

# 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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FURSATGANJ

NOIDA

19<sup>th</sup> March 2021

Issue No. 815

## Virtual Footwear & Leather Expo 2021 (VFLE) inaugurated

The inaugural session of Virtual Footwear & Leather Expo 2021 (VFLE) -India's first ever Virtual Exhibition & Conference on Footwear & Leather products took place on 15<sup>th</sup> March 2021.

The event is jointly organized by Footwear Design & Development Institute (FDDI) and Federation of Indian Chambers of Commerce & Industry (FICCI). The event is supported by Council for Leather Exports (CLE).

During the inaugural session Mr. Praveen Mittal, Sr. Director, FICCI, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, Mr. Sanjay Leekha, Vice Chairman, CLE, Mr. Puran Dawar, Regional Chairman (North) CLE and Chairman Dawar Group & President AFMEC, Mr. Jagdish Gulati, President, Indian Leather Products Association (ILPA) were present.



Mr. Arun Kumar Sinha, IAS , MD, FDDI  
delivering the 'Keynote Address'

Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, MD, FDDI said "We are looking forward to 'Aatmanirbhar Bharat' & there is a dire need to transform India into a global manufacturing hub that not

only caters to her own requirement but also of the world".



Mr. Praveen Mittal , Sr. Director , FICCI delivering  
the 'Opening Address'

Virtual Footwear & Leather Expo 2021 has virtual display of the entire range of products relating to footwear and leather industry including their ancillaries.

VFLE provides a platform to bring together all the stakeholders in the areas of leather, footwear, Machinery & Technology, Leather accessories, Chemicals and other raw materials. On parallel track of expo, there are digital sessions where dignitaries and experts from the industry will be discussing on topical issues.

## Virtual Info-session held at FDDI, NOIDA

Due to COVID-19 pandemic, Footwear Design & Development Institute (FDDI) has suspended on-campus events for the safety and well-being of its entire staff, students and campus visitors.

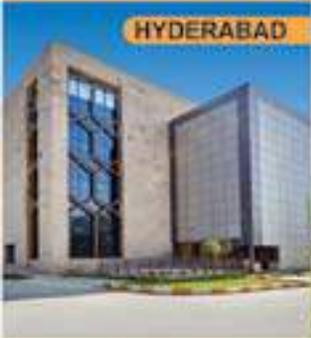
However, to clear the atmosphere of uncertainty and for providing a platform to all the prospective students and parents about the career prospects in the field of Footwear, Fashion, Retail & Leather

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Accessories, FDDI Admissions team at NOIDA has conducted a virtual Info-session on 13<sup>th</sup> March 2021.

are making 'Mojari' which has qualities of strong resistance to heat transfer, impenetrability strength of soles, elegance and aesthetics.



Virtual Info-session in progress



Mr. Suresh Goyal, Master Craftsman imparting the training

A mix of parents as well as potential students participated in the Info-session and interacted with Head of Departments from the various FDDI schools regarding the career prospects available through the skill based professional programmes conducted by FDDI.

Mr. Suresh briefed that the production process and work ethos involve participation of women in large numbers, who perform the embroidery work on the Mojaris.

A lot of queries were attended by the panel and session went on for almost 1.5 hours. Similar sessions are being planned for different regions across FDDI campuses as well.



Mr. Suresh Goyal, Master Craftsman briefing about the use of different types of leather and hand tools

## Training workshop on 'Mojari' held at FDDI, Jodhpur campus

A one day training workshop on ethnic footwear 'Mojari' was conducted at Footwear Design & Development Institute (FDDI), Jodhpur campus on 12<sup>th</sup> March 2021.

He briefed about the use of different types of leather and hand tools like 'Rampi' - used for cutting sole leather, 'Punches' - of different sizes and shapes used for decoration of uppers, 'Katarni' - tool used for stitching sole & upper.

Mr. Suresh Goyal, Master Craftsman imparted the training to the students as well to the faculty members. He demonstrated the basic 'Mojari' making process and provided important tips.

With the help of this training workshop, an attempt is made to preserving the cultural heritage associated with this unique product and to pass on the heritage to the young generation.

