



# FDDI

## WEEKLY NEWSLETTER

ISSUE  
NO. 1010

DATE  
13<sup>th</sup> December 2024



### 'Asthara' – exhibition, jury & display conducted at FDDI, Hyderabad campus

'Asthara' – an exhibition, jury & display of artistic craftsmanship of the students of Foundation Batch-2024 was conducted at FDDI, Hyderabad campus from 21<sup>st</sup> to 29<sup>th</sup> November 2024.



Evaluation by jury members

During the same, the students showcased artistic craftsmanship through own designed & developed mesmerizing utility products developed in their Foundation Batch 1<sup>st</sup> semester under the guidance & mentorship of subject faculties.

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Exhibition, Jury & Display-Subject	Eminent External Jury Members
Tinkering Studio	Ms. Gayatri Pudipeddi, (IIT & FDDI Alumni) Product Designer at Company -Zenwork
Design Evolution in Nature & Manmade World	Ms. Shweta Kulshreshtha, Artist & Pidilite Certified Trainer
Communication Skills	Dr. Leena George, Freelance Soft Skill Trainer, EX - Asst. Prof. (Soft Skills & Language) ISTTM Business School
Design Project -1	Mr. Suresh Gopal Krishnan Mendon (Design Mentor/Design Consultant)
Observational Drawing	Mr. Vishnu Vardhan Babu Ponna (Creative Head - HUVU Design Studio), Hyderabad
3D CAD	Mr. Rajkumar Ukkuturi, (Mekuva Industries, Additive Manufacturing Company), Hyderabad
2D CAD	Mr. Avinash Kumar, Design Professor - Fashion Design Faculty

which included Design project-1, Tinkering Studio, Design evolution in Nature & Manmade World, Observational Drawing, Communication Skills, 2D CAD & 3D CAD.



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Students presented & explained about their product's design concept, techniques, creative ideas and thought process to eminent jury members.



A view of display of artistic craftsmanship of the students

A student briefing & presenting the product to Dr. Narasimhugari Tej Lohit Reddy, IAS, ED, FDDI –Hyderabad campus

Besides this, the students experimented with creativity & innovation and created stunning products based on various themes, which reflected the fact that the students are learning the necessary skill and abilities to reach the goals of the global market and forthcoming session.

### Executive Director FDDI, Jodhpur campus addresses senior IFS officers at AFRI, Jodhpur

On 29th November 2024, Mr. Anil Kumar (AFHQCS), Executive Director (ED), FDDI-Jodhpur campus participated as the Chief Guest at the valedictory function of the refresher course for Senior Indian Forest Service (IFS) officers, hosted by AFRI, Jodhpur.

During his address, Shri Anil Kumar highlighted the critical need for integrating Green GDP and Gross Environmental Product (GEP) into policy frameworks to



ED, FDDI, Jodhpur addressing the officials

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ensure a harmonious balance between economic growth and ecological preservation.

The event, chaired by senior IFS officers Mr. Udiyan (Tamil Nadu Cadre, 1991 batch) and Mr. Bhutia (Wildlife, Jharkhand Cadre), provided an excellent platform for deliberations on sustainable development and innovative approaches to environmental conservation.

### **Guest lecture on 'An Introduction of GST and International Accounting Principles & Standards' at FDDI, Chhindwara**

An insightful guest lecture on 'An Introduction of GST and International Accounting Principles & Standards' was conducted at FDDI, Chhindwara on 22<sup>nd</sup> November 2024 by the School of Retail and Fashion Merchandise (RFM).

Mr. Manoj Kumar Uke, a seasoned professional and Taxation Assistant Executive at the State GST Audit Wing, Jabalpur, Govt. of Madhya Pradesh was the key speaker who provided the students with practical knowledge and a comprehensive understanding of taxation and accounting in today's dynamic business environment.

Through his presentation, he provided students with valuable insights into India's unified taxation system, constitutional framework, legislative provisions, and practical application of the GST law and also elaborated on the basic concepts of GST, tax slab structure, and compliance mechanism with practical examples from his experience.

This offline session, coordinated by Ms. Nazreen Qureshi (Faculty, Retail Management), provided students with practical knowledge and a comprehensive



Guest lecture in progress

understanding of taxation and accounting in today's dynamic business environment.

### **Industry visit for FDDI, Chhindwara students at ITC - Chaupal Sagar, Chhindwara**

On 20<sup>th</sup> November 2024, the School of Retail and Fashion Merchandise (RFM) of FDDI, Chhindwara campus organized an industry visit for a total of 37 students of MBA 1st and 3<sup>rd</sup> semester at ITC - Chaupal Sagar, Chhindwara.

Under guidance of Ms. Nazreen Qureshi, Faculty-Retail Management, the students witnessed the operations of organized rural retailing format which focuses on how to eliminate mediator between consumer and farmer and providing maximum benefits to the farmers.



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During their visit, Mall In-charge, Mr. Rajeev Bisen and Asst. Store In-charge Mr. Anoop Malhotra, explained the students about the functionalization of the different department of this supermarket.



Students at ITC - Chaupal Sagar



Students watching the retail operation process at ITC - Chaupal Sagar

## Technical article co-authored by Faculty of FDDI, Chennai campus gets published in IJERD

A technical article co-authored by Dr. D. Anita Rachel, Sr. Faculty Grade – II, School of Fashion Design (FD) of FDDI, Chennai campus has been published in the International Journal of Engineering Research and Development (IJERD).

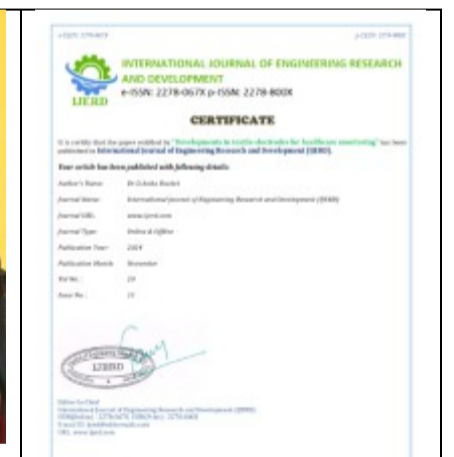
The topic of the article is 'Developments in textile electrodes for healthcare monitoring' bearing e- ISSN: 2278-067X, p- ISSN: 2278-800X, [www.ijerd.com](http://www.ijerd.com), Volume 20, Issue 11 (November, 2024), PP 1397-1415 which is available at <https://mail.ijerd.com/paper/certificates/Volume-20/Issue-11/IJERD-129.pdf>.

This article describes about the technology of wearable medical equipment that has advanced to the point where it is

now possible to monitor the electrocardiogram and electromyogram comfortably at home. The transition from wet Ag/AgCl electrodes to various types of gel-free dry electrodes has made it possible to continuously and accurately monitor the biopotential signals. Fabrics or textiles, which were once meant to protect the human body, have undergone significant development and are now employed as intelligent textile materials for healthcare monitoring. The conductive textile electrodes provide the benefit of being breathable and comfortable. The advantages and limitations of various types of textile electrodes are discussed, and key challenges and future research directions are identified. This will allow them to be used to their fullest potential for signal gathering during physical activities such as running, swimming, and other exercises while being linked into wireless portable health monitoring systems.



Dr. D. Anita Rachel, Sr. Faculty Grade II, FD



'Certificate of Publication'

