

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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NOIDA

03rd January 2020

Issue No. 761

'Designjatra 2K19' held at FDDI, Ankleshwar

'Designjatra 2K19' was held at Footwear Design & Development Institute (FDDI), Ankleshwar on 19th December 2019.



Jury members evaluating the display

The purpose of organizing Designjatra was to explore the vast world art, craft, design which develops the student's creativity, originality and design application in Fashion design and textiles industries.

The exhibition showcased Fashion illustration, Patternmaking,

Garment construction, and Fabric embellishment techniques, computer digital techniques works and application of academic inputs for industry.



A view of the display

The work was evaluated by a distinguished jury consisting of industry expert.

Students were motivated & overwhelmed by the esteemed presence of faculty who provided their valuable suggestions for further enhancement.

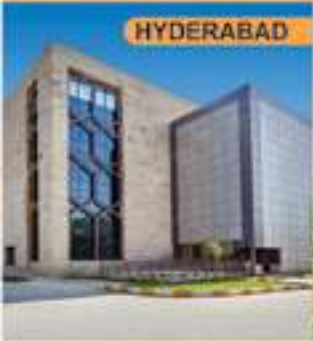
The display revealed the fact that the students are acquiring the requisite skills to meet the objectives of the global marketplace.

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Research papers of the staff of FDDI, Fursatganj presented & published during International Conference MTMI – Mauritius 2019

Research papers of the staff of Footwear Design & Development Institute (FDDI), Fursatganj were presented & published during the International Conference at Modern Technology and Management Institute (MTMI), Mauritius 2019.

strategies for developing effective and efficient global entities.

The staff of FDDI, Fursatganj namely, Mr. Prashant Saxena, H.O.D., Footwear Department and Mrs. Garima Kakkar, Sr. Faculty, Retail Department had submitted their research work which had been approved & accepted by international experts. They had been given opportunity to present their research papers through online mode from India.



Mr. Prashant Saxena H.O.D.,
Footwear Department, FDDI,
Fursatganj



Certificate awarded to Mr. Prashant Saxena

MTMI International Conference at the Amity Institute of Higher Education (AIHE), Mauritius was organized during December 20-22, 2019. The conference provided an opportunity for participants to share and discuss their ideas and

Two research papers were presented by Mr. Prashant Saxena, H.O.D., Footwear Department, FDDI, Fursatganj on the topic “Marketing Strategies for the Growth of Indian Leather Industry” and “Optimization of Production:

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Effective Implication of TPM & TQM in Production Line of Footwear Industry”.

trend of growth in field of Leather, Footwear Industry and Digital Marketing. The context of



Mrs. Garima Kakkar, Sr. Faculty,
Retail Department, FDDI,
Fursatganj



Certificate awarded to Mrs. Garima Kakkar

Similarly, two research papers were presented by Mrs. Garima Kakkar, Sr. Faculty, Retail Department, FDDI, Fursatganj on the topic “Trends in Digital Marketing: Effectiveness of Advertising Trough Social Media: India and Global Context” and “Contemporary Digital Revolution-With Special Reference to Indian Consumers Buying Pattern”.

The research papers of both the staff of FDDI, Fursatganj had been accepted for Springer Edited Book 2019-20.

All research papers presented by both the staffs aimed in presenting

research papers were based on new innovative research to develop these sectors in India on global parameters.

Reliance starts kirana -led retail venture Jio Mart

Mukesh Ambani's Reliance has gone live with its most- ambitious last mile hyperlocal kirana-led retail project — Jio Mart, and this is expected to take on online grocery specialists — Bigbasket and Grofers, and large e-tailers with grocery delivery plans, such as Amazon and Walmart- backed Flipkart.

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The initial test-market for the platform is Kalyan, Navi Mumbai and Thane, and this will be scaled up nationally soon sources said. Reliance has digitally connected the local grocery stores and some of their products can be seen live on its platform. “Currently, kirana stores have been invited to register on the platform,” a source said.

A company spokesperson did not reply to queries on the matters.

Jio Mart, which can soon be downloaded as an app by a consumer, will also enable kiranas to order from Reliance’s cash-and-carry stores, Reliance Market, to replenish their stocks.

This will enable the small businesses to compete with their

larger siblings from modern retail and other e-commerce platforms, which due to their bulk-buying muscle, get better rates and offers from consumer goods companies and pass them on to the end consumer.

“What Reliance will do is to integrate the inventory and other grocery products from the neighbourhood kiranas on the platform. On its part, the company will also supply products to the kiranas at wholesale rates by aggregating purchasing requirements,” a source said.

At RIL’s 42nd Annual General Meeting in August, Mr. Ambani had said, “New Commerce is a massive new business opportunity of \$700 billion. The main purpose of New Commerce is to completely transform the unorganised retail market, which accounts for 90% of India’s retail industry.”

(Source: The Times of India)

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