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NEWSLETTER



FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE

An Institution of
National Importance



MONTHLY NEWSLETTER

FDDI Signs Landmark MoU with Government of Punjab to Drive Skill Development and Industrial Growth

FDDI signed a landmark Memorandum of Understanding (MoU) with the Directorate of Industries & Commerce, Government of Punjab on 15 June 2026, marking a significant step towards strengthening collaboration in higher education, skill development, innovation, testing infrastructure, entrepreneurship, research, and industrial capacity building.

The MoU was signed by Mr. Vivek Sharma, IRS, Managing Director, FDDI, and Mr. Jaspreet Singh, IAS, Director of Industries & Commerce, Government of Punjab and Director General, NIIFT.

On this occasion, Ms. Sarita Duhan, Executive Director, FDDI Banur; Mr. Prashant Kumar Saxena, Head – Business Development & Skilling Projects, FDDI Head Office; Dr. Kanu, Thind, PCS, Joint Director, Industries & Commerce, Government of Punjab and Director, NIIFT; Mr. Ramandeep Singh, Registrar, NIIFT Mohali; and Dr. Simrita Singh, Principal, NIIFT were present.



A view of the MoU signing ceremony

This strategic partnership aims to develop industry-ready talent, empower MSMEs and startups, enhance quality assurance mechanisms, and accelerate the growth of Punjab's footwear, leather, sports goods, fashion, retail, and allied sectors.

Through this collaboration, FDDI and the Government of Punjab reaffirm their shared commitment to creating a future-ready ecosystem that seamlessly integrates academia, industry, and government. The partnership is envisioned to promote sustainable economic growth, foster innovation-driven development, generate employment opportunities, and strengthen the overall industrial ecosystem of the region.



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FDDI and QCI Forge Strategic Partnership to Advance Quality and Competitiveness in India's Footwear Sector

In a significant move towards strengthening India's footwear and leather ecosystem, FDDI and the Quality Council of India (QCI) entered into a landmark collaboration to enhance quality standards, testing, accreditation, certification, and skill development across the sector on 12 June 2026.

This strategic partnership is aimed at building a robust quality ecosystem that supports industrial growth, strengthens workforce capabilities, and enhances the global competitiveness of India's footwear industry.

The Memorandum of Understanding (MoU) was signed by Mr. Vivek Sharma (IRS), Managing Director, FDDI, and Mr. Chakravarthy T. Kannan, Secretary General, QCI, in the presence of senior officials including Dr. A. Raj, Chief Executive Officer, QCI; Mr. Amit Singh, Joint Director, QCI; Heads of NABL, NABET, NABCB and NBQP; and representatives from FDDI Headquarters including Mr. Prashant Kumar Saxena, Head – Business Development; Ms. Rashmi Asthana, Head – International Testing Centre (ITC); and Mr. Sharad Srivastava, Joint Director – Centre of Excellence (CoE).



Mr. Vivek Sharma (IRS), MD, FDDI and Mr. Chakravarthy T. Kannan, Secretary General, QCI, exchanging the signed MoU in the presence of senior officials from both organizations

Under this collaboration, FDDI and QCI will jointly work towards strengthening major footwear clusters across India through capacity building initiatives, workforce assessment and certification, laboratory ecosystem development, promotion of accreditation awareness, enhancement of testing infrastructure, MSME outreach programmes, and cluster-specific skilling interventions.

The partnership envisions the creation of a future-ready manufacturing ecosystem anchored in quality excellence, innovation, and sustainable industrial development. By leveraging institutional strengths and industry expertise, both organizations seek to contribute meaningfully towards enhancing product standards, improving employability, and driving long-term sectoral growth.

This collaboration reflects a shared commitment to empowering India's footwear and leather industry through world-class standards, skilled manpower, and quality-driven practices, aligned with the national vision of Make in India, Skill India, and Viksit Bharat.



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Driving Quality, Sustainability and Global Competitiveness: FDDI's Multi-Dimensional Industry Engagement

Reaffirming its commitment to strengthening India's footwear ecosystem and advancing industry excellence, FDDI, in collaboration with the CII Institute of Quality (CII IQ), successfully organized the Leaders' Town Hall on "Transforming the Footwear Industry for Global Competitiveness" on 05 June 2026.

