



NEWSLETTER

ISSUE NO. 979

A WEEKLY NEWSLETTER

10th May 2024



3rd Convocation ceremony of FDDI, Jodhpur campus held

FDDI, Jodhpur campus held its 3rd Convocation ceremony on 04th May 2024.



Lighting-up of the ceremonial lamp by the 'Chief Guest'

Mr. Kalraj Mishra, Hon'ble Governor of Rajasthan was the 'Chief Guest' of the event during which Colonel Pankaj Kumar Sinha, Managing Director (MD) - FDDI was also present.

Also in attendance were other dignitaries from the academic world that included Vice Chancellor of National Law University, Professor (Dr.) Harpreet Kaur, Vice Chancellor of Ayurvedic University, Professor PK Prajapati, Vice Chancellor of Jodhpur Agricultural University, Dr. BR Choudhary, Registrar IIT Jodhpur, Dr. Hariom Yadav, Registrar Chief of Mewar University.



Colonel Pankaj Kumar Sinha, MD, FDDI giving memento to Mr. Kalraj Mishra, Hon'ble Governor of Rajasthan

On behalf of FDDI, Mr. Anil Kumar, Executive Director (ED), FDDI, Jodhpur campus welcomed the Chief Guest and all the delegates, the graduating students, parents, artisans and media persons, during which the staff & students were also present.

On this occasion, renowned Hindi poet and motivational speaker, Dr. Ram Akela enthralled all the students, family members and artisans present in the auditorium with his recitation of poetry.

Delivering the 'Keynote Speech', Mr. Kalraj Mishra, Hon'ble Governor of Rajasthan said, "Footwear and fashion today has

IN THIS ISSUE

- 3rd Convocation ceremony of FDDI, Jodhpur campus held;
- FDDI, India conducts workshop on 'Aspects of Design Thinking in Fashion Apparel and Accessories' at Dar es Salaam, Tanzania;
- Webinar on 'Building Brand' conducted by FDDI, Noida campus;
- Guest lecture on 'Boosting In-store Traffic Through Sales & CRM Tactics' organized by FDDI, Chhindwara campus;
- Design collections presented during fashion show 'Feast-e-Fashion 3.0: A Night of Glamour and Innovation' at FDDI, Chhindwara campus;
- Research paper of Faculty of FDDI Hyderabad campus gets published in international Journal of Population Therapeutics & Clinical Pharmacology;
- 'Art Work' of FDDI Hyderabad student gets published in Madhuri-Featured Art;
- Industrial exposure for FDDI, Rohtak students at Lancer Footwear, Bahadurgarh;
- Research paper of Faculty of FDDI, Chhindwara campus gets published in UGC Care Group I Journal;
- Technical articles co-authored by Faculty of FDDI, Noida campus gets published in Journal.



A WEEKLY NEWSLETTER



become a necessity and for this it is essential for the students to adopt innovation and produce products as per the demand of their needs.”



A graduating student receiving Degree during the Convocation ceremony



The graduating batch alongwith the dignitaries

He further said that “Design should be made to increase the contribution of footwear and fashion industry in the Indian economy.”



A graduating student receiving Degree from Colonel Pankaj Kumar Sinha, MD, FDDI



Graduating batch during the ceremony

The speech was followed by a scintillating medals and awards distribution ceremony starting with distinction followed by certificate distribution to the graduates by all the dignitaries on the dais.

MEDAL WINNERS	
FDDI- JODHPUR CAMPUS	FDDI- GUNA CAMPUS
➤ Gold and Silver Medal to Mr. Vivek Sharma (FD 2018-22);	➤ Gold and Silver Medal to Ms. Neha Kapoor (FDP 2018-22).
➤ Silver Medal to Ms. Megha Maheshwari (FDP 2018-22);	
➤ Gold and Silver Medal to Ms. Sakshi Kumari (FDP2019-23);	
➤ Silver Medal to Ms. Mahima Vasan (FD-2019-23).	

For the Class of 2022 and 2023, for their exceptional performance, the department topper was awarded the Silver medal and overall topper was awarded the Gold medal.

Marking the successful completion of their respective professional programme, a total of 137 students of FDDI Jodhpur campus and 16 students of FDDI Guna campus were awarded their Degrees, out of which 126 attended the historic ceremony held at the institute premises.



