

# NEWSLETTER

ISSUE NO. 927

A WEEKLY NEWSLETTER

12<sup>th</sup> May 2023



## 'Graduation Fashion Show - TREND WALK-2' held at FDDI, Banur campus

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A spectacular 'Graduation Fashion Show - TREND WALK-2' was held at Footwear Design & Development Institute (FDDI), Banur campus on 06<sup>th</sup> May 2023, with the objective to highlight the ability and innovation of the FDDI's Fashion Design program's graduating students.

Mr. Pankaj Kumar Sinha, Secretary, FDDI, graced the occasion as the 'Guest of Honour', wherein the other audience consisted of industry people, academicians, fashion industry professionals, bloggers, media persons and students and employees of the Institute.

Ms. Pragya Singh, IRS, Executive Director, FDDI, Banur campus, in her 'Welcome Address' said, "The Budding designers have displayed their creativity which they acquired at FDDI Banur campus through the highly expert faculty of the Institute and they are ready to make a mark in the fashion industry through their innovation and creative thinking."

- 'Graduation Fashion Show - TREND WALK-2' held at FDDI, Banur campus;
- FDDI, Chennai participates in CLRI's 'One Week One Lab' celebrations;
- FDDI, Rohtak student wins title of 'Miss Haryana Queen 2023' in Fashion Show & Competition;
- Industrial exposure for FDDI, Chennai students at Balamurugan Leathers and Palson Leather Company;
- Seminar on 'Footwear Adhesives' by Pidilite Industries Limited held at FDDI, Chennai campus;
- Joint research paper of Faculty of FDDI, Hyderabad campus gets published in International Journal.



Mr. Pankaj Kumar Sinha, Secretary-FDDI being felicitated by Ms. Pragya Singh, IRS, Executive Director, FDDI, Banur campus



Students presenting their collection



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A total of 23 collections, each made by a graduating student, were on display in front of the audience which included both conventional Indian clothing and modern Western clothing, all with a sustainable spin.



Secretary-FDDI delivering the 'Keynote Address'



Students presenting their footwear collections during 'Graduation Fashion Show - TREND WALK-2'

Delivering the 'Keynote Address', Mr. Mr. Pankaj Kumar Sinha, Secretary, FDDI, said, "The graduating students have shown number of sequences having various themes & trends to make a mark in the 'Fashion World' and the effort and outcome of the 'Budding Designers' of FDDI will surely make them brand ambassador of the Institute."

The eye-catching collections were appreciated by one and all present during the show.

## FDDI, Chennai participates in CLRI's 'One Week One Lab' celebrations

FDDI, Chennai campus participated in the TECHEXPO, which was organized on 'One Week One Lab' celebrations of CLRI at Chennai from 02<sup>nd</sup> to 06<sup>th</sup> May 2023 under the theme 'Celebrating Leather'.

'One Week One Lab', a theme-based campaign of Council of Scientific and Industrial Research-Central Leather Research Institute (CSIR-CLRI) was celebrated to ignite the minds of young innovators, students, start-ups, academia and industry to look for opportunities through deep tech ventures.



Mr. R Selvam, IAS, ED, CLE & Dr. K J Sreeram, Director, CLRI at the stall of FDDI



Mr. Md Sadiq, Chief Scientist & Head Design and Fashion Studio -CSIR-CLRI, interacting with FDDI team

As a synergy partner of CSIR-CLRI, FDDI participated in the celebration and put up a stall that highlighted FDDI's success stories, the training programmes offered by the institute, the leather products designed & developed by it as well as the students projects & portfolios.



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Mr. R. Selvam, IAS, Executive Director (ED), Council for Leather Exports (CLE), Dr. K J Sreeram, Director, CLRI, Chennai and Mr. Md Sadiq, Chief Scientist, Head, Design & Fashion Studio, CSIR-CLRI, Dr. Deepak Siwach, IPS, Deputy Commissioner of Police - Greater Chennai, Scientist and Staffs/Students of CLRI visited the stall of FDDI.

Mr. K Dinesh Kumar, Center In charge, Mr. Vishva Kumar, Senior Faculty FDP, Ms. Shabrin Farhana, Senior Faculty & HoD-FD & Ms. Sairani Senior Faculty, FDP representing FDDI highlighted the opportunities for education in footwear, leather and fashion to the aspiring students and public.



Dr. Deepak Siwach, IPS, Deputy Commissioner of Police - Greater Chennai at the stall of FDDI



Employees of FDDI briefing to the aspiring students

## FDDI, Rohtak student wins title of 'Miss Haryana Queen 2023' in Fashion Show & Competition

FDDI, Rohtak campus participated in 'Perthma Haryana Queen' competition, which was held at Post Graduate Institute of Medical Science (PGIMS), Auditorium Rohtak on 29<sup>th</sup> April 2023.