The Town Hall was chaired by Mr. Razak, Managing Director, VKC Group, and graced by Mr. Vivek Sharma, IRS, Managing Director, FDDI, along with Mr. Neil Castelino, Chief Executive Officer (CEO), CII Institute of Quality (CII IQ).



Industry leaders and experts deliberating on strengthening India's footwear ecosystem through quality, innovation & collaboration

The Leaders' Town Hall witnessed the participation of distinguished leaders representing diverse segments of the footwear, leather, manufacturing, quality, and allied industries including Mr. Vishal Saxena, Senior Consultant, CII IQ; and Mr. Biju K. Raj, Principal Counsellor, CII IQ, Mr. Nikhil Dua, Whole Time Director, Relaxo Footwears Ltd.; Mr. Ashish Nigam, AVP, Relaxo Footwears Ltd.; Mr. Arush, Superhouse; Mr. Arvind, Managing Director, Arvind Gramodyog; Mr. Nalin Gupta, Managing Director, Infinity; Mr. Parimal Bajpayee, Director, Amit Gramodyog; Mr. Imran, Managing Director, S.G. Exports; Mr. C. Govindraju, Vice President, Bata India; Mr. Saurabh Bairathi, Managing Director, Bairathi Shoes India; Mr. Sushil Agarwal, Managing Director, Derpa Industrial Polymer; Mr. Pawan Agrawal, Managing Director, Bansal Industries; Mr. Yunus, Managing Director, East West Tanners; Mr. Tauseef Mirza, Director, Mirza International (Unit-VI), Noida; Mr. Pradeep Sharma, Managing Director, Abros Sports; Mr. Madan Sharma, Managing Director, Dharamveer & Sons; Mr. Sanjay Gupta, President, Indian Footwear Components Manufacturers Association (IFCOMA); Mr. Ajay Gaur, Deputy Director, IFCOMA; Mr. Rohit Bansal, Managing Director, Sumanglam Footwear Pvt. Ltd.; Mr. Vipin Seth, Managing Director, Versatile;; Mr. Dharmender Narula, Managing Director, Guru Kripa Footwear Industries Pvt. Ltd.; Mr. Raj Kumar Gupta, Managing Director, Action; and Mr. Praveen Sharma, Plant Head, Roorkee, Mallcom (India) who shared valuable perspectives on quality excellence and industry transformation for enhancing India's global competitiveness and accelerating sectoral growth.

Their participation and insights enriched the deliberations and reflected a collective commitment towards strengthening India's footwear ecosystem through quality, innovation, collaboration, and global competitiveness.

The deliberations focused on key industry priorities including quality excellence, productivity enhancement, operational efficiency, sustainability, innovation, export readiness, and emerging growth opportunities. Through insightful discussions, case studies, and exchange of best practices, the event created a dynamic platform for meaningful collaboration and knowledge sharing among stakeholders.

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Representing FDDI, Mr. Prashant Kumar Saxena, Head – Business Development; Ms. Rashmi Asthana, Head – International Testing Centre (ITC); Mr. Sharad Srivastava, Joint Director – Centre of Excellence (CoE); and Ms. Shraddha Tripathy, Head – Placements & Alumni Connect, actively contributed to the discussions and strategic deliberations.

As part of the event, FDDI also organized a Memento and Certification Distribution Ceremony to recognize and honour its esteemed Gold, Silver and Bronze Members for their continued commitment to quality, compliance, testing excellence, and industry best practices.



A view of the Memento and Certification Distribution Ceremony

Mementos and certificates were presented by Mr. Vivek Sharma, Managing Director, FDDI; Mr. Razak, Managing Director, VKC Group; and Mr. Neil Castelino, CEO, CII Institute of Quality, in recognition of the members' valuable association and contribution towards strengthening the quality ecosystem of the footwear and leather industry.

