

# NEWSLETTER

ISSUE NO. 954

A WEEKLY NEWSLETTER

17<sup>th</sup> November 2023



## 'Vigilance Awareness Week-2023' observed at FDDI campuses

Under the directions of the Central Vigilance Commission, 'Vigilance Awareness Week -2023' was observed at all the campuses of FDDI located at Noida, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna and Hyderabad from 30.10.2023 to 05.11.2023.



A view of workshop conducted during the 'Vigilance Awareness Week -2023'



'Integrity Pledge' taken by FDDI staff at Noida campus

The theme chosen for this year's 'Vigilance Awareness Week' was "Say no to corruption; commit to Nation". FDDI conducted series of events to highlight the importance of integrity, transparency and accountability.



'Integrity Pledge' taken by FDDI, Banur campus



Students participating in Slogan & Poster making competition

### IN THIS ISSUE

- 'Vigilance Awareness Week-2023' observed at FDDI campuses;
- 'Immersion Program' held at FDDI;
- 'BIS Standards Club for Students' inaugurated in collaboration with FDDI Hyderabad and BIS HYBO;
- FDDI, Hyderabad students visit Nizam's Museum;
- Webinar on 'Managerial Approaches in Retail Software' held at FDDI, Chandigarh (Banur) campus;
- Exhibition of 'Khadi & Creative Products' held at FDDI, Chandigarh (Banur) campus;
- FDDI, Kolkata campus attends Official Launch of CREDO;
- BE1 Scouting and Production Modelling Audition held at FDDI, Kolkata campus;
- Industry session on 'Digital Ads Management and Career Opportunities' held at FDDI, Hyderabad campus;
- Educational trip for FDDI, LGAD Students at National Museum, New Delhi;
- FDDI Chhindwara students visit 'Meet at Agra 2023' & Agra Footwear Cluster.

On this occasion, the 'Integrity Pledge' was administered by the senior most officer at the campuses in the presence of all the staff in Hindi and then in English. The staff of the respective campus took solemn pledge to be honest in discharging their duties and desist from indulging in corrupt practices and lead an honest and non-corrupt life.

Observance of Vigilance Awareness Week every year is part of the multi-pronged approach of the Commission where a key strategy is to encourage all stakeholders to collectively participate in the prevention of, and the fight against corruption and to raise public awareness regarding the existence, causes and gravity of and the threat posed by corruption.



## A WEEKLY NEWSLETTER



### 'Immersion Program' held at FDDI

'Immersion Program' for newly appointed Executive Directors (ED) of FDDI, Hyderabad and FDDI, Jodhpur was held from 8<sup>th</sup> November 2023 to 10<sup>th</sup> November 2023 at FDDI, Noida.

Whereas Dr. Narasimhugari Tej Lohit Reddy, IAS, joined FDDI, Hyderabad campus on 23<sup>rd</sup> August 2023, Mr. Anil Kumar, AFHQCS, joined FDDI, Jodhpur campus on 26<sup>th</sup> October 2023.

The objective of the immersion program was to provide a comprehensive understanding to the newly appointed EDs about the Footwear Industry's latest trends, opportunities, challenges, and threats.



'Immersion Program' in progress



Newly appointed EDs at Lamba Footwear, Agra



Newly appointed EDs at Tej International Pvt. Ltd., Agra

Apart from familiarizing them about the functioning of the various departments of the Institute, factory visit to Agra footwear industry namely at Lamba Footwear and Tej International Pvt. Ltd. was also held for providing them an understanding of the process, machinery materials and skills.

### 'BIS Standards Club for Students' inaugurated in collaboration with FDDI Hyderabad and BIS HYBO

To foster awareness and appreciation of standards among the youth, 'BIS Standards Clubs for students', (Approved ID: SC-8240) was inaugurated on 27<sup>th</sup> October, 2023 at FDDI, Hyderabad campus in collaboration with the Bureau of Indian Standards (BIS), Hyderabad Branch Office (HYBO).

Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director (ED), FDDI Hyderabad and Mr. K.V. Rao, Senior Director of BIS HYBO, were the driving forces behind this strategic development.

The Bureau of Indian Standards (BIS) is India's National Standards Body and is dedicated to enhancing the quality of life by promoting and implementing standardization.



Dr. Narasimhugari Tej Lohit Reddy, IAS, ED, FDDI Hyderabad and Mr. K.V. Rao, Senior Director of BIS HYBO



Members of BIS Standard club for Students along with BIS HYBO officials at Lucid laboratories Pvt. Ltd., Hyderabad



## A WEEKLY NEWSLETTER



The newly formed BIS Standard Club at FDDI Hyderabad is an exciting development, consisting of twenty enthusiastic students from various academic departments. Senior Faculty member at the School of Footwear Design & Production (FDP), Hyderabad, is also an integral part of the club with the aim to sensitize young members of society about the critical role that standards play in improving the quality of life.

Subsequent to this, on 07 November, 2023, an exposure visit was organized for the members of the 'BIS Standards Club for Students' to Lucid Laboratories Pvt. Ltd., a renowned establishment in Hyderabad known for its commitment to quality and adherence to national standards. As a part of the Bureau of Indian Standards (BIS) initiative, this visit served as a valuable opportunity for the students to witness real-world applications of standards in a professional setting.

During the visit, the students had the privilege of observing the state-of-the-art laboratory facilities at Lucid Laboratories. They were guided through various quality control processes and witnessed the critical role that standards play in ensuring the precision and reliability of products. The lab technicians shared their expertise and insights, providing a comprehensive understanding of the importance of adherence to standards and the positive impact it has on quality and safety in the industry.

### FDDI, Hyderabad students visit Nizam's Museum

With the objective to update the knowledge on design and craft heritage, the students of B.Des- School of Footwear Design & Production (FDP), of FDDI, Hyderabad campus were taken to Nizam's Museum' on 9<sup>th</sup> November, 2023.

During their visit, the students had the incredible opportunity to witness a diverse array of historical artifacts and treasures, which provided them with a captivating glimpse into the past. One of the most notable highlights of their visit was the chance to explore the largest private wardrobe in the world. This remarkable collection of clothing and attire offered a unique perspective on the fashion and styles of various time periods, shedding light on the evolution of clothing over the years.



Mr. Hussaini Hyder, Incharge of the Museum, briefing on the history of the Nizam's museum

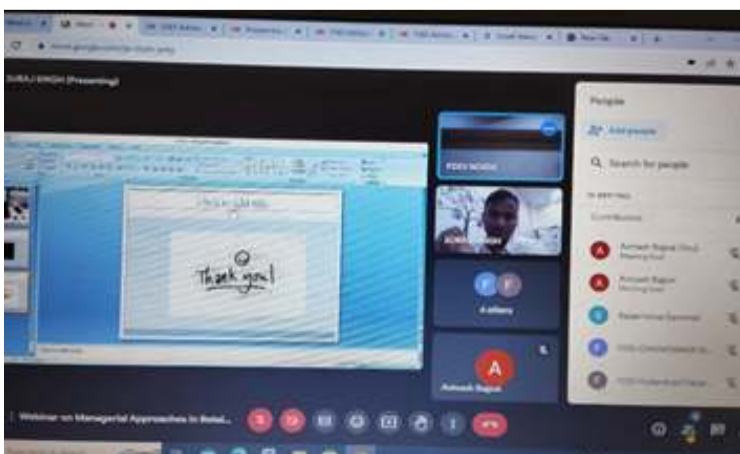


Students and faculties of FDP, Hyderabad campus witnessed 18<sup>th</sup> and 19<sup>th</sup> century footwear

In addition to the impressive wardrobe, the students were treated to a fascinating display of 18<sup>th</sup> and 19<sup>th</sup>-century footwear that had once been worn by the Nizam of Hyderabad. These well-preserved and intricately designed shoes and boots served as a tangible link to the opulent lifestyle and history of the Nizam dynasty.

