

# FDDI NEWSLETTER

**Be Ambitious.  
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**Institution of National Importance (INI)  
under FDDI Act, 2017**

**A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका**

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**29<sup>th</sup> May 2020**

**Issue No. 773**

## **Amid the COVID-19 crisis, online sessions & webinars organized at FDDI campuses**

Due to the lockdown in the wake of COVID-19 outbreak, on-campus classes are not held at Footwear Design & Development Institute (FDDI) campuses. However, to finish the course, amid the COVID-19 crisis, faculty members of FDDI are conducting online sessions.

Webinars were conducted at FDDI campuses that aim to outline the challenges affecting individuals, businesses, and governments and how technology is playing a crucial role in supplying solutions.

The School of Retail Management of FDDI, Hyderabad campus conducted a webinar on 07<sup>th</sup> May 2020 on the topic 'Impact of Medical Textiles & its Applications'.

Sr. No.	Topic of Webinar	Campus	Resource Person	Date
1.	Impact of Medical Textiles & its Applications	Hyderabad	Mr. Y.V. Asish	07/05/2020
2.	Challenges and Opportunities in Entrepreneurship and Family Business Start ups	Jodhpur	Prof. Samish Dalal	09/05/2020
3.	Career Prospects in Retail Sector	Banur	Dr. Avinash Bajpai (Centre-Incharge) and Mr. Ritesh Gupta (HoD-Retail)	10/05/2020
4.	COVID-19 and its Impact on Digitalization in Retail	Chhindwara	Mrs. Shashwati Bhowmik, H.O.D. & Sr. Faculty, Retail Management	17/05/2020

Not only FDDI staff, but the industry too has joined hands to motivate the students. As education instruction and study patterns have drastically changed during the COVID-19 crisis, stalwarts of the leather, fashion, footwear industry and of the retail sector are interacting with students through webinars and online sessions.

This session was conducted by Mr. Y.V. Asish. He is a Textile Engineer from College of Engineering and Tehnology (CET) and has worked with textile giant like Vardhaman Group in their Textile Chemical Processing division.

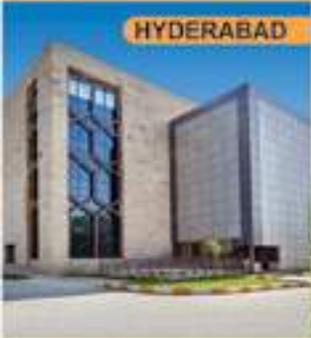
Mr. Asish provided detailed insight on the use of medical textiles. The

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session which commenced with briefing about the current scenario of textile industry also covered PPE-science & mechanism involved as well action plan for textile, fashion and retail sector. He gave an elaboration on various features of N-95 masks, PPE kits, and various implications of medical textiles in Covid-19 era. The chemical composition of various elements in a PPE kit, kinds of seams that are used and their functionality were some of the many aspects that were discussed.

The session was attended by more than 80 students and staff member of Hyderabad, Chennai & Chhindwara campus.



Prof. Samish Dalal, Director – Asian Institute of Family Managed Business (AIFMB) who shared his views on the topic ‘Challenges and Opportunities in Entrepreneurship and Family Business Start ups’

During the webinar organized by School of Retail Management, on

09<sup>th</sup> May 2020 at FDDI, Jodhpur campus on the topic ‘Challenges and Opportunities in Entrepreneurship and Family Business Start ups’, Prof Samish Dalal shared his views and suggested the path to follow in becoming a successful entrepreneur.

Prof. Samish Dalal, MBA from University of Queensland, Australia specializes in the field of Negotiation, Entrepreneurship and Innovation and is associated with family business since many years. He is the Associate Professor at S P Jain Institute of Global Management, Mumbai and has played an important role in creating knowledge for family business community for more than 1000 Indian Family Business and have performed many Technology, Entertainment, Design (TEDx) events to communicate the same ideas to budding youth.

