



FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE
Ministry of Commerce & Industry, Government of India

AN INSTITUTION OF NATIONAL IMPORTANCE under FDDI Act 2017



वाणिज्य एवं
उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY
सत्यमेव जयते



MONTHLY NEWSLETTER

FEBRUARY, 2026

Message From The Executive Director

Dear Readers,

Greetings from FDDI Chandigarh!

February has been a vibrant and productive month, marked by learning, collaboration, and celebration. We successfully conducted several workshops that provided valuable practical

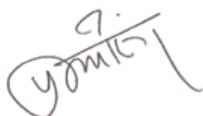
exposure and skill enhancement opportunities for our students. We were also pleased to host media professionals on campus, whose visit helped showcase the creativity, innovation, and academic excellence being nurtured at our institute.

Our students enthusiastically participated in UDGAM 2026, demonstrating talent, confidence, and a spirit of healthy competition alongside peers from different campuses. Another proud moment was the participation of our students in the Sports and Cultural Meet at the Chhindwara campus, where they displayed remarkable sportsmanship and cultural vibrancy.

In addition to these achievements, our institute continued to focus on experiential learning and industry exposure for students.

I sincerely appreciate the dedication and collective efforts of our employees, and students for contributing and making such initiatives successful. I look forward to many more enriching activities in the coming months and wish all our students continued success in their academic and creative pursuits.

Warm Regards



Ms. Pragya Singh, IRS

Executive Director

FDDI Chandigarh



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ABOUT CAMPUS



Chandigarh campus is known for academic excellence and disciplined campus environment. Institute is enriched in associations with industry and academic fraternity in north India. Frequent academic & cultural activities develop the professional acumen in the scholars. Chandigarh campus is privileged to be one of the most preferred campuses of FDDI.

Besides ample air-conditioned classrooms, technical workshops equipped with modern state-of-art machineries, it has conference halls, seminar halls, auditorium, ITSC, Design Studio, CAD-CAM lab and the Digital library along with fully furnished separate Girls & Boys Hostels. This makes FDDI Chandigarh campus a most modern and world class campus.

The environment here nurtures creativity, discipline, and holistic development for every learner. The campus continues to inspire excellence, innovation, and leadership across all academic domains. The campus fosters a vibrant academic culture where industry exposure, hands-on learning, and interdisciplinary collaboration thrive. With its learner centric ecosystem, FDDI Chandigarh remains committed to shaping future-ready professionals equipped with global competence and strong ethical values.

ACKNOWLEDGEMENT

The February edition of the newsletter has been made possible through the continued cooperation, enthusiasm, and collective efforts of the entire campus community. We sincerely express our gratitude to the campus leadership for their constant guidance, We extend our heartfelt appreciation to the faculty members and administrative staff for their valuable contributions, coordination, and unwavering support throughout the month. Special thanks are also due to our students whose creativity, dedication, and active participation in various events such as workshops, training programs, academic activities, and campus engagements have enriched this edition.

This publication stands as a testament to strong teamwork and collaboration across departments. The editorial team gratefully acknowledges everyone who has contributed, directly or indirectly, in making the February edition meaningful, engaging, and successful.

EDITORIAL TEAM



Mr. Sandeep Kumar Ganjay
Sr. Faculty & HOD



Mr. Ashok Joshi
Faculty & HOD



Dr. Pooja Singh
Faculty



Dr. Annu Kumari
Faculty



Mr. Sudarshan Shahi
Faculty



Mr. Nitin Meena
Asst. Manager



V. Chandana Samyuktha
Student



Aastha Narula
Student



Arshdeep Kaur
Student

MESSAGE FROM EDITORIAL DESK

Dear Readers,

The month of February has been a dynamic and enriching period for our campus, filled with academic engagement, creative exploration, and vibrant student participation. From insightful workshops to interactive sessions and major campus events, the month has offered numerous opportunities for learning, collaboration, and personal growth.

One of the key highlights of the month was the series of workshops organized for students. Another significant moment during the month was the visit of distinguished media professionals to our campus. Their interaction with students and faculty created an engaging platform to discuss the evolving role of media, communication, and storytelling in today's world.

A major highlight that brought excitement and enthusiasm across the campus was UDGAM 2026. The event served as a celebration of creativity, innovation, and student talent. Various activities, competitions, and presentations during the event allowed students to showcase their skills, ideas, and collaborative efforts.

