



**FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE**  
Ministry of Commerce & Industry, Government of India  
AN INSTITUTION OF NATIONAL IMPORTANCE under FDDI Act 2017



वाणिज्य एवं  
उद्योग मंत्रालय  
MINISTRY OF  
COMMERCE  
AND INDUSTRY

# MONTHLY NEWSLETTER



# MARCH 2026

Empowering the future of footwear, fashion, leather and retail through innovation, skill, and excellence at FDDI.

# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Readers,

Greetings from FDDI Chandigarh!

As we step into the month of March, I am pleased to reflect on the significant strides made by our institution in strengthening industry connections, academic collaborations, and holistic student development.



This month marked an important milestone with the successful cluster development initiative at Kotkapura, reinforcing our commitment to empowering local industries and fostering skill-based growth at the grassroots level.

We also take pride in formalizing our collaboration through the Memorandum of Understanding (MoU) with Government College of Commerce, which will open new avenues for academic exchange, knowledge sharing, and student enrichment.

In line with global industry trends, the WGSN workshop conducted this month provided valuable insights into fashion forecasting and trend analysis.

Adding a touch of energy and camaraderie, the cricket match organized during the month brought together students and staff, promoting teamwork, sportsmanship, and a healthy competitive spirit. Such activities are integral to nurturing well-rounded individuals.

As we move forward, let us continue to strive for excellence, innovation, and collaboration in all our endeavors.

Wishing everyone continued success and growth.

Warm Regards

A handwritten signature in black ink, appearing to read 'Pragya Singh', written over a light-colored background.

Ms. Pragya Singh, IRS

Executive Director

FDDI Chandigarh

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# ABOUT CAMPUS



Chandigarh campus is known for academic excellence and disciplined campus environment. Institute is enriched in associations with industry and academic fraternity in north India. Frequent academic & cultural activities develop the professional acumen in the scholars. Chandigarh campus is privileged to be one of the most preferred campuses of FDDI.

Besides ample air-conditioned classrooms, technical workshops equipped with modern state-of-art machineries, it has conference halls, seminar halls, auditorium, ITSC, Design Studio, CAD-CAM lab and the Digital library along with fully furnished separate Girls & Boys Hostels. This makes FDDI Chandigarh campus a most modern and world class campus.

The environment here nurtures creativity, discipline, and holistic development for every learner. The campus continues to inspire excellence, innovation, and leadership across all academic domains. The campus fosters a vibrant academic culture where industry exposure, hands-on learning, and interdisciplinary collaboration thrive. With its learner centric ecosystem, FDDI Chandigarh remains committed to shaping future-ready professionals equipped with global competence and strong ethical values



# ACKNOWLEDGEMENT

The Editorial Team extends its sincere gratitude to all contributors who made the March edition of the newsletter meaningful and engaging. We deeply appreciate the continued support of faculty, staff, and students for their valuable inputs, creativity, and enthusiasm in sharing content and ideas. Your timely contributions and collaborative spirit played a crucial role in bringing this edition together seamlessly. We also thank everyone working behind the scenes for their dedication and efforts in ensuring the quality and consistency of the publication. Your commitment inspires us to keep improving and delivering impactful editions. We look forward to your continued support in the months ahead.

## EDITORIAL TEAM



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Faculty & HOD



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Dr. Annu Kumari  
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Student



Arshdeep Kaur  
Student

# MESSAGE FROM EDITORIAL DESK

Dear Readers,

As we present the March edition of our newsletter, the Editorial Team is delighted to bring together a collection of achievements, activities, and insights that reflect the dynamic spirit of our institution. Each edition serves as a platform to showcase not only milestones but also the collective effort, creativity, and dedication of our students and employees.

This month has been marked by a strong focus on learning, collaboration, and engagement across various domains. From academic initiatives to industry-oriented exposure and co-curricular activities, the campus continues to thrive as a hub of innovation and growth. The enthusiasm and participation witnessed throughout the month highlight the commitment of our community towards excellence and continuous development.