Mr. Vivek Sharma, Gold Medalist of B. Des. Batch 2022 receiving Degree



A WEEKLY NEWSLETTER



FDDI, India conducts workshop on 'Aspects of Design Thinking in Fashion Apparel and Accessories' at Dar es Salaam, Tanzania

Mrs. Basumitra Ghosh Mukherjee, Incharge of CoE, FDDI Kolkata conducted a full day workshop on 'Aspects of Design Thinking in Fashion Apparel and Accessories' which was organized by The High Commission of India, Dar es Salaam, Tanzania on 20th April 2024.

The workshop was conducted for the Tanzanian fashion designers, artisans and craftsmen at the Swami Vivekananda Cultural Centre (SVCC), Dar es Salaam.

The SVCC, previously the Indian Cultural Centre, is the cultural wing of the High Commission of India under the Indian Council for Cultural Relations (ICCR) that focuses on the promotion and propagation of Indian art, culture and traditions.

The workshop was inaugurated by Dr. Soumya M Chavan, Second Secretary(Culture) and



Mrs. Basumitra Ghosh Mukherjee, Incharge of CoE, FDDI Kolkata being felicitated by Director ICCR



A view of participants

Director of ICCR Tanzania. This was followed by an inspiring speech by Dr. Jayasree Kumaresh, Second Secretary (Political), PA to the High Commissioner, Indian High Commission. It was attended by approximately 20 Tanzanian fashioner designers, accessories designers and Kitenge artisans of Dar es Salam apart from a few representatives from the Indian diaspora.

The workshop started with a brief presentation on FDDI where the course curriculums of FDDI were discussed and an overview of the career opportunities was given. A presentation on design thinking was delivered which was followed by a practical activity based on design thinking. This activity, coupled with the presentation, paved the way for the designers, to think in terms of a human centric approach while designing.

This activity session was an interactive one where the participants came up with unique ideas that justified their understanding of the aspects of Design Thinking. This was followed by an array of questions from the participants which threw light on the prevailing problems of sourcing quality raw materials, importance of Inspiration boards, mood boards and Fashion Forecasts, formation of clusters and importance of inter disciplinary knowledge sharing between various forms of art and design, among many. It was a whole day workshop which provided the knowledge and skills essential to thrive in the ever-evolving world of fashion.

The workshop that provided the participants with the knowledge and skills essential to thrive in the ever-evolving world of fashion has added a definite value towards the effort of exchange of knowledge with the upcoming Tanzanian fashion designing community as well as further strengthening ties in the bilateral relationship between India and Tanzania.

Webinar on 'Building Brand' conducted by FDDI, Noida campus

An insightful webinar on 'Building Brand' was conducted on 3rd May 2024 by FDDI, Noida campus.

The webinar was organized by School of Leather Goods & Accessories Design (LGAD) during which Dr. Ananya Singh, Design Educator at Savannah College of Arts and Design, Atlanta, USA was the resource person.

She emphasized that understanding your customers is important for building a relationship that would lead to establishing a brand.

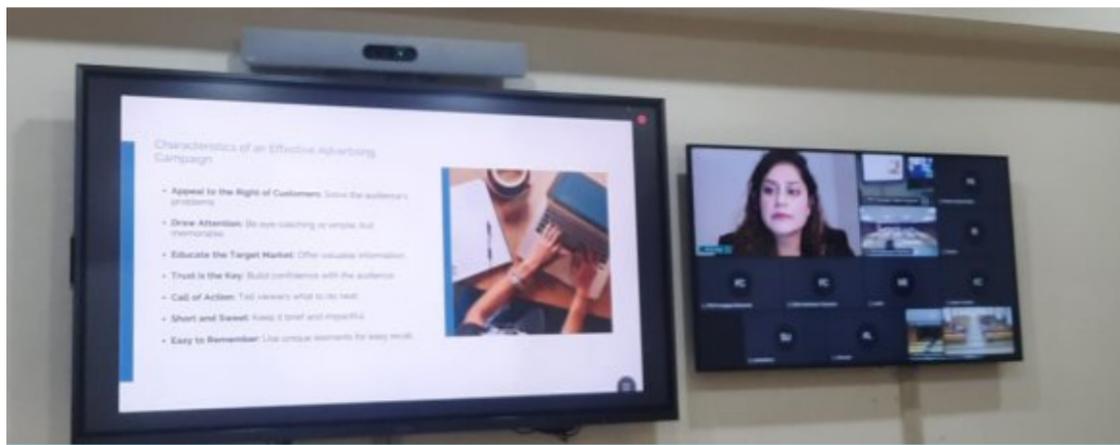
She provided actionable insights and practical tools to elevate brand presence in today's competitive market landscape and elucidated about 360-degree campaigns, market research, budget planning, effective advertising campaigns, selection of the right media strategy, channel selections, right platforms, right locations, and target audience selection.



