

NEWSLETTER

FDDI @40

Special Edition



NEWSLETTER

Enhancing Digital Design Skills through Faculty Development



Ms. Meenakshi Ramchandani, Faculty, School of Fashion Design, successfully conducted a 10 day Faculty Development Programme on Fashion Graphics & Digital Visual Communication using Adobe Express, Photoshop and Illustrator.

The programme offered faculty members an engaging blend of conceptual learning and hands-on training, helping them strengthen their creative and technical skills in digital design. Participants explored contemporary visual communication techniques while gaining practical experience with industry-relevant design tools.

The programme allowed faculty members to refresh their creative skills, explore new digital tools and exchange ideas in a collaborative learning environment. The experience is expected to translate into more engaging classroom sessions and better prepare students for the creative demands of the fashion industry.

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LGAD Students Earn Special Recognition at Bharat Tex 2026



LGAD is delighted to celebrate the achievement of Ms. Anchit Kaur and Ms. Ashika Pandit, Semester IV students, who received the Special Recognition Award at the Sanrachna Hackathon held during Bharat Tex 2026.

Their award-winning concept, "PediFlex: Flat Foot Preventive Shoes for Kids", impressed the jury with its innovative approach to address a real-world healthcare need. Combining thoughtful design with functionality and user-centric innovation, the project showcased how creative thinking can be transformed into meaningful solutions with social impact.

This recognition is a testament to the students' talent, dedication and commitment to purposeful design. Their success underscores FDDI's efforts to create an environment where creativity, innovation and purpose-driven design thrive.

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FDDI Commemorates Four Decades of Excellence and Institutional Milestones

FDDI celebrated 40 years of excellence, marking four decades of meaningful contributions to education, innovation, research and skill development across the footwear, fashion, leather and retail sectors. Celebrations at FDDI Noida Campus began on a green and meaningful note with a plantation drive in the presence of Ms. Manju Maan, Executive Director, FDDI Noida.

In a special tribute to the Institute's four decade journey, 40 plants were planted to represent FDDI's 40 years of growth and achievements.



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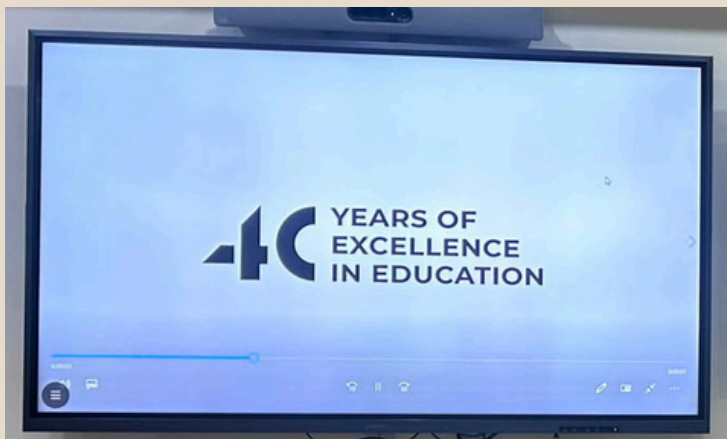
FDDI Commemorates Four Decades of Excellence and Institutional Milestones



The initiative beautifully reflected the spirit of the milestone—celebrating the past while nurturing a greener and more sustainable future.

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FDDI Commemorates Four Decades of Excellence and Institutional Milestones



The programme began with a warm welcome to the distinguished dignitaries and members of the FDDI family, followed by a reflection on the institution's remarkable journey since its establishment in 1986.

The evening's proceedings featured several landmark moments. Dignitaries came together for the ceremonial unveiling of the FDDI@40 commemorative logo, a symbol representing four decades of the Institute's legacy and its aspirations for the future.

The gathering was further inspired by the address of Ms. Manju Maan, Executive Director, FDDI Noida, who highlighted FDDI's ongoing institutional reforms, strategic initiatives and the roadmap outlined under Vision 2030. In her address, Executive Director, FDDI Noida, reflected on the Institution's remarkable evolution from its beginnings at Noida in 1986 to its growth as an Institution of National Importance with twelve campuses across the country.



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FDDI Commemorates Four Decades of Excellence and Institutional Milestones



She emphasised that this journey has been shaped not merely by infrastructure and institutional achievements, but by the dedication and collective contribution of generations of faculty, technical, administrative and support staff.