Our aim through this newsletter is to document these moments while encouraging knowledge sharing and inspiration among readers. We believe that every contribution, big or small, adds value to the larger narrative of progress and achievement.

The Editorial Team sincerely appreciates all those who have contributed content, supported the process, and helped in shaping this edition. Your cooperation and timely inputs have been instrumental in maintaining the quality and relevance of this publication.

We hope you find this edition informative and engaging. As always, we look forward to your continued support in making future editions even more enriching.

Warm Regards,

Editorial Team

# INSPIRING CHANGE: INTERNATIONAL WOMEN'S DAY WEBINAR



A webinar was organized on the occasion of International Women's Day to celebrate the achievements, strength, and contributions of women across various fields. The session aimed to inspire and empower participants by highlighting the importance of gender equality, leadership, and self-development. Eminent speakers shared their experiences, insights, and challenges, encouraging students to pursue their goals with confidence and determination. The webinar also emphasized the role of education and skill development in shaping a progressive and inclusive society. Participants actively engaged in the session, making it interactive and insightful. The event concluded on a motivating note, leaving attendees inspired to contribute towards a more equitable future.



# CLUSTER DEVELOPMENT AT KOTKAPURA

Footwear Design and Development Institute (FDDI), Chandigarh, in collaboration with the Punjab State Council of Science & Technology (PSCST), has successfully established and operationalized a Common Facility Centre (CFC) for the Punjabi Jutti Cluster at Kotkapura. As part of this initiative, Mr. Ashok Joshi and Mr. Sharad Awasthi, from FDDI, Chandigarh visited Kotkapura for five days to provide their expert guidance and support during the setup and operationalization process. The initiative is part of the project titled 'STI Cell for Empowering SC Community of Punjab', aimed at promoting technology-driven interventions for livelihood enhancement and capacity building of SC artisans and entrepreneurs.

The CFC provides access to modern tools, advanced machinery, and shared infrastructure, enabling artisans to enhance product quality, productivity, and market reach while preserving the traditional craft of Punjabi juttis. This initiative is expected to significantly contribute to the socio-economic upliftment of the artisan community.

The project received administrative support from the District Industry Centre (DIC), Faridkot, for installation and commissioning of machinery, along with technical guidance from FDDI, Chandigarh, ensuring smooth and sustainable operations.



# MOU OF FDDI WITH GOVERNMENT COLLEGE OF COMMERCE



Footwear Design and Development Institute (FDDI), Chandigarh, signed a Memorandum of Understanding (MoU) with the Government College of Commerce & Business Administration (GCBA), Chandigarh, on 13 March 2026. The agreement was formally signed and exchanged by Ms. Pragya Singh, IRS, Executive Director, FDDI Chandigarh, and Prof. (Dr.) Nisha Aggarwal, Principal, GCBA.

This collaboration aims to strengthen academic ties and foster knowledge sharing between the two institutions. The MoU will facilitate faculty exchange programs, enabling experts to participate in jury evaluations, deliver special lectures, and conduct workshops in areas of mutual interest. Such initiatives are expected to enrich the learning experience of students and promote interdisciplinary exposure and skill development.

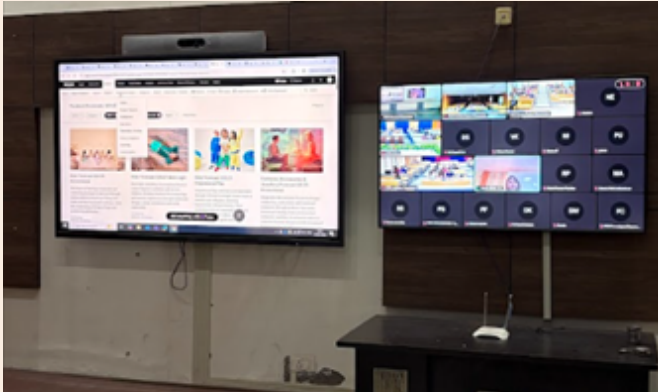
The partnership will also encourage joint research projects and collaborative academic initiatives.