Mr. Rajesh Jain, Managing Director, LPS Bossard, Mrs. Sukuma, Padmashree & Principal - Kanya Gurukul, Roorkee, Mr. Rajesh Bansal from Nikhar Chemicals and Komal Managing Director, Trading Company Rajkhan and others graced the occasion which was organized by Amar Ujjala.

Twenty-five students participated in the fashion show. The competition had three rounds, the first was an introduction round, the second was a performance round and the last was a question & answer round.

Ms. Tanisha Gupta, a student of B. Des. FDP (2021-25) won the title of 'Miss Haryana Queen 2023'.

The students of School of Fashion Design (FD) and School of Footwear Design & Production (FDP) displayed a range of fashion apparels/outfits and footwear on the ramp.



A view of the 'Perthma Haryana Queen' competition



A participant on the ramp

The students of FDDI, who participated in the fashion show, displayed their fashion skills and walked gracefully on the ramp. 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.

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### Industrial exposure for FDDI, Chennai students at Balamurugan Leathers and Palson Leather Company

For providing a solid foundation & understanding of the tanning process, the students of Foundation Programme, 2<sup>nd</sup> semester of FDDI, Chennai campus visited Balamurugan Leathers and Palson Leather Company, located at Chromepet, Chennai on 27<sup>th</sup> April 2023.



Managing Director of Balamurugan Leathers with the faculty & students of FDDI



Mr. Manickam, Leather Technologist at Palson Leather Company briefing the students

As part of the welcome address by the company executives, the students were briefed about every function, be that sizing, sorting, polishing, testing, quality control, exacting quality standards that exporters have to adhere to, the use of chemicals in the raw hides during tanning etc.

The students were briefed on Leather curing process with salts, Pre-tanning operations – soaking, liming, de-liming, pickling, Chrome tanning of buff & goat leather, Post tanning operations, various quality check points, leather bundling & packaging, Water treatment plant for hazardous tanning residues and Technology used in footwear design to final assembling processes.

Balamurugan Leathers is producing shoe upper, suede leathers and garments suede and export to France, Vietnam and Cambodia; Palson Leather Company produces cow upper leathers and cow split leather for shoe and leather goods industries.

Under the supervision and guidance of the senior faculty of School of Footwear Design & Production (FDP), the students were taken on a tour of the factory premises wherein the company executives explained not only the functions of their respective departments, but also the contribution of the said departments in the entire value chain relating to the finished product.

### Seminar on 'Footwear Adhesives' by Pidilite Industries Limited held at FDDI, Chennai campus



Students attending the session



Mr. Ravindra More, Technical Manager, Pidilite Industries briefing the participants

On 24<sup>th</sup> April 2023, a seminar on 'Footwear Adhesives' was organized at FDDI, Chennai campus by the experts from Pidilite Industries Limited, Mumbai.

The seminar was organized by School of Footwear Design & Production (FDP) with an objective to update the knowledge of the students on adhesives, which is playing a vital role in the footwear & leather product industries.



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Mr. Ravindra More, Technical Manager, Pidilite Industries, through presentation, lecture and demonstration briefed the students about the adhesives and its importance, application of adhesives, properties of adhesives, and the types of adhesives used in footwear industry. He explained about the types of soling materials, its surface treatment and selection of adhesives and briefed about the future trends in footwear adhesives.

The seminar was attended by around 100 participants including students and faculties.

## Joint research paper of Faculty of FDDI, Hyderabad campus gets published in International Journal

A joint research paper of Mr. Rambabu Muppidi, Faculty and Mr. K. Elayaraja, Sr. Faculty of FDDI, Hyderabad campus has been published in an International Journal International Journal of Multi-Disciplinary Educational Research (IJMER).

The title of the research study is 'Influential Similarity: A Comparative Study of Kalankari and Cheriya Cloth Painting in South India'.



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Certificate of Publication



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Certificate of Publication

Mr. Rambabu Muppidi, Faculty in School of Leather Goods & Accessories Design (LGAD) and Mr. K. Elayaraja, Sr. Faculty School of Footwear Design & Production (FDP) carried out the field study in Kalamkari - Andhra Pradesh and Sri Kalahasti and Cheriya Boduppall in Telangana where they meet some artisans and a pilot study was done.

Details of the research is available at IJMER Month of 28.04.2023. 'ISSN: 2277-7881; IMPACT FACTOR: 8.017(2023); IC VALUE: 5.16; ISI VALUE: 2.286. Multi disciplinary research.



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