

ISSUE NO. 09

November 2025

# NEWSLETTER



## FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE

An Institution of  
National Importance



ISSUE NO. 09

NOVEMBER 2025

# MONTHLY NEWSLETTER

## FDDI Participates in 'Fit India Freedom Run' on Rashtriya Ekta Diwas

To commemorate Rashtriya Ekta Diwas, observed on 31<sup>st</sup> October 2025 to mark the birth anniversary of the Iron Man of India, Sardar Vallabhbhai Patel, the Department for Promotion of Industry and Internal Trade (DPIIT) organized the 'Fit India Freedom Run' in New Delhi.



Shri Amardeep Singh Bhatia, IAS, Secretary, DPIIT addressing the participants of 'Fit India Freedom Run' on Rashtriya Ekta Diwas

The event began with an inspiring and motivating address by Shri Amardeep Singh Bhatia, IAS, Secretary, DPIIT, who emphasized the significance of unity, fitness, and collective responsibility in nation-building. Following the address, the Fit India Freedom Run commenced with enthusiastic participation from officials, staff members, and representatives of various institutions under DPIIT, including Footwear Design & Development Institute (FDDI).

The event, held under the Fit India Movement initiative of the Government of India, aimed to promote the values of unity, fitness, and national integration, reflecting the spirit of "Ek Bharat, Shreshtha Bharat." The run covered the route from Vanijya Bhawan to Udyog Bhawan via Kartavya Path, a symbolic stretch showcasing India's strength in diversity and collective resolve toward a healthier nation.



Mr. Vivek Sharma, IRS, MD, FDDI (at Center), leading the Institute's participation



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Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, led the Institute's participation in the event, accompanied by faculty, staff, and students. On this occasion, Mr. Sharma also paid floral tribute to Sardar Vallabhbhai Patel, honouring his monumental contribution in uniting the nation.

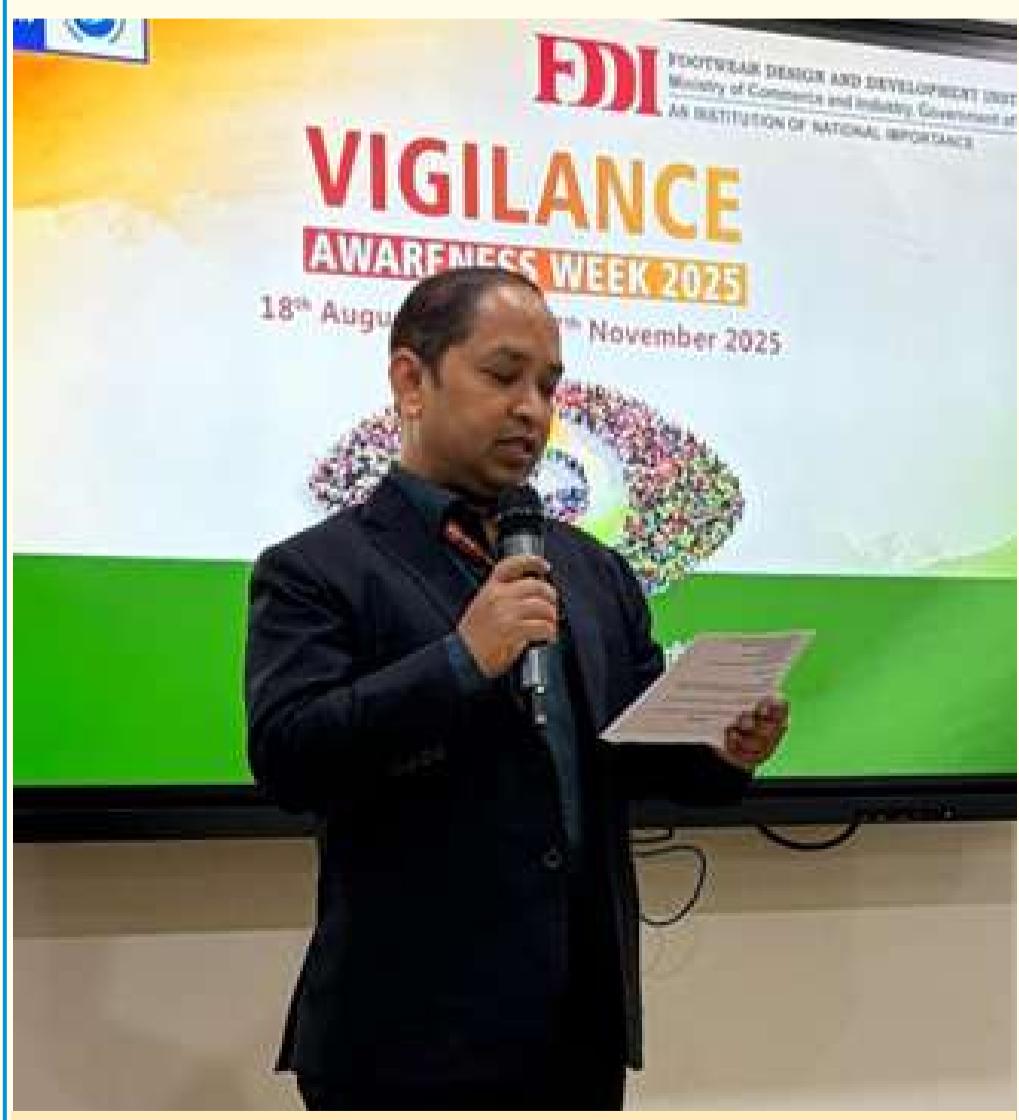


Team FDDI participating in 'Fit India Freedom Run' on Rashtriya Ekta Diwas

Their enthusiastic participation exemplified FDDI's steadfast commitment to fostering both physical well-being and patriotic spirit among its community. The event also served as a reminder of Sardar Patel's enduring vision of a united India, resonating deeply with FDDI's mission of empowering individuals through education, discipline, and national responsibility.

### Vigilance Awareness Week 2025 observed across FDDI

The Vigilance Awareness Week 2025 was observed across FDDI Head Office and all 12 campuses from 27<sup>th</sup> October to 2<sup>nd</sup> November 2025, in



Mr. Vivek Sharma, IRS, MD, FDDI leading the observance of Vigilance Awareness Week by administering the 'Integrity Pledge' and reaffirming FDDI's commitment to transparency and ethical conduct

accordance with the directives of the Central Vigilance Commission (CVC). The observance aimed to reinforce the values of integrity, transparency, and accountability within the organization.

The week started with a pledge-taking ceremony at FDDI Noida. Staff from both the Head Office and the Noida Campus participated, highlighting the Institute's commitment to ethical governance and a zero-tolerance stance on corruption. The ceremony was led by Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI and Ms. Manju Maan, Executive Director (ED), Noida Campus, in the presence of faculty, staff, and students.

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At the FDDI Kolkata Campus, Vigilance Awareness Week was celebrated under the theme "Vigilance: A Shared Responsibility." The observance focused on fostering integrity, transparency, and anti-corruption awareness among employees and students. The Integrity Pledge was administered to all, reaffirming their dedication to honesty and ethical conduct in both official and personal dealings. An awareness session on preventive vigilance was conducted, highlighting the importance of maintaining accountability, adhering to due procedures, and identifying early warning signs of malpractice. An essay competition on "Role of Citizens in Promoting Vigilance and Transparency" encouraged students to reflect on individual responsibility in building a corruption-free society, while employees actively participated in a slogan-writing activity that generated impactful messages promoting vigilance and ethical behavior.



Ms. Manju Maan, ED, FDDI, Noida Campus administering the 'Integrity Pledge'

As part of community outreach, faculty and staff distributed informative leaflets in nearby industries and factories to spread awareness about ethical practices, the impact of corruption, and the need for collective action to promote transparency. The week-long observance effectively strengthened awareness on vigilance, ethics, and responsible conduct across the campus community.

At the FDDI Chennai Campus, a series of creative and awareness-driven activities—including slogan writing, poster making, rangoli, and essay writing competitions, along with outreach programs on vigilance and anti-corruption awareness—were conducted throughout the week. Through these initiatives, participants expressed their creativity and understanding of the theme, reinforcing their commitment to honesty and ethical practices in every sphere of life. The observance concluded with a renewed pledge to uphold the principles of transparency, accountability, and good governance.



