



NEWSLETTER

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A WEEKLY NEWSLETTER

14th July 2023



Seminar on 'Current Trends in Sports Footwear Manufacturing Industry' held at FDDI, Noida

An insightful seminar on the topic 'Current Trends in Sports Footwear Manufacturing Industry' was held at FDDI, Noida on 5th & 6th July 2023.

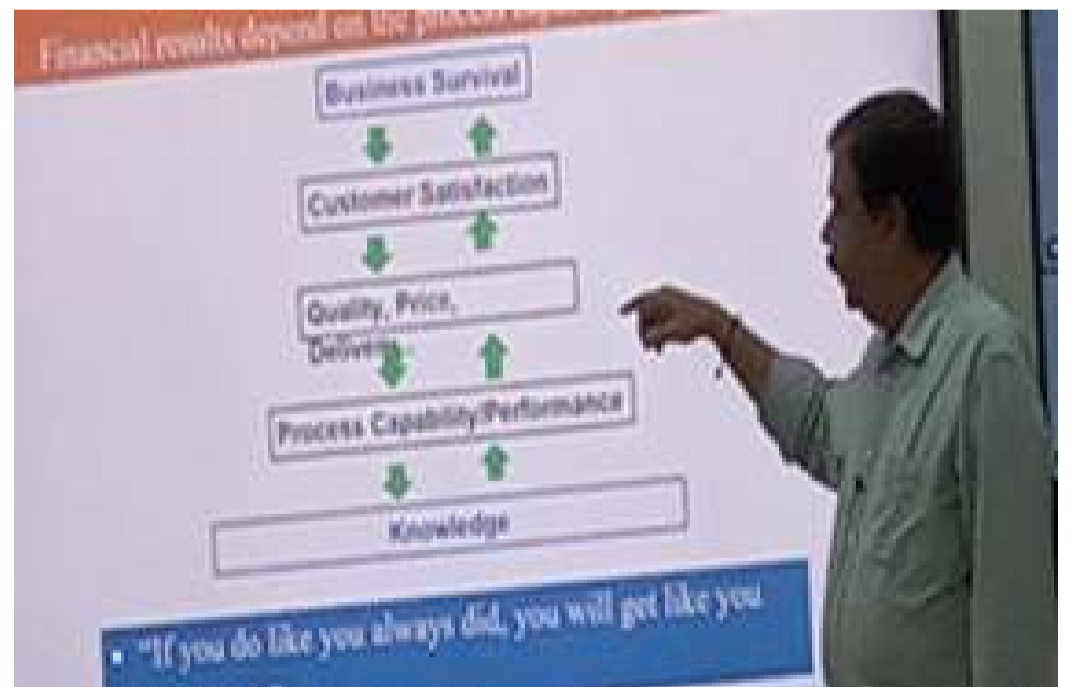
FDDI's School of Footwear Design and Production (FDP) organized the seminar with the objective to upgrade the faculty and to make them aware with the current industry norms and standards.

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- Seminar on 'Current Trends in Sports Footwear Manufacturing Industry' held at FDDI, Noida;
- Research study of Faculty of FDDI, Hyderabad campus gets published in RAMSS;
- Article written by Faculties of FDDI gets published in the journal 'Trends in Agricultural Science'.



A view of the session conducted by Mr. Sreedhar Jayaraman



Mr. Tanmay Kr. Mishra conducting the session on 'Quality in Leather Footwear'

The sessions were conducted by eminent speakers namely, Mr. Sreedhar Jayaraman, Mr. Tanmay Kr Mishra, Mr. S. D. Singh and Mr. S.M. Shahid Anwar, all of them having more than

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three decades of valuable experience in footwear manufacturing.

The first session was conducted by Mr. Sreedhar who gave a brief overview on how the sports footwear evolved over the ages and how each stage has contributed towards the development of the other. He also discussed about what technologies contributed to the development, the associated design features, the tangible and intangible factors associated in sports footwear.

The session on 'Quality in Leather Footwear' was conducted by Mr. Tanmay Kr. Mishra who briefed about 'Quality' from customer as well as factory's approach, on how quality can be built into a sports footwear, the role of various processes in quality building. He also discussed about various approaches for achieving quality whether its KANBAN system or POKE-YOKE approach and many other. He explained the importance of each and every activity that is held on floor and that goes into making of quality as subject of utmost importance while manufacturing.