It aims to bridge the gap between theoretical knowledge and practical industry requirements.

Students from both institutions will benefit from enhanced exposure to emerging trends and professional practices. Overall, this collaboration marks a significant step towards academic excellence and holistic development.

# FABULOUS FRIDAY

## WGSN workshop

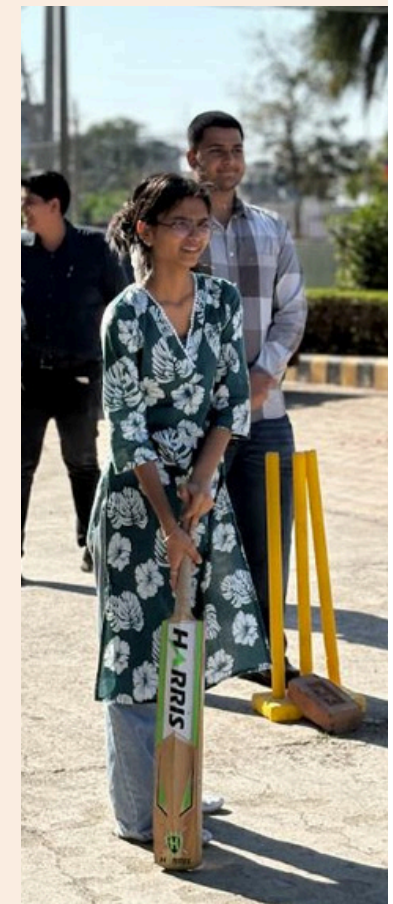
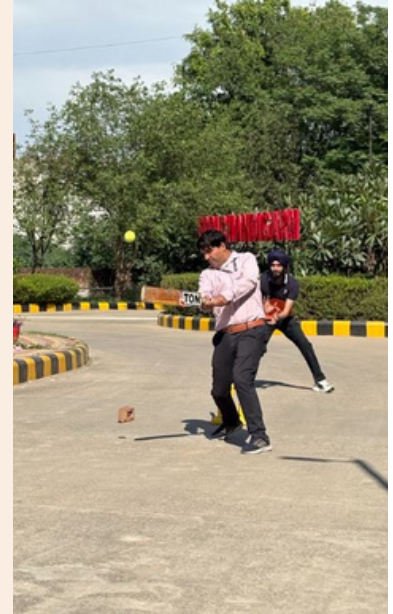


A workshop was held on WGSN on 20<sup>th</sup> March 2026 by the WGSN team – Ms. Anvita, Mr. Prashant and Ms. Abhipsa helped students expand their horizons on understanding the market and trends before creating their designs. It was a fruitful session that helped the students of fashion and footwear designing gain knowledge on the importance of fashion forecasting to stay relevant in the ever changing market. It highlighted the necessity of predicting future style trends, consumer behaviour, and colour palettes, enabling brands to remain competitive by aligning designs with market demand. The workshop was concluded with a question and answer session that helped the students clear their queries about the WGSN website and how it could be used to aid them in creating their future designs with the help of trend forecasting.

# FABULOUS FRIDAY

## Students vs Faculty: Cricket Match

A friendly cricket match was organized between students and faculty, fostering a spirit of camaraderie and sportsmanship on campus. The event witnessed enthusiastic participation from both teams, creating an atmosphere filled with energy and excitement. Players showcased impressive skills, teamwork, and determination throughout the match, making it both competitive and entertaining. The audience cheered passionately, adding to the lively environment. Beyond the competition, the match served as a platform to strengthen bonds between students and faculty members in an informal setting. The event concluded on a cheerful note, with everyone appreciating the efforts of the organizers and participants for making it a memorable and enjoyable experience.