Staff taking the 'Integrity Pledge' at FDDI, Noida

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- Online Clo3D Workshop Enhances Digital Design Skills at FDDI Hyderabad;
- FDDI Hyderabad Team Wins 3<sup>rd</sup> Prize at D-CoDE'25, IIT Hyderabad;
- Scrutiny Committee Meeting for UDAAN Scholarship Scheme;
- Design Patent Granted for "Leather Stair Climber Basket" to FDDI Hyderabad Faculty and Collaborators;
- Educational Visit to National Handloom Expo by FDDI, Chennai Students;
- Workshop on Photoshop and Fashion Photography Held at FDDI Hyderabad;
- Industrial Visit for FDDI, Fursatganj Students;
- T-Shirt Launch by FDDI Hyderabad Executive Director at National Volleyball Match 2025;
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- Joint Research Study by FDDI Hyderabad Faculty Published in Scopus-Indexed Elsevier Journal;
- FDDI Hyderabad Faculty Successfully Conduct Training for NRLM at NIRDPR, Hyderabad;
- Faculty – Fashion Design, FDDI Banur, Delivers Keynote Address on OBE and NEP 2020;
- IBTIDA – KHEL 2025: Inter-College Sports Fest at FDDI Hyderabad;
- FDDI Chennai Faculty present joint research paper on sustainable craft innovation at international conference;
- FDDI Chennai Faculty Secures Design Registration for Innovative Modular Sports Bra;
- Blood Donation Camp Successfully Organized at FDDI Ankleshwar;
- FDDI Jodhpur Executive Director Graces Hindi Pakhwada Valedictory at DRDO Jodhpur;
- FDDI Ankleshwar Organizes Rashtriya Karmayogi Training under Jan Seva Campaign (Phase 2);
- Photography Workshop Enhances Visual Storytelling Skills at FDDI Banur;
- FDDI Ankleshwar Collaborates to Empower Tribal Youth in Bharuch;
- FDDI Ankleshwar Strengthens Industry-Academia Partnerships to Foster Skills, Innovation, and Entrepreneurship;
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- Exposure Visit to SVG Fashion Pvt. Ltd. – Bridging Classroom Learning with Industry Practice;
- CREATIVE CORNER.



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At the FDDI Jodhpur Campus, Vigilance Awareness Week was celebrated with enthusiastic participation from both students and staff. The observance began with the administration of the Integrity Pledge by all, reaffirming their commitment to honesty and ethical behaviour.



Community outreach by distribution of informative leaflets in nearby industries and factories by FDDI, Kolkata



A view of the participants of essay competition on "Role of Citizens in Promoting Vigilance and Transparency"

As part of the community engagement initiative, students visited Gram Sabha, Keru, where they conducted a pamphlet distribution drive to raise awareness about vigilance and anti-corruption practices among local residents. A slogan and poster writing competition that encouraged creative expressions on the theme of vigilance was also held. A special session on Workplace Ethics, delivered by Dr. Alok Tripathi (Retd. IPS), Hon'ble

Vice Chancellor of Sardar Patel University of Police, Security & Criminal Justice, Jodhpur, inspired participants to uphold integrity and ethical conduct in professional life. Students also showcased their artistic skills through wall paintings emphasizing transparency and accountability, while a Walkathon/Marathon held at Barkatullah Khan Cricket Stadium promoted the message of vigilance and integrity through collective participation. The week concluded with a closing ceremony and felicitation of students and staff for their enthusiastic involvement and contributions.

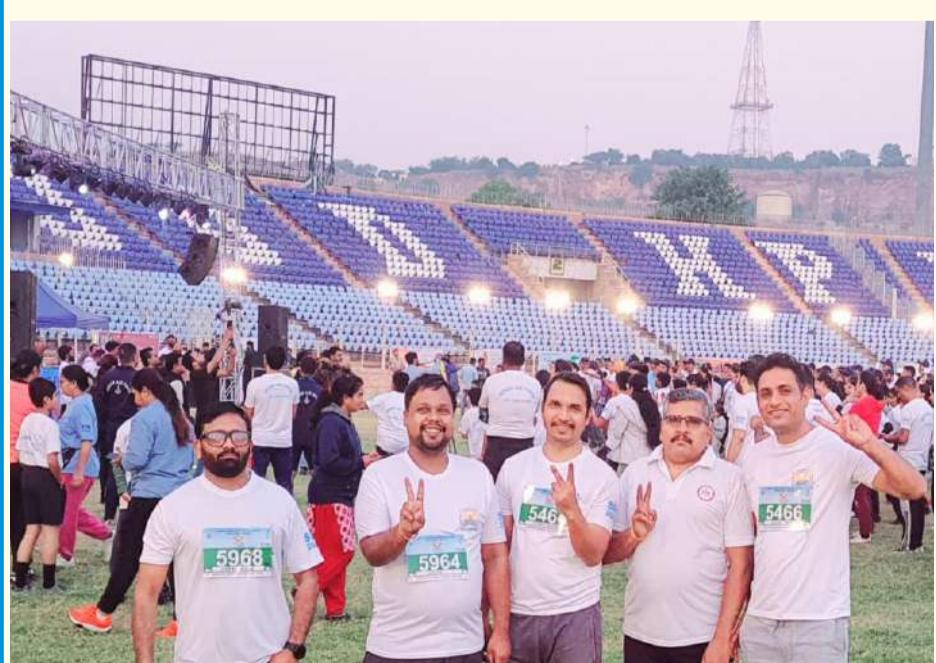
At the FDDI Rohtak Campus, the week was observed with tremendous zeal, promoting transparency, integrity, and accountability in public life under the theme "Say No to Corruption; Commit to the Nation." The observance began with the Integrity Pledge administered to students and staff, reaffirming FDDI's dedication to maintaining honesty and fairness in all spheres of activity.



Creating awareness vigilance and anti-corruption awareness by FDDI, Chennai



Poster making competition at FDDI, Chennai



FDDI Jodhpur Campus participants at Walkathon/Marathon held at Barkatullah Khan Cricket Stadium



A student showcasing his artistic skills through wall paintings emphasizing transparency and accountability

A range of engaging activities—slogan writing, debates, and Nukkad Natak (street plays)—encouraged students to creatively express their views on vigilance and ethics. Through interactive discussions and awareness sessions, participants were sensitized to preventive vigilance measures, transparency in governance, and the vital role of integrity in personal and professional growth. A total of 35 students participated in the activities, emphasizing the crucial role of youth in shaping a corruption-free society.



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At the FDDI Ankleshwar Campus, faculty, staff, and students took the Vigilance Pledge both physically and digitally, reaffirming their commitment to uphold integrity, transparency, and accountability in all aspects of life.

The week-long observance across all FDDI campuses served as a powerful platform to reaffirm the Institute's commitment to ethical governance, transparency, and good conduct. Through interactive sessions, competitions, outreach initiatives, and pledges, FDDI successfully instilled the spirit of vigilance, honesty, and responsibility among its students and employees—echoing the national message that vigilance is indeed a shared responsibility.



Staff taking the 'Integrity Pledge' at FDDI, Ankleshwar

## FDDI's Participation at AILPA Sourcing Fair 2025 Showcases Innovation, Sustainability & Industry Collaboration



From Left: Mr. Vivek Sharma, IRS, MD, FDDI being felicitated by Mr. Arjun Mukund Kulkarni, President, ILPA

FDDI's creatively designed stall showcased a diverse range of bags, footwear, and garments, reflecting the institute's focus on creativity, craftsmanship, and eco-conscious design. The exclusive collection of biodegradable leather bags, developed in collaboration with the Indian

FDDI participated in the All India Leather Products and Allied Sourcing Fair (AILPA 2025), organized by the Indian Leather Products Association (ILPA) from 28th to 30<sup>th</sup> October 2025 at the Biswa Bangla Exhibition Centre, Kolkata. Supported by the Government of West Bengal and India Exposition Mart Limited, the fair served as a global B2B platform connecting Indian manufacturers and designers with international buyers.

During the event, Mr. Arjun Mukund Kulkarni, President, ILPA, felicitated Mr. Vivek Sharma, IRS, Managing Director (MD) – FDDI, for strengthening industry-academia collaboration, while Md. Azhar, Vice President, ILPA, felicitated Mr. Neeraj Kumar, Executive Director (ED), FDDI Kolkata Campus, for his leadership and continued engagement with the industry.

The event's theme, "Sustainable Materials and Eco-Aesthetics," highlighted innovation and responsibility in the evolving landscape of the leather and lifestyle sectors.



