

NEWSLETTER

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A WEEKLY NEWSLETTER

06th October 2023



Additional charge of MD, FDDI allocated to Col. Pankaj Kumar Sinha, Secretary, FDDI

Consequent upon completion of tenure of Mr. Arun Kumar Sinha, IAS as Managing Director, FDDI on 18.09.2023, the Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, has allocated the additional charge of MD, FDDI to Colonel Pankaj Kumar Sinha, Secretary, FDDI, until the regular incumbent joins the post or until further orders, whichever is earlier.

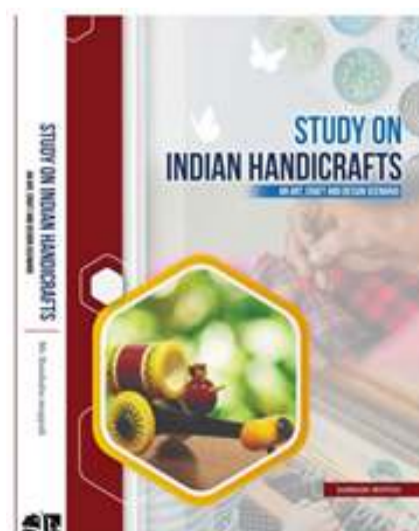
'Study on Indian Handicrafts: An Art, Craft, and Design Scenario', book edited by Faculty of FDDI, Hyderabad launched

A book titled 'Study on Indian Handicrafts: An Art, Craft, and Design Scenario' which has been edited by Mr. Rambabu Muppidi, Faculty of School of Leather Goods & Accessories Design (LGAD) of FDDI, Hyderabad campus was launched on 25th September 2023 by Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director (ED), FDDI Hyderabad.

On this occasion, Dr. Musugu Srinivasa Rao, Associate Professor, Potti Sri Ramulu Telugu University, Hyderabad, all the Heads of Departments and faculties, staff, and students of FDDI, Hyderabad campus and media persons were present.



Dignitaries present during the launching of book



Cover page of the book

This book having ISBN: 978-93 83729-32-6 covers study on Indian handicrafts of various places and methods such as Tamil Nadu -

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- Invention by Faculty of FDDI, Hyderabad campus Filed & Published in Indian Patent Office Journal;
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- Industry Insights on 'Mall Management' & session on 'Career Options in Retail' for FDDI, Noida students;
- Workshop on 'Design Projects' held at FDDI Hyderabad campus;
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- Industrial visit for FDDI, Kolkata students at garment manufacturing unit of Devoiler and at Webel-Fujisoft-Vara, CoE.



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Aruppukottai Handloom, Telangana- Narayanapet Handloom, and Textiles, Pochampalli - Ikat Cluster, Nirmal Craft Design, Folk Handicrafts of Telanagana, Kolhapur - Chappals, Etikoppaka, and Kondapalli Toys and Leather Puppetry in Andhra Pradesh, Gujarat and the Wall Paintings of Bhuj, Karnataka - Surpur Painting, Study on Leather Craft (Jammu and Kashmir), Hot Wax Metal Craft in Himachal Pradesh, The Physical Properties of Recycled Fibers, Varanasi Toys in Uttar Pradesh, and Baroda in Printmaking in India Colors of Life.

Overall, 24 authors and 25 coauthors collaborated and contributed to this book which includes Mr. Anoop Singh Rana, Dr. Anupriya, Dr. Chandan Kumar Vemana, Dr. Govind Soni, Dr. Ravindrababu Veguri, Mr. Nitin Kulkarni, Mrs. Priyadhrsgini, Ms. Saurabhi from various prestigious institutions like NIFT, FDDI, GITAM and Manipal Universities.

FDDI faculties, Mr. Abdul Rahuman M, Mr. Loganathan. T, Mr. Ilayaraja, Mr. Naresh Kumar, Mr. Harish Kumar, Mr. Satish Kumar, Ms. Ruchi Singh, Ms. Shika, and Ms. Priya and some alumni and current students have contributed to chapters of this book.

The book is a boon for professionals, academics, experts, design students, and research scholars.

Seminar on 'Dendrite Adhesives & Footwear Chemicals' held at FDDI, Kolkata campus

With the objective to familiarize the students about the recent advances and future prospects of 'Dendrite Adhesives & Footwear Chemicals', seminar was organized by School of Footwear Design and Production (FDP) at FDDI, Kolkata campus on 26th September 2023.

It was conducted by the specialist representatives of Chandras' Chemical Enterprises (Pvt.) Ltd., namely, Dr. B Nayak- Senior Vice President, R & D, Mr. Suman Basu - Head, Sales & Marketing & Mrs. Sriparna Mitra -Head HR and Mr. Biswajit Ray-Marketing Coordinator.

