

# NEWSLETTER

ISSUE NO. 982

A WEEKLY NEWSLETTER

31<sup>st</sup> May 2024



## 'Graduation Fashion Show - TREND WALK-3' held at FDDI, Banur Campus

A spectacular 'Graduation Fashion Show - TREND WALK-3' was held at FDDI, Banur Campus on 17<sup>th</sup> May 2024, with the objective to highlight the ability and innovation of the FDDI's Fashion Design program's graduating students.

Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI, graced the occasion as the 'Chief Guest', wherein Mr. Krishna Madhok, a prominent industrialist was the 'Guest of Honour'.

The other audience consisted of industry people, academicians, fashion industry professionals, bloggers, media persons, parents and students and employees of the Institute.



Colonel Pankaj Kumar Sinha, MD, FDDI being felicitated by Ms. Pragya Singh, IRS, ED, FDDI, Banur Campus



Students presenting their collection

Ms. Pragya Singh, IRS, Executive Director (ED), FDDI, Banur campus, in her 'Welcome Address' said, "The budding designers of FDDI have displayed their creativity which they acquired at the institute and I urge the industry to give opportunities to them who are the future of the country that would take forward with them the legacy of the Indian heritage and the needs of the export market as well."

Delivering the 'Keynote Address', Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI said, "My advice to the budding fashion designers who are indeed creative people and consistent too; must know their clients' mentality; their likes and dislikes, etc. for creating a comfortable, yet, fashionable look."

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A total of 29 collections, each made by a graduating student, were on display in front of the audience which featured a mix of ethnic wear, modern couture, avant-garde designs, and sustainable fashion. The use of vibrant colours, innovative cuts, and intricate detailing captivated the audience.



MD-FDDI delivering the 'Keynote Address'



Students along with the dignitaries during 'Graduation Fashion Show - TREND WALK-'

These collections were adjudged by eminent Jury members namely, Mr. Raja Pratap, Director -FDCI, Dr. Shalini Gaur, HoD-Fashion Design, Chandigarh University, Dr. Vandana Gupta- Professor, Chitkara University, Dr. Rahul Dhiman- Associate Professor- Freelance.

The clothes designed by the students were highly praised during the ramp show.

## Adding another feather in FDDI's cap – Ms. Ananya Bhardwaj bags Gold Medal at IndiaSkills 2024: India's Biggest Skill Competition

Adding another feather in FDDI's cap – Ms. Ananya Bhardwaj, a student from the School of Leather Goods & Accessories Design (LGAD) at FDDI, Noida Campus has been awarded the Gold Medal in the Leather Garments & Accessories category at the IndiaSkills 2024: India's Biggest Skill Competition.

Leather garment was made by Ms. Ananya Bhardwaj, a student of B.Des. LGAD of 2020-2024 batch which was appreciated and selected by the Jury members.

The competition organized by the

Ministry of Skill Development and Entrepreneurship (MSDE) took place from 17-19 May 2024 at Yashobhumi, Dwarka which witness the participation of over 900 students from more than 30 States and Union Territories and over 400 industry experts.

The four-day-long IndiaSkills allowed participants to showcase their diverse skills and talent on a national platform



Jury member watching the leather garment made by Ms. Ananya Bhardwaj



Ms. Ananya Bhardwaj with Gold Medal at IndiaSkills 2024



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across 61 skills – from traditional crafts to cutting-edge technologies. While 47 skills competitions were held onsite, 14 were held offsite in Karnataka, Haryana, Uttar Pradesh, and Gujarat keeping in mind the availability of best infrastructure. The students also participated in 9 exhibition skills such as Drone-Film making, Textile-Weaving, Leather-Shoemaking, and prosthetics-makeup.



Media coverage

The students who participated in the national-level competition were trained in ITIs, NSTIs, Polytechnics, institutes of engineering, institutes of nursing, and institutes of biotechnology.

About 2.5 lakh candidates registered for the competition on the Skill India Digital Hub (SIDH) Portal, out of which 26,000 were shortlisted through a process of pre-screening. This data was shared with the States for organizing the State & District-level competition, out of which over 900 students were further shortlisted for the IndiaSkills National competition.

