



FDDI NOIDA

Newsletter

Power Meet: FDDI and Shri. Piyush Goyal Push for Design Excellence



Shri. Vivek Sharma (IRS), MD, FDDI and Shri R. K. Jalan, GC member, met Hon'ble Minister Shri Piyush Goyal, Ministry of Commerce and Industry, who highlighted FDDI's pivotal role in India's fast growing footwear industry. This meeting strengthened the vision of FDDI towards innovation, global standards and design excellence. They discussed the future of footwear sector and its development that will lead to a greater good. FDDI serves as a platform for students aspiring to build successful careers in the footwear, leather, fashion and retail industries. Committed to continuous growth and excellence, FDDI strives each day to elevate opportunities and outcomes for its students.

From Classroom To Career: Students from Kulachi Hansraj and Vandana International School Explored FDDI's Campus And Industry Opportunities



A group of students from Kulachi Hansraj Model School visited the campus on May 1st, 2025, followed by the students of Vandana international school, Dwarka on 16th May 2025. During the visit, the students explored all four Schools and gained valuable insights into these sectors. The visit provided a unique opportunity for the students to bridge the gap between theoretical knowledge and practical application with a special focus on the dynamic world of visual merchandising. During their time in campus, the students had the opportunity to tour the state-of-the-art retail studio, a dedicated space designed to simulate real-world retail environments. This immersive experience allowed them to witness various first-hand facets of visual merchandising, from window display designs to in-store product presentation. Experts provided detailed explanations of the principles and techniques involved in creating compelling visual displays that attract customers and drive sales. They also had the opportunity to explore the world-class infrastructure at all the other three schools.

The students also received comprehensive information about footwear, leather, retail and fashion design sectors including career opportunities and the evolving trends shaping the industry. This exposure provided a holistic understanding to the students and exposed them to potential career paths in these dynamic fields.

Ethiopian Delegation Visit



On 10th May 2025, FDDI, Noida Campus had the privilege of hosting an eight-member delegation from United Nations Industrial Development Organization (UNIDO) and its partner institutions. The delegation included Shri Bogale Feleke Temesgen, Shri Wondu Legesse Gizaw, and Shri Seble Daniel Solomon from UNIDO; Shri Zulfikar Abajihad Ababushen and Shri Dagneu Negasa Urgesa from Leather and Leather Products Industry Research & Development Centre (LLPIRDC); Ms. Sintayehu Befekadu Gossa from Ohio Environmental Protection Agency (OEPA); Shri Neway Alemu Bekele from Modjo City Administration; and Shri Dagnachew Abebe Amea from Ethiopian Leather Industries Association (ELIA). The delegation explored new avenues for collaboration in the development of non-leather products and laboratory testing capabilities. While Ethiopia boasts a robust leather raw material base, the delegation expressed keen interest in diversifying into the non-Leather segment, which now represents nearly 70% of global footwear consumption.

In this regard, UNIDO delegation met Shri Vivek Sharma, MD, FDDI, to strengthen business ties and to forge linkages further. The meeting also included the presence of key FDDI officials - Col. Pankaj Kumar Sinha, Secretary, FDDI, Ms. Manju Maan, ED, FDDI Noida, Shri Sharad Srivastava, Chief Faculty and Shri Deepak Choudhary, HOD (SFDP) along with Shri S.K. Verma, ED, IFCOMA. During the discussions, Shri Vivek Sharma emphasized the importance of a cluster based approach to foster inclusive and sustainable sectoral growth. The ongoing Twinning Project, a long-standing collaborative initiative between India and Ethiopia since 2010, was also reviewed with both parties recognizing its significant contributions in benchmarking and enhancing Ethiopia's leather and footwear industry performance.

As part of the campus tour, the delegation visited FDDI's International Testing Center, a state of the art facility equipped with comprehensive chemical and physical laboratories. These labs specialize in testing leather, footwear components, textiles, plastics, and allied materials. The technical team at the Testing Center provided detailed insights into the testing procedures being followed. The delegation also explored FDDI's Product Development Center, where they received demonstrations on CAD/CAM technology, and toured the non-Leather Center, which showcases capabilities in virtual modeling, knitting, UV applications, and pilot plant operations. Advanced systems including 3D printing, UV and laser technologies, and CAD/CAM based design tools were highlighted as an integral part to a modern and sustainable footwear manufacturing.