A WEEKLY NEWSLETTER



The insightful session included an engaging Q&A segment, allowing participants to interact directly with the speaker and delve deeper into the subject matter.



Screenshot of the webinar where Dr. Ananya Singh, explaining about 'Building Brand'



Participant at FDDI, Noida campus

The webinar was attended by faculty and students of all campuses of FDDI which was a valuable learning experience for all of them.

Guest lecture on 'Boosting In-store Traffic Through Sales & CRM Tactics' organized by FDDI, Chhindwara campus

On April 18, 2024, an engaging guest lecture on 'Boosting In-store Traffic Through Sales & CRM Tactics' was conducted by the School of Retail and Fashion Merchandise (RFM) of FDDI, Chhindwara campus.

Reaping the benefit of digital communication, the lecture was delivered by Mr. Imran Ahmed Ather, Store Manager from Reliance Trends Hingoli (Maharashtra), who provided valuable insights into the strategies employed by the retail sector to increase footfall and drive sales.

Mr. Imran Ahmed Ather commenced the session with a detailed exploration of Multi Brand Outlet, Special Days Events, and Event Marketing, highlighting their significant impact on modern retail. He emphasized the role of digital technologies and automation, such as broadcast media, billboards, and day-night LED displays, in attracting customers to stores.

The lecture covered essential aspects of Sales Management, Customer Relationship Management, and various media vehicles utilized by the industry to enhance footfall and sales, including broadcast media, print media, and window displays. Mr. Imran also discussed the technological revolution in eCRM within the retail sector and addressed the industry's current needs and challenges in this rapidly evolving landscape.

The lecture was very lively with the students asking many questions to the speaker and exchanging ideas.



Students attending the 'Guest lecture on 'Boosting In-store Traffic Through Sales & CRM Tactics'



Student interacting with Mr. Imran Ahmed Ather

Design collections presented during fashion show 'Feast-e-Fashion 3.0: A Night of Glamour and Innovation' at FDDI, Chhindwara campus

On 27th April 2024, a fashion show, 'Feast-e-Fashion 3.0: A Night of Glamour and Innovation' was organized by FDDI, Chhindwara campus during which the graduating students of class of 2020-24 of the School of Fashion Design (FD) presented Design collections.



A WEEKLY NEWSLETTER



Under the expert choreography of international artists Shaan and Harsh Mirza, the runway transformed into a stage for innovation and expression leaving an indelible mark on the fashion landscape.

The collections on display were nothing short of extraordinary, each one a testament to the students' boundless imagination and artistic flair. From avant-garde designs that pushed the boundaries of conventional fashion to intricately crafted ensembles inspired by cultural heritage, every garment told a story of passion and creativity.



Students showcasing their design collection



Students presenting their design collection

The presence of esteemed Chief Guest, Ms. Riya Jain from Savannah College of Art and Design, Atlanta, USA, added an air of prestige to the event. Her insightful remarks and words of encouragement served as a source of inspiration for the budding designers, reminding them of the limitless possibilities that await in the world of fashion.

Ms. Nikita Sinha's innovative designs earned her the Best Creative Design Collection Award, while Ms. Aastha Dehariya's commercial acumen was recognized with the Most Commercial Collection Award. Teen Khandait's impeccable costume construction skills, Ms. Kareena Bobde's technical prowess, and Ms. Saloni Darbare's mastery of surface ornamentation were also duly celebrated.

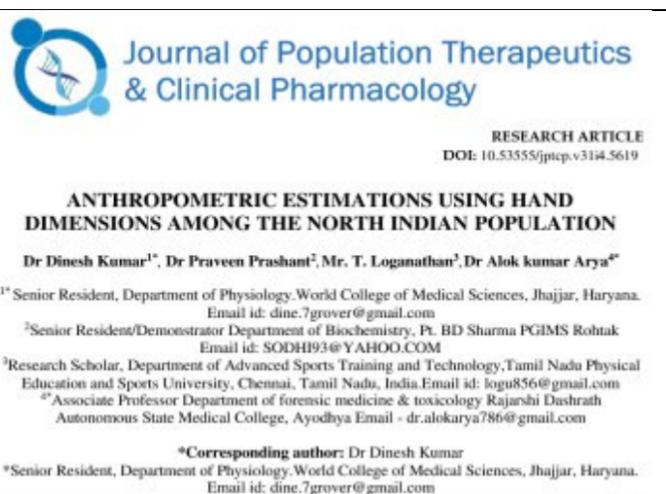
Feast-E-Fashion 3.0 not only captivated the audience in attendance but also garnered widespread attention in the media. The event was covered extensively in local newspapers, with glowing reviews praising the creativity and talent on display. Additionally, social media platforms such as YouTube, Facebook, and Instagram buzzed with excitement as the show was Live on all the platform for the first time as the glimpses reached a wide audience.

