



# NEWSLETTER

ISSUE NO. 966

A WEEKLY NEWSLETTER

9<sup>th</sup> February 2024



## FDDI participates in the 37<sup>th</sup> IILF

FDDI participated in the 37<sup>th</sup> India International Leather Fair (IILF-2024), which was held between 31<sup>st</sup> January to 3<sup>rd</sup> February 2024 at Chennai Trade Centre, Nandambakkam, Chennai.



A view of the inauguration session of 37<sup>th</sup> IILF

The 37<sup>th</sup> IILF was inaugurated by Mrs. Supriya Sahu, IAS, Additional Chief Secretary to Environment, Climate Change and Forest Department, Government of Tamil Nadu in the august presence of Mr. Rajendra Kumar Jalan, Chairman, Council for Leather Exports (CLE), Mr. R Selvam, IAS, Executive Director, CLE, Mr. Mukhtarul Amin, Chairman and Managing Director, Superhouse Group, Mr. Sanjay Leekha, Chairman-cum-Managing Director, Alpine Group

along with the captains of Indian Leather Industry.



Product display at FDDI Stall

Over 400 companies from India and abroad, including about 100 exhibitors from overseas displayed their products that provided insight into latest innovations in the areas of technology and trends of leather & footwear industry. The fair had on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products.

FDDI's participation in the event was marked by a prominent presence, featuring a well-designed Stall No. HCC 09-A at Convention Centre, that showcased the institute's diversifications and areas in Footwear, Leather Goods and Garment, Fashion Design and Fashion Merchandising.

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- 'Hindi Pratibha Award' for FDDI Noida employee's daughter by TOLIC, Noida;
- Technical Session on 'Stepping Up Standards: Best Practices in Footwear Quality Assurance' organized by FDDI, Hyderabad campus;
- Dr. Madhusudan Pal, Director - CoE, FDDI received prestigious 'M.K Nambiar Memorial Oration Award 2023';
- Productivity Improvement Consultancy at KH Exports India Pvt. Ltd. (Footwear Division) by FDDI, Chennai.



Mr. Pankaj Kumar Sinha, MD, FDDI Interacting with V.P - Bata & V.P - HFL



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FDDI showcased Design collections made by students at various campuses which had been awarded at various national categories during the current semesters which included a diverse range of footwear, bags, garments products, including prototypes, samples, and finished goods, highlighting FDDI's design prowess and technical capabilities. The theme was focused on sustainable collection for the year 2024 at FDDI Stall.



Mr. Rajeev Kumar Jain, Deputy Secretary-DPIIT and Mr. Kapil Meena, Under Secretary-DPIIT at the stall of FDDI



A view of the stall of FDDI

The services of FDDI's International Testing Centres (ITC) for supporting the footwear and leather industry were also provided to the perspective visitors. Information about the academic programmes of the FDDI which is having the status of 'Institute of National Importance' as per FDDI Act, 2017 was also provided to the students.

To explore potential collaboration opportunities during the fair, Mr. Pankaj Kumar Sinha, Managing Director (MD), FDDI had discussions with heads of various industries, institutions, and organizations within the leather, footwear, and allied industries on how FDDI could contribute through technology transfer, training programs, and consultancy support. He also attended the Invest India Round Table Conference at Tanjore Board Room, Hotel ITC Grand Chola on 01<sup>st</sup> February 2024.

| Sr. No. | Topic                               | FDDI Expert   |
|---------|-------------------------------------|---|
| 1       | Bio Mechanics – Future of Footwear  | Dr. Priyadharshini, Sr. Faculty   |
| 2       | Emerging Trends in Leather Products | Mr. Anoop Singh Rana - Head of School (HoS) - Leather Goods and Accessories Design (LGAD) |

During the fair, 'Expert Talk' was held by FDDI on 02<sup>nd</sup> February 2024 which garnered active participation from industry experts and students.



