

# NEWSLETTER

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A WEEKLY NEWSLETTER

16<sup>th</sup> February 2024



## Managing Director- FDDI visits Paragon Apparel Pvt. Ltd., Noida

On 09<sup>th</sup> February, 2024, Mr. Pankaj Kumar Sinha, Managing Director (MD)-FDDI alongwith Dr. Krishi Sarin, Head of School (HoS) – Fashion Design (FD) visited Paragon Apparel Pvt., Ltd., located at Hosiery Complex, Noida, Uttar Pradesh.



MD-FDDI at Computer Embroidery Department of PAPL

Started in 1999, the company today has 2000 machines, 5000 employees, 4 production units, a production output of 9 million units per year and turnover of USD 65 million.



From Left: MD-FDDI, MD-PAPL, HoS –FD & Manager –HR, PAPL

MD-FDDI saw the manufacturing unit equipped with modern machines during which Mr. Roshan Baid, Managing Director (MD) Paragon Apparel Pvt. Ltd., (PAPL) briefed about the process of manufacturing of polyester sportswear, Men's wear, Women's wear, Kids Apparel, and Personal Productive Equipment's etc.

During the visit, a road map for mutual understanding & path of cooperation & collaboration ahead was discussed in length between MD-FDDI, and MD-PAPL.

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The purpose of the visit was to visualize the in-house production unit such as stitching, checking, packing, printing and embroidery.



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### Master Lecture on 'Apparel Costing & Tech Pack' held at FDDI, Noida campus



Mrs. Archana Mathur, briefing on 'Apparel Costing & Tech Pack'

Master lecture on 'Apparel Costing & Tech Pack' was held at FDDI, Noida campus on 12<sup>th</sup> February, 2024.

It was organized by the FDDI School of Fashion Design (SFD) during which Mrs. Archana Mathur, who has worked as Senior Quality Assurance Manager and as Senior Merchandiser with Orient Craft, Samtex, Anand Internationale, Cotlon and also vast academic experience with many institutions was the resource person.

Mrs. Archana Mathur, who has done Master in Fashion Technology, NIFT Delhi 1994 and Economics graduate from Delhi University, shared her knowledge about Marker planning, Cut – to – Pack, Tech Pack Specifications, Garment costing sheet and its workouts, Factory costing producers, Pricing of apparel products, Fabric cost, CMT and Accessories cost.

Using digital communication technology for reaping its benefit, the lecture was attended through digital classroom by 60 plus students of Fashion Design department of all the campuses of FDDI.

### FDDI attends 'Youth for Quality Bharat Fest' at Bharat Mandapam

FDDI attended the 'Youth for Quality Bharat Fest' at the iconic Bharat Mandapam in Pragati, Maidan, New Delhi on 07<sup>th</sup> February 2024.

Aligned with the Hon'ble Prime Minister of India, Mr. Narendra Modi vision of transitioning from Amrit Kaal to Kartavya Kaal, the Quality Council of India (QCI), has conceptualized the Quality Bharat@100 Mission.

This mission focuses on India's growth narrative, aspiring to become Viksit by focusing on quality in all aspects of life by the year 2047 by empowering the youth of India, engaging them in the nation's growth story, and encouraging a quality-conscious living.

Drawing the participation of 3000 youth from schools, colleges universities and educational institutions, the event marks the finale of Rashtriya Gunvatta Pakhwada.



FDDI students during the 'Youth for Quality Bharat Fest'

While addressing at the 'Youth for Quality Bharat Festival 2024', the Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Mr. Piyush Goyal, said that Quality is important in all the aspects of life. He said that 'Zero defect zero effect' as enunciated by the Prime Minister, Shri Narendra Modi is essential for sustainable development as quality consciousness is important to combat climate change adapt.

The staff and students of FDDI attended the fest that featured a series of inspirational talks, live performances, and the launch of the Youth for Quality Bharat Mission video, which highlights the importance of quality in all aspects of life and how young people can play a role in making India a better place.

Numerous other Union Ministers were present on the occasion



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### Tailor made training for NTH scientists by FDDI's CoE and Jodhpur campus

A meticulously designed training programme for scientists of National Testing House (NTH), Department of Consumer Affairs, Government of India was conducted by FDDI's CoE and Jodhpur campus in association with FDDI's Center of Excellence (CoE) from 31<sup>st</sup> January to 2<sup>nd</sup> February 2024.