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Council for Agricultural Research (ICAR), received widespread appreciation from global buyers. Additionally, the Rajasthani embroidery bag



From Left: Mr. Neeraj Kumar, ED, FDDI Kolkata Campus being felicitated by Md. Azhar, VP - ILPA



Mrs. Basumitra Ghosh Mukherjee, Head CoE, FDDI Kolkata, highlighting FDDI's role

designed by Chinmayee Dash (LLPD 2023 Batch) drew special attention for blending traditional artistry with modern aesthetics.

The FDDI stall emerged as one of the major attractions of the fair, earning the "Best Design Award" in one of the top design categories, recognizing the institute's commitment to innovation and sustainability.

An introductory note by Mrs. Basumitra Ghosh Mukherjee, Head, Centre of Excellence (CoE), FDDI Kolkata, underscored the institute's pivotal role in promoting innovation, sustainability, and skill development across the leather and footwear value chain.

During the event, Mr. Sharad Srivastav, Joint Director - CoE and Mr. Prashant Nanda, Head of the School of Footwear Design & Production (FDP), conducted a seminar titled "Sole Purpose – Strategies for New Footwear Entrepreneurs," which provided valuable insights into factory setup, operations, and entrepreneurial opportunities in the footwear sector. The session also highlighted FDDI's role as an incubation hub for start-ups through its expertise, and industry networking.



A view of the stall of FDDI

in design and product development, material sourcing, quality assurance, skill development



From Left: Mr. Sharad Srivastav and Mr. Prashant Nanda providing insights during seminar, "Sole Purpose – Strategies for New Footwear Entrepreneurs"





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### Strategic Meeting Held Between FDDI and AILPA Leadership to Foster Collaboration and New Initiatives

On the sidelines of AILPA 2025, a strategic meeting was held between the leadership of FDDI and ILPA, aimed at strengthening collaboration between academia and the leather industry.

Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, and Mr. Arjun Mukund Kulkarni, President, ILPA, led the discussions, which focused on enhancing industry-integrated education, establishing joint research and development (R&D) initiatives, and promoting sustainable design and production practices.

Both institutions expressed their commitment to exploring future partnerships that would advance innovation, skill development, and market competitiveness within India's leather and footwear ecosystem.

Key takeaways from the meeting included the proposal for PDC (Product Development & Consultancy) Facilitation to be established as a joint industry-academia initiative, enabling collaborative product innovation and technology support for MSMEs. Additionally, low-enrolment hybrid courses were proposed to address specialized skill gaps and make advanced design and production education more accessible to working professionals and entrepreneurs.



A view of the strategic meeting between FDDI and AILPA

### FDDI Students Engage with Global Buyers, Gaining Real-World Exposure at AILPA 2025

As part of AILPA 2025, students from FDDI's School of Leather Lifestyle & Product Design, School of Footwear Design & Production, and School of Fashion Design played an integral role in the event's organizing and hospitality teams.



FDDI students assisting international buyers



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Students assisted international buyers from countries including the USA, Germany, Italy, Denmark, Australia, Egypt, Russia, Taiwan, the Netherlands, and the UAE, gaining first-hand exposure to global sourcing practices and business communication. Each student was paired with a buyer aligned with their area of study, assisting with logistics, buyer-exhibitor coordination, and on-site facilitation.



FDDI student along with international buyer



The fair provided a platform for bonding between the ex-students and their faculties

This engagement provided students with practical insights into international trade operations, product evaluation, trend forecasting, and sustainability practices, strengthening their understanding of the global market ecosystem.

Notable brands such as Humble Goods (USA), Serenade Leather (Australia), Orskov Copenhagen (Denmark), Braun Büffel (Germany), and Bear Design (Netherlands) participated in the fair, offering students valuable opportunities for professional interaction.

The event also witnessed an inspiring reunion with FDDI alumni, who shared their experiences as established industry professionals, further enriching the learning experience for current students.

Through this hands-on participation, FDDI reaffirmed its commitment to experiential learning, ensuring that its students emerge as industry-ready design professionals equipped with global perspectives and sustainable values.

## FDDI Celebrates 'Hindi Pakhwada 2025' Across All Campuses



From Left: Mr. Vivek Sharma, IRS, MD, FDDI extends a warm welcome to Mr. Subhash Chander, Director (Official Language), by presenting a bouquet

In accordance with the directives of the Department of Official Language, Ministry of Home Affairs, FDDI organized Hindi Pakhwada 2025 across all its campuses from September 14<sup>th</sup> to 28<sup>th</sup> September 2025. The initiative aimed to promote and encourage the use of Hindi in official and academic communication.

At the Head Office and Noida Campus, Hindi Pakhwada was jointly celebrated during which a series of competitions were organized, including the Official Language Hindi Quiz Competition and Extempore Speech Competition for officers and employees, while Dictation and Essay Writing Competitions were conducted for students. Under the Official Language Promotion Scheme implemented by FDDI in line with the Department of Official Language's guidelines, academic and non-academic departments were also recognized and awarded for their outstanding use of Hindi during the year.



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The closing and awards ceremony was held on 30<sup>th</sup> September 2025, at FDDI Noida. The event was graced by Mr. Subhash Chander, Director (Official Language), as the Chief Guest. The ceremony began with the lighting of the lamp by Mr. Subhash Chander and Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI. The winners of all competitions were felicitated with cash prizes and certificates by Mr. Subhash Chander, Mr. Vivek Sharma, IRS, MD, FDDI, and Colonel Pankaj Kumar Sinha, Secretary, FDDI. The program concluded with a vibrant cultural performance by the students.



Competitions in progress

In his address, Mr. Subhash Chander commended the efforts of FDDI and emphasized that Hindi, being our official language, must be used extensively in day-to-day governmental work. He encouraged everyone to contribute collectively towards its promotion and adoption.



A winner receiving the prize at FDDI, Noida



A winner receiving the prize at FDDI, Patna

At FDDI Patna, the Chief Guest for the closing and award distribution ceremony was Professor (Dr.) Nitin Kumar Puri, Executive Director, National Institute of Electronics and Information Technology (NIELIT), Patna. Winners of various competitions were felicitated on the occasion.

At FDDI Hyderabad, Dr. Kasif, Secretary, Town Official Language Implementation Committee, was the Chief Guest. He shared valuable insights on the linguistic ecosystem of Indian languages and encouraged extensive use of Hindi in official and practical contexts. Dr. Narasimhugari



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Tej Lohit Reddy (IAS), Executive Director, in his address, highlighted the objectives and significance of Hindi Pakhwada and motivated employees and students to embrace Hindi in administrative and creative domains.



A winner receiving the prize at FDDI, Hyderabad



A winner receiving the prize at FDDI, Jodhpur

At FDDI Jodhpur, the inaugural ceremony was graced by Dr. D. Kumar, former Principal Scientist, KAJRI (Jodhpur), who spoke about the richness of Hindi literature. Mr. Anil Kumar, Executive Director, presided over the event, emphasizing that Hindi unites the FDDI family and plays a vital role in administration, education, and communication. The closing ceremony was held in the presence of Professor (Dr.) Mahipal Singh Rathod, Head, Department of Hindi, JNV University, Jodhpur. On this occasion, a special discussion on "The Role of Literature in Fashion" was organized, highlighting the connection between creativity, language, and design from a fresh perspective.

At FDDI Rohtak, the closing ceremony was graced by Mr. Ajit Singh, Chief Manager, State Bank of India, PGI Rohtak, as the Chief Guest. Ms. Sarita Duhan, Executive Director of the institute, was also present during the ceremony, where the winners were felicitated.



A winner receiving the prize at FDDI, Rohtak



Winners of various competitions at FDDI, Ankleshwar

At FDDI Ankleshwar, Mr. Bhavin Bhatt attended the Hindi Pakhwada closing ceremony as Chief Guest and presented certificates and awards to all participants. In his address, Mr. Lalit Prakash, Executive Director, emphasized that "Hindi is a capable, powerful, and rich language that unites the nation as one. It is our cultural heritage." He urged everyone to adopt Hindi sincerely and consistently as the language of official communication.



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At FDDI Fursatganj, the closing ceremony was graced by Mr. Dilip Pandey, former Official Language Officer, Indira Gandhi Flying Academy, as the Special Guest.



A view of closing and awards ceremony at FDDI, Fursatganj

Through these celebrations across its campuses, FDDI reaffirmed its commitment to the promotion and practical implementation of Hindi in all spheres of institutional functioning.