The ceremony reflected the strong industry partnerships nurtured through FDDI's Business Development initiatives and the dedicated support extended by the International Testing Centre (ITC) in advancing

GOLD MEMBER	SILVER MEMBER	BRONZE MEMBER
Relaxo Footwears Ltd.	Arvind Gramudyog	XO Footwear Pvt Ltd.
Footwear (Klick) India Pvt.Ltd	Derpa Industrial Polymer	
Superhouse Limited	Bansal Industries	
Infinity	East West Tanners	
S.G. Exports	Mallcom India Ltd.	
Bata India Ltd.		
Bairathi Shoes Co. Pvt. Ltd.		
Relaxo Footwears Ltd.		

testing, certification, and quality assurance practices across footwear, leather, and allied sectors. Through its state-of-the-art testing and certification infrastructure, ITC-FDDI continues to support industry in meeting national and international quality benchmarks while enabling enhanced competitiveness in global markets.

These initiatives collectively reflect FDDI's vision of building a future founded on quality, innovation, sustainability, collaboration, and responsible growth, strengthening India's journey towards a globally competitive and environmentally conscious industrial ecosystem.



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FDDI Promotes Green Living Through 'Ek Ped Maa Ke Naam' Campaign

To commemorate World Environment Day 2026, FDDI organized a series of environmental initiatives across all its campuses on 05 June 2026 under the theme "Ek Ped Maa Ke Naam." The programme aimed to promote environmental sustainability and inspire students and employees to contribute towards a greener future by planting saplings in the name of their mothers.



Plantation drive with dignitaries representing the footwear, leather, manufacturing, quality, and allied industries



Planting of sapling under 'Ek Ped Maa Ke Naam' campaign at FDDI, Jodhpur Campus

The celebrations featured large-scale plantation drives, environmental awareness campaigns, expert lectures, and demonstrations on climate change, waste management, water conservation, and sustainable living.



Planting of sapling at FDDI, Kolkata Campus



Planting of sapling at FDDI, Fursatganj & Patna Campus



Representing diverse segments of the footwear, leather, manufacturing, quality, and allied industries, the dignitaries attending the Leaders' Town Hall on "Transforming the Footwear Industry for Global Competitiveness," organized by FDDI in collaboration with the CII Institute of Quality (CII IQ), commemorated World Environment Day 2026 by participating in a plantation drive under the Government of India's "Ek Ped Maa Ke Naam" initiative, underscoring their collective commitment to environmental sustainability alongside industry excellence.

Faculty members, officers, employees, students, housekeeping personnel, and security staff across campuses actively participated by planting native tree species and taking a pledge to protect the environment.



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Through awareness sessions, posters, banners, and interactive discussions, participants were encouraged to adopt eco-friendly practices and strengthen their commitment to environmental conservation.



Planting of sapling at FDDI, Rohtak & Hyderabad Campus

A key highlight of the campaign was the launch of a joint initiative by FDDI Ankleshwar and ProLife Foundation to plant 1,000 trees across 10 villages in the Ankleshwar region, promoting green cover, biodiversity and community participation in environmental conservation.



FDDI Ankleshwar launches a green initiative in collaboration with ProLife Foundation to promote environmental conservation

These activities promoted environmental consciousness among the FDDI community and complemented the Government of India's vision for sustainable development and environmental stewardship.



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FDDI Celebrates the Spirit of Yoga for Healthy Ageing

FDDI enthusiastically celebrated the 12th International Day of Yoga (IDY) 2026 across all its campuses on 21 June 2026 under the global theme "Yoga for Healthy Ageing."



Employees doing asanaas at FDDI, Noida

To mark its significance and raise awareness about the many benefits of Yoga, the United Nations proclaimed 21st June as the International Day of Yoga in December 2014.



Employees of FDDI, Jodhpur & Kolkata Campus doing Yoga



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Guided yoga sessions featuring asanas, pranayama and meditation were conducted by certified instructors from organizations including the Isha Foundation, Ayurvedic University and the Gujarat State Yoga Board.



Employees doing Yoga at FDDI, Ankleshwar Campus

The observance highlighted the vital role of yoga in promoting preventive healthcare, physical fitness, mental well-being and healthy ageing.



Employees doing Yoga at FDDI, Patna & Rohtak Campus



The programme was complemented by awareness campaigns, wellness talks and interactive sessions on stress management and healthy living.



