

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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NOIDA

01<sup>st</sup> January 2021

Issue No. 804

## Training on 'Traditional Weaving Techniques' for FDDI, Fursatganj Faculty & Staff

Turning the COVID pandemic lockdown into an opportunity, the faculty and staff members of Footwear Design & Development Institute (FDDI), Fursatganj campus underwent an intensive Faculty Development Training Programme (FDTP).



Mr. Naresh Ramasubramaniam, Founder  
– Shuttle & Needles Studio, Chennai

The faculty and staff members of FDDI School of Fashion Design (FSFD) underwent the FDTP on 'Traditional Weaving Techniques' which was virtually conducted under the expert guidance of Mr. Naresh Ramasubramaniam, Founder – Shuttle & Needles Studio, Chennai from 07<sup>th</sup> to 24<sup>th</sup> December 2020.



Training in progress

Mr. Naresh is a Textile Engineer by profession. Having spent about 25 years



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selling & installing industrial textile machines, he has learnt the knack of picking 'good' threads from among the heaps of regular ones.



Training on weaving methods

India has a diversity of traditional crafts. Traditional textile craft is one of oldest crafts.

Carrying the tradition ahead for future sustainability of textile craft, and to preserve, promote & provide support to the craft clusters, the

FDTP was quintessential that provided insight on technology application and design / product development and disseminations.

The participants learnt the age-old traditional weaving methods and techniques, and uses of colour, form and pattern so as to make handloom sector more responsive to the rapidly changing market demand.

## LAC hotspots turn brand buzzwords in Valley

### Delhi-based shoe maker has leveraged the emotional connect to spur sales

'Galwan', 'Pangong', and 'Finger 5' continue to remain flashpoints between India and China in eastern Ladakh, but for a Delhi-based shoe company these volatile locations have become money-spinners; a range of winter shoes named after them is gaining popularity across the Kashmir Valley.



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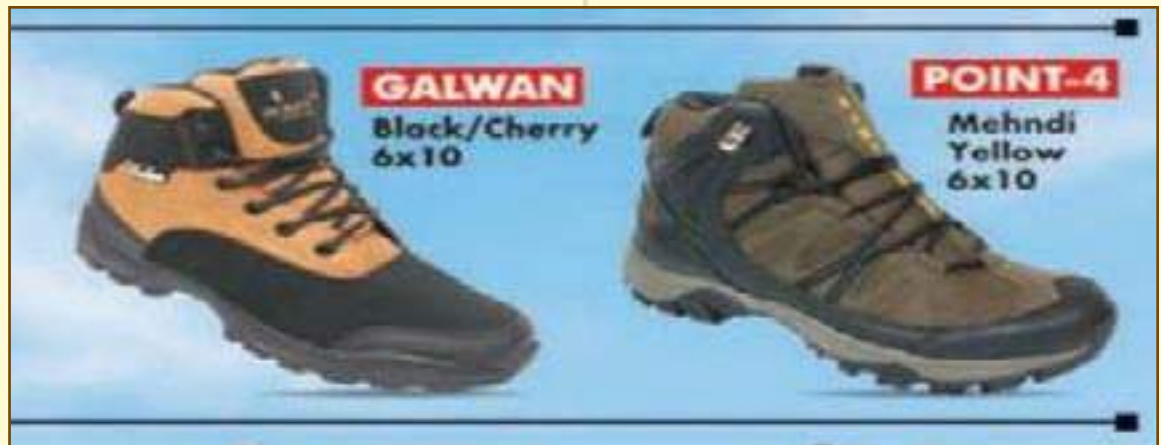
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Earlier this, the Valley's widely circulated English and Urdu newspapers were splashed with advertisements from the firm showcasing its new range with models named after the flashpoints including 'Galwan', 'Doklam', 'Kargil', 'Pangong', and 'Point 5' among others.

The people of Kashmir are news buffs and these names resonate with them.

"One hears of 'Galwan' all through the year on the television, which saw a bloody conflict between India and China, leaving several soldiers dead on both sides. Suddenly, you get to flaunt



**Gaining Popularity:** Some of the models from the new range of winter shoes

Wasif Ahmad, owner of Big Raja Footwear, a shop in Srinagar, says the marketing pitch has definitely spurred sales. "The branding does generate curiosity among the buyers and draws attention," he said.

the shoe of the same name — it does add to machismo," said Sajad Ahmad, a gym trainer.

The brand has set up special outlets in volatile south Kashmir's Pulwama, Kulgam



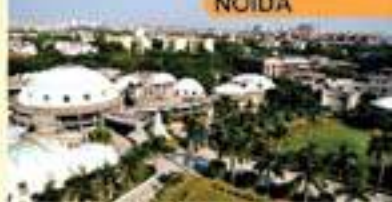
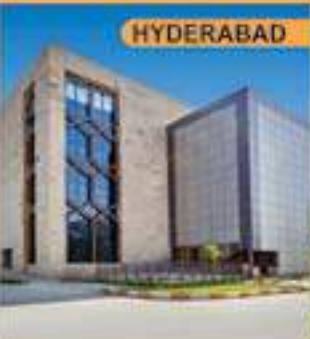
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Student with their display



and Anantnag, besides Sopore and Kupwara in north Kashmir.

Hilal Ahmad, of Kohinoor Footwear in Pulwama, said the names of shoes did create a buzz among youth in the town.

“One customer remarked that buying the shoes reminds us of Ladakh, which once was a sister district of Kashmir region and now is a separate Union Territory (UT),” a salesman at the shop said.

Tapping into the emotional connect with these locations has paid off for the firm which has witnessed a surge in sales since the brand was launched in 2014 in J&K, especially in the rural pockets of the Valley.

Pawan Kumar Lakra, Delhi-based proprietor of the shoe company, said, “I zeroed in on these names on the basis

of their popularity this year. There is a tendency in India to name brands after borrowed foreign names. I was keen to name the range of shoes after the popular spots of India like ‘Doklam’, and ‘Galwan’, which are a part of India. The quality of my shoes is attracting my buyers but the branding too helps locals to connect with it.”

(Source: The Hindu)

**Compiled by:** Resource Centre (RCIP),  
Footwear Design &  
Development Institute (FDDI)  
(Ministry of Commerce &  
Industry, Government of India)

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