

FDDI HYDERABAD'S FASHION COMMUNICATION CLUB PRESENTS

VOLUME 09

# FELICITAS

JANUARY 2023

NOVALIE

A BLAST WELCOME TO OUR  
FRESHERS

## CONVOCATION

FDDI HYDERABAD WELCOMED MRS. NIRMALA SITHARAMAN, HON'BLE UNION MINISTER OF FINANCE AND CORPORATE AFFAIRS AND MR. PIYUSH GOYAL, HON'BLE MINISTER OF COMMERCE AND INDUSTRY, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION AND TEXTILES, GOVERNMENT OF INDIA TO THE EVENT.

Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI conferred degrees to the students of the 2018 batch.

FT.  
MAHABALI  
THAMBURANI **ABHINAV**  
CELEBRATION FOR ONAM **MELAM**



# FELICITAS

An initiative by the students of FDDI HYDERABAD'S  
SDAC FASHION COMMUNICATION CLUB

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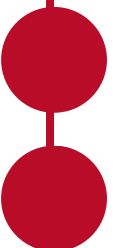
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# A BOUT US

Crafted with enthusiasm and care, FDDI Hyderabad's Fashion Communication Club - Melange, brings you 'Felicitas'.

A magazine that is specially created to cater to the creative mind. An array of topics ranging from fashion, make-up, pop culture, creative writings and musings, activities and workshops held at the institute, and more have been handpicked and presented for you to indulge in.

This magazine is an innovative space that serves as an outlet and a platform for all the little wonders that go on, with the people around us, every day!



# GREETINGS FROM THE CENTRE IN-CHARGE

I, Deepak Choudhary, HoD - FDP and Centre Incharge of Footwear Design and Development Institute, Hyderabad, am delighted to announce the release of Felicitas Volume 9, the quarterly magazine of our institute. This edition uncovers all the events that took place at FDDI Hyderabad in the recent months. It will also give you a glimpse into all the workshops and study visits conducted for our students over the last semester.



# EDITORS NOTE

It's been a long time coming but we are finally here with our newest edition of FELICITAS. In this edition, we want to show you how colorful the past year has been for us at FDDI Hyderabad. We have all reached a new turning point in our lives in the year 2022.

We all made efforts to live our lives to the fullest since we never know when our lives could change. Many of us returned to our routine schedules after the pandemic struck us with the wisdom of those probing years. Many of us, however, were able to realize our full potential and work toward being the best versions of ourselves thanks to this approach. This is definitely the case for our students, in my opinion. We jammed so many memorable adventures and memories into the last year that they filled the hole left by the string of lockdowns in the years before.

Let's take a glance at the student life on campus. Throughout the past year, our students have bonded over festivities, events, and other hot topics. So buckle up and enjoy a trip down memory lane.

Using the past as a lens, consider the future. Let's celebrate our accomplishments as we reflect on all the events that brought us together and carry our best selves into the new year.  
Cheers!

Akshata and Nidhi  
Editors in Chief

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# MELAM

**2K22**

-the performance of  
instruments creating  
harmony



Competitions like face painting and poster making were conducted to bring up morale and enthusiasm among students

On 12th of September 2022, FDDI Hyderabad was adorned in colors of joy and excitement. The campus was decorated with petal rangolis, a hammock, photo booths and much more.

Between all the colors, everyone was dressed in kasavu sarees and white kurtas. We were glammed up for the Onam celebration.

Just like the instruments in 'Melam', all elements in Onam harmonize with each other. Melam 2022 was organized by the Keralits of FDDI Hyderabad. The competition for the best and most traditional outfit for the day- Mr. Melam & Ms. Melam was the most awaited and anticipated event.



# HIGHLIGHTS OF THE DAY

**MEGA THIRUVATHIRA** - 'The sacred big wave', included more than 50 students elegantly dancing in circles.

**TUG OF WAR**- Clashing between different departments and batches the team spirit peaked in this competition.

**THE MEDLEY** - Performed by Keralites, this escalated the level of enjoyment. From including groovy songs to playful skits in between, they nailed at engaging the audience.

**FUN WITH FACULTIES**- Students weren't the only ones who participated that day. Teachers showcased their talents by performing dance and playing musical chairs.





# ANESH CHATURTHI

The festival of Ganesh Chaturthi, with its colors of delight and flavors of culture started with the initiative of a few and soon flowed through everyone's heart.

