

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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05th February 2021

Issue No. 809

FDDI, CLE & FICCI launched Brochure for 'Virtual Footwear and Leather Expo 2021'

Footwear & Design Development Institute (FDDI) in association with Federation of Indian Chambers of Commerce and Industry (FICCI) & Council for Leather Export (CLE) is organizing the 1st edition of 'Virtual Footwear and Leather Expo 2021' from 15th March 2021 to 21st March 2021 to promote Leather and Footwear Industry.

& Mr. Balvinder Singh Sawhney, Asst. Seceratry General, FICCI.

Mr Sanjay Leekha, Vice Chairman, CLE, Mr. R. Selvam, Executive Director, CLE, Mr. Manoj Tuli, CEO, Justanned also attended the event.

As per Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, "As visualized by our Hon'ble Prime Minister, we are looking forward to 'Atma Nirbhar Bharat' and there is a dire need to transform India into a global manufacturing hub that not only caters to own requirements, but



Dignitaries present at Hotel Leela, Delhi during the official launch of Brochure of 'Virtual Footwear and Leather Expo 2021'

also of the world. I hope through this event, FDDI, FICCI & CLE will provide a platform to Footwear & Leather Goods industry to highlight India as a global

The official launch of Brochure of this event was held on Friday, 29th January 2021 at Hotel Leela, Delhi. The official Brochure of this Virtual Event was launched by Mr. P.R. Aqeel Ahmed, Chairman, CLE, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI

manufacturing hub. This event will also assist us to move towards the knowledge-based economy."

The Virtual Footwear and Leather Expo 2020 will be the 1st Virtual Expo in India on Footwear and Leather sector. The Expo will have on virtual display

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the entire range of products relating to Footwear and leather Industry including their ancillaries. Key Components of the event will be Exhibition (Pavilions and Showrooms), B2B (International, Domestic, and Institutional), Webinars & Digital Sessions on each Showcased Sector, Instant Interaction platforms Live Chats, Chat bots and Global Footprint (International Buyers).

FDDI, Indiaseeking consultancy work from the Republic of Uzbekistan

In direction to mark the global presence and to explore international collaborations, Footwear & Design Development Institute (FDDI) has approached Ambassador Extraordinary & Plenipotentiary of the Republic of Uzbekistan to the Republic of India.

In this regard, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI met Mr. Dilshod AKHATOV, Ambassador Extraordinary & Plenipotentiary of the Republic of Uzbekistan to the Republic of India to explore possibilities to seek and offer consultancy in the field of skill development, development of a standardized Curriculum, Design and Technological Upgradation etc.

The meeting was held on 21st January 2021 at Dr. S. Radhakrishnan Marg, Chanakyapuri, New Delhi during which it was decided that FDDI may collaborate with the National University of Uzbekistan (NUUz) in leather and footwear sector.

They also exchanged views on the current and future state of cooperation in various spheres.



Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI and Mr. Dilshod AKHATOV, Ambassador Extraordinary & Plenipotentiary of the Republic of Uzbekistan to the Republic of India exchanged views on the current and future state of cooperation in various spheres

NUUz named after Mirzo Ulugbek is the first and the principal higher educational institution not only in Uzbekistan but, also in Central Asia. The University has been contributing the society by preparing highly qualified specialists in various spheres of economy.

Having a great scientific potential, the NUUz is regarded as the basic higher educational institute in the Republic. State Educational Standards, Educational Plans and Curricula are designed and implemented in the educational process for other higher institutions.

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Further discussion in this regard will follow after discussion with NUUz.

Webinar on 'Smart E-commerce' held at FDDI, NOIDA campus

On 27th January 2021, Footwear Design & Development Institute (FDDI), NOIDA conducted a webinar on 'Smart E-commerce'.

The webinar was organized by School of Leather Goods and Accessories Design which provided an insight on the shift of consumers to ecommerce that has been accelerated due to COVID-19.



Screen shot of the webinar

in buying and merchandising in companies like Bata, New Balance, Life style, Paytm and currently heading Premium Brand division at AJIO as Senior Category Manager.

Mr. Bohra briefed that "The popularity of ecommerce is not a new story. The big players—Amazon, Walmart, Alibaba and others have been rapidly expanding in the last few years. The COVID-19 situation, however, has accelerated the growth of

this convenience movement for businesses of every size."

He also stated that "The great development and acceptance of information technology, computer network and internet have transformed the mode of operation of many businesses, and at the same time have brought along unprecedented business opportunities. Businesses are now able to conduct transactions across geographical boundaries, across time zones and at a high efficiency. E-commerce has become the market trend of the century."

With the pandemic changing the buying patterns of several categories almost anything can be purchased through e-commerce today.

The webinar which provided insights on techniques for identifying the lead generation in buyer's journey, sales, and post-sale in e-commerce was attended by more than 100 participants including students from Banur, Kolkata and NOIDA & faculties of FDDI.

Research paper of faculties & students of FDDI Chennai & Hyderabad published in International Journal of Research and Analytical Reviews

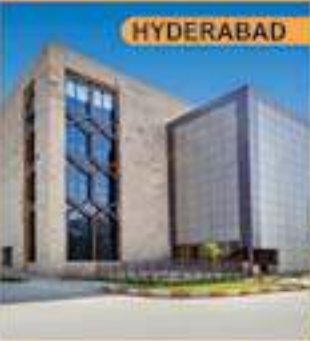
A joint research paper of the faculties and students of Footwear Design & Development Institute (FDDI) Chennai & Hyderabad campus has been published

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in the International Journal of Research and Analytical Reviews (IJRAR).

can also result in serious environmental pollution of groundwater and rivers.



Mr. Vishva Kumar Sr.
Faculty, FSFDP, Chennai



Mr. T. Loganathan - M.
Tech (Jr. Faculty), FSFDP,
Hyderabad campus



Mr. K. B. Vidhya Sagar-
FSFDP, Chennai campus



Mr. Pranay Patel - FSLGAD,
Hyderabad campus

The research paper of Mr. Vishva Kumar (Sr. Faculty), Mr. T. Loganathan- M. Tech. (Jr. Faculty) and of the students namely, Mr. K. B. Vidhya Sagar and Mr. Pranay Patel of FDDI School of Footwear Design and Production (FSFDP) is based on 'Environmental Effects caused by Footwear'.

IJRAR provides a platform for the researchers, academicians, professional, practitioners and students to impart and share knowledge in the form of high quality empirical and theoretical research papers, case studies, literature reviews and book reviews.

The paper elucidates about what really happens to the footwear after their owners decide to discard it and where do they all go? How are they disposed of? How the unused and old footwear are a threat to the environment?

The standard practice of dumping waste in landfills led to soil, surface and groundwater contamination. Landfill sites

The findings of the research concluded that footwear has a large negative impact on the environment and this is something that cannot be ignored forever. Educating people about this must also be prioritized and awareness must be spread through each and every way possible. Only then can we achieve what we dream of a beautiful and resourceful future for the upcoming generations.

Both the faculties and students were awarded the 'Certificate of Participation' from IJRAR. The research paper can be reviewed at: IJRAR | E-ISSN 2348-1269, P-ISSN 2349-5138, ISSN and UGC Approved, 5.75 Impact factor, Refereed Journal, Peer Journal and Indexed Journal (E-ISSN 2348-1269, P-ISSN 2349-5138).

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