Highlighting the special significance of Noida Campus, ED Noida, noted that it is the birthplace of FDDI and the foundation from which the Institute's multidisciplinary academic ecosystem evolved. The year also marked four decades of the School of Footwear Design & Production, making the occasion a celebration of both the Institute's institutional journey and the legacy of its founding campus. She further highlighted the achievements of students and alumni, new laboratory facilities, outreach initiatives, industry engagement and record admissions at the Noida Campus during the past year.

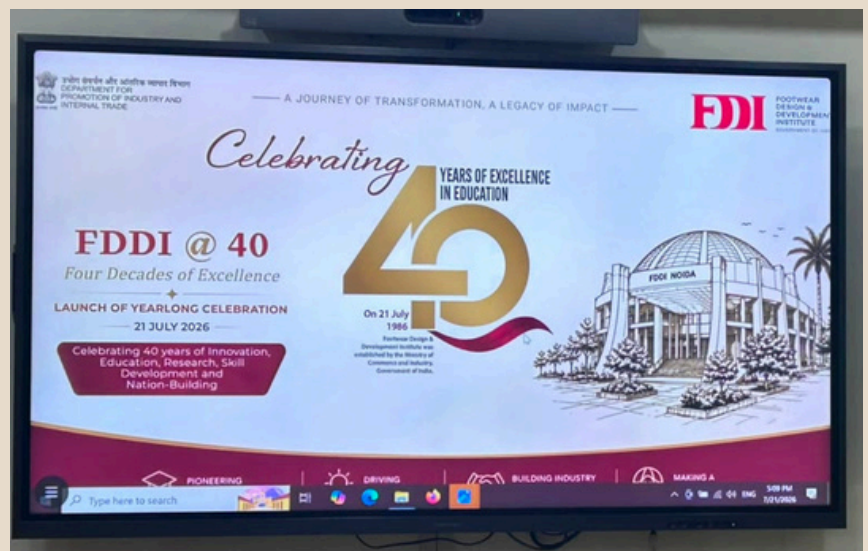
Looking ahead, Smt Manju Mann, outlined a vision for the next decade of FDDI Noida, with emphasis on innovation, entrepreneurship, stronger industry partnerships, research and publications, sustainability, international collaborations and enhanced alumni engagement. She also underscored the importance of employee welfare, a greener and digitally enabled campus and ensured that every graduating student would leave FDDI with confidence, competence and character. The address concluded with a call to the FDDI community not merely to commemorate the past forty years, but to actively contribute towards building an even stronger institution for the future.

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FDDI Commemorates Four Decades of Excellence and Institutional Milestones

An emotional and inspiring moment followed with the premiere of the "FDDI @ 40 Legacy Film" which showcased the institute's significant milestones, pioneering achievements and lasting contributions over the past four decades.

The film celebrated the collective efforts of faculty, staff, students, alumni and industry partners who have shaped FDDI into a nationally respected institution.



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FDDI Commemorates Four Decades of Excellence and Institutional Milestones



Shri Vivek Sharma, MD, FDDI, addressed the gathering on the theme "FDDI's Four Decades of Contribution and the Vision Ahead." Connecting with faculty and staff across all FDDI campuses who joined virtually, he reflected on Institute's remarkable journey over the past four decades and shared his vision and strategic roadmap for the years ahead.

During his address, he shared a detailed SWOT analysis of FDDI, highlighting the institute's key strengths, emerging opportunities, areas requiring focused improvement and the challenges associated with an evolving global education and industry landscape. Reaffirming FDDI's unwavering commitment to excellence, he encouraged the FDDI community to work collectively towards achieving the goals of Vision 2030.



