

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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22nd February 2019

Issue No. 716

KOLKATA



FDDI pays homage to 'Pulwama' terror attack victims

As a mark of respect to pay homage to the martyred Central Reserve Police Force (CRPF) personnel in 'Pulwama' terror attack, who lost their lives, Footwear Design & Development Institute (FDDI) paid homage to the innocent victims on February 20, 2019.

Mr. Adarsh Kumar, Executive Director (ED), FDDI, expressing deep sorrow on the loss of so many innocent lives said, "Such incidents are a grim reminder of the grave dangers posed by terrorism and it should not happen in any part of the world but, unfortunately, it's happening in India."

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Staff & students of FDDI pay tributes to soldiers killed in the Pulwama terror attack

Silence for two minutes was observed by the staff members and students of the Institute.

Mr. Kumar advised that all the staff and students desirous of supporting the families of martyrs of CRPFs should only contribute to the fund through the 'Bharat ke Veer' mobile app or the website - <http://bharatkeveer.gov.in>".

Delegation from University of Northampton, United Kingdom visits FDDI, Noida

A high level delegation consisting of four members from the University of Northampton (UoN), United Kingdom (UK) visited the Footwear Design & Development Institute (FDDI), Noida on February 19, 2019.



Mr. Arun Kumar Sinha, IAS, MD, FDDI presenting bouquet to Ms. Kate Williams, Dy. Dean, UoN

The delegation consisted of Ms. Kate Williams, Dy. Dean, Ms. Chris Hill, Programme Leader for Footwear, Ms. Vicky Dean, Principal Lecturer, Subject Leader-Fashion and Foundation Study Framework and Mr. Puneet Malhotra, Head South Asia.

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The delegation met Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI and Mr. Adarsh Kumar, Executive Director (ED), FDDI and had a long discussion.

The objective of the visit of the delegation was to formulize the intervention plan as per the Memorandum of Understanding (MoU) signed between the two institutions for fueling mutual growth.



Discussion in progress

An MoU was signed between FDDI, India and UoN, UK on 7th February 2018 for mutual cooperation and support in the area of education, research, students and faculty exchange as well as design and development of joint programs/projects/research and publications which opens new vistas for cooperation between both the countries that also paves way for greater cooperation meeting mutual needs.

Whereas FDDI, India - an 'Institution of National Importance' (INI) as per

FDDI Act, 2017 is among one of the few Institutions (University of Northampton-UK, DE Montfort University-UK & Thomas Bata University-Zlin) in the world providing higher education in the niche area of Footwear and Leather Products Design, Manufacturing and Management the University of Northampton, UK is divided into six schools: Arts; Science and Technology (formerly Applied Sciences); Education; Health; Business and Social Sciences which conducts courses on two campuses close to Northampton town centre namely, Avenue Campus & Park Campus.

The delegation discussed in length about the curriculum development process of the Institute, methodologies of promoting training programs among the industry and services offered by FDDI, shared experience of FDDI with regards to linkages with higher institutions, research institutions and the private sector etc.



Interaction of UoN delegates with the staff and faculty members of FDDI

Besides this, the methodology for 'Course Mapping', possibilities of

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offering 'Collaborative Programmes' to the students and 'Faculty & Student Exchange Programme' which also included the issue of financial implications & legalities involved in exchange, was discussed in detail.

The delegates also interacted with the staff and faculty members over various issues where the programmes conducted by FDDI and its unique features and benefits were briefed to them.

Post-INI, in line with Institute's mandate of holistic development, the curriculum of FDDI has been upgraded based on the Academic & Industry inputs. The focus has been to train the youth to be the leaders of tomorrow with apt skills, deep rooted sense of social responsibility, strong ethical values and with a global outlook to face the challenges of Footwear and Allied Product Industries not only in India but across the globe.

'Advanced Drawing & Design Techniques' workshop held at FDDI, Fursatganj

A workshop on 'Advanced Drawing & Design Techniques' was organized at the Footwear Design & Development Institute (FDDI), Fursatganj campus from 06 - 09 February 2019.

To develop the personal drawing abilities and the creative potential of the students of Foundation Batch - 2018 of FDDI School of Fashion Design (FSFD),

the expert Mr. Mandeep Singh, a Delhi based artist, imparted knowledge to the students on advanced drawing techniques, including general theory, useful tips, inspired art and some methods to help them to establish their objectives.



The workshop in progress

Mr. Mandeep Singh is a national award - Artist Residency by Lalit Kala Academy, New Delhi and has been actively involved in art and craft development with National School of Drama and showcased his art work at different galleries such as Ravindra Bhawan, Mandi House, Lalit Kala, New Delhi, Alliance Francis, Chandigarh and Jahangir Art Gallery, Mumbai.

Through this workshop, the students developed a good understanding for technical drawing and perspective study for creating illustrations and new design development which will also help them in their digital drawing.

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in `Rs.
2.20	Light fastness	1200
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
2.27	Needle abrasion	600
2.28	Maser flexing	1000
2.29	Vamp flexing for dry/wet/cold	2700
2.30	PVC Migration Test	1200
2.31	Identification of leather	1200
2.32	Leather dry-cleaning as per ISO	600
2.33	Colour fastness to perspiration	1200
2.34	Finish adhesion test	

3. PLASTIC/RUBBER/PU FOAMS/SOLING MATERIALS

3.1	Specific gravity/density	250
3.2	Tensile strength & elongation at break	600
3.3	Hardness	100
3.4	Ross/bennewart flexing index at room temp.	700
3.5	Ross/bennewart flexing index at low temp.	2000
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die "C" tear test	600
3.11	Hear shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	600
3.19	Tear strength	600
3.20	Izod Impact	1000
3.21	Ozone resistance	
a.	Upto 100hrs for 1st sample	3000
b.	Upto 100hrs for next 3 sample per sample	1000
c.	Upto 200 hrs for 1st sample	6000
d.	Upto 200 hrs for next 3 sample per sample	2000
3.22	Chemical resistance per chemical	400
3.23	Hardness of PU foams (Seats)	1000
3.24	Blooming test	2000

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2018-19

* The said discount is not applicable on inter-lab testing & package fee

Students worked out with technical aspects involved in design development using techniques of repetition, cut work, pasting, drawing and colour rendering with utilization of negative & positive space.



Students with their creativity

The purpose of the workshop was to help the students in enhancing their visualization, and representation techniques for better exposure in career development.

Compiled by: Resource Centre (RCIP),
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To be continued...