

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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24th July 2020

Issue No. 781

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Article written by Faculty FDDI, Fursatganj gets published in 'Shuttles & Needles'

For acquiring new capabilities, developing skills and producing an intelligent human resource pool, Footwear Design & Development Institute (FDDI), as an Institution of National Importance (INI), encourages students, faculty and staff to participate in conferences, attending training programmes, writing technical articles and authoring of books.

In line with this, a technical article written by Ms. Richa Arora, Faculty - Fashion Design (FD) of FDDI, Fursatganj has been published in the monthly newsletter 'Shuttles & Needles' of Shuttle and Needles Studio, Chennai.

Her article 'An engagement with the Art of Weaving' was published in the July 2020 issue of the newsletter.

Ms. Richa has done Masters in Fashion and has extensive

experience in academics and industry. She has interest in tapestry and surface ornamentation, to come up with new innovations playing with colours and yarns.



Ms. Richa Arora, Faculty- FD, FDDI,
Fursatganj

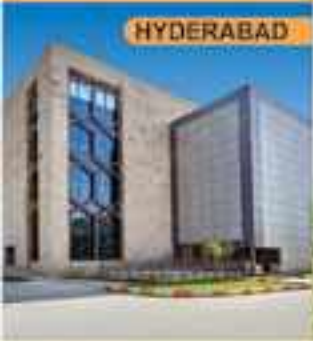
Briefing about this technical article, Ms. Richa said "I always got fascinated by the woven pieces that had beautiful texture created by using variety of yarns, popping colours and wanted to create one. This gave me an opportunity to work on weaving project which came in handy because of the 'Weaving

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Frame' brought in by our head of the department. I have always been keen to explore different weaving patterns on loom and got mesmerized whenever I viewed anything woven. It seems to be a form of art which increases your fondness that interlaces with the yarns creating a bond between the weaver and the woven. It can work as a therapy and a great engager for someone who has a flair for creativity."

this crisis has given us an opportunity to usher in a new era of learning. Bound to stay indoors during the lockdown, has provided the millennials with ample of time to explore and accomplish.

Webinar on 'Be a Winner' held at FDDI, Chennai campus

A webinar on the topic 'Be a

Winner' was held at Footwear Design & Development Institute (FDDI) Chennai campus on 11th July 2020.

It was organized by FDDI School of Footwear Design & Production.

The resource persons for the event were Mr.

Chandra Bhanu Ojha, AGM, VKC-Group, Kerala & Mr. Vivek Srivastava, Corporate HR Head, Wictor Compounding India Pvt. Ltd, Noida.

Creativity of Ms. Richa Arora, Faculty- FD, FDDI, Fursatganj



(Top) Strand of Pearl embroidered using back stitch on to a base of plain weave of same colour.

(Middle) Interlocking using two contrasting colours.

(Bottom) Twining using Hemp rope.

The article is available on the link <http://zc.vg/ipXoq?m=0>.

The lockdown could not have been anticipated. But, in retrospect,

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The resource persons guided the participants that education is not obstructed during the COVID-19 pandemic, and to be a winner one has to find the opportunity into the crises and to remove the negative thoughts.

develop their knowledge, to analyze the design, production, and customer. He added that during this lockdown period, recruitment is done form various companies like Amazon, e-bay, and many more e-commerce business companies.



Screen shot of the webinar

Mr. Vivek Srivastava emphasized that people may hear your words but they observe your attitude. He insisted the students to be a master of your destiny to be a winner and how to accept the role, love the role, and perform the role in life in any situation. His session was mind relaxing, stress-busting, and

Mr. Chandra Bhanu Ojha alumni of FDDI batch 2010 commenced with the current scenario of the footwear industry and briefed about the skill sets which the industry requires from the freshers. He insisted that in this pandemic period, students should use available online resources to

was an eye-opener for all participants.

The session was attended by more than 90 participants which included students, other college professors, staff members, faculties which was widely applauded.

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India e-commerce to grow 27 percent

Reliance to capture half of online grocery sales: Goldman

India's e-commerce business is expected to grow at a Compound Annual Growth Rate (CAGR) of 27 percent to reach US\$99 billion by 2024, Goldman Sachs said projecting that Reliance Industries would capture half of the online grocery sales through Facebook.

In a report titled 'Global Internet: E-commerce's Steepening Curve', Goldman Sachs said the COVID-19 pandemic has driven a doubling of penetration of e-commerce globally with categories such as consumer packaged goods driving as much as three years of penetration growth in three months.

"We forecast India e-commerce will reach US\$ 99 billion by 2024, growing at a 27 percent CAGR over 2019-24, with grocery and fashion/apparel likely to be the key drivers of incremental growth in our view," it said.

Online penetration of retail is expected to reach 10.7 percent by 2024, versus 4.7 percent in 2019.

"The biggest near term theme in India internet, in our view, is the foray of Reliance Industries (India's largest market-cap company with presence across sectors such as energy, telecom, and retail) into e-commerce, and the company's tie-up with WhatsApp for online grocery," it said.

Facebook has picked up a 9.99 percent stake in Jio Platforms, the subsidiary of RIL that houses the country's youngest but biggest telecom company as well as an array of apps. RIL's e-commerce venture, JioMart plans to use Facebook's WhatsApp to connect local grocery stores with customers.

(Source: The Pioneer)

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