



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



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उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY
सत्यमेव जयते



Monthly Newsletter



CHANDIGARH JULY 2025

Message from the Executive Director

FDDI Chandigarh Campus

Dear Readers,

It gives me immense pleasure to share the July edition of our newsletter, capturing a month full of enriching experiences and vibrant academic energy at FDDI Chandigarh.



This month, we welcomed our new batch of students through a well-structured Orientation Programme, aimed at familiarizing them with the ethos, opportunities, and expectations of life at FDDI. Their enthusiasm was truly inspiring, and I extend my best wishes for their journey ahead.

We also took significant strides in faculty and staff development, including participation in advanced workshops and capacity-building initiatives. Notably, the Karmayogi Training sessions further strengthened our commitment to continuous improvement, self-leadership, and institutional excellence.

These activities reflect our collective vision of nurturing not just industry-ready professionals, but also responsible and reflective individuals. I congratulate all departments for their dedication and teamwork in making these initiatives a success.

Let us continue to learn, evolve and lead with purpose.

Warm regards,

A handwritten signature in black ink, appearing to read 'Pragya Singh' with a stylized flourish.

*Ms. Pragya Singh, IRS
Executive Director
FDDI Chandigarh*

TABLE OF CONTENT

ABOUT CAMPUS	1
ACKNOWLEDGMENT	2
EDITORIAL DESK	3
KARMYOGI	4
ORIENTATION PROGRAM 2025	5
WORKSHOP	6
DGR RESETTLEMENT PROGRAM CLOSING CEREMONY	7
FACULTY DEVELOPMENT PROGRAM	8
ARTICLES	9-15
RESEARCH HIGHLIGHTS	16
SUCCESS STORY	17
WHATS HOT: FASHION & FOOTWEAR HIGHLIGHTS	18-20

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.



ACKNOWLEDGEMENT

We sincerely thank all the faculty members, staff, and students of FDDI Chandigarh for their enthusiastic participation and valuable contributions to the events and activities conducted in July 2025.

From the successful Orientation Programme for the new batch, impactful Karmyogi Training sessions, to various academic workshops and faculty engagements, each initiative was a reflection of our collective dedication.

A special note of appreciation to all the contributors who made this edition of the newsletter possible with their time, effort, and support.

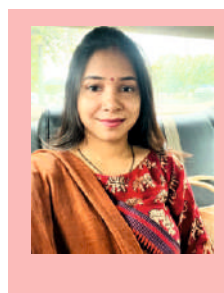
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From the Editorial Desk – July Edition

Dear Readers,

Welcome to the July 2025 edition of our newsletter! This month has been a vibrant mix of new beginnings, learning opportunities, and professional growth at FDDI Chandigarh.

We are delighted to bring you highlights of the Orientation Programme that warmly welcomed our new batch, the impactful Karmayogi Training sessions that empowered our staff, and various academic and creative workshops that enriched both faculty and students. Each event is a testament to the dynamic spirit and collaborative culture of our institute.

This edition celebrates not just activities and achievements, but also the collective efforts of our community in building a nurturing and progressive academic environment.

We hope you enjoy reading this issue as much as we enjoyed putting it together.

*Warm regards,
Editorial Team
FDDI Chandigarh*

Karmayogi IGOT Training under Rashtriya Karmayogi Jan Seva Program

As part of the ongoing commitment to capacity building and continuous learning, all staff members successfully participated in the **Rashtriya Karmayogi Large Scale Jan Seva Program** through the **IGOT Karmayogi Platform**. This initiative was organized under the guidance of the **Department of Personnel & Training** and the **Capacity Building Commission**.



The training was effectively facilitated by **Mr. Sudarshan Shahi** and **Mr. Nitin Meena** who provided step-by-step guidance and insightful discussions throughout the course modules. Their efforts ensured smooth access to the platform, active participation from all staff, and clarity on the program's objectives.

In addition to individual learning, a variety of group activities were also organized during the training to encourage collaboration, reflection, and deeper understanding of the key principles of **Seva Bhav**. These activities fostered team spirit and helped participants relate course concepts to real-life workplace scenarios.

The training focused on enhancing the mind-set and skill-set of public servants to better serve citizens and align with the principles of **Seva Bhav**. It emphasized self-driven learning and the adoption of citizen-centric approaches in everyday work.



