

ISSUE  
NO. 1006

# FDDI

## WEEKLY NEWSLETTER

DATE  
15<sup>th</sup> November 2024



## FDDI participates in '16<sup>th</sup> Meet at Agra 2024' Fair

FDDI participated in '16<sup>th</sup> Meet at Agra 2024' – a Leather, Footwear Components & Technology Fair which was organized from 08th to 10th November 2024. The fair was organized by the Agra Footwear Manufacturers and Exporters Chamber (AFMEC) at Agra Trade Centre (ATC), Singhna Village, Agra.

Leather, footwear components, chemicals & adhesives, technology and machinery were the products displayed in the fair.

Seminars and technical sessions were held on 9th November 9, 2024, at the Conference Hall of the ATC during which industry experts shared their insights on topics which included Invest India, Land Acquiring for Industry, Finance Management, Venture Capital, MSME Exchange - Risk Management Factoring.

FDDI displayed a wide range of creations at its stall that included ladies and gents shoes, casual and formal footwear and sports shoes, fashion accessories, leather goods - travelware, belts, portfolios, handbags and wallets.

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FDDI students along with their Faculty '16<sup>th</sup> Meet at Agra 2024'



A view of the stall of FDDI





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The information about FDDI's laboratory services, various training programmes, consultancy services through brochure and one-to-one meeting and interaction with the companies was also carried out.

The fair offered good business opportunity and was successful in identifying the huge opportunities existing in Agra. The innumerable visitors present included footwear manufacturers, institutional buyers from across the globe, designers, technicians and government representatives.

In concurrence, on 10th November 2024, the students of FDDI, Noida, under the industrial visit went to M/s. Magnum Footwear Pvt. Ltd., situated at center of Agra city, which was incorporated in 2010 with the motto of manufacturing high quality leather footwear.



FDDI students at M/s. Magnum Footwear Pvt. Ltd., Agra

Under the guidance of the faculty of FDDI, the visit of the students of FDDI was organized for acquiring a better understanding of the industrial process taking place in the footwear manufacturing unit.

The students were guided by the factory experts who highlighted the relevance of various operation in shoe making and they were also exposed to the entire manufacturing process right from the raw material to the final product.

The students also got an opportunity to learn about the working atmosphere and various functional areas like manufacturing, quality control, supply chain logistics and other major operations of the company.

## Interactive session on 'Retail Store Management in the Luxury Industry' held at FDDI, Noida

With the aim to equip the students of the School of Fashion and Retail Merchandising (FRM) with the key aspects of luxury retail store management, an interactive session was conducted at FDDI, Noida campus on 13<sup>th</sup> November 2024.

The students of BBA, B.Des., and MBA had an enriching session by



Mr. Das briefing about 'Retail Store Management in the Luxury Industry'



Students along with the faculty who attended the session





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Mr. Jyoti Das, a distinguished expert in luxury retail who provided valuable insights into elevating customer experience, crafting compelling brand stories, managing celebrity endorsements, and striving for operational excellence.

Through case studies of iconic brands like Omega, the Hermès Birkin, and Rolls-Royce, students gained a firsthand look into the luxury market. Mr. Das also shared innovative strategies for celebrity endorsements and launching new products with creativity and impact.

### Design Registration granted for 'Jewelry Box Case' jointly to Faculty of FDDI, Hyderabad campus and others

Dr. Rambabu Muppidi, Design Faculty of FDDI School of Leather Goods & Accessories Design (LGAD) of FDDI, Hyderabad campus and two other persons jointly submitted their creative and innovative design title 'Jewelry Box Case' to Indian Patent Office, Intellectual Property Building, Kolkata, India for design protection.

Besides Dr. Rambabu Muppidi, Dr. Thunga Yogesh Babu - a PDF scholar at Eudoxia Research University, USA and Mrs. Jakkula Benhur Anna Asheervadam, an Assistant Professor at KL University, Hyderabad, have made significant contributions to the research study on jewelry design.

This creative and innovative design bears Design Number: 429805-001, CBR Number: 216347, Class: 14-02. The registration was officially granted on 25th October 2024.



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



Design Work: Jewelry Box Case



Certificate of Registration of Design

The jewelry box, inspired by green-coconut design featuring a colour scheme of green, cream and black lining, offers a secure storage solution for our jewelry. Effective organization is essential, as jewelry can easily become scratched or misplaced without a designated space.

This box ensures that each item is safeguarded and readily accessible, minimizing the potential for damage.

This design work reflects the product design research studies conducted at Satyanarayana jewelry in Shaikpet, as well as with goldsmiths in Dilshukhnagar, bangle makers in Chudi Bazaar, and artisans in Begam Bazaar at Charminar.





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## 'Swachh Bharat Abhiyan' at FDDI, Jodhpur

On the occasion of 'Swachh Bharat Abhiyan', a mural art competition took place at FDDI, Jodhpur campus from 2<sup>nd</sup> to 31<sup>st</sup> October 2024.

During the event, twelve groups, consisting of three students in each, worked on various topics, such as environmental preservation, hygiene, footwear design, fashion, and more on the boundary walls of the campus.



Students expressing their views about importance of cleanliness



Media coverage

Sharing the details, Mr. Anil Kumar, AFHQCS, Executive Director FDDI, Jodhpur campus said, "This wall painting competition aims to encourage students to express their creativity while highlighting important social themes."

The students expressed their views about importance of cleanliness through their piece of art. They transformed the boundary walls into a beautiful piece of artwork. People passing by began to stop and admire the transformation, realizing how important it is to keep the country clean and take responsibility for it.



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