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NEWSLETTER



**FOOTWEAR DESIGN
& DEVELOPMENT
INSTITUTE**

An Institution of
National Importance



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MONTHLY NEWSLETTER

FDDI Observes Constitution Day with a Nationwide Preamble Reading Ceremony

FDDI marked Constitution Day on 26th November 2025 with a series of solemn and inspiring ceremonies held simultaneously across its Head Office and all 12 campuses. The nationwide observance highlighted the institute's deep respect for India's constitutional values and its commitment to nurturing responsible, informed citizens.



Mr. Vivek Sharma, IRS, MD, FDDI leading the reading of the Preamble to the Constitution of India

At the FDDI Head Office, the event was led by Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, in the presence of Ms. Manju Maan, Executive Director (ED), Noida Campus, along with faculty members, staff, and students. The ceremony began with an introduction to the significance of Constitution Day, followed by a collective reading of the Preamble to the Constitution of India.

On this occasion, Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, shared an inspiring message, "The Constitution of India is more than a legal document—it is a guiding light for every citizen. By reading the Preamble together, we renew our commitment to the values that shape our nation. At FDDI, we are dedicated to shaping professionals who combine technical excellence with a strong sense of social and national responsibility."

The reading served as a powerful reminder of the foundational principles of justice, liberty, equality, and fraternity—the pillars that guide India's democratic framework. Faculty members conducted the proceedings, and students participated with great enthusiasm, reciting the Preamble in unison and reflecting on its relevance in shaping modern India.

IN THIS ISSUE

- FDDI Observes Constitution Day with a Nationwide Preamble Reading Ceremony;
- FDDI Commemorates 150th Anniversary of Vande Mataram;
- Samagam 2025 – All India FDDI Annual Cultural Fest at FDDI Jodhpur;
- FDDI Shines at IITF, Where Creativity Meets Craftsmanship;
- FDDI Participates in the '17th Meet at Agra 2025' Footwear Trade Fair;
- 5th Convocation Ceremony of FDDI Chhindwara;
- "Tales Below the Heels": National Seminar and Exhibition Celebrating India's Footwear Legacy under India Design Language (IDL) - Footwear Series by FDDI Hyderabad & Pleach India Foundation;
- FDDI Represents India at A+A Fair 2025 in Düsseldorf, Germany;
- FDDI Shines at Delhi Fashion Week with Dual Recognition;
- Manak Manthan on Draft Indian Standard for Therapeutic Footwear Held at FDDI Hyderabad;
- FDDI Participates in DIDAC – Asia's Largest Education Exhibition at Yashobhoomi;
- IIHT Delegation Visits FDDI Kolkata for Academic Collaboration;
- FDDI Chennai – Students Shine at Intercollege Symposium "Texplosion & Festido '26" Hosted by Anna University;
- FDDI Rohtak Organizes Seminar on 'Entrepreneurship Awareness Programme' in Collaboration with MSME;
- FDDI Hyderabad Organizes Workshop on "3D Printing" for Foundation Batch in Collaboration with Mekuva Technologies Pvt. Ltd.;
- FDDI Chennai Third-Year Fashion Design Students Visit Linkup Textiles Pvt. Ltd. for Industrial Exposure;
- Soft Skills, Group Discussion & Team Management Session Held at FDDI Hyderabad;
- FDDI Jodhpur, ED Nominated to IIT Jodhpur's REYA Awards Committee;
- Masterclass on "The Ultimate Blueprint for Website Performance" Held at FDDI Noida;
- Workshop on Visual Merchandising Held at FDDI Hyderabad;
- FDDI Jodhpur Hosts a Memorable Virat Hasya Kavi Sammelan;
- Hands-on Workshop on Macramé & Braiding Knots Held at FDDI Banur;
- FDDI Ankleshwar Students Visit Mangal Rubber Products, Valsad;

(Continued on next page...)



MONTHLY NEWSLETTER

Across campuses, the observance took various thoughtful forms. Faculty members led the ceremony, with enthusiastic participation from students who joined in reading the Preamble in unison, echoing the spirit of India's democratic ideals.

At FDDI Jodhpur, the event was celebrated with notable enthusiasm and academic depth. The campus had the honour of hosting Justice (Retd.) Mr. Devendra Kachhwa, former Judge of the Rajasthan High Court and Chairman of the State Consumer Disputes Redressal Commission, as the Keynote Speaker. His address offered valuable insights into the evolution and spirit of the Constitution, the importance of constitutional morality, and the role of young citizens in safeguarding democratic values.



Reading of the Preamble to the Constitution of India at FDDI, Ankleshwar

The observance of Constitution Day reflects FDDI's ongoing commitment to fostering responsible citizenship and nurturing informed, socially aware future leaders



A view of the reading of the Preamble to the Constitution of India at FDDI, Jodhpur

IN THIS ISSUE (Continue from last page..)

- FDDI Hyderabad Conducts Psychometric Testing & Career-Readiness Session for Placement Batch;
- FDDI Hyderabad Students Visit T-Works, Hyderabad;
- FDDI-CBSE Design Competition 2025 Successfully Hosted at Ankleshwar & Jodhpur Campuses;
- FDDI Hyderabad Students Explore Ergonomics in Design During IKEA Store Visit;
- BBA Retail & Fashion Merchandising Students of FDDI Noida Visit Key Retail Hubs;
- Educational visit to Birla Science Museum for FDDI, Hyderabad students;
- Joint Research Study of FDDI Hyderabad Published in SCOPUS-Indexed Journal;
- FDDI Hyderabad Faculty & Students Secure Design Patent for Innovative Calabash Bottle Craft, Reviving Tradition Through Sustainable Design;
- 'Tinkering Studio' workshop on Innovation and Creativity Held at FDDI Kolkata;
- FDDI Empowers School Leaders Through Specialized Exposure Workshop;
- FDDI Hyderabad Faculty-Student Research Presented at Puducherry World History Congress;
- Master Class on Portfolio Development at FDDI Noida;
- FDDI Kolkata students visit Phulia;
- FDDI Chhindwara Faculty Presents Research Paper at International Conference;
- FDDI Hyderabad Conducts Soft Skills Session on "Interview Etiquettes";
- Three-Day Workshop on 'Makeup and Hairstyling' Held at FDDI Noida;
- SGCCI President Visits FDDI Ankleshwar to Explore Collaboration on Short-Term Training Programs;
- Retail Operations Exposure for FDDI Noida Students;
- FDDI Student Research Paper Published by Springer Publications;
- FDDI Rohtak Organizes "Run for Unity" Marathon to Mark Sardar Vallabhbhai Patel's Birth Anniversary;
- Three-Day Workshop on Make-up and Hair Styling Held at FDDI, Banur;
- Insightful session on modern digital marketing strategies and tools by FDDI Chhindwara Faculty during EDP Organized Under the RAMP Scheme;
- FDDI Fursatganj Participates in KVIC Stakeholder Consultation Workshop;
- FDDI Hyderabad Faculty-Student Research Published in Scopus-Indexed International Journal;
- Interactive Expert Session at FDDI Rohtak;
- One-Day Workshop on 3D Pattern Making at CGC University, Mohali;
- Insightful Webinar on "AI-Based Clothing" at FDDI Banur;
- FDDI Ankleshwar Honored with Certificate of Appreciation for Blood Donation Camp.



MONTHLY NEWSLETTER

FDDI Commemorates 150th Anniversary of Vande Mataram

As part of the nationwide commemoration launched by the Ministry of Culture, Government of India, to mark 150th years of "Vande Mataram" (1875–2025), FDDI organized a Mass Singing of "Vande Mataram" across its Head Office and all 12 campuses—Noida, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Jodhpur, Patna, Ankleshwar, Hyderabad, Banur, and Guna.



Commemoration of Vande Mataram at FDDI Head Office and Noida campus

A campus-wide live streaming to commemorate 150 years of India's National Song, "Vande Mataram," featuring the national address by Hon'ble Prime Minister of India, Shri Narendra Modi ji was also organized.



Staff and students watching the national address by Hon'ble Prime Minister of India, Shri Narendra Modi ji



MONTHLY NEWSLETTER

To honour this historic occasion, all campuses came together on 7th November 2025 for a unified rendition of the national song, which continues to inspire generations with its timeless message of patriotism, unity, and devotion to the motherland.



Collective rendition of Vande Mataram by students of FDDI, Rohtak campus



Commemoration of Vande Mataram at FDDI, Ankleshwar campus

At FDDI Head Office and Noida campus, the ceremony was led by Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI in the presence of Ms. Manju Maan, Executive Director (ED), Noida Campus, faculty, staff, and students.



Commemoration of Vande Mataram at FDDI, Banur campus

Addressing the gathering, Mr. Vivek Sharma, IRS, MD, FDDI, highlighted that the celebration not only honours this immortal masterpiece but also reflects its profound role in inspiring patriotic fervour during India's freedom struggle.

Students from across FDDI campuses enthusiastically participated in the collective rendition of Vande Mataram, celebrating the legacy of Bankim Chandra Chattopadhyay's timeless composition and its enduring relevance.

The event served as a powerful reminder of national pride, unity, and the shared cultural heritage that binds the country together.



MONTHLY NEWSLETTER

Samagam 2025 - All India FDDI Annual Cultural Fest at FDDI Jodhpur

FDDI Jodhpur hosted Samagam 2025, the All India FDDI Annual Cultural Fest, from 25th to 28th November 2025, bringing together students

from all campuses of FDDI for four days of artistic brilliance, cultural exchange, and spirited performances.



Mr. Vivek Sharma, IRS, MD, FDDI addressing on the occasion of Samagam 2025

The event was graced by Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, Mr. Gaurav Agarwal, IAS, District Collector & Magistrate, Jodhpur, Dr. V.S. Jaitawat, Vice Chancellor, Agriculture University, Prof. Avinash Kumar Agarwal, Director, IIT Jodhpur, Mrs. Pro. (Dr.) Harpreet Kaur, Vice Chancellor National Law University, Jodhpur, Col. Pankaj Kumar Sinha, Secretary - FDDI, Mr. Anil Kumar, AFHQCS, Executive Director (ED) - FDDI Jodhpur, Mr. Lalit Kumar Jangra, ED - FDDI Ankaleshwar, Mr. Sunil Kumar Dwivedi, ED - FDDI Fursatganj, Mr. Neeraj Kumar, ED - FDDI, Patna/ Kolkata, Mr. Manoj Agarwal, Chief Administrative Officer - FDDI.

The fest opened on 25th November with thought-provoking Nukkad Natak acts and an engaging Open Mic session, setting an energetic and inclusive tone for the days ahead.



A glimpse of the Nukkad Natak performances and the expressive Open Mic session

On 26th November, the stage came alive with competitive events including Solo and Group Singing, Instrumental Music (Solo), and electrifying Solo and Group Dance performances that showcased exceptional talent and enthusiasm.

The celebrations continued on 27th November with a vibrant Cultural Walk/Dress Display (Non-Competitive), followed by another round of singing, instrumental music, and dance competitions, reflecting the diversity and creativity of FDDI's student community.

The audience was then enthralled by a series of music, dance, drama, and fashion shows presented by the winning students from various campuses. The students' creativity, confidence, and presentation skills were universally appreciated.



MONTHLY NEWSLETTER

In solo singing, Saransh Barmia from Chhindwara Campus, Somya Shreya, Anvesha Basu, Saheli Ghosh, Mahika Bose and Annesha from Kolkata Campus won, in group singing. Devangana from Kolkata Campus won the solo dance competition, while Tanushree Rajpurohit, Anushka Pokhriyal, Soumya Sharma, Bhavana Vaishnav and Sukhwinder Kaur from Jodhpur Campus won the group dance competition. Vinayak Purohit won in musical instrument playing and Jodhpur campus students Dev Prajapat, Deeparam, Divya Goyal, Muskan, Shalini, Subrata and Divyanshi won in street play.



A glimpse of Instrumental Music (Solo), and Group Dance performances

The fest culminated on 28th November with the Cultural Fest Presentation, trophy and certificate distribution ceremony, and a captivating Rajasthani cultural program. Performances by FDDI students and a spectacular Fashion Show added grandeur to the concluding evening, making Samagam 2025 a memorable celebration of culture, creativity, and camaraderie across FDDI.



A view of the captivating Rajasthani cultural program



Students presenting garments designed by designers from FDDI Kolkata and Jodhpur campuses

On this occasion, garments designed by designers from the Kolkata and Jodhpur campuses were showcased on the ramp. Trophies and certificates were distributed to the participants by the dignitaries.



A student receiving certificate from Mr. Vivek Sharma, IRS, MD, FDDI



MONTHLY NEWSLETTER

FDDI Shines at IITF, Where Creativity Meets Craftsmanship

FDDI made a notable impact at the India International Trade Fair (IITF) 2025, where creativity and craftsmanship came together as the Institute showcased fresh ideas, bold designs, and futuristic concepts from 14th to 27th November 2025 at Pragati Maidan, New Delhi.