The Sthapana of Lord Ganpati, daily Puja, morning and evening Aarti, cultural programs, and the Visarjan culminated to create 5 days of beautiful memories.



# VISARJAN

The first day started with a Puja and Homa. Students and faculties (with their families) participated in the rituals.

On the night of the Visarjan students danced, prayed, and celebrated in joy. Ganesh Chaturthi gave us a sweet memory. Everyone was drenched in gulaal as we bid Ganesh a hearty goodbye.





Baruni 2K22 was an event filled with colors,  
music and love. The lighting, the decoration,  
the music, everything was perfect.  
The whole setup was mind blowing.



# BAR

All the students were dressed up in a traditional attire. Students performed the Dhunuchi dance which is performed during durga pooja in East India. Garba was also performed to celebrate the festival of navratri. Various other dance performances were given by the students which was astounding. Everyone danced their out and marked the end of this wonderful event.



# UINI

# GARBHA





# NIGHT



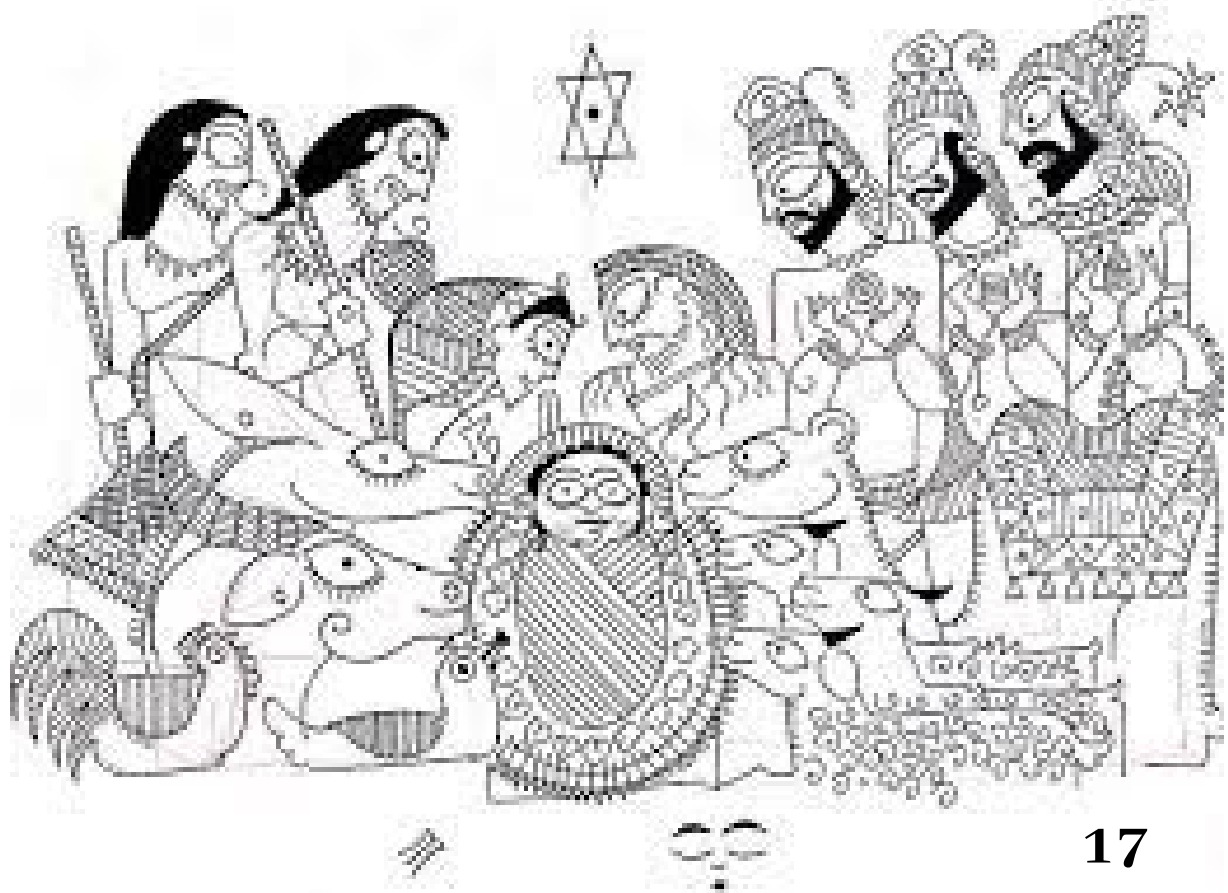
The dance form which celebrates feminine power, love and divinity. Baruni 2k22 left with a sweet experience of Garba for everyone!