## ARTICLE

### What makes us human? – a thought process

“Don’t behave like an animal”, we’ve all heard this phrase at some point of our lives. We share this Earth with trillions of other organisms that we generalise as “animals” millions of which have not yet been discovered. So, what exactly makes us different from this vast variety of creatures? Being human encompasses a rich tapestry of characteristics. Characteristics that we are said to possess and other creatures don’t. Consciousness or self awareness, advanced reasoning, complex language, technology and culture could be the first few that come to our minds. Above all these characteristics, “humanity”, as the name suggests, is said to be an innate quality that beautifies the existence of human beings.

But, in the current world situation, this quality is slowly vanishing. It shows the metaphorical extinction of human beings. What are we without our humanity? Knowledge and power without compassion has always led to inevitable destruction. A destruction so devastating that the forthcoming generations spend their lifetime trying to fix it. Our knowledge and technologies could have been used to make Earth a utopia for all creatures inhabiting it. But, we chose the path of destruction, war and power. Greed for power has consumed us. Empathy, compassion and humanity seem like ghosts of the past. So are we really that different from animals? Or do we just have a superiority complex that needs to be fed constantly?



V. Chandana Samyuktha

Fashion Designing

Batch-2023-27

## ARTICLE

# The Role of AI in Revolutionizing the Fashion Design Process

Artificial Intelligence (AI) is fundamentally reshaping the fashion design process, from conceptualization to final production, by enhancing creativity, efficiency, and sustainability. In 2026, generative AI models such as GANs (Generative Adversarial Networks) and tools like Fashion Diffusion and Style3D allow designers to generate sketches, patterns, and 3D renders instantly from text prompts or rudimentary ideas. This democratizes design, enabling rapid prototyping without extensive manual sketching. Trend forecasting, once reliant on human intuition, now leverages AI analytics from social media, runway shows, and consumer data. Platforms predict emerging styles; such as boho suede or aquatic prints for SS26 with up to 90% accuracy, helping brands avoid overproduction and reduce waste. Brands like Nike and Alice and Olivia use AI for hyper-personalized collections, tailoring garments to individual preferences via body scans and style profiles.

AI excels in virtual try-ons and fabric simulations, minimizing physical sampling. By simulating drapes, fits, and materials, it cuts costs by 30% and supports eco-friendly practices by reducing fabric waste. Supply chain optimization is another boon; AI forecasts demand, streamlines sourcing, and ensures ethical manufacturing through block-chain traceability. However, challenges remain: ethical concerns around data privacy, job displacement for traditional roles, and the need for upskilling designers in AI literacy. Yet, AI augments rather than replaces human creativity by freeing artists to focus on innovation and storytelling.

For Indian fashion retail, AI offers immense potential amid rising e-commerce. Tools like virtual fitting rooms can bridge sizing gaps in diverse body types, boosting sales. As per McKinsey's State of Fashion 2026, AI-driven personalization could add US\$150-275 billion to global fashion revenues. India's IndiaAI Mission (launched March 2024 with ₹10,371 crore budget)

# ARTICLE

supports this through sovereign AI models, GPU clusters, and skilling 500 PhD scholars and 13,000 students, fostering indigenous AI innovation for sectors like fashion. In essence, AI is not just a tool but a collaborative partner, making fashion design faster, greener, and more inclusive in an era where technology amplifies human ingenuity.

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- PSA.gov.in: IndiaAI Mission



DR. ANNU KUMARI  
FACULTY, FASHION DESIGN  
FDDI CHANDIGARH

## ALUMNI IN FOCUS

### Entrepreneurial Journey: The Story Behind Sristuti



Sristuti by Stuti Pant, an alumni (Batch 2020-2024, fashion designing), is an inspiration to all the young students of the institute in taking up an entrepreneurial journey in their career. Sristuti was started in 2025 and was created with the vision of transforming Uttarakhand's traditional architectural elements, like jharokhas, into contemporary interior décor solutions. By blending heritage craftsmanship with modern design sensibilities and integrating Aipan with diverse art forms, the brand has developed a unique design language rooted in culture yet suited for today's spaces.