A visitor gets her foot digitally scanned at the FDDI stall



Mr. Vivek Sharma, IRS, MD, FDDI at the stall of FDDI

Aligning seamlessly with the event's theme on the future of footwear and fashion design; the FDDI booth in Hall No. 14 became a lively centre of innovation, featuring state-of-the-art prototypes, modern design concepts, and advanced technologies such as digital foot scanning that demonstrated how precise measurements can significantly improve comfort, fit, and functionality in modern footwear, reflecting FDDI's commitment to integrating creativity with technology for future-ready learning.

Through an impressive display of footwear, bags, leather accessories, and handmade lifestyle products, students presented craftsmanship that highlighted their deep understanding of materials and design, offering visitors a firsthand view of how their ideas evolve into functional and beautifully crafted products that balance artistry with industry relevance.

FDDI Participates in the '17th Meet at Agra 2025' Footwear Trade Fair



5th from Left: Mr. Vivek Sharma, IRS, MD, FDDI, being felicitated by AFMEC

The 17th edition of the "Meet at Agra" Footwear Trade Fair, held from 7th to 9th November 2025 at the Agra Trade Centre and organized by the Agra Footwear Manufacturers and Exporters Chamber (AFMEC), concluded with remarkable achievements and promising opportunities for the Indian footwear sector. The three-day event brought together domestic and international business leaders, industry experts, and aspiring entrepreneurs, creating a dynamic platform for growth and collaboration. Exhibitors showcased a wide range of products including leather, footwear components, chemicals & adhesives, technology, and machinery.



MONTHLY NEWSLETTER

Mr. Vivek Sharma, IRS, Managing Director (MD), FDDI, was invited as the Chief Guest and formally felicitated by AFMEC. On this occasion, Mr. Gopal Gupta, President – AFMEC, Mr. Puran Dawar, Convenor – AFMEC, Chairman - Development Council for Footwear and Leather Industry,



Mr. Vivek Sharma, IRS, MD, FDDI sharing about the significant role of FDDI in supporting the leather and footwear industry

Ministry of Commerce & Industry, Government of India, Mr. Pradeep Wasan, MD, Wasan Footwear, Mr. Rajiv Wasan, Director, AT Exports, Mr. Rakesh Sehgal, Director, OM Exports, Mr. Sunil Kumar Dwivedi, Executive Director, FDDI, Fursatganj and Members of Executive Committee, AFMEC were present.

Addressing the gathering, Mr. Vivek Sharma, IRS, MD, FDDI highlighted that FDDI will complete 40 years next year, marking four decades of excellence in academics, consultancy, laboratory testing services, and

international projects. He emphasized FDDI's contribution in nurturing skilled professionals and technocrats for the footwear and allied sectors.

Mr. Sharma also announced that from 2026 onwards, FDDI will introduce new academic programmes focused on research, high-fashion footwear development, and entrepreneurship—initiatives aimed at boosting innovation, strengthening the footwear ecosystem, and enhancing employment opportunities.

Information on FDDI's training programmes being provided to the aspiring students FDDI, with its longstanding association with this event, once again marked a strong presence. Over the years, the Institute's participation has included the involvement of senior management, representation from campuses such as Noida and Fursatganj, and displays of innovative collections. This year too, FDDI reaffirmed its commitment to industry advancement through B2C interactions, promotion of new technologies, and support for design-led innovation.

FDDI's stall showcased a diverse range of creations including ladies' and gents' footwear, casual and formal shoes, sports footwear, fashion accessories, and leather goods such as travelware, belts, portfolios, handbags, and wallets. Information on FDDI's laboratory services, training programmes, and consultancy offerings was shared through brochures, one-to-one meetings, and interactive discussions with industry participants.

The fair offered excellent business prospects and highlighted significant growth potential in Agra's footwear cluster. It attracted a wide audience including manufacturers, global institutional buyers, designers, technicians, and government representatives—making it a highly successful and impactful event for all stakeholders.



Information on FDDI's training programmes being provided to the aspiring students



MONTHLY NEWSLETTER

5th Convocation Ceremony of FDDI Chhindwara

FDDI, Chhindwara, celebrated its 5th Convocation Ceremony on 7th November 2025 at the campus. The event marked a proud and memorable milestone for the graduating students, who received their degrees and diplomas in the esteemed presence of distinguished dignitaries, faculty members, parents, and guests.

The ceremony was graced by eminent personalities from academia, industry, and FDDI leadership, including Chief Guest Prof. Indra Prasad Tripathi, Vice Chancellor, Raja Shankar Shah University, Chhindwara; Guests of Honour Dr. Shivaji Shriram Dhawad, COO, INFED – Indian Institute of Management, Nagpur, and Mr. P. Sandeep Reddy, Managing Director, C.R. Shoes, Ambur (Tamil Nadu) and a distinguished FDDI

alumnus; along with the special presence of Colonel Pankaj Kumar Sinha, Secretary, FDDI.



A graduating student receiving Degree during the Convocation ceremony

The event commenced with the National Song 'Vande Mataram', marking 150 years of its legacy. This was followed by the lighting of the ceremonial lamp, symbolizing knowledge, wisdom, and progress. After the warm welcome of dignitaries, the ceremony continued with keynote addresses, degree distribution, and acknowledgments.

The presence of the dignitaries greatly enriched the occasion and inspired the graduates with their insightful and motivational addresses.

Colonel Pankaj Kumar Sinha warmly welcomed the gathering, appreciated the dedicated efforts of the students and faculty, and extended his best wishes for their future endeavors. Mr. P. Sandeep Reddy shared his inspiring journey as an FDDI alumnus and motivated students to embrace challenges with resilience and pursue their professional goals with confidence.

Dr. Shivaji Shriram Dhawad emphasized the significance of leadership, adaptability, and continuous learning in today's dynamic industry environment. Chief Guest Prof. Indraprasad Tripathi delivered a thought-provoking address highlighting the richness of Indian traditions, the relevance of mythology, and the enduring values of excellence, ethics, and innovation.



Graduating students along with the dignitaries



MONTHLY NEWSLETTER

A total of 109 students from B.Des (FDP), B.Des (FD) and MBA (RFM) programmes from the 2024 and 2025 pass-out batches were conferred their degrees during the ceremony for successfully completing their academic requirements, with special recognition given to outstanding performers.

Students Detail			
Sr. No.	Batch	Session	No. of Students
1	B.DES FDP	2020-2024	14
2	B.DES FD	2020-2024	15
3	B.DES FDP	2021-2025	7
4	B.DES FD	2021-2025	14
5	MBA RFM	2022-2024	37
6	MBA RFM	2023-2025	22
TOTAL			109

“Tales Below the Heels”: National Seminar and Exhibition Celebrating India's Footwear Legacy under India Design Language (IDL) - Footwear Series by FDDI Hyderabad & Pleach India Foundation

FDDI Hyderabad, in collaboration with the Pleach India Foundation (PIF), successfully organized the three-day national seminar and exhibition, “Tales Below the Heels: India Design Language – Footwear Series,” from 28-30 November 2025. The event brought together scholars, designers, artisans, academicians, policy experts, and students to explore India's rich footwear heritage—from sacred Padukas to ornate Juttis and Mojaris, and iconic Kolhapuris.

The initiative aims to document, revive and globalize India's regional footwear traditions by creating a unified design vocabulary rooted in heritage. It reinforces our commitment to safeguarding traditional crafts, empowering artisans as co-creators, and presenting India's indigenous design language on global platforms.



A view of the inaugural session

The seminar was inaugurated by Mr. Jishnu Dev Varma, Hon'ble Governor of Telangana, in the presence of distinguished dignitaries including Mr. Jayesh Ranjan, IAS, Special Chief Secretary (Guest of Honour); Mr. Nikhil Das, Senior Archaeologist, ASI Hyderabad; Dr. Raghavendra Rao H. Kulkarni, Keynote Speaker; Dr. Narasimhugari Tej Lohit Reddy, IAS, Executive Director (ED), FDDI Hyderabad; Dr. E. Sivanagi Reddy and Dr. Tejaswini Yarlagadda from Pleach India Foundation; along with senior faculty and experts from FDDI. The inauguration underscored the importance of integrating traditional craftsmanship with the India Design Language – Footwear initiative and advancing the national vision of “Vocal for Local.”



MONTHLY NEWSLETTER

In addition, a booklet featuring sculptural evidence of Indian footwear, along with the Book of Abstracts, was released by the delegates during the inaugural ceremony.



A view of the inaugural session

In his inaugural address, Mr. Jishnu Dev Varma, Hon'ble Governor of Telangana said. "Traditional scholarship often concentrates on sculptures, monuments and iconography, while overlooking the footwear worn by historical figures. We study the posture, ornaments, and the symbolism of our sculptures, but, we rarely pause to notice what lies below the heels," he said. "This exhibition fills that gap and brings to light a dimension of our cultural heritage that has been hidden in plain sight."



Hon'ble Governor of Telangana understanding the intricate design and aesthetic elements of traditional footwear's of India



Mr. Jishnu Dev Varma, Hon'ble Governor of Telangana delivering the inaugural address

Chaired by Dr. E. Sivanagi Reddy (Pleach India Foundation) and Dr. Abhirup Chatterjee (FDDI), multiple offline and online sessions were conducted by experienced chairs and moderators from FDDI's academic fraternity.



MONTHLY NEWSLETTER

Across multiple sessions, the seminar delved into the historical trajectories of Indian footwear, examining references in ancient coins, sculpture, folk literature, and military traditions, while also presenting detailed studies on regional styles such as Mojari, Jutti, Pulla, and Kolhapuri. Experts demonstrated the use of AI and CAD tools for documentation, preservation, and revival of traditional techniques, highlighting sustainable approaches, vegan materials, and the fusion of heritage arts—including Nirmal art—with modern ergonomic design. The discussions further explored the cultural significance of footwear in literature, the symbolism of the Paduka, the legacy of cobbler communities, and its expression in performing arts and storytelling traditions.



Mrs. Basumitra Ghosh Mukherjee making a presentation during the seminar



A view of the participants

The seminar also highlighted contemporary design innovation, showcasing the incorporation of Indian embroidery into modern sneakers, reinterpretations of heritage forms for today's consumers, and insights from global fashion perspectives.

The online sessions expanded these themes by engaging with ideas of heritage, identity, innovation, and unique narrative traditions such as "The God Who Walks" from Western India, offering participants a deeper understanding of how cultural memory continues to shape present-day footwear design.

A parallel public exhibition and artisan workshop showcased traditional footwear from across India, including Mojari, Jutti, Pulla, Kolhapuri, and Bharwadi Desi Joda. Live demonstrations enabled visitors to interact with master artisans and understand the evolution of Indian footwear as cultural memory, functional necessity, and contemporary inspiration.

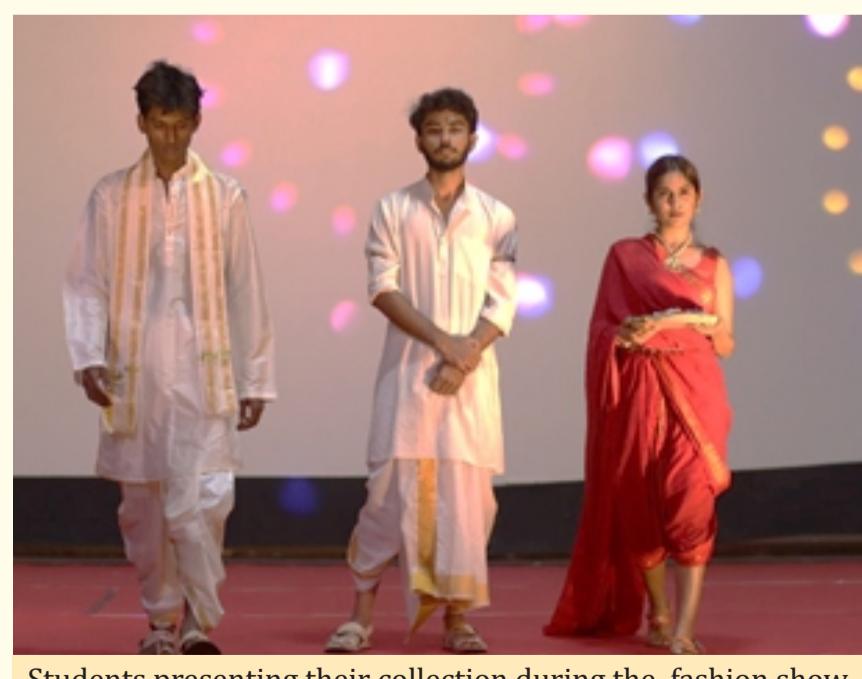
Session Held		
MODE	CHAIR	MODERATOR
01 (Offline)	Dr. Raghavendra Rao H Kulkarni	Dr. Chitresh Srivastava
02 (Offline)	Dr. Abhirup Chatterjee	Mr. Mohd Gofran
03 (Offline)	Dr. Abhirup Chatterjee	Mr. Abdul Rahuman M
04 (Offline)	Dr. Raghu Raj Panwar	Mr. Harish Kumar
05 (Offline)	Dr. Abhirup Chatterjee	Mrs. Archana Prasad
06 (Online)	Dr. Vimudha Muralidharan Mrs. Basumitra Ghosh Mukherjee	Dr. Koumi Dutta Mrs. Sweta Shalini

A dedicated panel discussion featuring traditional artisans and craftsmen was held on the first day. Master artisans from various footwear traditions shared insights on evolving techniques, historical practices, material innovations, and challenges faced in sustaining craft livelihoods.