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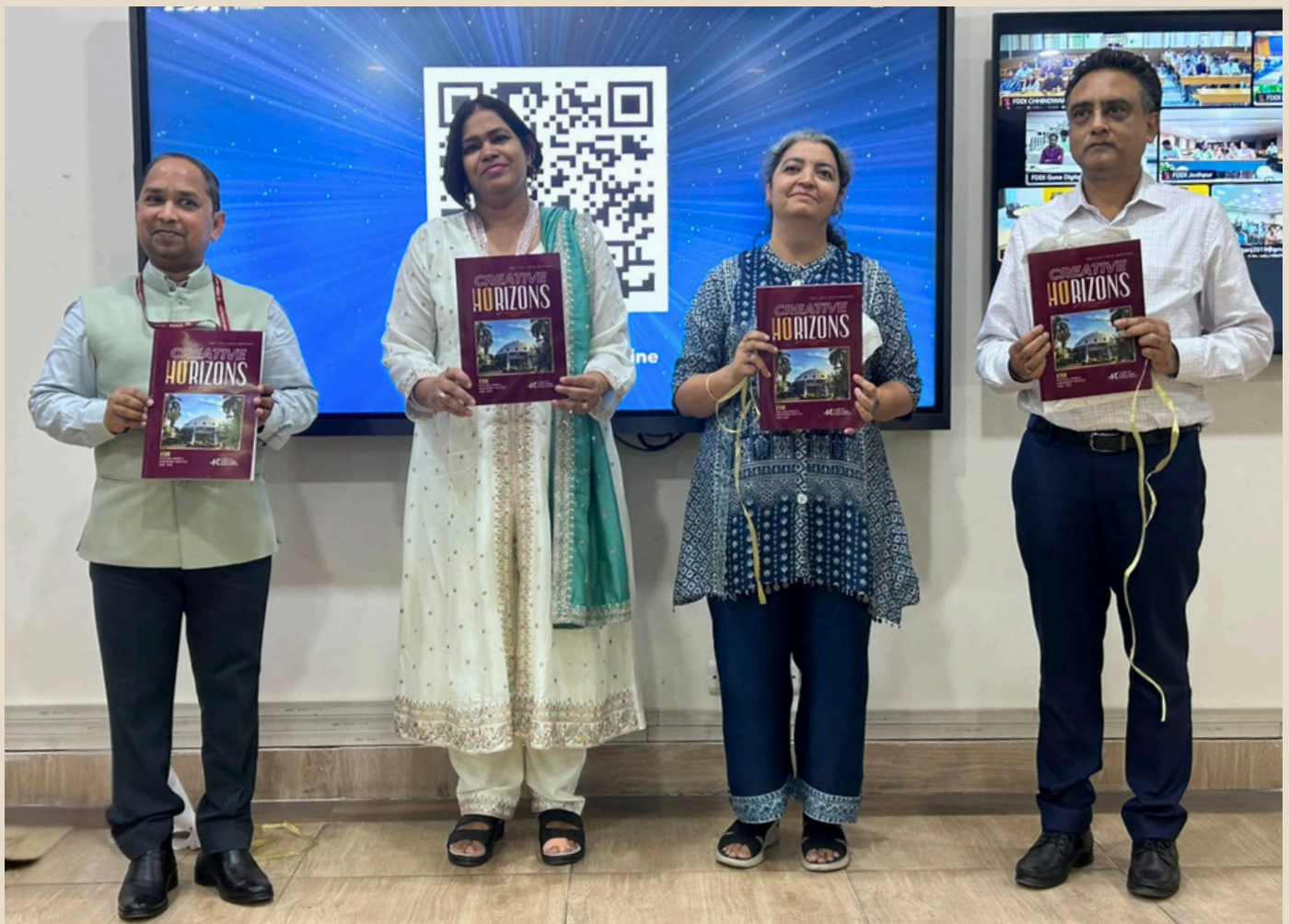
FDDI Commemorates Four Decades of Excellence and Institutional Milestones



Executive Directors of various FDDI campuses also addressed the gathering, sharing their reflections on the Institute's remarkable journey & aspirations for the future.

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FDDI Commemorates Four Decades of Excellence and Institutional Milestones



Rounding off the ceremonial highlights, dignitaries unveiled the commemorative publication "Creative Horizons", a keepsake documenting the institute's growth, achievements and impact since its inception, to commemorate the milestone through knowledge and reflection.

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FDDI Commemorates Four Decades of Excellence and Institutional Milestones



The celebration also recognised excellence within the FDDI family. At Noida Campus, Mr. Deepak Chaudhary was presented with the Employee of the Year Award in appreciation of his exemplary dedication, unwavering commitment and significant contributions to the Institute.

As FDDI marks this significant milestone, the celebration served as both a tribute to its rich legacy and a reaffirmation of its vision for the future, inspiring the entire FDDI fraternity to continue striving for excellence in the years ahead.

