

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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Issue No. 836

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Artisans from leather cluster of Amethi, Uttar Pradesh gets technical exposure at FDDI, Fursatganj campus

A group of 30 artisans from Leather Goods & Associated Fashion Accessories cluster of Amethi visited the Footwear Design & Development Institute (FDDI), Fursatganj campus on 29th July 2021.



The group of artisans getting technical exposure at FDDI, Fursatganj campus

The members of group were 'Master Trainers' of Micro, Small & Medium Enterprises (MSME) who are pursuing training under various government schemes of Entrepreneurship under Center of Technology And Entrepreneurship Development (CTED), Uttar Pradesh.

The purpose of the visit was to get technical exposure on leather and non-leather footwear, product and design development, emerging technologies, raw materials, tools & techniques and the processes involved in manufacturing of life style goods accessories.

During the exposure visit, faculties of FDDI briefed them about the life style goods

accessories such as table calendar, mobile cover, leather pen stand, tissue paper box, photo frames, files folders, organizers etc.

They visited the different labs, design studio, sample rooms and were familiarize on sample development process through machines and manual form by the technical expert at the FDDI School of Footwear Design & Production at FDDI Fursatganj.

They were also briefed about open footwear such as Nagras, Sleeper, Sandals which require less machines for initial start-ups.



The group of artisans being briefed on important key factors for budding entrepreneurs in leather & footwear industry

They were briefed on various latest machineries, market trend, latest design & development, product costing, consumptions etc., which are important key factors for budding entrepreneurs in leather & footwear industry.

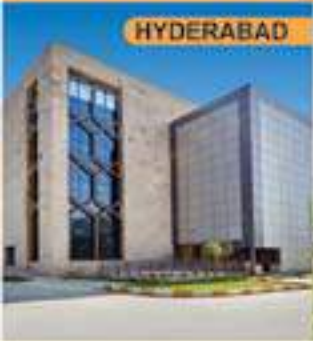
Exploring the opportunity to train people and to provide career guidance, the artisans were briefed about the various industry specific and job oriented technical Short Term Certificate programmes in different streams of Footwear Manufacturing at FDDI campus which are of one to six- months duration.

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Webinar on 'An Insight to Mall Management' held at FDDI, NOIDA campus

To make education effective in the existing situation, a webinar on the topic 'An Insight to Mall Management' was held on 03rd August 2021 at Footwear Design & Development Institute (FDDI), NOIDA campus.



Mr. Mukesh Velacha - the resource person for the webinar briefing about the drivers of mall management

The webinar, using Google meet platform was organized by the FDDI School of Retail & Fashion Merchandise that provided insight and practical advice related to drivers of mall management and how smart mall technologies can improve business operations and deliver differentiated shopping experience.

Mr. Mukesh Velacha, a Financial Consultant and Ex-head of Mall Operations at Great India Palace, Noida was the resource person of the webinar.

An indelible session taken up by Mr. Valecha, was an eye opener for all the participants. He gave insights on leasing mix, placement of anchor stores, overhead and maintenance, revenue generation and post-COVID situation and how to cater to the needs of a mall, retailers & consumers.

He briefed about the various job opportunities in the field of mall management and also addressed to the traits that one must have to qualify for this field.

The session was attended by more than 70 participants.

Insightful webinar on 'Social Entrepreneurship' held at FDDI, NOIDA campus

Leveraging the digital communication mode, an insightful webinar on 'Social Entrepreneurship' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 03rd August 2021.

The resource person at the webinar which was organized by FDDI School of Fashion Design (FSFD), Noida was Ms. Madhulika Choudhary, a social entrepreneur and founder of Mulberry One.



Ms. Madhulika Choudhary - the resource person for the webinar explaining about silk production process

Ms. Madhulika, an alumna of Lady Shriram College, Delhi University, completed her Masters in Development Studies in both India and United Kingdom. She has worked extensively for rural development in India, especially with artisan cooperatives like Dastkar, and was involved in the production

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and marketing of traditional fabric handicrafts.