A view of the participants attending the seminar



Group photograph of eminent speakers & Faculty of FDP

Mr. S.D. Singh briefed about the various aspects of 'Global Sourcing and Outsourcing'. He explained about developing the strategies, the associated risks and benefits of First Movers, the intricacy of whole sourcing gamut right from design to logistics. He also discussed about the need of effective training which stands as a key ingredient to get desired result, understanding about the geopolitical effects & labour factor.



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The last session was conducted by Mr. S.M. Shahid Anwar wherein he briefed about the changing market trends, how and when the various factors drive these trends, what are the various global facets that create shift in this paradigm.

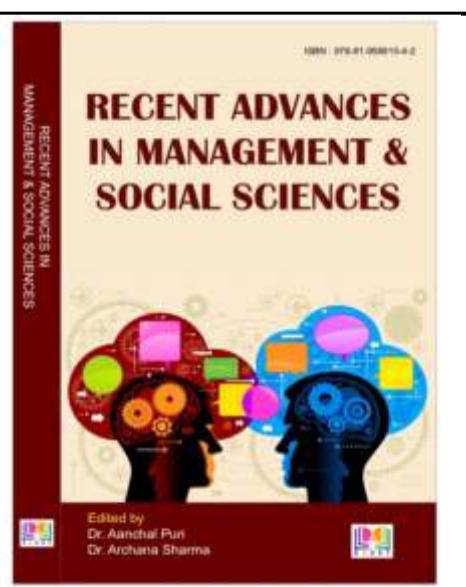
There was an interactive session after the seminar which proved to be an excellent opportunity for the participants to take maximum benefit pertaining to increasing use of eco-friendly products, the market which is being driven by rising awareness about the importance of fitness, innovations in sole technology, growing preference for premium and customized products etc.

Research study of Faculty of FDDI, Hyderabad campus gets published in RAMSS

A joint research study of Mr. Rambabu Muppidi, and Mr. K. Elayaraja a Sr. Faculty of FDDI, Hyderabad campus has been published in National Journal of Recent Advances in Management & Social Sciences (RAMSS).



Mr. Rambabu Muppidi, Faculty,
SLGAD, Hyderabad



Cover page of the book



Mr. K. Elayaraja Sr. Faculty
FDP, Hyderabad



Certificate of Publication

The title of the research study is 'The Historical Perspective on Mandapa Pillors Design at the Taduvai Bhadrakali Sametha Veereswara Swami Temple: Pillar Art and Cultural Representation in Unity'.



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Mr. Rambabu Muppidi, Faculty in School of Leather Goods & Accessories Design (LGAD) and Mr. K. Elayaraja, Sr. Faculty School of Footwear Design & Production (FDP) carried out the field study in the Coastal region and visited some places near the Godavari Deccan Plate and Andhra Pradesh region at some of the oldest mandapa and pillar-designed temples.

The book has been published by S SHARDA GLOBAL RESEARCH PUBLICATIONS bearing ISBN: 978-81-958915-4-2 dt. 10.07.2023.

Article written by Faculties of FDDI gets published in the journal 'Trends in Agricultural Science'

An article titled 'Biological and Psychological Aspects of Clothing', jointly written by Dr. Sushila Hooda, Jr. Faculty, FDDI-Noida campus and Dr. Sarita Devi, Jr. Faculty, FDDI-Rohtak has been published in the journal 'Trends in Agricultural Science' Volume 2, Issue 6, June, 2023, Pages: 443-446, ISSN: 2583-7850. Both the faculties are from FDDI's School of Fashion Design (SFD).

Sr. No.	Name of the Faculty of SFD	Cover page of the Article
1.	 Dr. Sarita Devi, Jr. Faculty	
2.	 Dr. Sushila Hooda, Jr. Faculty	

The article elucidates about textiles which has always played important roles in well-being of a human being by protecting it from different adverse environmental conditions and making him feel comfortable. Comfort characteristic is an important functionality of clothing. It is used in many societies for the purpose of expressing wealth, status, occupation, age, occasion, gender, etc. The dress of an individual is a kind of 'sign language' it communicates a complex set of information and is usually the basis on which immediate impressions are formed.