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Orientation Programme 2026



The Foundation Orientation Programme 2026 at FDDI Noida provided an inspiring start to the academic journey of the new batch, blending academic orientation, industry exposure, creative exploration and meaningful interactions.

The programme welcomed students into the FDDI community while introducing them to the institute's vision, academic culture and exciting opportunities that lie ahead.



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Orientation Programme 2026



The orientation programme offered students an opportunity to familiarise themselves with the Institute and begin their academic journey with confidence. Through guided interactions, students were introduced to their respective Schools, departments, laboratories and various campus facilities, helping them get a better understanding of the learning environment and resources available to them. The Heads of Schools and faculty members explained the curriculum, academic structure, learning opportunities and career pathways, giving students a clearer picture of what lay ahead.

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Orientation Programme 2026



The programme also introduced students to the vibrant co-curricular life at FDDI. Heads of various committees and student clubs introduced their respective activities and initiatives, encouraging students to explore their interests beyond the classroom and become actively involved in campus life. Interactive sessions, ice-breaking activities and a lively scribble board added fun and informal touch to the programme, giving students an opportunity to interact with their peers, build new friendships and feel at home in their new surroundings.

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Orientation Programme 2026



Adding a reassuring note to the welcome, Ms. Manju Maan, Executive Director, FDDI Noida, addressed the newly inducted students and warmly welcomed them to the FDDI family. She emphasised that FDDI follows a strict zero-tolerance policy towards ragging and assured students that their safety, dignity and well-being remain a priority. To make students feel comfortable reaching out whenever they need support, she also announced a dedicated support helpline through her office, providing students with a direct channel to raise any concerns or seek assistance. Her interaction helped create an atmosphere of openness and trust, assuring students that they were joining a campus where their voices would be heard and support would always be available

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Orientation Programme 2026



A key highlight of the programme was the visit to Bharat Tex 2026, where students explored the latest innovations in textiles, sustainability and emerging technologies while interacting with industry professionals. Complementing this industry exposure were hands-on art and sustainable design workshops led by renowned artists, encouraging students to experiment with creativity while appreciating the value of responsible design practices.

The programme also familiarised students with FDDI's digital learning platforms, campus facilities and support services. Interactions with accomplished alumni offered valuable career perspectives, while introductions to the institute's clubs and societies inspired students to participate actively in campus life beyond academics.

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Orientation Programme 2026



As part of the Orientation Programme 2026, a Creative Canvas Art Activity was also organized, conducted by Ms. Jyoti Shekhar, Pidilite Artist, to inspire creativity and self-expression among the newly inducted students. Through this engaging hands-on session, students transformed blank canvases into vibrant artworks, showcasing their imagination, artistic skills, and unique perspectives. The activity culminated in a visually striking collaborative display, celebrating the creative potential of the new batch. Serving as both an ice-breaking exercise and a platform for artistic exploration, the session encouraged interaction, confidence, and a strong sense of belonging as students embarked on their design journey at FDDI.

Bringing together learning, creativity, collaboration and industry engagement, the Orientation Programme 2026 laid a strong foundation for the newest members of the FDDI family, marking the beginning of an enriching journey of innovation, growth and lifelong learning.

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Orientation Programme 2026



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Research on AI-Powered Virtual Influencers Published in ABDC-Indexed

Mr. Gaganjeet Singh, Senior Faculty Member, School of Retail and Fashion Merchandise has co-authored a research paper titled "Harnessing Virtual Influencers for Technological Sustainability in the Fashion Industry: Impacts on Consumer Behaviour and Eco-Friendly Practices," published in the ABDC-indexed International Journal of Business and Management (IJBM) (Vol. 5, No. 1, 2026).

The research explores the role of artificial intelligence (AI)-powered virtual influencers and computer-generated imagery (CGI) technologies in promoting sustainable fashion. It examines how these emerging digital influencers shape consumer trust, engagement, purchase intentions and environmentally responsible behaviour with a particular focus on Generation Z consumers.

The study provides valuable insights into the growing potential of virtual influencers as a strategic tool for advancing sustainability in the fashion industry.

The paper is available at:
<https://doi.org/10.56879/ijbm.v5i1.53>.