## FDDI Chhindwara Signs MoU with INFED-IIM Nagpur to Strengthen Entrepreneurial and Managerial Ecosystem

FDDI, Chhindwara, achieved a major milestone by signing a Memorandum of Understanding (MoU) with INFED – IIM Nagpur, the business incubator of the prestigious Indian Institute of Management, Nagpur. The MoU was signed on 15<sup>th</sup> October 2025 by Col. Pankaj Kumar Sinha, Secretary – FDDI and Dr. Bhimaraya Metri, Director, IIM Nagpur, in the presence of key dignitaries and representatives from both institutions.

This collaboration aims to foster entrepreneurial growth, innovation, and managerial excellence among FDDI students and faculty. Together, the two institutions will create a dynamic ecosystem supporting start-up incubation, business mentorship, leadership development, and industry-driven research initiatives.

The partnership will drive entrepreneurial development by providing FDDI students and alumni with access to mentorship programs and start-up advisory support to turn ideas into viable ventures. It will also enhance capacity building and training through joint workshops, management programs, and innovation bootcamps designed to strengthen managerial and business competencies. Both institutions will promote research and innovation exchange through collaborative projects and knowledge-sharing sessions in areas such as sustainable fashion, design innovation, retail management, and business strategy. Moreover, the MoU will expand networking and industry exposure, connecting students with start-up founders, investors, and business leaders through IIM Nagpur's entrepreneurial network.

This partnership positions FDDI Chhindwara as a forward-looking campus integrating design, technology, and business innovation. It will empower students with entrepreneurial skills, enable incubation opportunities, strengthen industry linkages, and promote a culture of innovation and leadership across academic streams.



MoU exchange ceremony



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### MoU Signed Between FDDI Jodhpur and IIT Jodhpur to Foster Creativity and Innovation

On 30<sup>th</sup> October 2025, a MoU was exchanged between the FDDI, Jodhpur and the Indian Institute of Technology (IIT) Jodhpur to strengthen collaboration in the domains of creativity, innovation, design, and technology, with a special emphasis on promoting and supporting artisans.

The MoU was exchanged between Mr. Anil Kumar (AFHQCS), Executive Director, FDDI, and Dr. (Prof.) A. K. Agarwal, Director, IIT - Jodhpur & Chairman - Jodhpur City Knowledge and Innovation Foundation (JCKIF).

This strategic partnership seeks to combine design expertise with technological innovation, facilitating joint research projects, skill development initiatives, and sustainable models for artisan empowerment.

Through this collaboration, FDDI Jodhpur and IIT Jodhpur aim to create a dynamic ecosystem of creativity and inclusive growth, effectively bridging the gap between art and technology to advance the nation's creative economy and enhance opportunities for the artisan community.



A view of the MoU exchange ceremony

### Seminar on “Infusing AI in Design Process & Branding” Held at FDDI Hyderabad

As part of a knowledge-sharing initiative, the School of Footwear Design & Production (FDP), FDDI Hyderabad, organized an insightful seminar on “Infusing AI in Design Process & Branding” on 31<sup>st</sup> October 2025.

The session aimed to explore how artificial intelligence can enhance user experience, drive design innovation, and unlock new possibilities in branding and consumer engagement.

Mr. Srinivas Midnaboina, Principal UI/UX Designer at Providence, served as the keynote speaker. With deep expertise in user experience and interface design, he shared valuable insights on creating intuitive, user-centered digital experiences that align with business goals.



Mr. Srinivas Midnaboina explaining about responsible AI use to the students

Mr. Midnaboina elaborated on how AI is reshaping design and branding through personalization, data-driven dynamic campaigns, and intelligent consumer engagement. He also emphasized the importance of ethical and transparent AI practices to foster trust and accountability in digital experiences.



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The seminar was highly engaging and proved immensely beneficial for students, providing practical exposure to the thoughtful integration of AI into the design process.

### FDDI Kolkata Explores Collaboration with The Asiatic Society

On 31<sup>st</sup> October 2025, Mr. Neeraj Kumar, Executive Director, FDDI, Kolkata Campus, visited The Asiatic Society, Park Street, to explore avenues for collaboration and cooperative institutional development.



From Left: Col. Anant Sinha engaging in discussions with Mr. Neeraj Kumar, Executive Director, FDDI Kolkata, and their respective teams at The Asiatic Society, Park Street

During the visit, Col. Anant Sinha, Director of The Asiatic Society, warmly felicitated Mr. Neeraj Kumar. The meeting involved in-depth discussions on the availability of land or commercial space for lease, along with an exchange of ideas on potential areas of partnership. Representatives from The Asiatic Society highlighted the advantages of their prime Park Street location and conveyed a strong interest in future collaborative initiatives.

### Workshop on “Analytics in Action: From Excel Insights to Impactful Presentation for Seminar” Held at FDDI Hyderabad

A captivating workshop titled “Analytics in Action: From Excel Insights to Impactful Presentation for Seminar” was organized at the FDDI, Hyderabad Campus on 31<sup>st</sup> October 2025.

The session conducted by Dr. Ch. Shankar –Faculty of Finance and Business Analytics, GITAM School of Business, Hyderabad aimed to equip Foundation Batch 2025 design students with practical knowledge of Advanced Excel, MS Word, PowerPoint, and



A view of the captivating workshop

data analytics concepts to enhance their presentation and analytical skills. Participants gained hands-on experience in applying software tools, using Excel formulas, and employing efficient digital techniques to create impactful presentations, reduce manual calculations, and improve overall productivity.

The workshop also featured an engaging quiz competition, where students showcased their learning and enthusiasm.



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### FDDI Chhindwara Faculty's Research Published in Prestigious ABDC-Indexed Journal

A research paper titled "From Cool to Committed: The Pathways Linking Brand Trendiness, Emotional Identity, and Behavioral Loyalty in the Indian Fashion Market" has been published in the Journal of Asia Entrepreneurship and Sustainability (ABDC Indexed, ISSN: 1176-8592, Volume 21, No. 3, 2025, DOI: <https://doi.org/10.53555/jaes.v21i3.66> on 31st October 2025).

The study was co-authored by Dr. Partha Pratim Chakraborty, Dr. A. S. Suresh, Dr. Santhosh Joseph, and Dr. Prachi Jain, with Dr. Govind Soni, Senior Faculty – Retail & Fashion Merchandise, FDDI Chhindwara, contributing significantly to the research available at <https://asiaentrepreneurshipjournal.com/index.php/jaes/article/view/66>

The paper delves into India's dynamic fashion industry, emphasizing that brand trendiness—the perception of being modern, cool, and innovative—plays a vital role in engaging consumers, particularly Gen Z and Millennials. Drawing on Aaker's Brand Identity Model, the study establishes a connection between trendiness, emotional identity, and loyalty outcomes.

Findings reveal that trendy, culturally resonant brands evoke strong emotional identification,



Dr. Govind Soni, Sr. Faculty- RFM, FDDI - Chhindwara

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**From Cool to Committed: The Pathways Linking Brand Trendiness, Emotional Identity, and Behavioral Loyalty in the Indian Fashion Market**

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DOI: <https://doi.org/10.53555/jaes.v21i3.66>

Keywords: Sustainable Entrepreneurship; Brand Trendiness; Emotional Identity; Behavioral Loyalty; Fashion Entrepreneurship; Sustainable Development

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AUSTRALIAN BUSINESS DEANS COUNCIL

OPEN ACCESS  
doi Crossref

Make a Submission

The Journal of Asia Entrepreneurship and Sustainability containing the article

### FDDI Kolkata Participates in 'Handloom & Handicraft Harmony' Fashion Event

On 30<sup>th</sup> October 2025, Mr. Neeraj Kumar, Executive Director, FDDI Kolkata, attended as one of the dignitaries at the 'Handloom & Handicraft Harmony' Fashion Event, "Track to Trends with Tradition!", organized by the Sealdah Division in collaboration with the National Institute of Fashion Technology (NIFT) Kolkata.

The initiative brought together NIFT Kolkata students and railway employees of the Sealdah Division, who walked the ramp showcasing exquisite Khadi, handloom, and handicraft garments. The event celebrated the spirit of "Vocal for Local", emphasizing the importance of indigenous textiles as sustainable fashion solutions.



Dignitaries at the inaugural session of the Handloom & Handicraft Harmony Fashion Event



Track to Trends with Tradition - Handloom Fashion show

The showcase demonstrated how traditional crafts can inspire modern professional uniform design and workplace fashion, blending aesthetic appeal with sustainability and responsible consumption. The participation of railway personnel in uniform alongside student-designed ensembles symbolized institutional solidarity with artisan communities and the revival of India's textile heritage.



