

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

GUNA

HYDERABAD

PUNJAB

GUJARAT

PATNA

JODHPUR

KOLKATA

ROHTAK

CHENNAI

CHHINDWARA

FURSATGANJ

NOIDA

15<sup>th</sup> October 2021

Issue No. 845

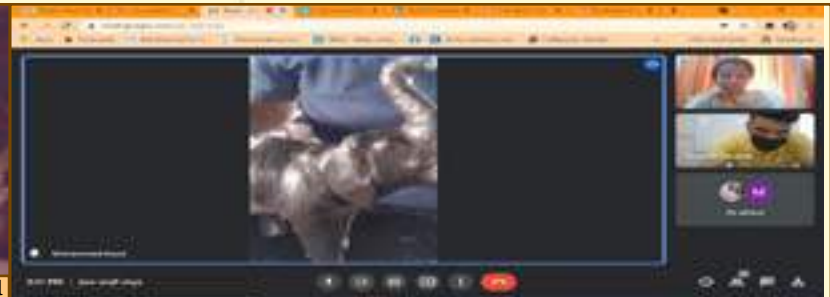
## Workshop on 'Leather Toy Making' held at FDDI, NOIDA

A hybrid workshop was held on 06<sup>th</sup> & 7<sup>th</sup> October 2021 at Footwear Design & Development Institute (FDDI), NOIDA campus by effectively using the digital communication mode for online demo purpose and offline workshop for honing the skill on 'Leather Toy Making'.

The workshop which was a stepping stone towards a revival of traditional handicrafts was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) during which Mr. Mohammad Arshad Khan, Master Craftsmen from the Indore Toy cluster group was the resource person.



Resource person: Mr. Mohammad Arshad Khan, Master Craftsmen, Indore Toy cluster group



Screenshot of the e-workshop on 'Leather Toy Making'

It was organized to boost traditional arts and entrepreneurial skills which are the pillar of the cottage and small-scale industry and create better market connections, enhance branding, traditional arts and entrepreneurial skills which are the pillar of the cottage and small-scale industry and create better market connections, enhance branding.

Mr. Arshad Khan encouraged the participants to use discarded fabrics and leather and elucidated the entire process of toy making-molding to form structure, covering it with paper Mache to give proper shape and finally covering it with leather or fabrics.

The workshop helped in building the capacity of master craftsmen/artisans and training of young generation in traditional arts/crafts in leather toy making.

## 'Hindi Pakhwara' held at FDDI campuses

'Hindi Pakhwara' was held at all the campuses of Footwear Design & Development Institute (FDDI) located at Noida, Fursatganj, Rohtak, Chennai, Kolkata, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna and Hyderabad from 14-28, September, 2021.

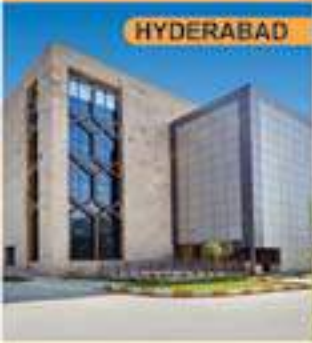
Sl. No.	Date	Name of Competition	Held For
1.	14-09-2021	पञ्चोत्तरी (Quiz)	Officers & Staff
2.	17-09-2021	श्रुतलेख (Dictation)	
3.	20-09-2021	निबंध लेखन (Essay Writing)	Students

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Hindi dictation competition in progress at FDDI, NOIDA campus



Competition in progress at FDDI, Ankleshwar campus



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Quiz competition in progress at FDDI, Patna campus



Quiz competition in progress at FDDI, Hyderabad



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In order to promote the knowledge and skills in use of official language – Hindi among the faculty, staff and the students in consonance with the policy of Government of India, three competitions were organized during the 'Hindi Pakhwara' at the respective campuses of FDDI. The competitions witnessed the oratory, logical skills and the literary acumen of the faculty, staff and students in Hindi.

Besides this, under the Department of Official Language Incentive Scheme, cash prizes and certificates were given to the Teaching as well to the Non-Teaching departments for the maximum percentage of work done by the department in Hindi during the last year.



Mr. Gaurav Kumar Tiwari receiving the incentive award from Mr. K.P. Sharma, Assistant Director Official Language NARACAS



Certificate given to FDDI, Hyderabad campus

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During all the competitions, a large number of both teaching and non-teaching staff as well as students (through on-line) participated enthusiastically in the competitions.



Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI delivering the 'Keynote Address' through video conferencing

A view of the prize distribution ceremony at FDDI, Chennai campus

FDDI, Hyderabad was given incentive award for working in Hindi for the year 2020-21 by Mr. K.P. Sharma, Assistant Director Official Language, NARACAS on 30.09.2021, which was received by Mr. Gaurav Kumar Tiwari, Hindi officer.