Sharing the details, Mr. Anil Kumar, AFHQCS, Executive Director (ED)- FDDI Jodhpur campus said, "The participants were given basic information about footwear testing by the experts of FDDI, so that they can develop their efficiency in quality assessment of footwear as per IS-15298 standards."

The 15-member team of scientists and technical staff of NTH underwent the three-days training programme on 'Basic Footwear Testing' (Physical) during which the experts of FDDI explained about the tests that are to be carried out on the different components of the shoe.



Officials of FDDI & participants of training programme



A view of training programme on 'Basic Footwear Testing' (Physical)

Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI stated, "such training will increase the role of coordination and cooperation between FDDI and other technical institutes."

The scientist were exposed to the training methods and been demonstrated on the sample. The training also focused upon the safety footwear along with testing requirement and method of conducting the tests. During the training, the scientist were also explained about the foot scanning and gait aspect.

Mr. Devashish Sarkar, Scientist-D, NTH appreciated the training programme and stated that it will help in testing of footwear to ensure the products meet all the requirements.

On the last day, ED, FDDI Jodhpur and Director, CoE FDDI gave certificates to all the scientists and technical employees.



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### Industrial visit & sourcing expedition for FDDI, Noida students at Agra

A meticulously planned industrial visit coupled with an insightful sourcing expedition, aimed at unraveling the various methods of manufacturing and procurement processes in the footwear was held on 29<sup>th</sup> & 30 January 2024.

During the visit, the 3<sup>rd</sup> year students of School of Footwear Design and Production (FDP) who were accompanied by the faculty of FDDI visited Dawar Footwear P Ltd., a leading manufacturer, retailer and exporter of Agra.

The objective of the visit was to gain practical insights, foster industry interaction, and unravel the dynamics of sourcing in a real-world setting.

The students had a real time exposure and understanding of



Students at Dawar Footwear P Ltd., Agra



various processes and operational challenges. They engaged with floor managers, craftsmen, and industry experts, absorbing their wisdom and experiences. Through dialogue and observation, they decoded the nuances of production, distribution, and market trends.

They also navigated through bustling markets and negotiated with local vendors, students honed their negotiation skills and developed a keen eye for market dynamics. From understanding consumer preferences to deciphering pricing strategies, every interaction offered a new lesson in the art of sourcing.

### Managing Director- FDDI visits ROMANIA FASHIONTEX – Romania International Fashion, Textile & Accessories Fair

Mr. Pankaj Kumar Sinha, Managing Director (MD) – FDDI, along with Mr. Niraj Kumar, Section Officer, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India visited



From Left: SO-DPIIT & MD-FDDI at ROMANIA FASHIONTEX



From Left: SO-DPIIT, Indian Ambassador, Mr. Rahul Shrivastava and MD-FDDI



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**ROMANIA FASHIONTEX – Romania International Fashion, Textile & Accessories Fair 2024 at Bucharest from 25th January to 27<sup>th</sup> January 2024.**

The Expo had 150-200 stalls mainly of Textile, Leather and very few related to Footwear industry. More than 60% of vendors were from Turkey and the main sponsors and organizers were from Turkey. A few Pakistani traders had also set up their stalls for leather and finished garment products. Local Romanian vendors also had set up the stall.

A detailed meeting was held with the Indian Ambassador, Mr. Rahul Shrivastava at Bucharest (Romania) who requested the Section Officer-Leather to send Indian Diplomats from the Ministry of Commerce to Romania to enhance the business as it has lots of scope for the textile and footwear industry.

### 3<sup>rd</sup> prize for FDDI, Jodhpur campus

FDDI Jodhpur won the third place in Rajasthan's largest Western Handicraft Industry Fair which was organized by Laghu Udyog Bharti & District Industries Centre (DIC) from 24<sup>th</sup> January to 04<sup>th</sup> February 2024 at Jodhpur.

The fair was inaugurated by Mr. Bhajan Lal Sharma, Hon'ble Chief Minister, Rajasthan who visited the stall of FDDI and appreciated the student's work.



A view of the stall of FDDI



Certificate awarded to FDDI, Jodhpur campus

At its stall in Atal Pandal, various footwear & fashion design related creative items made by students were displayed which was highly appreciated by the visitors.

During the 12 days of fair, around 10,000 visitors visited the FDDI stall and interacted with the FDDI Team regarding admissions and future scope.

All the stalls were assessed on the basis of the visual display and creativity during which FDDI bagged third place under government sector category.



