



NEWSLETTER

ISSUE NO. 971

A WEEKLY NEWSLETTER

15th March 2024



FDDI participates in 05th edition of Delhi International Leather Expo (DILEX)

FDDI participated in the 05th edition of Delhi International Leather Expo (DILEX) - Reverse Buyer Seller Meet which was held at India International Convention and Expo Center (IICC), Dwarka, New Delhi from 04th to 05th March 2024.

The inauguration ceremony was attended by senior officials from the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, Office bearers of Council for Leather Exports (CLE), industrialists, dignitaries from various Embassies, Buyers from various countries, press and media.



From Left: Col. Pankaj Kumar Sinha, MD, FDDI explaining about a footwear concept to Mr. Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT.

On this occasion, Col. Pankaj Kumar Sinha, Managing Director (MD), FDDI, and the staff & students of FDDI were present.



A view of the stall of FDDI

DILEX was an ideal place to present the multifaceted splendor of the Indian Leather Industry that allows traders/manufacturers to interact with the industry focused buyers at a common platform.

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During the DILEX, students of FDDI displayed a wide range of creations at its stall which included ladies and gents shoes, casual and formal footwear and sports shoes, fashion accessories, leather goods - travelware, belts, portfolios, handbags and wallets.



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'Confluence of five element of FDDI-CLE-ECGC-CIFI-IFCOMA' conference held at FDDI, Noida campus

An unparalleled gathering of industry visionaries unfolded on 29th February 2024 during the conference 'Confluence of FDDI-CLE-ECGC-CIFI-IFCOMA' that ignited innovation and collaboration at FDDI, Noida campus.

The event was attended by official from DPIIT, CLE, ECGC, CIFI, IFCOMA, industry representatives, staff and students of FDDI.

The idea of the conference was to bring the scholars, industrialists to a common platform to share their experiences, new ideas and perspectives and exposing the audience to the need for more development and research in the field of leather, non-leather and footwear.



From Left: Col. Pankaj Kumar Sinha, MD, FDDI felicitating Mr. Rajeev Kumar Jain, Deputy Secretary-DPIIT



A view of the audience



MD, FDDI delivering the 'Keynote Address'



Official from ECGC making presentation



Official from CLE sharing his thoughts

The conference, coupled with the opportunity to network with peers brought together industry leaders and experts to brainstorm on synergizing export potential and exploring ECGC solutions for leather, non-leather and

footwear businesses, while also highlighting FDDI's pivotal role as an institution in this domain.

On this occasion, sessions were conducted that deliberated the interflow of thoughts pertaining to designing, production and marketing of leather, non-leather and footwear domestic and internationally.

International Women's Day Celebration at FDDI, Jodhpur campus

On the pre-eve of International Women's Day on 07th March 2024, a special program was organized at FDDI Jodhpur, during which Dr. Sangeeta Singh, Scientist-F, AFRI, grace the event with her presence as the chief guest.

The focus of the function was based on this year's theme 'Inspire Inclusion', which means a world where everyone gets equal rights and respect.

The program started with the lighting of the lamp by the Chief Guest and Mr. Anil Kumar AFHQCS, Executive Director (ED), FDDI, Jodhpur campus.

Dr. Sangeeta Singh while sharing her research and experiences, gave positive inspiration to women and taught them important lessons to remain dedicated in achieving their goals. She emphasized on promoting the participation of women and making them aware of their rights and said that women are the real architects of the society.

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Taking the program forward, Dr. Singh expressed her heartfelt wishes on this day to all the ladies and requested them to continue their efforts to inspire, lead and bring about change.

The ED in his 'Welcome Address' said that "International Women's Day is celebrated to appreciate the dedication, sacrifice and empowerment of women. Feminism is not about making women stronger.



ED, FDDI, Jodhpur campus delivering the 'Welcome Address'



A girl students being honored with certificates

Women are already strong; it's about changing the way the world understands that strength."

