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Activity @ FDDI Rohtak



How Technology is Facilitating in Your Footwear

K.D . Pandey, Senior Faculty (FSFDP)

The practical duty of preserving the foot from diverse environmental and climatic conditions has been carried out by shoes throughout history. However, it is important to remember that the practise of using shoes to signify social standing stretches back to times when the temperature and terrain did not necessarily call for the wearing of shoes for protection, such as in ancient Egypt and Greece. The comfort a shoe offers today is sometimes more important to people than just the style it offers when picking a pair of shoes. To make sure that the feet are appropriately supported and protected during daily activities, it is crucial to put comfort first. The global footwear market was valued at a staggering \$859 billion in 2021 and is projected to grow at a CAGR of 7.8 percent between 2022 and 2031, reaching a total of \$1.09 trillion.

The use of cutting-edge technology like AI, VR, and 3D printing in the manufacturing process has contributed to the recent considerable revolution of the footwear business. These innovations have expanded the industry's options for raw materials, machine use, and personalization. Additionally, there has been an increasing emphasis on sustainability within the footwear sector as companies aim to cut back on pollution and carbon emissions in response to the world's deteriorating climate.

Consumers today seek out footwear that not only provides comfort but also acts as an accessory to express their individual fashion sense. As a result, shoe companies, especially start-ups, are working hard to make technologically superior shoes that satisfy these criteria. It is obvious that the footwear business has changed in many ways, including production procedures, materials and methods employed, and the growing importance placed on sustainability.

Factors That Footwear Industry Is Focusing On:

Tech-enabled:

The introduction of new technology has had a significant impact on the footwear business, resulting in more effective production methods and individualised client experiences. Companies may view and evaluate their products before mass manufacturing by using techniques like augmented reality and artificial intelligence, which lowers costs and waste. As a result, they are able to concentrate on the health and natural contour of the foot while simultaneously maintaining current with fashion and design trends. Research is also being done on the introduction of new sizes to accommodate a larger consumer base. The overall quality and availability of footwear items have substantially improved because to these technical advancements.

With the use of cutting-edge technology like 3D CAD modelling, customers may personalise their shoes with printable graphics according to their own foot shapes. Additionally, technological advancements have made it possible to create adaptable shoes that may change and expand to fit a child's developing feet while retaining their natural shape and encouraging healthy growth. These developments have completely changed the shoe industry and provide a variety of options for comfortable and individualised footwear.

Sustainability:

As businesses strive to lower their carbon footprint, the footwear sector has seen an increasing shift toward sustainable or green design in recent years. The use of additive manufacturing, which reduces waste generation, is one method they are achieving this. In order to satisfy the demands of environmentally conscious consumers, the industry is also seeking for eco-friendly materials including cork leather, wool, algae, and coconut coir fibre. Footwear manufacturers are moving toward greater sustainability and environmental responsibility by using recyclable and sustainable materials in their products.

Conclusion

The footwear business is making every attempt to give ergonomic products to their customers while keeping sustainability and technology at the forefront. With a focus on technology and the needs of the client, the sector is constantly changing. The footwear business is producing high-quality items and automating substantial manufacturing thanks to the quick adoption of new technology. Even if the industry is facing a major upheaval, providing ergonomic design to assure the wearer's maximum comfort remains the main priority.

Fashion Designing Corner@ FDDI Rohtak

Fashion Corner

Anil Yadav, Faculty, FSFD



House of Blueberry, a digital-first fashion brand, has announced a new seed funding of six million dollars, which it will use to secure its place as “the leading fashion house in the **Metaverse**”.

In a statement to FashionUnited, the company said the financing would go towards expanding into new metaverse environments, of which it already operates in the likes of open-world platforms Roblox and Second Life.

The move comes as the brand looks to reach a broader audience in gaming and online communities, in areas that emphasise the importance of user-generated content and self-expression.

House of Blueberry added that it hopes the funding will accelerate this goal, as well as helping it to further focus on its mission of backing female design and aesthetic in a largely male-dominated tech industry.

It is also looking to grow its horizons in other product categories, such as accessories, make-up and environmental assets. The company was founded in 2012 by Gizem 'Mishi' McDuff, who started out as an independent creator on Second Life. Currently, the brand has sold over 20 million units of virtual clothing to date and has continued to stand by its belief that digital fashion is a driving force behind user identity.

From the Desk of Placement Cell

Alumni @ Glance

Name of the Alumni – **Pranika Bhatia (B.Des FD 2018-2022)**

Current Designation/Status – **Assistant Fashion Designer**

Name of the company/ organization/Institute – **Faballey / Indya (High Street Essentials Pvt Ltd.**

1) What and where was your first job?