The month also witnessed remarkable participation from our students in the Sports and Cultural Meet held at Chhindwara Campus. The event was a wonderful display of energy, teamwork, and cultural diversity.

As we present the February edition of the newsletter, we take pride in documenting these inspiring moments and achievements. This publication stands as a reflection of the dedication, enthusiasm, and teamwork of our entire campus community.

We hope this edition provides readers with a glimpse of the vibrant academic and cultural life on campus. The Editorial Team remains committed to bringing forward stories, achievements, and experiences that celebrate the spirit of learning, creativity, and collaboration.

Warm Regards,

Editorial Team

UDGAM 2026

Day 01 of Udgam 2026 was conducted at FDDI Chandigarh under the mentorship of Mr. Jay Jagad, founder of Karyashalla. The workshop began with a formal welcome and distribution of Design kit to participants, followed by felicitation of trainer by Dr. Prashant Tripathi. The day focused on introducing a research-driven approach, shifting students from solution-based thinking. Activities included peer interaction, photo ethnography, spatial mapping, and environmental affordance analysis, enhancing observational and analytical skills. Students explored communication design, human-centered design, and spatial experiences. The session concluded with an introduction to video ethnography, a film screening, and discussions on ethical documentation and narrative building.



UDGAM 2026

Day 02 of Udgam 2026 emphasized immersive field-based research and independent observation. Udgam team, conducted Photo and video Ethnography sessions at prime locations of Chandigarh i.e. Rock Garden and Sector 17 market.

Photo ethnography includes, capturing images based on focused themes to develop in-depth observation.

In Video Ethnography session, students understand real-life socio-economic contexts. These activities strengthened empathy, analytical thinking, and research framing. The day concluded with discussions encouraging students to question assumptions, identify patterns, and develop structured, evidence-based research approaches, growing confidence and analytical maturity.



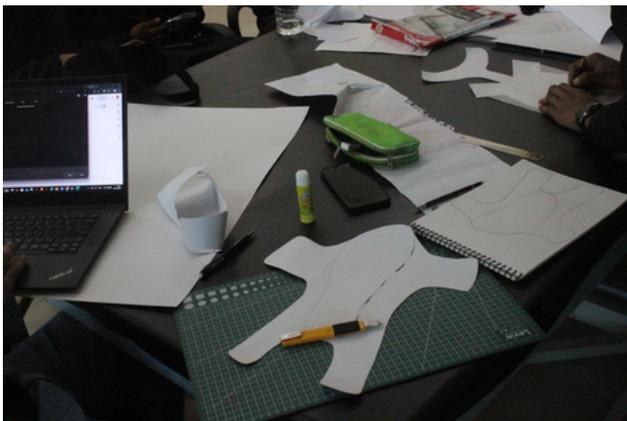
UDGAM 2026

Day 03 of Udgam 2026 marked the transition from research to design translation. Students worked across four tracks: Photo Ethnography, Video Editing, Constraint-Based Product Design, and Spatial Planning. The key highlight was designing a footwear prototype/bottle cover from a single material sheet using restricted joinery. Students created 10–15 paper iterations before finalizing and testing designs in synthetic material. Parallely, ethnographic data was compiled into visual and video narratives. Strong connections emerged between field insights and product outcomes. The session continued till 4:00 AM, reflecting high engagement, creativity, and ownership among participants.



UDGAM 2026

Day 04 of Udgam 2026 focused on refinement, critique, documentation, and exhibition planning. Students improved their footwear and bottle cover prototypes by enhancing structure, proportions, ergonomics, and load-bearing capacity, guided by ethnographic insights. Photo and video teams refined their work into cohesive narratives with emphasis on thematic clarity and ethical representation. Peer critique sessions strengthened presentation and analytical skills. The spatial team developed exhibition layout, posters, and visitor flow for effective communication. Participants also refined problem statements and future directions. Overall, the day consolidated design outcomes and research articulation, preparing students for the final jury.



UDGAM 2026



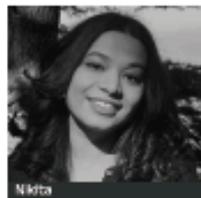
Day 05 marked the culmination of Udgam 2026 in the presence of Ms. Pragya Singh, IRS, Executive Director, FDDI Chandigarh and Dr. Renu Sharma, Head Academics, FDDI. The day focused on jury evaluation and exhibition. It began with peer assessment using TR sheets, encouraging critical analysis and feedback. Students presented their research journey, prototypes, and design rationale during jury sessions. The exhibition was collaboratively curated, showcasing ethnographic insights and prototypes, where students confidently presented their work. Certificates were awarded, concluding the workshop as a successful research-driven academic initiative.



