



NEWSLETTER

ISSUE NO. 968

A WEEKLY NEWSLETTER

23rd February 2024



FDDI attends 'Curtain Raiser program on DILEX-RBSM' and 'Discussion meeting on widening the role of LSSC in Eastern Region'

FDDI attended Curtain Raiser program on the forthcoming '5th edition of Delhi International Leather Expo (DILEX) – Reverse Buyer Seller Meet (RBSM)' and 'Discussion meeting on widening the role of Leather Sector Skill Council (LSSC) in Eastern Region' which was held at Hotel ITC Sonar, Kolkata on February 12, 2024.



MD-FDDI being felicitated during the programme

Mr. Pankaj Kumar Sinha, Managing Director (MD)-FDDI, Mr. Sunil Kumar U, Executive Director (ED)-FDDI, Kolkata campus and faculty members attended the programme.

The other dignitaries of the event were Mr. Ramesh Juneja, Regional Chairman, Council for Leather Exports (CLE), Mr. Arjun Kulkarni - Vice- President, Indian Leather Products Association (ILPA), Mr. R. Rathnam - CEO, Leather Sector Skill Council (LSSC), Mr. Subhash Kapoor, Convenor- DILEX, Mr. Javed Iqbal, Mr. Mukhtarul Amin, Chairman and Managing Director, Superhouse Group.

Delivering the 'Keynote Address', Mr. Pankaj Kumar Sinha, MD-FDDI said, "The leather and footwear industry indeed demands a range of skills,



MD-FDDI, delivering the 'Keynote Address'



Mr. Sunil Kumar U, ED, FDDI – Kolkata being felicitated during the programme

IN THIS ISSUE

- FDDI attends 'Curtain Raiser program on DILEX-RBSM' and 'Discussion meeting on widening the role of LSSC in Eastern Region';
- Industrial visit for FDDI, Hyderabad students at Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB);
- Insightful Sessions held at FDDI, Chhindwara campus;
- Purposeful Retail Expert Sessions held at FDDI, Hyderabad campus;
- Scientific session chaired by Dr. Madhusudan Pal, Director - CoE, FDDI during 'Physiomeet 2024';
- 'Captivating Industry Lectures' held at FDDI, Noida campus;
- Industrial visit for FDDI, Kolkata students at Bata India Limited;
- Craft Entrepreneurship Session held at FDDI, Noida campus.



A WEEKLY NEWSLETTER



encompassing design, pattern making, cutting, stitching, dyeing, finishing, tooling, embossing, and meticulous attention to detail. FDDI stands out as a paragon of excellence and innovation in this sector, enhancing its standards through skill-based certificate short-term programs and long-term degree programs.”

“As a key stakeholder in the emerging leather ecosystem and to address the challenges faced by the leather sector, our goal is to bring the industry and academia closer by facilitating continuous interaction between the students, the faculty and industry experts,” added Mr. Sinha.

Emphasizing the need of a variety of skills in the leather & footwear industry, Mr. R. Rathnam, CEO, LSSC, lauded FDDI's inclusion in National Council for Vocational Education and Training (NCVET).

The 5th edition of DILEX-RBSM will be held at India International Convention and Expo Center (IICC), Dwarka, New Delhi, India on 4th & 5th March, 2024.

Industrial visit for FDDI, Hyderabad students at Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB)

On 14th February 2024, under the industrial visit, the MBA students of the School of Retail and Fashion Merchandise of FDDI, Hyderabad campus were taken to Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB), Hyderabad.

This industrial visit was organized with the objective to provide firsthand experience to the students about the meticulous processes involved in producing the beverages, internal working methodology and to better understand the machinery/technology used in production

The technical experts of HCCB explained the students about the various stages of production i.e. transformation of raw materials into, refreshing drinks, quality control measures, packaging and dispatch procedures.



Students at dispatch section of HCCB



Expert of HCCB briefing the students about the strategies & future plans of HCCB

This visit served as an invaluable educational experience, complementing classroom learning with real-world insights into corporate operations and supply chain management.

