classroom. These innovative approaches prepare students for real-world challenges and enrich their college journey by nurturing imagination and creativity. It is evident that educational institutions are recognizing the importance of such programs and their transformative impact on student's lives.

Gond Art Workshop

The word 'Gond' comes from the Dravidian expression 'Kond' which means 'green mountain'. Gond painting is a famous folk art of the Gond tribal community of central India. It is a form of painting from folk and tribal art that is practised by one of the

largest tribes in India - the Gond - who are predominantly from Madhya Pradesh, but can also be found in pockets of Andhra Pradesh, Maharashtra, Chhattisgarh, and Odisha.

The workshop was organised with an overall objective to explore the techniques, narratives, and creative process behind Gond art using modern materials and methods to represent contemporary scenes and concerns on canvas and paper while keeping true to age-old traditions and style.

It was conducted for the students of first and second year. The expert taught students to put fun into the process of painting, along with enthusiasm and new techniques in a stress-free atmosphere. Students in this workshop developed a further understanding of painting, acrylic paints and drawing techniques needed to create masterpieces. They were exposed to a variety of tips, tricks and techniques used in creating masterpieces in watercolour and mixed media.



Educational Excursion to T-Works

Igniting Innovation and Hands-on Learning



In September 2023, the School of Footwear Design and Production, the School of Fashion Design, and the School of Leather Goods and Accessories Design at FDDI, Hyderabad, embarked on an educational journey to T-Works, Hyderabad. The primary objective of this visit was to provide students with hands-on experience and equip them with the practical skills needed to excel in the world of design, development, and testing, particularly in mechanical, electronics, and related fields.

T-Works, being India's largest prototyping centre, offered an ideal environment for this immersive learning experience.

T-Works boasts an impressive array of equipment for pottery, woodworking, cutting, 3D printing, machining, welding, electronics assembly and testing, and so on. This well-equipped facility empowers aspiring entrepreneurs to transform their innovative ideas into tangible products efficiently and economically.



Throughout the visit, the Industry expert guided the students and explained the minutest details in bringing the prototypes to life. The students had the privilege of exploring a diverse range of ingenious products, including a custom-built machine designed by a 14-year-old for manufacturing biodegradable pots (dubbed "biopots"), Formula E mementos featuring inbuilt timers for racers, scaled-down models of the 'Vikram S' rocket, drones designed for medical supply transport, mechanical ventilators for emergency use during the Covid-19 pandemic, and various other remarkable creations developed by T-Works in collaboration with esteemed organizations and innovators.

The students also got the opportunity to interact with technicians, engineers, designers, and other executives where they got an insight on the systematic and organized processes on how industry-grade products and services are manufactured.

The visit to T-Works was an invaluable experience, enriching our students' knowledge and offering them real-world exposure that will undoubtedly shape their future careers in the world of design and innovation.

Hindi Pakhwada 2023: Celebrating Linguistic Heritage

The Hyderabad campus was once again buzzing with excitement as the highly anticipated Hindi Pakhwada 2023 kicked off in full swing. This two-week extravaganza, a celebration of the Hindi language, proved to be a phenomenal success. The event featured a range of competitions aimed at showcasing the richness and diversity of Hindi, with enthusiastic participation from both students and staff.



Activities focusing on promoting linguistic harmony were also organized, with a special emphasis on the significance of preserving and promoting our linguistic heritage. The event served as a poignant reminder of the critical role language plays in shaping our identity and heritage, fostering a deep appreciation for Hindi's cultural importance in our society.



The closing ceremony was graced by the presence of our esteemed Executive Director, Dr. Narsimhugari Tej Lohit Reddy, IAS, who lauded the participants for their outstanding performance and encouraged them to continue their pursuit of excellence.

EVERYWHERE AND ANYWHERE:

A Spectrum of Saffron, White, and Green on the 77th Independence Day.



The event started with a moving speech by Prachi Kaushik, followed by a mesmerizing semi-classical fusion dance performance by Rachita, Navani, and Anjana. Priyanshu Nigam recited a captivating poetry that highlighted the unity among all Indians. The event also featured a group dance performance, a solo classical dance by Neha, and a melodious choir representing our patriotic feelings. A melodious choir then sang, representing our patriotic feelings, hitting those high notes and delivering smooth tones that were unforgettable. The choir's performance left a lasting impression on everyone present. Lastly, the much-anticipated fashion show by the 2022 batch paid tribute to the women who fought for our independence through various forms of drapes and ethnic garments. The show was a powerful demonstration of the strength and resilience of Indian women, and it left the audience breathless and applauding until their hands could no longer sustain the applause. With this, the event came to a conclusion, and the smiles on the attendees face were a testament to the fulfilling experience.



As the nation stands still to commemorate the struggle that birthed free India, we delve into the chronicles of valour and sacrifice that defined our journey to independence.

On the 15th of August, 2023, at 9:00 a.m, the tricolour flag proudly fluttered at the gates of FDDI Hyderabad, with every member of the institute gathered around to honour the heroes who etched their names into history's pages on this auspicious 77th Independence Day. As we sang to the rhythm of our National Anthem, a sense of pride filled us; the serenity of the moment can hardly be described in words.

After the flag was hoisted high, everyone huddled together and made our way to the auditorium for the cultural events.

Mr. Deepak Choudhary, the Centre Incharge of FDDI Hyderabad, delivered an impeccable speech to kick-start the event. The masters of ceremony for the event were Mrudula and Harshita from the 2022 batch, who initiated the proceedings. Following his speech, the students of the 2023 batch performed an invocation dance with flowing and delicate Kathak moves, welcoming the event with blessings. The sound of their feet tapping and the melodious clinking of ghungroos, accompanied by their subtle moves, enthralled the audience.