# WH

Today, for us, a celebration is wanting a holiday, spending the day with our favorite people, or sleeping all day. Celebration has become the opposite of our daily routine. But what if I told you celebrations were once our daily routine a few centuries ago?

*The festivals we celebrate are for various occasions - Diwali for the return of our beloved king, Navaratri - as a cheer for a fighting goddess and her win, Onam as a remembrance of a King with great qualities but twisted fate. The list goes on.*



# Y DO WE CELEBRATE

*~ Mrudula Sambrey*

Ancient India was rich in culture and livelihood. Celebrations took place every day. Stories were told, emotions were expressed, and legends were praised, all in the form of song and dance. This summed up a celebration. The origin of it was the natural urge to bond with people and the environment and community around them.

As natural as the flow of wind, the ways and reasons to celebrate changed over time. Celebrations became occasional. Only 'grand' occasions were celebrated. The motives started becoming self-centered. Celebrating our birthdays, anniversaries, new jobs, and housewarming parties became the new normal.

What if we all take a step back and ask ourselves "Why do we celebrate the things we celebrate?" Thinking about 'our origin'. The last time you threw your birthday party, was it about wearing the prettiest dress? or having a good time, the latest gathering you had with your school friends, was it about 'who got into a better college' or a trip down your memory lane? These small thoughts and reasonings make us who we are and keep us rooted.

**Your celebrations will always have a 'us' and their celebrations will always have a 'you'. We celebrate because we are humans. We bond. We cherish. We value. Our celebrations help us remember that.**

FDDI  
CELEBRATING  
PHASE 2 OF  
IBTIDA

# IBT



*(Chief guest Mr. Jatindar Singh)*

# IDA



The excitement and energy of FDDI students blew up the Cultural Week-Ibtida. The celebration took place over the span of three days which consisted of cultural programs, sports events, promotional events, DJ nights and much more. Everyday portrayed a different concept.



# DANCE



Dance performances always have the biggest fans. The grace and groove of the dancers didn't disappoint the audience either. Solo dance performances, freestyle medleys, duets, and even dance battles.

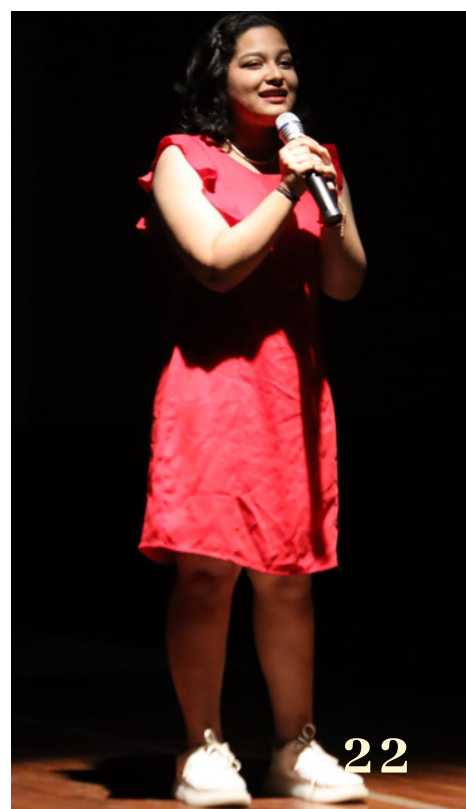
All the performers danced with their passion and set the stage on fire.

Singers, guitarists, and a flautist showcased their talents and passion during Ibtida.

Music played a significant role throughout the three days of Ibtida. This was the jewel that brought soul to the show.

Music blessed us in various ways. Sometimes with beautiful vocals or spooky background tunes, as a beat to groove on, or even as a melody from instruments. This story of music will always be in hearts of the audience.

# MUSIC



Graffiti - a refreshing way to express thoughts and emotions.

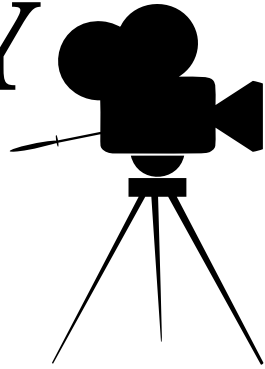
A live show was performed by @danishmohmamd on the first day of Ibtida.