Dr. Priyadharshini, Sr. Faculty briefing about Bio Mechanics – Future of Footwear



Mr. Anoop Singh Rana – HoS, LGAD making presentation on 'Emerging Trends in Leather Products'

During the session on 'Bio Mechanics – Future of Footwear', Dr. Priyadharshini, Sr. Faculty provided an overview of biomechanics, explaining its significance in understanding the mechanical principles governing human movement and physiology. She discussed the role of biomechanics in footwear design, emphasizing the importance of designing shoes that enhance biomechanical efficiency and reduce the risk of injuries.



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Mr. Anoop Singh Rana HoS, LGAD delivered a presentation focusing on sustainable design practices in the production and consumption of leather products. He discussed the environmental impact of conventional leather manufacturing processes and emphasized the need for adopting eco-friendly alternatives. He also highlighted FDDI's initiatives in promoting sustainable leather production and encouraged industry stakeholders to embrace responsible practices.



A view of the stall of FDDI at the Designer's Fair



MD, FDDI interacting with Italian Shoe Designer, Mr. Tonino Cannucci

During the fair, CLE organized the 7th edition of 'Designers Fair' in which FDDI displayed a wide range of creations at its stand no.36. The stall was visited by popular overseas and Indian designers.

The 'Designers Fair' provide an opportunity to the Indian manufacturers and exporters of leather products and footwear to meet popular overseas and Indian designers and a chance to understand the latest trends, updates, gain insights, and build partnerships.

## FDDI attends 'PLI Perspectives: A Stakeholder Meeting' at Bharat Mandapam

On 03<sup>rd</sup> February 2024, FDDI attended the stakeholder meeting on 'Empowering Industries: Unlocking Tomorrow's Potential with PLI Schemes' which was chaired by the Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles (HCIM, CA, F&PD&T), Government of India (GoI), Mr. Piyush Goyal.



A view of the stakeholder meeting



Officials of FDDI attending the stakeholder meeting

On this occasion, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Mr. Rajesh Kumar Singh, IAS, Additional Secretary, DPIIT, Mr. Rajeev Singh Thakur, IAS and other senior officials from various ministries and departments were present.

The HCIM, CA, F&PD&T said "PLI outlay will grow by leaps and bounds going forward. Every industry has a gestation period. Those PLI schemes that were started 3-4 years ago, like electronics, where the gestation period is small, have come into operation."

He further clarified that the PLI scheme is not to make the beneficiaries dependent on government services but can be utilised as a boost in the manufacturing sector, an initial support for the long journey ahead.



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The proposed extension of the scheme to the leather & footwear sector has been envisaged with an outlay of Rs. 2,600 Crore while for the toys sector, the token outlay is fixed at Rs. 3,489 Crore. The schemes for toys and leather and footwear have not yet been given a nod to Cabinet.

### Delegation from University of Northampton, UK visits FDDI, Noida campus

Ms. Vicki Dean, Head of Fashion, Leather and Foundation from Faculty of Arts (LFFS), Science and Technology (S&T), University of Northampton (UoN), United Kingdom (UK) along with Mr. Puneet Kumar Malhotra, Regional Director (RD), UoN, UK visited FDDI, Noida on 31<sup>st</sup> January 2024.



From Left: Ms. Vicki Dean, LFFS, S&T, UoN, UK, Mr. Pankaj Kumar Sinha, MD, FDDI & Mr. Puneet Kumar Malhotra, RD, UoN, UK



Meeting in Progress

The purpose of the visit to develop closure relationship and explore potential collaborations with FDDI.

During their visit, the delegation met Mr. Pankaj Kumar Sinha, Managing Director (MD), FDDI and had detailed discussion on exploring possible common area of interest and creating mutually beneficial relationship between both the institution.

During a meeting, discussion about faculty exchange, student exchange programs, joint research programs was also held. Ms. Vicky also made presentation to the students of FDDI and explained about the University and its various intake processes.

### Industry Insights on 'Visual Merchandising and Store Design' for FDDI, Noida students

An insight on 'Visual Merchandising and Store Design' was conducted for the students of Retail and Fashion Merchandising (RFM) of FDDI, Noida campus on 31<sup>st</sup> January, 2024.