Displays/ Exhibitions/ Workshops

“Colorant” – Tie And Dye Technique: Blending Innovation And Tradition



School of Footwear Design & Production organized a captivating Tie & Dye Work Showcase, where the timeless art was re-imagined using natural, sustainable dyes focused on an environmental conscious approach. From handcrafted textile swatches to innovative fashion elements, students explored this age-old technique through an interdisciplinary lens by blending traditional craftsmanship with forward thinking design. The showcase beautifully highlighted the fusion of heritage and innovation, reflecting a deep commitment to sustainable creativity.

Workshop Organized On Threads And Yarn



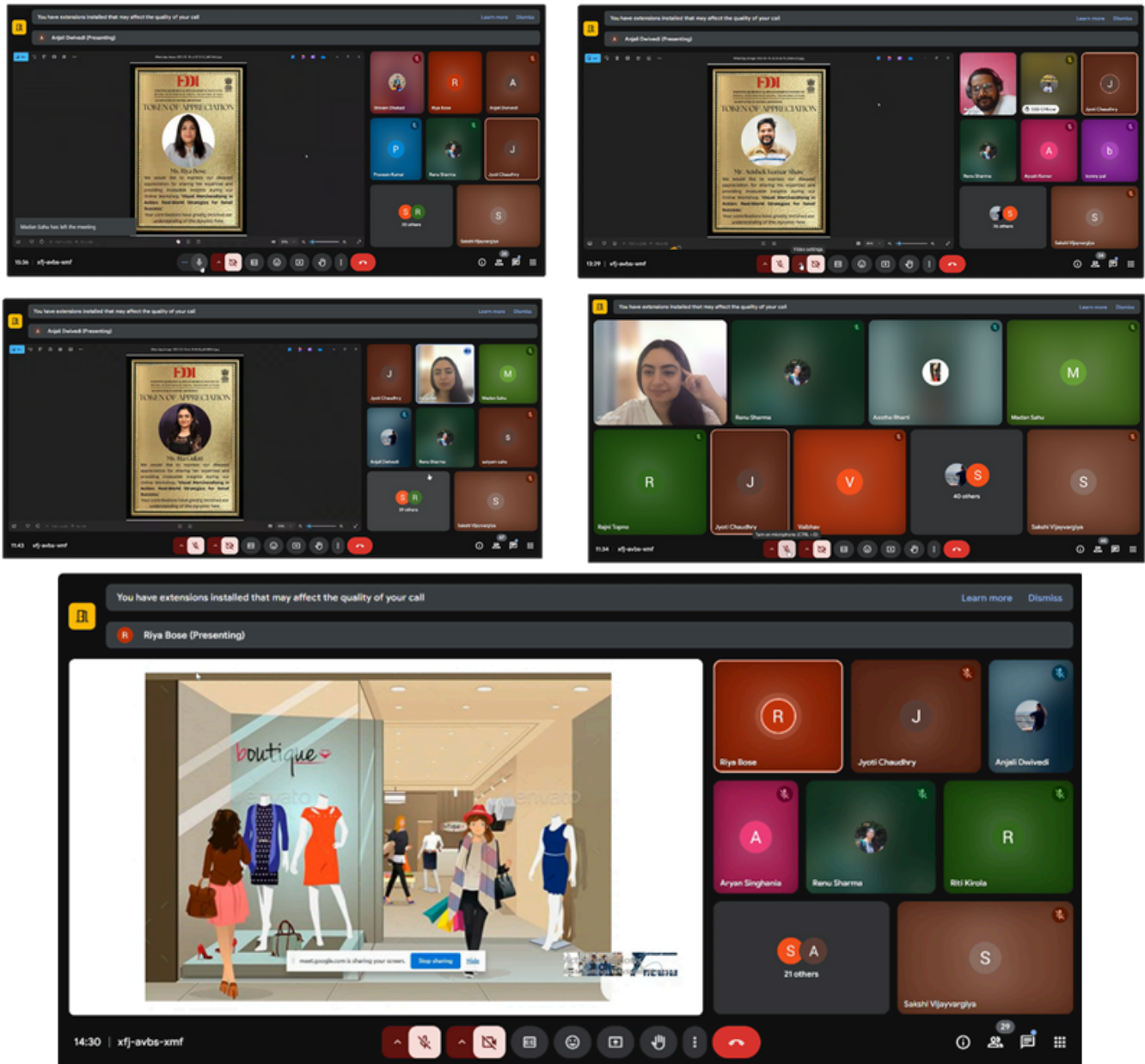
Shri. Sumesh Minhas from Vardhman Yarns & Threads Ltd. conducted an insightful mentoring session for the students of M. Des and B. Des programs. The session focused on the critical role of threads and yarns in garment finishing, emphasizing their impact on product quality and durability. Drawing from his extensive industry experience, Shri Minhas shared in depth knowledge about wide variety of threads used in garment construction and finishing. The interactive lecture highlighted the practical applications of different thread compositions and how they contribute to the overall quality and aesthetic of finished garments.

