

NEWSLETTER

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A WEEKLY NEWSLETTER

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Bhoomi Pujan & Stone Laying Ceremony of CIFI, New Office

On 22nd January, 2024, the Managing Director (MD)-FDDI, Mr. Pankaj Kumar Sinha, as 'Guest of Honour', participated in the Bhoomi Pujan & Stone Laying Ceremony of Confederation of Indian Footwear Industries (CIFI), New Office at Plot No.2, SCO, Sector-16, Phase-1, HSIIDC, Bahadurgarh, Jhajjar, Haryana.



From Left: MD-FDDI, Mr. Pankaj Kumar Sinha being felicitated by Mr. Subhash Jagga – Vice President, CIFI



A view of the Bhoomi Pujan & Stone Laying Ceremony of CIFI, New Office

CIFI aims to unite the manufacturers of footwear as well as manufacturers of footwear components, suppliers of raw materials, machineries and traders and dealers in the industry. The promoters of the CIFI include the leading footwear manufacturers, dealers and suppliers of raw materials in India.

On this occasion, Mr. Sanjay Gupta, Member- FDDI GC & President, Indian Footwear Components Manufacturers Association (IFCOMA) and the office bearers of CIFI namely, Mr. Raj Kumar Gupta – Past Immediate President, Mr. V Noushad – President CIFI, Mr. Ramesh Kumar Dua – Sr. President CIFI, Mr. Rajinder Jindal – Vice President CIFI, Mr. Subhash Jagga – Vice President CIFI, Mr. Alok Jain – Treasurer CIFI were present.

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Webinar on 'Visual Merchandising in Organized Retail' held at FDDI, Hyderabad campus

An insightful webinar on 'Visual Merchandising in Organized Retail' was conducted at FDDI Hyderabad campus on 19th January, 2024.

Mr. Vineet Dixit, who has been instrumental in setting up 45 new stores and has trained around 900 staff while working at Skechers South Asia Pvt. Ltd., was the subject expert.



Subject expert, Mr. Vineet Dixit



Mr. Vineet explaining through a presentation

Mr. Vineet, spoke about elements of Visual Merchandising (VM) in a perceptive and comprehensive manner and through a presentation provided tips on merchandising methods for hanging and non-hanging goods. He elaborated on the different types of windows used in VMs. Innovation and the future of VM was also been discussed by him.

Through the 'Digital' classroom facility, the webinar was attended by the students at the Hyderabad and Chhindwara campus.

Mr. Mark Thomson, Quality Technology, SATRA - UK visits FDDI's ITC, Noida



From Left: Mr. Mark Thomson, Quality Technology, SATRA-UK receiving memento from Mr. Pankaj Kumar Sinha, MD-FDDI

On 18th January, 2024, Mr. Mark Thomson, Quality Technologist Shoe and Allied Trade Research Association (SATRA), United Kingdom (UK) visited the FDDI's International Testing Centre (ITC) at Noida for doing audit of FDDI International Testing Lab.

He met with Mr. Pankaj Kumar Sinha, Managing Director (MD)-FDDI and had a discussion on 'Quality Control' tests which are required at all stages of production to keep a strict control on the quality of the raw materials as well as the finished products to facilitate and foster trade within the country and with other countries of the world. They also discussed about improvement of FDDI testing lab in term of accuracy of the test results.

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In this regard, the ITC of FDDI is striving its level best to meet the international quality and safety requirements through faster delivery and cost efficiency resulting in global recognition by the industry.

In order to check the quality of the products / components as per specifications and requirements of the customer, lab should strictly adhere with SATRA /ISO 17025 guidelines.

FDDI is having SATRA membership and lab is accredited by SATRA, so test reports of lab are more acceptable in the international business.

Industry Interactive Session 'Soleful Craftsmanship: A Dialogue on Handmade Footwear Excellence' held at FDDI, Hyderabad campus

A powerful and engaging learning experience was provided to the students of School of Footwear Design & Production (FDP) of FDDI, Hyderabad campus through an industry interactive session, 'Soleful Craftsmanship: A Dialogue on Handmade Footwear Excellence' on 17 January, 2024.

During the session, Mr. Tarun Oblum, Founder of Oblum Shoes, shared the intricacies of crafting exceptional handmade footwear and insights into the world of handmade footwear.

The session commenced with Mr. Tarun Oblum's journey, tracing his steps from the beginning of his professional career in 2018 to establishing himself as a full-time craftsman and a budding entrepreneur after completing his studies in a Bachelor of Arts (BA)(Hons.) program at the University of the Arts London. Additionally, he pursued further studies in Product Design and Leather Technology through a diploma program in Milan. As the Director of Operations and Product Development at Oblum Shoes, he provided valuable insights into the meticulous art of handcrafting some of the finest shoes in India.



Mr. Tarun Oblum, Oblum Bespoke Shoes & Accessories



A view of the interactive session with students of FDP

Mr. Tarun Oblum's entrepreneurial spirit also shone through as he discussed his role in ideating and launching Urban Mochi, a unique initiative that serves as a one-stop solution for leather care and repair, particularly for high-end goods.



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His commitment to quality and craftsmanship extends beyond his own label, contributing to the broader ecosystem of leather and handmade goods.

Describing himself as a high-energy, creative individual, Mr. Tarun Oblum shared some of his most intriguing ideas that he believes can evolve into successful businesses. His passion for innovation and commitment to excellence were evident throughout the session, leaving attendees inspired and motivated.

Such interactive sessions help the students to understand the expectations of the respective domains and guides them to design a road map in achieving their goals.

Diagnostic study of Ludhiana's 'Traditional Footwear' Cluster by FDDI, Banur campus

On 11, January 2024, the technical experts of FDDI, Banur campus in collaboration with Punjab State Council for Science & Technology (PSCST), visited the traditional footwear cluster located in Ludhiana.

The purpose of the visit was to understand the problems of artisans and finding solution through interventions of science & technology.



Technical experts of FDDI, Banur along with officials of PSCST at the traditional footwear cluster



A view of the meeting with artisans

A detailed analysis of the footwear cluster was undertaken to map and understand availability of infrastructure for production, area of improvements in their working pattern and assessing the training needs to meet the cluster requirements.

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A meeting with approx. 100 artisans was conducted in which they were sensitized with applications of machines, postures, marketing strategies, innovative designs and professional educations & trainings for growth in business.

FDDI, Kolkata students visit State Handloom Expo 2024

The students of the FDDI, Kolkata campus visited the State Handloom Expo 2024 which was held at Shilpi Haat, Eco Park, Newtown, Kolkata from 6th January to 19th January 2024.

It was a mega exhibition-cum-sale of Handloom and Handicrafts from all over India which was organized by Weavers' Service Centre, Kolkata.

During the inauguration session, on 6th January 2024, Mr. Sunilkumar U, Executive Director (ED), FDDI- Kolkata campus was the 'Guest of Honour'.



Mr. Sunilkumar U, ED, FDDI- Kolkata addressing during the inaugural session of State Handloom Expo 2024



FDDI, Kolkata students and staff at State Handloom Expo 2024

The students also visited the handloom expo and they interacted with the local artisans as well. Mr. Rajesh Chatterjee, Deputy Director, Weavers' Service Centre also interacted with the students.

The students took keen interest and visited all the stalls. The students also had a productive interaction with the entrepreneurs regarding the production process of this extraordinary craft, different marketing strategies and the raw material sourcing channels which will be very helpful to them in their career prospects.