On day 2 featured a special panel discussion with Mr. Shriyans Bhandari, Co-founder of Greensole, moderated by Mr. Tarun Oblum, Founder of Oblum Shoes.

The discussion focused on sustainable footwear manufacturing, circular economy models, recycling practices, and integrating Indian craft narratives into global sneaker and footwear markets. Students and faculty gained valuable insights into scaling environmentally responsible innovations while honoring traditional knowledge systems.

On the evening of 28th November 2025, a special cultural session was held featuring Shri. Karthik Hebbar, an acclaimed Carnatic vocalist celebrated for his soulful renditions and scholarly command over classical compositions.



Students presenting their collection during the fashion show

He presented a thematic Carnatic musical concert that explored the cultural and spiritual significance of feet and footwear in Indian tradition, offering the audience a unique blend of melody, heritage, and storytelling.



MONTHLY NEWSLETTER

A vibrant fashion show on Day 2 of the Tales Below the Heels conference (29th November 2025) brought India's rich footwear heritage to life. Students of FDDI Hyderabad showcased five thematic series from the School of Footwear Design & Production, three innovative collections from the School of Leathergoods & Accessories Design, and two heritage-inspired ranges from the School of Fashion Design. Their collective creativity, craftsmanship, and cultural sensitivity made the show a standout highlight of the conference.

"Tales Below the Heels" successfully bridged heritage and modernity, highlighting the depth, symbolism, and regional diversity of Indian footwear. The seminar and exhibition offered an immersive platform that strengthened academic learning, revived traditional knowledge, and inspired future-ready design innovation rooted in India's cultural legacy.

FDDI Represents India at A+A Fair 2025 in Düsseldorf, Germany

FDDI proudly represented India at the world's leading fair for occupational safety, health, and protective equipment held from 4th to 7th November 2025.

Ms. Rashmi Asthana, Head – International Testing Center (ITC) and Mr. Prashant Saxena, Head – Business Development from FDDI actively engaged with global testing and certification bodies including PFI, SATRA, and CTC, exploring avenues to deepen collaboration in testing, certification, and international quality standards. Their interactions reinforced FDDI's commitment to aligning India's footwear and safety equipment sectors with globally benchmarked practices.

The event also witnessed strong participation from Indian manufacturers such as Karam Exports, Mallcom India, Super Tannery, and Rehman Exports, who showcased India's growing expertise and competitiveness in safety footwear and protective equipment on a global stage.

FDDI's presence at the fair reflects its ongoing drive to strengthen industry partnerships and contribute to India's emergence as a reliable global hub for high-quality safety products.



3rd from Left: Mr. Prashant Saxena, Head – Business Development and Ms. Rashmi Asthana, Head – ITC at a stall

FDDI Shines at Delhi Fashion Week with Dual Recognition

FDDI once again demonstrated its design excellence on a national platform at the recently concluded Delhi Fashion Week, where the institute's team's creativity, innovation, and craftsmanship earned widespread admiration and secured two prestigious recognitions—the Best Designer Award and the Commercial Category Award—highlighting their ability to blend artistic brilliance with strong market relevance.



FDDI students presenting their collection during Delhi Fashion Week



2nd from Left: Ms. Sarita Duhan, ED, FDDI Rohtak sharing her views on Women's Empowerment and Viksit Bharat



MONTHLY NEWSLETTER

Held on 28th November 2025 at YMCA, New Delhi, the event brought together leading names from the fashion industry and was organized through a collaborative effort between the Delhi Fashion Club, FDDI Noida, NIFT Foundation Delhi, and the Tourism Ministry of North East India.

Adding significance to the occasion, FDDI Rohtak Executive Director (ED), Ms. Sarita Duhan, attended the event alongside renowned designers and contributed to an insightful talk show on Women's Empowerment and Viksit Bharat. A dedicated press conference further highlighted FDDI's growing influence on India's design landscape, celebrating the Institute's role in shaping contemporary design language, nurturing young talent, and setting new industry benchmarks.

This achievement reflects FDDI's unwavering commitment to fostering innovative, commercially viable design talent, and with this spirit of excellence, the Institute looks forward to many more accomplishments in the years ahead.

Manak Manthan on Draft Indian Standard for Therapeutic Footwear Held at FDDI Hyderabad

The Bureau of Indian Standards (BIS), Hyderabad Branch Office, in collaboration with FDDI, Hyderabad Campus, organized a Manak Manthan session on the Draft Indian Standard "Therapeutic Footwear (Specification)" — Document No. MHD 09 (27829) WC. The session took place on 24th November 2025 at the FDDI Hyderabad Campus from 3:00 PM to 5:00 PM.

Mr. Rakesh Tanneeru, Scientist E & Director, BIS Hyderabad, opened the session by welcoming representatives from the footwear industry, faculty members from FDDI and GILT Telangana, and student participants. He provided an overview of the draft standard formulated by the Assistive Products Including Rehabilitation Appliances, Orthotic and Prosthetic Items Sectional Committee (MHD 9).



Mr. Rakesh Tanneeru providing an overview of the draft standard



A view of the participants

This was followed by a detailed technical presentation by Mr. Aditya Das, Scientist E & Head, Medical Equipment and Hospital Planning Department (MHD), BIS New Delhi. He explained that the draft specification defines general and safety requirements for therapeutic footwear designed for individuals with diabetes, neuropathy, at-risk feet, and those vulnerable to foot ulcers. The document also elaborates on material requirements, testing parameters, and test methods, while excluding footwear categories already covered under other standards.

The interactive session that followed saw active participation from faculty members of FDDI Hyderabad and GILT Hyderabad. Key suggestions included adding chemical requirements, defining open-type footwear classifications, and incorporating additional performance tests such as flexing resistance.

BIS officials expressed their appreciation to the Executive Director, faculty, and students of FDDI Hyderabad for their meaningful contributions toward developing high-quality standards that support public health and safety.



MONTHLY NEWSLETTER

FDDI Participates in DIDAC – Asia's Largest Education Exhibition at Yashobhoomi

FDDI's delegation proudly represented the institute at DIDAC 2025, Asia's largest and most influential education exhibition, held at Yashobhoomi from 18–20 November 2025. The event placed a strong focus on the integration of Artificial Intelligence (AI) in the education ecosystem, offering valuable exposure to emerging trends shaping the future of learning.

During the visit, the FDDI team interacted with a wide range of exhibitors, thought leaders, and industry innovators. Discussions centred around potential collaborations, knowledge-sharing opportunities, and pathways for enhanced faculty and student engagement.

The visit opened avenues for partnerships with technology providers offering AI-powered learning tools, virtual labs, and adaptive curricula, enabled the exploration of collaborative R&D initiatives in AR/VR, data analytics, and personalized learning, and laid the groundwork for faculty development workshops and student bootcamps aligned with Industry 4.0 and emerging skill requirements.



FDDI's delegation at DIDAC 2025

IIHT Delegation Visits FDDI Kolkata for Academic Collaboration

On 25th November 2025, Dr. C. Prakash, Director, Indian Institute of Handloom Technology (IIHT), visited the FDDI Kolkata Campus along with a team comprising Mr. Satyajit Brahma (Senior Lecturer, Textile Processing), Mr. Anas Shah B. (Senior Lecturer, Textiles), and Mr. Krishnendu Jana Lecturer, Textile Designing.



IIHT delegation being briefed by the technical expert of FDDI at a workshop

The delegation was taken on an extensive tour of the Workshop Building, including its specialized laboratories, and the Centre of Excellence (CoE) – Design Incubation Centre, where they observed the infrastructure, facilities, and ongoing student projects.

The visit also featured productive discussions focused on potential academic and institutional collaborations between IIHT and FDDI. Both institutions explored avenues for joint initiatives, knowledge exchange, and skill development opportunities that could benefit students and strengthen industry-academia partnerships.



MONTHLY NEWSLETTER

FDDI Chennai – Students Shine at Intercollege Symposium “Texplosion & Festido '26” Hosted by Anna University

The Intercollege Symposium “Texplosion & Festido '26” was held on 28th and 29th October 2025 at the Department of Textile Technology, Anna University, Chennai. The two-day event featured a diverse range of technical and non-technical competitions designed to provide an engaging platform for students to exhibit their creativity, talent, and innovative thinking. The symposium drew participation from numerous engineering colleges and design institutions, creating a vibrant, competitive, and intellectually enriching environment.



Students receiving certificate for outstanding performance at Texplosion & Festido'26, Anna University



Students who bringing laurels to the institute along with Executive Director and Head of the Department

Students from the School of Fashion Design (FD), FDDI Chennai, participated enthusiastically in the various events. Nearly 20 students represented the institute, demonstrating exceptional creativity, teamwork, and problem-solving abilities. Their active involvement highlighted not only their individual strengths but also FDDI's continued commitment to promoting experiential learning beyond the classroom.

Event Name	Students Participated	Position Secured
Paint Your Style	Lakeesha Mariet (2 nd Year FD) Shanika (2 nd Year FD) Aswini (3 rd Year FD)	1 st Place 2 nd Place 3 rd Place
Drape ItRight	Lakeesha Mariet (2 nd Year FD)	3 rd Place
Blindfold Draping	Team 1:Menaga, Aditiya Anchana (2 nd Year FD) Team 2:Dhanalakshmi, Hasan Chithara (2 nd Year FD) Team 3:Lakeesha Mariet, Yamini (2 nd Year FD)	1 st Place 2 nd Place 3 rd Place
Connections	Sinduja Yamini Nishanthini Indhumathi (2 nd Year FD)	1 st Place

Students delivered an outstanding performance, securing top positions in multiple categories and bringing laurels to the institute.

FDDI Rohtak Organizes Seminar on 'Entrepreneurship Awareness Programme' in Collaboration with MSME

FDDI Rohtak Campus, in collaboration with the Ministry of Micro, Small and Medium Enterprises (MSME), successfully conducted a one-day seminar on the 'Entrepreneurship Awareness Programme' on 21st November 2025. The initiative aimed to enhance awareness among students and faculty about entrepreneurship, MSME operations, and various government schemes supporting startups and micro enterprises.

The seminar featured an insightful presentation by Mr. Ranjay Kumar Singh, Manager (Mechanical), MSME, Rohtak. He elaborated on the fundamentals of entrepreneurship, types of enterprises, and provided an overview of MSME—its evolution, current landscape, and pivotal role in fostering new startups. He also explained the Udyam registration process, emphasizing its importance, eligibility requirements, documentation, and the benefits associated with government-backed schemes.



MONTHLY NEWSLETTER

Adding further depth to the session, Mr. Sameer, Market Manager, Punjab National Bank, briefed participants on available loan facilities, subsidies, and financial support schemes for registered MSME units.



An insightful presentation in progress



Participants attending the seminar

The programme witnessed enthusiastic participation from students and faculty members of the Fashion Design and Footwear Design & Production departments. The interactive session encouraged two-way communication, with attendees actively raising queries and seeking guidance on initiating entrepreneurial ventures.

The seminar proved to be highly beneficial, equipping participants with essential knowledge on entrepreneurship, MSME frameworks, and government initiatives, thereby inspiring them to explore potential entrepreneurial opportunities.

FDDI Hyderabad Organizes Workshop on "3D Printing" for Foundation Batch in Collaboration with Mekuva Technologies Pvt. Ltd.

FDDI Hyderabad Campus organized an interactive workshop on "3D Printing" for the Foundation batch on 21st November 2025, in collaboration with Mekuva Technologies Pvt. Ltd.

Mekuva Technologies Pvt. Ltd., a leading prototyping company, specializes in the production of professional 3D printers, offering 3D printing services, industrial design solutions, and a range of conventional manufacturing services.



Students interacting & observing 3D-Printed products during live workshop



The workshop aimed to enhance students' technical knowledge while exposing them to emerging innovations in 3D printing. It provided participants with an opportunity to explore cutting-edge techniques and understand how creative ideas can be transformed into physical prototypes using advanced printing technologies.

During the session, students gained hands-on insights into the practical applications of 3D printing, including its role in rapid prototyping and its usefulness in developing design models across various domains.



MONTHLY NEWSLETTER

FDDI Chennai Third-Year Fashion Design Students Visit Linkup Textiles Pvt. Ltd. for Industrial Exposure

The third-year B.Des Fashion Design students of FDDI Chennai undertook an enriching industrial visit to Linkup Textiles Pvt. Ltd., SIPCOT, Irungattukottai, on 21st November 2025. Organized as part of their curriculum for Production Management and Quality Control, the visit provided students with a valuable opportunity to gain first-hand insight into large-scale garment manufacturing processes.

During the visit, students observed the complete workflow of the apparel production pipeline — from fabric inventory management, inspection, and lay planning, to cutting, sewing, finishing, and final quality control. The Linkup Textiles team explained each stage comprehensively, enabling students to effectively relate their theoretical classroom learning to real-world industry practices.

The exposure broadened their technical understanding, enhanced their appreciation of industrial efficiency and teamwork, and proved both informative and motivating—strengthening their readiness for future careers in the fashion and apparel industry.



