

FDDI NEWSLETTER

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Institution of National Importance (INI)
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A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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11th June 2021

Issue No. 827

Research paper presented by faculty of FDDI during 'Second Virtual Subsistence Marketplaces' Conference, Los Angeles, USA

Ms. Renu Sharma, Consultant - Retail of FDDI, NOIDA campus presented a research paper titled 'Thought Experiments and Playfulness Amongst Educators in Higher Education' during the recently concluded Second Virtual Subsistence Marketplaces Conference held at Los Angeles, USA from 28th to 30th May 2021.

First day of the conference focussed on 'Grounding the Conversation', second day on 'Immersion:-Journeying Bottom Up' and third day on 'Emersion - Charting Pathways'.

The conference included an Immersion Practice where Ms. Sharma collaborated with her team members and interviewed entrepreneurs from Tanzania to understand the personal and business challenges faced by them.

These research insights were summarized and shared with all the other participants highlighting the role of education and information and bringing



Ms. Renu Sharma, Consultant, Retail FDDI, NOIDA campus presenting her research paper

Her presentation was a part of conference track, Education and Livelihood in the post COVID-19 world. She got appreciative remarks from her track chair, Dr. Samanthika Gallage from University of Nottingham for bringing in refreshing ideas and viewpoints.

forth cultural diversity. An interactive symposium on current and emerging subsistence marketplaces research issues (Methodology, Diversity, Gender, Finance, and Pedagogy) was chaired by Jessie Wang from Miami University and provided guidance for future research.

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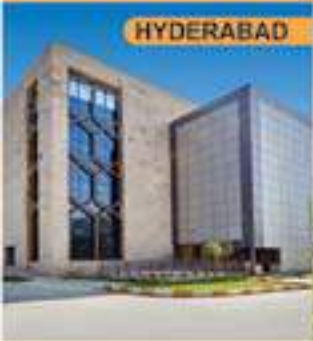
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Curricular Innovation was another enriching session during the conference. It gave a hands on practice for creating student assignments which can be engaging, have rigour and relevance for the industry.

The virtual conference which was organized by Loyola Marymount University, provided opportunity for adding to one's skillsets, interactive presentation and networking experiences to all attendees across the globe.

Webinar on 'Design Process to Portfolio' held at FDDI, Ankleshwar campus

A webinar on 'Design Process to Portfolio' was conducted at Footwear Design & Development Institute (FDDI), Ankleshwar campus from 19th to 21st May 2021.



Mr. Soumick Mondal- resource person for the session held on 19th & 20th May 2021

The webinar was organized by FDDI School of Fashion Design (FSFD) that shed light on the design process to portfolio development techniques which are highly needed skill set in

expressing, translating the product designs & creative thoughts as defined by the changing world realities in the post COVID -19 era for the print and digital format.



Mr. Geogry Sunny - resource person for the session held on 21st May 2021

Whereas Mr. Soumick Mondal, Design Entrepreneur, Aamogh & Hautepotli, Kolkata who is an Empanelled Designer under DC Handicraft, Ministry of Textile from 16.10.2020 was the resource person for the session which was conducted on 19th & 20th May 2021, Mr. Geogry Sunny, NID Alumni, Asst. Professor, VIT Fashion Institute of Technology was the resource person for the session which was conducted on 21st May 2021.



Screenshot of the webinar where Soumick Mondal is explaining about the importance of design process

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While making a presentation, Mr. Soumick Mondal, guided about the main points that must be considered during portfolio development and explained about the importance of design process and intricacies for making an industry specific impactful portfolio.

Webinar on 'Entrepreneurship As A Career' held at FDDI, Chandigarh (Banur) campus

On 26th May 2021, Footwear Design & Development Institute (FDDI), Chandigarh (Banur) campus in collaboration with Entrepreneurship

As A Career'.