During the session, Mr. Suyog Saxena, Head of Merchandising and Projects at the esteemed Glam Group provided a deep understanding on how to visualize the marketing ideas and add value to the products to appeal to customers and boost sales in store.



Mr. Suyog Saxena, providing insights on 'Visual Merchandising and Store Design'



The batch along with the Faculty of RFM



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The Glam Group, under Mr. Saxena's leadership, encompasses renowned brands like MyGlamm, Manish Malhotra, The Moms Co., St. Botanica, Sirona, Organic Harvest, Baby Chakra, and POP XO.

Mr. Saxena, an alumnus of the FDDI, kicked off his career as a VM Intern with Emporio Armani and steadily climbed the professional ladder with notable brands such as Jack & Jones, Burberry, and Big Bazaar Gen NXT. His journey continued with roles as VM Lead for Superdry and VM Manager for American Eagle, eventually expanding into international brands under the House of Beauty umbrella.

During the lecture, Mr. Saxena shared valuable insights on the art of Visual Merchandising, shedding light on its crucial role in creating immersive and appealing retail spaces. Attendees had the chance to learn from real-world examples and practical applications drawn from Mr. Saxena's rich background and a decade of experience in working with diverse brands across the retail spectrum.

### 'Refuse Single Use Plastic' campaign undertaken at FDDI, Jodhpur campus

Elimination of single use plastic campaign under 'Swachhata Hi Seva' was organized at FDDI, Jodhpur campus on 30<sup>th</sup> January 2024 with the sworn in of the Swachhta Pledge (Cleanliness Oath) by the students, academic, administrative and support staff of the Institute.



A view of 'Cleanliness Drive'

Divulging the details, Mr. Anil Kumar, AFHQCS, Executive Director-FDDI Jodhpur campus said, "This campaign was undertaken to create a strong movement for mitigation of plastic pollution in the institute and for maintaining of cleanliness and hygiene in the campus and surroundings and the residential areas."

Extensive Cleanliness Drive was undertaken by one and all during the campaign. Campaign for 'Refuse Single Use Plastic' for encouraging less/ No use of plastic bags, foodware, bottles etc. was launched. Charts/ Display Boards were displayed. Drawbacks and health hazards associated with continuous uses of plastics in daily life were also highlighted in this awareness program.

The staff along with the students committed themselves for minimising the usage of single use plastic in their daily life.

As a part of the awareness program, in association with the AFRI it was also decided to make the compost pit in the institute and dump all the green residue into the compost pit rather than conventional burning and there by polluting the environment.

The processed output which may be further used for organic manure for maintaining greenery in the institute without zero pollution to the environment.

### 'Hindi Pratibha Award' for FDDI Noida employee's daughter by TOLIC, Noida

The Town Official Language Implementation Committee (TOLIC), Noida operates the 'Hindi Pratibha Award' Scheme as per the instructions of the Official Language Department, Ministry of Home Affairs, under which the children of employees working in the member offices of TOLIC are awarded for excellent marks (Grade-A) in Hindi subject in class 10<sup>th</sup> and 12<sup>th</sup>.



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Adhering to this, Ms. Annanta Teotia, daughter of Mr. Vikas Teotia, Jr. Consultant-FDDI who has passed with excellent marks (Grade-A) in the subject Hindi class-10 was awarded the 'Hindi Pratibha Award' at the 46<sup>th</sup> meeting of TOLIC which was held on January 29, 2024 at National Centre for Medium Range Weather Forecasting, Noida.

Ms. Annanta Teotia, received her award by Mr. Vinayak Azad, President of TOLIC - Noida during which, Dr. Pragya Kandpal, Secretary, TOLIC – Noida and other dignitaries were present on the stage.

On behalf of FDDI, Noida Mr. Chandra Prakash, Hindi Officer and Mr. Vikas Teotia were present.

During the meeting, the Hindi reports of the member offices were reviewed by TOLIC - Noida wherein FDDI has been placed in Category 'A' of Excellence for doing excellent work in Hindi.



