

# FDDI NEWSLETTER

Be Ambitious.  
Be at FDDI.

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

GUNA

HYDERABAD

PUNJAB

GUJARAT

PATNA

JODHPUR

KOLKATA

ROHTAK

CHENNAI

CHHINDWARA

FURSATGANJ

NOIDA

16<sup>th</sup> November 2018

Issue No. 702

## 'Vigilance Awareness Week-2018' observed at FDDI campuses

Under the directions of the Central Vigilance Commission, 'Vigilance Awareness Week -2018' was observed at all the campuses of Footwear Design & Development Institute (FDDI) located at Noida, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna and Hyderabad from 29<sup>th</sup> October to 3<sup>rd</sup> November 2018.



'Integrity Pledge' being administered by Mr. Adarsh Kumar, Executive Director, FDDI at the Noida campus

The theme chosen for this year's 'Vigilance Awareness Week' is "Eradicate Corruption- Build a New India".

On this occasion, at the Noida campus, the 'Integrity Pledge' was administered

by Mr. Adarsh Kumar, Executive Director, FDDI and at the Fursatganj campus by Mr. Vikas Verma, IRSME, Executive Director, FDDI whereas at other campuses it was administered by the senior most officer of the campuses in the presence of all the staff in Hindi and then in English at 11.00 AM on 29<sup>th</sup> October 2018.



'A view of Poster making competition held at FDDI Fursatganj campus

The purpose of observing 'Vigilance Awareness Week' is to educate the public at large about the corruption related practices and also educating them how to report about it.

FDDI observed the 'Vigilance Awareness Week' to promote integrity & strengthen its anti-corruption mechanisms to weed out corruption at all the levels.

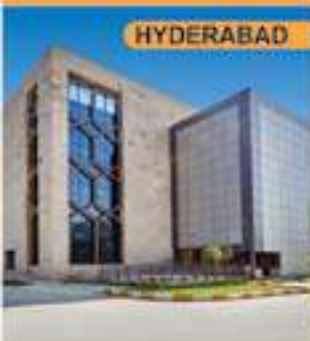
The staff of the respective campus took solemn pledge to be honest in

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discharging their duties and desist from indulging in corrupt practices and lead an honest and non-corrupt life.



A view of Poster making competition held at FDDI Patna campus

In order to generate maximum public participation as per the theme this year, National Fertilizers Limited (NFL) vide its letter no NFCO/Vig/5/CO/6/2018/553 dt. 16.10.2018 has also requested FDDI to organize Slogan writing, Poster making and Quiz competitions.



Staff of FDDI Hyderabad campus taking the 'Integrity Pledge'

During the 'Vigilance Awareness Week', Slogan writing, Quiz, Essay writing, Debate, 'Nukkad Natak' and Poster making competition reflecting the aforementioned theme were also held in the respective campuses of FDDI.



'Nukkad Natak' held during 'Vigilance Awareness Week -2018' at FDDI Guna campus

Measures towards preventive vigilance at various level of functioning enhance efficiency, transparency and accountability and helps in reducing corruption.



A view of Poster making competition held at FDDI Chhindwara campus

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## 'MERAKEI 2018 - The Essence of Creativity' held at FDDI, Noida

'MERAKEI' an exhibition of design ideas, creative explorations and concepts which can be adopted and applied into different verticals of the design, fashion and lifestyle product industry was held at Footwear Design & Development Institute (FDDI), Noida campus on 30<sup>th</sup> October 2018.

The students took inspiration and followed the ethos of design from environment, architecture, heritage, natural world and contemporary ideas to develop the ideations, material swatch developments/explorations such as weaving, quilting, pleating, cutwork, patchwork, applique, interlacing, hand embroidery, hand padding, leather etching & embossing etc., in various materials like paper, yarn, fabric, leather, non-leather.



The students of B.Sc. FDP 2016-19 Design Specialization

The work on the display included design layouts, structures / form, material explorations, hand-made products like footwear (infants shoes), shoe bags, hand bags, laptop sleeve and cover, pouches, organiser, diary cover, clutches, keychain, pen stands, toolkits etc.

On this occasion, Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI, Mr. Adarsh Kumar, Executive Director, FDDI the staff and students of the Institute were present.

The event was also graced by Mr. Mohinder Munjal, owner of Varun Exports, who appreciated the creativity of the students of FDDI.

The exhibition, curated by the Product Development Centre (PDC), B.Sc. FDP 2016-19 Design Specialization students was held in the culmination of extensive inputs given over the past semesters in the process of design developments.

All 32 students and the faculties planted a sapling to show their love, affection and commitment towards the Institute as well as a message to the young generation to be responsible towards creating a healthy environment.

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## Workshop on 'Drawing & Design Development Skills' held at FDDI, Fursatganj

A workshop on 'Drawing & Design Development Skills' was organized at the Footwear Design & Development Institute (FDDI), Fursatganj campus from 24 - 27 October 2018.

For better understanding and enhancing the drawing & design development skills 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 them.

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.



The workshop in progress

The purpose of the workshop was to provide technical inputs to the students for enhancing their designing skills & conceptual abilities which will help them to develop products which are aesthetically appreciable & commercially viable.

The students handled different materials such as PoP, synthetic sheet, paper and wood for creating new composition. PoP moulding and carving was done by students to develop art works. They developed print block with wood and synthetic sheet for creating vivid patterns. The students also learnt painting strategies and working methods and its relevance in Designing.

Through this workshop, the students develop the understanding for working in team and completing the task in the stipulated timeframe. Such workshops are beneficial that help students to enhance their visualization and representation techniques.

**Compiled by:** Resource Centre (RCIP),  
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