

# FDDI

## WEEKLY NEWSLETTER

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06<sup>th</sup> September 2024



### FDDI participated in 3<sup>rd</sup> Regional Industry Conclave at Gwalior

FDDI participated in third edition of the Regional Industry Conclave which was held on 28<sup>th</sup> August 2024, at the Rajmata Vijayaraje Scindia Agricultural University, Gwalior, Madhya Pradesh (MP).



Mr. Jyotiraditya Scindia, Hon'ble Union Minister, Ministry of Communication and Ministry of Development of Northeastern Region delivering the 'Keynote Address'

The event was graced by Mr. Jyotiraditya Scindia, Hon'ble Union Minister, Ministry of Communication and Ministry of Development of Northeastern Region, Dr. Mohan Yadav, Hon'ble Chief Minister, MP, Mr. Chetanya Kasyap, Hon'ble Minister, MSME, Mr. Narendra Singh Tomar, Hon'ble Chairman, MP Legislative Assembly and industry leaders.

The conclave was marked by presentations from five key government departments—Industrial Policy and Investment Promotion, Micro, Small and Medium Enterprises (MSME), Mineral Resources, Tourism, and Science and Technology—highlighting the State's growth prospects and investment opportunities.

Delivering the opening remarks, Mr. Raghendra Kumar Singh, Principal Secretary of the Department of Industrial Policy and Investment Promotion, emphasized the State's industrial growth under the leadership of the Hon'ble Chief Minister.

The conclave featured six sectoral sessions, three round table discussions, and over 400 buyer-seller meetings.

Colonel Pankaj Kumar Sinha, Secretary, FDDI participated in panel discussion on 'Opportunity in Leather Sector' wherein he explained the scope of the leather



Colonel Pankaj Kumar Sinha, Secretary, FDDI sharing his views during panel discussion on 'Opportunity in Leather Sector'

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and footwear sector and steps which are been taken by the Government of India for developing and augmenting the sector. He elucidated about the Mega Leather Cluster project which is coming up in Morena, MP and requested companies to evaluate option of developing foot print at the park. He also intimated that the government of MP is already offering attractive support to the investors.

The event, which aimed to promote balanced and equitable development across Madhya Pradesh through industrial growth, saw participation from over 4,000 attendees, including 15 international delegates from countries such as Canada, the Netherlands, Togo, Zambia, Mexico, and Costa Rica.

Investors from more than 15 States, including Uttar Pradesh, Rajasthan, Delhi, Maharashtra, Tamil Nadu, and Gujarat, also took part in the conclave. More than 150 distinguished guests from key sectors such as tourism, IT, Footwear, Agriculture, and Food Processing expressed keen interest in investing in Madhya Pradesh.

### Online Interactive Session on 'Intentional Design of Ethical Circular Economies' by FDDI, Hyderabad campus in collaboration with Arizona State University

On 29<sup>th</sup> August 2024, an online interactive session titled 'Intentional Design of Ethical Circular Economies' was hosted by FDDI, Hyderabad campus in collaboration with Arizona State University (ASU).

The session was a part of the BFD 711 Sustainable Apparel Manufacture Curriculum, focusing on sustainable practices within the fashion industry was attended by the faculty and undergraduate fashion design students of batch 2021.



Dr. Anupriya Singh, Subject Faculty for BFD 711 at FDDI, Hyderabad moderated the session during which Dr. Rajesh Buch, Director of Business Development at the Rob and Melani Walton Sustainability Solutions Service, ASU was the 'Resource Person'.

During the session, Dr. Rajesh Buch briefed about circular economy principles for sustainable business practices and the products and systems that minimize waste and maximize resource efficiency.

He also explained about the role of intentional design in fostering ethical circular economies, providing insights into sustainable apparel manufacturing practices. He elucidated the new concepts like Business Design Archetypes and New Textile Economy with the participants.

### Delegation visits CoE - FDDI, Noida and Rohtak

For technical interaction and collaboration in footwear research, Dr. P. Rajnikumar, Associate Professor, Center of Excellence (CoE) in Biomechanics cum High Performance Center for Sports at Tamil Nadu Physical Education and Sports University, Chennai and Dr. S. Edward Jero, Assistant Director, Center for Human Movement Analytics and Dr. Davidson Jebaseelan, Member Secretary of the Center for Human Movement Analytics and Professor, School of Mech. Engineer, Vellore Institute of Technology Chennai, visited the CoE-Noida campus on 29<sup>th</sup> August 2024 and CoE-Rohatk campus on 29<sup>th</sup> August 2024.