Fashion design students along with faculty at Linkup Textiles, Pvt. Ltd.

Soft Skills, Group Discussion & Team Management Session Held at FDDI Hyderabad

FDDI Hyderabad organized an engaging “Soft Skills, Group Discussion & Team Management” session on 21st November 2025. The activity-based learning session was conducted by Dr. Sarita Agarwal, Freelance Soft Skills Trainer, with the objective of enhancing students' communication abilities, fostering collaborative problem-solving, and strengthening team-building skills.



Students participating in GD during the session

During the session, students actively participated in group discussions (GD), team exercises, and creative tasks designed to sharpen their interpersonal and leadership competencies. Foundation Batch students showcased commendable enthusiasm and applied their learning effectively across all activities.

As part of the creative segment, students presented designs based on assigned themes, demonstrating innovation and conceptual clarity. The event proved to be highly impactful, providing students with an enriching platform to enhance essential soft skills and prepare for future academic and professional challenges.

FDDI Jodhpur, ED Nominated to IIT Jodhpur's REYA Awards Committee

Mr. Anil Kumar, Executive Director (ED), FDDI, Jodhpur has been nominated as an external member of the Assessment Committee for the REYA (Recognition of Excellence in Young Alumni) Awards at IIT, Jodhpur. Notified on 20th November 2025, the committee includes distinguished members such as District Collector Shri Gaurav Agarwal, IAS, senior academicians, and faculty of IIT Jodhpur.

This acknowledgment stands as a testament to FDDI Jodhpur's commitment to academic excellence, inter-institutional cooperation, and contribution to national-level evaluation processes in higher education.



MONTHLY NEWSLETTER

Masterclass on “The Ultimate Blueprint for Website Performance” Held at FDDI Noida

On 19th November 2025, the School of Retail and Fashion Merchandise at FDDI Noida organized an insightful masterclass titled “The Ultimate Blueprint for Website Performance.” The session featured two speakers from the contemporary lifestyle brand Tann Trim — Ms. Mansi Kindra, Founder, and Mr. Sarthak Kapoor, member of the brand's growth team. The masterclass offered students a deep exploration of the evolving intersections between online retail, digital branding, and user-centric website experience.

Ms. Mansi Kindra opened the session with a comprehensive overview of key elements that define a functional and visually compelling retail website. She explained the structural significance of core web pages such as the Homepage, Product Listing Page (PLP), and Product Description Page (PDP).

Emphasizing visual hierarchy, intuitive navigation, content placement, and consistent brand identity, she demonstrated how thoughtful design enhances user engagement, product visibility, and overall website performance.



Participants of masterclass along with the experts

Following her presentation, Mr. Sarthak Kapoor led a live demonstration on Shopify, introducing students to the technical workflow behind building an online store.

His session covered theme selection, layout setup, product integration, and essential backend operations, giving participants a realistic understanding of how creative ideas are transformed into a functional digital storefront.

The masterclass effectively connected creative design

principles with technical implementation, providing students with a holistic understanding of modern e-commerce systems.

Workshop on Visual Merchandising Held at FDDI Hyderabad

The School of Retail and Fashion Merchandise at FDDI Hyderabad organized an engaging workshop on Visual Merchandising on 18th November 2025. The session was conducted by renowned VM specialist Mr. D. Raghuvir, who shared valuable industry insights with the students.

Mr. Raghuvir highlighted the key principles of creating impactful store layouts and displays. He explained how thoughtful use of lighting, color, themes, and props can influence customer behavior and elevate the overall shopping experience.

The workshop was highly interactive, featuring lively discussions and a hands-on activity that allowed students to apply the concepts they learned.

The session successfully bridged the gap between classroom learning and real-world retail practices, equipping students with practical skills essential for their future careers.



Mr. D. Raghuvir, sharing valuable industry insights with the students



MONTHLY NEWSLETTER

FDDI Jodhpur Hosts a Memorable Virat Hasya Kavi Sammelan

On 18th November 2025, FDDI Jodhpur hosted the Virat Hasya Kavi Sammelan under the aegis of Anubandh Vardha Jan Kutir on the occasion of their 24th Annual Day, creating an unforgettable cultural evening on campus.

The event brought together renowned poets Surendra Sharma, Rohit Sharma, Dinesh Bawra, and Ayushi Rakhicha, whose impactful humor, sharp satire, and expressive poetry captivated the audience. With over 600 attendees, the auditorium resonated with continuous laughter, emotions, and heartfelt applause, making the evening truly vibrant and memorable.

The collaboration with Anubandh, a respected NGO, added significant social value to the occasion, while the programme enriched students and staff with a meaningful literary and cultural experience.



Participants of Virat Hasya Kavi Sammelan

Hands-on Workshop on Macramé & Braiding Knots Held at FDDI Banur

FDDI Banur successfully organized a hands-on workshop on "Macramé & Braiding Knots" on 17th November 2025. The session was led by Ms. Neha, a skilled macramé designer known for her contemporary craft-based design practice.



Workshop on "Macramé & Braiding Knots" in progress

The workshop introduced students to a range of essential macramé techniques, including the square knot, double half hitch knot, spiral knot, and other foundational knotting methods essential for structured product development. Students went beyond traditional applications like wall hangings and used these techniques to create concept-based products reflecting modern design sensibilities.

The session culminated in an impressive display of creative outputs such as macramé dresses, handbags, mobile pouches, headgear, accessories, and lifestyle products. These works showcased students' strong ideation skills, craftsmanship, and ability to experiment with materials.

Hands-on Workshop on Tatting Held at FDDI Noida

On 17th November 2025, the School of Fashion Design at FDDI Noida organized a hands-on workshop on Tatting, conducted by Ms. Shilpa Anand, Fashion Designer and Artist renowned for her expertise in handcrafted textile art.

The workshop aimed to introduce students to the delicate craft of tatting—a traditional lace-making technique that uses a shuttle and thread to create intricate motifs and trims.

Ms. Shilpa began by explaining the origins and historical relevance of tatting, highlighting its growing popularity in contemporary fashion for embellishing garments, accessories, and home



A view of the hands-on workshop



Creative outcome



MONTHLY NEWSLETTER

décor. She also demonstrated the tatting process and showcased beautifully finished lace pieces to inspire design ideas.

The session was highly engaging and provided students with a meaningful opportunity to enhance their hand dexterity, patience, and creativity.

FDDI Ankleshwar Students Visit Mangal Rubber Products, Valsad

On 15th November 2025, students of FDDI Ankleshwar visited Mangal Rubber Products, Valsad as part of their industry-oriented learning curriculum. The visit aimed to provide students with hands-on exposure to real-time manufacturing processes and strengthen their understanding of industrial operations.

During the tour, students observed key stages of rubber product manufacturing, including raw material processing, moulding, quality control, and packaging. Industry experts interacted with the students, offering valuable insights into modern production techniques, advanced machinery, safety standards, and the critical role of quality assurance in the rubber and footwear industries.



Students along with their faculty members at Mangal Rubber Products, Valsad

FDDI Hyderabad Conducts Psychometric Testing & Career-Readiness Session for Placement Batch

FDDI Hyderabad organized an insightful soft-skills and behavioral assessment session on 14th November 2025, centered on the Myers-Briggs Type Indicator (MBTI). The session was facilitated by Mr. Panam Layavardhan, Faculty – Psychology, Osmania University, and supported by Ms. Sivanuja, Visiting Faculty, Osmania University.



A glimpse of the Psychometric Testing & Career-Readiness Session

The session began with students completing the MBTI psychometric questionnaire to identify their personality types, behavioural tendencies, emotional preferences, and interaction styles. The objective was to help students understand how these traits influence communication, teamwork, problem-solving, leadership potential, and workplace behaviour.

Through interactive and learner-centered techniques, students gained deeper self-awareness and enhanced their interpersonal intelligence. The facilitators guided them on interpreting their MBTI profiles and linking their strengths and development areas with suitable career paths. Students also received individualized insights on how personality traits impact academic performance, professional conduct, and long-term career aspirations.

FDDI Hyderabad Students Visit T-Works, Hyderabad

On 14th November 2025, the students of the Foundation Batch – 2025 from FDDI Hyderabad visited T-Works, Hyderabad, a premier prototyping center and manufacturing knowledge hub supported by the Government of Telangana.

The visit, organized under the supervision of FDDI faculty, aimed to strengthen students' foundational understanding of design, prototyping, innovation, and the use of advanced machinery for design development.

During the tour, students explored various state-of-the-art facilities at T-Works, including the 3D Printing Lab, Laser Shop, Wood Workshop, and the Advanced Prototyping Center. They observed



Students at T-Works



MONTHLY NEWSLETTER

the functioning of high-end equipment and gained firsthand exposure to the tools and techniques used for multi-product design prototyping. The visit offered students valuable practical insights, enhancing their understanding of real-world design applications.

FDDI-CBSE Design Competition 2025 Successfully Hosted at Ankleshwar & Jodhpur Campuses

On 14th November 2025, FDDI successfully hosted the FDDI-CBSE Design Competition 2025 across its Ankleshwar and Jodhpur campuses, bringing together talented young designers from various schools and offering them a dynamic platform to showcase creativity and innovation.



Participants of FDDI-CBSE Design Competition 2025 at FDDI Ankleshwar



A view of FDDI-CBSE Design Competition 2025 at FDDI Jodhpur

At both campuses, the competition encouraged students to present original, thoughtful, and problem-solving design ideas, reflecting their artistic expression as well as their understanding of real-world challenges. Participants displayed an impressive range of concepts across footwear, fashion, and lifestyle design, illustrating their ability to merge imagination with practical design thinking.

Expert faculty members from FDDI mentored students throughout the event, introducing them to modern design approaches, industry-relevant techniques, and the value of creativity in shaping future career pathways. The enthusiasm, energy, and dedication of the participants highlighted the immense potential of today's youth to lead tomorrow's creative industries.

FDDI Hyderabad Students Explore Ergonomics in Design During IKEA Store Visit

FDDI Hyderabad organized an educational visit to the IKEA store at IT Park, Hyderabad, on 14th November 2025, providing students of the M.Des-FD (2025-2027) batch with an opportunity to study ergonomic principles through real-world product evaluation.

During the visit, students closely examined a range of ergonomic features integrated into IKEA's products and store environment. Their observations focused on key elements such as furniture comfort and design, display and layout ergonomics, lighting and visual ergonomics, accessibility in user interaction, packaging and handling ergonomics, and spatial layout design reflecting workplace and work-system models.

Mr. Rex, Manager at IKEA, guided the students through the store and shared valuable insights on how ergonomics is incorporated into both product development and store layout planning. Students assessed how design choices reduce physical strain and accommodate diverse user needs, including considerations for different age groups and physical abilities. They also evaluated aspects such as the usability of handles and grips, functionality of adjustable components, balanced weight distribution in furniture, and intuitive design of user interfaces like cabinet latches and lighting systems.



Students at IKEA store gaining hands-on understanding of applied ergonomic design products



MONTHLY NEWSLETTER

BBA Retail & Fashion Merchandising Students of FDDI Noida Visit Key Retail Hubs

On 13th November 2025, BBA Retail and Fashion Merchandising students of FDDI Noida visited NSP, Pacific Mall (Tagore Garden), and the newly opened Unity One Mall, Pitampura to study real retail environments.

At NSP and Pacific Mall, they explored stores such as Lifestyle, Pantaloons, and New Me, analysing store layouts, category zoning, and visual merchandising techniques. At Unity One Mall, students examined modern retail design elements, including trend-led window displays, innovative fixtures, and advanced lighting systems.



Students at key retail hubs

They also observed essential store operations such as replenishment, trial room management, customer service, and digital signage, gaining valuable practical insights into retail functioning.

Educational visit to Birla Science Museum for FDDI, Hyderabad students

The School of Retail & Fashion Merchandise, FDDI, Hyderabad Campus organized an educational visit for its students at the Birla Science



Students at a gallery of Birla Science Museum

Museum on 13th November 2025 as part of the Field Observation curriculum, which includes experiential learning through visits to museums, galleries, and public spaces.

The visit provided students with valuable insights into practical design applications in real environments. They observed how spatial planning is used to guide visitor movement, how signage and display systems communicate information effectively, and how thoughtfully curated exhibits enhance overall engagement. They explored how strategic design influences visitor experience—much like customer journey mapping in retail spaces. Students also studied the layout and visual merchandising of the museum's souvenir shops, understanding how design elements drive footfall and purchase behaviour.

The visit successfully bridged classroom concepts with real-world observations, enriching students' understanding and equipping them with practical ideas for their future careers in retail and experiential space management.



MONTHLY NEWSLETTER

Joint Research Study of FDDI Hyderabad Published in SCOPUS-Indexed Journal

A joint research study led by Dr. Rambabu Muppidi, Faculty at the School of Leather Lifestyle and Product Design (LLPD), FDDI Hyderabad, has been published in the SCOPUS-indexed OEIL Research Journal (ISSN: 0029-862X), a journal recognized in the Arts and Humanities: Visual Arts and Performing Arts category.