Research paper of Faculty of FDDI Hyderabad campus gets published in international Journal of Population Therapeutics & Clinical Pharmacology

A research paper of the Faculty of School of Footwear Design & Production(FDP) of FDDI, Hyderabad campus has been published in the international Journal of Population Therapeutics & Clinical Pharmacology, (ISSN 2561-8741), (1198-581X), (1710-6222).



Mr. Loganathan T, Faculty, FDDI, Hyderabad campus



A view of paper published in Journal of Population Therapeutics & Clinical Pharmacology

The Journal of Population Therapeutics & Clinical Pharmacology was previously known as The Canadian Journal of Clinical Pharmacology.

Mr. Loganathan T, with over a decade of experience in the footwear and leather industries, is currently pursuing a Ph.D. in sport footwear. He has been honoured with prestigious awards and has published extensively on diverse topics, showcasing his innovative contributions to the field.

This research paper delves into the anthropometric dimensions of hands among various North Indian populations, examining differences across socio-demographic and occupational lines. Through a cross-sectional analysis involving a focused sample of 100

individuals, it aims to shed light on the intricate variations in hand measurements and how these differences can be applied in forensic anthropology for identification purposes.

The link of DOI is <https://doi.org/10.53555/jptcp.v31i4.5619>.

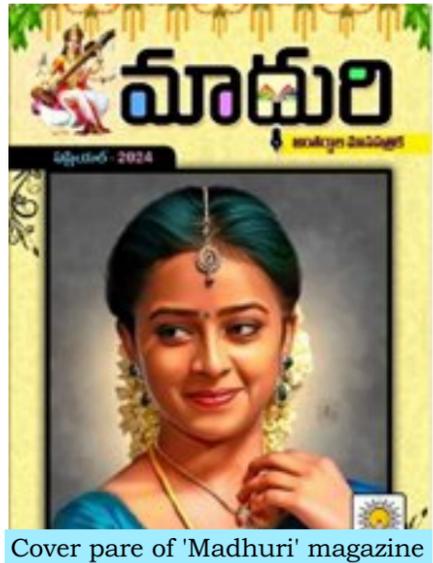


A WEEKLY NEWSLETTER

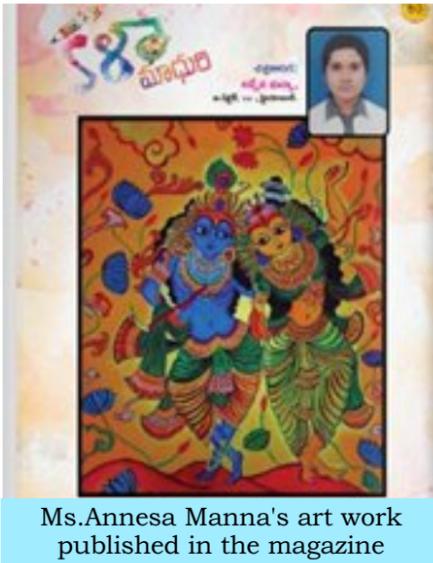


'Art Work' of FDDI Hyderabad student gets published in Madhuri-Featured Art

On April 30, 2024, 'Art Work' of Ms. Anneasa Manna's watercolor masterpiece titled "Brundahavan - Radha Madhav" made its debut in 'Madhuri' magazine, captivating the hearts and minds of art enthusiasts with its mesmerizing portrayal of divine love.



Cover pare of 'Madhuri' magazine



Ms. Anneasa Manna's art work published in the magazine

The 'Art Work' of Ms. Anneasa Manna, who is a student of Foundation Batch at FDDI, Hyderabad campus was selected out of 150 submissions received by the magazine which is a popular print magazine in Andhra Pradesh and Telangana.

The painting, nestled within the pages of the magazine's special feature on Art, invites viewers into the ethereal realm of Brundahavan, where Radha and Madhav—symbols of divine love and devotion—dance amidst the vibrant hues of nature.

Through delicate brushstrokes and a masterful interplay of light and shadow, the artist skillfully brings forth the timeless tale of Radha and Krishna's divine romance.

