

# NEWSLETTER

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A WEEKLY NEWSLETTER

7<sup>th</sup> June 2024



## Managing Director, FDDI attends '2<sup>nd</sup> Innovate Higher Education Summit'

Colonel Pankaj Kumar Sinha, Managing Director (MD)-FDDI attended the '2<sup>nd</sup> Innovate Higher Education Summit' held at Eros Hotel Nehru Place, New Delhi on 31<sup>st</sup> May 2024.



Colonel Pankaj Kumar Sinha, MD, FDDI being felicitated during the '2nd Innovate Higher Education Summit'

The summit feature valuable discussions on critical topics, including 'Design Institutions Roundtable' session for which the MD-FDDI was among the eminent panel member.



Eminent panel members of 'Design Institutions Roundtable' session

The other panel member were Ms. Akshra Dalal, Director, JD Institute of Fashion Technology, Mr. Manish Gaur, Managing Partner, IVS School of Design, Prof. Vivek Sabherwal, Director, Apeejay School of Architecture & Planning, Mr. Abhishek Sharma, Regional Campus Director, Pearl Academy, Mr. Sagar Gupta, Director (Growth), The Design Village and Dr. Kumar Sambhav, Director, UP Institute of Design.

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The session was moderated by Prof. Sasi Gopal Menon, Professor & Head of School (Design and Creative Arts), Vedatya Institute

The thought-provoking event provided a forum for discussion on Sustainability and Ethical Design, Digital Transformation and Technological Integration, Global Perspectives and Cultural Exchange and Bridging Theory and Practice and the impact of technological advancements and institutional changes on the education system in India.

### 'Samanvay - The Creative Communion' exhibition by students of FDDI, Noida Campus

'Samanvay - The Creative Communion' exhibition showcasing the innovative and ingenious footwear designs created by the graduating batch B. Des FDP Design 2020-2024 design collection was held on 30<sup>th</sup> May 2024 at FDDI, Noida Campus.

The students of School of Footwear Design & Production (FDP), displayed their creativity and craftsmanship capabilities of both leather and non-leather footwear in consonance with the industry latest trends.

From the timeless allure of nature to the cutting-edge realms of technology, each piece tells a unique story steeped in tradition, yet pulsating with contemporary relevance.



A student explaining their concept to MD, FDDI



Jury members evaluating the footwear developed by a student

Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI graced the occasion with his esteemed presence during which the staff and students of the Institute were attendee.

Jury for this event comprised of members from industry namely, Mr. Vibhuti Trivedi, Director, Sportiva Lifestyle Pvt. Ltd., and Ms. Vibhuti Goel, Director, Narain Polymers Pvt. Ltd.

Mr. Vibhuti Trivedi, a visionary leader and expert in footwear development is having remarkable experience of 28 years in the Safety/Sports/Fashion footwear industry. Ms. Vibhuti Goel is having 5 years of dynamic experience in the fashion and footwear industry. She brings a unique blend of skills as a stylist, choreographer, and event curator, and have earned her a reputation for excellence and creativity.

The exhibition was well-attended by students, industry professionals, and the general public who were impressed by the quality of the work on display and the creativity and innovation of the students.

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### **FDDI, Kolkata organizes visit for Bangladesh Footwear Industry Leaders at SEPA Experience Centre**

The professionals from prominent footwear companies of Bangladesh who are currently pursuing a tailored 'Certificate Course in Footwear Design and Pattern Development' at FDDI, Kolkata Campus were taken to SEPA Experience Centre, Kolkata on 31<sup>st</sup> May, 2024.

Located at the heart of Kolkata's Bantala industrial complex, the SEPA Experience Centre showcases the latest machinery aligned with the theme of Simple Efficient Practical Automation.

The visit provided an opportunity to the professionals to acquire firsthand information about the newest breakthroughs in design and automation technology in the footwear and accessories sector.

During their visit, SEPA's technical experts interacted with the professionals from Bangladesh and demonstrated how automation can streamline and innovate design and manufacturing processes, directly benefiting their work in the industry.



Bangladesh Footwear Industry Leaders at SEPA Experience Centre



SEPA's technical experts interacting with the professionals

Interacting with SEPA technicians provided valuable insights into the technical and operational challenges of automation in design and manufacturing. This knowledge exchange was instrumental in connecting theoretical knowledge with practical applications.

The visit to SEPA Experience Centre was a significant educational opportunity, underscoring the importance of design and automation in the footwear and accessories industry.

This professional skills & knowledge enhancing experience will undoubtedly contribute to their roles in leading footwear companies in Bangladesh.