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Harnessing virtual influencers for technological sustainability in the fashion industry: Impacts on consumer behaviour and eco-friendly practices

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Abstract

Virtual influencers (VIs), defined as computer-generated social media personas powered by artificial intelligence and CGI technology, are increasingly deployed in sustainability-oriented fashion marketing, yet their capacity to translate pro-environmental attitudes into actual purchase behaviour among digitally native consumers remains poorly understood. This study examines how four core VI attributes, namely authenticity, transparency, interactivity, and information support, activate the three determinants of the Theory of Planned Behavior (TPB), specifically attitude, subjective norms, and perceived behavioural control, and whether this activation can reduce the well-documented attitude-behaviour gap in sustainable fashion among Generation Z. Employing a sequential mixed-methods design, 40 semi-structured interviews were conducted and analysed through Braun and Clarke's thematic analysis, followed by a structured online survey administered to 250 Generation Z social media users. Multiple regression analysis, supported by Pearson correlation and ANOVA, reveals that trust ($\beta = 0.38$), interactivity ($\beta = 0.33$), authenticity ($\beta = 0.30$), and transparency ($\beta = 0.28$) are all significant positive predictors of sustainability-related consumer engagement, collectively accounting for 76 percent of variance in the outcome ($R^2 = 0.76$, $F = 52.98$, $p < 0.001$). Qualitative themes corroborate these findings, identifying credibility, visual appeal, and meaningful interaction as pivotal drivers of eco-friendly purchase motivation. The study extends TPB-based sustainability research by positioning VI characteristics as

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Faculty Joint Research Paper Honoured with Best Paper Award at National Seminar

Mr. Gaganjeet Singh, Dr. Aastha Garg and Dr. Jyoti Bhasin Chaudhry, Senior Faculty Members of SRFM, participated in the National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities & Sustainability," organized by the Department of Management, ICFAI University Meghalaya, Tura Campus on 17 July, 2026.

During the seminar, they presented their research paper titled "Decoding Advertising Effectiveness: The Impact of Creative Appeal, Storytelling, Ad Format and Media Platform on Consumer Responses in India's Fashion Retail Sector." Their outstanding research was recognised with the Best Paper Award in Technical Session IV.

The study explores the influence of creative appeal, storytelling, advertisement formats and media platforms on consumer engagement and purchasing behaviour in India's fashion retail sector. It examines how these key advertising elements shape consumer perceptions and decision-making. The findings provide valuable insights into enhancing advertising effectiveness and strengthening brand communication. The research also offers practical implications for marketing professionals, industry practitioners and researchers in developing consumer-centric communication strategies.



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Merchandise, Footwear Design and
Development Institute,
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Dr. Aastha Garg
Senior Faculty Member,
School of Retail and Fashion
Merchandise, Footwear Design and
Development Institute,
Noida, India

Dr. Jyoti Chaudhry
Senior Faculty Member,
School of Retail and Fashion
Merchandise, Footwear Design and
Development Institute,
Noida, India

for their paper titled
**Decoding Advertising Effectiveness:
The Impact of Creative Appeal, Storytelling, Ad Format
and Media Platform on Consumer Responses in
India's Fashion Retail Sector.**

In recognition of outstanding research quality
and excellence in scholarly contribution.
Congratulations!

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Faculty Industrial Training at Organic India



Dr. Aastha Garg, Senior Faculty, School of Retail and Fashion Merchandise, FDDI Noida, successfully completed her fifteen-day Faculty Industrial Training (FITP) Programme at Organic India. The programme provided an opportunity to gain first-hand exposure to the functioning of the retail and FMCG sector and to understand current industry practices beyond the academic environment.

During the programme, Dr. Garg gained practical insights into retail store operations, vendor management and warehouse processes, with a focus on understanding the operational practices and challenges involved in managing retail businesses. As part of the immersion, she also conducted a Pan-India online training session for the Organic India sales team, engaging with the sales team on aspects of consumer engagement and retail operations. She shared practical observations and recommendations aimed at strengthening store presentation, improving operational efficiency and enhancing the overall customer experience.

The training also provided an opportunity to observe retail practices from an industry perspective, particularly in areas such as merchandising, product presentation, vendor coordination, inventory handling and customer interaction. These insights will further enrich classroom discussions and enable students to connect theoretical concepts with contemporary industry practices, thereby making the learning experience more practical and relevant.

FDDI appreciates the support and guidance extended by Mr. Deepak Sharma, Mr. Vinod Nannaware and the entire Organic India team in facilitating the successful completion of the programme.

