

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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30th April 2021

Issue No. 821

KOLKATA



FDDI, India enters into a Memorandum of Understanding (MoU) with Education Consultant of India Ltd., (EDCIL)

Footwear Design & Development Institute (FDDI), India has entered into a Memorandum of Understanding (MoU) with Education Consultant of India Ltd., (EDCIL) under Study in India (SII) scheme of the Ministry of Education, Government of India.

primarily from Asia and Africa, including Nepal, Vietnam, Saudi Arabia, Kazakhstan, Nigeria, Malaysia, Thailand, Egypt, Iran, Kuwait, Sri Lanka, Bangladesh, Bhutan and Rwanda, among others. The scheme envisages participation of select reputed Indian institutes and Universities by way of offering seats for international students at affordable rates, along with fee waivers to meritorious foreign students ranging from 100 to 25 per cent.

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SII focuses on attracting international students from select 30 plus countries across South-East Asia, Middle East and Africa,

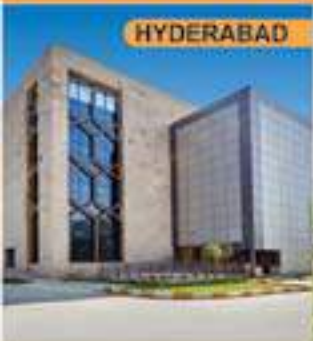
The MoU paves way for providing access of education and training to the International students who desire to pursue their career

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in Footwear, Fashion, Leather Products, and Retail through the Bachelor's and Master's programmes conducted by FDDI.

As per the agreement, FDDI will offer Master's program from the academic session 2021 for International students in Footwear and Retail Management across all the campuses. Apart from this, the FDDI will also offer Bachelors program to the international students in Footwear Technology, Leather Goods and Accessory Design, Fashion and Retail Management across all the campuses in India. Out of total number of seats offered to the international students, some of seats had been offered per course on concession in tuition fee based upon merit of the student.

For details, one can visit the EDCIL website at <https://www.studyinindia.gov.in/InstituteSearch/Index?d=6>.

First prize won by FDDI, Hyderabad student during ALT- International Knowledge Fest - Virtual Crosslinx '21

A student of Footwear Design & Development Institute (FDDI), Hyderabad participated in ALT-

International Knowledge Fest - Virtual Crosslinx '21, in one of the event category i.e., Product Designing Contest (PDC) and won the first place.

Ms. Lakshmi Gayatri Pudipeddi, a design elective student from FDDI School of Footwear Design & Production (FSFDP) showcased her creativity & talent and won the first place in the PDC.



The collection of 'Qalamklo' designed by Ms. Lakshmi Gayatri Pudipeddi, B.Des FDP (2018-22), which won the first place

In an attempt to charge the young minds with the passion to innovate in leather and allied fields, the Association of Leather Technologists (ALT) with support of Center Leather Research Institute (CLRI), Chennai organized the fest under the guidance of Dr. K. J. Sreeram, Director, CSIR-CLRI.

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The contest aims at the process of innovative creation of a new product. It provided the most effective and efficient path towards the development of innovative ideas for new products.

sketches, hand drawing or CAD rendering and tech packs and so on.

During the final round, Ms. Lakshmi Gayatri Pudipeddi depicted and explained her work on 'Qalamklo'



Screenshot of the valedictory ceremony

The PDC had two rounds. Initially, the students of B. Des - FDP (2018-22 Batch) submitted their ideas as an abstract format. Based on the abstract, three students namely, Ms. Lakshmi Gayatri Pudipeddi, Ms. Sameeksha Ambolikar and Ms. Mohini Mohanty were shortlisted for the final round.

The final round was a technical round that included a mood board, story-telling concept, idea

which solely focused on blending one of the traditional folk art forms, such as Kalamkari with contemporary design. These heritage heirlooms are accentuated on modern boot components made of leather with wooden sole.

Soft earth tones of leather complemented with hand painted motifs of Kalamkari on fabric presented on various components of the boot. This collection is basically

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made for the season Autumn/
Winter 2021.

Final round of the virtual PDC
was adjudged on 20th April
2021 by Mr. Karthikeyan K,
Senior scientist-S&PDC, CSIR-
CLRI and Mr. Akshayaraman
M, Scientist- Design & Fashion
Studio, CSIR-CLRI during which
they appreciated the innovation &
creativity of Ms. Lakshmi Gayatri
Pudipeddi.

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OBITUARY

With profound grief we regret to inform the sad demise of two of our colleague namely, Mr. Anil Kumar, Advisor-HR and Mr. Navendu Shekhar, Jr. Consultant both of whom passed away on 27.04.2021.

Mr. Anil Kumar was associated with FDDI since 16th March 2020 whereas Mr. Navendu Shekhar was associated with FDDI since 15th February 2001.



Mr. Anil Kumar, Advisor-HR



Mr. Navendu Shekhar, Jr. Consultant

Their loss leaves the FDDI fraternity with a deep void and their contributions would always be remembered. We extend our heartfelt condolences to the bereaved family and pray to the almighty to grant peace to the departed soul.

Entire staff of
Footwear Design & Development Institute (FDDI)