Employees doing asanaas at FDDI, Chennai Campus



Yoga session at FDDI, Banur Campus



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The celebrations witnessed enthusiastic participation from over 450 faculty members, officers, employees and students across FDDI campuses, reaffirming the Institute's commitment to fostering a culture of health and wellness.



A view of 'International Yoga Day' at FDDI, Fursatganj Campus



Employees of FDDI, Hyderabad Campus doing Yoga

The observance reinforced FDDI's commitment to promoting preventive healthcare, holistic well-being and healthy living in alignment with the Government of India's vision of a healthier nation.



Employees doing asanaas at FDDI, Chhindwara campus



FDDI, Guna employees doing Yoga

The enthusiastic participation across campuses reflected the spirit of Jan Bhagidari and the growing acceptance of Yoga as a way of life.

Mr. Rakesh Sharma, Joins FDDI Chhindwara Campus as Executive Director

Mr. Rakesh Sharma is a seasoned senior executive and administrative leader with more than 14 years of comprehensive experience in Human Resource Management and Vigilance Administration at Damodar Valley Corporation (DVC). He currently serves as the Executive Director of the Footwear Design & Development Institute (FDDI), Chhindwara Campus, an apex leadership position he assumed on June 22, 2026. He brings to his role a distinctive blend of corporate governance, strategic workforce management, institutional administration, and specialized regulatory oversight.



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An accomplished scholar in his field, Mr. Sharma holds the prestigious UGC NET-JRF qualification in Human Resource Management, reflecting his strong analytical capabilities and deep subject-matter expertise. He pursued his postgraduate management education in Human Resource Management and LR at the prestigious Tata Institute of Social Sciences (TISS), Mumbai. Further enriching his academic and professional profile, he completed foundational and advanced studies in Chinese Language and Culture at Jawaharlal Nehru University (JNU), New Delhi, equipping him with valuable cross-cultural understanding and global communication skills.

During his extensive tenure at DVC, Mr. Sharma developed a distinguished track record of managing complex institutional frameworks and administrative responsibilities. His professional experience includes substantial exposure to vigilance administration and the handling of critical disciplinary proceedings, demonstrating his expertise in governance, compliance, institutional integrity, and regulatory processes.

As Executive Director of FDDI Chhindwara, Mr. Sharma envisions transforming the campus into a premier hub for sustainable design innovation, entrepreneurship, and micro-enterprise development in Central India. His vision focuses on leveraging modern technology, fostering strong partnerships with local and regional industries, and nurturing creative and future-ready design professionals. Through this approach, he aims to strengthen industry-academia collaboration, promote innovation, and contribute meaningfully to regional employment and economic development.



Mr. Debabrata Seth Joins FDDI Kolkata Campus as Executive Director

Mr. Debabrata Seth joined the FDDI, Kolkata Campus as Executive Director on 6th July 2026.



Mr. Debabrata Seth is a B.Tech. in Mechanical and Automation Engineering and holds an MBA in Marketing & Finance from the Indian Institute of Technology (Indian School of Mines), Dhanbad. With over 19 years of professional experience, he has extensive expertise in Sales & Marketing, Strategic Planning, Business Development, Key Account Management, and Government Business.

Mr. Debabrata began his career with the Aditya Birla Group at Jayashree Textiles (Grasim Industries) in the year 2007, where he managed the Linen Marketing Division and worked with leading textile and apparel brands like Raymond, Arvind, S Kumars, Trident, Reid & Taylor, ITC, and many other reputed customers, contributing significantly to business development and customer relationship management.

In the year 2016, he joined National Textile Corporation Limited (NTC) under the Ministry of Textiles, Government of India, where he was entrusted with the Marketing Division, played a key role in serving major powerloom and autoloom clusters across the country, including Bhiwandi, Ichalkaranji, Malegaon, and Burhanpur. He also successfully managed the Government business portfolio of NTC.

During his career, Mr. Debabrata has been facilitated by "India Knit Fair Association", Tirupur for New Product Development in 100% Linen knits. Mr. Debabrata Seth also received Outstanding Achievement Award in 2nd Sales and Marketing Conference Aditya Birla Group-Textile Sector in the category of Exceptional Team Contribution to Business.