FDDI, Chhindwara student bagged second prize during Embroidery competition

Ms. Priya Dhote, a student of Footwear Design & Development Institute (FDDI), Chhindwara bagged second prize during Embroidery competition which was organized virtually by SAGE Institute of Design, Indore on 30th July, 2021.



A view of the participants attending the webinar



Ms. Priya Dhote – a student of FSD, Chhindwara

While making a presentation during the webinar, Ms. Madhulika Choudhary explained about the need of innovation and to establish a network whereby the grassroots community can benefit from the entire silk production process from sericulture to the development of the end product- 'Soil to Silk'.

She emphasized to pursue social entrepreneurship as a career choice to tackle society's problems and support the community toward a self-reliant society.

The participants learnt about the various aspects of major sustainability trends that could propel the fashion industry forward in the years to come.

The webinar ended with her giving tips to the participants about how they could get associated in community development. The participants got suggestions that they could uplift various communities by buying beautiful fabric produced by different NGOs. She suggested finding like-minded people who find interest in their innovative ideas.

The session was attended by more than 100 participants including students and faculty.

Institute of Design, SAGE University, Indore had organized this online competition on the occasion of 'World Embroidery Day' which is held on 30th July with an objective to promote Indian heritage and traditional hand embroidery techniques, among young creative minds.



Winners of the Embroidery Competition

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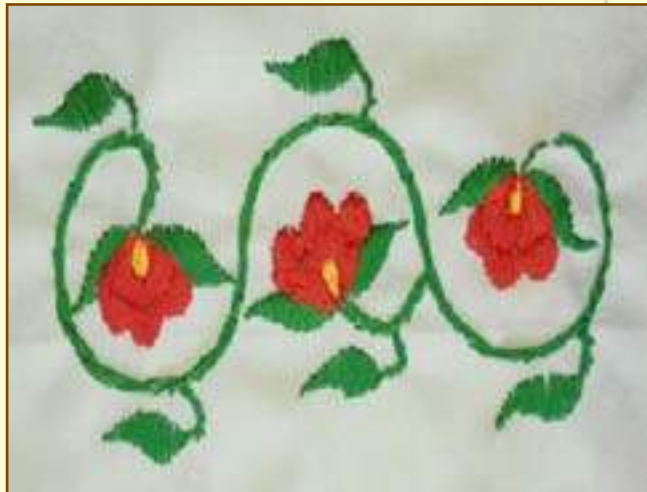


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In this intercollege competition, a total of 87 students participated which were from institutions like SAGE University, Maharaja Sayajirao University (MSU) Baroda, FDDI, Chindwara, Parul University, M H College of Home Science, Jabalpur etc. Among all the entries, Ms. Priya Dhote has secured 2nd position for her embroidery work.

The competition which received entries from fashion students and talented enthusiasts from all over the country provided an opportunity to discover emerging embroidery talent and give new designers the opportunity to showcase their talents.



Traditional Chamba hand embroidery made by Ms. Priya Dhote



Kantha hand embroidery of West Bengal made by Ms. Priya Dhote

Using digital platform to effectively communicate her creativity, Ms. Priya Dhote, a student of FDDI School of Fashion Design (FSFD), submitted the scanned images of embroidered designs of traditional Chamba hand embroidery and Kantha hand embroidery of West Bengal that received accolades from the jury.

The competition was adjudged by Ms. Neeti Singhal, Founder and Designer of sustainable fashion brand "Twee to One", Mumbai who has appeared in many shows in London & New York including collection showcased in NYFW, Sep-2019, and Ms. Karishma Dalal, Design Head at Ganga Fashion Exports, Surat.

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A-10/A, Sector-24,
NOIDA- 201301

Phone : + 91-120-4500100, 4500107

Fax : + 91-120-2412556, 2411301

Asst. Editor : Ashish Kumar

Email : ashish@fddiindia.com

Website : <http://www.fddiindia.com>