The paper, titled "Empowering Women through Craft: Design Development of Jute and Leather Multi-Utility Bags," appears in Volume 23, Issue 11, November 2025, and focuses on sustainable craft-based product development in collaboration with the Nava Women Empowerment Centre, Bhadravati Kothagudem District, Telangana available at <https://oeilresearch.com/volume-23-issue-11-2025/>

	<p>DEIL RESEARCH JOURNAL ISSN 0029-862X VOLUME 23 ISSUE 11 2025</p> <p>Empowering Women through Craft: Design Development of Jute and Leather Multi-Utility Bags Reference: Nava Women Empowerment Centre, Bhadravati Kothagudem District, Telangana, India.</p> <p>Dr. RAMBABU MUPPIDI Faculty, Department of Leather Goods and Accessories Design, FDDI (Footwear Design Development Institute), By No 6-38, TSLIP - Nolex Campus, HS Darga Rd, Gachibowli, Rasi Durg, Telangana state, 500008, India.</p> <p>Dr. MURALI V KESABOINA Associate Professor, Woxsen University, Kankole, Sadarupet, Sangareddy District, Hyderabad, Telangana 502345, India.</p> <p>Dr. YOGESH BABU THUNGA Dean, School of Social Sciences-IIP PDF Innovator, ERU- USA & ERC-India. Former Assistant Professor & Head, Department of Fine Arts and JMC, Eritrea, Africa.</p> <p>MR. MATTAGUNJA ANIRUDH Student of Department of Leather Goods and Accessories Design, FDDI (Footwear Design Development Institute), HS Darga Road, Gachibowli, Rasi Durg, Telangana, India.</p> <p>Mrs. KALAPALA VANAJA Independent researcher, Librarian, Elate International school, Manikonda, Hyderabad, Telangana state, India.</p>	<p>Oeil Research Journal ISSN:0029-862X(Scopus Active Indexed And Permanent DOI With Lowest Charges)</p> <p>PAPER ID:ORJ/1900 Certificate of publication for the article titled: Empowering Women through Craft: Design Development of Jute and Leather Multi-Utility Bags</p> <p>Authored by: Dr. RAMBABU MUPPIDI</p> <p>Published in: 2025, Volume 23 Issue 11</p> <p>doi Doi.org/10.14148 Google Scopus Preview ISSI Editor-In-Chief Avishek Ch</p>
Dr. Rambabu Muppidi, Faculty, LLPD, Hyderabad	Front page of publication	Certificate of Publication

Co-authored by Dr. Murali V. Kesaboina (Woxsen University), Dr. Yogesh Babu Thunga (ERU-USA & ERC-India), Mr. Mattagunja Anirudh (Student, FDDI Hyderabad), and Mrs. Kalapala Vanaja (Elate International School), the research was conducted under the Combined Term Project – Design for Society (CTP-6).

	<p>Pattern Making Design in CAD: Ear Pad Case: Pattern making in CAD Inside part Outside part Closer part Well crow Jute natural color binding cloth Product Dimensions L x W x H 8 x 4 x 0.2 Centimeters</p> <p>Image - 3: Ear pad case pattern making in CAD.¹⁵</p> <p>PAGE NO. 116</p> <p>DEIL RESEARCH JOURNAL (ISSN 0029-862X) VOLUME 23 ISSUE 11 2025</p> <p>Product Final outcome: Image - 4: Final Product - Ear Pad Case - Jute Accessories Design Training Outcomes in Rural Women Empowerment.¹⁶</p> <p>Product design making process</p>	<p>Oeil Research Journal ISSN:0029-862X(Scopus Active Indexed And Permanent DOI With Lowest Charges)</p> <p>PAPER ID:ORJ/1900 Certificate of publication for the article titled: Empowering Women through Craft: Design Development of Jute and Leather Multi-Utility Bags</p> <p>Authored by: MR. MATTAGUNJA ANIRUDH</p> <p>Published in: 2025, Volume 23 Issue 11</p> <p>doi Doi.org/10.14148 Google Scopus Preview ISSI Editor-In-Chief Avishek Ch</p>
Mr. Mattagunja Anirudh Student, 4th year, LLPD, FDDI, Hyderabad campus	Multi utility bag	Certificate of Publication

The team worked with more than 20 women participants and visited skill training centers in Adilabad and Bhadrachalam, using manual pattern design, 3D product modeling, and CAD-based visualization to develop innovative eco-friendly jute and leather multi-utility bag



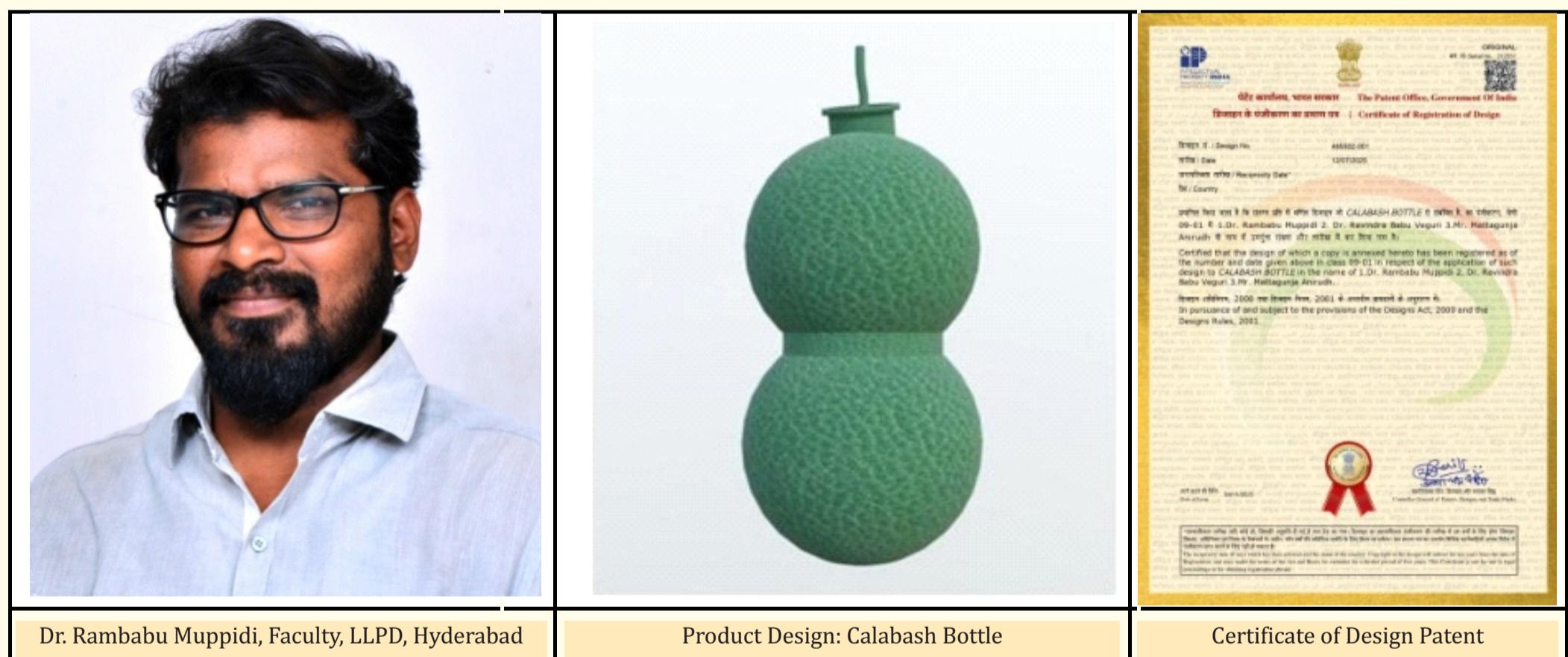
MONTHLY NEWSLETTER

designs. The study highlights how sustainable craft practices can empower women artisans through skill enhancement and income-generating design opportunities.

FDDI Hyderabad Faculty & Students Secure Design Patent for Innovative Calabash Bottle Craft, Reviving Tradition Through Sustainable Design

Dr. Rambabu Muppidi, Faculty in LLPD, FDDI Hyderabad, has been granted his 18th Indian Design Patent for the innovative product titled "Calabash Bottle" (Application No. 465502-001, Class 09-01). The design was filed on 07th August 2025, published on 07th October 2025, and the patent certificate was officially issued on 10th November 2025.

Developed as a pilot study with research support from Dr. Ravindra Babu Veguri and Mr. Mattagunja Anirudh (Student, FDDI Hyderabad) the project included extensive design explorations and field studies conducted at Shilparamam (Banjara Hills and Rayadurgam) and various craft clusters across Hyderabad's cultural hubs.



The design has been published in The Patent Office Journal No. 45/2025 dated 07 November 2025 (Page 110437) available at <https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

	<table border="1"> <tr> <td>Design Number</td> <td>465502-001</td> </tr> <tr> <td>Class</td> <td>09-01</td> </tr> <tr> <td colspan="2">1. Dr. Rambabu Muppidi Faculty, Department of Leather Goods and Accessories Design, FDDI, HS Dharga Road, Gachibowli, Raj Durg, Telangana-500008, India. 2. Dr. Ravindra Babu Veguri Associate Professor, Department of Fine & Performing Arts, GITAM university, GITAM school of Humanities, Visakhapatnam Rushikonda, Andhra Pradesh-530045, India. 3. Mr. Mattagunja Anirudh Student of Department of Leather Goods and Accessories Design, FDDI, HS Dharga Road, Gachibowli, Raj Durg, Telangana-500008, India.</td> </tr> <tr> <td>Date of Registration</td> <td>12/07/2025</td> </tr> <tr> <td>Title</td> <td>CALABASH BOTTLE</td> </tr> <tr> <td>Priority NA</td> <td></td> </tr> </table>	Design Number	465502-001	Class	09-01	1. Dr. Rambabu Muppidi Faculty, Department of Leather Goods and Accessories Design, FDDI, HS Dharga Road, Gachibowli, Raj Durg, Telangana-500008, India. 2. Dr. Ravindra Babu Veguri Associate Professor, Department of Fine & Performing Arts, GITAM university, GITAM school of Humanities, Visakhapatnam Rushikonda, Andhra Pradesh-530045, India. 3. Mr. Mattagunja Anirudh Student of Department of Leather Goods and Accessories Design, FDDI, HS Dharga Road, Gachibowli, Raj Durg, Telangana-500008, India.		Date of Registration	12/07/2025	Title	CALABASH BOTTLE	Priority NA			
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MONTHLY NEWSLETTER

This eco-innovative Calabash Bottle revives a traditional Indian craft that utilizes dried gourds (*Lagenaria siceraria*), seamlessly merging heritage with contemporary usability. The design embodies sustainability, cultural preservation, and circular design principles—reflecting Dr. Muppudi's ongoing commitment to integrating traditional craft wisdom with modern design innovation.

This accomplishment was made possible under the legal direction and guidance of Mr. Subhajit Saha, Head of Legal & IPR and Founder, Resolute 4IP, and Mr. Shailendra Kumar, Legal Advisor II, Resolute 4IP, whose continued support throughout the IPR process has been invaluable.

'Tinkering Studio' workshop on Innovation and Creativity Held at FDDI Kolkata

The School of Fashion Design (FD), FDDI Kolkata, organized a hands-on 'Tinkering Studio' workshop on 10th November 2025 for Foundation Batch students. It was conducted by Mrs. Poulami Mukherjee, a seasoned design professional with rich experience in textile design, product innovation, and craft-based development.

The workshop aimed to spark creativity, curiosity, and experimentation among Foundation students by encouraging them to explore design through unconventional materials, intuitive making, and playful ideation.



Foundation Batch students along with Mrs. Poulami Mukherjee and faculties of FD



Students working under the guidance of Mrs. Poulami Mukherjee during 'Tinkering Studio' workshop

Mrs. Mukherjee introduced students to the close interplay between material behaviour, form, and function, highlighting the value of experimentation as a core component of design thinking. Drawing on her professional journey with leading design houses—such as Shantanu Goenka Couture and Krimson India Pvt. Ltd.—as well as her empanelment with the Development Commissioner (Handicrafts), Ministry of Textiles, she demonstrated how design ideas evolve from concept to realization.

Students actively engaged in exercises involving surface manipulation, upcycling, and creative prototyping, fostering sustainable thinking and innovative craftsmanship. The activities also promoted teamwork, problem-solving, and open-ended exploration, which are central to the Tinkering Studio approach.

The workshop significantly enhanced students' tactile skills and boosted their confidence in transforming ideas into tangible outcomes.

FDDI Empowers School Leaders Through Specialized Exposure Workshop

FDDI Fursatganj, in collaboration with the District School Inspector, Mathura, organized an Exposure Workshop for principals of government, non-government-aided, and self-financed schools at Kishori Raman Inter College, Mathura, on 10th November 2025, with Mr. Muralidhar Sharma, Principal of the host institution, and Ms. Kavita Saxena, Nodal Officer, as special guests. A similar workshop was held the next day, 11th November 2025, in partnership with the District School Inspector, Agra, at Government Inter College, Shahganj, Agra, where Mr. W.N. Middle, District Coordinator, and Mr. Manvendra Singh from the host institution graced the occasion as special guests.