## ALUMNI IN FOCUS



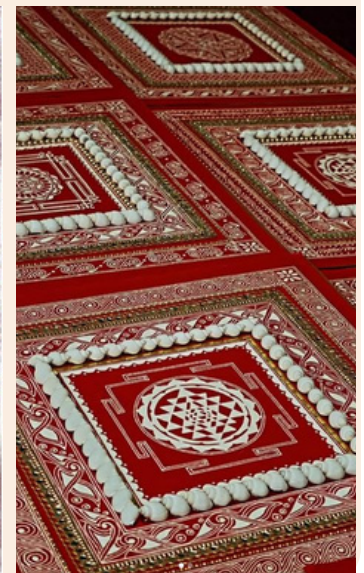
THE ART AND THE ARTIST

Since a short span, Sristuti has gained recognition for its distinctive products, consistent quality, and customized décor offerings. Beyond business growth, the brand is committed to empowering local artisans and strengthening the value of regional art and culture, making traditional aesthetics more accessible, sustainable, and relevant in modern living. She has collaborated with NGOs, contributed to government related projects, and created customized gifting solutions for private organizations and events. Each project has been an opportunity to blend cultural aesthetics with functional design. The brand has also been recognized and appreciated by well known artists from Uttarakhand such as Pandavaas, Priyanka Meher, Pawandeep Rajan, and Chetna Bharadwaj. Her biggest learning from this journey has been understanding that building a brand is not just about business, but about purpose. She started with a deep emotional connection to art and culture, but over time she learnt the importance of balancing creativity with discipline, consistency, and practical decision making.

Most importantly, she has realized that when you stay true to your roots while evolving with time, you don't just build a brand, you create something meaningful, sustainable, and deeply connected to people and culture. She stands as a great inspiration for students who want to create their own brands.

# ALUMNI IN FOCUS

## Signature Creations of Sristuti's



# FACULTY PARTICIPATION IN ACADEMIC AND PROFESSIONAL DEVELOPMENT ACTIVITIES

Dr. Agya Preet has been recognized as a reviewer for the International Journal of Materials Science and Applications (IJMSA). She contributed her expertise by reviewing research on “The Role of Quality Control in Improving Productivity in the Garment Industry”. This achievement reflects her dedication to academic excellence and research contributions.



At the i3DC Second National Design Conference 2026, held at the National Institute of Design, Dr. Annu Kumari and co-author Dr. Prashant Tripathi from FDDI Chandigarh presented their research on “One Size Fits Many: An Inclusive Design Approach to Free-Size Clothing” on 13th March 2026.

The study explored how inclusive design can move beyond conceptual frameworks into practical product development. Two innovative garment prototypes were developed, incorporating adjustable features and flexible construction techniques to accommodate diverse body types. The approach challenges conventional sizing systems by promoting adaptability and comfort through design. This research highlights the potential of free-size garments to reduce return rates and enhance product usability. By integrating inclusivity with functional design, the study presents a sustainable and industry-relevant direction for future fashion practices.



# FASHION HIGHLIGHTS- MARCH 2026

## CANADA GOOSE ANNOUNCE SNOW GOOSE X PBI COLLECTION

TO MARK INTERNATIONAL POLAR BEAR DAY, CANADA GOOSE LAUNCHED A LIMITED-EDITION SNOW GOOSE COLLECTION SUPPORTING POLAR BEARS INTERNATIONAL, REINFORCING ITS LONG-STANDING COMMITMENT TO ARCTIC CONSERVATION. FEATURING POLAR BEAR-INSPIRED GRAPHICS AND DURABLE DESIGNS, THE COLLECTION CONTRIBUTES TO PROTECTING POLAR BEARS AND THEIR FRAGILE HABITAT WHILE RAISING AWARENESS THROUGH A CAMPAIGN SHOT IN CHURCHILL, MANITOBA.



