

FDDI NEWSLETTER

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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका



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Webinar on 'Impact of COVID-19 on Organized Retail' held at FDDI, Rohtak

A webinar on the topic 'Impact of COVID-19 on Organized Retail' was held at Footwear Design & Development Institute (FDDI) Rohtak campus on 31st July 2020.

emerged in organized retail due to the ongoing crisis of COVID-19 across the globe.

The objective of the webinar was to reveal the consequences of COVID-19 on organized retail as the students who are pursuing MBA should know what kind of new challenges are emerging due to



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Impacts of lock down on industry

- Most affected: High end fashion brands, footwear, electronics, automobiles & other industry.
- Support to 4 cities - L10 malls and 101 organized retail stores.
- 42% of retailers unable to do their activities.
- Merch get rid of 40% of their stock percent.
- Retailers have to cut operational costs by cutting daily expenses and pay roll.
- 40-45% are retail units and another 40% includes some primary and secondary building.
- Malls have posted 77% decline growth and retail markets 68% decline growth in EFT during the lock down.

Screen shot of the webinar



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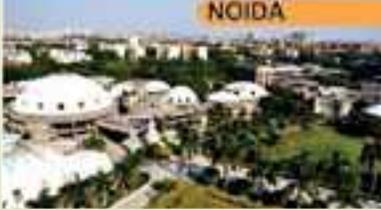
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It was organized by FDDI School of Retail and Fashion Merchandise.

this pandemic and how the sector is actually dealing with it.

The guest speaker of the event, Mr. Deepak Singh who is working with Home Centre as a Store Manager shared his expert opinion on opportunities and threats that have

Mr. Singh discussed the strategies pertaining to optimal manpower deployment on floors, dealing with issues of sanitization of merchandising and austerity



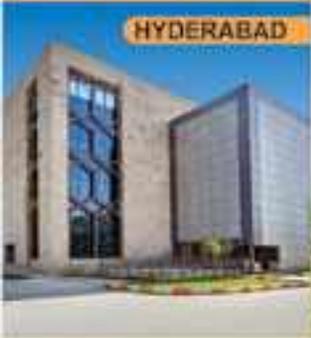
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measures being taken by management for financial survival.

He also highlighted the brand categories like luxury retail that affected the most due this situation.

He also assures budding managers a promising career in retail if they utilize this period of stay home in development of their self and personality grooming.

The session was widely applauded and was attended by more than 50 participants from different domains.

FDDI, Rohtak students gets 3rd position in national level 'Virtual Fashion Show'

The students of Footwear Design & Development Institute (FDDI), Rohtak campus participated in a national level 'Virtual Fashion Show' which was held on 27th July 2020.

Six students namely Ms. Aastha, Ms. Inika, Ms. Maitreye, Ms. Aarti, Ms. Amrita and Mr. Rajat of 5th semester of the FDDI School of Fashion Design made some dresses while staying in their homes and sent their entry for the virtual fashion show organized by NITTE School of Fashion Technology & Interior Design.

The theme name of the fashion collection was 'Dastoor-e-Riwaaz'.

The entry on this theme consisted of six chic-indie looks which were incorporated and elaborated with ruffles, draping and pleating to create an exquisite looks.

These looks are suitable for traditional events.



Students of FDDI, Rohtak campus in their fashion collection 'Dastoor-e-Riwaaz'

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Jury consisting of three members announced the results through a video message on Instagram in which the 3rd position was secured by FDDI's budding designers in this show.

The digital event brought together a diverse selection of digital innovation to best fit our needs of today and something to build on as a global showcase for the future.

Budding entrepreneurial venture by FDDI, Chennai students

Footwear Design & Development Institute (FDDI) is an axis for creativity which is encouraging and moulding students as professionals and also nurturing

their hidden creativity and talent for taking-up entrepreneurial venture.

In the last week of July 2020 of the COVID-19 lockdown period, Ms. J Lavanya and Ms. Nandhini both the students of B.Des Fashion Design of FDDI, Chennai campus have refined their talents in diverged dimensions from what they have learned in the institute they are implementing and exploring in entrepreneurial venture.

Ms. Nandhini implemented her accessory making skill that she learned in FDDI in Accessory Designing. She specialized in silk thread jewelry designed and her designed jewelry has



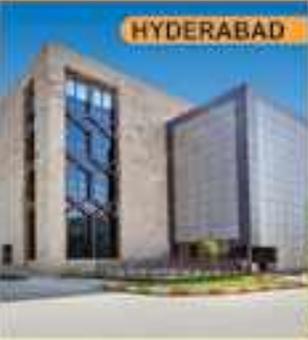
Ms. Nandhini, student of FDDI, Chennai campus and her silk thread designed jewelleryes

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been admired and valid in her friends and family circle. This hope and support made her to start with her Instagram portal.

includes poster designing for academic webinars and workshops organized by various educational institutions.



Ms. J Lavanya, student of FDDI, Chennai campus and a logo designed by her for webinar

Another student, Ms. J Lavanya has started her entrepreneurial venture with designing posters for online events which

COVID-19 lockdown have may locked the doors of FDDI's class room but, not the talent of its students.

The continuous guidance and encouragement of FDDI faculties and the curriculum designed by FDDI for students aids in increasing budding entrepreneurs for this society, in such a way it will reflect and upshot significantly in contributing to the Indian economy which results in a tremendous upsurge in the growth of the start-ups.



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