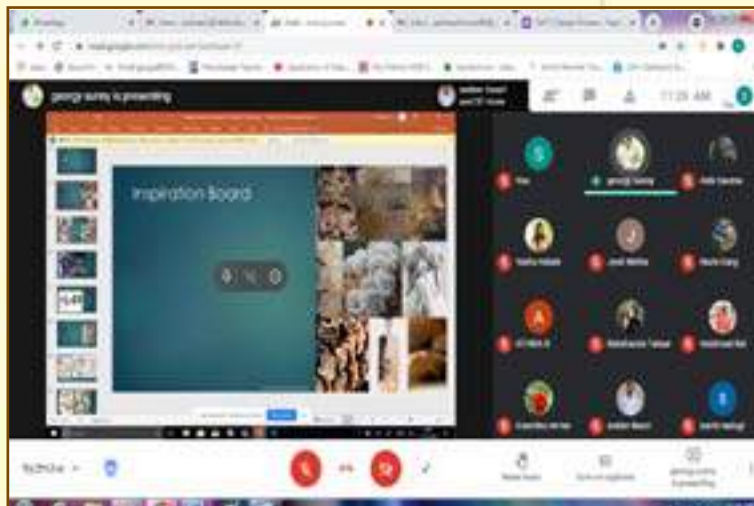
The webinar was organized by FDDI School of Retail Management (FSRM) which provided an insight on the need for opting 'Entrepreneurship As A Career' that has been accelerated due to COVID-19.

Dr. Amit Dwivedi, Associate Professor and In-Charge, Department of Policy Advocacy, Knowledge & Research, EDII was the

resource person for the session. It was co-ordinated by Mr. Vishal Srivasta, EDII- North Regional Office, Lucknow.

Mr. Dwivedi stated that to make India an economic global giant, the need of the hour is to have more entrepreneurs in the country in which the youths have to contribute significantly by opting 'Entrepreneurship As A Career'.

Mr. Dwivedi, through a presentation, explained that entrepreneurship initially involves framing and designing of business idea(s) while considering the Political, Economic, Social, Technological, Environmental and



Screenshot of the webinar where Mr. Georgry Sunny is sharing his views

Mr. Georgry, through a presentation, aptly outlined and explained the role and importance of inspiration, mood board, story board etc. in enhancing the creative aspect in relevance to the contemporary workplace.

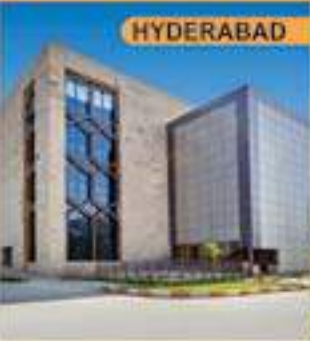
The webinar was attended by students, Research scholars, Faculties, Professors, from various colleges, and industry expertise which helped the participants in acquiring better understanding and developing new approaches to visualize design & portfolio development.

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Legal (PESTEL) analysis which is later on followed by launching and running a new business. Ideally, it begins as a small business, such as a start-up company which can involve offering a product, process or service for sale.

Dr. Dwivedi also shed light on Start-Up schemes, Make in India and Mudra Yojna of the Government of India.

The webinar which promoted entrepreneurial acumen among the

participants was attended by more than 105 participants including students & faculties of FDDI. There was an interactive session during which the doubts of participants were cleared.



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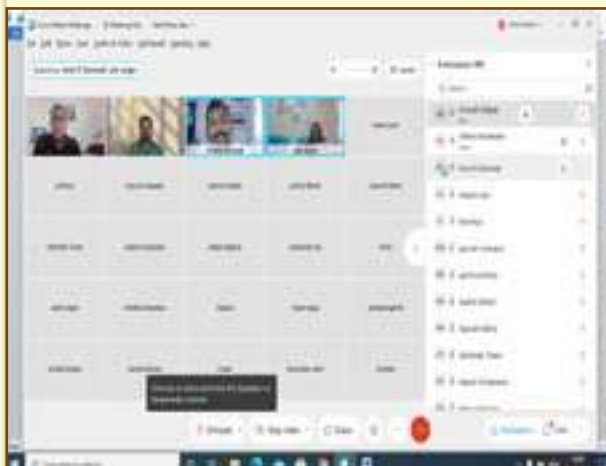


NOIDA



Mr. Dwivedi making a presentation

He added that, besides providing innovation to find new solutions to existing and emerging demands 'Entrepreneurship' also provides greater opportunities for wealth creation which is the most pressing need in the current situation.



Screen shot of the webinar

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