## BURBERRY UNVEILS 'THE TRENCH, PORTRAITS OF AN ICON' FEATURING LEADING FIGURES

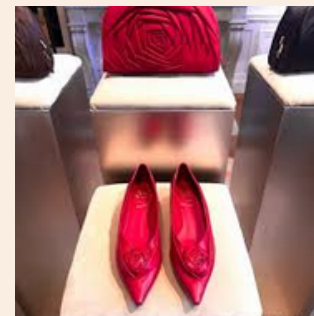
TO CELEBRATE ITS 170TH ANNIVERSARY, BURBERRY REVISITS ITS ICONIC TRENCH COAT THROUGH THE TRENCH: PORTRAITS OF AN ICON, HIGHLIGHTING ITS LEGACY SINCE THE INVENTION OF GABARDINE IN 1879. FEATURING GLOBAL PERSONALITIES AND A BLACK-AND-WHITE CAMPAIGN BY TIM WALKER, THE PROJECT HONORS THE TRENCH AS A TIMELESS SYMBOL OF BRITISH FASHION THAT CONTINUES TO EVOLVE.



# FOOTWEAR HIGHLIGHTS- MARCH 2026

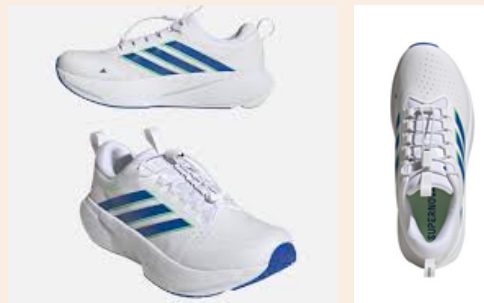
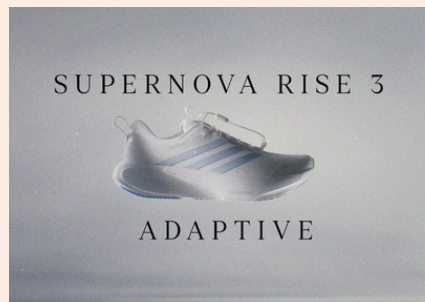
## ROGER VIVIER PRESENTS “CHOC: ARCHITECTURE DE LA SÉDUCTION” COLLECTION

Creative Director Gherardo Felloni reimagines Roger Vivier’s iconic 1959 Talon Choc heel for Autumn/Winter 2026/27 with CHOC: Architecture de la Séduction, blending sculptural illusion and strength across bold, statement footwear designs.



## ADIDAS ADAPTIVE LAUNCH

ON MARCH 21, 2026 (WORLD DOWN SYNDROME DAY), ADIDAS LAUNCHED THE SUPERNOVA RISE 3 ADAPTIVE, ITS FIRST PERFORMANCE RUNNING SHOE DEVELOPED WITH ADAPTIVE ATHLETES, FEATURING MAGNETIC CLOSURES AND A WIDER FIT.



## PRICE HIKES IMPLEMENTED

INDIAN FOOTWEAR MANUFACTURERS BEGAN INCREASING PRICES BY 10% TO 40% STARTING MARCH 23, 2026, DRIVEN BY A 59% SURGE IN POLYMER PRICES AND SUPPLY CHAIN DISRUPTIONS, AFFECTING COMPANIES LIKE VKC GROUP AND WALKAROO.



# ADVANCE YOUR CAREER WITH SPECIALIZED DIPLOMA COURSES AT FDDI- CHANDIGARH



**FOOTWEAR DESIGN &  
DEVELOPMENT INSTITUTE**

Ministry of Commerce & Industry , Government of India

**FDDI**  
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### DIPLOMA IN FOOTWEAR TECHNOLOGY

MODULE 1:- Footwear Manufacturing Technology

MODULE 2:- Footwear Design & Development

### DIPLOMA IN FASHION DESIGN

MODULE 1:- Apparel Design

MODULE 2:- Apparel Manufacturing

### DIPLOMA IN RETAIL FASHION MANAGEMENT

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**SCAN ME**



# OUR PRESENCE



***“MARCH REMINDS US THAT GROWTH  
BEGINS QUIETLY—THROUGH  
LEARNING, COLLABORATION, AND THE  
COURAGE TO TAKE NEW STEPS  
TOWARD A BETTER FUTURE.”***

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