



ISSUE
NO. 1004

FDDI

WEEKLY NEWSLETTER

DATE
1st November 2024



Workshop on 'Entrepreneurship' held at FDDI, Noida campus

Aligning with the vision of the Hon'ble Prime Minister of India, 'Design in India, Design for the World' campaign, a four days' workshop on 'Entrepreneurship' was held from 14th to 18th October 2024 at FDDI, Noida campus for encouraging students to create and innovate with a global outlook.

The workshop, under the Convergence of five institutes namely, Footwear Design and Development Institute (FDDI), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), National Institute of Design (NID) and National Institute of Fashion Technology (NIFT) was organized by the School of Leather Goods and Accessories Design (LGAD).



Faculties and students attending the workshop

It was conducted by Mr. Rohit and his team, the innovative founders of start-up AerSense Lab Pvt. Ltd., pioneers of the world's first smart air purifier mask.

The workshop provided inputs on skills and knowledge that are essential for inculcating entrepreneurial leadership in students. The workshop which commenced with introduction to entrepreneurship provided a deep understanding on building a start-up, launching and growing a start-up and entrepreneurship in the Fashion Industry.

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Entrepreneur Studnest and founder of AerSense Lab Pvt. Ltd.



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One of the most exciting aspects of the workshop was the opportunity for students to pitch their own start-up ideas. Working in groups, 30 students from different schools, including PG students from IIP, formed 7 teams and developed innovative start-up concepts throughout the workshop. On the final day, each group presented their start-up idea in a pitch session and received valuable feedback from the AerSense team and other experts.

The event was a dynamic blend of knowledge, innovation, and hands-on experience, offering students from LGAD and the Indian Institute of Packaging (IIP) deep insights into the world of start-ups and entrepreneurship. The workshop created a valuable learning platform for students to explore new ideas and gain practical understanding of how to build a successful start-up.

Interactive session on 'Website Design' held at FDDI, Noida

With the aim to equip the students of the School of Fashion and Retail Merchandising (FRM) with the knowledge and tools on 'Website Design', an interactive session was conducted at FDDI, Noida campus on 23rd October 2024.

Ms. Muskaan Jain, founder of the social media marketing agency, 'The Social Culture', conducted the session and shared her expertise in website design with BBA and MBA students of FRM.

With over five years of experience in the industry and a portfolio that includes 50 brands, Ms. Jain is known for her authentic storytelling approach and her emphasis on building lasting customer relationships.



Ms. Muskaan Jain briefing about 'Website Design'



Students along with the faculty who attended the session

During the workshop, she introduced students to various website design styles, including Minimal, Maximal, and Artistic. Ms. Jain demonstrated how brands convey their identities through digital platforms.

By comparing different brand websites, she illustrated effective digital branding techniques. Additionally, she provided a step-by-step guide on designing a website, giving students fundamental clarity and inspiring them to create their own online spaces.

Professional exposure for FDDI, Noida students at Noida Haat

With the objective to familiarize the students of Retail and Fashion Merchandise (RFM) of FDDI, Noida campus with the vibrant world of local craftsmanship and retail strategies, a visit was organized at Noida Haat- Saras Ajeevani Mela on 22nd October 2024.



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As a part of their field learning initiative, the visit provided a practical learning experience and an opportunity to get connected to the roots of Indian heritage while highlighting the importance of socio-economic empowerment through traditional crafts.



A view of Noida Haat- Saras Ajeevani Mela



Students visiting Noida Haat- Saras Ajeevani Mela

During their interaction with various artisans and sellers, the students gained valuable insights into how traditional and modern advertising techniques are tailored to different markets. Sellers shared their experiences of using digital platforms, word-of-mouth marketing, and in-store displays to attract diverse customer segments. This interaction helped the students understand the nuances of consumer behaviour and market positioning in a real-world setting.

The students who were accompanied by their faculty members were exposed to unique merchandising approaches used by local businesses, broadening their perspective on how cultural and regional influences shape advertising and sales tactics.