This year, IndiaSkills was supported by more than 400 Industry and Academic Partners such as Toyota Kirloskar, Autodesk, JK Cement, Maruti Suzuki, Lincoln Electric, NAMTECH, Vega, Loreal, Schneider Electric, Festo India, Artemis, Medanta, and Cygnia Healthcare.

## Joint Commissioner, Delhi Police Headquarters visits CoE – FDDI, Noida

Ms. Meenu Chaudhary IPS, Joint Commissioner UT 2000 Batch, Delhi Police Headquarters (DPH) who was accompanied by two other officials visited the CoE at FDDI, Noida Campus on 20<sup>th</sup> May 2024.

This CoE has been established on the 'Thematic Area' of Center for R&D, Course Development and Leather Fashion Footwear & Products Innovation

The purpose of her visit was for technical interaction and collaboration to design and development of footwear for Central Armed Police Forces (CAPFs) with CoE, FDDI.

They visited the Physical & Chemical Testing Laboratory during which Dr. Madhusudan Pal, Director CoE and Scientist "G" briefed about the various testing-cum-quality control services being provided by it.

The demonstration highlighted the advanced capabilities and cutting-edge technology established in these labs & institute's commitment to maintaining high standards in quality assurance and innovation, solidifying its reputation as a leading research and testing hub in the industry.



Joint Commissioner, DPH at CoE – FDDI, Noida

## Executive Director, FDDI Jodhpur Campus felicitated during 'International Biodiversity Day'

Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur Campus was felicitated during the 'International Biodiversity Day' held on 22<sup>nd</sup> May 2024 at Arid Forest Research Institute (AFRI), Jodhpur.

The event that commenced with planting of saplings was organized by AFRI for increasing understanding and awareness about the importance, role and issues concerning biodiversity.



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In his address, Mr. MR Baloch (IFS), Director, AFRI stressed the importance of properly coordinating traditional knowledge with scientific methodologies, as well as public participation in bio-promotion.

The theme of the 2024 'International Day for Biodiversity' is 'Be part of the Plan'.

In his address, Mr. Anil Kumar, ED, FDDI, Jodhpur Campus highlighted the importance of celebration of 'International Biodiversity Day' and elaborated the different effects of biodiversity loss on the environment and the general public.



From Left: Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur Campus being felicitated by Mr. MR Baloch (IFS), Director, AFRI



ED, FDDI, Jodhpur Campus delivering his speech

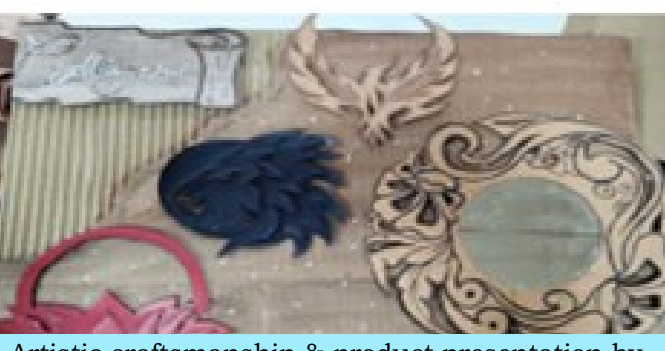
The event was also attended by Mr. Umaram Chaudhary, retired Chief Forest Conservator during which progressive farmers, namely Mr. Kirta Ram Meghwal, Mr. Bhajan Lal Vishnoi, Mr. Devaram, and Mr. Andaram Badal were recognized for their environmental efforts during the event.

## 'Asthara' – Exhibition, Jury & Display of Artistic Craftsmanship held at FDDI, Hyderabad Campus

'Asthara' – Exhibition, Jury & Display of Artistic Craftsmanship was held at FDDI, Hyderabad Campus on 15<sup>th</sup> May 2024, during which the students of FDDI School of Footwear Design & Production (FDP) of 2021 batch & 2023 batch (Foundation) displayed their artistic craftsmanship presentation.



Jury members interacting with the students



Artistic craftsmanship & product presentation by students

The presentation, an amalgamation of skill & creativity, included own designed & developed Non leather/Sports Footwear collection & Leather Project work along with portfolio presentation.

Besides the internal faculty members from various department of FDDI Hyderabad, Campus, Mr. Shivaji, Government Institute of Leather Tech- (GILT) Hyderabad-Footwear

Incharge & Ms. Sangeeta Alluri, Fevicryl Certified Teacher-Pidilite Industries Ltd., were the eminent external Jury members who assessed the work done by the students.