On this occasion, the brilliant girl students of the institute were honored with certificates and all the women employees associated with the institute like faculty, manager, guest faculty, security and sweepers were also honored with awards and certificates for the work done by them in the interest of the institute their efforts were appreciated and honored.

Managing Director- FDDI attends the inauguration of the footwear manufacturing unit of Evertrade India

Col. Pankaj Kumar Sinha, Managing Director (MD), FDDI attended the inauguration of the footwear manufacturing unit of Evertrade India in Odisha at Champajhar, Khordha on 01st March 2024.

It was inaugurated by Mr. Naveen Patnaik, Hon'ble Chief Minister of Odisha. On this occasion, government representatives, industry representatives and media persons were present.



Dignitaries on the dais



Col. Pankaj Kumar Sinha, MD, FDDI extending good wishes to Mr. Niren Anand



Col. Sinha, MD, FDDI delivering the 'Keynote Address'

Delivering the 'Keynote Address', Col. Sinha, MD, FDDI appreciated the growth of FDDI alumni and appreciated Mr. Niren Anand founded the Evertrade India with dint of his determination, dedication and persistence in becoming a successful entrepreneur of time.

Similarly, with the guidance of FDDI's Faculty, many FDDI students have been able to overcome challenges and established a unique position for themselves. Mr. Niren exemplifies one of the success story.

The footwear manufacturing unit is of Mr. Niren Anand, the Founder of Evertrade India who has over two decades of experience in the industry and has worked with renowned global brands such as Li Ning and Yonex. His extensive professional journey includes substantial exposure to the Asian region, having worked in countries such as India, Indonesia, Singapore, Thailand, and China.



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FDDI Hyderabad students visit Handicrafts and Handloom Exhibition and Rashtrapati Nilayam

To broaden the horizons and foster cultural appreciation, the students of Foundation batch of FDDI Hyderabad campus visited Handicrafts and Handloom Exhibition and also the esteemed Rashtrapati Nilayam at Bolaram, Secunderabad on 08th March 2024.

The Handicrafts and Handloom Exhibition, a celebration of craftsmanship and tradition, offered students an up-close look at the intricate designs and traditional techniques passed down through generations.

Following this immersive experience, the students proceeded to the iconic Rashtrapati Nilayam, where history came alive through its majestic interior, architecture and storied past. The visit provided a glimpse into the lives of influential leaders who have shaped the nation's destiny, inspiring a sense of pride and reverence among the students.



FDDI students watching Handicrafts and Handloom Exhibition

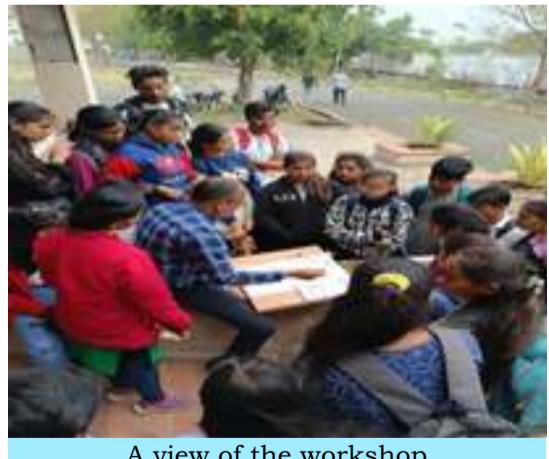


FDDI students at Rashtrapati Nilayam

The visit served as an experiential learning in shaping well-rounded individuals with a strong sense of cultural identity.

'Creative Canvas Workshop: Exploring Nature and Artistry' held at FDDI, Chhindwara campus

A five day 'Creative Canvas Workshop: Exploring Nature and Artistry' was conducted at FDDI, Chhindwara campus by the School of Fashion Design (FD) for Foundation Batch and B.Des FD, IV Semester students.