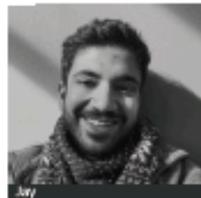
FDDI x KARYASHALLA

udgam'26

The core collective



Nikita



Jay



Ayushi



Khilay

Udgam is a collaborative program that turns research-driven design inquiry into human-centred, co-designed products.



Deeparam



Arneena



Aricur

Initiative by FDDI E-cell



Navya



Sagjainiv



Aishwarya



Vishal



Aditya

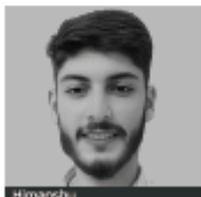


Dhiring



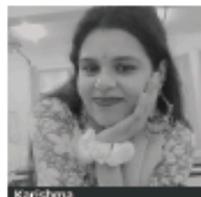
Vishnuharshini

21-25 February
2026

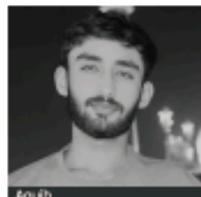


Himanshu

The originators and Design Catalysts



Karishma



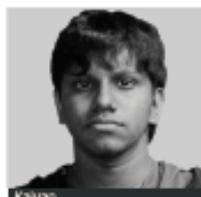
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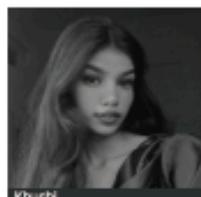
Lavanya



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Kalyan



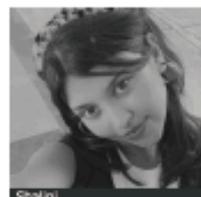
Khushi



Animesh



Mahak

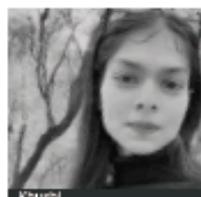


Shalini

12 campuses.
24 minds.
5 intense days.
1 origin of ideas.



Aastha



Khushi



Sparsh



Nikhil

AAROHAN 2026



Students enthusiastically participated in the All India FDDI Annual Sports Meet – AAROHAN 2026, held at FDDI Chhindwara Campus from 24th to 27th February 2026. The annual inter-campus event bring together students from various FDDI campuses across India to showcase their sporting spirit and promote teamwork, discipline, and healthy competition.

Students from FDDI Chandigarh represented the campus in multiple events including 100m and 200m Sprints, Long Jump, Shot Put, Badminton, Chess, and Carrom. The team was accompanied by Ms. Payal Srivastava and Mr. Sudarshan Shahi, who served as sports coordinator and ensured smooth coordination and supervision throughout the event.

The participation provided valuable exposure to the students and strengthened the spirit of sportsmanship among participants from our pan India campuses.



**Courtesy- Bhaskar News,
Chhindwara Edition**

GLIMPSES OF AAROHAN 2026



STUDENTS SHOWCASE SKILLS BEYOND CAMPUS

FDDI Chandigarh marked a remarkable presence at the InnovFest Tech Fashion Event hosted by Chandigarh University, captivating the audience with visionary designs and compelling thematic presentations. The institute was represented by two dynamic student teams, each presenting a distinctive narrative through fashion, creativity, and performance.



The first team, Cacotopia Caparison, was led by the Fashion Designing batch of 2023. Their concept was a thought-provoking exploration of a dystopian future, a world descending into chaos if humanity continues to defy the laws of nature and pursue unchecked indulgence. Through their collection, the team illustrated the environmental consequences of excessive technological dependence, particularly highlighting the adverse impact of artificial intelligence and modern innovations on ecological balance. The designs were bold and symbolic, incorporating unconventional silhouettes, experimental textures, and dramatic styling elements that embodied environmental degradation and societal disorder. Their powerful runway presentation, complemented by expressive choreography and impactful costume detailing, left a lasting impression on both the judges and the audience. The team's outstanding performance earned them the First Prize at the event, marking their second consecutive victory at InnovFest.

STUDENTS SHOWCASE SKILLS BEYOND CAMPUS



The second team, Lumora, represented by the Fashion Designing batch of 2024, drew inspiration from the timeless narratives of Greek mythology. Their presentation centered around the tragic story of Medusa, reinterpreting the myth through a contemporary lens.

