



# FDI NOIDA

## Newsletter

*April 2025*

### Shoetech Agra

The month started with exploring innovation and sustainability at Shoe Tech Agra—India's top B2B footwear fair. From cutting-edge soles to eco-friendly materials, they got hands-on with the latest in components and tech. The event bridged classroom learning with real-world insight, inspiring future designers and merchandisers to think sustainably and creatively. Big thanks to the organizers and faculty for making this exposure possible.



Ms. Manju Maan, ED Noida represented FDDI in Press Conference held on 01<sup>st</sup> April 2025.





## RJ Rocky Rocks : Vibes, Quizzes & Selfies



Noida lit up with excitement as Red FM's RJ Rocky Quiz India Movement – FDDI Noida hosted Season 3 at its campus. As the part of a 37-city knowledge fest, the event was packed with laughs, live Q&As, and behind-the-scenes stories. Students loved the energy, selfies, and fun break from routine. Huge thanks to RJ Rocky and Red FM for blending learning with entertainment – making curiosity cool again.



## Pixels, Perception & Power Moves : Digital Branding Masterclass

Noida hosted Muskaan Jain Bhandari, founder of The Social Culture, for a dynamic session on digital branding. From design psychology to storytelling, she revealed how to create scroll-stopping brands.



Students loved the hands-on workshop where they built their own digital brand concepts – blending creativity with strategy. The session sparked fresh thinking and real-world insight. A heartfelt thanks to Ms. Bhandari for inspiring the next-gen of brand storytellers.



## Noida Champions Innovation at Startup Mahakumbh

Taking its journey ahead, Noida campus continued to remain in spotlight by making a significant mark at Startup Mahakumbh, held at Bharat Mandapam, New Delhi. During 3<sup>rd</sup> – 5<sup>th</sup> April 2025, led by Managing Director, Shri Vivek Sharma (IRS) and Executive Director, Ms. Manju Maan and the delegation including enthusiastic students and faculty, actively engaged with over 3,000 startups and industry leaders. Highlighting their commitment to fostering entrepreneurship, Shri Vivek Sharma (IRS) inaugurated the Entrepreneur Cell at the event, providing a platform for budding innovators. This participation underscored FDDI's dedication to nurturing future changemakers and integrating academic excellence with real-world entrepreneurial insights.

## From Threads To Triumph: Students Dive Into Shahi Exports



MBA Retail & Fashion Merchandise students explored the world of large-scale apparel manufacturing at Shahi Export House, Faridabad. Thanks to Ms. Rachna, Ms. Babita, and Mr. Varun for their insights on operations, sustainability, and Shahi's people-first culture. From stitching to finishing, students witnessed every step of the process, gaining real-world exposure and fresh inspiration for their retail journeys. Huge gratitude for the warm welcome and enriching experience.





## Design Meet Design: NIFT Kangra Visited

We welcomed students from NIFT Kangra for an insightful campus visit. From exploring our state-of-the-art facilities to engaging with faculty, the day sparked creative exchange and fresh insights into design education. The visit strengthened connections between two leading institutes, united by a shared mission to shape future industry trailblazers.



## Supply Chain, Smart Tech & Sharp Minds : Hosted Expert Session with Delsey India



We welcomed Mr. Piyush Goel, Head of Supply Chain at Delsey India, for a power-packed session on tech-driven supply chain innovations. From AI to automation, students explored how digital tools are reshaping logistics. The interactive talk sparked curiosity, with BBA and MBA students engaging in a lively Q&A. Huge thanks to Mr. Goel for his insights and to Executive Director, FDDI Noida, Ms. Manju Mann for the warm felicitation. Overall, the session was a great success, leaving the attendees inspired and better informed about the dynamic world of supply chain management.



## From Worn to Wow: Students Redefined Retail With Mannequin Makeovers

MBA Retail & Fashion Merchandise students at Noida campus turned old mannequins into stylish, sustainable display pieces — blending creativity with purpose. This hands-on project boosted visual merchandising skills, promoted eco-friendly thinking, and offers real-world retail problem-solving. It's not just a redesign; it's a retail rethink, proving that style and sustainability can go hand in hand. These upcycled creations not only enhanced store aesthetics but also inspired conscious consumerism, encouraging future professionals to innovate responsibly in an ever-evolving fashion landscape. This initiative redefines retail by transforming discarded mannequins into eco-chic displays, elevating store visuals while championing sustainability. It's a powerful example of how creative retail solutions can drive both impact and innovation.



