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WEEKLY NEWSLETTER

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'The Footprints of Successful Industry' book authored by FDDI, Noida Faculty released by Mr. Jyotiraditya M. Scindia, Hon'ble Union Minister of Communications and Minister of Development of North Eastern Region, Government of India

A book titled, 'The Footprints of Successful Industry' authored by Mr. Hafiz Obaidullah, Jr. Faculty of the School of Footwear Design and Production (FDP) at FDDI, Noida campus was released by Mr. Jyotiraditya Scindia, Hon'ble Union Minister of Communications and Minister of Development of North Eastern Region, Government of India on 18th November 2024 in the presence of Colonel Pankaj Kumar Sinha, Secretary-FDDI.

Mr. Hafiz Obaidullah, Jr. Faculty, FDP having more than twelve years of expertise possesses engineering qualification in leather and footwear technology from Aligarh Muslim University and Master's in Fashion Technology.



From Left: Mr. Hafiz Obaidullah - Jr. Faculty - FDP, Colonel Pankaj Kumar Sinha, Secretary-FDDI and Mr. Jyotiraditya Scindia, Hon'ble Union Minister of Communications and Minister of Development of North Eastern Region

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The book explores a step-by-step guide to setting up and running successful footwear manufacturing industries. From conceptualization to production, it covers the essential requirements, industry standards, and strategic considerations for building a thriving business in the footwear sector.

It elucidates topics such as, Understanding the Footwear Manufacturing Industry, Initial Planning, Legal and Regulatory



Front and back cover of the book



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Considerations, Site selection, Factory Design and Layout, Machine operation and technical consideration, Supply Chain Management, Human Resources, Quality Control, Technology Integration, Future Trends in Footwear Manufacturing, ergonomic consideration and sustainable practices.

It has been published by the Crown publishing with ISBN 978-93-6426-730-4.

'Avtaran 2024' held at FDDI, Hyderabad campus

Promoting India's rich cultural heritage and handloom, a fashion show on traditional Indian drapes, 'Avtaran 2024' was held at FDDI, Hyderabad campus on 13th November 2024.

It was organized with an objective to familiarize the younger generations - in other words 'Gen-Z' with the versatility of regional drapes of sarees and dhotis.

These drapes are deeply embedded in India's core fashion culture that relies on handwoven un-stitched cotton or silk fabrics, often brocades.



Students showcasing their collection during 'Avtaran 2024'

Ms. Madhupriya Jha Thakur, Assistant Professor, NIFT-Hyderabad and Mr. C Venugopal, Senior Faculty, FDDI-Hyderabad were Jury members for the event.

Ms. Shruthi Valluri was adjudged the 'Showstopper' while Ms. Ananya Chowdary was declared the 'Best Model' in the show. Ms. Shreenitha Vinod and Mr. Priyanshu Nigam were adjudged outstanding model runner-up I and II respectively.

Director - CoE, FDDI delivers lecture at Vel Tech Institute, Chennai

Dr. Madhusudan Pal, Director CoE, FDDI delivered lecture on 'Ergonomics Approach to Product Development and Translational Research' at Vel Tech Institute, Chennai on 11th-12th November 2024.

His presentation emphasized the importance of designing products that prioritize human comfort, efficiency, and safety by integrating ergonomic principles. He highlighted how translational research bridges the gap between scientific discoveries and practical applications, enabling the creation of user-centered solutions that enhance performance and well-being in real-world settings.



Dr. Madhusudan Pal, Director CoE, FDDI delivering lecture at Vel Tech Institute, Chennai

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Beyond his lecture, Dr. Pal visited different research facilities and engaged with faculty and students, sharing his extensive experience and insights.

Interactive session for FDDI, Jodhpur students with Mr. Niren Kumar Anand, Founder -Evertrade India

On 11th November 2024, the students of FDDI, Jodhpur had an interactive session with Mr. Niren Kumar Anand, Founder –Evertrade, India and an FDDI alumnus.