Ans. My first job is in FABALLEY. It's a fast fashion women's wear clothing brand and I work here as an Asst. Fashion Designer.

2) What were the key learning's from it?

Ans. My key learnings were to design ready to wear garments for mass market, how to deal with and prioritise the demands of different managers, juggling multiple tasks and submitting everything on time

3) Can you share one of the best experiences you had in FDDI, Rohtak?

Ans. My best experience in FDDI Rohtak are the days of fashion show. We spent our days in GC lab and nights in the auditorium rehearsing till 2am, from finalizing our models, music to finally seeing our garments on ramp.

4) What challenges did you face during first few months in your professional life?

Ans. First few months went by in understanding the dynamics of company and fitting in the culture of the team. Interacting with everybody and finding a place within their existing space was a task but eventually everything worked out

5) Do you think the course you have undergone from FDDI helped you in personal as well as professional growth?

Ans. Yes, definitely! I learned thoroughly about textiles, trends analysis and whole process of garment making that is helping in my day to day work.

6) What would you look for if you were in the position to hire new graduates?

Ans. I would see their portfolio and the number of internships they have done meanwhile the course, because that has really helped me in my job also the person should have thorough knowledge about the ongoing trends of the season. HE/ She should be confident enough to interact with other colleagues.



From the Desk of Placement Cell

Company @ Glance

Groz-Beckertis



Groz-Beckert is the world's leading provider of industrial machine needles, precision parts and fine tools as well as systems and services for production and joining of textile fabrics. The products and services support areas like knitting, weaving, felting, tufting and sewing. Founded in 1852 the company currently employs around 8,000 people and has a turnover of over EUR 500 Mio. It operates with agencies, production and distribution subsidiaries in more than 150 countries around the world.

In the knitting sector, Groz-Beckert will be focussing on innovations leading to increased productivity. One of the key highlights is the High Speed Solution. That means the cheek geometry of the circular knitting needle is optimized, and this again enables significantly reduced latch impact speeds. The advantages of the High Speed Solution are less breakage and wear of needles and maximum machine speed. In short, longer service life of needles and increased productivity in the circular knitting process.

Sewing machine needles from Groz-Beckert

Sewing machine needles have formed part of Groz-Beckert's manufacturing program for over 35 years now. Whether traditional underwear, high-quality suits, shoes or technical textiles – with a product portfolio of around 3,000 sewing and shoe machine needles, Groz-Beckert offers the right product for every application.

Sewing machine needles from Groz-Beckert are always produced with the latest technology and maximum precision, and have always boasted top-notch quality. Through regular further developments and innovations, Groz-Beckert has thus established itself as a leading provider in the field of sewing machine needles.

Sewing machine needles are also available in different sizes and point styles (cloth points and cutting points) to suit the relevant material to be processed. Groz-Beckert also offers different special application needles (SAN™), with a geometry adapted to special applications

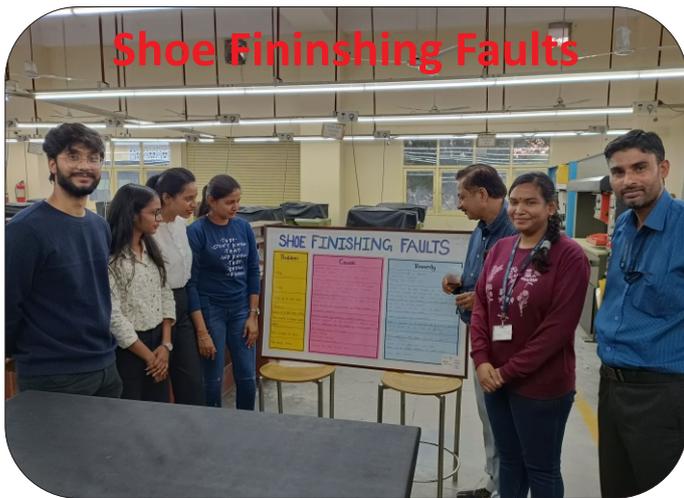
Buzz @ FDDI Rohtak

Convocation 2022

The 4th Convocation ceremony for the Class of 2022 concluded at Footwear Design & Development Institute (FDDI), Rohtak campus on 26th November 2022. During the Convocation ceremony of FDDI, Rohtak campus, Mr. Raj Kumar Gupta, MD & CEO - Action Shoes Pvt. Ltd. & Mr. Subhash Jagga, MD, Today Footwears Pvt. Ltd were the '**Chief Guest**' whereas Mr. Parkishit Gupta - XO Footwears Pvt. Ltd., Mr. Mukesh Gupta, Director - BNG Fashion Gears Pvt. Ltd., Eng. Mr. Sunil Kumar, MD - Eurasia Footform) and Mr. Surendra Bansal, Head Sales - Campus Shoes were the 'Guest of Honour'.