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### Industrial visit for students of FDDI, Hyderabad campus at Chennai

With an objective to provide an active learning environment outside the classrooms and empowering students to excel in their professional endeavors, the students of Footwear Design & Production (FDP) of FDDI, Hyderabad campus were taken on industrial visits at Chennai.

Students of 2<sup>nd</sup> Year, 3rd Year and 4th Year were taken to the FDDI's ITC located in Chennai, which houses fully equipped chemical and physical footwear testing laboratories

Sr. No.	Visit at	Date
1	FDDI International Testing Center (ITC), Chennai & Unisol India Pvt. Ltd., Chennai	30 <sup>th</sup> January, 2024
2	Good Leather Shoes Pvt. Ltd., Chennai	31 <sup>st</sup> January 2024

where Mr. Rajesh A V, Senior Technologist, guided the students around the facility and introduced us to approximately 40 pieces of machinery and their purposes in testing the physical qualities of footwear and its materials. These included the Lastometer, Martindale abrasion, Dome plaster, Bata belt flexer, etc. He also explained the functions of these various machines and how they aid in identifying whether the product meets the standards, using examples.

On the same day, the students were taken into the sole manufacturing unit of Unisol India Pvt., Ltd., where Mr. Samseer Ahmed, GM - Production informed about the various processes being carried out in the factory. The company predominantly produces soles in bulk quantities for renowned brands such as PUMA, Clarks, etc.



Students at Unisol India Pvt. Ltd.,



Students at FDDI's ITC

Mr. Samseer explained about the various machineries such as the Calendar machine, Barvel machine, etc. in the sequence order and explained the process of the rubber sole manufacture in a step by step manner.

On 31<sup>st</sup> January 2024, they visited Good Leather Shoes Pvt. Ltd., a company that focuses on producing leather, footwear and leather goods as well as shoes and its components. Students gained valuable insights into the production of high quality footwear, working methods and employment practices. The visit commenced with an exploration of the material store, followed by a tour of the manufacturing units. Students observed the cutting, closing, finishing, and quality control processes firsthand. Additionally, they were introduced to the advanced technologies utilized in the designing lab, including a demonstration of the automatic pattern cutting machine.



Students at Good Leather Shoes Pvt. Ltd., Chennai



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### Industry Insights on 'Retail Startup Sparks and Selling Skills' for FDDI, Hyderabad & Chhindwara students

Using digital facility, an insightful session on 'Retail Startup Sparks and Selling Skills' was provided to the students of Retail & Fashion Merchandize of FDDI Hyderabad & Chhindwara campus on 2<sup>nd</sup> February 2024.



Mr. Partha Sarathi Reddy, V briefing on 'Retail Startup Sparks and Selling Skills'

During the session, the resource person, Mr. Partha Sarathi Reddy, V, Founder and Managing Director of 7C Stores provided insights on topics that are relevant to aspiring entrepreneurs and individuals interested in the retail market.

He briefed about the Indian retail market with the large-scale shift to e-commerce which is required to constantly provide high-end customer service and consumer satisfaction.

During the lecture, He shed light on retail startups and their growth in India, as well as the mechanism of the reporting of the startups, identification of the opportunities, product selection and sourcing, creating a seamless customer experience, marketing and sales strategies, fund management, etc.

### Hindi workshop on 'Kanthasth 2.0 – Anuvad Sarathi' held at FDDI Noida campus

With the objective to encourage officials/employees to perform their official work in Hindi, a workshop on 'Kanthasth 2.0 – Anuvad Sarathi' was held at the FDDI, Noida campus on 31<sup>st</sup> January, 2024.

Mr. Lalit Bhushan, Member Secretary, Town Official Language Implementation Committee (TOLIC) Ghaziabad was the key speaker who is the authorized for training by the Department of Official Language, Ministry of Home Affairs, Government of India.



Mr. Lalit Bhushan, elaborating on 'Kanthasth 2.0- Anuvad Sarthi'



A view of the participants

The speaker acquainted all the participants to the Kanthastha 2.0 – Anuvad Sarathi tool and highlighted its features. He said that translation is a problem in official work, to solve which the Department of Official Language and C-DAC, Pune have developed Kanthasth 2.0 – Anuvad Sarathi Tool. It is memory based, useful and absolutely free.

Through this tool, the translation work can be made easier and the employee can translate by uploading their files.

He registered all the participants to work on the Kanthasth 2.0 – Anuvad Sarathi tool and also made them familiar for translation on it.