## Retail Dreams Come Alive : Noida's Mock Store Magic

BBA Retail & Fashion Merchandise students at Noida brought retail to life through dynamic mock store concepts —from Book Cafés and Sports Shops to Fun Parks and Nail Studios. A highlight, Boro Tails, delivered a chic, pet – first shopping experience. Each setup combined creativity, consumer understanding, and visual flair, turning classrooms into real-world retail labs. This vibrant showcase proved these young innovators are more than ready to shape the future of retail.



# “Marching into New Frontiers: Indian Armed Forces Step into Footwear Industry with FDDI Training”



The Footwear Design and Development Institute (FDDI), under the Department for Promotion of Industry and Internal Trade, has been selected by the Indian Armed Forces to train personnel for employment and self-employment opportunities in the footwear sector.

Through the Directorate General Resettlement, the Army help its personnel develop professional skills to support their post-retirement careers. This year, all 12 FDDI campuses across India are conducting the training. On April 21, 2025, FDDI NOIDA welcomed its first batch of 40 personnel from the Army and Air Force under the School of Footwear Design and Production. The officers will undergo a 3-month training program covering various aspects of footwear design and manufacturing.

The inaugural ceremony was graced by Chief Guest Shri A.K. Singh, Director General, NCC, Ministry of Defence. He stressed the vast career opportunities in the footwear industry, which employs 4.4 million people and is a high-priority sector for the Government of India. He also highlighted similar potential in the retail sector.

The Secretary, FDDI, welcomed the trainees and acknowledged the Army's service. He reiterated FDDI's commitment to supporting their career transition and emphasized the growth of the footwear industry alongside the rise of skill-based sectors, which the government is actively promoting.

Ms. Manju Mann, Executive Director of FDDI NOIDA, highlighted that while footwear is often seen as a basic product, it plays a vital role in comfort and style—and is a promising career field.

Globally valued at USD 394 billion, the footwear sector positions India as the second-largest producer, with 2.7 billion pairs made and 0.3 billion pairs exported annually. The supply chain includes components from polymers to textiles. Moreover, India also supports artisans, SMEs, and national brands like Bata, Action, Liberty, and Relaxo, while being a major market for global giants like Adidas, Nike, Puma, and Asics.



# Theatre Ka Tadka

The Fitoor Dramatics Society of FDDI lit up the stage with "Theatre Ka Tadka", a thrilling theatre competition held at the campus auditorium. Students from the dramatics society showcased their talent through powerful monologues and entertaining skits. The event also saw enthusiastic participation from students of other colleges, bringing diverse stories and creativity to life. From Monologue Madness to Tamasha Times Skits, the stage truly came alive with passion, performance, and pure drama!



## SHELF INDULGENCE

Drop Everything And Read!



The School of Retail and Fashion Merchandise at FDDI Noida recently organized an unique initiative titled 'Shelf Indulgence', promoting reading as a vital part of student life. The event invited students to participate in an hour-long reading session under the theme DEAR – Drop Everything And Read.

Held between 12:00 PM and 1:00 PM, the initiative encouraged students to step away from their routine activities and engage in uninterrupted reading—either in the campus library or in any quiet space of their choice. The goal was to create a moment of mindful disconnect from the everyday hustle and to reconnect with the timeless power of books.

The event witnessed enthusiastic participation across departments, proving that even in the fast-paced world of fashion and retail, there's always time to pause and read.

With 'Shelf Indulgence', the School of Retail and Fashion Merchandise highlighted the value of building strong reading habits among aspiring industry leaders.



## Awards/ Appreciation

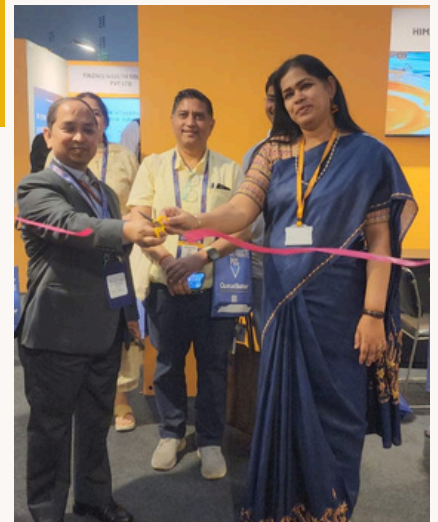
The Footwear Design & Development Institute (FDDI) Noida proudly clinched the 'Best Stall' award under the Industry-Academia Collaboration Initiative at the 58th Shoe Tech Agra Fair, held in April 2025. Their exhibit showcased cutting-edge footwear innovations, reflecting FDDI's commitment to excellence and its pivotal role in advancing India's 'Make in India' mission. The presence of esteemed guests, including Ms. Manju Mann, Executive Director of FDDI Noida, underscored the institute's dedication to fostering industry-academia synergy. This recognition not only highlights FDDI's innovative prowess but also its significant contribution to elevating India's global competitiveness in the footwear sector .