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Faculty Industrial Training at DELSEY India Pvt. Ltd.



To strengthen the connection between academia and industry, Mr. Gaganjeet Singh, Senior Faculty, School of Retail Management, FDDI Noida, completed the FITP at DELSEY India Pvt. Ltd.

The programme provided active exposure to retail operations, supply chain management, warehouse processes and inventory management, leading to the integration of contemporary industry practices into classroom teaching. These initiatives enhance faculty expertise and further ensure that students benefit from practically oriented learning.

FDDI extends its sincere gratitude to Mr. Piyush Goel and the entire DELSEY India team for their valuable support and for fostering meaningful industry-academia collaboration.

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LGAD Faculty Complete Industry Training Program at Savi Leathers



Ms. Shikha Verma, Jr. Faculty, along with Lab Assistants Mr. Rohit Sharma and Mr. Pawan Verma from LGAD Department, underwent industrial training at Savi Leathers Private Limited. The visit provided an opportunity to step beyond the classroom and gain first-hand exposure to the processes involved in leather garment manufacturing and pattern making.

The team observed the production process closely, explored contemporary techniques of garment construction and pattern development and interacted with industry professionals to understand the practices followed on the shop floor. The hands-on exposure helped strengthen their technical understanding and offered practical insights that can be brought back to the classroom and laboratories for the benefit of students.

The training was made more meaningful through the guidance and support extended by Mr. Praveen Kumar Vats, HR Head, Savi Leathers and his team. The experience not only added to the participants' technical knowledge but also provided a valuable perspective on the skills and practices expected in the leather industry.

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Faculty Development in Action



Ms. Sweta Kumari, Senior Faculty, LGAD, successfully completed the Faculty Industrial Training Program (FITP) at Anemol Solution. The intensive five-day programme provided her with an opportunity to gain practical exposure to contemporary UI/UX practices and understand how design concepts are translated into solutions for live industry projects. The training was conducted under the guidance of Mr. Alekh and his expert team, who shared valuable insights into current design practices and professional workflows.

The programme offered hands-on exposure to user-centred design, design thinking, agile workflows, product development and live project execution. Through practical interactions and project-based learning, Ms. Kumari gained a deeper understanding of the processes followed by industry professionals, from identifying user requirements and developing design solutions to refining interfaces and working within collaborative project environments.

A notable outcome of the programme was the development of a UI/UX Dictionary, aimed at familiarising students with essential industry terminology, concepts and best practices. The resource will serve as a useful reference for students and help bridge the gap between classroom learning and the terminology and workflows encountered in professional design environments.

The training also provided valuable perspectives on the evolving role of technology and user experience in contemporary design practices. The insights gained will contribute towards enriching classroom discussions, strengthening curriculum delivery and introducing students to practical approaches followed in the industry. FDDI appreciates the guidance and support extended by Mr. Alekh and the team at Anemol Solution in facilitating this meaningful learning experience.

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Faculty Completes FITP at Mirza International Limited



As part of FDDI's continued efforts to strengthen industry-academia collaboration, Mr. Ishwar Singh completed the Faculty Industry Training Program (FITP) at Mirza International Limited from 6-11 July 2026

The training provided hands-on exposure to the complete leather footwear manufacturing process, including leather selection, cutting, closing, lasting, sole attachment, finishing, quality control and production planning. Through interactions with industry experts and exposure to contemporary manufacturing practices, he gained valuable insights into export-quality footwear production, lean manufacturing, and modern industrial processes.

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FDDI Faculty Completes Industry Training at Red Tape



As part of FDDI's continued efforts to strengthen industry-academia collaboration, Dr. Jyoti Bhasin Chaudhry, Senior Faculty, School of Retail & Fashion Merchandise, FDDI Noida, completed the Faculty Industrial Training Programme (FITP) at Red Tape Limited.

The programme offered valuable exposure to contemporary retail practices, merchandising strategies, omnichannel retailing, retail technology and leadership development through hands-on industry interactions. The experience enriched her understanding of evolving retail operations and emerging business practices.

FDDI extends its sincere appreciation to Mr. Arvind Verma, Director, Red Tape Limited and Ms. Kriti Raje, PAN India HR Manager, for their support in fostering meaningful industry-academia engagement.