During the demonstration, Mr. Suresh informed that from generations, artisans



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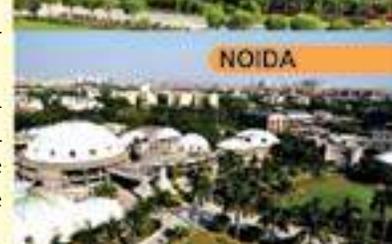
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## FDDI, Rohtak student wins 'Haryana Queen' title in the fashion show

Ms. Harshul Attri, a student of Footwear Design & Development Institute (FDDI), Rohtak campus has won title of 'Haryana Queen' during a fashion show organized by Amar Ujala.



Students of FSFD, Rohtak campus namely Ms. Harshul Attri, 'Haryana Queen' with Ms. Aarti Gupta 1st runner-up & Ms. Nalini Mishra 2nd runner-up

On the occasion of International Women's Day, Amar Ujala newspaper organized a fashion show in the auditorium of the State University of Performing and Visual Arts (SUPVA), Rohtak on 08<sup>th</sup> March 2021.

The students of FDDI School of Fashion Design (FSFD), who participated in the fashion show, showcased their fashion skills and walked gracefully on the ramp.

The students of FSFD, Ms. Harshul Attri got the title of 'Haryana Queen' (First position in the category of 18-30 years of age). Even both runner-up positions were also bagged by FDDI students namely Ms. Aarti Gupta (1<sup>st</sup> runner-up) and Ms. Nalini Mishra (2<sup>nd</sup> runner-up).

The event witnessed the presence of more than 80 participants in 3 age categories and around 300 plus viewers. The event also witnessed the graceful presence of Dr. Ragini Singh (Mrs. Classic USA 2019) and Ms. Muskan Saini (Rubro Ms. Landscape 2019) as the Jury members.

The eye catching collections of these students were appreciated by one and all present during the show and also received accolade from the entire media.

## Workshop on 'Fashion Styling & Make-Up' held at FDDI, Chhindwara campus

A workshop on 'Fashion Styling & Make-Up' was held at the Footwear Design & Development Institute (FDDI), Chhindwara campus from 08<sup>th</sup> to 12<sup>th</sup> March 2021.



Resource person, Ms. Kajal

The workshop was organized for the students and faculty of FDDI School of Fashion Design (FSFD) with an objective to provide technical inputs and to help them to inculcate appropriate fashion and makeup sense.

Ms. Kajal, an industry professional having a Fashion Communication Bachelors from National Institute of Fashion Technology (NIFT), Kangra and Master of Fashion Management (MFM) from NIFT, Hyderabad conducted the workshop.

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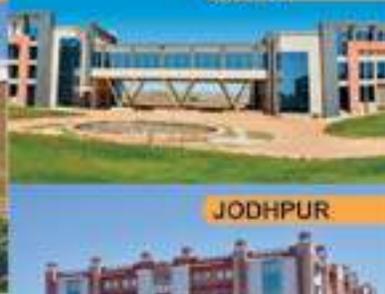
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She has worked with premier organizations like Triburg as merchandiser and styling and model coordinator for agencies providing services to Flipkart, Myntra and has a brief exposure to fashion advertising industry.



Workshop demonstrating 'Characters styling & Make-up in various Theme'

During the workshop, the participants went through a detailed process of how to plan a certain look with the help of various research and exploration techniques as per the client's requirement. It equipped the participants with the essential skills of beauty make up application & technique.

## International Women's Day celebrated at FDDI campuses

International Women's Day (IWD) was celebrated at all the campuses of FDDI on 08<sup>th</sup> March 2021 with great zeal and enthusiasm by maintaining precautionary measures of COVID-19 pandemic.



IWD programme at FDDI, NOIDA



IWD programme at FDDI, Rohtak



IWD programme at FDDI, Jodhpur



Female staff of FDDI, Hyderabad campus planting

On this occasion, a programme on 'Empowerment of Women' was organized at all FDDI campuses for the female employees. During the programme, the female employees were explained about the social, economic, cultural and political achievement of women in the country.

The employees were also told about the empowering women at the work place which means that women can have more control over their lives. This means giving them the freedom to make their own programmes, gain new skills and gain autonomy. Women empowerment is created when strengths that women bring to the workplace are accepted and used.