Through presentation and interactive session, they briefed about the different types of products – different type of adhesives uses in footwear industries & their application, hardener, primer, their technical aspects, uses, safety precaution etc.

HR-Head offered carrier opportunities available in 'Chandra Chemicals' for FDDI students which is a leading manufacturer of wide variety of Synthetic Adhesives based on Polychloroprene, PU, EVA, Epoxy, Lamination and other elastomers, Hardner & Primer for different materials.



A view of the seminar

Invention by Faculty of FDDI, Hyderabad campus Filed & Published in Indian Patent Office Journal

Mr. Loganathan T, a Faculty of School of Footwear Design & Production (FDP), of FDDI, Hyderabad campus has filed and published an invention in the Indian Patent Office Journal.

Sr. No.	Author(s)	Title	Name of Agency who awarded Patent/ Patent Number
Patents - Published			
1.	1. Mr. Loganathan .T (Faculty - FDP, FDDI - Hyderabad) 2. Dr. R. Ramakrishnan 3. Dr. Muralidhar BA 4. Dr. G. Nallavan 5. Mr. Akshayaraman M	Design and Development of Sustainable Sports Shoes using Natural Plant based alternative	202341055036/ Indian Patent Office

Mr. Loganathan. T, having more than 8 years of experience in academia and industry is M. Tech, Footwear Science and Engineering at Department of Leather Technology, Anna University, Chennai and is currently pursuing Ph.D in sport footwear at Department of Sports Technology, Tamil Nadu Physical Education and Sports University.

His 12 research papers have been published in reputed international journals covering topics like



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Biodegradability, Tanning systems, Sports footwear, Environmental science, evaluation study about leather etc. He has participated in five different international conferences as a speaker and also attended industrial programs in Malaysia and China prior to his research in robotic systems. He also invented different new soling materials and new shoe constructions techniques based on insole.

Mr. Loganathan filed his invention of Design and Development of Sustainable Sports Shoes using natural plant based alternative.

The invention pertains to the development, design, and manufacturing of sustainable footwear using plant-based alternatives to traditional animal leather. It involves the utilization of materials such as Muskin (Mushroom Leather alternative), Piñatex (Pineapple Leather alternative), Mango Leather alternative, Coconut water Leather alternative, and other vegan leathers alternative. The invention focuses on environmental sustainability, cruelty-free production, and incorporation into fashion and athletic products such as dress and sports.



Mr. Loganathan. T (Faculty- FDP, FDDI- Hyderabad)



Design and Development of Sustainable Sports Shoes using natural plant based alternative

The invention emphasizes sustainability by incorporating energy-efficient production processes and potential recycling or biodegradation options, aligning with the growing demand for eco-friendly and cruelty-free products. In essence, this groundbreaking invention seeks to revolutionize the footwear industry by combining sustainability, style, and performance.

FDDI, Hyderabad students visit IIP

With an objective to provide an insight on design, material, manufacturing, quality and logistics aspects of packaging, the students of third & fourth year of B.Des School of Footwear Design & Production (FDP) of FDDI, Hyderabad campus visited Indian Institute of Packaging (IIP), Hyderabad on 26th September, 2023.

IIP, Hyderabad, established in 1966, has been recognized as a Center of Excellence by the Government of India and is a pioneering organization in the fields of packaging education, training, testing, consulting, and research.

Mr. N. Nataraj, Deputy Director & Regional Officer briefed about IIP, and its mission, physical and chemical testing procedures of various packaging materials, understanding of packaging's functional aspects, Pictogram, important of logo, safety and best practices in packaging industry etc.

Students and faculties of FDDI Hyderabad observed the physical and chemical testing procedures of various packaging materials used for footwear, leather, and other related products.



Students & faculties being briefed about testing procedures

Industry Insights on 'Mall Management' & session on 'Career Options in Retail' for FDDI, Noida students

On 19th September 2023, Mr. Jitendra Kumar, Tenant Relations Manager at Pacific Mall, Subash Nagar, brought a wealth of knowledge and expertise to FDDI, Noida where he conducted a session for the students of Retail and Fashion Merchandising on "



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Mall Management". He provided a comprehensive overview of mall management, delving into the crucial aspects the subject - from marketing and tenant relationships to routine operations, financing and property management.