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Overall, the event stood out as a vibrant example of collaboration between government institutions and academia, promoting India's rich handloom legacy and advancing the message of sustainable fashion practices.

### FDDI Jodhpur Participates in the Grand Celebration of 'Akashvani @90'

On 29<sup>th</sup> October 2025, FDDI Jodhpur proudly participated in the grand celebration of 'Akashvani @90', commemorating nine decades of India's illustrious broadcasting heritage. The event provided a vibrant platform for students to showcase their creativity, communication skills, and artistic talent before radio professionals and an enthusiastic audience.

During the celebration, FDDI Jodhpur students enthusiastically took part in a range of interactive and cultural segments, embodying the institute's spirit of innovation, expression, and youthful energy. Their engaging performances were widely appreciated by the organizers and guests for their confidence, originality, and creativity.



Students participating in 'Akashvani @90' Celebration

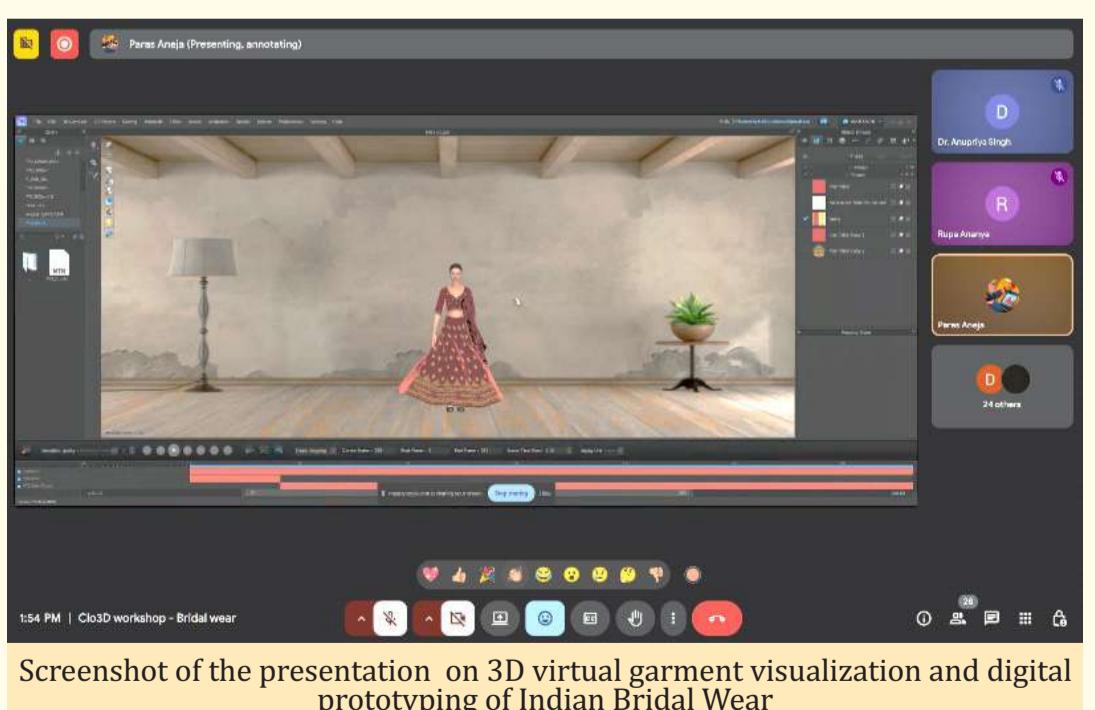
The event offered students a memorable learning experience, connecting them with the rich legacy of All India Radio (Akashvani) and inspiring them to explore new opportunities in media, communication, and creative expression.

### Online Clo3D Workshop Enhances Digital Design Skills at FDDI Hyderabad

The School of Fashion Design (FD), FDDI Hyderabad, organized an online Clo3D workshop on 27<sup>th</sup> October 2025 for B. Des (5<sup>th</sup> Semester) and M. Des (1<sup>st</sup> Semester) students. Conducted by Mr. Paras Aneja, professional fashion illustrator and educator, and coordinated by Dr. Anupriya Singh, Jr. Faculty, FD the session focused on 3D virtual garment visualization and digital prototyping of Indian Bridal Wear.



Participants attending online Clo3D workshop



Screenshot of the presentation on 3D virtual garment visualization and digital prototyping of Indian Bridal Wear

Students gained hands-on experience with Clo3D's tools for designing, draping, and rendering virtual apparel. The workshop emphasized sustainability and tech-driven innovation, helping students integrate traditional aesthetics with modern digital design practices.



## MONTHLY NEWSLETTER

### FDDI Hyderabad Team Wins 3<sup>rd</sup> Prize at D-CoDE'25, IIT Hyderabad

The team Craft X Immersion from the School of Leather Goods and Accessories Design (LGAD), FDDI, Hyderabad, showcased outstanding innovation and design acumen by winning the 3rd Prize at D-CoDE'25, a design-led innovation hackathon organized by the Centre of Design Excellence (CoDE), IIT Hyderabad, under the RAMP (Raising and Accelerating MSME Productivity) initiative.

The event, held at IIT Hyderabad from 24<sup>th</sup> to 26<sup>th</sup> October 2025, brought together students, young innovators, and aspiring entrepreneurs from across the country to present ideas that have the potential to shape the future of design and innovation.

The Craft X Immersion team, comprising Md. Gofran (Idea Lead and Faculty Mentor, LGAD, FDDI Hyderabad), Ms. Benecia Mariam Babu (UX Designer and Researcher, 4th Year, LLPD), and Ms. Meera Krishna (UX Designer and Researcher, 4<sup>th</sup> Year, LLPD), represented FDDI Hyderabad with their innovative idea that stood out for its creativity and practical impact.

After successfully clearing the Stage I Idea Short-listing Round, the team was invited to participate in Stage II, a three-day immersive hackathon at IIT Hyderabad. Competing against 27 teams from diverse domains across India, they demonstrated exceptional creativity, problem-solving, and interdisciplinary collaboration to secure the 3<sup>rd</sup> position.

The team's project may receive incubation support under the RAMP initiative for further research and potential start-up development.

This achievement highlights FDDI's commitment to fostering design innovation, experiential learning, and entrepreneurship, enabling students to contribute meaningfully to India's growing innovation ecosystem.



From Left: Md. Gofran (Idea Lead and Faculty Mentor, LGAD, Hyderabad) along with the 2 UX Designer and Researcher



Certificate issued to the winners

The Scrutiny Committee for the UDAAN Scholarship Scheme convened on 27<sup>th</sup> October 2025 at NIFT Kolkata Campus to evaluate applications for the Semester Exchange Program at École Nationale Supérieure des Arts et Industries Textiles (ENSAIT), France (Jan-Jun 2026).



Mrs. Anita Ray, Head of Department, Fashion Design, FDDI Kolkata, as the External Academic Expert, felicitated by Dr. Brijesh Deore, Director of NIFT Kolkata, and Dr. Binwant Kaur

The committee comprised internal members and Mrs. Anita Ray, Head of Department – Fashion Design, FDDI Kolkata, who participated as the External Academic Expert. During the meeting, the committee thoroughly reviewed applicants' academic records, statements of purpose, and financial documents, and conducted interactions to assess merit, motivation, and financial need in line with the UDAAN Scholarship guidelines.

The UDAAN Scholarship, a means-cum-merit-based initiative by NIFT, aims to support students from economically weaker sections in pursuing international semester exchange programs.

All proceedings and evaluations of the committee have been duly recorded and uploaded on the SAMARTH portal for further necessary action.



## MONTHLY NEWSLETTER

### Design Patent Granted for “Leather Stair Climber Basket” to FDDI Hyderabad Faculty and Collaborators

FDDI takes pride in announcing that a Design Patent has been granted for the innovative product “Leather Stair Climber Basket” jointly developed by the faculty of FDDI Hyderabad Campus and collaborators.

The innovation, led by Dr. Rambabu Muppidi, Faculty of School of Leather Goods and Accessories Design (LGAD), marks his 18th Indian Design Patent. The project was developed with the research support of Dr. Yogesh Babu and Mr. Elayaraja, and involved detailed design explorations and field studies across residential areas in Rayadurgam and Manikonda.

The Leather Stair Climber Basket is a handcrafted, ergonomically designed accessory that enables effortless transportation of goods up and down stairs. Its multi-wheeled rotating mechanism and lightweight structure reduce physical strain and enhance user balance—seamlessly blending traditional leather craftsmanship with modern functional innovation.

