

NEWSLETTER

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A WEEKLY NEWSLETTER

17th May 2024



Managing Director, FDDI invited as 'Guest of Honour' during 'Startup Era Conclave@24' at Agra

Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI attended the 'Startup Era Conclave@24' which was held on 10th May 2024 at Hotel ITC Mughal, Agra.



A view of the inaugural session of the 'Startup Era Conclave@24'

Corporate Council for Leadership & Awareness (CCLA), a national organization which is working for corporate community organized this Startup Era Conclave@24: Igniting Innovation and Fostering Collaboration, where visionaries united to shape the future of technology and entrepreneurship.



A view of felicitation ceremony during the 'Startup Era Conclave@24'

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Air Chief Marshal - Mr. R. K. S. Bhaduria (Retd.), former Chief of the Air Staff, Indian Air Force was the 'Chief Guest' and MD, FDDI & and Mr. Prateek Aggarwal, Outstanding Scientist & Station Director, Narora Atomic Power Station and Nuclear Power Corporation of India Limited were the 'Guest of Honour' at the conclave.



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During the conclave, stalwarts from Handicrafts Exporters Association, Federation of Cold Storage Associations of India (FCAOI), Indian Footwear Components Manufacturers Association (IFCOMA), Indian Medical Association (IMA), Agra Shoe Manufacturing Association (ASMA) shared their thoughts and inspiring experience which provided opportunities to network with fellow entrepreneurs, researchers, investors, incubators, academicians and beyond.



Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI being felicitated during the 'Startup Era Conclave@24'



MD, FDDI delivering the 'Keynote Address'

Delivering the 'Keynote Address', Colonel Sinha, MD, FDDI said “In recent years, India has emerged as a global hub for startups, with countless individuals and teams pushing boundaries, disrupting industries, and creating solutions to some of the world's most pressing challenges. From technology to healthcare, from agriculture to education, Indian startups are making their mark on the world stage, and it's truly inspiring to witness.”



Mr. Puran Dawar, Chairman of Dawar Footwear Industries and Organizing Chairman of the 'Startup Era Conclave@24' sharing his views



A view of the participants

This significant forum which focused on connect, ideate and innovate had a palpable sense of optimism and excitement about the future.

Sharing his views Mr. Puran Dawar, Chairman of Dawar Footwear Industries and Organizing Chairman of the 'Startup Era Conclave@24' said “We are seeing huge opportunities for entrepreneurship in the golden era in which we are living today. There is a need to organize the unorganized businesses and through this way, we can create a big brand from a small business. Many multinational brands are examples of this today.”

The forum, which was attended by doyens of the industry, underscored that the startup ecosystem is not just about creating profitable businesses but, also about driving societal progress and innovation.



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Research paper of students of FDDI, Hyderabad campus published in IJSRST

A research paper of the students of School of Footwear Design & Production (FDP) of FDDI, Hyderabad campus has been published in the International Journal of Scientific Research in Science and Technology (IJSRST).

IJSRST provides a platform for the researchers, academicians, professional, practitioners and students to impart and share knowledge in the form of high quality empirical and theoretical research papers, case studies, literature reviews and book reviews.

This research of students of B.Des FDP (2020-2024) namely, Mr. Bijin Samuel Roy, Ms. Grace Francis, Mr. Rohith and Mr. Kartik Siva was carried out under the guidance of Mr. Abdul Rahuman M, Senior Faculty, FDP, Hyderabad.

The titled of the research paper is “Technology - Enhanced Personalized Footwear for Mobility and Rehabilitation in Limb Length Discrepancy”. This research paper explores the development, utilization, and impact of technology-enhanced footwear designed specifically for individuals with Limb Length Discrepancy (LLD).



Root cause analysis for individual with LLD



Mr. Bijin Samuel Roy



Ms. Grace Francis



Mr. Rohith



Mr. Kartik Siva

Drawing upon a multidisciplinary approach that combines biomechanics, orthopedics, and engineering, the study investigates the diverse range of innovative solutions that have been devised to address the challenges associated with LLD.

Furthermore, this paper examines the user experience and satisfaction levels associated with technology-enhanced footwear, shedding light on the practical benefits and potential limitations of these solutions. Through a comprehensive review of existing literature and case studies, the students highlight the effectiveness of these innovations in improving the daily lives of individuals affected by LLD.