As Executive Director of FDDI Kolkata, Mr. Debabrata Seth is committed to strengthening academic excellence, fostering industry collaboration, promoting innovation, and creating a dynamic learning environment that empowers students and faculty alike. With his extensive industry expertise and visionary leadership, he aims to further enhance the institute's contribution towards developing skilled professionals for the footwear, leather products and fashion industries.



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FDDI Strengthens Community Service Through Blood Donation Drive

To mark the observance of World Blood Donor Day – 14 June 2026, FDDI successfully organised Voluntary Blood Donation Camps across its campuses in collaboration with authorised Government Blood Banks and reputed healthcare institutions under the global theme "Give Blood, Give Hope: Together We Save Lives."



Employees donating blood at FDDI - HO & Noida

The initiative was aimed at creating awareness about the importance of voluntary blood donation, encouraging regular blood donors, and supporting the Government of India's efforts to ensure the availability of safe blood for patients in need.



A view of employees donating blood at FDDI, Noida and Rohtak



The camps were organised in association with District Hospital Blood Banks, RMD Hospitals, Manipal Hospital and other recognised healthcare institutions.



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Qualified medical professionals conducted donor screening and counselling to ensure safe donation practices, while awareness campaigns through posters, banners, social media and internal communication channels encouraged enthusiastic participation from faculty, staff, students, housekeeping and security personnel.



A view of blood donation awareness session at FDDI, Jodhpur

The campaign witnessed an overwhelming response across FDDI campuses, with 48 units of blood collected through voluntary donations.



Awareness session in progress at FDDI, Patna



A view of 'Blood Donation Camp' at FDDI, Chennai

The initiative promoted the values of compassion, humanitarian service, preventive healthcare and community engagement among students and employees.



A view of 'Blood Donation Camp' at FDDI - Chhindwara & Hyderabad



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It further exemplified FDDI's commitment to nation-building through meaningful social outreach and community service beyond academics.



Participants of blood donation awareness programme at FDDI, Ankleshwar



A view of blood donation awareness session at FDDI, Fursatganj

FDDI and Savi Leathers Explore Strategic Collaboration

As part of its continued efforts to strengthen industry-academia collaboration, the School of Leather Goods & Accessories Design (LGAD), FDDI, conducted an industry visit to Savi Leathers, Noida on 15 June 2026.



Discussion in progress

The FDDI team consisting of Mr. Anoop Singh Rana, Head, LGAD, Ms. Sweta, Head of Department, Noida Campus, and Ms. Shikha, Faculty Member interacted with Mr. Vijay Jha, Managing Director, and Mr. Sunil Bheda, Head – Bags Division, to explore collaborative initiatives Discussion in progress for student development, faculty training and sustainable design practices.

A key outcome of the visit was Savi Leathers' commitment to provide leftover leather materials and trims from its leather bags and garments divisions for student projects based on Sustainability, Upcycling and Circular Design. The company also agreed in principle to

facilitate a 10-day industry training programme in its Leather Garments Division for one faculty member and two assistant craftsmen, enabling them to gain hands-on exposure to contemporary manufacturing practices.

During the discussions, industry experts shared valuable insights on emerging skill requirements and highlighted the need to strengthen students' competencies in communication, merchandising, production management, quality assurance, quality control and professional development.

Savi Leathers also expressed its willingness to support FDDI through expert lectures, workshops and industry interaction sessions covering design, merchandising, logistics, supply chain and human resource management.

FDDI Ankleshwar Participates in Educational Guidance Seminar and Felicitation Ceremony 2026

The All India Jamiatul Quresh and Qureshi Taleem Foundation (QTF) organized an Educational Guidance Seminar and Felicitation Ceremony 2026 at Ankleshwar with the objective of promoting education, career awareness, and recognizing the academic achievements of students.



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The programme held on 05 June 2026, brought together students, educators, community members, and distinguished guests from diverse professional backgrounds to deliberate on the importance of education, skill development, and informed career planning in today's evolving and competitive landscape.