Insightful Sessions held at FDDI, Chhindwara campus

To provide insights into the dynamic world of apparel sourcing, merchandising, and visual merchandising to the students, insightful sessions were held at FDDI, Chhindwara campus.

During the session, Ms. Shruti Tiwari, an alumni of the inaugural postgraduate batch of FDDI Chhindwara campus, shared her remarkable journey from student to professional over the past decade. She explained about the best practices for fashion retailers and best ways to showcase a fashion product.

A WEEKLY NEWSLETTER



During the session, Mr. Ashish Agarwal having more than 20 years of rich industry experience in Apparel Sourcing and Merchandising working with various national and international groups likes Aditya Birla Group, Wellspun group, Trident group and many more briefed about various opportunities available in startups and other career avenues within the realm of fashion design.

The interactive session facilitated an engaging exchange of ideas and experiences between the speakers and the students.

Participants gained valuable insights into the industry's current trends, challenges, and emerging opportunities. From the intricacies of fashion design to the nuances of retail merchandising, the session covered a wide array of topics, leaving attendees enriched and inspired.

| Sr. No. | Topic | Expert Detail | Organized by | Date of Session |
|---------|---------------------------------------------------------------|---------------------------------------------------------|------------------------------------------|--------------------------------|
| 1 | The Art & Science of Visual Merchandising | Ms. Shruti Tiwari, Deputy Manager VM, Trent Indian Ltd. | School of Retail and Fashion Merchandise | 09 th February 2024 |
| 2 | Importance of Fashion Product Forecasting and Apparel Costing | Mr. Ashish Agarwal | School of Fashion Design | 09 th February 2024 |

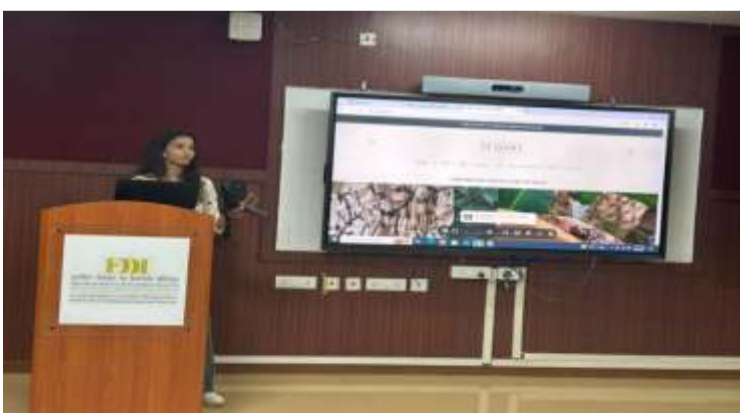
Purposeful Retail Expert Sessions held at FDDI, Hyderabad campus

Purposeful Retail Expert Sessions on 'Role of Buyer in Product Development' and 'Merchandising & Buying Process in Retail' was conducted at FDDI, Hyderabad campus. The retail market is one of the most dynamic and is undergoing a period of extreme change.

The retail market is one of the most dynamic and is undergoing a period of extreme change. In order to provide insights about it, the sessions, ensuring a well-rounded education that connects theory with real-world applications, were conducted by the experts of this field.

| Sr. No. | Topic | Expert Detail | Date of Session |
|---------|------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------|
| 1 | Role of Buyer in Product Development | Ms. Prachi Tyagi, Brand Manager at Urvi Weaves & Crafts Pvt. Ltd. , Hyderabad | 07 th February 2024 |
| 2 | Merchandising & Buying Process in Retail | Ms. Shweta, currently working as Regional Merchandiser (AP & TS) in SBE Unique Pvt. Ltd. (Levi's Strauss) | 13 th February 2024 |

Ms. Prachi, briefed about various roles performed by a buyer in the retail sector, elaborated on product development process and elucidated on the importance of product knowledge for buyer's profile. She has shared her experience with the students through power point presentation.



