



# NEWSLETTER

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A WEEKLY NEWSLETTER

18<sup>th</sup> August 2023



## 77<sup>th</sup> Independence Day celebrated at FDDI campuses

The 77<sup>th</sup> Independence Day was celebrated with patriotism fervor and traditional gaiety at all the campuses of Footwear Design & Development Institute (FDDI) located at Noida, Banur, Kolkata, Fursatganj, Chennai, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Patna and Hyderabad on 15<sup>th</sup> August 2023.

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- **'National Handloom Day' celebrated at FDDI, Hyderabad, Chennai & Chhindwara campus.**



Mr. Arun Kumar Sinha, IAS, MD, FDDI unfurling the Tri-colour



MD FDDI delivering the 'Keynote Address'

Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI unfurled the Tri-colour at FDDI, Noida campus in the presence of Mr. Pankaj Kumar Sinha, Secretary, FDDI and the staff & their family members and students of FDDI.



A view of the cultural programme



Winner of the 'Traditional Dress' competition receiving the prize

Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, MD, FDDI, said, "Today we are celebrating the spirit that has shaped our diverse land into a thriving democracy, as this day commemorates India's independence from colonial rule after two centuries of oppression and suppression at the hands of the British.



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This day is a tribute to the sacrifices of our ancestors and a reminder of the ideals that bring us together. Let's renew our commitment to a future filled with unity, growth and prosperity.”



Mr. Pankaj Kumar Sinha, Secretary, FDDI addressing the audience



Ms. Pragya Singh, Executive Director (ED), FDDI Banur campus unfurling the Tri-colour



Mr. Sunil Kumar Ullattuthodiyl ED, FDDI Kolkata campus unfurling the Tri-colour



A view of flag hoisting at FDDI, Fursatganj campus

A colourful cultural programme was presented by the students of the institute, which constituted of patriotic songs, captivating dances and one-on-one plays that depicted the struggles of our soldiers who are fighting on the border, the sacrifices made by them for the sake our freedom and safety.



Flag hoisting at FDDI, Hyderabad campus



A view of FDDI, Jodhpur campus



Flag hoisting at FDDI, Patna campus



Flag hoisting at FDDI, Chhindwara campus

Addressing on this occasion, Mr. Pankaj Kumar Sinha, Secretary, FDDI said, “The day honours the freedom struggle and the supreme sacrifices made by our leaders to achieve Independence. Let us honour our past, celebrate the present and prepare to light up our future.”

At all the other campuses of FDDI, the flag hosting ceremony was followed by the National Anthem in unison.



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Faculty & staff of the respective campuses assembled and participated in making the Independence Day celebrations inspiring and enlightening.



Flag hoisting at FDDI, Guna campus



Flag hoisting at FDDI, Ankleshwar campus



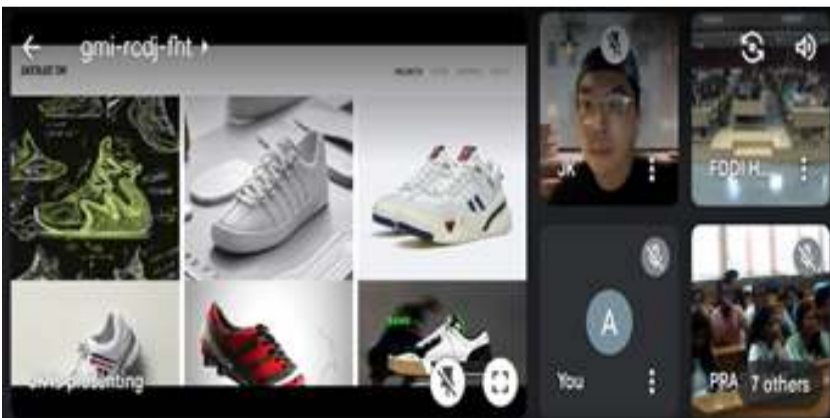
A view of flag hoisting at FDDI, Rohtak

FDDI shared its Independence Day celebrations on the social media platforms.

## International Live Webinar on 'Footwear Design Unleashed: Pushing Boundaries and Creating Icons' by Creas F&C Co., Ltd., South Korea held in cooperation with FDDI, Hyderabad campus

On 10<sup>th</sup> August, 2023, an International Live Webinar on 'Footwear Design Unleashed: Pushing Boundaries and Creating Icons' by Creas F&C Co., Ltd., South Korea was held in cooperation with FDDI, Hyderabad campus.

Creas F&C CO., LTD, South Korea makes and sells golf apparel and golf balls and performance footwear. Its brands include Fantom, Ping, Master Bunny Edition and St. Andrews. The company was founded in 1998 and is headquartered in Seoul, South Korea.



