

FDDI NEWSLETTER

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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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NOIDA

12th June 2020

Issue No. 775

Research papers presented by faculties of FDDI during 'Virtual Subsistence Marketplaces' Conference, Los Angeles, USA and e-National Conference, Bhopal

Recently two research papers were presented by the faculties of Footwear Design & Development Institute (FDDI). The first one was presented during 'Virtual Subsistence Marketplaces' Conference, Los Angeles, USA and the second was presented during e-National Conference on 'Challenges and Opportunity in Enabling India to Become a \$5 Trillion Economy by 2024-Pre and Post COVID-19 Pandemic'.

Ms. Renu Sharma, Consultant - Retail of FDDI, NOIDA campus presented a research paper titled 'Shoppers' Behaviour in Indian Shopping Streets- A model of Tangible & Intangible Factors Leading to Re-patronage Intention' in Virtual Subsistence Marketplaces Conference which was held from 31st May 2020 to 1st June 2020.



Ms. Renu Sharma, Consultant, Retail FDDI, NOIDA campus presenting her research paper during the virtual conference

This conference was organized by College of Business Administration, Loyola Marymount University, Los Angeles (USA). Originally the conference was scheduled to be held in Los Angeles, USA and it included an immersion trip in Mexico to explore research areas in subsistence markets. However, due to COVID pandemic, it was converted into a virtual conference.

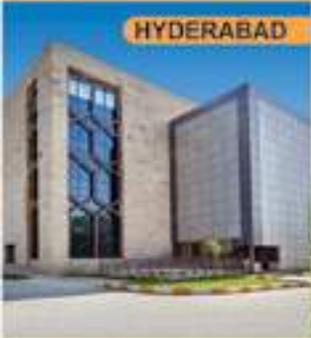
Ms. Sharma presented the paper under the track: Understanding Needs of Subsistence Consumers.

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Her presentation generated lot of interest amongst track chairs and audience. Participation was not only interdisciplinary but also inter-sectoral, drawing from researchers and practitioners from business, government, and social sectors from different countries.

Similarly, Mr. Chitresh Shrivastava, Faculty Retail Management of FDDI Chhindwara campus presented his research paper during e-National Conference which was organized by Department of MBA, Sager Institute of Research & Technology



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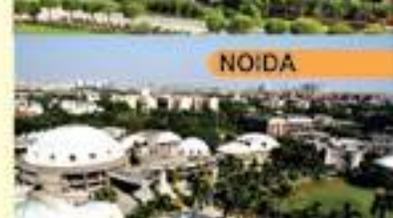
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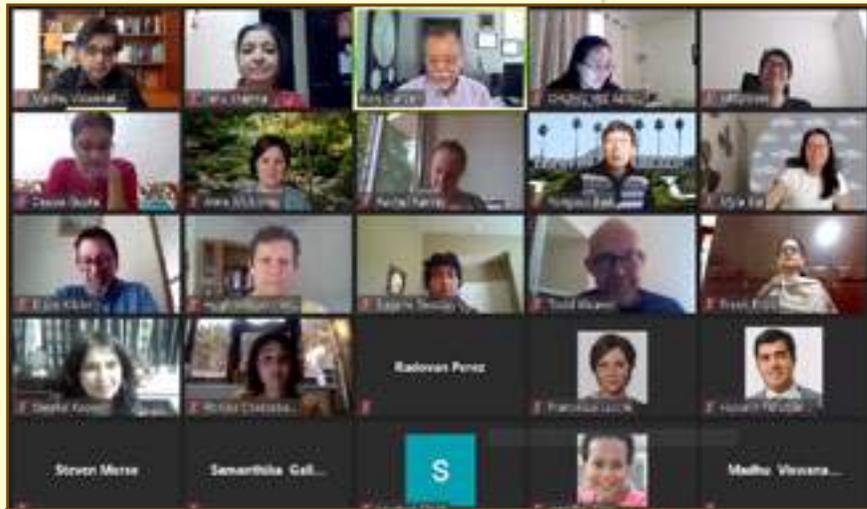
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Ms. Renu Sharma, Consultant (Retail) attending 'Workshop on Teaching Subsistence Marketplaces Online' during Virtual Conference

(SIRT) Institute, Bhopal on 27th & 28th May 2020.

The conference commenced with the brief address by Prof. Dr. R. J. Rao, Vice Chancellor, Barkatullah University, Bhopal which was followed by 'Keynote Address'

A 'Workshop on Teaching Subsistence Marketplaces Online' was conducted on the second day of conference. The workshop included simulation exercises, case studies, immersion interviews and project design. Furthermore, a panel on health and nutrition was organized with international experts from these sectors.

delivered by Mr. Nand Kumarum, IAS, CEO MAP IT, Govt. of Madhya Pradesh, Bhopal who was also the 'Guest of Honor' for the said conference.

The two days conference was filled with technical sessions during which various academicians and research scholars presented their research papers which were focused on challenges

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and opportunity in enabling to increase the Indian economy by 2024-Pre & Post Covid-19.



Mr. Chitresh Shrivastava presenting his research paper with the help of online video platform

Mr. Chitresh Shrivastava presented his research paper with the help of online video platform on the topic 'Marketing Strategies of E-Commerce Companies and their Contribution in Growth of Indian Economy'.



Certificate awarded to Mr. Chitresh Shrivastava

The audiences were all ears to listen to the experts valued inputs and both the papers were appreciated by all.

Webinar on 'Design Process: Inspiration to Fashion Costumes' organized at FDDI, Banur campus

During the lockdown in the wake of COVID-19 outbreak, Footwear Design & Development Institute (FDDI) has taken initiatives like conducting of online classes so that the course are complete and the students do not feel deprived, conducting of webinars etc.

Webinars were conducted by FDDI, Hyderabad campus on the topic 'Impact of Medical Textiles & its Applications', by FDDI, Jodhpur campus on the topic 'Challenges and Opportunities in Entrepreneurship and Family Business Start ups', by FDDI, Banur campus on the topic 'Career Prospects in Retail Sector' & by FDDI, Chhindwara campus on the topic 'COVID-19 and its Impact on Digitalization in Retail'.

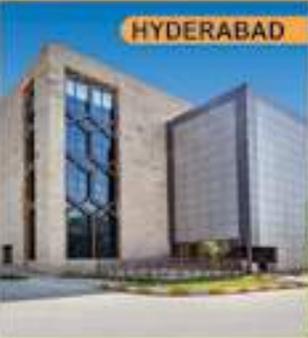
In line with this, the School of Fashion Design of FDDI, Banur

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campus conducted a webinar on 29th May 2020, on the topic 'Design Process: Inspiration to Fashion Costumes'.

enhancing the creative aspect of the fashion designing students.

This webinar saw a large participation of the students and



A screen shot of a webinar

The session was conducted by Mr. Mr. Georgry Sunny, Fashion Designer cum Assistant Professor, Fashion Institute of Technology-Chennai who guided the participants on how an inspiration becomes a journey for a designer.

Mr. Georgry aptly outlined and explained the role and importance of inspiration, mood board, story board etc. in

staff across the campuses and was widely applauded.

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