

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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19<sup>th</sup> October 2018

Issue No. 698

## FDDI participates in Delhi International Leather Expo (DILEX)

Footwear Design & Development Institute (FDDI) participated in the Delhi International Leather Expo (DILEX) which was held at The Leela Ambience, Gurugram, Haryana from 28<sup>th</sup> to 29<sup>th</sup> September 2018.

The inauguration ceremony was attended by senior officials from the Department of Commerce (DoC), Government of India, Department of Industrial Policy & Promotion (DIPP), Government of India, dignitaries from various Embassies, Office bearers of Council for Leather Exports (CLE), Buyers from various countries, press and media.



Exchange of MoU between Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI & Mr. Mukhtarul Amin, Chairman, CLE

On this occasion, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, Mr. Vikas Singh, IRS, Executive Director, FDDI

and the staff & students of FDDI were present.

During the DILEX, a Memorandum of Understanding (MoU) was signed between FDDI and CLE in the esteemed presence of Mrs. Anita Praveen, IAS, Joint Secretary, DoC, Government of India and other dignitaries from DoC, DIPP, Embassies and CLE.



A view of the participants

Representing FDDI, the Managing Director, Mr. Arun Kumar Sinha, IAS and representing CLE, the Chairman, Mr. Mukhtarul Amin signed the MoU.

Under the terms of MoU, both the organizations agree to enhance support and knowledge to each other thus, enabling the growth and success of leather (Accessories and Footwear) Sector, in accordance with their respective policies and procedures. Both the organizations also agree to associate with each other as goodwill partners, thus, building a strong

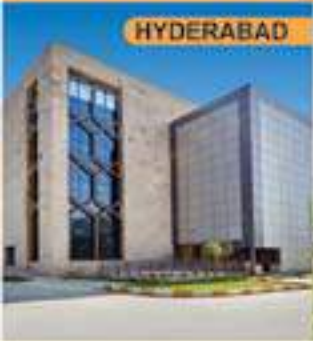


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industry -academia relationship, which may help both the bodies in setting up global benchmark towards excellence.

On this occasion, the activities undertaken by FDDI was briefed to the participants through a presentation given by Ms. Deepti Srivastava, Manager (Corporate Service).

During the DILEX, a Reverse Buyer Sellers Meet (RBSM) was hosted by CLE which was attended by the eminent dignitaries and the participants.

The 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.

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.

## FDDI, Kolkata students visits Shantiniketan Leather Industry Cluster

The students of the Footwear Design & Development Institute (FDDI), Kolkata visited the Shantiniketan leather industry cluster which is located near Bolpur in the Birbhum district of West Bengal, India.

Under the guidance of the highly experienced faculty of the FDDI, the students of batch 2017 (semester III) of

the FDDI School of Leather Goods and Accessories Design (FSLGAD) visited the cluster from 27<sup>th</sup> September to 29<sup>th</sup> September 2018.



Students of FSLGAD at Santiniketan leather industry cluster

Santiniketan is a famous destination for embossing and leather batik craft clusters which came into existence almost 8 decades ago. The cluster mostly consists of micro and household units and the products are sold in India and abroad.

The visit to Santiniketan leather industry cluster helped in understanding & broadening the student's knowledge about the various operations carried out in making leather goods which will go a long way in shaping their knowledge levels & skills.

During a workshop, the President and Secretary of Santiniketan leather industry cluster gave informative lectures on the advent of the embossing and batik techniques and their journey as a contemporary form of art which was followed by hands on training on batik and embossing techniques at various clusters.



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The aim of the workshop was to bring about innovations in these prevalent age old techniques, through the designs of the budding designers.

The students also had a productive interaction with the entrepreneurs regarding the production process, different marketing strategies and the raw material sourcing channels which will be helpful to them in their career prospects.

## Design display by FDDI, Guna students

The students of Foundation batch of the Footwear Design & Development Institute (FDDI), Guna displayed their design work in the Institute premises on 26<sup>th</sup> September 2018.



A student explaining her concept to the Jury members

The entire exhibition by was categorized into two different contests which were 'Mood Board Display' and 'Drawing Display'.

The work was adjudged by a distinguished Jury consisting of Ms. Ritu Agrawal and Ms. Madhuri Kori under the different evaluating parameters i.e. finishing, presentable, technical skill and objectivity.

Ms. Ritu Agrawal is a renowned Fashion Designer of Guna and running her own Designer Lounge in Guna by the name of 'Cleopatra'. She has done her graduation from National Institute of Fashion Technology (NIFT) and presently devoting her time for Fashion Designing.

Ms. Madhuri Kori is Assistant Professor at Govt. PG College, Guna since last 10 years. She is a Management Faculty and boosting students to achieve new heights is their career.

The students applied their acquired knowledge & skills into the prototypes the themes of which were selected keeping in view of the contemporary requirement of the industry.

Students had developed their design based on a special theme and the work comprised of Theme Board (Mood Board), Sketches based on the theme board, technical drawing and prototypes thereof.

The display revealed the fact that the students are acquiring the requisite skills to meet the objectives of the global marketplace.

## FDDI, Chhindwara participated in India's 1<sup>st</sup> Corn festival 2018

Footwear Design & Development Institute (FDDI), Chhindwara participated in India's 1<sup>st</sup> Corn festival 2018 held at Dashehra Ground, Chhindwara from 29<sup>th</sup> to 30<sup>th</sup> September 2018.

A window display was made at the stall of FDDI, which showcased a wide range of products made by its students including mannequins, wall hanging, home décor, FDDI badges on corn based theme.



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During the fashion show, based on corn theme, the students of FDDI got the opportunity to showcase their creativity and moved gracefully on the ramp in designer creations by FDDI students.



A view of the stall of FDDI

Audiences were mesmerized by the grace and beauty of the entire show. The event was a huge success as it was well appreciated in the form of thunderous applause after the show.

The scintillating show was a big success and great opportunity for the students of FDDI as they displayed not only creativity, but, versatility in organizing and also modeling for the show.

**Compiled by:** Resource Centre (RCIP),  
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(Ministry of Commerce &  
Industry, Government of India)

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

**Phone :** + 91-120-4500100, 4500107

**Fax :** + 91-120-2412556, 2411301

**Asst. Editor :** Adarsh Kumar

**Email :** ashish@fddiindia.com

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



A view of the Fashion Show

During the two days festival, a research video documentary made by the students of FDDI on corn was continuously running over 10 LED screens installed at different locations for which the students received award from Mr. Ved Prakash, IAS, District Collector, Chhindwara.



FDDI students receiving award for research video documentary by Mr. Ved Prakash, IAS, District Collector, Chhindwara

The festival provided a platform where industries, government bodies, researcher, entrepreneurs and students from various schools and colleges in the region come together and discussed and had dialogue with farmers & other stakeholders.