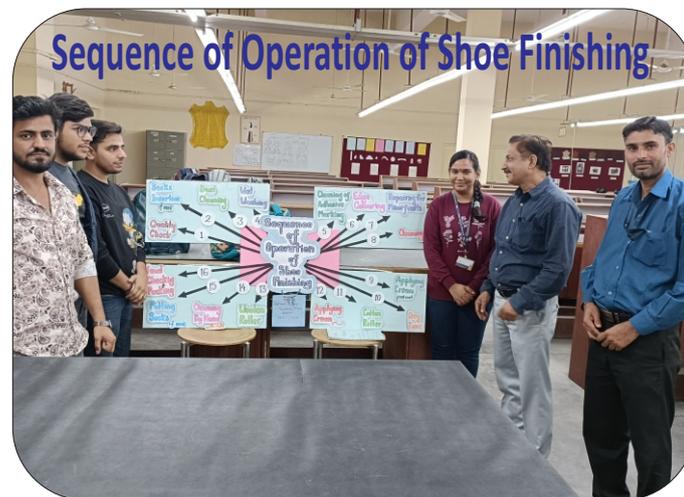
Student Corner @ FDDI Rohtak



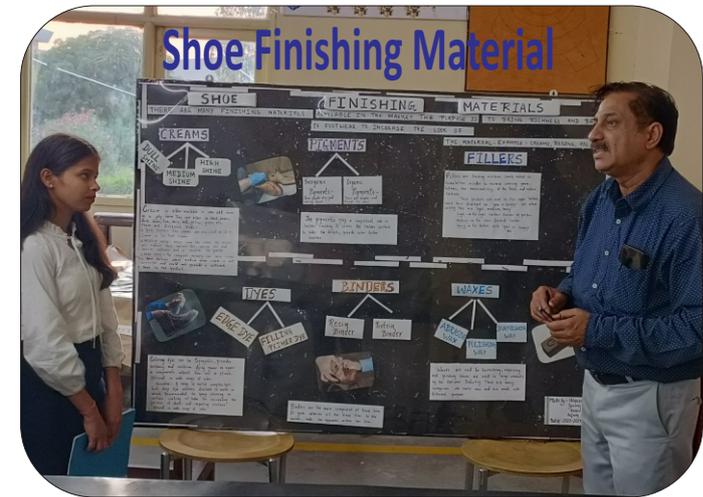
Shoe Finishing Faults



Spray Booth Model



Sequence of Operation of Shoe Finishing



Shoe Finishing Material



Product Display by students



Product Display by Students

Amazing Facts

Interesting Facts about Shoes!

Ashok Sahai, Jr. Consultant (FSFDP)

1) Sneakers were made to sneak!

A) In 1917, Henry Nelson McKinney - advertising executive at the company NW Ayer & Sons - coined the word sneaker. He came up with the idea because the rubber sole made no sound. So you could sneak in or sneak out unnoticed!

2) Heels were for men only

A) Today, heels are primarily worn by women. This has not always been the case. Heels were worn by the nobility in the Ancient Regime. It is still unclear when women adopted this trend.

3) The original Dr. Martens boots were intended as reliable work shoes

A) In 1945, Dr. Klaus Marten - then a 25-year-old soldier - broke his foot. In response, he designed a prototype shoe with air cushioned soles instead of the traditional leather ones. In the 1970s, the iconic boot was incorporated into the punk subculture. Today, the boots are known as the sign of self-expression.

4) Measuring shoes began with a grain of barley

A) It is historically known that during the Roman civilization, shoe masters used a pellet to measure the foot when making sandals. In the early Middle Ages, the British adopted this custom. Thus, the grain measuring system began to spread throughout the world. Today, this method is more commonly known as the Barleycorn! It is still an official unit of measurement in the United Kingdom and Ireland.

5) The average woman owns 21 pairs of shoes

A) This is much more than the average man, who owns "only" 12 pairs of shoes. Although many women in the world are shoe addicts, the ones who break the record are Danielle Steels with her 6000 pairs of shoes, Imelda Marcos with 3400 shoes in her collection and the famous singer Celine Dion with 3000 pairs of shoes.

6) The first women's boots were worn by Queen Victoria

A) Joseph Sparkles designed the first women's boots for Queen Victoria. He introduced the boots without buttons, laces or heels. The idea of making this simple patent was to introduce comfort into shoes in 1840. After that, boots became so popular that you often see them even in retro photos.

Source: <https://www.trademart.be/en/inspiration/10-interesting-facts-about-shoes>

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