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Apart from the above, Dr. Shashi Bala Singh, distinguished Scientist and former Director General of Life Sciences at DRDO, and Er. Y. P. Singh, IRES 1997 Batch (Retd.) visited the CoE at FDDI, Noida Campus on 28<sup>th</sup> August 2024.

Illustrious career of Dr. Shashi Bala Singh includes serving as the Director General of Life Sciences at DRDO and holding director positions at NIPER Hyderabad, DIPAS, and DIHAR. With a Ph.D. in Human Physiology from AIIMS and a D.Sc. from Bharathiar University, Dr. Singh has made significant contributions to high-altitude physiology and improving soldiers' quality of life in extreme conditions.

The delegation visited the Physical & Chemical Testing Laboratory during which Dr. Madhusudan Pal, Director CoE and Scientist "G" briefed about the various testing-cum-quality control services being provided by it. The delegation had a comprehensive discussion focusing on future research and collaborative opportunities in the footwear industry.



Dr. Shashi Bala Singh, and Er. Y. P. Singh at CoE - Noida



Dr. P. Rajnikumar, Dr. S. Edward Jero and Dr. Davidson Jebaseelan at CoE - Noida



Dr. P. Rajnikumar, Dr. S. Edward Jero and Dr. Davidson Jebaseelan at CoE - Rohtak

The interactions paves way in establishing a strong foundation for future partnerships that will drive innovation and excellence in the footwear industry. These collaborations aim to harness the unique strengths and capabilities of each institution, fostering a culture of shared learning, research, and development.

## Captivating talent during 'College Ke Tashanbaaz' at FDDI, Jodhpur campus

'College Ke Tashanbaaz' - the event hosted on 28<sup>th</sup> August 2024 by the dynamic RJ Kalpesh Vaya and RJ Shayna from 93.5 RedFM was a true celebration of music, creativity, and passion at FDDI, Jodhpur campus.



Performance during 'College Ke Tashanbaaz'



Mr. Vinayak and Ms. Samya with RJ Kalpesh Vaya

During the event, the students demonstrated a remarkable range of talents and creativity.





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RJ Kalpesh's electrifying presence, coupled with his significant social media influence—boasting 16.1k followers on Instagram—played a key role in energizing the event and boosting FDDI's visibility. His involvement not only made the event memorable but, also helped in promoting the institute to a wider audience.

Mr. Vinayak and Ms. Samya, emerged as the winners who will represent FDDI Jodhpur at the grand finale scheduled on 15<sup>th</sup> September 2024.

### **Industrial exposure for FDDI, Hyderabad students at Indus Shoe Industry Safety Footwear and Vidhata Plastics India Pvt. Ltd.**

On 28<sup>th</sup> August 2024, under industrial exposure, the students from B.Des FDP 2021, 2022, and 2023 batches of FDDI, Hyderabad campus who were accompanied by faculties of School of Footwear Design & Production (FDP) embarked to two prominent companies: Indus Shoe Industry Safety Footwear and Vidhata Plastics India Pvt. Ltd., gaining valuable insights into the production process and technology.

The visit began at Indus Shoe Industry, a well-known name in the safety footwear sector, incorporated in the year 2016, headed by women entrepreneur with topmost technologists along with NRIs team, located at Cherlapally, Hyderabad.

Students were given a comprehensive tour of the manufacturing facility and the stringent quality checks that ensure every product meets industry standards. Mr. Ram Dev, Production Incharge- DIP Section, Indus Shoes, briefed them about the factory and step by step involved in the safety footwear making.



Students & faculties of FDP, FDDI Hyderabad along with Indus Shoe team



Students & faculties watching PU soles making at Vidhata Plastic Pvt. Ltd.

In the second half, students were taken to Vidhata Plastic Pvt. Ltd., a leader in the plastics manufacturing industry, located at Cherlapally, Hyderabad. The students were introduced to the company's wide range of products and the advanced technologies employed in their production. They explored various stages of manufacturing, including molding, extrusion, and recycling processes.

Students witnessed manufacturing process for soles, army defence products and the company's efforts in adopting eco-friendly practices, such as using recycled materials and minimizing waste.

At both the manufacturing units, session concluded with an interactive session where the students clarified their doubts and learned about the latest trends and demands of the market.

The visit allowed them to connect theoretical knowledge with practical industry applications, reinforcing the importance of quality, innovation, safety parameters and sustainability in today's manufacturing sectors.