The patent, filed under Application No. 469487-001 (Class 09-04), was submitted on 12th August 2025, published on 22nd October 2025 in The Patent Office Journal No. 43/2025, (Page 106454) available at <https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

The valuable guidance and unwavering support of Mr. Subhajit Saha, Head – Legal & IPR and Founder, Resolute4IP, and Mr. Shailendra Kumar, Legal Advisor-II, Resolute4IP, India, throughout the IPR process have been instrumental in achieving this milestone.



Dr. Rambabu Muppidi,  
Faculty, LGAD, FDDI,  
Hyderabad Campus



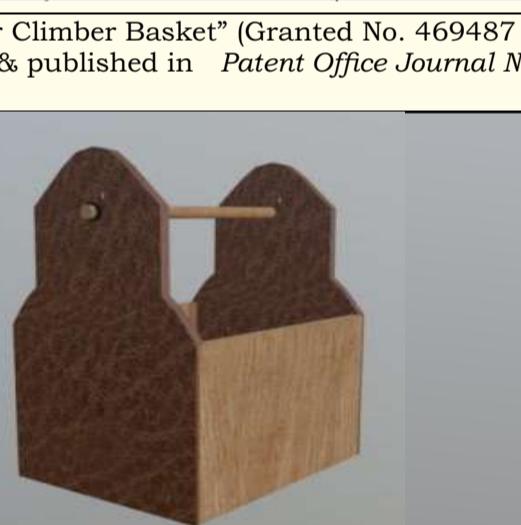
Mr. K. Elayaraja,  
Senior Faculty Gr-II,  
FDP, FDDI Hyderabad  
Campus

Design Number	469487-001
Class	09-04
I. Dr. Rambabu Muppidi Faculty, Department of Leather Goods and Accessories Design, FDDI, HS Dharga Road, Gachibowli, Rai Durg, Telangana- 500008, India. 2. Dr. Thunga Yogesh Babu Former Assistant Professor & Head, Department of Fine Arts, JIPN & IIP PDF Candidate from Endoxia Research University- USA & Endoxia Research Center- Tirupati District-517501, Andhra Pradesh, India. 3. Mr. K. Elayaraja Sr. Faculty, Footwear Design Department, FDDI, HS Dharga Road, Gachibowli, Rai Durg, Telangana-500008, India.	
Date of Registration	12/08/2025
Title	Leather Stair Climber Basket
Priority NA	

“Leather Stair Climber Basket” (Granted No. 469487 - 001) granted & published in *Patent Office Journal No. 43/2025*



Certificate of Design Patent



Product Design: “Leather Stair Climber Basket”



Certificate of Design Patent

The second-year B.Des Fashion Design students of the FDDI, Chennai Campus, embarked on an enriching educational visit to the National Handloom Expo held at Kalaivanar Arangam, Triplicane, on 16<sup>th</sup> October 2025.



Students along with faculties at the National Handloom Expo

The visit provided students with valuable exposure to the vibrant world of Indian handlooms, where tradition seamlessly blends with creativity. The expo showcased a rich array of handwoven textiles, natural dyeing methods, block printing, and weaving techniques representing diverse regions of India. Each exhibit beautifully reflected the cultural identity, craftsmanship, and sustainability intrinsic to the nation's textile heritage.

During the visit, students engaged in meaningful interactions with artisans and exhibitors, gaining firsthand understanding of intricate processes such as weaving, motif development, natural dyeing, and surface embellishment.



## MONTHLY NEWSLETTER

This experiential learning opportunity not only deepened their appreciation of traditional textile practices but also highlighted their enduring significance in shaping contemporary and sustainable fashion design.

### Workshop on Photoshop and Fashion Photography Held at FDDI Hyderabad

The School of Fashion Design (FD), FDDI Hyderabad, organized a hands-on workshop on "Photoshop and Fashion Photography" on 14<sup>th</sup> October 2025 for B.Des (III Semester) students.

Conducted by Dr. Sravan Sethuram, Founder of Photoneer Studios & Socialchap Pvt. Ltd., and coordinated by Dr. Anupriya Singh, the session focused on RAW image editing, light balance, skin tone correction, and fashion image enhancement using Adobe Photoshop.

Outstanding participants — Ms. Parvathy R, Ms. Sarvani Rani, and Ms. Alba Tess Alex — won a personal photoshoot at Photoneer Studios.

The workshop enhanced students' understanding of digital post-production and visual refinement in fashion communication.



Students attending the workshop

### Industrial Visit for FDDI, Fursatganj Students

An industrial visit was organized for students of FDDI Fursatganj on 14<sup>th</sup> October 2025 to provide practical exposure to the manufacturing and retail processes in the Footwear and Fashion industries. A total of 94 students from Footwear Batch 2022, FDP 2023, FDP 2024, FD 2022, FD 2023, FD 2024, and MBA (Fashion & Retail Management) who were accompanied by 6 faculty members participated in the visit.



Students at Sanghvi Lasts



Students at Z Square Mall

The group visited Tirubala International, Tarun Textiles, and Sanghvi Lasts at Dada Nagar, Kanpur, where they gained first-hand experience of industry operations. At Tirubala International, students observed the complete footwear manufacturing process, while at Sanghvi Lasts, they learned about last modeling, footwear components, and design techniques. Their visit to Tarun Textiles provided insights into garment manufacturing and product development, including sportswear production.

In addition, students from the Fashion Design and MBA streams visited Z Square Mall to understand retail operations, customer engagement, and visual merchandising strategies adopted by leading fashion brands.



## MONTHLY NEWSLETTER

### T-Shirt Launch by FDDI Hyderabad Executive Director at National Volleyball Match 2025

Mr. N. T. L. Reddy, IAS, Executive Director (ED), FDDI Hyderabad, launched the official event T-shirts at the National Volleyball Match 2025 held on 13<sup>th</sup> October 2025 at the Gachibowli Indoor Stadium, Hyderabad.



3rd from left: Mr. N. T. L. Reddy, IAS, ED, FDDI Hyderabad, launching the official event T-shirts

A view of the National Volleyball Match 2025

The event saw enthusiastic participation from the Sports Club, Social & Environment Club, and the FDDI fraternity. The Bengaluru Torpedoes emerged as winners, showcasing remarkable sportsmanship. The event promoted the values of teamwork, discipline, and fitness, encouraging students to embrace a healthy, active, and balanced lifestyle.

### FDDI Hyderabad Participates in Grace Cancer Run 2025

FDDI Hyderabad actively participated in the Grace Cancer Run 2025 held on 12<sup>th</sup> October 2025 at Gachibowli Stadium, Hyderabad. The event aimed to raise awareness about cancer while promoting health, fitness, and community well-being.

A total of 60 participants—including students, faculty members, and their families—represented FDDI Hyderabad in this global event, which witnessed participation from over 3 lakh runners across 130 countries.

FDDI participants enthusiastically took part in the 2K, 5K, and 10K categories, proudly carrying the FDDI banner and contributing to the campaign for early detection and healthy living. All participants were awarded bronze medals for their participation. To facilitate smooth coordination, a college bus was arranged for transportation, and special sports T-shirts were distributed to all runners.

The event fostered a spirit of fitness, solidarity, and social responsibility, inspiring the FDDI community to lead active lives while supporting a noble cause.



FDDI Hyderabad participating in Grace Cancer Run 2025



## MONTHLY NEWSLETTER

### Joint Research Study by FDDI Hyderabad Faculty Published in Scopus-Indexed Elsevier Journal

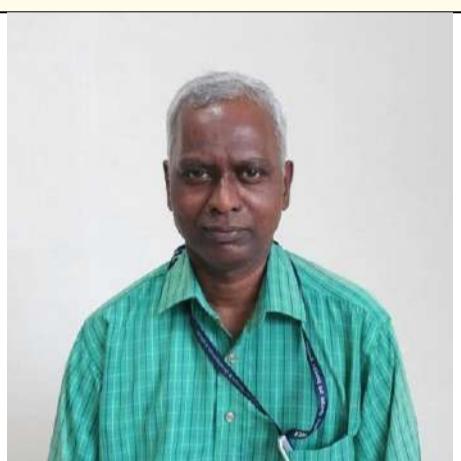
A joint research study by Dr. Rambabu Muppidi and his team FDDI, Hyderabad and Chennai campuses, along with collaborators from other reputed institutions, has been published in the Scopus-indexed Elsevier Journal - International Journal of Environmental Sciences (ISSN: 2229-7359) on 10<sup>th</sup> October 2025.