MELAM 2023: A GRAND CELEBRATION OF ONAM AT FDDI HYDERABAD.

The festival of Onam, commemorating the homecoming of Asuri King Mahabali, is a grand and cherished occasion deserving of a magnificent celebration. On 9th of September 2023, FDDI Hyderabad campus was filled with anticipation and excitement. The hustle and bustle of everyone preparing for the festivities, the ever changing weather, with moments of bright sunshine followed by cloudy skies, all heralded the arrival of MELAM 2023.

The students made immense efforts to uphold their cherished traditions. The lobby adorned a breathtaking Pookalam, a floral arrangement that warmly welcomed the guests and marked the commencement of the event. The campus ground was decorated with various picturesque photo booths. But we cannot forget the highlight of the day, the Oonjal, the traditional swing which brought boundless joy to everyone's hearts. All the elements signalled one thing that the celebration would create special memories

The festivities started with a speech by Mr. Deepak Chaudhary, followed by the cake cutting ceremony, officially kicking off the day's cultural events. Amidst the lush green surroundings and refreshing monsoon breeze, the melodious voices of Shivani (Batch 2021) and Niveditha (Batch 2021) enchanted the audience. The traditional folk dance Thiruvathira, performed by a large number of girls in a circle, exuded elegance. Girls from all the batches joined in & their performance, though brief, had a soothing effect on the surroundings.



It was followed by a grand procession welcoming the King Mahabali. Drums, dance, showers of flower petals, and bursts of colors marked his grand entrance. The Mahabali, portrayed by Abhyuday Rana from batch 2023, was the center of attraction. Everyone danced around him to express their excitement and thrill.



The event continued with various games like - Uriyadi (the handi breaking game), Vadamvali (the Tug of War), Lemon spoon race, musical chairs and many others. These competitions ignited the competitive spirit of all participants. Batch-wise competitions continued till the late hours, even amid rain and mud.

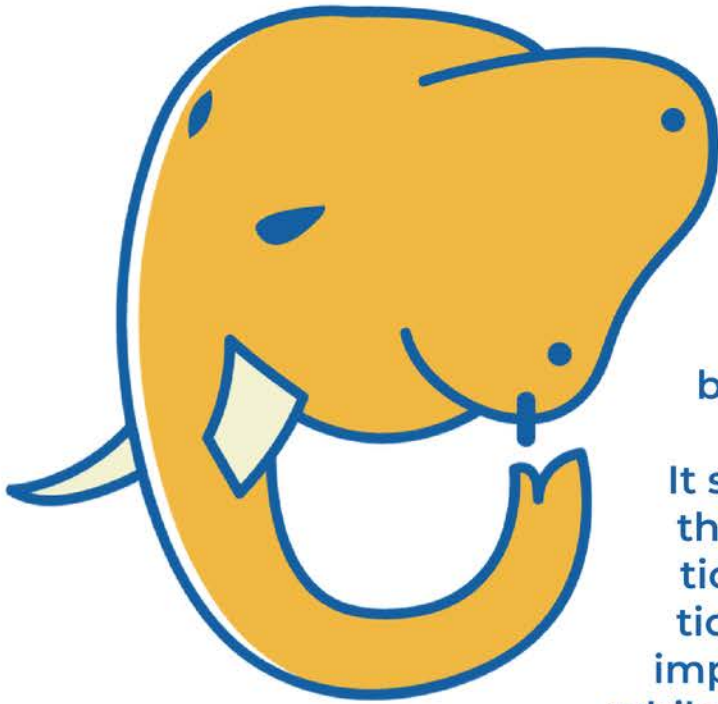
The grand finale of the evening was the DJ! Everyone let go of reality and danced their hearts out, revelling in the euphoria of the moment. The unbreakable spirits, muddied white saris, gleeful faces and an unforgettable memory bid goodbye to one more year of Onam.

GANESH



CHATURTHI

*A Fusion of Celebration and
Tradition at Fddi, Hyderabad*



Ganesh Chaturthi, one of India's widely celebrated Hindu festivals, commemorates Lord Ganesha's birth. Our college is always abuzz with excitement during this auspicious occasion, as both students and staff look forward to the lively and joyful celebrations.

It serves as a beautiful testament to the harmonious coexistence of tradition and modernity within our educational institution, emphasising the importance of cherishing our roots while striving towards a brighter future.

The highlight of our Ganesh Chaturthi celebrations was the beautifully decorated idol of Lord Ganesha, placed in a specially designed pandal within the college premises. It radiated an aura of divinity & creativity.

Students actively participated in the decoration process, adorning the pandal with colourful flowers, traditional motifs, and intricate rangoli designs, creating a visually captivating backdrop for the festivities. The daily Aartis and Bhajans further enhanced the spiritual ambiance, contributing to an unforgettable 11-day celebration.

The Ganesh Chaturthi festivities brought together students and faculty members to offer prayers and seek Lord Ganesha's blessings for wisdom and success. Students from various regions presented traditional slokas, songs, and performances in honour of the Elephant-headed God.

Beyond its religious and cultural significance, the celebration went beyond deity worship; it fostered togetherness, spread joy, and cultivated respect for traditions among today's generation. On the day of visarjan, everyone revelled in a lively DJ night, dancing joyfully to celebrate happiness and express their love for Ganesh Maharaj.



Vandana



Ananya



Ashrita



Harshitha



Akshaya



Shalika



Sudeeksha



Siri



Ashritha

OU TEA



Lubna



Ayesha



Sharvani

JR AM



Asim



Mrudula



Rishika



Vanshi



Priyanshu



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