All participating staff members successfully completed the program and received digital certificates through the IGOT Karmayogi portal. This marks another significant step toward institutional development through personal and professional growth, echoing the national mission of **Karmayogi Bharat**.

Orientation Program 2025: Welcoming New Design Aspirants

A two-day **Orientation Program** was successfully conducted for the newly admitted **students of the 2025 batch**. The program aimed to familiarize students with the campus environment, institutional values and the dynamic fields of **fashion and footwear design**.

Day 1 featured registration, hostel allotment, and an **Inaugural Ceremony** graced by **Prof. Ravinder Kumar Sharma**, Vice Chairman of Lalit Kala Akademi. A distinguished art educationist, Prof. Sharma also conducted an inspiring workshop on art and design, urging students to embrace creativity and self-expression in their design journey. Students were introduced to FDDI's academic structure, curriculum, and industry relevance through presentations and videos



Day 2 focused on academic orientation, departmental briefings, and lab tours. Sessions covered curriculum highlights, industry insights and student responsibilities, helping participants gain clarity and confidence as they begin their academic path.

The program concluded with a vote of thanks, marking a successful start to an enriching and creative academic journey at FDDI.

Workshop on One Stroke Umbrella Painting & Shibori Printing

An engaging and hands-on **workshop on One Stroke Umbrella Painting & Shibori Printing** was organized for the **Foundation Batch** as part of their creative skill-building initiative. The session was conducted by **Ms. Santosh Verma** from *Paint Brush Academy*, Panchkula — a visual arts expert with over **20 years of experience** in the field



The workshop aimed to introduce students to expressive surface design techniques that blend tradition with contemporary aesthetics. The **One Stroke Painting** session allowed participants to explore brushwork techniques directly on fabric umbrellas, fostering precision, color blending, and creativity. The **Shibori Printing** segment introduced students to traditional Japanese resist dyeing methods using natural folds, twists, and binding techniques to create unique, abstract patterns.

Ms. Verma's expertise and personalized guidance inspired students to experiment boldly with color, form, and fabric textures.

The workshop concluded with a display of student creations, showcasing vibrant umbrellas and intricately patterned Shibori samples. It was a memorable and enriching experience that celebrated artistic freedom and hands-on learning in surface ornamentation.



DGR-FDDI Resettlement Program Closing Ceremony

The closing ceremony of the **DGR Resettlement Program** was successfully conducted, marking the culmination of a specialized **Certificate Course in Footwear Manufacturing & Retailing**. The program was designed to equip retiring **Junior Commissioned Officers (JCOs)** with industry-relevant skills to support their smooth transition into civilian careers and entrepreneurial ventures.



The event was graced by **Lt Col Tushar Singh Tomar**, from the elite **Parachute Regiment** and currently serving as **Joint Director, DGR West**, who was the **Chief Guest** for the occasion. His presence added immense value and motivation to the ceremony, as he addressed the participants with encouraging words and reinforced the importance of continuous learning and adaptation in civilian life.

In a proud moment for all attendees, Lt Col Tomar personally handed over **course completion certificates** to the participating JCOs. The event concluded with a vote of thanks, expressing gratitude to DGR and all dignitaries for their continued support in empowering the defence fraternity through skill development and resettlement initiatives.



Faculty Participation in Academic & Professional Development Activities

Dr. Agya Preet, Dr. Pooja Singh and Mr. Sandeep Kumar Ganjay participated in a 5-days STC on "Statistical Methods and DoE in Textiles" organized by NIT Jalandhar from June 30 to July 04, 2025.



The course focused on enhancing analytical and experimental skills for textile research and innovation.



Dr. Annu Kumari participated in Faculty Development Program on Advanced Draping at FDDI Noida from 7th–11th July 2025. She conducted a session on "Anthropometry in Fashion," emphasizing its role in accurate apparel sizing.

Dr. Agya Preet has been selected as a reviewer for two reputed textile journals. She reviewed manuscripts for the *Journal of the Textile Association* & *Textile & Leather Review*. Her contribution reflects academic excellence & engagement with emerging trends in textile research.