Mr. Lalit Prakash, Executive Director, FDDI Ankleshwar, addressing the gathering

Addressing the gathering, Mr. Lalit Prakash, Executive Director, FDDI Ankleshwar, emphasized the importance of quality education and skill-oriented learning as essential pillars for building successful careers. He encouraged students to adopt a mindset of continuous learning, maintain discipline, and develop professional competencies aligned with emerging industry requirements.

He further highlighted the contribution of institutions such as FDDI in delivering specialized education and strengthening nation-building through the development of skilled human resources. Appreciating the efforts of QTF, he acknowledged the Foundation's role in mentoring and supporting students through meaningful educational initiatives.

The programme concluded with a felicitation ceremony, where

meritorious students were honoured for their academic accomplishments and motivated to continue striving for excellence in their chosen fields.

Scopus-Indexed FDDI Research Showcases CAD-Driven Innovation in Traditional Pulla Chappal Craft

Dr. Rambabu Muppidi, Sr. Faculty-II, School of Fashion Design (FD), FDDI Chennai Campus, along with his research team namely Dr. Yogesh Babu Thunga, Dean, Eudoxia Research University, USA (ERC-India), Mr. Chilakamarry Venu Gopal, Sr. Faculty-I, School of Leather goods and

Accessories Design (LGAD), FDDI, Hyderabad and Ms. Zia Gulafshan, Faculty, FD, FDDI, Hyderabad, published a joint research paper titled "Modernizing Tradition: Comprehensive Documentation and CAD-Based Product Redesign of Pulla Chappal Craft" in the International Journal of Drug Delivery Technology (IJDDT), a Scopus-indexed journal (Impact Factor: 1.2), on 16 June 2026.



Dr. Rambabu Muppidi



Mr. Chilakamarry Venu Gopal



Ms. Zia Gulafshan



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The research, inspired by the academic study and exhibition of the traditional Pulla Chappal craft of Himachal Pradesh at FDDI Hyderabad during the academic year 2025-26, documents the craft's materials, processes and cultural significance. Using Computer-Aided Design (CAD), the team developed contemporary product redesign concepts that preserve the craft's traditional identity while enhancing its market relevance.



Certificate of Publication



Research highlights the modernization of the traditional Pulla Chappal craft through CAD-based product redesigns

The publication underscores the potential of integrating traditional craftsmanship with modern design technologies to promote heritage conservation, sustainability and innovation.

Publication Details: International Journal of Drug Delivery Technology (IJDDT), Vol. 16, Issue 59s (2026); DOI: 10.25258/IJDDT.16.59s.88.

Dr. Rambabu Muppidi, FDDI Faculty Secures Indian Design Patent for Bamboo Craft Sconce

Dr. Rambabu Muppidi, Senior Faculty Member, School of Fashion Design (FD), FDDI Chennai has achieved another milestone in design innovation with the grant of an Indian Design Patent for "Bamboo Craft Sconce" (Application No. 469488-001, Class 26-01) on 10 June 2026. The design application was originally filed on 12 August 2025.

The patented design was developed in collaboration with Mr. S. Jakkula Benahar, Assistant Professor, KL University, and Mr. Sujeevan, Assistant Professor, GITAM University. It reflects the successful integration of traditional bamboo craftsmanship with contemporary design, promoting sustainable, eco-friendly and market-oriented product development.

With this achievement, Dr. Muppidi has secured 36 Indian Design Patents, underscoring his sustained contributions to design innovation, research and intellectual property development. His portfolio encompasses innovations in handicrafts, footwear, leather goods, accessories, decorative products and lifestyle products.

The patented design is the outcome of extensive field research conducted in the North Godavari region, where Dr.



Bamboo Craft Sconce



Design Patent Certificate



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Muppidi documented the indigenous knowledge, craftsmanship and practices of bamboo artisans. The findings of this research were subsequently published in the international journal Current Trends in Fashion Technology & Textile Engineering, highlighting the importance of integrating traditional crafts with modern design and technology to foster innovation and sustainable development.