Designing the Future: A Celebration of Creativity



The Design Projects exhibited by students of Foundation batch witnessed a vibrant celebration of creativity, innovation and imagination, featuring outstanding work in Design Thinking and Visual Drawing. The display offered a compelling glimpse into the future of design, shaped by the passion, talent and fresh perspectives of our budding designers. The exhibition was met with enthusiastic appreciation from Jury Members and faculty, who commended the students for their originality, dedication, and hard work.

Workshop on Visual Merchandising

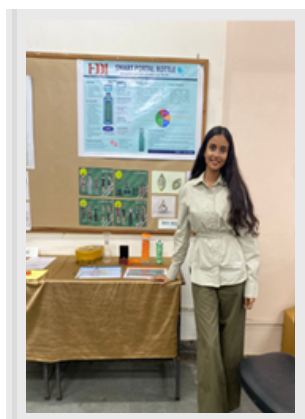


An enriching online workshop titled “Visual Merchandising in Action: Real World Strategies for Retail Success” was organized by School of Retail and Fashion Merchandise on 17th May 2025 at Noida Campus. Students from Noida, Guna and Chhindwara campuses participated in the session which was led by industry experts from Adidas, Bestseller India, and Hindustan Unilever. The workshop covered key aspects of visual merchandising, including display design, customer engagement, store layout, and branding. It was designed to seamlessly blend academic instructions with real world industry applications, offering students valuable experiential learning opportunities. Participants were awarded E-certificates, acknowledging their engagement and preparedness for careers in the dynamic retail sector. FDDI remain committed to empowering students with industry relevant and hands on learning experiences.

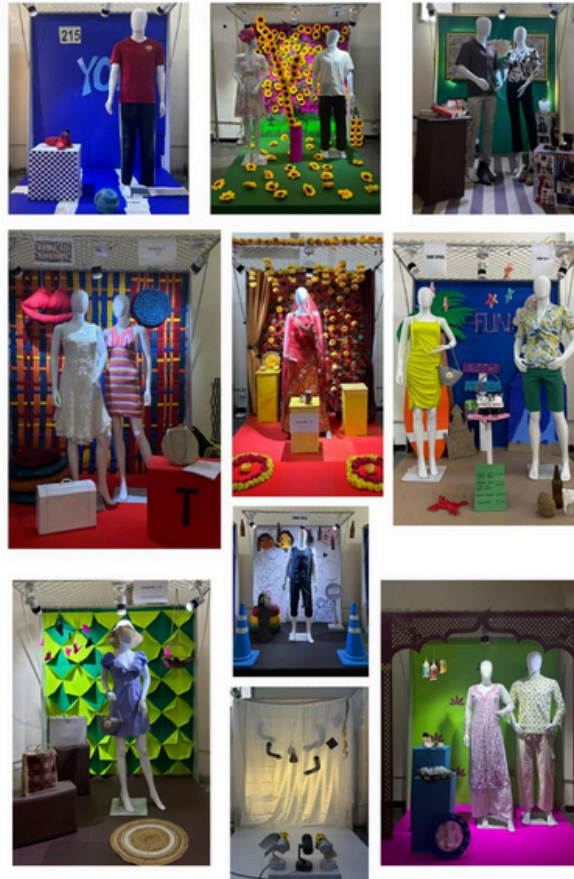
HIDEX 4.0 – A Celebration of Creativity, Craft & Innovation



The School of Leather Goods and Accessories Design organized HIDEX 4.0, an inspiring exhibition that showcased student's work developed through a wide range of modules rooted in Sustainable Design, UI/UX, CLO 3D, Bag Construction, Automobile and Jewellery Design, and Garment Construction. Students of 6th semester presented projects under "Design for Societal Need," addressing the real world challenges with empathy, innovation, and social awareness. Meanwhile, the 4th semester students displayed work from the "Design Intervention Using Craft" module where they successfully bridged the traditional techniques with modern design sensibilities. The showcase reflected the students' deep understanding of design principles and their ability to translate ideas into meaningful, future-ready solutions.