The collection emphasized themes of injustice, transformation, and misunderstood identity, portraying how individuals often suffer consequences for circumstances beyond their control.

Through flowing drapes, vibrant color palettes, intricately crafted props, and striking silhouettes, the team vividly brought their narrative to life. Their performance seamlessly blended storytelling with fashion, creating a visually immersive experience that resonated deeply with the audience.

Together, both teams showcased not only technical proficiency and design innovation but also the power of fashion as a medium for social commentary and storytelling.

Our participation at InnovFest once again reaffirmed its commitment to nurturing creative talent and pushing the boundaries of conceptual fashion.

GLIMPSES



MEDIA DELEGATION VISIT



As part of the media delegation tour organized by the Press Information Bureau (PIB), Jaipur, senior editors and journalists visited the Footwear Design and Development Institute (FDDI), Banur (Chandigarh). On this occasion, Mr. Sandeep Kumar, Academic Head, informed that FDDI is a premier national institute under the Ministry of Commerce and Industry, Government of India, offering quality education and training in the fields of Footwear, Fashion, Leather Goods and Accessories Design, and retail management.

During the visit, Faculty Dr. Annu Kumari provided detailed insights into the undergraduate and postgraduate programs, highlighting the role of mandatory internships, live projects, and industrial visits in imparting practical exposure to students. The media representatives toured the campus facilities, including modern laboratories, design studios, and testing centers, and appreciated the innovative work undertaken by the students. The institute's focus on research, skill development, and entrepreneurship was also emphasized. The visit proved to be a significant step in strengthening engagement between media and academic institutions.



ARTISAN EMPOWERMENT

Crochet Training to Virasat Artisans

An 8-day crochet training program was conducted for Virasat artisans of Rampur Khurd, Rajpura, under the Ambuja Foundation. The session was led by Dr. Pooja Singh, focusing on enhancing technical skills and product development. During the training, artisans were guided to create market-ready products such as keychains, cushion covers, table runners, and handbags. Emphasis was laid on design innovation, finishing techniques, and quality improvement. The program aimed to strengthen the artisans' craftsmanship while aligning their products with current market trends, thereby increasing their livelihood opportunities and promoting sustainable income generation.



ARTISAN EMPOWERMENT

Phulkari Training to Virasat Artisans

An 8-day Phulkari training program was conducted for Virasat artisans of Niamatpur, Rajpura, under the Ambuja Foundation. The training focused on enhancing traditional embroidery skills while aligning them with contemporary market demands. Artisans were guided to develop market-ready products such as wall frames, coasters, keychains, and tote bags. Emphasis was placed on color coordination, finishing techniques, and product diversification. The initiative aimed to preserve the rich heritage of Phulkari while empowering artisans with design innovation and improved craftsmanship, enabling them to create sustainable livelihood opportunities and expand their reach in modern markets.



ARTISAN EMPOWERMENT

Empowering Virasat Artisans through Skill Development and Market-Oriented Training

A two-day training program for artisans of Ambuja Foundation under the Virasat initiative was conducted at Footwear Design and Development Institute, Chandigarh. The session was led by Sandeep Kumar Ganjay, focusing on skill enhancement and market readiness. Artisans included crochet workers from Rampur Khurd, Rajpura, and Phulkari artisans from Niamatpur, Rajpura. The training covered effective color combinations, product costing, market understanding, sales strategies, and packaging techniques. The initiative aimed at empowering artisans with contemporary knowledge and improving the commercial value of their handcrafted products, enabling them to better connect with evolving market demands.



FABULOUS FRIDAY

Session on “Mind, Body and Life”



This event on “Mind, Body and Life Session” was conducted on 6th February 2026. The session was delivered by Mr. Sandeep Kumar Ganjay, HOD Fashion Design, who shared valuable insights on maintaining a balance between mental, physical, and emotional well-being. The interactive session encouraged students to reflect on stress management and personal growth. It proved to be highly engaging and informative, motivating participants to adopt a healthier and more mindful lifestyle in both their academic and personal journeys.

FABULOUS FRIDAY

Invictus Vibes- Sports Activities

“Fabulous Friday” with the theme Invictus Vibes was held on 13th February 2026 at the sports ground, organized by the Sports Club. The event created a vibrant platform for students to showcase their style and confidence through fashion. Along with the fashion showcase, engaging activities like tug of war and other sports events were held, adding excitement and team spirit to the celebration. The lively atmosphere, music, and enthusiastic participation made the event highly engaging, fostering creativity, bonding, and a spirit of sportsmanship among students.



