

ISSUE  
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# FDDI

## WEEKLY NEWSLETTER

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



## Delegation from Nike visits FDDI, Noida campus

With the objective to understand about the academic programs of FDDI and other facilities available with the institute, Mr. Uday Mehta –Director, Nike India along with Mr. Narayan Swamy Vaikundamani- Product Supply Chain Director, Nike India Ltd. visited FDDI-Noida campus on 5<sup>th</sup> December 2024.



Delegation being briefed by FDDI Expert at FDP

(FDP) and the International Testing Center (ITC) of FDDI having Physical & Chemical Laboratory and saw various testing-cum-quality control services being provided by it. They visited Virtual Modelling lab and Knitting workshop established in Non-leather department to see the operations of the machines and learning tools.

They visited the campus of the institute including the state-of-art facilities and infrastructure as established at School of Footwear Design & Production

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Meeting in Progress

During a meeting chaired by Ms. Manju Maan, Executive Director (ED), FDDI – Noida campus, a presentation, aimed at giving overall operations of institute was given to the Nike team.



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Mr. Uday Mehta laid emphasis on the Institute –industry partnership on development of the sector. The meeting also discussed about talent attraction to the sector at par with the auto sector.

During the discussion, Mr. Narayan spoke about the significant advancements happening in the footwear sector and the challenges faced by the industry. He indicated that the entire footwear manufacturing ecosystem is undergoing a transformation, with new technologies, materials, and processes being introduced to improve production efficiency and sustainability. He also enquired about the non-leather course program being run by the institute, emphasizing its importance in providing skill development opportunities for those working with alternative materials in footwear production.

### **'Meraki 2024' - exhibition of creativity along with conformity held at FDDI, Noida campus**

'Meraki' an exhibition by the students of Foundation, Noida 2024 that showcased the creativity along with conformity in their several handcrafted products as output of 1st semester was held FDDI, Noida campus on 06<sup>th</sup> December 2024.

It was inaugurated by Ms. Manju Maan, Executive Director (ED), FDDI- Noida campus during which the industry guest, Mrs. Aditi Sharma, Design Educator turned UX Researcher, NIFT Alumni, Ms. Aditi Bhushan, Product Development and Sourcing Department, Skechers, and the staff and students were present.

During the exhibition, various handmade products were prepared using several material exploration techniques with intricacies were displayed.



A view of the inauguration of 'Meraki 2024' by Ms. Manju Maan, ED, FDDI- Noida campus



A view of 'Meraki 2024'



The students of FDDI, from the Foundation batch 2024-2028, curated the exhibition under the mentorship of Mrs. Rashmi Tomar, Design Faculty. The students presented their findings and explorations of momentous historical eras through handcrafted lifestyle products such as garments, footwear, accessories, décor, and other lifestyle products.



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### 'Tannery Training - Rawhide to Finished Leather' conducted by FDDI, Kolkata

From 9<sup>th</sup> to 13<sup>th</sup> December 2024, the students of semester 3 of the School of Leather Goods and Accessories Design (LGAD) from FDDI Noida, Hyderabad, and Kolkata campuses were taken on tannery visit to Webleck Tannery Pvt. Ltd., and Diamond Tannery, Kolkata.

The objective of this industrial exposure was to give better insights of the industrial process taking place in the tannery and to provide a hands-on understanding of the leather production process, complementing their theoretical subject, Leather Technology.

Under the supervision and guidance of the faculty of FDDI, the students were briefed on rawhide processing, tanning, dyeing, finishing, and quality control, with a focus on modern technologies and sustainable practices. Students observed the transformation of raw hides into finished leather and participated in live demonstrations on dyeing and grading.

Experts shared insights into sustainable tanning methods, market trends, and innovations, inspiring students to explore new possibilities in the leather industry. This training bridged the gap between theory and practice, preparing students for future industry challenges.



Students observing the drum dyeing and milling process



Technician explaining leather finishing techniques

### FDDI Chhindwara participates in 'Industrial Boot Camp' sponsored by United Nations; organizes workshop

FDDI, Chhindwara in joint collaboration with United Nations team participated in two-day 'Industrial Boot Camp' (IBC) held on 10-11th December 2024 at the Government ITI in Khandwa district, Madhya Pradesh (MP) and organized an impactful industrial session & workshop.