A Tribute to  
Virgil Abloh  
and Keith  
Haring

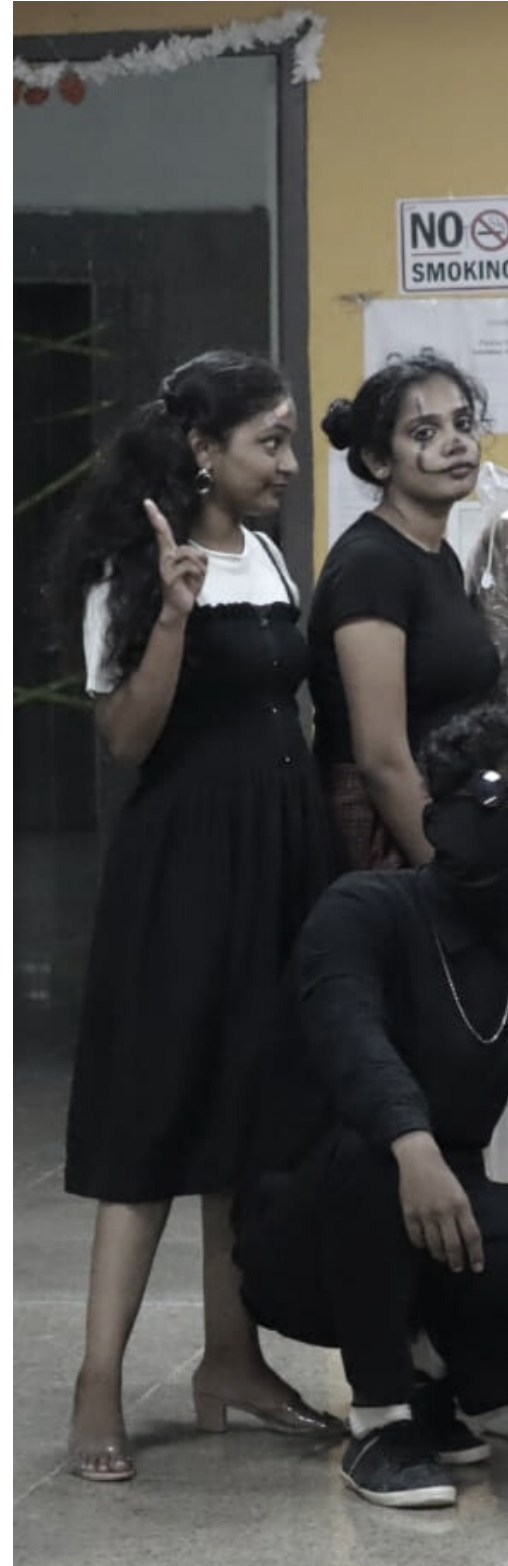


# INDIAN CINEMA DAY



Each and every student was dressed up like their favourite character from an Indian movie. From 'Naina' from Yeh Jawaani Hai Deewani, to 'Jai' from Sholay, this event was the brightest, most fun cosplay we have participated in. Students gave their 100% to bring their characters to life.





**HAI**



# LOWEEN

The College was drenched in dark and spooky vibes.

The highlight - Incarnated Vogue: The Fashion Show. Foundation students descended the ramp in style and vigour.

# GALA NIGHT

**It's time to find a prom partner! Be it soul sisters or soulmates. Everyone had a chance to shine. Duet dances, ball dances, games, everything made the event shine brighter.**

The first event of Gala Night was duet dances. Three duets showed exotic talents and mind-blowing sync. The performances included Bharatanatyam, Bollywood freestyle and Shiv Tandav.

The Food stalls and ice cream shop were a welcome addition to the event but couldn't beat the Gala Dance. Soon the floor was full of pairs swaying to 'Until I Found You'. The atmosphere was the cherry on top. It was the best way to say goodbye to Ibtida 2022.

# LA GHT



The games included musical chairs, paper dance, blindfold dance, and more. 'Prom King' and 'Prom Queen' (Pg-26) were announced based on their outfits and confidence. The lucky pair then performed a short and sweet dance after their win.



# SPORTS WEEK

Friday, 18 March 2022



The three days of IBTIDA covered not only cultural events but sports events too. Sporting events occurred on the same days as other cultural events. Amidst all the assignments, practicals, exams, and lectures, these sporting events were a delightful break.

Matches of soccer, basketball, cricket, and volleyball were conducted. Competitions were held for all games. Football was won by Team - La Masia Fc, and Team - Demons Fc secured the runner-up position. The cricket champions were Fashion Department 2019 batch, Getting 20 certificates and three individual awards. The winners of volleyball were Footwear Department 2019 batch.