More than 137 candidates participated in this session amongst which 100 candidates were Academicians (Faculty, Research Scholars etc.) from different eminent institutes across various States of India and remaining were students of different streams.

Another webinar on ‘Career Prospects in Retail Sector’ was conducted by FDDI, Banur campus on 10<sup>th</sup> May 2020. It was attended by over 100 participants across India with



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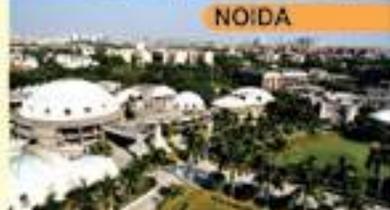
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eminent educationists and industry professionals joining this webinar.

Digitalization in Retail' was conducted by FDDI, Chhindwara campus on

17th May 2020.



A screen shot of a webinar

During this webinar, Mrs. Shashwati Bhowmick, H.O.D. & Sr. Faculty, Retail Management, Chhindwara campus elaborated on the need for digitalization in Retail in the context of two major aspects viz. Operations and

Dr. Avinash Bajpai (Centre-Incharge) and Mr. Ritesh Gupta (HoD-Retail) hosted this session through briefing the participants on the role of FDDI in grooming the retail and fashion merchandise professionals to cater to the perennial needs of the retail sector.

Mr. Vikram Singh (Sales & Marketing -Croma Retail), Mr. Navin (FDDI alumni & Logistics professional) and Mr. Rishi (Reliance Retail) raised their concerns on the impact of COVID-19 on the Indian retail sector and the strategies to be adopted to overcome such scenarios. Dr. Avinash explicitly handled the concerns and resolved the queries.

Another webinar on the topic 'COVID-19 and its Impact on

Payments, in the present and post COVID-19 era. There were around 80 participants who registered and attended this webinar.

The webinars were conducted through online platforms for which participants were provided a link to register themselves.

## Bata reopens more than 800 stores across India

With government relaxing norms for non-essential stores in lockdown 4.0, Bata India has managed to reopen more than 50 per cent of its stores across the country.

The footwear company is also stepping up focus on new products to meet the evolving needs of consumers during the pandemic while strengthening

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the brand's presence in the online channel.

Speaking to reporters, Mr. Sandeep Kataria, CEO, Bata India, said, "We have now opened 809 stores, which is about 53 per cent of our selling points across the country. We are adhering to the State and district official directives which include operating stores for limited number of hours or on some days of the week, with 50 per cent staff." He said while some States are still in the process of opening up, others are taking a more cautious approach.

## Adhering to Norms

Besides following hygiene and sanitisation protocols, the company is offering contactless trials, payments and e-invoices to consumers, including quarantine of 72 hours for shoes that have been tried at the stores.

Mr. Kataria said the company is not looking to offer any discounts at the moment as the intention is not to make consumers rush back to stores. Keeping in mind evolving needs of the consumers, the company has launched new collections, including work from home collection and easy to wash collections.

"We are also rolling out new products including anti-viral washable masks and disinfecting sprays and wipes for bags and footwear across our stores," he said.

As consumers increasingly turn to online ordering during Covid-19, Bata India has rolled out WhatsApp shopping options for home delivery serviced by its stores. It has also stepped up focus on online

deliveries through its own website and e-commerce platforms.

## Online Sales

"We can see escalation in demand on our website and some amount of sales shifting to the online channel. But it remains to be seen if this sustains in the longterm in categories like footwear, where consumers want to see comfort and design of the products," Mr. Kataria said.

On measures to manage fixed costs, Mr. Kataria said nearly 50 per cent of the landlords have agreed for rent waivers and move to more sustainable agreements. "In the short-term we are not looking to raise prices of our products. We are not looking at opening new stores in the next 3-6 months but incomplete projects will be completed," he added.

The company said consumers are expected to focus on shopping for essential footwear products and stores in residential areas and smaller markets are doing better in terms of sales than those located in high streets.

(Source: Business Line)

**Compiled by:** Resource Centre (RCIP),  
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