Workshop on 'Basics of Arts & Designs' conducted at FDDI, Chandigarh (Banur) campus

To provide a solid foundation the students of Foundation Batch, a workshop on 'Basics of Arts & Design' was conducted at FDDI, Chandigarh (Banur) campus on 21st October 2024.



Prof. Ravinder Kumar Sharma conducting the workshop



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Prof. Ravinder Kumar Sharma, Vice President, Lalit Kala Akademy, Chandigarh was the resource person who conducted the session.

During the workshop, Prof. Ravinder emphasized on basics of arts for creating impactful designs. He demonstrated more than 100 of his well appreciated artworks to the students and narrated the uses of lines, shapes, repetitions, colour hue, value, balance, contrast, emphasis, variety, proportions, shades, colour mix for communicating emotions, space effectively in the drawing.

He also explained the style of applying colours creatively. He demonstrated the art of making collages from old magazines and newspapers.

Workshop on 'Digital Fabric & Garment Printing' held at FDDI, Noida

An insightful workshop on 'Digital Fabric & Garment Printing' was conducted by School of Fashion Design (FD) on 16th October 2024, at FDDI, Noida campus.

The session was conducted with the support of J.N. Arora & Co. Pvt. Ltd., Delhi who provided an overview right from the preparation of colours, printing materials, printing methods, and drying of the fabric.



A view of the workshop



This workshop-cum-demonstration session showcased various digital fabric prints and provided hands-on training to students.

This workshop was beneficial for students to explore the latest digital printing techniques and broaden their understanding of cutting edge fabric & garment design development technology.



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Joint research paper of Faculty of FDDI, Rohtak campus published in IJIDeM

A joint research paper entitled “Prioritizing Industry 4.0 Technologies (I4.0T) through an Interpretive Ranking Process (IRP): a Design and Manufacturing Perspective” was published in the International Journal on Interactive Design and Manufacturing (IJIDeM) on 10th October 2024.

Dr. Jagdish Bhadu, Jr. Faculty, School of Footwear Design & Production (FDP) of FDDI, Rohtak campus, Mr. Jaiprakash Bhamu & Mr. Dharmendra Singh - Department of Mechanical Engineering, Engineering College Bikaner, Bikaner, Rajasthan, Mr. Pramod Kumar - Vivekanand Global University, Jaipur, Mr. Jose Arturo Garza-Reyes - Head of the Centre for Supply Chain Improvement, College of Business, Law and Social Sciences, The University of Derby, Derby, UK, Mr. Jose Arturo Garza-Reyes - Department of Management Studies, Graphic Era Deemed to be University, Dehradun, and Mr. Rakesh Kumar Phanden - Sat Kabir Institute of Technology & Management, VPO Ladrawan, Bahadurgarh, Haryana campus and is available on <https://doi.org/10.1007/s12008-024-02126-0>

The paper elucidates that in the present competitive business environment, industries are searching for new manufacturing techniques to develop quality products and to enhance their productivity and value addition by eliminating wastage. Industry 4.0 (I4.0) is a new paradigm that integrates different digital technologies in manufacturing and industrial organizations. It addresses the challenges of increasing complexity through modernization and automation of processes, thereby improving the performance and competitiveness. Therefore, these technologies have to be prioritized in order to realize their adoption depending on the process and type of organization/industry.

In this work, different I4.0 technologies identified from literature and inputs from researchers and industrial experts are prioritized using Interpretive Ranking Process technique. Further, to validate the ranks, a dominance system graph and net dominance system are used.

The developed model provides the analytic thinking behind the dominant relationship of different technologies. The ranking indicates that CPS blends computational and physical processes for real data extraction, 3D printing/Additive manufacturing can minimize lead time and manufacturing cost, while the IoT competences of an organization makes their business operations more agile and integrated using information and communication etc. The study presents a unique contribution by ranking the technologies, providing a roadmap for managers, academicians, and researchers interested in practising these emerging technologies and their effectiveness for proper adoption and successful implementation at their workplace, which are highly relevant to meeting their objectives.



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Cover page of IJIDeM



Compiled by:
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