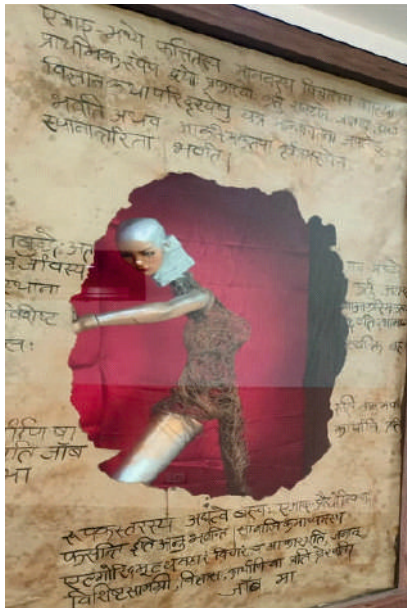
Algorithm Meets Aesthetic: The AI Influence on Visual Merchandising

In the ever-evolving realm of fashion retail, visual merchandising is no longer just about arranging mannequins or curating shelves; it's about crafting immersive experiences. And today, that experience is increasingly shaped by the quiet, calculated intelligence of machines. Artificial Intelligence (AI) has stepped into the spotlight, not only transforming backend operations but reimagining the very face of displays that meet the consumer's eye.



Dr. Annu Kumari
Faculty, FD

Modern visual merchandising now integrates AI to predict consumer behavior, personalize in-store content, and even dynamically adjust digital displays based on real-time data. From smart mirrors to AI-generated fashion styling, technology is enabling brands to create environments that are both intuitively responsive and emotionally resonant. Algorithms are no longer confined to the screen - they're embedded in the visual narrative of the store.



But this intersection of tech and creativity is not limited to industry giants. Educational institutions are cultivating this convergence at the grassroots level. A powerful example comes from the third year students at FDDI, Chandigarh, who recently presented a striking visual display under the theme of "Fantasy Meets AI."

The installation captures a mannequin part-human, part-machine, an artistic embodiment of how AI has begun to influence not only the tools but the thinking of wellbeing. Set against a backdrop of hand-rendered Sanskrit text and futuristic form, the display evokes a fusion of ancient language and modern logic—where creativity behaves like code, and machines mimic intuition.

This thoughtful presentation exemplifies how the next generation of designers perceives AI—not as a threat, but as an extension of the creative mind. Their work challenges the viewer to consider: when technology starts to imagine, are we still the sole authors of creativity?

As fashion continues to straddle the physical and digital, such displays underscore a critical shift: AI is not replacing imagination— it is amplifying it.

Poetic Reflections

“You are not alone”

some days, your mind
feels heavier, than your backpack

and no one sees it,
because the weight, is invisible
but still it's real

they tell you
just focus, just smile,
and try a little while

but trying,
is what you've been doing all along

asking for help, is not giving up
it is, starting over

breathe
you are not lazy, you are not weak
and
you are not alone.



Ms. Alka Morolia
A.M. Accounts & Finance

Musings Of An Artist



V Chandana Samyuktha
*B. Design Fashion Design,
Batch 2023*

Sometimes when you complete a piece of art and look at it the next day, it pulls the strings of your heart, makes it beat faster, makes you think did I make it? It takes you back to the time when you first held a pencil trying to draw the perfect apple.

It blurs your eyes with the nostalgia. Memories of a kid so happy with her first drawing of a simple apple, nothing so great when you think about it now, but it meant the world to her. Perhaps when I look at this drawing after a few years it would mean nothing to me, but it means a lot now..... Musings of an artist who's madly in love with art .



How India's Kids Footwear Market is Stepping Up Its Game

The Indian kids' footwear market is a dynamic and rapidly expanding sector, driven by a unique blend of demographic and socioeconomic factors. While it is a part of the larger global market, its characteristics are shaped by specific Indian consumer behaviors and industry dynamics.



Mr. Shivam Singh
Category Lead—Kids Footwear
Footwear Design & Production -2010



Market Size and Growth Projections

- **Current Market Value:** The Indian kids' footwear market was valued at approximately **\$1.47 billion** in 2023.
- **Future Projections:** The market is projected to grow at a Compound Annual Growth Rate (CAGR) of around **8.54%** from 2024 to 2030, with an expected value of nearly **\$2.61 billion** by 2030. This robust growth is a clear indicator of the market's potential.
- **Unorganized vs. Organized Sector:** The Indian footwear market, including the kids' segment, has historically been dominated by the unorganized sector. However, the organized sector, with its focus on branding, quality, and marketing is steadily gaining a larger share, a trend that is expected to continue.

