



# NEWSLETTER

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A WEEKLY NEWSLETTER

05<sup>th</sup> January 2024



## Managing Director, FDDI invited for Chairing a Scientific Session during Joint International Conference organized by IIM, Mumbai

**Dr. Madhusudan Pal, Director - CoE, FDDI delivers lecture during conference**

Mr. Pankaj Kumar Sinha, Managing Director (MD)-FDDI was invited to Chair a Scientific Session during the 4<sup>th</sup> Asian Conference on Ergonomics and Design jointly with Humanizing Work and Work Environment (HWWE) & BRICSplus HFE Conference 2023 which was organized by Indian Institute of Management (IIM) Mumbai, India from 14-16<sup>th</sup> December 2023.



Mr. Pankaj Kumar Sinha, MD-FDDI being felicitated by IIM, Mumbai

MD-FDDI chaired the joint international conference on the topic 'Human Centered Digitalization'.

During the same, Dr. Madhusudan Pal, Scientist -G & Director, Center of Excellence (CoE), FDDI delivered keynote lecture on the topic "Footwear Design and Development: Ergonomics / Biomechanics".

The lecture focused upon the ergonomically designed product and role of environmental and human factors that shall be considered

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Dr. Madhusudan Pal, Director - CoE, FDDI delivering keynote lecture



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for designing of footwear which is the necessity in maintaining postural stability. He briefed about the influence of footwear on postural control and locomotion.

The joint conference provided a platform to the wide range of scholars, scientists, practitioners and other stakeholders to discuss, debate, deliberated and disseminate ergonomic standards and regulations to the rest of the world. It also emphasized to enhance collaboration and relationship among scholars and practitioners.

### **Seminar & workshop on 'Official Language Hindi' held at FDDI, Jodhpur campus**

A day long seminar & workshop on 'Official Language Hindi' was held at FDDI, Jodhpur campus on 29<sup>th</sup> December 2023, in which all the officers and employees participated enthusiastically.

The main objective of this seminar was to increase the progressive use of Hindi in daily work.

Mr. Amit Kumar Chaudhary, Secretary, Town Official Language Implementation Committee (TOLIC), Jodhpur Office was the special guest for the



Mr. Amit Kumar Chaudhary, Secretary, TOLIC, Jodhpur Office being felicitated by Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur campus



Mr. Amit Kumar Chaudhary, Secretary, TOLIC, Jodhpur Office briefing about the importance of Hindi language

occasion. In his address, he gave guidance on the importance of Hindi language and said to achieve the set goals given by the Department of Official Language, Ministry of Home Affairs by maximum use of Hindi.

Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus, encouraged all the officers and employees of FDDI to work in Hindi language and emphasized on the efforts to organize various competitions to promote Hindi language from time to time. He appealed to all the employees to do their daily work in Hindi.



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### **Paper presented by the Faculty of FDDI, Hyderabad during national conference**

Mr. Rambabu Muppidi, Faculty of School of Leather Goods & Accessories Design (LGAD) of FDDI, Hyderabad campus presented a joint paper on the topic 'Bangle Artisan in Telangana With Special Reference to Hyderabad' during the three days national conference of Indian History of Congress, Kakathiya University, Warangal, Telangana.

It was organized by Puducherry World History Congress (PWHC) from 28<sup>th</sup> to 30<sup>th</sup> December 2023.

He presented a joint paper with Ph.D. Guide Dr. Musugu Srinivasa Rao, Dean & Associate Professor, P. S. Telugu University.



Dr. G.J. Sudhakar, Vice - President, PWHC presenting the certificate to Mr. Rambabu Muppidi, Faculty, LGAD, FDDI-Hyderabad



Certificate of presentation of paper

The paper addresses the current status of bangle artisans and their craftsmanship and how future generations artisans can be engaged to improve their lifestyle and performance and digitize the designs and preserve.

### **Two-days training program for Master Artisan held at FDDI, Jodhpur campus**

To upgrade the skills of master artisans of footwear and leather goods product & design, a two-days 'Training of Artisan Trainers' programme was conducted at FDDI, Jodhpur campus on 20<sup>th</sup>-21<sup>st</sup> December 2023.

More than 20 artisans participated in this training programme who are associated with leather craft, especially footwear and Mozari production. The participation of women was also significant as 12 participants were women entrepreneurs who are not only involved in textile embroidery, but, also leather craft and other small scale industries.

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These artisans were selected through a special selection process based upon their achievements & entrepreneurial attitude. This two-day program was completely free of cost for master artisans.

Sharing the details, Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus said, “The objective of this training programme is to equip the master trainers with modern technology, skills and entrepreneurial knowledge so that they adapt to contemporary practices.”

The experts of FDDI in the field of product design & development imparted the training targeting various topics like product diversification, design development, branding, packaging, material procurement and digital marketing etc.



Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur campus addressing during the inaugural session



Training programme in progress

This workshop targets product diversification, design development, productivity enhancement, skill development, market development, export promotion, financial linkages etc. and thus will help them achieve sustainable development. Special training was provided to enhance marketing & branding skills. This will help in creating a link between the urban market and the traditional products of the artisans.

In November 2023, FDDI Jodhpur campus organized a two-day Craft Carnival in which various artisans participated and were appreciated, based upon the amazing success of the Craft Carnival and on the special request of the artisans, the program "Training of Artisans Trainers" was conceptualized. This training program provided additional dimensions to the artisans which will enhance their competitiveness in their future endeavors.

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All the participants and experts were awarded with mementoes and certificates.

### Keynote lecture by Dr. Madhusudan Pal, Director - CoE, FDDI at Brainware University, Kolkata

During the International Conference at Brainware University, Kolkata, Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI delivered keynote lecture on the topic 'Impact of Footwear on Biomechanical Responses'. The conference was held from 7<sup>th</sup> to 9<sup>th</sup> December 2023.

Brainware University Kolkata, a part of a 35-year-old leading education group, Brainware of West Bengal, started with the aim of contributing to nation-building through research, innovation and quality education.

Addressing the audience, Mr. Pal said, “Footwear plays a pivotal role in influencing biomechanical responses during human



Dr. Madhusudan Pal, Director - CoE, FDDI delivering keynote lecture



A view of the audience

locomotion affecting various physiological parameters and musculoskeletal structures. This study synthesizes existing research to elucidate the intricate interplay between footwear design, biomechanics, and human gait pattern. The biomechanical effects of different footwear are multifaceted and encompass a spectrum of factors that mitigate biomechanical anomalies during gait patterns and body alignment”.

“However, the relationship between footwear and biomechanics is multifaceted, with potential trade-offs between comfort, performance, and injury prevention. A thorough understanding of how different footwear attributes impact gait mechanics, joint kinetics, and muscle activation pattern is crucial for both optimizing individuals' performance and preventing lower limb injuries. This study underscores the importance of balanced approach to footwear design that considers both protection and natural movement, thereby enhancing overall biomechanical, musculoskeletal health and performance,” he said.