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**FDDI**

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WEEKLY NEWSLETTER



## MoU signed between FDDI CoE & M/s. Natroyal Industries Pvt. Ltd.

On 02<sup>nd</sup> July 2024, a Memorandum of Understanding (MoU) was signed between FDDI's Center of Excellence (CoE) and M/s. Natroyal Industries Pvt. Ltd. (NIPL).

M/s. Natroyal Industries Pvt. Ltd., an ISO 9001:2015 and IATF 16949 certified company is one of the largest manufacturer and exporter of PVC Leather cloth, Specialised PVC Coated Fabrics, PVC Flooring, Circular and Knitted Industrial Fabrics etc., which



From Left: Director – NIPL and MD-FDDI signing the MoU

manufacture and supply specialized products under the brand name “Royal Touch” for segments specific to automobiles, (viz. 2-Wheelers, 4-Wheelers & Commercial Vehicles), Upholstery, Fashion, Luggage, Healthcare, Marine, Footwear and other customized uses.

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MoU has been signed for joint collaboration and consultancy activities in various fields of interest like footwear, leather, fashion and allied industries.

On behalf of FDDI, Colonel Pankaj Kumar Sinha, Managing Director (MD) signed the MoU, whereas, on behalf of M/s. Natroyal Industries Pvt. Ltd, Mr. Suvrat Shah, Director signed the MoU.

The MoU was signed in the presence of Dr. Madhusudan Pal, CoE – Director, Colonel Abhay (Retd.), Consultant, Business



Exchange of MoU



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The MoU aims to leverage the strengths of the industry partner and CoE FDDI, fostering innovation while sharing the financial burden and benefits equitably.

### MoU signed between FDDI & EDII, Gandhinagar, Gujarat

A Memorandum of Understanding (MoU) was signed between FDDI and Entrepreneurship Development Institute of India (EDII) located at Bhat, Gandhinagar, Gujarat on 02<sup>nd</sup> July 2024.

The purpose of this MoU, is to promote entrepreneurship education, training, policy research and incubation.

On behalf of FDDI, Colonel Pankaj Kumar Sinha, Managing Director (MD) signed the MoU, whereas, on behalf of EDII, Dr. Rajesh Gupta, Director – Rural Projects signed the MoU.

The MoU was signed in the presence of Mr. Anoop Singh Rana - Head of School of Leather Goods and Accessories Design (LGAD), Dr. Madhusudan Pal, CoE – Director, Colonel Abhay (Retd.), Consultant, Business Development, Head of School of Footwear Design & Production (FDP), School of Fashion Design (FD), and other faculty and staff of FDDI.



From Left: Director – Rural Projects, EDII and MD-FDDI signing the MoU



Meeting in progress for nurturing entrepreneurial talent & innovation

In accordance with the MoU, both organisations will jointly work on strategies, and interventions, seek funding and to create a comprehensive ecosystem for Incubation Support, Ventures, and Acceleration, Faculty Development Programs (FDP) and Webinars on Entrepreneurship, handholding and support in Intellectual Property Rights (IPR), and Patents, Student's Training and Internships in EDII Ongoing Projects, Collaboration on

Leather Impact Projects, Joint Crafts Projects in any Sector, Joint Short-Term Courses, etc.

The MoU holds the promise of not only nurturing the entrepreneurial spirit, but, also driving significant economic growth and innovation.

### Managing Director, FDDI attends National Fashion Show

Colonel Pankaj Kumar Sinha, Managing Director (MD)-FDDI attended the National Fashion Show (NFS) which was held at 'The Park' hotel, New Delhi on 29<sup>th</sup> June 2024.

The show, titled 'Women Empowerment in the Armed Forces,' organized by Magadh Production was a poignant





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tribute to the resilience and strength of women donning the uniform to serve the nation.

FDDI took on a crucial role in facilitating this event to pay tribute to war widows, acknowledging their sacrifices and the roles they play in society after losing their spouses in service to the nation and also to celebrate and showcase the talents and potential of specially-abled children, thereby promoting a sense of community and empathy within society.



MD-FDDI being felicitated during the NFS



Attire by FDDI at NFS



Specially-abled children showcasing their talent during NFS

The event featured the prestigious Nari Shakti Awards, recognizing the outstanding contributions of women serving in the Indian Armed Forces.

This spectacular fashion show featured a mix of traditional and contemporary styles.

NFS has stood as a beacon of creativity, compassion, and community, captivating audiences with its unique blend of style and substance.