Key Market Drivers

- **Rising Disposable Incomes:** The growing Indian middle class and the increasing number of double-income households are key drivers. Parents, with more financial flexibility, are willing to spend more on high-quality, branded, and fashionable footwear for their children.
- **Favorable Demographics:** India has a vast and young population, with a significant portion of its population under the age of 15. This large consumer base provides a consistent and substantial demand for kids' products, including footwear.
- **Increasing Health and Wellness Awareness:** Indian parents are becoming more informed about the importance of proper footwear for a child's foot development and long-term health. This has led to a

demand for anatomically designed, comfortable, and supportive shoes, moving beyond just basic protection.

- **E-commerce Boom:** The rapid expansion of e-commerce platforms like Myntra, Amazon, and Flipkart has made a wide variety of domestic and international kids' footwear brands accessible to consumers in both urban and semi-urban areas. This convenience, coupled with competitive pricing and discounts, has fueled online sales.
- **Urbanization and Changing Lifestyles:** As more families move to urban areas, their lifestyles change. Increased participation in sports, extracurricular activities, and a greater awareness of global fashion trends are driving the demand for a diverse range of footwear, from athletic shoes to casual and trendy designs.

Market Segmentation and Trends

By Product Type:

- **Non-athletic footwear** (casual shoes, sandals, and formal options) currently dominates the market, catering to everyday use. It accounted for approximately **65%** of the market share in 2023.
- **Athletic footwear** is the fastest growing segment, driven by increasing participation in sports and outdoor activities.



By Age Group: The age group of 8-14 years has been a significant contributor to market revenue, reflecting a shift towards more brand and style-conscious purchases among older children.

By Distribution Channel:

- **Offline retail** still holds the majority share, particularly in Tier 2 and Tier 3 cities where trust in brick-and-mortar stores is higher.
- **Online retail** is the fastest-growing channel, with a projected CAGR of over **19%** between 2025 and 2032.

Material and Design Trends:

- **Sustainability:** Eco-friendly materials like recycled rubber, natural fibers, and vegan leather are gaining traction.
- **Durability and Comfort:** Parents prioritize shoes that can withstand rough play and provide long-lasting comfort.
- **Innovative Designs:** Indian startups, like Aretto, are introducing innovative products like shoes that expand to accommodate a child's growing feet, addressing a key pain point for parents.
- **Character-themed footwear:** Collaborations between brands and popular entertainment franchises (e.g., Disney, Marvel) are a major driver of demand among kids.

Key Players in the Indian Market

The Indian kids' footwear market is a mix of established domestic players and international brands. Some of the key companies include:

Firstcry

Bata

Adidas

Skechers

Puma

Crocs

Trends Footwear

Homegrown Brands:

New-age Indian brands like Aretto and D'Chica are also making a mark with their innovative and specialized offerings.



Challenges and Opportunities

- **Intense Competition:** The market is highly fragmented and competitive, with numerous brands from both the organized and unorganized sectors.
- **Counterfeit Products:** The prevalence of counterfeit and low-quality products, especially in the unorganized sector, poses a significant threat to genuine brands and can compromise child safety.
- **Manufacturing and Supply Chain:** India's footwear industry, while a major producer, faces challenges like constrained manufacturing capacity and a reliance on labor-intensive processes.
- **Evolving Consumer Preferences:** Brands must constantly innovate and adapt to the changing tastes of both children and parents, who are increasingly influenced by global trends and digital media.

In conclusion, the Indian kids' footwear market is poised for a period of strong growth, driven by a young population, rising incomes and the rapid adoption of e-commerce. Success in this market will depend on a brand's ability to offer a combination of style, comfort, durability and value while effectively navigating the challenges of competition and a diverse consumer base.



Research Published by Dr. Prashant Tripathi in SCIE-Indexed Journal: Advancing Machining of Inconel 800

We are pleased to share that a significant research study titled "**Comparative Study on Wet and Dry EDM of Inconel 800**" has been officially published on **28th July 2025** in the prestigious **SCIE-indexed Q1 journal**, *Machining Science and Technology*, published by **Taylor & Francis, USA**.