The paper, titled "Computer Embroidery as a Tool for Village Women's Empowerment: A Case Study of Palvoncha" (Vol. 11, No. 24s, 2025), explores the transformative impact of digital embroidery in empowering rural women.

The authors of the study include Dr. Rambabu Muppidi, Faculty, School of Leather Goods & Accessories Design (LGAD), FDDI Hyderabad; Dr. Ravindra Babu Veguri, Associate Professor, GITAM University, Andhra Pradesh; Mr. Vishva Kumar K, Senior Faculty, School of Footwear Design & Production (FDP), FDDI Chennai; Dr. Kiran Kasi Uday, Assistant Professor, KLEF University, Guntur; Dr. Balakrishna Dammati, Senior Faculty, School of Retail & Fashion Merchandise (RFM), FDDI Hyderabad; and Mrs. Kalapala Vanaja, Librarian, Elate International School, Hyderabad.



Dr. Rambabu Muppidi,  
Faculty, LGAD, FDDI  
Hyderabad



Mr. Vishva Kumar K, Senior  
Faculty, FDP, FDDI Chennai



Dr. Balakrishna Dammati,  
Senior Faculty, RFM, FDDI  
Hyderabad



Front page of the publication



Certificate of Publication



Empowering rural women through innovation — FDDI's research pilot study in Palvancha Village, Telangana, showcases how digital embroidery is shaping new livelihood opportunities

the role of the Nava Women Empowerment Centre, Palvancha. The findings underscore how computer embroidery enhances rural women's creativity, technical skills, and livelihood opportunities.

The study available at <https://theaspd.com/index.php/ijes/article/view/11224> documents 10 - 30 computer embroidery designs created across villages including Palvancha, Kothagudem, Pandurangapuram, Tekulapalli, and Gangaram, highlighting



## MONTHLY NEWSLETTER

### FDDI Hyderabad Faculty Successfully Conduct Training for NRLM at NIRDPR, Hyderabad

Faculty members from FDDI's Retail Management Department successfully completed a training assignment at the invitation of the NRLM Resource Cell, serving as Resource Persons for the "Training Program on Retail Outlet Management & Operations for Marketing of Self-Help Group Products" held at National Institute of Rural Development and Panchayati Raj (NIRD&PR), Hyderabad.

The sessions, conducted on 8th October 2025, were attended by 30 District and Block Project Managers from various States and Union Territories. FDDI's faculty delivered core modules covering Rural Marts, Outlet Management, Supply Chain Management, and Retail Operations.

Participants engaged actively throughout the program which underscored FDDI's expertise and credibility in Retail Management at the national level.



A view of the session

### Faculty - Fashion Design, FDDI Banur, Delivers Keynote Address on OBE and NEP 2020

Dr. Pooja Singh, Faculty in the School of Fashion Design (FD) at FDDI Banur Campus, delivered an online lecture as a Keynote Speaker in a Faculty Development Programme (FDP) on "Outcome-Based Education (OBE) and NEP 2020: Roadmap for Quality Enhancement in Higher Education."

During her insightful session held on 07<sup>th</sup> October 2025, Dr. Singh discussed the synergy between Outcome-Based Education (OBE) and the National Education Policy (NEP) 2020, emphasizing the integration of learner-centric and outcome-oriented approaches in higher education. She shared best practices in curriculum design, innovative teaching methodologies, and effective assessment strategies aligned with OBE principles.



Dr. Pooja Singh  
Faculty- FD



Certificate of Appreciation

Dr. Singh also presented case studies illustrating the successful implementation of OBE across various higher education institutions and proposed a future roadmap for continuous quality enhancement and academic excellence. She highlighted the importance of aligning institutional goals with learner-centric outcomes to achieve holistic education as envisioned in NEP 2020.

Encouraging faculty members to adopt reflective practices, digital tools, and collaborative learning approaches, Dr. Singh concluded by underscoring the need to strengthen quality assurance and accreditation readiness within academic institutions.

### IBTIDA - KHEL 2025: Inter-College Sports Fest at FDDI Hyderabad

The Inter-College Fest 2025 at FDDI Hyderabad reached new heights with IBTIDA - KHEL 2025, an exhilarating sports meet held from 6<sup>th</sup> to 10<sup>th</sup> October 2025 at the campus. The event brought together students from premier institutions, including Avinash College, Indian Institute of Packaging (IIP), and Government Institute for Leather Technology (GILT), for a spirited celebration of talent, teamwork, and sportsmanship.



## MONTHLY NEWSLETTER

The five-day meet featured multiple sporting disciplines, blending intense competition with camaraderie and enthusiasm. Participants showcased exceptional energy, discipline, and perseverance, embodying the true spirit of sports.



Football (Mens) a game that combined fitness, strategy, and team spirit



Kho-Kho (Women's), a traditional game demonstrating speed, agility, and teamwork

FDDI Hyderabad congratulates all the winners and participants for their outstanding performances and reaffirms its commitment to fostering holistic development through events that promote fitness, skill, and interpersonal growth.

### FDDI Chennai Faculty present joint research paper on sustainable craft innovation at international conference

A joint research paper titled "Sculpting sustainability: innovative design in CAD and handcrafted Udayagiri crafts" (Paper ID: IMC12) was presented by Mr. Vishva Kumar M., at the 6<sup>th</sup> international multidisciplinary conference (IMCISM RSS – 2025) organized by AJK College of Arts and Science, Coimbatore, Tamil Nadu on 06<sup>th</sup> October 2025

The contributors of the research paper include Dr. Rambabu Muppidi, Faculty, School of Leather Goods and Accessories Design (LGAD), FDDI Hyderabad; Mr. K. Eliyara, Senior Faculty, School of Footwear Design and Production (FDP), FDDI Hyderabad; Mr. Vishva Kumar M., Senior Faculty, FDP, FDDI Chennai and Mrs. Kalapala Vanaja, Librarian, Elate International school, Manikonda, Hyderabad.



Mr. Vishva Kumar M. making presentation at AJK College of Arts and Science



A view of the participants

The study explores how traditional Udayagiri wooden crafts are being redefined through CAD-based innovation, seamlessly merging heritage craftsmanship with sustainable modern design. This collaborative research between FDDI Hyderabad and Chennai campuses underscores the institute's commitment to preserving traditional artistry while advancing sustainable design practices, and aims to inspire future research in the field of eco-conscious product development.



## MONTHLY NEWSLETTER

### FDDI Chennai Faculty Secures Design Registration for Innovative Modular Sports Bra

FDDI proudly announces that a design registration has been granted by the Indian Patent Office for an innovative creation titled "Sports Bra." The design has been jointly developed by Ms. Dhivya S, Junior Faculty, School of Fashion Design (FD), FDDI Chennai, and published in Design Journal No. 40/2025, dated 03<sup>rd</sup> October 2025, under the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

The registered design represents a breakthrough in the field of intimate apparel, focusing on the development of a 3D-printed modular support structure for plus-size sports bras. The innovation aims to enhance comfort, stability, and motion control while alleviating pain and discomfort commonly experienced by large-breasted women during physical activities.

Unlike conventional compression-based or caged designs, this modular innovation provides a natural and ergonomic support mechanism, integrating advanced 3D printing technology to optimize manufacturing efficiency, minimize material waste, and reduce production time.

This achievement underscores FDDI's commitment to research-driven design innovation and its pursuit of functional, inclusive, and technology-integrated apparel solutions that address real-world challenges in fashion and lifestyle products.



Ms. Dhivya S, Junior Faculty, FD, Chennai



Certificate of Registration

### Blood Donation Camp Successfully Organized at FDDI Ankleswar

On the occasion of National Voluntary Blood Donation Day, a blood donation camp was organized at FDDI, Ankleswar Campus on 01<sup>st</sup> October 2025, in collaboration with Unity Blood Center under the guidance of Mr. Lalit Prakash, Executive Director.



A view of blood donation camp

Held under the theme "Give Blood, Give Hope: Together, We Save Lives," the camp witnessed enthusiastic participation from students, faculty, staff, and volunteers, reflecting the institute's strong commitment to social responsibility and community welfare.

Conducted with strict adherence to medical safety protocols, the initiative aimed to promote humanitarian values and ensure the availability of blood for those in need. The collaborative efforts of the

training in-charge, coordinators, and the Unity Blood Center team made the event a resounding success.