### **Interactive session for Bangladesh Footwear Industry Leaders with M/s. Focus Machines held at FDDI, Kolkata Campus**

An interactive session for the prominent footwear companies of Bangladesh who are currently pursuing a meticulously designed 'Certificate Course in Footwear Design and Pattern Development' at FDDI, Kolkata Campus was held with the technical experts of Focus Machines, Kolkata on 28<sup>th</sup> June, 2024.

The company is a multi-profile product indenting house, specializing in imports of machinery and turnkey projects to manufacture leather-goods and footwear.



A view of the interactive session



Technical experts interacting with the professionals

Mr. Nirav Mehta, Regional Head - Focus Machines who was accompanied by Mr. Suvhadip Mondal, Senior Technician elucidated on the various aspects of footwear design, production, and technological innovations and shared in-depth knowledge on industry trends, providing a comprehensive view of the evolving landscape.



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They addressed specific queries from the participants, offering tailored advice and insights that were highly appreciated by the professionals from Bangladesh.

This engagement helped bridge the gap between theoretical knowledge and practical application, ensuring that the participants could relate the information to their own professional contexts.

### **Faculties of FDDI, Noida Campus attends FDP on 'Grounded Theory'**

Faculties of School of Retail and Fashion Merchandise (RFM) of FDDI, Noida Campus namely, Dr. Aastha Garg, Dr. Jyoti Bhasin and Ms. Anisha Modi attended a Faculty Development Program (FDP) on 'Grounded Theory' which was conducted by Jaipuria Institute of Management (JIM), Noida on 28<sup>th</sup> June 2024.

The FDP was conducted to develop the skills in terms of writing qualitative research papers based on the 'Grounded Theory' method and target it at a high-ranking journal.



Dr. Deepak Halan - Professor & Area Chair Marketing, JIM, Noida giving presentation



A view of the participants of FDP

Dr. Deepak Halan - Professor & Area Chair Marketing, JIM, Noida discussed each step from ideation to paper acceptance using interactive examples. The training methodology included case studies, activity, and discussion.

The other participants consisted of research scholars, alumni and faculties from different colleges like Apeejay School of Management, Asian School of Business, Sparsh Global Business School, IIFT Delhi and GD Goenka School of Management etc.

### **FDP on 'Microsoft Power BI' held at FDDI**



A view of the FDP

To enhance data visualization & research learning for innovative and teaching skills, a Faculty Development Program (FDP) on 'Microsoft Power BI' was conducted by FDDI on 21<sup>st</sup> and 25<sup>th</sup> June 2024 on dual mode offline and online during which the Faculties of other campuses of FDDI participated.

This tailored FDP to elevate the data analytics proficiency of faculties was conducted by Colonel Abhay Kumar (Retd.), Consultant - Business Development and Promotion, FDDI.



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He briefed about the fundamentals of Power BI and its importance in data analytics which will be further used by faculties to teach students and also for their research work.

### Official Language Hindi workshop organized at FDDI, Jodhpur Campus

For the progress and promotion of Hindi, a workshop was organized on 28<sup>th</sup> June 2024 at FDDI, Jodhpur campus in which all the officers and employees participated enthusiastically.

Dr. DD Ojha, Member of the Union Ministry Official Language Consultative Committee (UMOLCC), was the special guest for the occasion. In his address, he gave guidance on the importance of Hindi language and said to achieve the set goals given by the Department of Official Language, Ministry of Home Affairs by maximum use of Hindi.



Dr. DD Ojha, Member UMOLCC - being felicitated by Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur campus



A view of the workshop

Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus laid emphasis for collective efforts of all for the promotion of Official Language and urged upon the imbibing the practice do the official work in Hindi.

### Store visit by FDDI, Noida Faculty

A strategically planned initiative aimed at bridging the gap between academic knowledge and real-world industry practices was held on 27<sup>th</sup> June 2024 during which Dr. Aastha Garg and Dr. Jyoti Bhasin, from the School of Retail and Fashion Merchandise (RFM), FDDI-Noida Campus visited Shopper's Stop, Logix Mall, Noida and met with Ms. Preeti, Retail Operations Manager (ROM).

The faculties learned the intricacies of the store operations, strengthening the basics of retail operations triangle - Inventory management, merchandising and customer handling.

Engaging in discussions with ROM, allowed Faculty to gain insights into the challenges and opportunities within the retail sector which will help in enhancing the overall quality of pedagogy ensuring that students are learning relevant and current industry practices.



Faculties of FDDI at Shopper's Stop