The event ended with feelings of oneness and joy. The champions celebrated their victory and the others eagerly awaited their next opportunity. IBTIDA 2022 - Phase 2 was a beautiful memory to remember.

## *The Active Side*





The 2018 graduate proclaimed that they are good designers, who will learn and support their peers. This auspicious occasion was celebrated in the presence of Mrs. Nirmala Sitharaman, Hon'ble Union Minister of Finance and Corporate Affairs and Mr. Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles.

On 29th October 2022, FDDI Hyderabad students who successfully completed their respective Programmes in the year 2021 & 2022 at the FDDI Hyderabad campus were awarded their Degree during the Convocation 2022, at Shilpakala Vedika, Shilparamam, Hi-Tech City, Hyderabad.

The graduation ceremony became a port for many arts and crafts shops, where the students demonstrated their creativity. The main guests were escorted through every project and idea.

It was a surreal moment for all 2018 students. The student who achieved the best performance and grades received a medal.





# CONVOCAATION

The event was graced by Mr. Rajeev Singh Thakur, IAS, Additional Secretary (AS), Department for Promotion of Industry and Internal Trade (DPIIT), Government of India (GoI) as the Chief Guest. Ms. Jyoti Yadav, IAS, Deputy Secretary, Department of Commerce, GoI and Mr. Binod Kumar, Deputy Secretary, DPIIT, GoI were the Guest of Honour.

On this occasion, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI and an alumni of the institute, Mr. Mohd. Yunus, Owner - East West Tanners & Proprietor - Lee Craft India were also present.





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# NOVALIE

FRESHERS 2022



The freshers party 2022 was a marvelous event that began with a warm welcome from the 2021 batch.

Their kind gestures and friendly attitude were admiring. Then began the real fun, the games and the performances. The games and the activities were exciting, the pickup line game was the cherry on the top. The dance performances by batchmates and the seniors were amazing. We enjoyed it thoroughly.

We got the opportunity to interact with our seniors. We got to know each other and got comfortable with them as well. It was a very delightful experience. All the credit for this evening goes to our seniors and wonderful hosts who organized this fun filled evening which will remain in our hearts. We had really beautiful moments, full of laughter and fun. The day was incredible.



VISHWAJEET

Mr. Bumble Bee



PRANAY

Mr. Persona & The Novalie



AAROMAL

Mr. Freshers



SHRAWANI

Ms. Bumble Bee



CAYATRI

Ms. Persona



AAVUSHI

Ms. Freshers



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RK

— SH  
OP

# OBSERBATIONAL DRAWING WORKSHOPS



FDDI Hyderabad organized "Observational Drawing" on 29th November, 2022 in collaboration with @peoplesfriendart, Hyderabad for the foundation batch.

The Workshop was organized with an objective to update the knowledge of students, which also provided them opportunity to acquire innovative ideas of drawing techniques with creativity.

The students learned practical emphasis of Observational Drawing with quick sketching techniques and its application further on their design models.



# Cheriyal Painting Workshop



# Photography Workshop



On November 11, 2022 | The LGAD Floor  
Conducted by Mr. Dhanalakota Vaikuntam

School of Leather Goods and Accessory Design and School Fashion Design conducted a workshop on Cherial painting at FDDI Hyderabad to promote better understanding of handicrafts and their usage in design within students. Mr. Dhanalakota Vaikuntam, a Cherial painter of national fame demonstrated this method of ancient painting to create designs on canvas bags.

A workshop for the foundation batch "Photography and Photo Editing" was organized to update students' knowledge, which also provided them opportunity to acquire skills on advance Photography Techniques with creativity.

The students also learned practical emphasis of Photo Editing with an image aesthetic look, enhancements techniques, and its application further on their design models and assignments.

Conducted on  
05th December, 2022 by Dr. Sravan  
Sethuram (@sravansethuram)





FDDI Hyderabad organized a museum visit for the Foundation batch to Salarjung Museum & Birla Science Museum on 06 December, 2022.

The Museum Visit was organized with an objective to update the knowledge of students on design, craft heritage, science and technology.

Students observed amazing ancient artistic work in the objects and articles displayed. Students studied design, art, dimensions and surface textures in paintings, pottery, armours, crafts and scientific objects. They got an opportunity to understand scientific principles through various tools and apparatuses at the science museum. This visit is bound to help them apply these techniques in their projects and assignments.





**For more updates visit to our instagram page**



**fddihyd\_felicitas**

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