## MONTHLY NEWSLETTER

### FDDI Jodhpur Executive Director Graces Hindi Pakhwada Valedictory at DRDO Jodhpur



A view of the Hindi Pakhwada Valedictory Ceremony at DRDO Jodhpur

On 30<sup>th</sup> September 2025, FDDI Jodhpur's Executive Director (ED), Mr. Anil Kumar, graced the Hindi Pakhwada Valedictory Ceremony at DRDO Jodhpur as the Chief Guest. During the event, he shared valuable insights on the promotion and effective implementation of Rajbhasha Hindi in government institutions, emphasizing its importance in administration and communication.

On this occasion, DRDO Jodhpur also unveiled its Hindi magazine 'Marudhar', highlighting the laboratory's commitment to fostering Hindi in scientific and technical domains.

### FDDI Ankleshwar Organizes Rashtriya Karmayogi Training under Jan Seva Campaign (Phase 2)

On 22<sup>nd</sup> September 2025, FDDI Ankleshwar successfully conducted a 1-Day Rashtriya Karmayogi Training Program under the Jan Seva Campaign – Phase 2, aligned with the Government of India's Mission Karmayogi initiative.

The session, facilitated by Mr. Abhishek Saxena and Ms. Archana Prasad, aimed to create a future-ready, ethical, and citizen-centric workforce, focusing on transparency, accountability, and responsive governance. It emphasized service excellence through digital tools, behavioural insights, and capacity building.



Participants of Rashtriya Karmayogi Training Program

### Photography Workshop Enhances Visual Storytelling Skills at FDDI Banur

A Photography Workshop was organized at FDDI, Banur Campus on 22<sup>nd</sup> September 2025 to enhance students' understanding of photography as a vital component of modern fashion communication.



A view of theme-based outdoor shoot

The sessions were conducted by Mr. Surkhab Shaukin, an internationally acclaimed photographer, who guided students through both theoretical and practical aspects. Classroom sessions covered camera handling, lighting, composition, and framing, helping students build a strong technical foundation.

To provide practical exposure, students visited the Surkhab Photography Studio and later participated in a theme-based outdoor shoot at the Rock Garden, Chandigarh. The workshop concluded with a final jury presentation on 7<sup>th</sup> October 2025, where students showcased creative, technically refined photographs.

The experience equipped aspiring fashion designers with essential visual communication skills, fostering creativity and professional confidence.



## MONTHLY NEWSLETTER

### FDDI Ankleshwar Collaborates to Empower Tribal Youth in Bharuch

In a progressive step towards empowering tribal youth in Bharuch, a strategic meeting was held between Ms. Nisha Chaudhary, IAS, Project Administrator, Tribal Area Sub Plan (TASP), Bharuch, and Mr. Lalit Prakash, Executive Director (ED), FDDI Ankleshwar to explore impactful collaborations in Corporate Social Responsibility (CSR) and skill development initiatives.

The discussion held on 20<sup>th</sup> September 2025, focused on aligning FDDI's full-time courses and vocational training expertise with the Tribal Development Department's mission to uplift marginalized communities. By leveraging training in footwear, leather goods, and allied sectors, the partnership aims to enhance employability, entrepreneurship, and sustainable livelihoods among tribal youth.

This collaboration reflects a shared commitment to inclusive growth, self-reliance, and holistic nation-building.



From Left: Ms. Nisha Chaudhary, IAS, Project Administrator, TASP, Bharuch, and Mr. Lalit Prakash, ED, FDDI Ankleshwar

### FDDI Ankleshwar Strengthens Industry-Academia Partnerships to Foster Skills, Innovation, and Entrepreneurship

In a series of forward-looking initiatives, FDDI Ankleshwar has actively collaborated with leading educational and industry bodies to promote skill development, innovation, and employability among youth in Gujarat.



From Left: ED – FDDI Ankleshwar with SGCCI delegates



From Left: ED – FDDI Ankleshwar with IIFD, Surat delegates

On 18<sup>th</sup> September 2025, a strategic meeting with the Southern Gujarat Chamber of Commerce and Industry (SGCCI) explored future-focused collaboration in skill-based education and training. The meeting was attended by Mr. Mahesh Pamnani, Chairman – SGCCI Education & Skill Development Committee, Mr. Nikhil K. Madrasi, President – SGCCI, and Mr. Lalit Prakash, Executive Director (ED) – FDDI Ankleshwar. This partnership aims to design and launch industry-relevant, employment-oriented, and entrepreneurship-driven courses, particularly in the footwear, leather, fashion, and allied sectors. Key objectives include enhancing youth skill development, promoting innovation and entrepreneurship, and supporting the growth of MSMEs through specialized training modules.

In another significant initiative, FDDI Ankleshwar joined hands with the Indian Institute of Fashion & Design (IIFD), Surat to foster design excellence and practical industry exposure. Led by ED – FDDI Ankleshwar and IIFD Surat's leadership team, discussions focused on design and innovation, skill development, student and faculty exchange programs, design competitions, and global industry exposure. The collaboration seeks to bridge the gap between classroom learning and real-world industry practices, nurturing creativity, practical skills, and global competitiveness among students in fashion, footwear, and lifestyle design.



## MONTHLY NEWSLETTER

Together, these partnerships underscore FDDI Ankleshwar's commitment to building a future-ready workforce, promoting entrepreneurship, and creating a dynamic ecosystem for skills and design education in Gujarat and beyond.

### Fabric Painting Workshop Sparks Creative Expression at FDDI Banur

On 10<sup>th</sup> September 2025, a Fabric Painting Workshop was organized at FDDI, Banur Campus for FDDI students, conducted by Ms. Sugandha Gautam, Founder and Creative Director of FOURJUNE, a design label known for its handcrafted and artistic fashion approach.

The session introduced students to various fabric painting techniques, including freehand brushwork, stencil use, and textural effects. Ms. Gautam emphasized the role of sustainability, creativity, and craftsmanship in modern fashion. Students actively participated in hands-on exercises, exploring color combinations, motifs, and layering techniques.

The workshop concluded with a display of student artworks, where Ms. Gautam appreciated their innovation and provided insightful feedback. The session inspired participants to reinterpret traditional art through modern design sensibilities.



A view of the workshop

### Fire-Fighting Drill at FDDI Fursatganj

On 10<sup>th</sup> September 2025, FDDI, Fursatganj Campus organized a fire-fighting drill to strengthen safety awareness among students and staff. Led



A view of the fire-fighting drill

by Mr. Shivdarash Prasad Sinha, District Fire Safety Officer, Amethi, and his team, the session demonstrated effective fire prevention techniques, emergency response measures, and the use of firefighting equipment.

The practical training enhanced participants' confidence in handling emergencies and reinforced FDDI's commitment to maintaining a safe and secure campus environment. The Institute extends sincere appreciation to all involved for fostering a strong culture of safety and preparedness within the campus community.

### Exposure Visit to SVG Fashion Pvt. Ltd. – Bridging Classroom Learning with Industry Practice

On 26<sup>th</sup> August 2025, the 3rd semester students of School of Fashion Design (FD) and School of Fashion Design & Production (FDP) from FDDI Ankleshwar undertook an industrial exposure visit to SVG Fashion Pvt. Ltd. The visit provided students with practical insights into the garment manufacturing process, including fabric selection, pattern making, stitching, quality control, and packaging.

Industry experts engaged with the students, sharing knowledge on emerging technologies and trends in apparel production. The hands-on experience enriched academic learning, fostering a deeper understanding of industry standards and preparing students to meet the dynamic demands of the fashion sector with confidence.



Students at SVG Fashion Pvt. Ltd.



## MONTHLY NEWSLETTER

### CREATIVE CORNER

Rangoli Competition on the occasion of Deepavali at FDDI, Patna Campus





## MONTHLY NEWSLETTER



**About the Artist:** In an era dominated by AI-generated visuals, Dr. Rambabu Muppidi, Faculty, School of Leather Goods and Accessories Design, FDDI Hyderabad, presents a purely handmade creation — a heartfelt tribute to the timeless power of human creativity.



## MONTHLY NEWSLETTER

This colour portrait in pencil drawing and watercolour on A3 paper depicts Shri Vivek Sharma, IRS, Managing Director, FDDI.



Inspired by the expressive style of Vincent van Gogh, the artwork explores patch and flash-flow techniques, where the interplay of red, yellow, and white pigments creates a dynamic harmony of light, depth, and emotion. Executed in watercolours with balanced indoor and cool tones, the portrait exudes warmth and serenity, reflecting Dr. Muppudi's personal interpretation of creative leadership and inspiration.