On 28<sup>th</sup> September 2020, during the closing ceremony of 'Hindi Pakhwada', Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI, delivered the 'Keynote Address', through video conferencing and briefed about the importance and status of Hindi language. He also urged to use Hindi in day-to-day work.

During the prize distribution ceremony at the NOIDA campus, the winners were awarded cash prizes as well as certificate during which the Chief Guest, Mr. Kalyan Singh Verma, Deputy Manager (Official Language), National Fertilizers Limited, Noida who is also Member Secretary, City Official Language Implementation Committee, Noida addressed the employees through video conferencing.

## Master class on 'Digital Design Applications for Sports & Knitted Footwear' held at FDDI, Hyderabad campus

Using digital communication mode which is gaining prominence over conventional mode, a master class on 'Digital Design Applications for Sports & Knitted Footwear' was held through online mode at Footwear Design & Development Institute (FDDI), Hyderabad campus on 25<sup>th</sup> September, 2021.



Key speaker - Mr. R. Sriram Kumaran



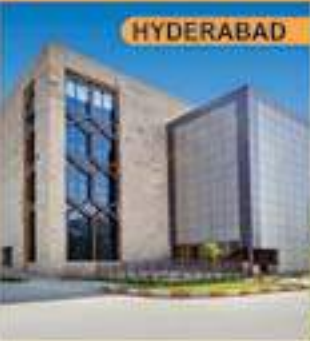
A view of the presentation and participants attending the master class

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In-depth knowledge of 2D CAD, 3D CAD, athletics and knitted footwear digital design applications was provided through the online-class which was organized by FDDI School of Footwear Design & Production (FSFDP) of FDDI, Hyderabad campus.

Mr. R. Sriram Kumaran was the key speaker who has worked for more than 10 years as a specialist of digital design applications. He currently works as Senior Product Designer & Head at Walkaroo International (p) Ltd., Kerala. He has worked as a Footwear Designer in Relaxo Footwear -Delhi and as an Executive Designer of Footwear -U4ic Pvt., VKC International and also in Shoe Model Maker (ASP-Visa) Gulf Footwear and Co. L.L.C, United Arab Emirates.

Through a presentation, Mr. Sriram provided insights and practical advice related to importance of graphics design suite, athletics and performance footwear, the advancement of knitted footwear, software utilized in futuristic knitted based footwear. He also discussed knitted footwear with other non-linear material.

He explained about the works performed by different software that are usually used by designers in the design of sports shoes. He briefly talked about the technologies and knitting methods used during the production of sports shoes in India and also about the future career opportunities of 2D CAD, 3D CAD and knitted footwear in the Indian footwear industry.

The master class was attended by more than 180 participants including students, faculty members, staff members across 12 campuses of FDDI and from other institutions.

## Insightful webinars held at FDDI, Chennai campus

Two insightful webinars were held at Footwear Design & Development Institute (FDDI) Chennai campus on 15<sup>th</sup> & 21<sup>st</sup> September 2021 which were organized by FDDI School of Footwear Design & Production (FSFDP).

Sr. No.	Topic	Date	Resource Person
1.	Journey of an Entrepreneur from classroom to the Board room	15 <sup>th</sup> September 2021	Ms. Swati Chandrasekhar, Founder of The January Leathers.
2.	Customer Quality Standards and Accepted Quality Level	21 <sup>st</sup> September 2021	Mr. Kamala Cannane, Regional Sourcing Manager, Pentland India

Ms. Swati Chandrasekhar, a young and enthusiastic entrepreneur with a decade of industry experience in leather and leather products shared her experiences in creating her own brand, which inspired the students who attended the session. The possible struggles in becoming an entrepreneur were discussed in detail by her.



Ms. Swati Chandrasekhar sharing her experience



Mr. Kamala Cannane during the session

Mr. Kamala Cannane, having 27 years of experience in footwear industry as a shoe Designer and 17 years of experience in Brand sourcing for India in UK & US briefed about the defects of the shoe and difficulties faced in sending for international shipment pertaining to customer's quality standards.

Around 150 members registered for the webinars, which includes students, teaching and non-teaching faculties of FDDI and other industry persons from private organizations.



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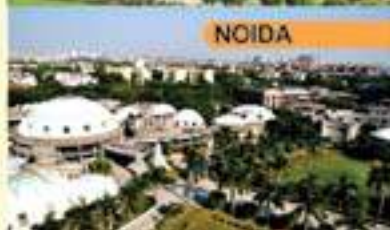
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