NEWSLETTER

Employee of the Month



Md. Afzal

Lab Assistant, SLGAD

FDDI is proud to recognize Md. Afzal, Lab Assistant, SLGAD as Employee of the Month for July 2026 in recognition of his exceptional dedication, sincerity and commitment to academic excellence.

Md. Afzal has consistently demonstrated outstanding professionalism and a strong work ethic in supporting the department's academic and technical activities.

His significant contribution to the fabrication of leather bags for the **Bharat Tex 2026** Exhibition played an important role in showcasing the creativity and craftsmanship of the department. His technical expertise, attention to detail and willingness to extend support whenever required have greatly contributed to the smooth functioning of the LGAD laboratory.

Beyond his professional responsibilities, Md. Afzal serves as an inspiration to his colleagues and fellow staff members through his positive attitude, dependable approach and readiness to take on responsibilities with sincerity. His commitment to continuous improvement and willingness to support others demonstrate the values of teamwork, dedication and institutional responsibility, setting a positive example for others to follow.

This well-deserved recognition reflects his unwavering commitment to quality, teamwork and institutional excellence.

NEWSLETTER

Star Performer of the Month



Dr. Indu Gupta

Senior Faculty – Fashion Design and Head of Department, Foundation Program

FDDI Noida is pleased to recognize Dr. Indu Gupta, Senior Faculty – Fashion Design and Head of Department, Foundation Program, as the Star Performer of the Month for July 2026.

This recognition has been conferred in appreciation of her outstanding performance, exemplary leadership and unwavering commitment to institutional excellence.

Through her innovative teaching practices, student-centric approach and proactive involvement in curriculum development and academic initiatives, she has played a pivotal role in enriching the learning environment and strengthening the Institute's academic standards.

FDDI Noida extends its heartfelt congratulations and sincere appreciation to Dr. Indu Gupta on this well-deserved recognition.

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Star Performer of the Month



Shri Rajesh Kumar Sharma

HOD & Senior Faculty-II, School of Fashion Design, FDDI Noida

Shri Rajesh Kumar Sharma has been recognized as the Star Performer for July 2026 in appreciation of his exemplary leadership, professional excellence and sustained commitment to academic and institutional development.

As Head of the Fashion Design department, he has demonstrated exceptional academic administration, strategic planning and dedicated mentorship of faculty and students.

His outstanding coordination and leadership in organising and facilitating numerous fashion events, academic activities and institutional initiatives have significantly enhanced the School's visibility and engagement. His dedicated efforts in the preparation of the **CIFI Footwear Fair and Bharat Tex Expo** are particularly appreciated and reflect his commitment to promoting industry engagement and strengthening institutional presence.

His continuous efforts towards departmental upgradation, strengthening academic infrastructure and fostering innovation have contributed meaningfully to the School's growth and excellence. His proactive approach, commitment to quality and collaborative leadership make him a valued asset to FDDI Noida.

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Star Performer of the Month



Dr. Jyoti Bhasin

Senior Faculty, School of Retail and Fashion Merchandise

Dr. Jyoti Bhasin, Senior Faculty, School of Retail and Fashion Merchandise, has been conferred with the “Star Performer of the Month” award for July 2026 in recognition of her outstanding contributions and commitment to organizational excellence.

Dr. Bhasin has consistently demonstrated dedication beyond her regular responsibilities. Her innovative pedagogical approaches and dedicated mentorship have significantly enhanced students’ learning experiences. Her proactive involvement in curriculum development, and industry collaboration has contributed to strengthening academic and professional engagement within the department.

Her commitment to ensuring the smooth execution of events, combined with her professional acumen and steadfast dedication to institutional objectives, reflects her proactive approach and willingness to take on additional responsibilities.

FDDI extends its heartfelt congratulations to Dr. Jyoti Bhasin on this well-deserved recognition and wishes her continued success and excellence in her future endeavors.

Design your future with FDDI!

Programmes at FDDI

Undergraduate Programmes

- > B.Des. Footwear Design & Production
- > B.Des. Fashion Design
- > B.Des. Leather, Lifestyle & Product Design
- > BBA (3+1 Years) Retail & Fashion Merchandise

Postgraduate Programmes

- > M.Des. Footwear Design & Production
- > M.Des. Fashion Design
- > MBA Retail & Fashion Merchandise

Ph.D. Programmes

- > Full Time
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- > Part Time
(Minimum 3 years)



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