The students marveled at the craftsmanship and attention to detail in these historic footwear pieces, gaining a deeper appreciation for the cultural and historical significance of the Nizam of Hyderabad.

### Webinar on 'Managerial Approaches in Retail Software' held at FDDI, Chandigarh (Banur) campus



Webinar in progress

To discover how to leverage Managerial Approaches in Retail Software for both customers and vendors, an insightful webinar was organized by School of Retail & Fashion Merchandise (RFM) at FDDI, Chandigarh (Banur) campus on 07<sup>th</sup> November, 2023 during which Mr. Suraj Singh, Store Manager, Bharti Airtel Ltd., addressed as subject expert.

He explained about the various software used in the retail sector for invoice generations, inventory management, customer relationship management and vendor management. He provided inputs on various aspects like Integrated POS software, it's usefulness, sales report generation and retrieving inferences, sales window on software etc.

The students of FDDI Noida, Chhindwara and Hyderabad campuses also joined the webinar through digital classroom.



## A WEEKLY NEWSLETTER



### Exhibition of 'Khadi & Creative Products' held at FDDI, Chandigarh (Banur) campus

An exhibition of vibrant and culturally enriching 'Khadi & Creative Products' which unveiled the essence of tradition and innovation was held at Chandigarh (Banur) campus on 07<sup>th</sup> November 2023. The event was open for local community.

Creative products designed & developed by students of FDDI, Banur campus including clothing, accessories, home decor and more showcased the rich heritage and contemporary adaptations of Khadi, the fabric of India. The students of S.D. College and ITI, Banur also participated in the event and showcased the products developed by them.

Visitors to the exhibition were captivated by the diverse range of Khadi products on display. The enthusiasm was not limited to customers alone; officials from nearby departments also visited the stall with keen interest, gaining insights into the intricate craftsmanship and the sustainable practices behind creative and Khadi products.



A view of the exhibition of 'Khadi & Creative Products'



Visitors at the exhibition

### FDDI, Kolkata campus attends Official Launch of CREDO

On 6<sup>th</sup> November 2023, a team of FDDI, Kolkata campus attended the official launch of the Confederation of Rehabilitation Empowerment and Daedal Organizations (CREDO) at Rosewood Hall, The Park Hotel, Kolkata.



Dr. Aditi Yadav, Deputy Director, Apparel Made-Ups & Home Furnishing Sector Skill Council, Government of India felicitating Mr. Abhijit Ray, HoD, FD, FDDI, Kolkata



Mr. Vipul Wahal, Jt. Director, Center of Excellence, Apparel Made-Ups & Home Furnishing Sector Skill Council, Government of India; Rev. Dr. Dominic Savio, SJ Principal of St. Xavier's College, Kolkata, and Firdausul Hasan, film producer, Kolkata and the winner of best feature film in Bengali in the 65th National Awards for his film Mayurakshi presenting 41 certificates of CREDO workshop program to Mr. Abhijit Ray

The principal purpose of CREDO is to serve the nation through the N G O ' s and individuals across the country with the aim to provide h o l i s t i c rehabilitation, skill development and e c o n o m i c empowerment of the ultimate beneficiaries i.e. the Urban and

Rural poor including the artisans, craftsmen, vocal and fine art practitioners, being the daedal community. CREDO's purpose is to integrate NGOs, Sponsors donors, individuals and service providers across the world.

Mr. Pinaki Roychowdhury, Director of CREDO, Entrepreneur in Retail, Technology & Agronomics along with several renowned dignitaries graced the occasion with their presence and eloquent presentations.

CREDO has conducted workshop on 'Entrepreneurship Skill' for 41 students of FDDI, Kolkata campus.



## A WEEKLY NEWSLETTER



### BE1 Scouting and Production Modelling Audition held at FDDI, Kolkata campus

On 4<sup>th</sup> November 2023, FDDI, Kolkata campus collaborated with Be 1 Scouting & Production for modelling auditions.