Dr. Prashant Tripathi
Faculty

MACHINING SCIENCE AND TECHNOLOGY
<https://doi.org/10.1080/10919344.2025.2586265>



Comparative study of conventional EDM and dry EDM machinability of superalloy Inconel 800

Prashant Tripathi* and Shankar Singh*

*Footwear Design and Production, Footwear Design and Development Institute, An Institute of National Importance, Chandigarh, Punjab, India; *Sri Laxmipati Institute of Engineering and Technology, Sangrur, Punjab, India

ABSTRACT

Electric discharge machining using a liquid dielectric medium and dry electric discharge machining (dry EDM) are the techniques used for the precision metal working of hard and challenging-to-machine materials. The present work deals with the comparative studies of experiments performed in wet and dry (using compressed air) conditions. An attachment for dry EDM with a rotary electrode was attached to the existing Chicoma S482 EDM to examine the MRR and SR of Inconel 800, a superalloy. The results show that dry EDM produces a smoother surface finish compared to conventional EDM. In the conventional EDM process, the MRR increased from 0.114 g/min to 0.318 g/min as the peak current rose from 8 A to 16 A, whereas in the dry EDM process, it increased from 0.028 g/min to 0.033 g/min for the same peak current range. SEM images show that the conventional EDM surface has more irregularity as compared to dry EDM. The study reveals that there is a 23.28% increase in SR within the conventional EDM process under the parametric settings of 3 mm, 16 A, 50 V, 40 µs, 30 s and 180 mm/min. EDX shows that a greater amount of carbon accumulated onto the worked surface in conventional EDM as contrasted with dry EDM. TCRA optimization is also performed to validate the results.

KEYWORDS

Conventional EDM; dry EDM; MRR; SR; material removal rate; EDM

This research focuses on optimizing manufacturing processes for high-performance industries such as **aerospace and power generation, Tool-die and mold making industries**. The study investigates the machining of **Inconel 800**, a superalloy known for maintaining strength at high temperatures, using **wet and dry Electric Discharge Machining (EDM)** techniques.

Introduction

Superalloys are a class of high-performance materials known for their exceptional mechanical strength, heat resistance and corrosion resistance. Inconel 800 is primarily composed of base metals such as nickel, cobalt or iron, along with a combination of alloying elements such as chromium, aluminum and titanium, which make it ideal for demanding applications in aerospace, power generation and other industries (Khakim et al., 2016). Machining such a high-strength alloy is difficult by conventional methods.

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The research offers key industrial insights which are conducted on a high-precision **Electric Discharge Machine** with a rotating electrode. It demonstrates that **dry EDM**, which uses compressed air instead of dielectric fluids, is more environmentally friendly and results in superior surface quality. In contrast, **wet EDM** offers faster material removal, making it ideal when machining speed is a priority.

This publication marks an important contribution to sustainable and efficient manufacturing practices and reinforces our institute's commitment to cutting-edge research in advanced materials and machining technologies.

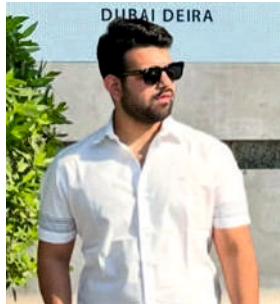
Voices of Success: What Our Alumni Say

FDDI was the launchpad for my entrepreneurial journey. The creative freedom, industry exposure, and constant encouragement from mentors helped me turn my vision into reality. Today, as the founder of ThreadTales, I credit my foundation to FDDI. I proudly recommend it to all aspiring fashion entrepreneurs.

ANIKA SINGAL

Founder, ThreadTales

B. Design Footwear Design and Production, Batch 2019



FDDI was the foundation of my entrepreneurial journey in the footwear industry. The practical exposure, business insights, and expert faculty helped me gain the confidence to start my own venture. Today, as the owner of Leegrain, I proudly credit FDDI for shaping my success and highly recommend it to future innovators.

MOHD KAIF

Owner, Leegrain Shoe Company

B. Design Leather, Goods and Accessories Design, Batch 2019

FDDI played a key role in shaping my career. The MBA program was not only academically enriching but also focused on real-world industry exposure. The support, training, and guidance I received prepared me well for my current role. I proudly recommend FDDI to all aspiring professionals.