The objective of both workshops was to introduce school principals to institutions engaged in skill development under the New Education Policy (NEP) 2020 and to strengthen their understanding of vocational and skill-based education. Highlighting the importance of the initiative, Mr. Sunil Dwivedi, Executive Director (ED), FDDI, emphasized that NEP 2020 positions vocational education as a key pillar of both school and higher education, and these workshops served as a platform to familiarize principals with the skill-based programs offered by nearby institutions and explore avenues for future collaboration.



MONTHLY NEWSLETTER

Principals were briefed on emerging innovations and technologies in footwear and fashion, enabling them to guide students toward evolving career pathways in skill-oriented sectors. Through this initiative, FDDI encouraged school leaders to adopt modern, industry-relevant curricula and inspire students to pursue skill-based education for a brighter future. Both workshops focused on showcasing new technologies, highlighting employment-oriented opportunities, and strengthening the integration of vocational education in the school ecosystem in alignment with NEP 2020.



ED, FDDI Fursatganj briefing on emerging innovations and technologies in footwear and fashion to the Principals at Mathura



ED, FDDI Fursatganj briefing on emerging innovations and technologies in footwear and fashion to the Principals at Agra

During the workshop, the Executive Director announced that FDDI will be opening admissions next month for its four-year programs and shared the institute's proud achievement of securing the 2nd rank in Uttar Pradesh and 15th rank nationally among government institutions in the design category in the IIRF Ranking 2025. He further informed participants that FDDI will soon launch three one-year diploma programs at its Fursatganj campus and Banthar, Unnao satellite campus in the fields of Footwear Technology, Fashion Design, and Retail Fashion Management. These programs offer flexible exit options after one semester with a certificate, with the option to complete the second semester later to obtain a diploma, and students completing both semesters will receive placement support from FDDI.

FDDI Hyderabad Faculty-Student Research Presented at Puducherry World History Congress

A joint research study by Dr. Rambabu Muppidi, Faculty LLPD, Mr. Mattagunja Anirudh, student, LLPD at FDDI Hyderabad, and Mrs. Vanaja Kalapala, Librarian, Elate International School, Manikonda, was presented at the Puducherry World History Congress (PWCH). The conference, held on 8–9 November 2025, was organized under the aegis of the Department of History, Veeranari Chakali Ilamma Women's University, Hyderabad.

The paper, titled "A Study on Traditional Wooden Accessories: A Case Study of the Folding Table for Rural Utility – Techniques, Aesthetics, and Cultural Significance," examines the profound relationship between traditional craftsmanship and modern design innovation. It highlights how the Fine Arts College—established during the British period and shaped by the artistic legacy of the Kakatiya Dynasty (12th–14th Century CE)—continues to influence India's evolving landscape of fine arts, design, and architecture.

The study traces the evolution of ancient wood-based techniques—such as carving, cutting, and printing—to their modern applications enhanced by digital and computer-aided technologies, bridging traditional craftsmanship with contemporary design education to



Dr. Rambabu Muppidi, Faculty LLPD, Mr. Mattagunja Anirudh, student, LLPD receiving certificate at Veeranari Chakali Ilamma Women's University, Hyderabad



MONTHLY NEWSLETTER

promote sustainable, culturally rooted practices. It highlights the modern folding table as a key example, linking its historical origins to future-ready design concepts that emphasize sustainable materials, ergonomic comfort, and adaptability across rural and urban contexts. Designed as a portable, space-saving, and eco-friendly product, the folding table illustrates how innovation can align with cultural heritage while maintaining affordability, durability, and aesthetic appeal.

Master Class on Portfolio Development at FDDI Noida

For the Foundation Batch, FDDI, Noida conducted a Master Class on Portfolio Development on 07th November 2025.

Mr. Kanishk Singh, an NID alumnus having rich industry experience as an Industrial Designer who has worked with leading multinational companies such as Capgemini and HCL Technologies was the resource person.

Mr. Singh shared valuable insights on creating effective design portfolios. He introduced students to contemporary tools such as Figma and Rhino, which play a significant role in modern portfolio creation. He also emphasized the importance of a structured design process and its critical role in portfolio management. The session proved highly beneficial for students, offering practical guidance and industry-relevant knowledge.



Foundation Batch along with Mr. Kanishk Singh

FDDI Kolkata students visit Phulia

On 07th November 2025, the Foundation and Fashion Design students of FDDI Kolkata visited Phulia, one of Bengal's most celebrated handloom weaving clusters, to gain firsthand exposure to traditional weaving techniques, cooperative functioning, and the cultural significance of the Tangail saree industry.



FDDI Kolkata students along with their faculty at Phulia



Students engaging with artisans and gaining hands-on insights into traditional weaving techniques

The visit began at the Indian Institute of Handloom Technology (IIHT), Fulia, where students learned about structured training programmes, loom technologies, and modern innovations shaping the handloom sector. Subsequently, they visited key cooperatives including Fulia Tantubay Samabay Samity Ltd., Tangail Tantujibi Unnayan Samabay Samity Ltd., and Fulia Tangail Shari Bayan Silpa Samabay Samity Ltd., which provided them with an in-depth understanding of the complete Tangail saree-making process—from dyeing and weaving to design development—along with insights into the socio-economic systems supporting artisan communities.



MONTHLY NEWSLETTER

The team also explored Phulia Bhawani Sari Ghar, owned by Mr. Basudev Basak, where they observed a range of Tangail and contemporary sarees and learned about small-scale entrepreneurship, marketing challenges, and the transition from traditional practices to modern consumer demands.

A key highlight of the visit was an interaction with Mr. Jeet Basak, a young weaver and IIHT alumnus, who spoke about the declining income of handloom artisans, the growing dominance of power-loom products, and the consequent migration of weavers away from the craft, stressing the need to preserve this traditional industry. Students also had the opportunity to see an exquisite saree crafted by Padma Shri awardee Biren Basak, exemplifying the artistic mastery and rich weaving heritage of Phulia.



Students interacting with weavers and learning the nuances of Phulia's rich handloom heritage

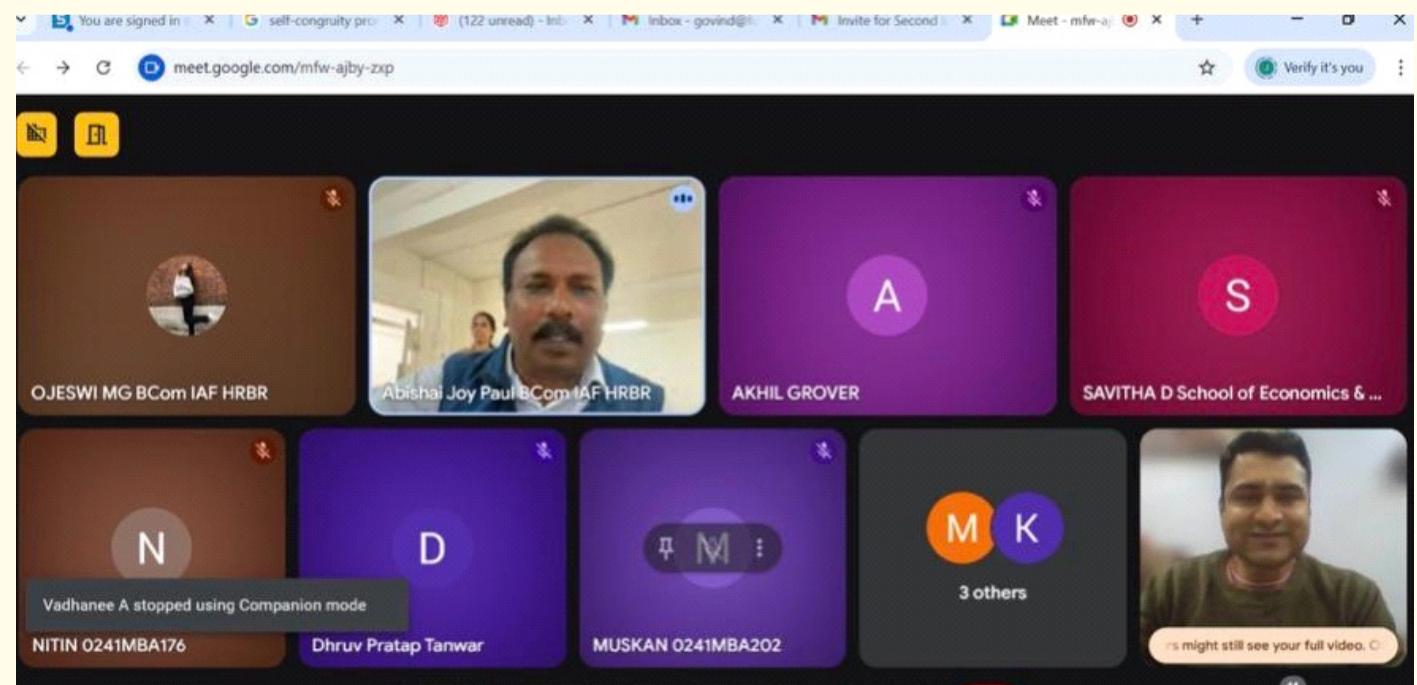
Overall, the visit offered valuable learning on handloom operations, weaving processes, and artisan livelihoods, inspiring students to appreciate India's heritage crafts and explore design-led interventions to support and sustain the Tangail weaving tradition.

FDDI Chhindwara Faculty Presents Research Paper at International Conference

Dr. Govind Soni, Senior Faculty, School of Retail and Fashion Merchandise (RFM), FDDI Chhindwara, delivered an online presentation of a significant research paper at the 2nd International Conference on Innovation & Challenges in Financial Technologies (ICICFT 2025). The conference was organized by the School of Economics & Commerce, CMR University, Bangalore, and the presentation was held on 07th November 2025.



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



Screenshot of virtual presentation

Titled "Investigating Digital Transformation and Sustainability Factors in Veganism and Their Impact on Consumer Buying Intention of Beauty Care Products: A Multi-Generational Perspective in India," the study highlights the growing influence of digitalization, sustainability-driven values, and ethical consumption on India's evolving beauty market.



MONTHLY NEWSLETTER

The research, co-authored by Dr. A. S. Suresh, Professor & Director, Doon Business College, Dehradun, provides a deep dive into how different generations perceive and adopt vegan beauty products, shedding light on shifting consumer behaviour shaped by technology, environmental concerns, and value-based decision-making.

This scholarly contribution marks a proud achievement for FDDI Chhindwara, further strengthening its academic footprint and offering meaningful insights for researchers, industry experts, and stakeholders working in the domain of consumer experience and sustainable product innovation.

FDDI Hyderabad Conducts Soft Skills Session on "Interview Etiquettes"

FDDI Hyderabad organized a focused soft skills session titled "Interview Etiquettes" on 07th November 2025, aimed at preparing pre-final year students for placement interviews by strengthening their communication skills, confidence, and overall professional presence. The session was facilitated by Ms. Muskan Makhani, HR Manager, Grand Pharma Ltd., Hyderabad, who guided students through essential aspects of interview readiness using interactive and learner-centered techniques.

Ms. Makhani emphasized the importance of the 3Vs of communication—Verbal, Vocal, and Visual—and explained how aligning these elements can significantly influence interview outcomes. Students learned key competencies such as effective verbal articulation, confident body language, attentive listening, and professional conduct.

She also introduced the STAR technique (Situation, Task, Action, Result) as a structured method to frame responses during panel interviews. The session highlighted ten core interview etiquettes, including punctuality, professional attire, maintaining eye contact, speaking clearly, using relevant examples, and demonstrating respectful behavior. Students also gained insights into the value of expressing appreciation and sending a follow-up thank-you note after interviews.



A view of the session on Interview Etiquettes, fostering career confidence and clarity

Three-Day Workshop on 'Makeup and Hairstyling' Held at FDDI Noida

A three-day workshop on 'Makeup and Hairstyling' was conducted at FDDI, Noida campus from 4th to 7th November 2025. Expert trainers from Lakme Academy, a renowned name in the beauty and grooming industry, facilitated the sessions. The workshop was organized as part of the Fashion Styling curriculum, which includes a focused module on makeup techniques and aesthetics.



A view of the workshop



MONTHLY NEWSLETTER

The trainers provided students with comprehensive, hands-on learning, covering essential professional techniques. The sessions emphasized understanding skin tones, product knowledge, day and evening makeup looks, contouring, highlighting, corrective makeup, and basic hairstyling. Live demonstrations enabled students to observe real industry practices closely.

The workshop was highly interactive, with students practising every technique under expert guidance. Trainers also underlined the importance of hygiene, proper tool handling, and client-ready presentation—crucial skills for fashion shoots, styling assignments, and portfolio development.

SGCCI President Visits FDDI Ankleshwar to Explore Collaboration on Short-Term Training Programs

On 6th November 2025, Mr. Nikhil K. Madras, President of the Southern Gujarat Chamber of Commerce and Industry (SGCCI), visited FDDI, Ankleshwar campus to explore collaborative opportunities for strengthening short-term training programs. The visit aligned with FDDI's ongoing efforts to enhance industry-institute linkages and promote skill development in footwear, leather, fashion, and related sectors.

The discussion held with Mr. Lalit Prakash, Executive Director (ED), FDDI Ankleshwar campus focused on designing specialized short-term courses to meet evolving industry needs and improve employability for local youth and professionals. Both sides also deliberated on innovative approaches to bridge the skill gap and nurture industry-ready talent.