Documenting Heritage through Research: A Study on Bone and Horn Craft by Dr. Asma Khan, Senior Faculty, FDDI Jodhpur

Dr. Asma Khan, Senior Faculty and Head, School of Fashion Design (FD), FDDI Jodhpur, has undertaken an insightful research study on the traditional craft of bone and horn artistry, focusing on the remarkable journey and contribution of National Awardee Mr. Jakir Hussain. The research has been published in the International Journal of Applied Social Science - Volume 13 (3 & 4), March & April (2026).



Forth from Left: National Awardee Mr. Jakir Hussain receiving memento from Dr. Asma Khan, Senior Faculty and Head, FD, FDDI Jodhpur



As part of the study, Dr. Khan conducted an in-depth interaction with Mr. Jakir Hussain to document the historical evolution of the craft, his achievements, recognitions and professional journey. The research presents a comprehensive understanding of the sourcing and procurement of raw materials and explores the complete process involved in designing and developing bone and horn craft products.

The study further examined existing and emerging technologies and machinery used in the sector, while highlighting the challenges faced by artisans in production and market access. It also explored both online and offline marketing channels, opportunities for expanding product reach and the growing need for skill development initiatives to strengthen artisan capabilities.

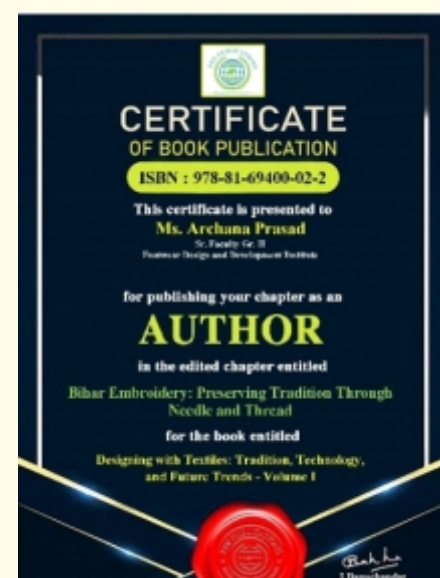
FDDI Hyderabad Faculty Showcases Bihar's Embroidery Heritage in Academic Publication

Ms. Archana Prasad, Senior Faculty Grade II, School of Fashion Design (FD), FDDI Hyderabad, has authored a research chapter titled "Bihar Embroidery: Preserving Tradition Through Needle and Thread", published as Chapter 6 (pp. 67-77) in the edited volume Designing with Textiles: Tradition, Technology and Future Trends – Volume I (ISBN: 978-81-69400-02-2), published by ESN Publications.

The book brings together scholarly contributions from researchers and academicians, exploring the intersection of traditional textiles, technological advancements, sustainability, and contemporary design. Ms. Archana chapter highlights the rich embroidery traditions of Bihar and underscores the importance of preserving India's textile heritage through research, documentation, and design innovation.



Ms. Archana Prasad, Senior Faculty Grade II



Certificate of Publication



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FDDI Banur Organizes Workshop on Kashmiri Handicrafts and Traditional Embroidery

The School of Fashion Design at FDDI Banur, Chandigarh, organized an enriching hands-on workshop conducted by Ms. Kirni Kumari Pandita, Founder and Director of Mata Bhadarkali Institute of Handicraft and Handloom, Jammu (J&K). With over 15 years of experience in the handicrafts sector, Ms. Pandita has been actively engaged in preserving traditional craft practices while empowering women artisans through skill development and vocational training initiatives.



Workshop in progress

Held over two days from 4–5 May 2026, the workshop provided students with an immersive experience into the rich cultural heritage of Kashmiri handicrafts and traditional embroidery techniques. Participants explored a diverse range of iconic Kashmiri motifs, including Chinar leaf patterns and floral inspirations drawn from the scenic landscapes of the Kashmir Valley.

Under the expert guidance of Ms. Pandita, students translated these traditional design elements into contemporary product applications, creating articles such as pillow covers, handbags, and decorative textile products.

A distinctive feature of the workshop was the integration of traditional craftsmanship with footwear design. Students designed and developed footwear uppers using Namda and Dasuti fabrics, incorporating authentic Kashmiri embroidery and surface ornamentation techniques. The workshop served as a valuable platform for blending heritage crafts with contemporary design practices, while encouraging innovation and cross-disciplinary learning.

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