### **MoU signed between FDDI CoE & M/s. Horizon Performance Polyurethane Pvt. Ltd., and between FDDI CoE and M/s. Classic Polymers**

Two Memorandum of Understanding (MoU) was signed between FDDI's Center of Excellence (CoE) and M/s. Horizon Performance Polyurethane Pvt. Ltd., and between FDDI's CoE and M/s. Classic Polymers on 29<sup>th</sup> May 2024.

MoU with M/s. Horizon Performance Polyurethane Pvt. Ltd., has been signed to jointly develop innovative footwear and accessories and to conduct collaborative research and development on material development, prototyping, and commercialization, with shared responsibilities and costs.

MoU with M/s. Classic Polymers has been signed to jointly innovative on material development and product enhancement and to develop new high-performance materials, including advanced foams, for insoles, midsoles, and accessories.

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On behalf of FDDI, Colonel Pankaj Kumar Sinha, Managing Director (MD) signed both the MoU, whereas, on behalf of M/s. Horizon Performance Polyurethane Pvt. Ltd., Mr. Shersingh Kumar, CEO and on behalf of M/s. Classic Polymers, Mr. Pradeep Agarwal, Partner signed the MoU.



MD-FDDI signing the MoU



Discussion in progress regarding the working procedure



Industry partner signing the MoU

The MoU were signed in the presence of Mr. Binil Mathew, Sr. Manager, Start-up India, Department for Promotion of Industry and Internal Trade (DPIIT), Mr. Kartik Khatri- Confederation of Indian Footwear Industries, Mr. S K. Verma, Executive Director-Indian Footwear Components Manufacturers Association (IFCOMA), Mr. Shubhendra Singh, Product Manager- M/s. Horizon Performance Polyurethane Pvt. Ltd.

On this occasion from FDDI Colonel Abhay (Retd.), Consultant, Business Development, Mr. Manoj Agarwal, Chief Administration Officer, Mr. Neeraj Sharma, Chief Faculty, School of Footwear Design & Production (FDP), Mr. Sharad Srivastava, Chief Faculty, FDP, Ms. Renu Sharma, HoD - Retail & Fashion Merchandising, Ms. Nikita Gaur, Strategy Manager- CoE were present.

In accordance with the MoU, industry partners will bear the R&D costs related to material development. They will receive materials for prototyping and testing, while CoE FDDI will handle prototype development and associated testing costs. The costs for joint Intellectual Property Rights (IPR) protection will be shared equally.

Both parties will be responsible for the promotion and branding of the new product.

### **'Manak Manthan' programme attended by staff & students of FDDI, Chennai Campus**

With the objective to provide insights into the latest industry standards and practices, the staff members of FDDI, Chennai Campus including the staff of International Testing Centre (ITC) of Chennai and students attended the 'Manak Manthan' programme which was held at Vestin Park Hotel, Chennai.

The programme which was conducted by Bureau of Indian Standards (BIS), Chennai Branch Office on 23<sup>rd</sup> May, 2024, aimed to launch new standards and disseminate crucial revisions, amendments, and wide circulation drafts related to various domains.



A view of participants attending the 'Manak Manthan' programme



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The programme that focused on introducing the Indian Standards for Derby Shoes namely, Derby Shoes (IS 17043:2024) Part 1: Shoes for services - Derby Shoes and Part 2: Shoes for general purpose holds immense significance for local manufacturers, governmental departments, Chambers of Commerce, Industry Associations, PSU's, regulatory bodies, laboratories, educational institutions, civil society groups, and organizations utilizing such products.

This initiative ensures that all Derby shoes will carry the BIS certification, signifying compliance with these rigorous standards and giving consumers confidence in their purchase.

### **Creative talent of FDDI, Chennai students lead to winning 'Bronze Medal' in Shoe-making at IndiaSkills 2024: India's Biggest Skill Competition**

Two students of FDDI Chennai, Campus namely Ms. Hrithunanda R and Mr. Mihal Shaduli bagged the 'Bronze Medal' in Shoe-making category at the IndiaSkills 2024: India's Biggest Skill Competition.

Both the students of the School of Footwear Design and Production (FDP) - B.Des. - Batch of (2020-24), embarked on their journey at the regional competition in March 2024. Their hard work and determination led them to the national finals which was held from 15<sup>th</sup> to 19<sup>th</sup> May 2024 at Yashobhumi, Dwarka, Delhi.