A view of the workshop



Creative outcome of students



Sr. No.	Date & Topic	Expected Outcome
1	26 th Feb. 2024: - Nature Study (Water Colour)	Nature study encourages an appreciation for the environment and can inspire design students to adopt sustainable and ethical practices in their designs.
2	27 th Feb. 2024 - Illustration (Water colour)	Illustration encompasses a range of skills and techniques that enable design students to effectively communicate their design concepts, express their creativity, and showcase their unique design aesthetic in the competitive fashion industry.
3	28 th Feb. 2024 - Portrait (Charcoal)	Portrait learning for design students provide valuable skills and insights that enable them to create compelling visual representations of human faces that enhance their fashion designs and storytelling abilities.
4	29 th Feb. 2024 - Calligraphy (Poster colour)	Calligraphy is a practical skill for creating beautifully written text and a form of artistic expression that celebrates the beauty of language and visual communication.
5	1 st March 2024 - Linocut (Graphic)	Linocut graphics offer a versatile and accessible medium for artists to create bold, graphic prints with a wide range of textures and effects.

To provide clarity on their work, and to guide them in transforming their ideas into reality by using different material and medium, the workshop was conducted from 26th February to 1st March 2024 by Dr. Prakash Khandey, Department of Painting, PLCSUPVA, Rohtak.

After the workshop which enhanced the artist inside each of them, the students created their own artwork.



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FDDI, Rohtak students participates in Fashion Show organized by Hero Honda Company

On 01st March 2024, Mr. Amit Sain-HoD Fashion Design & Mr. Anil Kumar, Faculty -FD, accompanied with team of 12 students participated and presented their collection in a Fashion Show event which was organized at Hero Honda Company owned - BML Munjal University, Gurugram.



FDDI, Rohtak students alongwith their faculty during the Fashion Show

seven other Universities / colleges in a gathering of approx. 800 people and received the participation trophy also.

Students presented their collection on the theme 'Shringar' which was based on the celebration of beauty and tradition, & runway unfolds like a love story, where every garment whispers tales of allure and grace.

Inspired by the timeless concept of Shringar, the collection pays homage to the art of adornment, where every detail is a brushstroke in the portrait of femininity.

The event was a great success as FDDI Rohtak was represented as a design institute in the presence of

Insightful Sessions held at FDDI, Chhindwara campus

With an objective of providing theoretical and practical insights of supply chain management in today's business context and the vital role of research design & sampling methods, insightful sessions were held at FDDI, Chhindwara campus.

During the insightful sessions, eminent experts from the industry and academia shared their expertise the students of Retail, Fashion, Footwear and Foundation batches.

During the session on 'Overview of Supply Chain Management in Today's Business World' Dr. Mahesh Singh discussed about the meaning, significance of supply chain management and emphasized on factors like time, cost, resilience, agility, accuracy.

Sr. No.	Topic	Expert Detail	Date
1	Overview of Supply Chain Management in Today's Business World	Dr. Mahesh Singh, Associate Professor, Swiss Business School, UAE	29 th February 2024
2	Research Design & Sampling Methods	Dr. Meghna Jain, Associate Professor, Gyan Ganga Institute of Technology & Sciences, Jabalpur	27 th February 2024



Dr. Mahesh Singh taking the session



Students attending the session



Dr. Meghna Jain taking the session

He described the role of logistics in supply chain management, wherein he discussed about in-bound and out-bound logistics and also explained about various technologies like Artificial Intelligence, Machine Learning, Robotics. Automation IOT and Block Chain along with its implementation in supply chain management. He also explained the role of technology integration for planning, forecasting, inventory management, tracking and maintenance.



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During the session on 'Research Design & Sampling Methods', Dr. Meghna Jain discussed about the need of research and explained about the scope and objective of various types of research while taking examples of Footwear, Fashion and Retail domain.

She elaborated on the process of research and explained about various steps of research design like literature review, formulation of hypothesis, census and different types of sampling methods with the help of suitable cases.

FDDI, Rohtak and Chhindwara students visit 'Bharat Tex-2024'

On 27th February 2024, the students of the School of Fashion Design of FDDI, Rohtak campus and FDDI, Chhindwara campus visited 'Bharat Tex-2024' which was held at New Delhi.