Ms. Annanta Teotia, daughter of Mr. Vikas Teotia, Jr. Consultant-FDDI receiving the prize

## Technical Session on 'Stepping Up Standards: Best Practices in Footwear Quality Assurance' organized by FDDI, Hyderabad campus

A technical session on 'Stepping Up Standards: Best Practices in Footwear Quality Assurance' was held at FDDI, Hyderabad campus on 23<sup>rd</sup> January 2024.

Mr. B. Govindarajan, a highly regarded professional in the leather industry and the esteemed Master Trainer at the Leather Sector Skill Council (LSSC), Chennai was the key speaker.

With an extensive background spanning four decades, Mr. Govindarajan shared his profound knowledge and insights into the critical realm of ensuring top-notch quality in the footwear manufacturing process.

The session commenced with Mr. B. Govindarajan offering a glimpse into his illustrious career journey, tracing his trajectory from the early stages of his professional life to becoming a Master Trainer specializing in quality control within the leather sector. Armed with a deep understanding of the intricacies of footwear production, he has played a pivotal role in shaping industry quality assurances.



Key speaker - Mr. B. Govindarajan



A view of the technical session

Mr. Govindarajan illuminated the nuances of footwear quality control processes, underscoring the significance of precision and meticulous attention to detail at every stage of production. Drawing on his wealth of experiences in training and skill development, he shared real-life case studies that highlighted the transformative impact of effective quality control measures on the overall success and reputation of footwear brands.

The interactive Q&A session provided the students of the School of Footwear Design & Production (FDP) with the opportunity to delve further into the complexities of quality control in the footwear industry. Mr. Govindarajan addressed inquiries regarding the implementation of robust quality control protocols, ensuring strict adherence to industry standards, and navigating the ever-evolving trends in the dynamic world of footwear manufacturing.



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### Dr. Madhusudan Pal, Director - CoE, FDDI received prestigious 'M.K Nambiar Memorial Oration Award 2023'

For outstanding contribution and unwavering dedication to the field of biomedical science, Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI, received the prestigious 'M.K Nambiar Memorial Oration Award 2023' from 'Indian Association of Biomedical Science' during the 44<sup>th</sup> Annual Conference on 8<sup>th</sup> January 2024 at Mannargudi, Tamil Nadu.

Sharing the details, Mr. Pal said, “The synthesis of ergonomic principles with cutting-edge technological advancements demonstrates a promising avenue for creating more adaptive, efficient, and user-centric solutions in the rapidly evolving landscape of research and development. This abstract explores technological solutions within the realm of ergonomics, focusing on innovative approaches to enhance user well-being and productivity. The discussion encompasses how these solutions contribute to the optimization of workspaces, devices, and interfaces, ultimately fostering a harmonious relationship between humans and technology.”



Dr. Madhusudan Pal, Director - CoE, FDDI



receiving the prestigious 'M.K Nambiar Memorial Oration Award 2023'

### Productivity Improvement Consultancy at KH Exports India Pvt. Ltd. (Footwear Division) by FDDI, Chennai

Productivity improvement consultancy was provided by FDDI, Chennai at the new shoe manufacturing unit of KH Exports India Pvt. Ltd., (Footwear Division) in Sathuperi Village, Vellore.

KH Exports an internal part of the leather belt of the Ranipet & Vellore District, was established in the year 1947, and is one of the highly successful business enterprise in the country making leather Footwear, Leather Goods and Fashion Gloves.



Experts imparting productivity improvement consultancy



Batch of Operators

The experts of FDDI, namely Mr. SD Ananda Raj, Sr. Instructor, Mr. D Ramesh - Associate Faculty, Mr. Dinesh Kumar - Sr. Faculty & Center Incharge, Mr. Prince Joseph - Sr. Faculty & HoD - Footwear Design and Production (FDP), and Mr. Vishva Kumar - Sr. Faculty conducted an impactful consultancy program for 15 days.

The consultancy program resulted in optimization of the effective time of operators, a 20% increase in production of cut components, and substantial reduction in rework & rejection. The impact on work was based on implementation of proven industrial engineering technics, basic clicking room management technics, workstation layouts, & assessment and training to improving the operator proficiency.