The evaluation of the technology-enhanced personalized footwear designed for individuals with LLD yielded insightful feedback from Mr. Mohd Jabeer, an individual with LLD employed at a petrol bunk. After a two-week trial period, Mr. Md Jabeer reported significant comfort with the prototype.

The research paper can be reviewed at: IJSRST / 5.75 Impact factor, Refereed Journal, Peer Journal and Indexed Journal (Online ISSN: 2395-602X | Print ISSN: 2395-6011)./Vol. 11 No. 3 (2024): May-June. DOI:<https://ijsrst.com/index.php/home/article/view/IJSRST5241133>.



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Felicitations of 'Safai Mitras' & 'Frontline Workers' at FDDI, Jodhpur campus

On the occasion of International Labour Day, a felicitation ceremony was held on 01st May 2024 at FDDI, Jodhpur campus with the aim of boosting the morale and encouraging all the 'Safai Mitras' & 'Frontline Workers', during which, faculty, staff and other officers were present.

On this occasion, Mr. Deepak Tyagi, President, All India Handloom and Handicraft Association, Rajasthan State and renowned artisan was the 'Chief Guest'.



'Safai Mitras' & 'Frontline Workers' along with 'Chief Guest' & staff of FDDI



A 'Safai Mitras' being felicitated by Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur campus

Addressing on this occasion, Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus urged to honour the hard work of 'Safai Mitras' & 'Frontline Workers' in view of their unique and disciplined work and to commit to supporting them in creating a cleaner campus.

'Safai Mitras' & 'Frontline Workers' present on this occasion assured to carry out their work honestly and sincerely.

Educational trip for FDDI, Kolkata students at Weavers Service Center, Beliaghata, Kolkata

To familiarize how hand-woven textiles are made and to learn how significant weavers are in today's mechanical world, an educational trip for FDDI, Kolkata students at Weavers Service Center, Beliaghata, Kolkata was organized on 3rd May 2024.

During the visit, thirty-five students of the School of Fashion Design (FD), accompanied by two faculty members visited and observed the intricate processes of spinning, weaving, dyeing, printing, and designing centers.

During the visit, a demonstration

of manual loom, semi-automatic loom, Baluchari handloom, and spinning wheel was conducted. The students saw the block printing process and learned the specifications of the printing table.



Students along with their faculty members at WSC, Beliaghata, Kolkata



Students practicing block printing technique at WSC



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The students got hands-on experience with natural dyes and learned various extraction processes of various colors of vegetable dyes. The students also visited the design sample room. Deputy Director, Mr. Rajesh Chatterjee addressed the students in the conference room on the cluster programs and the above-mentioned units.

IIT, Ropar Professor and Ph.D. students visit CoE, FDDI, Rohtak campus

On 30th April 2024, Dr. Prabir Sarkar, Associate Professor and Ph.D. students from IIT, Ropar visited the Center of Excellence (CoE) at FDDI, Rohtak campus which has been established on 'Thematic Area' Center for Non-Leather Footwear, Products & Accessories.

During their visit, Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI delivered an insightful lecture on the concept of ergonomics and biomechanics, providing a comprehensive understanding of these disciplines and their significance in creating comfortable, high-performance footwear products.

They visited the state-of-the-art laboratories at the CoE Rohtak campus, witnessing cutting-edge facilities dedicated to biomechanics, polyurethane technology, knitting, laser cutting, footwear testing, and 3D printing. They appreciated the advanced machinery and technology, recognizing their potential for fostering innovative research and product development.



Dr. Prabir Sarkar, Associate Professor and Ph.D. students from IIT, Ropar at CoE, FDDI, Rohtak campus

Keynote lecture by Dr. Madhusudan Pal, Director - CoE, FDDI at Uttar Pradesh Institute of Design, Noida

During the Intellectual Property Day celebration at Uttar Pradesh Institute of Design, Noida, Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI delivered keynote lecture on the topic 'Physiological and Ergonomics Approaches: Product Design & Development: Special Reference to Footwear' on 25th April 2024.