Visual Merchandising Showcase: A Fusion of Artistry and Retail Innovation



Students of School of Retail & Fashion Merchandise presented a captivating Visual Merchandising display that beautifully illustrated the convergence of strategic design thinking and creative expression. Under the guidance of expert faculty, the students transformed design concepts into immersive window displays that tell engaging visual stories. Each installation demonstrated not only technical skill but also highlighted how visual merchandising can powerfully influence consumer engagement and shape brand perception. The projects went beyond a typical classroom assignment, serving as an innovative exploration of how visual storytelling can transform today's retail environments. The showcase featured a diverse range of themes reflecting both creative vision and market relevance including Indian Artistry, Sand Space, Thread Story, Eco Chic Fusion, Old Money Aesthetics and Light Story. The exhibition stood as a testament to the innovative spirit of our students, turning conceptual designs into retail ready experiences.

Celebrations

Birthday Club Celebrations



Birthday Club at FDDI Noida celebrated the birthdays of three of its members, fostering a culture of sharing and caring amongst the extended family. This initiative, started by Ms. Manju Maan, ED, FDDI Noida, aims to make special days memorable by bringing people together through cake cutting, candle blowing, and spreading smiles and laughter.

The celebrations turned into heartfelt moments. Shri Birendra Gaurab's eyes glistened with tears of joy as he shared how overwhelmed he felt celebrating his birthday for the first time in his life. Dr. Jyoti Bhasin expressed that, in her 20 years of service, this was the first time she shared her special day with her colleagues. The youngest member, Ms. Shikha Verma, was deeply touched by the club's efforts to strengthen bonds among peers, creating a true sense of an extended family at work. To add to the festive spirit, Ms. Shikha Verma and Shri Himanshu Baluni sang a song, making the event even more warm and informal. All members of the Birthday Club at the Noida campus cherish these celebrations that bring joy and togetherness to the workplace.

Last Day Celebration Of Students At Campus Of 2025 Batch



The students of Batch 2025 gathered to celebrate a special day with the faculties, HoD, HoS, School of Retail & Fashion Merchandise, and Executive Director of FDDI Noida, creating lasting memories together. As they embark on their professional journeys, students were wished the very best and received valuable advice on work ethics, maintaining work-life balance, and upholding the prestigious brand image of FDDI. The students were inspired by the guidance shared and took the opportunity to discuss their current career status and experiences gained through internship projects. Nostalgia filled the atmosphere as they reminisced about their time on campus, in the hostel, and in classes, recalling countless happy moments and shared laughter. While the event celebrated achievements and friendship, it also carried the bittersweet feeling of parting. The day concluded with candid photographs of students and faculty, capturing these precious memories to cherish for years to come.

Festival Of Excellence



On 2nd May 2025, the FDDI Noida campus buzzed with energy as the Festival of Excellence unfolded into an inspiring celebration of talent, creativity, and academic achievement. Hosted by School of Retail and Fashion Merchandise, the event highlighted the spirit of innovation, learning, and collaboration.

A key feature of the event was the presence of two of our distinguished alumni: Shri Rohit Jadoun, Founder of Must Home, a leading Amazon brand specializing in personalized home décor, and Shri Sanjay Verma, National Lead – Insights & Action at Bata India Ltd. Their engaging sessions offered students valuable industry insights, inspiring them to dream big and think differently.



The festival recognized students' contributions beyond the classroom, honouring volunteers involved in initiatives such as Bharat Parv, entrepreneurial workshops on e-Business and GST. Winners of the Graffiti Competition were announced that showcased the creativity and design talent of our students who captured themes of innovation and retail in striking visual formats.