Mr. Anand shared his inspiring personal industrial experience, taking the audience through his transformative path from being an FDDI student to establishing a thriving business and gave insight about placement and how to cope with global business requirements.



Mr. Niren Anand, Founder, Evertrade India, sharing his views with the students

He emphasized the significance of consistent effort, a curious mindset, and the courage to think innovatively in achieving one's goals.

His candid narrative highlighted the importance of embracing challenges, nurturing creativity, and staying resilient in the face of adversity. The students were left inspired and empowered to carve their own success stories, embodying the values of dedication and perseverance.

'QC' exposure for FDDI, Noida students at Sunshine Enterprises

With the aim to identify the importance of 'Quality Control' (QC) in the production of accessories for global brands, at FDDI, Noida, the MBA students of the School of Retail and Fashion and Merchandising (RFM) visited Sunshine Enterprises on 8th November 2024.

This educational visit offered students an in-depth look into quality standards and the craftsmanship behind accessories, such as jewelry, home furnishings, bags, and belts.

During the visit, students observed artisans meticulously crafting pieces according to buyer specifications, gaining firsthand exposure to the production process. They also reviewed specification sheets and engaged with quality inspectors, who outlined the rigorous parameters used in accessory quality checks.

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The visit included an informative discussion on rejected pieces, helping students understand the criteria for disposal and post-use evaluation of products.



FDDI students at Sunshine Enterprises



Production section of Sunshine Enterprises

In the showroom, students explored a variety of merchandise on display, including unique, handcrafted jewelry made from innovative materials designed to appeal to international markets. This visit served as a vital practical learning experience, preparing the students for the complexities of quality control in the fashion and retail industry.

Assistant Professor - IIT, Delhi visit CoE, FDDI, Rohtak campus

Mr. Kaushik Mukherjee, Assistant Professor from the Mechanical Engineering Department at the Indian Institute of Technology, Delhi (IIT-D) visited the Center of Excellence (CoE) at FDDI, Rohtak campus on 07th November.



Mr. Kaushik Mukherjee, Assistant Professor from IIT, Delhi at CoE, FDDI, Rohtak campus



During his visit, Dr. Madhusudan Pal, Director, CoE, FDDI briefed him about the cutting-edge facilities dedicated to biomechanics, polyurethane technology, knitting, laser cutting, footwear testing, and 3D printing and the state-of-the-art laboratories at the CoE Rohtak.



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They visited the state-of-the-art laboratories at the CoE Rohtak campus, witnessing cutting-edge facilities dedicated to biomechanics, polyurethane technology, knitting, laser cutting, footwear testing, and 3D printing. They appreciated the advanced machinery and technology, recognizing their potential for fostering innovative research and product development.

This visit fostered meaningful dialogue on innovative design methodologies, sustainable materials, and advanced manufacturing technologies, reinforcing CoE FDDI's dedication to bridging academic research with real-world applications.

Design Registration granted for 'Trekking Back Pack' 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 'Trekking Back Pack' to Indian Patent Office, Intellectual Property Building, Kolkata, India for design protection.

Besides Dr. Rambabu Muppidi, Mr. Sujeevan Kumar Bullard, Assistant Professor, Geetham University, Department of Film and Visual Communication and Dr. Thunga Yogesh Babu - a PDF scholar at Eudoxia Research University, USA have made significant contributions to the research study on Trekking Back Pack.

This creative and innovative design bears Design Number: Design Number: 429803-001, CBR Number: 216345, Class: 03-01. The registration was officially granted on 05th November, 2024.

The 'Trekking Back Pack' draws inspiration from the lush greenery of mountainous terrains, showcasing a colour palette of green and golden yellow. This meticulously crafted bag prioritizes comfort and provides convenient access to essential items designed specifically for young women aged 18 years. It is lightweight and streamlined, making it ideal for long journeys while ensuring that only the most necessary belongings are carried.

<p>Dr. Rambabu Muppidi, Faculty, LGAD, FDDI, Hyderabad campus</p>	<p>Design: Trekking Back Pack</p>	<p>Certificate of Registration of Design</p>



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