The purpose of the participation was to support women's skill development and foster entrepreneurship in the leather and footwear sector so as to empower women and bridge the gender gap in India's workforce.

On behalf of FDDI team, Mr. Prashant Kumar Saxena (Project Coordinator), Dr. Pankaj (Faculty) and Mr. Shriganesh (Lab Analyst) attended the IBC as special speaker and organized a Design Workshop & Screening Session with UN Women Member - Ms. Aysha Sanober.



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The transformative IBC emphasizing the vital need for skills development highlighting the theme, “Building Skills, Building the Future” focusing on upskilling women, raising awareness, and creating sustainable solutions to address the global decline in female workforce participation.



FDDI & UN Women Team in joint sessions with ITI students at Khandwa, MP



From Left: FDDI Team Mr. Prashant , Dr. Pankaj & UN Women Member Ms. Aysha Sanober with participants

This workshop not only exposed participants to creative skills, but also inspired them to explore new career avenues in the design and development sectors.

## Jury-cum-presentation for New Product Development and interactive session with Experts at FDDI, Chhindwara

On 12<sup>th</sup> December 2024, the School of Retail & Fashion Merchandise (RFM) at FDDI, Chhindwara hosted a jury-cum-presentation for new product development.

This event which was held as part of the MBA Semester I Marketing Management curriculum, provided students with a platform to showcase their innovative product ideas and entrepreneurial spirit, aiming to inspire them to think beyond traditional career paths and embrace creativity and business strategy.



Jury evaluating a product



Students making presentation for new product development

The esteemed jury which included Dr. Nilesh Yemde - Associate Professor, NIT Nagpur, Mr. Aritra Das, Chief Faculty and CI, FDDI Chhindwara, Ms. Nazreen Qureshi, Faculty-Retail Management, Mr. Sushant Yadav, Sr.Faculty grade II and Dr. Govind Soni, Sr.Faculty grade II evaluated the work.

Students presented unique and creative projects, such as Satpura-Herbal, Customized packaging and rebranding of packaged drinking water for various business organizations, Noise-cancellation earbuds for sleep.

The presentations demonstrated impressive creativity and practical thinking, earning high praise from the jury who offered valuable feedback, encouraging students to align innovation with market viability.



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### Research article of Faculty of FDDI gets published in 'The Science World'

A research article titled 'Bharat Ki Kala Ewam Sanskriti', written by Mr. Saurabh Srivastava, Jr. Faculty of the School of Fashion Design (SFD) of FDDI, Noida campus has been published in 'The Science World' e magazine' December 2024 edition, Vol 4 (12) ISSN No. 2583-2212.

The article aims to provide the evolution of Indian Art & Culture and development occurred in last few centuries and how the evolution was influenced by foreign civilization and invasion. It describes how India art and culture has evolved and achieved this diversity.

This article is available online at the link: <https://doi.org/10.5281/zenodo.14339271>



Mr. Saurabh Srivastava, Jr.  
Faculty, SFD

### Research paper presented by Faculty of FDDI, Chennai during International E-Conference

Ms. Dhivya S, Jr. Faculty, School of Fashion Design (FD), FDDI, Chennai, presented her research paper titled 'Customisation of Brassiere Underwire Using 3D Printing Technology for Optimal Pressure Distribution' at the International E-Conference on Smart Textiles and Emerging Technologies (STET 2024), held virtually on December 5 and 6, 2024.



Dhivya S, Jr. Faculty, FDDI,  
Chennai



The research paper explored the application of 3D printing technology in the customization of brassiere underwire. This innovative approach aims to optimize the pressure distribution across the wearer's body, providing greater comfort and support. By leveraging the advancements in 3D printing, the paper highlighted how garment manufacturing could benefit from personalized designs that cater to the specific preferences and anatomical

features of individual wearers. This customization not only enhances comfort but also addresses the growing demand for tailored, high-performance garments in the fashion industry.

STET 2024 conference which was organized by Textiles and Materials Research Limited, New Zealand, showcased a range of cutting-edge developments in the field of smart textiles, including presentations from research experts, academicians, industry innovators, and research scholars. The event offered a comprehensive exploration of emerging technologies that are shaping the future of textiles, providing attendees with valuable insights into how these advancements can transform both fashion and functional wearables.