ANIRUDH SINGH PATIAL

PPC Executive at Sporting Syndicate International Pvt. Ltd.

M.B.A, Retail Fashion Merchandise, Batch 2021



FDDI gave me a strong foundation with its industry-aligned curriculum, hands-on training, and creative environment. The institute shaped my academic and professional journey, building my confidence and critical thinking. I truly value my time at FDDI and highly recommend it to anyone aiming for a career in the fashion and footwear industry.

SHARVI MUDGAL

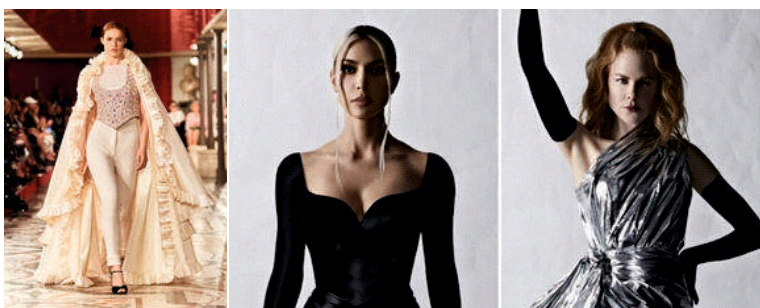
B. Design Fashion Design, Batch 2021

Master's in Fashion Communication, Nottingham Trent University, UK

Fashion and Footwear Highlights-July 2025

Fashion Highlights

Paris Haute Couture Week dazzled with shows from Schiaparelli, Chanel, Balenciaga, Elie Saab, and more. Global icons like Dua Lipa, Naomi Campbell, Nicole Kidman, and Cardi B made headlines with dramatic couture and street-style looks.



India Couture Week, which began July 23 in Delhi, designers drew on rich Indian craftsmanship and modern minimalism, affirming India's emergence as a global couture player.

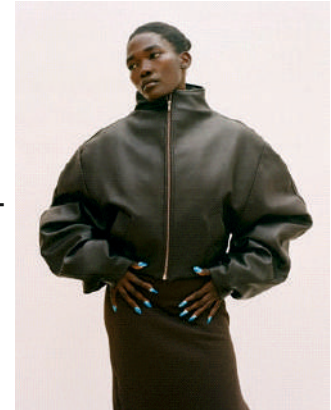


Khushi Kapoor closed India Couture Week for Rimzim Dadu, donning a payal-inspired couture ensemble that blended traditional motifs with avant-garde artistry.





Ronan Mckenzie relaunched her label Selasi with an immersive pop-up in London on July 31, showcasing her emotionally-driven A/W 2025 collection inspired by travel and sculptural forms.



Vintage and nostalgic fashion is resurging: early 2000s indie-sleaze aesthetics (think messy glam, polka dots, slogan tees) are dominating fall-ahead runway predictions, alongside neon hues and peplum tops.



American Eagle's "Sydney Sweeney Has Great Jeans" campaign launched on July 23, sparking controversy over its wordplay and political discourse; despite debates, the brand's stock rose 10–20%. It also included a denim product whose proceeds support domestic violence awareness.



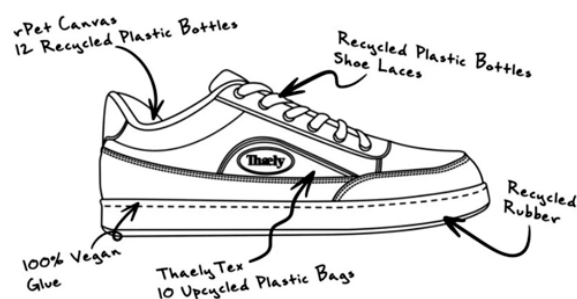
Footwear Highlights

In India, luxury sneakers from Dior, Chanel, Amiri and Louis Vuitton now define fashion status—sneakers are blending couture craftsmanship with street attitude.



India's Circular Footwear Boom:

Startups like Thaely and Neeman are innovating with recycled materials, while India's National Manufacturing Mission pushes for eco-friendly footwear output as part of its Rs 4-lakh-crore sector strategy.



Converse Retro Comeback:

Announced a relaunch of the Kentucky-themed Denim UK sneaker for Spring/Summer 2026, celebrating 30 years of denim basketball culture.

OUR PRESENCE



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that adds
value to the reader's life.”

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