A view of Intellectual Property Day celebration during which Dr. Madhusudan Pal, Director - CoE, FDDI delivered keynote lecture

Uttar Pradesh Institute of Design offers Degree courses with UG and PG programs such as M.Des, MBA/PGDM, B.Des in different streams including Design, Business & Management Studies.

Addressing the audience, Mr. Pal said, "An ergonomic approach to footwear involves understanding the diverse needs of individuals a tailoring solution to meet these needs of individual's unique physiological and biomechanical characteristics irrespective of varying occupation and terrain."



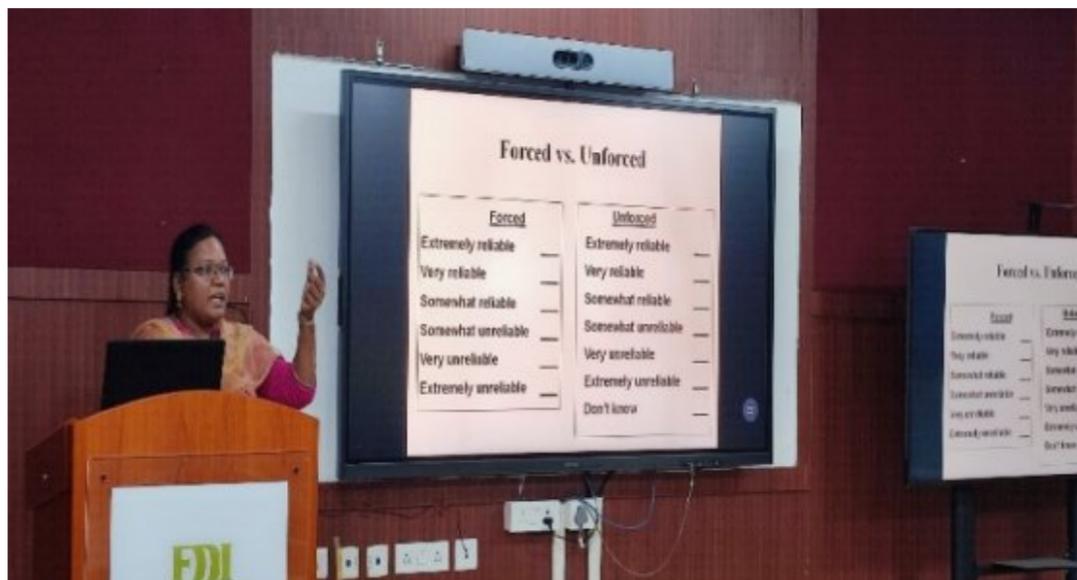
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In his lecture, Dr. Pal explained ergonomists apply biomechanics and physiology principles to optimize product design for human use. Biomechanics studies mechanical principles of living organisms' movement and structure, while physiology examines normal functions of organisms. He highlighted ergonomics' importance in enhancing health, safety and productivity by reducing strain, preventing injuries and improving wellbeing. Its applications span product design, including footwear tailored to needs across occupations and environments through factors like foot anatomy, gait, weight distribution and terrain. Dr. Pal also covered Intellectual Property Rights (IPR) that protect intellectual creations, detailing the protection process involving applications, criteria and examinations.

Guest lecture on 'Importance of Measurement Scales in Questionnaire Design', held at FDDI, Hyderabad campus

An insightful guest lecture on 'Importance of Measurement Scales in Questionnaire Design' was conducted at FDDI, Hyderabad campus on 19th April, 2024 for the students of MBA - II semester of School of Retail and Fashion Merchandize (RFM).



Mrs. Anupama briefing about 'Importance of Measurement Scales in Questionnaire Design'



Students attending the lecture

Mrs. Anupama. U.Y, Assistant Professor, from Padala Rama Reddi College of Commerce and Management, Hyderabad was the resource person for this session.

She briefed about various basic considerations when selecting a scale while constructing a questionnaire: various types of scales, the role of nominal and ordinal scales, the selection of the scales for various types of questions, interrelationships, reliability, and consistency of the scales for the questions.

She emphasized the tips and techniques for selecting the scales for questionnaire design in research for obtaining information.

It was an informative session where students got an insight about the practicalities on how variables are defined and categorized to ensure accurate data is collected.