Both institutions expressed optimism that the proposed collaboration would create impactful training opportunities and benefit the local community and industry alike.



From Left (Fourth): ED, FDDI Ankleshwar greeting SGCCI President

Retail Operations Exposure for FDDI Noida Students

On 4th November 2025, MBA-Retail and Fashion Merchandising students of FDDI, Noida campus visited DLF Emporio, DLF Promenade, and DLF Ambience Mall as part of the Retail Operations course, guided by Mr. Abhinav Rawat, Assistant Professor.



FDDI, Noida students who acquired operations exposure



At DLF Emporio, students observed luxury brands such as Gucci, Louis Vuitton, and Dior, studying how premium visual merchandising and personalized services shape exclusive shopping experiences. DLF Promenade provided insights into fast-fashion and high-street brands like Zara, H&M, and Uniqlo, highlighting strategies that target mass consumers. At DLF Ambience Mall, students analysed customer behaviour and brand perception across varied retail formats.

The visit concluded with a group discussion, reinforcing the practical application of retail concepts and enriching students' understanding of real-world retail operations.



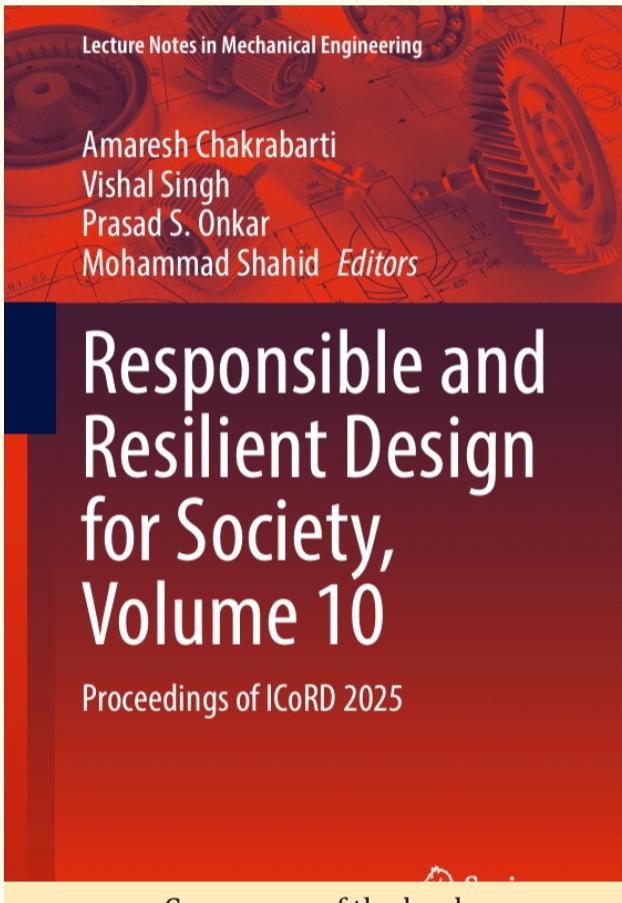
MONTHLY NEWSLETTER

FDDI Student Research Paper Published by Springer Publications

A research paper titled "Stepping into the Cobbler's Shoes: Addressing Their Ergonomic Conditions" authored by Ms. Anushka Mehra, students of Leather Lifestyle and Product Design (LLPD) and co-authored by Ms. Rashi Sharma, student of Fashion Design (FD) both from Noida campus has been published by Springer Publications in the book Responsible and Resilient Design for Society, Volume 10. This accomplishment marks an important academic contribution in the field of human-centric and socially responsive design.

The study examines the daily posture-related challenges faced by roadside cobblers and evaluates the ergonomic stress associated with their working conditions. Using the WERA (Workplace Ergonomic Risk Assessment) tool, the researchers identified high-risk scores across several body regions—especially the back, shoulders, and lower limbs—underscoring the urgent need for a safer and more supportive work setup.

Building on these insights, an ideation-driven design solution was developed to reduce musculoskeletal strain and enhance overall working posture. The proposed concept features posture-supportive seating, improved work height, optimized footrest and tool-placement arrangements, and a more structured micro-workspace aimed at improving both efficiency and comfort.



Cover page of the book

**Stepping into the Cobbler's Shoes:
Addressing Their Ergonomic Conditions**

Rashi Sharma and Anushka Mehra

Abstract Cobblers are a large society found in India. They embody tradition by preserving old techniques and skills that have been passed down through generations, linking the past to the present. This society primarily works in the informal sector of the economy, either independently or by continuing their traditional family businesses. It is estimated that the majority of this society works informally. The age group of people working as cobblers is mainly between 40 and 60 years old, and the majority of them are male and usually illiterate. On average, they earn 300–400 rupees per day. They usually belong to the lower middle or poor class of society. Our research aims to focus on the ergonomic aspect of this society and enhance it. The modern-day practices of shoe repairers do not differ much from ancient ones as the tools and processes such as stitching, pasting, cutting, and shaping remain the same. This job requires a lot of attention, as it is very precise and detailed. The results of our research revealed that cobblers suffered from pains and discomfort in different body regions, especially the lower back, neck, and lower leg. Sitting with folded legs and continuous bending of the neck during work were the major reasons for pain and discomfort. These cobblers mostly work in very suffocating and scattered environments such as the roadside, which results in respiratory problems and poor hygiene. Their workspaces are usually established on roadsides, which are flexible at one time but fluctuating at another, threatening their only source of income. They deal with heavy tools without taking precautions, which results in injuries and excessive stress on their muscles. Their workspaces lack proper light exposure, which leads to strain on their eyesight.

Keywords Cobblers · Ergonomics · Redesign

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225

Image of the research paper

This research highlights the transformative potential of ergonomics and human-centric design in improving the lives of workers in the informal sector, particularly traditional craft practitioners such as cobblers. It stands as a testament to FDDI's commitment to socially impactful design innovation.

FDDI Rohtak Organizes "Run for Unity" Marathon to Mark Sardar Vallabhbhai Patel's Birth Anniversary



The "Run for Unity" marathon was successfully organized by FDDI Rohtak on 31st October 2025 to commemorate the birth anniversary of Sardar Vallabhbhai Patel. The event aimed to promote unity, integrity, and the spirit of togetherness among the participants.

The "Run for Unity" marathon was successfully organized by FDDI Rohtak on 31st October 2025 to commemorate the birth anniversary of Sardar Vallabhbhai Patel. The event aimed to promote unity, integrity, and the spirit of togetherness among the participants.

The marathon was then flagged off, with participants enthusiastically running to demonstrate their support for the cause. The event witnessed active and spirited participation from both students and staff members, making it a memorable occasion dedicated to national solidarity.



MONTHLY NEWSLETTER

Three-Day Workshop on Make-up and Hair Styling Held at FDDI, Banur

A three-day "Make-up and Hair Styling Workshop" was successfully conducted from 29th to 31st October 2025 at FDDI Banur, under the expert guidance of Ms. Nidhika Verma from Nidhika Make-up Studio and Academy—an ISO-certified institute known for its high professional training standards.

The workshop aimed to equip students with practical exposure to essential grooming, make-up, and hairstyling techniques relevant to the fashion and lifestyle industry. Participants were introduced to the fundamentals of skincare, product selection, base creation, contouring, and eye make-up.

Ms. Verma demonstrated a wide range of styles, from natural everyday looks to advanced bridal make-up. Through detailed explanations and live demonstrations, she ensured that students gained clarity on application methods, colour theory, blending techniques, and hygiene practices.

The workshop also covered foundational hairstyling skills, including curling, straightening, and simple updos. Students practiced each technique hands-on and received personalized feedback to refine their skills. The session concluded with participants presenting their final looks, showcasing enhanced confidence, creativity, and technical proficiency.



Students along with the expert of "Make-up and Hair Styling Workshop"

Insightful session on modern digital marketing strategies and tools by FDDI Chhindwara Faculty during EDP Organized Under the RAMP Scheme

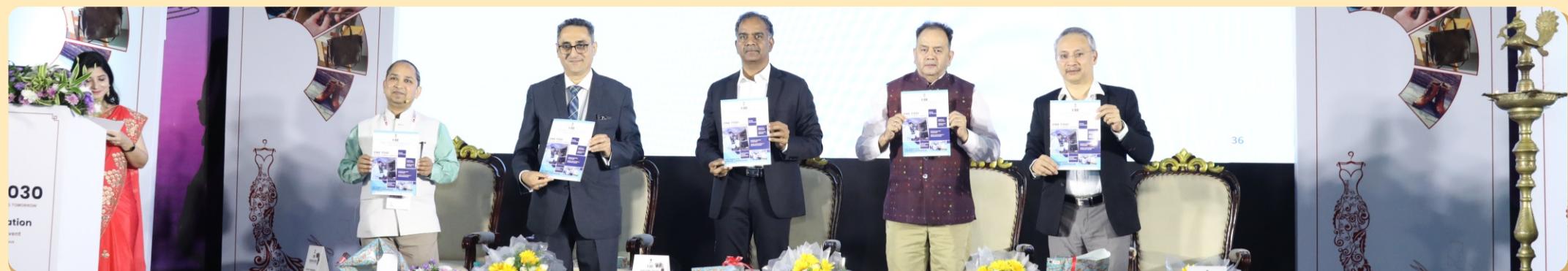
With the objective of strengthening the growth and performance of Micro, Small, and Medium Enterprises (MSMEs) in the Chhindwara district, a one-day Entrepreneurship Development Program (EDP) was organized by the Entrepreneurship Development Center, Madhya Pradesh on 29th October 2025, under the Raising and Accelerating MSME Performance (RAMP) scheme. The workshop, held at The Karan Hotel Auditorium, witnessed active participation from MSME associations, local entrepreneurs, and industry representatives.



A view of the insightful session on modern digital marketing strategies and tools

The event was graced by distinguished guests, including Mrs. Ojaswi Kale, Manager, District Trade & Industry Center; Mr. Sudhir Sharma, Secretary, Small Industries Recruitment; Mr. Shyam Sundar Chandak, President, Chamber of Commerce; Mr. Sushil Kumar, Regional Officer, Central Bank of India; and Mr. Ravish Kumar Pathekar, RAMP Consultant.

During the workshop, Dr. Vinit Verma, Senior Faculty (RFM), FDDI Chhindwara, conducted an insightful session on modern digital marketing strategies and tools. His presentation covered key areas such as SEO, PPC, Social Media Marketing, Email Marketing, Influencer Marketing, and Affiliate Marketing. Dr. Verma highlighted how digital platforms can significantly enhance brand visibility, attract quality leads, and deliver measurable returns on investment. He emphasized the importance of a data-driven, integrated marketing approach, rooted in customer behavior analysis and real-time campaign optimization.



MONTHLY NEWSLETTER

Entrepreneurs attending the program expressed their enthusiasm and commitment to applying the discussed digital marketing strategies to strengthen and scale their businesses.

Overall, the workshop proved highly impactful, raising awareness about government initiatives and equipping participants with modern marketing tools—marking a meaningful step forward for the MSME ecosystem in the Chhindwara district.

FDDI Fursatganj Participates in KVIC Stakeholder Consultation Workshop

FDDI, Fursatganj Campus actively participated in a Stakeholder Consultation workshop, including a panel discussion focused on strengthening the Khadi and Village Industries sector. The workshop, organized by the KVIC State Office, Lucknow, on 28th October 2025, aimed at enhancing cost and quality competitiveness within the sector.



KVIC Stakeholder Consultation Workshop in progress

Mr. Varun Gupta (Senior Faculty Grade-1) and Mr. Pradeep John Kerketta (Junior Faculty) represented the Fursatganj campus at the event.

The workshop brought together panelists and stakeholders from various Khadi and Village Industry segments, along with representatives from FDDI and other educational institutions. Discussions covered key areas such as quality improvement, design innovation, cost optimization, packaging, marketing strategies, and export potential for products including footwear, garments, Khadi fabrics, and leather goods.

Mr. Varun Gupta served as a panelist for the topic "Quality Enhancement, Design Intervention and Standardization/Certification." He highlighted FDDI's

industry-centric approach, ongoing design interventions, and the institute's commitment to supporting MSMEs and artisans. He also informed the panel about FDDI's two internationally recognized testing laboratories located at Noida and Chennai, accredited by SATRA and PFI, and their role in ensuring product standardization in line with BIS specifications.

The workshop served as a valuable platform for knowledge exchange, collaboration, and strengthening linkages between institutions and the Khadi & Village Industries ecosystem.