They provided guidance to the students to create beautiful items by exploring one's creativity.



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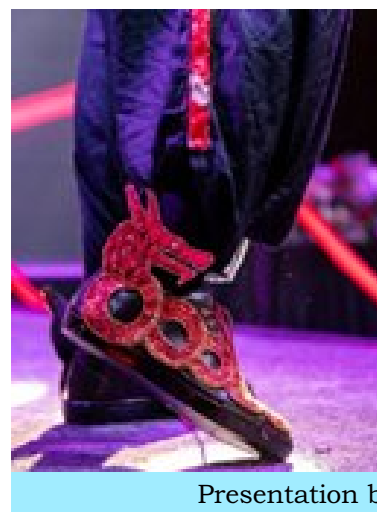
### 'Subh Kadam' and 'Aurora' 2024 - A Grand Showcase of Talent by FDDI, Chennai Campus

On 04<sup>th</sup> May, 2024, a grand showcase of talent of the students of FDDI, Chennai Campus was displayed during 'Subh Kadam' - a Footwear Fashion show competition and 'Aurora' - Graduation Fashion show at VR Chennai.

The event, drawing a crowd of around 800 people included industry experts, alumni, parents and the general public, highlighted the impressive talents of FDDI's final year students of the School of Footwear Design and Production (FDP) and School of Fashion Design (FD).



Juries of 'Subh Kadam' Footwear Fashion Show Competition being felicitated



Presentation by students during 'Subh Kadam'



During 'Subh Kadam', the students of FDP from 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> year and M.Des participated in group where 9 teams showcased their footwear collections. The jury for this segment comprised esteemed industry professionals namely, Ms. Amrita Tiwari, Sourcing Coordinator, Randa Accessories, Ms. Kumari Soni, Owner of Kocoon and an FDDI- Noida Campus Alumni and Mr. Fayaz, Designer at KH Shoes.



Students presenting fashion design collections during 'Aurora'



From Left: Mr. M. Sundaresan, ED - FDDI Chennai Campus awarding trophies and certificates to Best Outgoing student from FD

During 'Aurora' the students presented their design collections on the ramp individually that featured both footwear and fashion design presentations. Jury members for Footwear category included Mr. Zeeshan, Founder and Director, Zeesh Shoes Pvt. Ltd., Ms. Kumudha Suresh, Assistant Vice President, Marketing & Merchandising, Bharatiya International Ltd., Mr. Venkateswara Rao, Senior Manager, Product Development at AVT Leather and Allied Products Pvt. Ltd. Jury members for Fashion category included, Ms. Binita, Celebrity Designer and FDDI alumna and Ms. Preethi, Design Consultant.

The event was sponsored by Solidaridad, Mathiesen Pvt. Ltd., Lakme Academy, DQ Labs, Uniq Events, Good Leather Shoes Pvt. Ltd., Serene Shoes, Shoeline, Niraamaya, KH Group, Raza, Primo Shoes, Ayyappa Enterprises, and Balamurgan Tanners.

The creative and innovative designs collections displayed during the event highlighted the exceptional talent nurtured at FDDI and received high praise from both the Jury and the audience.



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The evening concluded with the awarding of trophies and certificates to the students by Mr. M. Sundaresan, Executive Director (ED) - FDDI Chennai Campus, recognizing their hard work and outstanding achievements.

The event was extensively covered by television channel News Tamil 24x7, which broadcasted the event the next day.

### **‘Design Registration granted for 'Pen Stand to Faculty of FDDI, Hyderabad Campus**

Dr. Rambabu Muppidi, Design Faculty of FDDI, Hyderabad Campus submitted his creative and innovative design title 'Pen Stand' to Indian Patent Office, Intellectual Property Building, Kolkata, India for design protection.

This creative and innovative design by Dr. Muppidi, Faculty of FDDI School of Leather Goods & Accessories Design (LGAD), bears Design Number: 401821-001, Class: 19-02, with date of issue granted registration on 16th May, 2024.

The design of the palm leaf pen stand is based on his research study - history on wooden handicrafts, and his artisan family person in Godavari districts.