## Inauguration at STARTUP MAHAKUMBH

### Deliverables & Opportunities

As part of the session, students were encouraged to go beyond ideation and prepare concise deliverables including concept notes, early prototypes, or business pitch decks for their respective ideas. These efforts culminated in the opportunity to exhibit at Startup Mahakumbh 2025.



Selected student teams were invited to showcase their ideas at Startup Mahakumbh, one of India's largest startup and innovation platforms, providing them with exposure to industry leaders, mentors, and fellow innovators.

### Pitch in Front of Investors and Mentors:

The students also received the chance to present their business ideas directly to a panel of investors, incubators, and startup ecosystem stakeholders. This experience allowed them to gain invaluable feedback, networking opportunities, and potential funding or incubation offers. These opportunities not only validated the students' creativity and hard work but also empowered them to take the first step toward entrepreneurial execution and market readiness.





## Conclusion

The session highlighted FDDI students' commitment to innovation, sustainability, and practical solutions in fashion and education. The proposed ideas align with current industry trends and demonstrate potential for real-world application. Further development and collaboration with industry partners are recommended to bring these concepts to fruition.



## Memories of previous month

### Retirement of Shri Sunil Mishra



We bid a warm farewell to Mr. Sunil Mishra, who dedicated his wholeful service to Noida campus. His commitment and contributions were recognized, felicitated & celebrated by all the staff members. A heartfelt gathering was organized in his honor, attended by all staff members, including our Executive Director, Ms. Manju Maan. The event was filled with gratitude, memories, poem by Mr. Sunil Mishra himself. Best wishes were showered on him as we celebrated Mr. Mishra's accomplishments. A heartfelt moment filled the air—joy for Mr. Sunil Mishra's well-earned retirement, yet deep emotion as colleagues bid farewell to a mentor and friend after years of cherished memories at Noida.



### Great Win at UTSAAH Amity Fest

The 2<sup>nd</sup> year students of FDDI made a remarkable mark at Utsaah 2025, the annual fest hosted by Amity Global Business School on February 28, 2025. With passion, elegance, and confidence, our talented students lit up the runway during the fashion show segment, proudly presenting the stunning "Navras Collection"—a creative masterpiece crafted by the visionary minds from our Fashion Design Department.

Their exceptional teamwork, artistic expression, and dedication was recognized and celebrated as they proudly bagged the prestigious second position in this highly competitive event.

We are incredibly proud of their hard work and the vibrant spirit they brought to the stage! All the Best Team FDDI Noida.



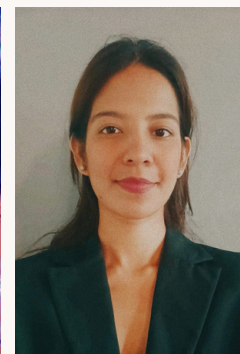
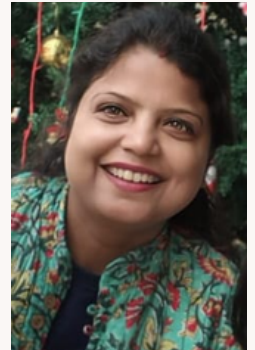
## Employee of the Month



Dr. Renu Sharma

Dr. Renu Sharma continued to be recognized as "Employee of the Month" for April 2025, following her win in March. Her continued excellence, dedication, and unwavering commitment to work has truly set her apart. Dr. Sharma consistently goes above and beyond in every task she undertakes, inspiring those around her with her professionalism and passion. A big congratulations to her for maintaining such a high standard and for being a shining example of consistency and dedication in the workplace!

## Star Performers of the Month



From Left of 1<sup>st</sup> Row Dr. Jyoti Bhasin, Ms. Vandana,  
From Left of 2<sup>nd</sup> Row Dr. Indu Gupta, Mrs. Anita  
Kumari, Ms. Archana Nagdev, Ms. Hema

We are proud to recognize the Star Performers of the Month – April 2025, whose dedication, commitment, and exceptional work ethics truly stood out. Their consistent efforts and positive attitude set a great example for others. As acknowledged by our Executive Director, Ms. Manju Maan, this recognition is a testament to the value of hard work and perseverance. We appreciate your contributions and encourage all team members to continue striving for excellence in every task undertaken.