On 8th September 2023, Ms. Vibhuti Jindal, Key Account Manager at Fashinza, conducted a session at FDDI, Noida, on 'Career Options in Retail'. With a pragmatic approach, Ms. Vibhuti shared her comprehensive voyage into the diverse profiles of retail buying and planning, merchandising, sourcing, and the pivotal role of a Key Account Manager. Each profile was meticulously elaborated upon, shedding light on the industry's dynamic trends and prominent practices upheld by the finest buying houses, at both domestic and international levels.



Mr. Jitendra Kumar, providing insights on 'Mall Management'



A view of session on 'Career Options in Retail'

The forum opened doors to potential futures in the vibrant world of retail paving the way for students to embark on their professional journeys.

Workshop on 'Design Projects' held at FDDI Hyderabad campus



Workshop in progress



Ms. Sangeeta Alluri, Fevicryl Certified Professional being felicitated by Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director, FDDI Hyderabad campus

With an objective to update the knowledge of students and to provided them opportunity to acquire innovative ideas and techniques, a two days' workshop on 'Design Projects' was conducted for the students of Foundation batch at FDDI Hyderabad campus on 21st & 22nd September, 2023.

The workshop was conducted in collaboration with Pidilite Industries Limited during which Ms. Sangeeta Alluri, Fevicryl Certified Professional helped the students to learn techniques of surface

texture exploration on fabric by painting, embroidery, tooling, stamping in a way to aesthetical appeal enhancement and its applications further on their design Projects.

Workshop on 'Advanced Draping Techniques' held at FDDI, Kolkata students

A six days' workshop on 'Advanced Draping Techniques' was held at FDDI, Kolkata campus for the students of School of Fashion Design (SFD) 2021 Batch, Semester 5, Session 2021 – 2025 and FD 2020 Batch, Semester 7, Session 2020 - 2024 from 18th to 23rd September 2023.

The workshop, was conducted by external faculty, Mr. Gaurav Govind, Design & Management Professional during which the students got an opportunity to learn the skills to make ball gown and lingerie. Through demonstration he explained about Customization as per client requirements, Various types of boning attachments, Identification and rectification of errors, Rectification of errors, attachment of stays and fusing, material and their usage acquaintance, types of lingerie, working out alternative methods during the shortage of resources etc.



A view of the workshop



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This workshop has enriched the theoretical knowledge of the students through practical experiences which was a learning experience for them.

Industrial visit for FDDI, Kolkata students at garment manufacturing unit of Devoiler and at Webel-Fujisoft-Vara, CoE

With an objective to learn facing the real challenges as well as the actual working patterns of garment manufacturing, 40 students of the School of Fashion Design (SFD), Batch 2022, 2021 & 2020 of FDDI Kolkata campus were taken for the industrial visit to the garment manufacturing unit of Devoiler on 8th September 2022.

Devoiler is an Indian ethnic wear brand that combines traditional Indian textiles with contemporary elegance and unique designs. The brand was founded by Nisha Loyalka, an internationally recognized fashion designer who was deeply moved by the plight of underprivileged handcraft workers in Kolkata, and was determined to create a brand that would provide them with a sustainable livelihood while showcasing the beauty of traditional Indian clothing. Nisha have won New York fashion week and London fashion week competition. Devoiler has a strong online presence with various e-commerce platforms such as Myntra, Amazon, Nykaa and Dubai's Namshi.com.

The students were guided by technical experts who briefed the students about the various steps involved in the manufacturing of garments. Apart from getting hands-on technical knowledge, the industrial visit also gave an opportunity to the students to explore various silhouette and materials as well.



Industrial cutting method demonstrated by technical expert to the students at garment manufacturing unit of Devoiler



Students interacting with 3D printing professionals at at Webel-Fujisoft-Vara, CoE

Similarly, with an objective to provide practical exposure to its students, an industrial visit to Webel-Fujisoft-Vara, Centre of Excellence (CoE): Industry 4.0, Newtown, Kolkata was organized for FDDI, Kolkata on 6th September 2022 for 45 students of the School of Fashion Design (SFD), batch 2021 & 2020 and the Foundation, batch 2023.

OBITUARY



With profound grief we regret to inform the sad demise of Manisha Yadav, W/o Manoj Yadav, System Assistant –ITSC, FDDI Kolkata on 27th September 2023.

Condolences from FDDI family during this time of mourning.

Webel-Fujisoft-Vara is an initiative of the Government of West Bengal, the Centre of Excellence in Industry 4.0 is being developed by Webel, Fujisoft Inc, and Vara Technology. The CoE brings together graduate students, professionals, start-ups, corporates, technology providers and government to radically transform skill development as well foster innovation.

The students visited the 3D printing manufacturing facility of the company comprising of state-of-the-art machines, processes and professional environment. They had an opportunity to get technical knowledge, and an opportunity to explore various materials as well.



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