Dr. Rambabu Muppidi,  
Faculty, LGAD, FDDI,  
Hyderabad Campus



Design Work: Pen Stand



Certificate of  
Registration of Design

### **Industrial exposure for FDDI, Chennai students at SRL International Ltd., and Jafra Insole Pvt. Ltd. & DSM Soles Pvt. Ltd.**

Under industrial exposure, 60 students from B.Des FDP, M.Des FDP 2021 & 2022 of FDDI, Chennai Campus who were accompanied by faculties of School of Footwear Design & Production (FDP) embarked to three footwear manufacturing facilities, gaining valuable insights into the production of non-leather footwear and shoe components at SRL International Ltd., and Jafra Insole Pvt. Ltd., & DSM Soles Pvt. Ltd., located at Ambur, Vellore District, Tamil Nadu.

Sr. No.	Company Detail	Date of Visit	Manufactured Product	Batch Detail
1	SRL International Ltd., Kelambakkam - Vandalur Road, Chennai, Tamil Nadu	09 <sup>th</sup> May 2024	Non Leather Footwear Manufacturing	B.Des FDP, M.Des FDP 2021 & 2022 (60 students)
2	Jafra Insole Pvt. Ltd., and DSM Soles Pvt. Ltd., Ambur, Vellore District, Tamil Nadu	21 <sup>st</sup> May 2024	Insole Manufacturing & Sole Manufacturing	

At SRL International Ltd., the students witnessed the intricate process of non-leather footwear manufacturing commencing from procurement and storage of raw materials to cutting-edge techniques like multi-layer cutting and automated gluing, the students observed the entire production line. Computerized sewing machines, moulding processes, screen printing, and the meticulous steps involved in crafting upper and bottom soles, attaching, finishing, quality control, and packing were all part of the comprehensive learning experience.

Notably, the footwear produced here caters to PUMA customers. Mr. Sathish, General Manager at SRL International Ltd., enlightening the students on the various materials and processes involved, bridging the gap between theoretical knowledge and real-world industry practices.



Students observing strap stitching process at the Upper Parts Fabrications at SRL International



Students observing the automatic loop cutting process at the Upper Parts Fabrications at SRL International



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At Jafra Insole Pvt. Ltd., and at DSM Soles Pvt. Ltd., the students delved into the world of shoe component manufacturing where they had an opportunity to observe the production of various insoles, sustainable shoe trees, shoe laces, and diverse soles made from materials like TPR, PU, TPU, EVA, and rubber, available in both single and double colours.

Mr. Naveed Ahamed, General Manager, Jafra Insole Pvt. Ltd., shed light on their insole manufacturing processes, encompassing everything from raw material procurement and storage to utilization of advanced technology like laser cutting and automated PE injection. He also explained the moulding, finishing, quality control, and packing stages, while highlighting their clientele that includes Clarks, Colehaan, and export shoe industries.

Furthermore, Mr. Zafar Ahamed, General Manager, DSM Soles Pvt. Ltd., demystified the production process of different sole types using various materials. The students gained knowledge about the materials and chemical combinations employed, along with the machinery used for PU injection sole moulding, TPR sole moulding, EVA sole moulding, and rubber sole moulding.



Students at Jafra Insole Pvt. Ltd., observing the operations of the laser cutting machine in the materials cutting area



Students at DSM Soles Pvt. Ltd., observing the PU sole injection moulding process

The visit offered invaluable insights into the day-to-day operations of the factory, the supply chains involved from raw materials to finished products of the Non-leather footwear, insole & sole manufacturing.

## Industrial visit for FDDI, Hyderabad students at Hatsun Agro Product Limited

On 03<sup>rd</sup> May, 2024 an industrial visit to Hatsun Agro Product Limited, Hyderabad was organized for the students of School of Retail & Fashion Merchandise (RFM) of FDDI Hyderabad, Campus.



Students alongwith faculty at Hatsun Agro Product Limited



A student receiving complimentary gift from official of Hatsun Agro Product Limited

The students and faculties visited the production plant accompanied by the facilitators who explained the entire production process of ice cream and chocolate manufacturing. They observed automation, quality control measures, and the importance of hygiene in manufacturing ice cream and chocolate.

The visit concluded with complimentary gifts from Hatsun and provided valuable insights into various lines of production, sourcing of the milk and allied products, marketing strategies, logistics & supply chain management practices and sustainable business practices adopted by it.