In the finals, competitors were tasked with creating women's formal shoes within a 16-hour period, divided into five specific modules. All necessary materials were provided by the organizers, ensuring a level playing field for everyone.



Winners of 'Shoe-making' category with Jury members



Ms. Hrithunanda R along with the 'Bronze Medal'



Mr. Mihal Shaduli along with the 'Bronze Medal'

Preparation was key to their success. The Leather Sector Skill Council (LSSC) conducted an intensive boot camp, helping participants refine their skills and build confidence. This rigorous training proved crucial in their preparation for the national stage. Both the students described their experience as incredibly enriching, offering a unique opportunity to learn, compete, and showcase their craftsmanship on a national level.

The Skill India Competition was not just a platform to display their talents, but also, a stepping stone for future growth in shoe-making.

The India Skills Competition, a grand event promoting vocational excellence, featured over 900 participants competing in 64 different skill categories. This competition is a testament to India's dedication to fostering talent and excellence in various trades.

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### Workshop on 'Sustainable Leather & Advancing Man-made Solutions' held at FDDI, Chennai Campus

On 15<sup>th</sup> May, 2024, a workshop seminar on 'Sustainable Leather & Advancing Man-made Solutions' was conducted at FDDI, Chennai Campus during which Mr. Manikam was the 'Resource Person'.

Mr. Manikam, currently serving as the Regional Manager, South India at Colors India Ltd., holds a B.Tech in Leather Technology and an MBA from Sweden.

During the workshop, Mr. Manikam provided an in-depth exploration of various types of leather and the intricate tanning processes involved. He explained the different tanning methods, highlighting the latest techniques and finishes in the industry. He provided insight on the origins of different skins and their unique characteristics, as well as the purposes of vegetable tanning.

Mr. Manikam demonstrated the stages of semi-finished leather, such as the wet blue stage. His practical demonstrations and thorough explanations helped students gain a comprehensive understanding of the subject.

The workshop concluded with an interactive Q&A session, during which Mr. Manikam addressed and clarified all the students' queries, ensuring they left with a deeper knowledge of sustainable leather practices.

As a part of the course curriculum, the students have to travel and stay in the area of the craft cluster and work along with the artisans to learn the craft and complete the craft cluster documentation.

### Operational Exposure for FDDI, Chhindwara students at Malls in Delhi/NCR

With the objective to provide a practical point of view on working in retail and fashion industry, the students of School of Retail & Fashion Merchandise (RFM) of FDDI, Chhindwara Campus visited various malls in Delhi/NCR from 13<sup>th</sup> May to 21<sup>st</sup> May 2024.



Mr. Manikam, making a presentation



Students attending the workshop



Students at a Mall



A view of a Retail Store

A total of 22 students of MBA batch of 2023-2025, who were accompanied by Mr. Sushant Yadav, Sr. Faculty- RFM-Chhindwara, explored a range of retail formats and shopping malls, including Mall of India, Pacific Mall, Select Citywalk, DLF Avenue, Ambience Mall, DLF Promenade, and DLF Emporio.

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The diverse range of Malls, each conceptualized to cater to different target segments, offered the students valuable insights into consumer profiling and the evolving retail environment. Observing the varying strategies and designs employed by these retail giants helped the students understand the nuances of effective mall management and customer engagement.

### Craft Cluster Jury evaluation at FDDI, Kolkata Campus

Craft cluster project evaluation of end-term semester 4-2022, of the School of Fashion Design (FD) was held on 10<sup>th</sup> May 2024, by Mrs. Leena Chakraborty, an external Jury member.

The students worked with the artisans cordially and gave them new ideas and design solutions. They made a collection of products/garments which was evaluated by the external Jury member.

She provided guidance to the students to expand their knowledge base and the skills to demonstrate them better.



Students along with Mrs. Leena Chakraborty, an external Jury member



Products/garments made by students

### Factory visit for FDDI Fursatganj students at Sriram International, Bahadurgarh

A factory visit was organized for the students of School of Footwear Design and Production (FDP) of FDDI, Fursatganj Campus on 10<sup>th</sup> May 2024 at Sriram International, a reputed non-leather footwear manufacturing unit at Bahadurgarh.

The visit for the FDP students of 2021-25 batch in non-leather footwear manufacturing company provided a better understanding of the use of polymeric materials in upper making and the machines used for making sports footwear uppers.



Students watching different operations at Sriram International, Bahadurgarh



The technical experts of the factory briefed the students about the latest technology and equipments being introduced in the recent years. The students also learnt embossing, welding and fusing and knitted upper making process that is being done in sports shoes.