FABULOUS FRIDAY

Workshop on Lifestyle, Nutrition and the Power of Positive Living



A webinar-cum-workshop titled “Lifestyle, Nutrition and the Power of Positive Living” was organized on 20th February. The session was coordinated with the objective of promoting holistic well-being by integrating mental, emotional, and physical health awareness along with practical insights into lifestyle management. The session was conducted by two experts- Mrs. Poonam Anand, a Life & Health Coach, Law of Attraction Specialist, and Reiki Coach, and Mrs. Sunita Kulwant, a Health & Wellness Coach trained in Karada Body Composition Scanner technology. Mrs. Poonam Anand initiated the session with a webinar on the Law of Attraction, highlighting practical manifestation techniques such as Ho’oponopono, Emotional Freedom Technique (EFT), and Water Bottle Affirmations, aimed at developing positive thinking and goal-oriented mindsets.

The second segment, led by Mrs. Sunita Kulwant, focused on health and lifestyle awareness through a live demonstration of the Karada Body Composition Scanner, which assessed key parameters such as Body Fat Percentage, Visceral Fat, Body Mass Index (BMI), Resting Metabolism, and Body Age. The activity helped participants understand the importance of nutrition, physical health monitoring, and balanced lifestyle practices.

FABULOUS FRIDAY

Expert Session On Global Higher Education & Career Prospects in Design

A guest lecture on “Global Education Opportunities” was conducted on 27th February. The session was delivered by Mr. Hardeep from Landmark Group. He provided detailed information about higher education options available for design students after completing their UG programs at FDDI. He explained admission processes, eligibility criteria, and portfolio requirements for studying in countries such as the USA, UK, Italy, and other European nations.

He also discussed career prospects and expected salary structures in different countries, helping students understand global industry standards. The session was interactive, with students actively asking questions regarding scholarships, work permits, and long-term career growth. The lecture was highly informative and beneficial for students planning international exposure.

Key Outcomes were- Students gained clarity about higher education opportunities abroad, Awareness regarding global salary structures and career pathways increased, Students showed interest in preparing portfolios for international admissions.



ARTICLE

Ethnography: Understanding Culture Through Immersive Observation

Ethnography is a qualitative research approach that focuses on understanding people, their cultures, and their everyday practices by observing them in their natural environment. Unlike many research methods that rely solely on surveys or structured experiments, ethnography involves direct engagement with communities, allowing researchers to gain a deeper and more authentic understanding of human behaviour. The essence of ethnography lies in working closely within a group and observing their daily lives from an insider's perspective.

One of the defining characteristics of ethnographic research is participant observation. In this approach, the researcher does not remain a distant observer but becomes actively involved in the community being studied. By living, interacting, and sometimes even working alongside the participants, the researcher gains insights into subtle social patterns, traditions, and cultural meanings that might otherwise remain unnoticed. This immersive method helps capture real-life experiences rather than controlled or artificial responses.

Ethnography is usually conducted in natural settings such as homes, workplaces, craft clusters, markets, or community spaces. Because the research takes place in real-life environments, it provides rich and contextual information about how people behave, interact, and create meaning in their daily lives. Over time, these observations often lead to the emergence of new theories or hypotheses about social behaviour, cultural practices, or design needs.

The data collection methods used in ethnography are diverse and highly descriptive. One of the primary techniques is participant observation, where researchers carefully observe everyday routines and interactions. In-depth interviews are also widely used, often focusing on personal narratives that reveal the experiences, beliefs, and motivations of individuals. Researchers maintain detailed field notes that document what they see, hear, and feel during the research process. Another important method is artefact analysis, where objects, tools, clothing, or craft items are studied to understand their cultural significance and social meaning.

ARTICLE

In the field of fashion design and craft studies, ethnography plays a particularly important role. Designers and researchers often visit craft clusters, artisan communities, or local markets to understand the traditional knowledge systems behind textiles, embroidery, weaving, and garment construction. By observing artisans in their work environment and engaging in conversations about their techniques, inspirations, and cultural values, designers gain a deeper appreciation of the craft process. Such insights not only help preserve traditional knowledge but also inspire contemporary design innovations rooted in cultural authenticity.