Bharat Tex is India's biggest textile, home, handicraft & fashion fair which is being organized by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles, Government of India.

The students of FDDI, Rohtak campus who were accompanied by their faculty namely Mr. Amit Sain-HoD Fashion Design & Mr. Anil Kumar and of FDDI, Chhindwara campus who were accompanied by Dr. Pradeep Kumar Mandal, HoD -FD, Ms. Shraddha Jhaloya, Faculty -FD explored the fair to enhance their exposure to complete value chain associated in the area of Indian Textile Industry and interacted with various industry representatives like Shahi Industries, Impulse buying house & Modelama exports etc.

During the visit, students interacted with and received guidance from the owners, general managers, designers and production team. Students had the opportunity to network with professionals, fostering connections that could potentially lead to collaborations, internships, and future opportunities for students.

Workshop on 'Pattachitra Painting' held at FDDI, Kolkata campus

A two days' workshop on 'Pattachitra Painting' was held at FDDI, Kolkata campus for the students of School of Fashion Design (FD) and Foundation Batch from 25th to 26th February 2024.



Mr. Sunil Kumar, Executive Director, FDDI- Kolkata alongwith Ms. Sayera and Mr. Abed Chitrakar



A view of Pattachitra Workshop



Students creativity after the workshop

The workshop, was conducted by Mr.Abed Chitrakar and Ms. Sayera Chitrakar, leading Pattachitra artists of Chandipur village in East Medinipur, West Bengal.

Through demonstration the artists explained the natural colour making process and its uses in the products. This workshop has enriched the practical knowledge and their skills to make scroll painting, vase, table top items and decorative products on Pattachitra painting of the traditional art form of Bengal.



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FDDI, Noida students visit Craft कथा 2024

On February 24, 2024, a group of 30 students comprising of School of Leather Goods and Accessories Design (LGAD) and Fashion Design students were taken on a field trip to Craft कथा.

Craft कथा is an annual event organised by All India Artisans and Craftworkers Welfare Association dedicated to showcasing the authenticity and sustainability of India's rich handicraft heritage. The event emphasises that craft is not just about creating products; it's about narrating stories that echo the pride of cultural traditions upheld by skilled craftsmen across generations. It is a buyer-seller meet where visitors get to interact with the artisans personally.



FDDI students visiting Craft कथा



Students watching a craft movie

Accompanied by Head of LGAD, attendees had the opportunity to see the crafts presented in the event namely Toda Embroidery, Karuppur Kalamkari, Phulkari, Benarasi Weave, Banana Fibre, Cross Stitch. They also watched a craft movie showcasing an inspirational story from a remote village in India.

This visit offered a great opportunity to the students to interact and learn more about the traditional handicrafts of India.

Workshop on 'Entrepreneurship Awareness' program held at FDDI Kolkata in association with MSME

Aimed to provide opportunities to the students to enrich their entrepreneur development skills in starting a business, 'Entrepreneurship Awareness' program was organized at FDDI, Kolkata campus in association with my MSME DFO, Kolkata on 22nd February 2024.

The program commenced with an inaugural session graced by the Chief Guest, Mr. Sitanath Mukherjee, Assistant Director MSME DFO.

Mr. Sitanath Mukherjee, Assistant Director, MSME-DFO briefed about the policies and program of Govt. of India for the promotion and development of micro, small and medium scale industries all over the country through MSME. He explained about the different schemes, geographical locations, loans, collaterals, Trade license, TDS etc. for a new entrepreneur.



Mr. Sitanath Mukherjee, Assistant Director, MSME-DFO briefing the students



Ms. Asha Sarkar from Titliya Fashions, delivering the speech

Ms. Asha Sarkar, owner of Titliya Fashions Pvt. Ltd., Kolkata shared her inspiring journey business experiences as an entrepreneur who started her garments manufacturing unit through MSME, Kolkata. She also briefed about the facilities of MSME schemes and the functions. The student enriched the knowledge from the awareness program.