Ms. Prachi Tyagi briefing the students through power point presentation



A view of the participants

Ms. Shweta, working as Regional Merchandiser (AP & TS) in SBE Unique Pvt. Ltd. (Levi's Strauss), also alumni of FDDI Hyderabad has traversed various roles within this organization including procurement, operations, demand forecasting etc.



A WEEKLY NEWSLETTER



During the session Ms. Shweta candidly shared her profound insight and experiences in both Merchandising & Buying activities. She navigated participants offering valuable advice and strategies.



View of the session conducted by Ms. Shweta

The retail market in India has undergone a major transformation and has witnessed tremendous growth in the last 10 years. It is riding on several factors, including rising disposable incomes, exposure of Gen Z to international brands, and ease of doing business.

Scientific session chaired by Dr. Madhusudan Pal, Director - CoE, FDDI during 'Physiomeet 2024'

Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI chaired a scientific session during 'Physiomeet 2024' held at All India Institute of Medical Science (AIIMS), Bhubaneshwar.

The Department of Physiology, AIIMS, Bhubaneshwar organized a National Workshop on 'Synergizing Education and Promoting Research in Medical Physiology' from 9th and 10th February 2024 which emphasized the crucial role of artificial intelligence (AI) in advancing physiology education and research.

More than 15 AIIMS from different part of the country participated in this significant workshop.



Sitting from Left to Right: Dr. K K Deepak, Ex-HOD, Ex-Dean(Examination), AIIMS Delhi, Dr. Rajeev Varshney, Director, DIPAS, DRDO, Dr. Madhusudan Pal, Scientist 'G' & Director COEs FDDI

Director of CoE, FDDI was one the notable chairperson for the session 'Scope for Military Physiology Research in AIIMS: Synergizing with DRDO'. As outcome of the workshop CoEs FDDI will be Stakeholder/ Project team member in forthcoming research work by DRDO and AIIMS jointly.

'Captivating Industry Lectures' held at FDDI, Noida campus

To broaden the perspectives of the students of the School of Retail and Fashion Merchandise (RFM), 'Captivating Industry Lectures' were held at FDDI, Noida, campus.

Ms. Pooja Sund, a respected engineering finance leader at Microsoft delivered an engaging presentation that offered a profound perspective on the 'Nuances of LinkedIn', illuminating its significance in the professional sphere. The insightful discourse centred on the platform's role in connecting professionals worldwide and nurturing meaningful professional bonds.

The lecture not only imparted valuable insights into the mechanics of LinkedIn but, also motivated students to harness the platform for career advancement and networking endeavours.

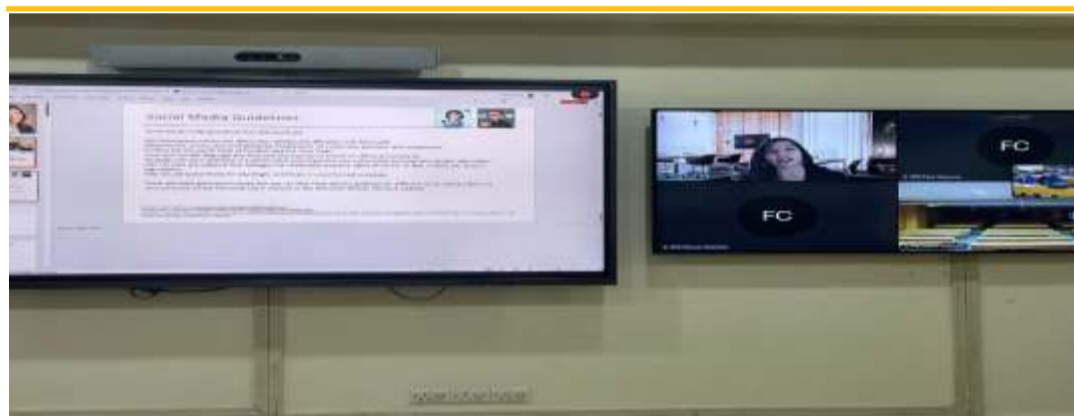
| Sr. No. | Topic | Expert Detail | Date of Session |
|---------|--------------------------------------|-----------------------------------------------------------|--------------------------------|
| 1 | Nuances of LinkedIn | Ms. Pooja Sund, Engineering Finance Leader, Microsoft | 06 th February 2024 |
| 2 | Microsoft Excel in the Retail Sector | Ms. Yukti Mehrotra, Sr. Executive, Reliance Brand Limited | 09 th February 2024 |