For example, when studying a traditional embroidery practice, an ethnographic approach allows the researcher to understand not only the technique but also the stories, rituals, and cultural identities associated with it. The patterns, colours, and motifs used in crafts often carry historical or symbolic meanings that become visible only through close interaction with the community. Thus, ethnography becomes more than just a research method—it becomes a bridge between culture, people, and design. By carefully documenting lived experiences and cultural practices, ethnographic studies provide valuable insights that can influence product development, sustainable design practices, and the preservation of heritage crafts. In an increasingly globalized world, ethnography reminds designers and researchers of the importance of cultural sensitivity and contextual understanding. Through immersive observation and meaningful engagement with communities, it enables a deeper connection between design innovation and cultural heritage, ensuring that creativity remains rooted in real human experiences.



Ethnographic observations at Rock Garden, Chandigarh



Dr. Annu Kumari
Faculty, Fashion Design
FDDI Chandigarh

FACULTY PARTICIPATION IN ACADEMIC AND PROFESSIONAL DEVELOPMENT ACTIVITIES



Dr. Agya Preet participated in a Faculty Development Program on “Emerging Trends in Textile Engineering” held on 21–22 February 2026 at SVKM’s NMIMS, Centre for Textile Functions. The program focused on the latest developments, sustainable materials, and innovations in textile engineering.

Mr. Sandeep Kumar was honored to deliver an online guest lecture at MATS University, Raipur, on February 28, 2026, on the topic “Modern Designing with Dart Manipulation.” The session focused on the creative and technical aspects of dart manipulation in garment construction and pattern making. He explained how basic darts can be transformed into various design elements while maintaining proper fit and structure. The interactive session encouraged students to explore innovative design techniques and actively engage in discussions, making it a valuable learning experience for all participants.



Dr. Pooja Singh participated as a keynote speaker in a Faculty Development Programme on “Industry, Employability & Entrepreneurship” organized by Utthan Foundation, Delhi on 13th February 2026. The session focused on “Innovation, Incubation & Intellectual Property Rights (IPR),” highlighting the importance of industry-academia collaboration. It provided valuable insights into fostering innovation and preparing future-ready professionals.

FASHION HIGHLIGHTS- FEBRUARY 2026

Gabriette says "I do" in Jimmy Choo

Model Gabriette Bechtel fronts Jimmy Choo's 2026 Bridal Campaign, "The Rules of Engagement," redefining modern wedding style with bold, unconventional aesthetics.



Meet Dior's latest It-bag

Dior introduces the Dioryly bag by Jonathan Anderson, blending soft structure, vintage appeal, and everyday practicality with effortless style.



Camilla And Marc unveil an immersive digital runway for Autumn/Winter 2026

Camilla And Marc unveiled their Autumn/Winter 2026 collection through an immersive digital runway, blending movement, texture, and light to highlight modern, timeless design. The collection reflects themes of time and individuality, featuring refined tailoring, fluid silhouettes, and reimagined classics with a contemporary edge.



FOOTWEAR HIGHLIGHTS- FEBRUARY 2026

Chennai India International Leather Fair.

The 39th IILF 2026 is scheduled for February 1-3. at the Chennai Trade Centre, Nandambakkam. It is India's premier trade event for the leather industry, featuring over 400 exhibitors showcasing finished leather, footwear, accessories, machinery, and eco-friendly technology



FFANY Member Showrooms, New York City

The FFANY Market Week (Feb 2–6, 2026) in NYC is a premier, bi-annual B2B footwear trade event where brands showcase new collections to buyers, retailers, and industry professionals across various member showrooms.



MICAM Milano 101st Edition at Fieramilano Rho

The FFANY Market Week (Feb 2–6, 2026) in NYC is a premier, bi-annual B2B footwear trade event where brands showcase new collections to buyers, retailers, and industry professionals across various member showrooms.



ADVANCE YOUR CAREER WITH SPECIALIZED DIPLOMA COURSES AT FDDI-CHANDIGARH



**FOOTWEAR DESIGN &
DEVELOPMENT INSTITUTE**
Ministry of Commerce & Industry, Government of India

FDDI
CHANDIGARH

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DIPLOMA IN FOOTWEAR TECHNOLOGY

MODULE 1:- Footwear Manufacturing Technology

MODULE 2:- Footwear Design & Development

DIPLOMA IN FASHION DESIGN

MODULE 1:- Apparel Design

MODULE 2:- Apparel Manufacturing

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- ✓ Multiple entry/exit, exist with a certificate.

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COURSE START DATE :- 15 APRIL 2026

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