Mr. Jaykay IM, Senior Footwear Designer & Design Lead at Creas F&C Co., Ltd., South Korea making presentation & briefing on his latest collections



Students & faculties attending the international webinar

The webinar was held in cooperation with School of Footwear Design & Production (FDP) of FDDI, Hyderabad campus during which the Mr. Jaykay IM, Senior Footwear Designer & Design Lead at Creas F&C Co., Ltd., South Korea was the 'Key Speaker'.

With over a decade of industry experience, Mr. JayKay IM stands as senior footwear

designer lead at Creas F&C Co., Ltd., in Seoul, South Korea, while his journey has taken him from senior roles at K-Swiss in Xiamen, China, to his prestigious tenure as Chief Footwear Designer at Anta in Xiamen.

His creative brilliance has been recognized with awards like the IDA Design Gold, K Design Award, and Red Dot Award for projects ranging from golf shoes to football boots, underlining his ability to merge style and functionality. Holding a degree in Industrial and Environment Design from Konkuk University, Mr. JayKay's holistic approach to design is



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underscored by his eco-friendly concepts that garnered accolades like the Special Prize at the Seoul Design Olympiad. His outstanding career continues to reshape the footwear landscape with a legacy of innovation and a commitment to pushing the boundaries of possibility.

Mr. Jaykay IM began the session by discussing what drove him to become a footwear designer, the creative process he goes through when creating a new pair of footwear, and how to balance the worldwide appeal of his designs with the cultural preferences of specific regions. He also described a design problem he encountered and how he addressed it.

There was an interactive Q&A session during which Mr. Jaykay IM briefed about on the design process for creating basketball shoes, Fashion forecasting goal for a designer, 2D & 3D CAD Applications utilized in South Korea, Impact of AI for footwear designer and so on.

The international webinar was attended by more than 120 participants including students, faculties, staff members across 12 campuses of FDDI and design studios.

### 'National Handloom Day' celebrated at FDDI, Hyderabad, Chennai & Chhindwara campus

'National Handloom Day' (NHD) was celebrated at FDDI, Hyderabad, Chennai & Chhindwara campus on 7<sup>th</sup> August, 2023.

In 2015, the Government of India decided to designate the 7th August every year, as the 'National Handloom Day'. The theme of NHD, this year is 'Handlooms for Sustainable Fashion' which emphasizes the significance of handloom weaving as an environmentally friendly procedure and sustainable substitute for machine-made fabrics.



Students of FDDI, Hyderabad campus presenting their collection

In commemoration of NHD, FDDI Hyderabad campus hosted a spectacular fashion show-cum-class competition of 'Indian Traditional Drapes'. Aligning with this year's theme, a vibrant display of creativity and cultural heritage was organized by the School of Fashion Design (SFD) during which the students of the 2021 batch showcased a splendid collection of traditional drapes from across India, adorned in exquisite 'Handloom Sarees' & 'Dhotis'.

A distinguished panel of judges evaluated the students' creativity, craftsmanship, and presentation. The event not only celebrated the rich legacy of handloom weaving in India but, also highlighted the immense potential of the young fashion aspirants.

On the occasion of NHD, FDDI Chennai campus organized an interactive session of FDDI students with Handloom Saree Artisan, Mrs. Sugnadi from Kancheepuram who briefed them about handloom weaving and developing sarees. Handloom saree were kept for display and sales.

Apart from this, various competitions were also organized for students such as Poster Design with the theme of HND, Saree Draping & Styling and Charkha Making.



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In commemoration of NHD, FDDI Chhindwara campus invited two distinguished personalities at its campus, namely Mr. Rohit Rusia Co-Founder, ASHA (Aid & Survival of Handicraft Artisans) & Bhartiya Shilp, Chhindwara, Madhya Pradesh (MP) and Mr. Rajiv Shrivastava, Director, NSDC International Skills Center, Chhindwara, MP, luminaries known for their contributions to the fields of art, literature, and skill development,



Mrs. Suganthi explaining about Handloom Saree



Students presenting 'Handloom Saree Styling'



Student team with Charakha Model

They assessed the presentations delivered by students, each showcasing diverse regional handloom styles. During the mesmerizing ethnic fashion show, the students elegantly showcased the synthesis of tradition and modernity, displaying the time-honored craft of handlooms seamlessly blending with contemporary designs. It was a tribute to the artisans who have preserved the magic of handwoven fabrics over centuries.



Winners of Poster Design



Dignitaries watching presentations of students at FDDI Chhindwara campus



Tribal dance by students of FDDI Chhindwara campus

NHD celebrations was a harmonious blend of heritage and innovation, showcasing the future of Indian fashion.



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