A WEEKLY NEWSLETTER



Ms. Mehrotra delivered a compelling presentation that underscored the paramount importance of 'Microsoft Excel in the Retail Sector'. Leveraging her extensive experience, she elucidated how Excel functions as a potent tool for data analysis, inventory management, and strategic planning within retail operations.



Ms. Pooja Sund, briefing the students through presentation



Students attending the lecture

The lecture not only highlighted the practical applications of MS Excel but, also emphasized its pivotal role in augmenting efficiency and facilitating informed decision-making processes in the dynamic realm of retail.



Ms. Yukti Mehrotra alongwith the faculty and students of RFM



Ms. Yukti Mehrotra, briefing the students about 'Microsoft Excel in the Retail Sector'

Ms. Mehrotra's expertise provided invaluable insights for students aspiring to thrive at the intersection of retail and technology.

In a convivial atmosphere, conversations deepened during the illuminating & fascinating and new connections flourished, bridging the realms of academia and industry. ision-making processes in the dynamic realm of retail.

Industrial visit for FDDI, Kolkata students at Bata India Limited

An industrial visit for a group of 20 students of 2021 & 2022 batch of School of Footwear Design and Production (FDP) of FDDI, Kolkata campus was organized at Bata India Limited on 8th February 2024.

The group of students who were accompanied by Mr. Kailash Chandra, Faculty, and Mr. Mukesh Ram, Craftsman, FDDI visited the plant located in Bata Nagar, Kolkata where a wide variety of shoes are manufactured.

Mr. Bhasker-HR personnel briefed about the entire functioning of the organization.

A WEEKLY NEWSLETTER



The students were briefed about the various manufacturing process of PVC & EVA, Rubber compounding, PVC Injection, PU poring, DVP, Printing. They also got exposure of different type of materials used in manufacturing of shoes and their manufacturing process.



Students at Bata India Limited, Kolkata



Students being briefed about the manufacturing process

Craft Entrepreneurship Session held at FDDI, Noida campus

On 07th February 2024, the School of Leather Goods and Accessories Design (LGAD) conducted a Craft Entrepreneurship Session at FDDI, Noida campus.

Ms. Kanika Sahijwani was the resource person who took the session which was attended by LGAD -HoS, HoD and students.

Ms. Kanika Sahijwani is a social enterprise leader, marketing specialist, and fine-art artist hailing from India. As a marketing and business development specialist, she has worked with global brands and corporations on country-wide campaigns and international projects. She is the Founder and Creative Director of Pusaaka. Her enterprise uplifts artisans by equipping them with essential skills and creating employment opportunities, all while preserving and promoting India's rich craft traditions. Her artwork adorns private collections spanning across Thailand, Kenya, and her native India.



Ms. Kanika Sahijwani briefing the participants about sustainable bag start-up

The objective of the session was to build deep understanding of business knowledge relevant to the crafts sector and to enhance the understanding of participants in the areas of collaboration between skilled craftsmen and modern manufacturing processes.

The session addressed key areas such as sustainable bag start-up, craftsmen with cutting-edge bag manufacturing processes, embodying sustainability & contemporary design aesthetics, target consumers, entering its startup phase, the cusp of launch, methodically mapping out the timeline and milestones for the launch that ensures that every aspect of the business, spanning production to marketing, value addition and infrastructure finely tuned for success.



Ms. Kanika Sahijwani demonstrating some sustainable bag start-up