Be 1 Scouting & Production, 1, Rue des Fusillés, 94270 Le Kremlin-Bicêtre, France is a renowned international scouting agency based in Paris and is launching the first-ever international modelling contest in India, Be 1 Scouting Tour - India 2023, which is open to participants of all genders.



FDDI team with Sabrina Anne Savouyaud, Director, Be 1 Scouting & Production and team



Sabrina Anne Savouyaud, Director, Be1 Scouting & Production training the participants for the Catwalk

Their mission is to discover and nurture exceptional talent from diverse backgrounds. Their event management company in India is led by the esteemed Dr. Manu Bora, an accomplished Orthopaedic surgeon and Arthroscopic

doctor, who brings a unique blend of expertise to their international modelling contest.

There were 25 participants that appeared for the audition, consisting of 11 external candidates and 14 FDDI candidates.

### Industry session on 'Digital Ads Management and Career Opportunities' held at FDDI, Hyderabad campus

As part of the digital marketing module in the elective subjects, industry session on 'Digital Ads Management and Career Opportunities' was held at FDDI, Hyderabad on 03<sup>rd</sup> November, 2023.

This industry session was conducted by Mr. Ashok U, SEM Specialist, Cendyn who briefed the students about the practical application of Digital marketing strategies, Key components of digital marketing, Digital ad campaign development & scheduling, Targeting customers, Google Ads management, and Career opportunities in digital marketing.



Students attending the session

### Educational trip for FDDI, LGAD Students at National Museum, New Delhi

On 02<sup>nd</sup> November 2023, under the educational trip, thirty-six students from semester III and semester V of School of Leather Goods and Accessories Design (LGAD) of FDDI, Noida campus visited National Museum, New Delhi.

The purpose of the visit was to provide an opportunity to the students to know about our heritage and to introduce them to the art and culture of our country.



## A WEEKLY NEWSLETTER



The students were taken on a tour of various galleries such as the gallery of Harappan Civilization, the Early Medieval Art, the Late Medieval Art, and others showcasing Indian miniature paintings, sculptures, coins and statues of Buddha. Students showed keen interest in learning about ancient tools and weapons. They were fascinated by the ancient artifacts on display and the unique glimpse offered by all the objects and paintings, into the culture and heritage of India.

The Museum presently holds approximately 2,00,000 objects of diverse nature, both Indian as well as foreign, and its holdings cover a time span of more than five thousand years of Indian cultural heritage.



FDDI students along with their Designing Faculty at National Museum, New Delhi

### FDDI Chhindwara students visit 'Meet at Agra 2023' & Agra Footwear Cluster



Students of FDDI, Chhindwara campus visiting 'Meet at Agra 2023'

The students of School of Footwear Design & Production (FDP) of FDDI, Chhindwara campus underwent a week long industrial tour of Agra Footwear Cluster, which provided a unique opportunity for 25 students of third/fifth semesters to gain first hand insights into the operations of prominent industries in the Agra region, particularly focusing on the footwear and related sectors.

During the visit from 29<sup>th</sup> October to 02<sup>nd</sup> November 2023, the group of students visited 15<sup>th</sup> 'Meet at Agra' International Shoe Fair: Celebrating Innovation and the GI Tag for Agra's Leather Footwear Industry.

In concurrence, they also visited industries and got exposure from last manufacturing units to footwear namely, Top Last Manufacturing Unit, Velora International Pvt. Ltd., Tej International, Basant Overseas Pvt Ltd., Trela Soles and DSM Soles.

The visit included engaging interactions with industry experts, allowing students to pose questions, seek guidance, and gain valuable insights into current industry practices and future trends. The group got an opportunity to network with professionals,



Students visiting different footwear and allied manufacturing units



fostering connections that could potentially lead to collaborations, internships, and future opportunities for students. They had also visited various International Outlets, Asia's largest Footwear Market Hing ki Mandi.