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### FDDI Faculty delivers lecture at Devbhoomi Uttarakhand University, Dehradun

On 27<sup>th</sup> August 2024, Mr. Saurabh Srivastva, Junior Faculty of School of Fashion Design (FD) of FDDI, Noida campus was invited at Devbhoomi Uttarakhand University, Dehradun as a 'Guest Lecture' during Fresher's Orientation Programme.

He was felicitated by Prof. Deepa Arya, Dean – School of Journalism and Liberal Arts (SoJ&LA) felicitated him with certification and souvenir.

As a guest lecture, he provided his inputs on the topic 'Future Scope in Fine Arts and Fashion Design' and shared his experience about career growth and opportunities in fashion sector.



Mr. Saurabh Srivastva, Junior Faculty FD being felicitated by Prof. Deepa Arya, Dean – SoJ&LA



Certificate for Appreciation

### FDDI, Jodhpur students delve into the artistry of 'Traditional Wooden Crafts'

With the objective to expose the students of all the current batches of FDDI, Jodhpur campus to the traditional wooden crafts of the region, and to give them a hands-on experience, an educational trip was organized on 23<sup>rd</sup> August 2024.



Group consisting of students & faculty who delve into the artistry of 'Traditional Wooden Crafts'



Students at ACE Craftique

The students who were accompanied by their faculty, began their journey at the workshop of master craftsman, Mr. Madan Lal Suthar - a renowned name in the field of wooden craftsmanship who provided an insightful demonstration of both machine-operated and hand-carved wooden art. He explained the processes involved in transforming raw wood into finely finished products, highlighting the intricate details and dedication required at each step.

The students further proceeded to ACE Craftique, a well-known handicraft showroom situated at Pal Bypass, Jodhpur where they gained knowledge about the broader aspects of the wooden furniture industry, including production techniques, design innovations, and the dynamics of the import-export market.

The showroom featured a diverse range of wooden furniture designs incorporating unique materials such as horn, bone, and seashells, offering the students a glimpse into the fusion of traditional craftsmanship with contemporary trends.

This visit provided the students with valuable insights into the craftsmanship that continues to thrive in the region, reinforcing the importance of preserving and innovating within traditional arts.

### Insights on 'Quality Assurance' and 'Merchandising' for RFM students at FDDI, Noida

On 23<sup>rd</sup> August, 2024, insights on 'Quality Assurance' and 'Merchandising' was provided to the BBA and MBA students of the School of Retail & Fashion Merchandise (RFM) at FDDI, Noida campus.





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Mr. Aditya Singh Kushwaha, Demand Planning Analyst, JC Penney, returned to his alma mater to deliver an insightful lecture on the critical role of Quality Assurance (QA) in maintaining brand consistency.

Ms. Vaishnavi Kaushik, Associate Merchandiser, Tesco, Bangalore provided a comprehensive overview of the evolving roles and responsibilities of Merchandisers and buyers in both brands and export houses.

Sr. No.	Resource Person Detail	Topic	Date
1	Mr. Aditya Singh Kushwaha, Demand Planning Analyst, JC Penney	Quality Assurance	23 <sup>rd</sup> August, 2024
2	Ms. Vaishnavi Kaushik, Associate Merchandiser, Tesco	Merchandising	21 <sup>st</sup> August, 2024

Drawing from his early career experience at Vardhman Textiles, Mr. Kushwaha provided a detailed overview of how companies manage QA processes to ensure their products consistently meet high standards, thereby safeguarding their brand image. He also discussed about the importance of selecting and managing suppliers to ensure consistent quality across all products, methods for testing products to ensure they meet safety, functionality, and performance standards.



Mr. Aditya Singh Kushwaha, Demand Planning Analyst, JC Penney making presentation



A view of the participants



Ms. Vaishnavi Kaushik, Associate Merchandiser, Tesco being felicitated at FDDI, Noida

Ms. Vaishnavi highlighted the importance of acquiring new and emerging skills to remain competitive in the fast-paced fashion industry. She stressed the need for a solid theoretical foundation, a clear understanding of industry basics, and strong proficiency in tools like Excel, which is essential for business operations. She also emphasized the importance of applying classroom knowledge to real-

world scenarios, bridging the gap between theoretical learning and practical application.

The sessions organized by the RFM provided students an opportunity to understand the intricacies of learning about industry standards and preparing them for the demands of the professional world.