Industrial exposure for FDDI, Rohtak students at Lancer Footwear, Bahadurgarh

With an objective of offering students firsthand insights into how theoretical knowledge is applied in real-world scenarios, an industrial exposure for the students of FDDI, Rohtak campus, was organized at Lancer Footwear, Bahadurgarh on April 19, 2024.

Under the guidance of the highly experienced faculty of FDDI, a group of 25 students of 4th and 6th semester of the School of Footwear Design and Production (FDP) along with 2 faculties visited the manufacturing unit to conduct an in-depth study on its cutting, closing, knitting and injection department for making footwear.

The technical expert of the company Mr. Dharendra Mishra, DGM-Business explained about various automated machineries and equipment which is used in forth industrial paradigm. Apart from getting hands-on technical knowledge, the industrial visit also allowed the students to understand the technical concept of these automated machines. on shop floor.



Students at Lancer Footwear, Bahadurgarh

Research paper of Faculty of FDDI, Chhindwara campus gets published in UGC Care Group I Journal

A research paper of Mrs. Shashwati Bhowmick, Sr. Faculty, Grade II-RFM of FDDI Chhindwara campus has been published in UGC Care Group I Journal (Humanities and Social Science Studies Journal, ISSN: 2319-829X).



A WEEKLY NEWSLETTER



The title of the research paper is 'Emerging Trends in Digital Payments and its Impact on the Growth of Organized Retail Industry'.

The research paper elaborates the significance of digital payments in terms of the paradigm shift from cash to cashless transactions in organized retail industry. It also discusses the role of Fintech (financial technology) companies in revolutionizing the digital payments.



Mrs. Shashwati Bhowmick, Sr. Faculty, Grade II-RFM, FDDI Chhindwara campus



Certificate of Publication



Certificate of 'Best Research Paper Presentation'

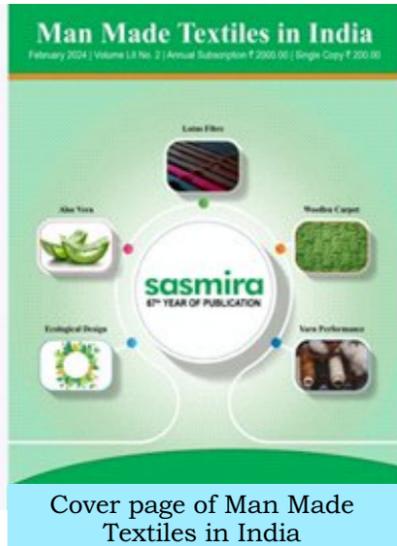
Mrs. Shashwati Bhowmick also received the 'Best Research Paper Presentation' Certificate for presenting her research paper during the International E-Conference on 'Research Innovation & Development', organized by Kala's Research & Skill Training Organization and Hi Learn Edutech Institute, Vijayapur, Karnataka.

Technical articles co-authored by Faculty of FDDI, Noida campus gets published in Journal

A technical article co-authored by Dr. D. Anita Rachel, Sr. Faculty Grade – II, School of Fashion Design (FD), of FDDI, Noida campus has been published in the Scopus Journal, Man Made Textiles in India, Volume No:02, February 2024 issue of the Synthetic & Art Silk Mills Research Association (SASMIRA).



Dr. D. Anita Rachel, Sr. Faculty Grade II, FD



Cover page of Man Made Textiles in India



Article published in Man Made Textiles in India



Cover page of Indian Textile Journal



Article published in ITJ

The article on the topic “An Innovative design concept in Compact Spinning for improvement in yarn performance adopting numerical simulation approach” describes about Compact Spinning technology of creating new demand of high grade clothing in air damper method with good yarn performance of 3D model numerical simulation in compact spun yarns.

Her another co-authored technical article under the head 'Guest Article' on the topic “Innovation in the Weaving of 3D Seamless Complex Woven Performs” has been published in the Scopus Journal, Indian Textile Journal (ITJ) - a leading publication dedicated to the textile industry in India.

This article which has been published in the month of March 2024, bearing ISSN 0019 – 6436, designates about the Limitations of 2D carbon fiber reinforcement is that, when molds are used, problems such as wrinkling, occur in complex shapes and developing the complex weave structures in 3D looms.



Compiled by:
Secretary's Office,
Footwear Design & Development Institute (FDDI)
(Ministry of Commerce & Industry, Government of India)
A-10/A, Sector-24, NOIDA- 201301

Email : ashish@fddiindia.com
Phone : +91- 120-4500100, 4500107
Website : <http://www.fddiindia.com>