Another highlight of the day was the Best Internship Award, conferred upon three students for their outstanding works during internships:

- 1) Ms. Snigdha Arora (MBA RFM- 2023-2025)
- 2) Ms. Suhani Deshwal (BBA RFM-2022-2025)
- 3) Ms. Kavya Sood (BBA RFM-2023-2026)

Their achievements are a testament to their dedication, professionalism, and effective

application of classroom learnings in real world settings. The second half of the event featured exciting retail themed games such as Brand Wired, Mind Your Brand, and Seal the Deal which were fun, knowledge based competitions that brought out the students' competitive spirit. Winners were applauded and awarded prizes. The Festival of Excellence was a memorable tribute to student's talent and the collaborative efforts of mentors, alumni, and faculty.

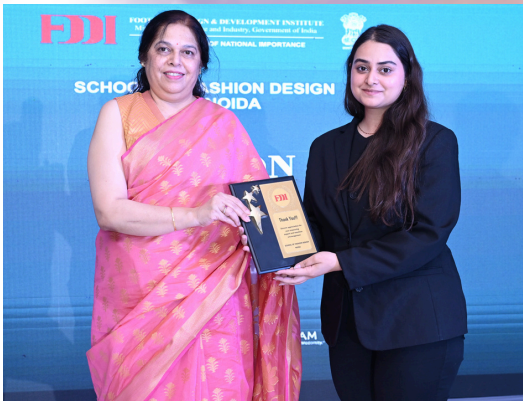
Fashion Blazon



Fashion Blazon, the annual showcase of graduating students from the School of Fashion Design, was a celebration of innovation, craftsmanship, and bold artistic expression. The event commenced with a heartfelt keynote address by Ms. Manju Maan, Executive Director, FDDI Noida, who welcomed everyone to witness the extraordinary work and talent of FDDI's budding designers.

The audience was captivated by the 14 iconic collections displayed on the runway. Each collection was a powerful testament to the students' hard work, creativity, and passion. These garments transcended fashion - they embodied stories, emotions, and visionary ideas, brought to life through fabric, form, and imagination.

Design collections such as Aarohi, Between the Deadlines, Déjà Vu, Lochaos, Echoes of Existence, Moh Maya, Exuberance, Morrigan - The Phantom Queen, Faces of the Soul, Ananta Roopam, Aayina, Heart on Sleeve, and Modern Gharana explored diverse, meaningful themes. The collections brimmed with vibrant colours, rich textures, and conceptual depth, turning the runway into a canvas of living art. The maturity and refinement of the designs reflected the dedication of the students and the expert guidance of the faculty, whose support played a vital role in shaping each collection.





The show was graced by distinguished guests, industry professionals, and jury members, who witnessed the students' vision come to life on stage. Highlighting the significance of the event, Shri Vivek Sharma, Managing Director, FDDI, expressed his admiration and confidence in the graduating cohort. He shared his belief that many of these young designers would soon launch their own successful labels, carrying the FDDI legacy forward. The show was honoured by the presence of Shri Manish Tripathi, Founder, Mukti Fashion India Pvt. Ltd., who graced the occasion as the Chief Guest. Highly respected in the fashion industry, Shri Tripathi is best known as the designer for Prabhu Shri Ramlala at the Ayodhya Temple. His presence brought immense prestige to the event, inspiring students through his remarkable journey and significant contributions to Indian couture. His applause to the fashion sequence was a testimony of the work showcased by students.

Explores/Sessions/Interactions

Foundation Students Visited To NGMA

On 7th May 2025, students of the Semester II Foundation Batch, accompanied by the faculty, had an enriching opportunity to visit the National Gallery of Modern Art (NGMA), New Delhi. The visit aimed to expose students to over 17,000 artworks created by more than 2,000 artists, including iconic figures such as Raja Ravi Varma, Rabindranath Tagore, Jamini Roy, Amrita Shergil, and many others. Spanning over 12,000 square meters, the gallery houses an impressive collection of works dating back to 1857, offering deep insights into India's rich and evolving artistic legacy. The experience sparked a newfound appreciation for modern art amongst the budding designers, inspiring their creative journeys and broadening their understanding of India's cultural and artistic expression.



Crackled Magic: Hands-On Art Session For The Foundation Students

On 13th May 2025, a Crackled Texture Decoupage Workshop was organized for the Foundation Batch students. The session was led by Ms. Parul Bhagat, a professional artist, textile designer and experienced art facilitator. During the workshop, students explored the creative process of decoupage with crackled effects, gaining hands on experience in unique surface enhancement techniques under expert guidance. They successfully learned the method and proudly showcased the products they developed, applying the techniques acquired during the session.