FDDI Hyderabad Faculty-Student Research Published in Scopus-Indexed International Journal

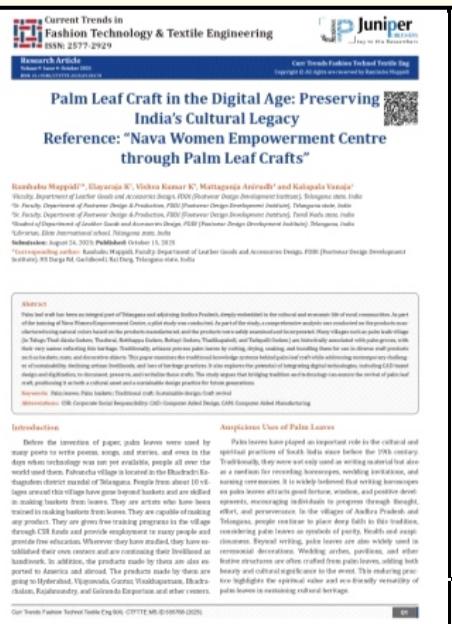
A joint research study led by Dr. Rambabu Muppidi, Faculty, LLPD, FDDI Hyderabad campus, has been published in the California-based Juniper Publishers journal Current Trends in Fashion Technology & Textile Engineering (ISSN: 2577-2929), a Scopus-indexed international journal from the USA.

The research paper, titled "Palm Leaf Craft in the Digital Age: Preserving India's Cultural Legacy – A Reference to the Nava Women Empowerment Centre through Palm Leaf Crafts," appears in Volume 9, Issue 4 (15 October 2025), pp. 01-011, with DOI 10.19080/CTFTTE.2025.09.555768, and is



Dr. Rambabu Muppidi, Faculty, LLPD, Hyderabad campus

Front page of publication



Published research on Palm Leaf Craft in the Digital Age: Preserving India's Cultural Legacy



Published research on Palm Leaf Craft in the Digital Age: Preserving India's Cultural Legacy



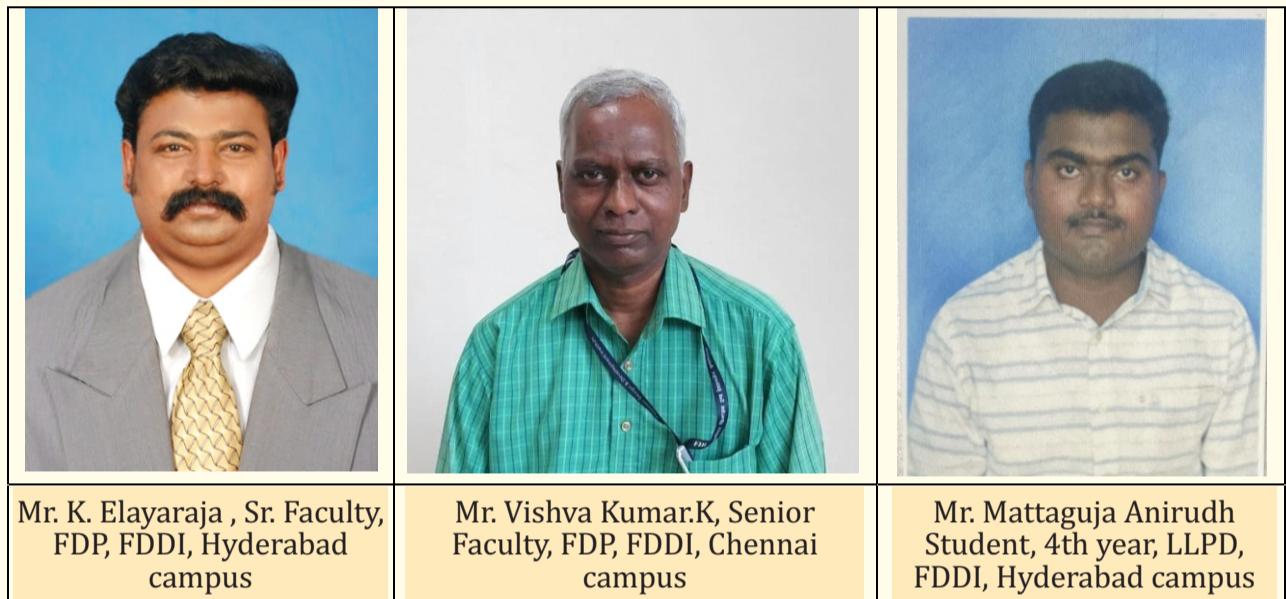
MONTHLY NEWSLETTER

licensed under the Creative Commons Attribution 4.0 License. The manuscript is available in e-pub, full-text, and audio formats and is indexed in PubMed, Google Scholar, ResearchGate, and other academic platforms, with access provided through the link: <https://juniperpublishers.com/ctfte/CTFTTE.MS.ID.555768.php>

The research team includes Mr. K. Elayaraja, Senior Faculty, Department of Footwear Design & Production (FDP), FDDI Hyderabad; Mr. Vishva Kumar, Senior Faculty, FDP, FDDI Chennai; Mr. Mattagunja Anirudh, Student, LLPD, FDDI Hyderabad; and Mrs. Kalapala Vanaja, Librarian, Elate International School, Telangana.

Conducted as part of the Combined Term Project (CTP-5), the study focuses on traditional home-based interior product design within utility craft-making clusters in Telangana, particularly in and around Palvancha, Kothagudem, and the Nava Women Empowerment Centre, where more than 20 artisans participated in primary interviews to share insights on their skills and craft processes.

Integrating manual sketches, 3D design software, and CAD modeling, the research explores innovative design perspectives and modern applications of traditional palm leaf crafts, and as noted by the authors, the field visit in Bhadrak Kothagudem district, especially in Palvancha and the surrounding villages, enabled extensive data collection and artisan engagement, reinforcing the significance of preserving traditional craft knowledge through contemporary design methodologies.



Interactive Expert Session at FDDI Rohtak



Mr. Vipan Seth, Director, Versatile Group providing industry insights

On 13th October 2025, FDDI Rohtak Campus hosted an enlightening expert lecture by Mr. Vipan Seth, Director of the Versatile Group. The session offered students valuable industry insights into the textiles and footwear sectors, highlighting the importance of innovative thinking and design-driven approaches for future growth.

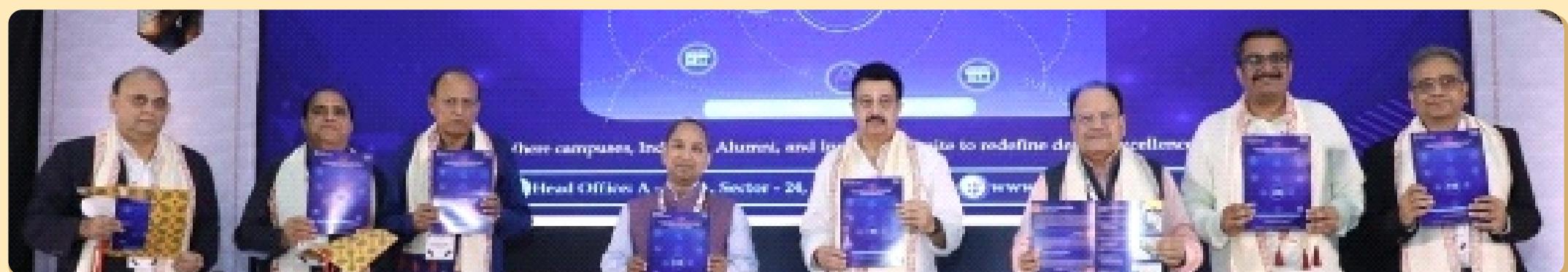
During this highly interactive session, Mr. Seth shared his extensive professional experience, encouraging students to embrace a forward-thinking mindset. His engaging presentation made the session both informative and inspiring, providing students with a unique understanding of emerging industry expectations.

One-Day Workshop on 3D Pattern Making at CGC University, Mohali

Mr. Sandeep Kumar Ganjay, Sr. Faculty & HOD, Fashion Design at FDDI, Banur campus conducted an insightful one-day workshop on 3D Pattern Making at CGC University, Mohali, on 6th October 2025. He introduced the participants to advanced industry techniques and practical applications, providing hands-on exposure to modern digital pattern development. The session enriched learners' technical understanding and offered valuable insights into contemporary pattern-making practices.



A view of the workshop on 3D Pattern Making



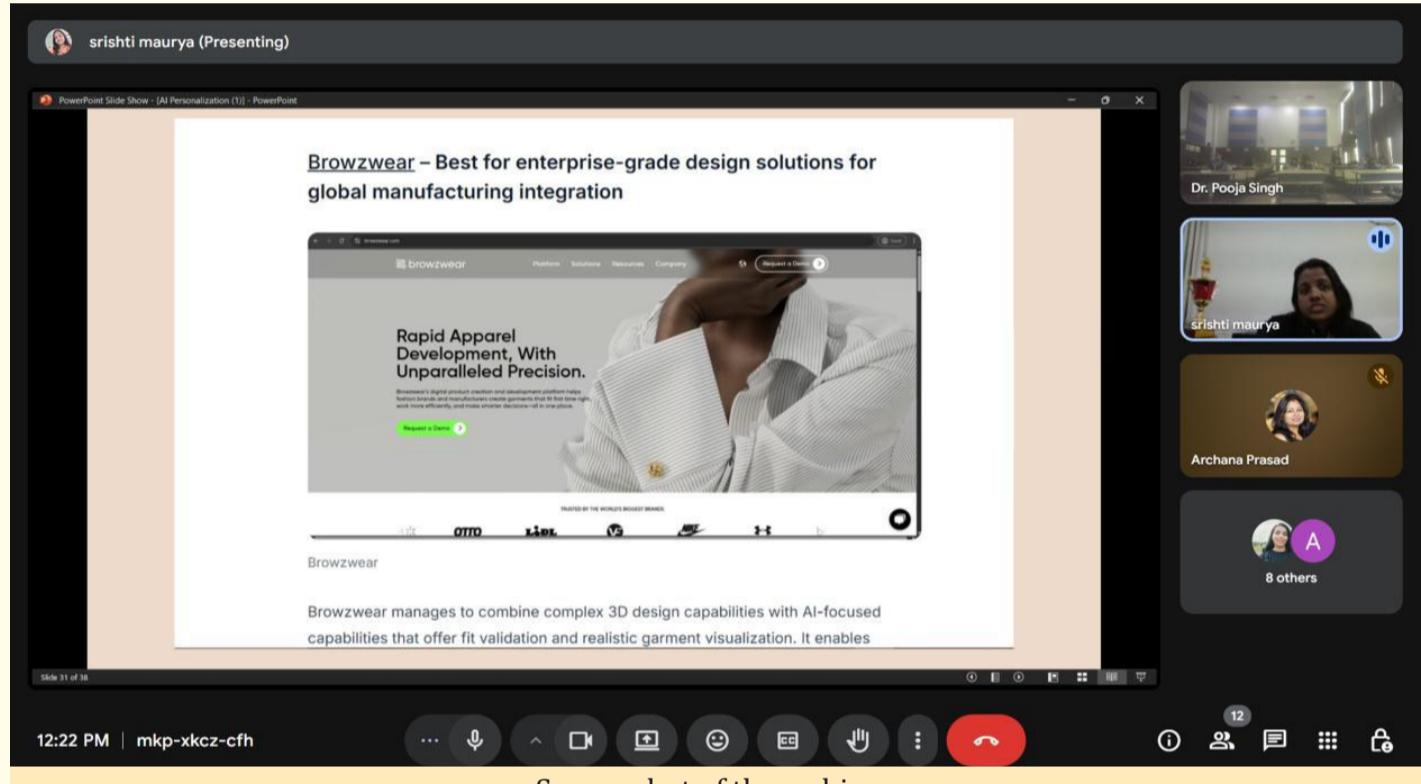
MONTHLY NEWSLETTER

Insightful Webinar on “AI-Based Clothing” at FDDI Banur

FDDI Banur organized an engaging webinar on “AI-Based Clothing” on 3rd October 2025, aimed at enriching students' understanding of emerging technologies that are redefining the future of the fashion and apparel industry.

The session was led by Dr. Srishti Maurya, Principal, SP College of Fashion Design, Swati Patil Mahavidyalaya, SNDT Women's University, Mumbai. Dr. Maurya highlighted the rapidly expanding role of Artificial Intelligence in fashion forecasting, design innovation, virtual sampling, consumer behaviour analysis, and personalized styling. She demonstrated how AI-driven tools are revolutionizing traditional design workflows while enabling sustainable, efficient, and technologically advanced fashion solutions.

The session encouraged students to explore AI-enabled platforms for creative expression and technical growth. Overall, the webinar proved to be a highly enriching learning experience, strengthening students' preparedness for the evolving demands of the industry.



Screen shot of the webinar

FDDI Ankleshwar Honored with Certificate of Appreciation for Blood Donation Camp



From Left: Mr. Lalit Prakash Jangra, Executive Director, FDDI, Ankleshwar Campus receiving Certificate of Appreciation



Image of the Certificate of Appreciation received

To mark National Voluntary Blood Donation Day, FDDI, Ankleshwar Campus, in collaboration with Unity Blood Center, successfully organized a Blood Donation Camp on campus on 01st October 2025. The event was held under the inspiring theme: “Donate Blood, Give Hope: Together We Save Lives.”

Faculty, staff, and students participated wholeheartedly, contributing to the noble cause of voluntary blood donation. Medical professionals from Unity Blood Center facilitated the camp with the highest standards of safety and care.

In recognition of its commitment to community welfare and social responsibility, FDDI Ankleshwar received a Certificate of Appreciation from Unity Blood Center on 11th October 2025 for its active support and effective coordination of the event.

Compiled by:

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