### Faculties of FDDI, Chhindwara campus attends 'IDEA Catalyst 2024'

During the three days 'Idea Catalyst 2024' hosted by G H Raisoni University, Saikheda, Dr. Pradeep Kumar Mandal - Sr. Faculty-I & HoD- School of Fashion Design (FD) and Dr. Vinit Kumar Verma – Sr. Faculty –II & HoD- School of Retail & Fashion Merchandise (RFM) of FDDI Chhindwara campus were invited as 'Special Guest' and 'Keynote Speaker'.



Participants who attended 'IDEA Catalyst 2024'



FDDI Faculty sharing their views during 'IDEA Catalyst 2024'

During the event, which was organized under the Institution's Innovation Council (IIC) series from 21-23 August 2024, they shared their thoughts on the topic 'Current Trends in Innovation and Entrepreneurship'. They provided insights about idea generation, strategic planning, conversion of ideas in





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to meaningful business opportunities which may generate significant revenue and sustainability of business in long run.

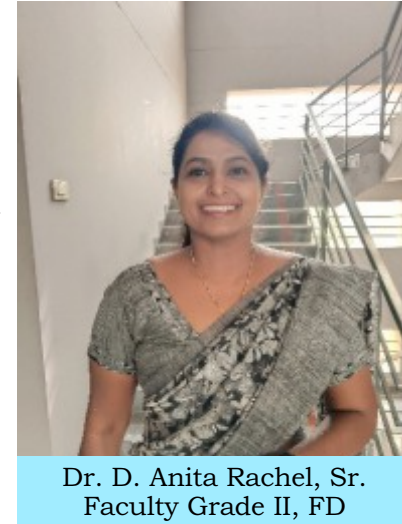
During the panel discussion and brain storming session with Dr. Meena Rajesh Vice - Chancellor and Dr. Sandeep Petnekar - Dean IIE, students presented their creative and innovative ideas.

### Technical article co-authored by Faculty of FDDI, Noida campus gets published in Indian Textile Journal

A technical article co-authored by Dr. D. Anita Rachel, Sr. Faculty Grade – II, School of Fashion Design (FD) of FDDI, Noida campus has been published in the Indian Textile Journal (ITJ).

The topic of the article is 'ECO FASHION IN SUPPLY CHAIN' bearing ISSN: 0019 - 6436, Volume 134, Issue 11, August – 2024 published at page number: 51 – 55 is available at <https://pdf.indiantextilejournal.com/Monthly-Edition/PDF-version/August-2024/index.html> , [www.indiantextilejournal.com](http://www.indiantextilejournal.com).

This article describes about the garment industry needs to develop products which take account of the social and environmental impact of the industry, such as those using natural materials, in order to offer consumers products in accord with the principle of social responsibility.



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



Cover page of the published in ITJ

### Design Patent Registration for Faculty of FDDI, Hyderabad campus & others at Intellectual Property Office, UK Design

A creative and innovative design title “Artificial Intelligence Based Multimedia Interactive Helpdesk Analytics Device for Sales and Marketing” has been jointly submitted by Mr. Chitresh Shrivastava, Faculty- School of Retail & Fashion Merchandise (RFM), FDDI, Hyderabad campus along with five other person at Intellectual Property Office, UK Design.

The five other person are Dr. Avanasri Sivaswami Suresh - Director and Professor, Aditya School of Business Management, Mumbai, Dr. Govind Soni - Assistant Professor, Symbiosis University of Applied Sciences, Indore, Dr. Arpita Basak -Director and Professor, School of Retail, Symbiosis University of Applied Sciences, Indore, Dr. Swati Jain - Assistant Professor, Symbiosis University of Applied Sciences, Indore and Dr. Sunita Srivastava- Dean Management and Director, Aditya Institute of Management Studies & Research, Mumbai.



Mr. Chitresh Shrivastava  
Faculty- RFM, FDDI Hyderabad campus



Representation of Design



Certificate for Registration

This creative and innovative design which was granted registration on 19th August 2024 bears Design Number: 638398, Class 14 – Recording, Telecommunication or Data Processing Equipment, Sub-Class 02 – Data Processing Equipment as well as peripheral Apparatus & Device.

This patent describes an AI-based multimedia interactive helpdesk analytics device designed to enhance sales and marketing. Its key features include Natural Language Processing (NLP) for understanding and responding to user queries, machine learning to refine responses based on user interactions, and predictive analytics to forecast customer behavior using historical data. The device also includes video and image recognition for sentiment analysis and product identification, and interactive visualizations to present data in an easily comprehensible format.