Workshop By Happy Earth

Leather Goods Department hosted an insightful interaction with 'Happy Earth', a Foundation working in the field of sustainability and industry best practices. Ms. Swati Agarwal shared her valuable insights with the students of IV, VI and VIII semester, equipping them with the knowledge of the evolving industry trends. The session provided students with a deeper understanding of sustainable materials, responsible sourcing and the principles of the circular economy within the leather goods industry.



Cultivating Corporate Readiness: Mock Interviews for MBA Students



The School of Retail and Fashion Merchandise (SRFM) successfully conducted a key component of its Corporate Skills Module on mock interview session for MBA Semester II students. Designed to offer invaluable real world experience, the initiative saw enthusiastic participation from students and a distinguished panel of external industry experts. The mock interviews provided students with a realistic simulation of the corporate hiring process, enabling them to sharpen their communication, presentation, and problem-solving skills in a professional environment. Personalized feedback from the experts was instrumental in helping students identify their strengths and areas for improvement by directly contributing to their preparedness for future career opportunities. SRFM was privileged to host a stellar panel of industry leaders, including:

- 1.) Shri Abhishek Sahai, Founder, Harvil Retail & E-Commerce Consultant
- 2.) Ms. Radhika Agrawal, Marketing Operations Manager, Alibaba.com
- 3.) Ms. Pooja Aggarwal, Founder, Coco N Ibana
- 4.) Shri Parikshit, Cinematographer

Their diverse professional backgrounds and rich industry insights offered students a comprehensive evaluation experience, making this segment of the module exceptionally enriching and impactful.

Employee of the Month



Mr. Deepak Choudhary

We are pleased to announce that Shri Deepak Choudhary is selected as “Employee of the Month” for May’ 2025. His consistent dedication, strong work ethics and proactive approach have made a remarkable impact. Whether taking on routine tasks or new challenges, he brings professionalism, positivity, and drive to everything he does. Shri Deepak Choudhary, HOD, School of FDP, shouldered additional charge of Administration department. His previous experience of being Centre Incharge at FDDI Hyderabad campus helped FDDI Noida campus to step swiftly in progressive direction. His positive attitude, dedication towards work, sincerity, untiring efforts has fetched him this title.

Congratulations, Shri Deepak Choudhary, on setting such a great example and raising the bar for all of us. Your efforts truly shine.

Star Performer of the Month



Dr. Indu Gupta

We are delighted to announce that Dr. Indu Gupta has been selected as the Star Performer for the month of May’ 2025.

Her dedication, consistent efforts, and positive spirit have truly made a mark. This achievement reflects the power of perseverance and commitment to excellence. Dr. Indu stretched her limits beyond boundaries by meeting the expectations of management of shouldering additional responsibilities without compromising the qualities.

Dr. Indu’s work ethics continues to inspire her peers, and we thank her for being a valuable part of the team.

Congratulations on this well-deserved recognition.

Bidding Farewell to a Pillar: Mr. Surender Prasad Retired After 34 Years of Dedicated Service



After an exceptional journey spanning over 34 years, Shri Surender Prasad, Principal Private Secretary, bid farewell to FDDI, leaving behind a legacy of dedication, integrity, and heartfelt service. Over the years, he made significant contributions across Rohtak, Jodhpur, and Noida campuses, earning the respect and admiration of colleagues at every step. The farewell ceremony was graced by Ms. Manju Maan, ED, FDDI Noida, who presented him with a bouquet of flowers and a memento as a gesture of appreciation. She shared her personal sentiments, expressing that his retirement feels like the departure of a strong pillar of support, as he had served as her PPS with utmost sincerity and loyalty. Colleagues came together to reminisce, sharing stories, laughter and warm tributes that reflected the profound impact Shri Prasad had on their professional and personal lives. It was a heartfelt send off, filled with gratitude and emotions, for someone whose presence made a lasting difference. As Shri Surender Prasad embarks on this new chapter, FDDI extends its deepest thanks and best wishes for a peaceful and fulfilling retirement. His contributions will always be remembered with great respect and appreciation.

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