

FDDI NEWSLETTER

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

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**

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NOIDA



25th September 2020

Issue No. 790

Training Center for 'Madhubani Painting on Hard Goods' inaugurated in Madhubani, Bihar

Footwear Design & Development Institute (FDDI), Patna campus has started a training center for Madhubani Painting on Hard Goods items at Siswar village in the district of Madhubani, Bihar.



Smt. Archna Devi, Mukhya of Gram Panchayat Rajya Siswar inaugurating the training center

The center was inaugurated on 18th September 2020 by the Mukhya of Gram Panchayat Rajya Siswar, Smt. Archna Devi.

During the inauguration ceremony, the members of Gram Panchayat Rajya Siswar, dignitaries from the village Siswar, Kalapatti and participants of the training programme were present.

Mithila painting or Madhubani painting is a style of traditional painting practiced in the Mithila region of northern Bihar. This style of painting has been traditionally done by the women of the region, though today men are also involved in this unique art. These paintings are popular because of their tribal motifs.

In order to create a source of non-agricultural income, the FDDI, Patna has started a training center for the training of Madhubani Painting on Hard goods items like flower pot, ladies bags, mobile stand, pen stand, photo frame, card holder, home decor products, etc. mainly made up of leather and other material for commercial uses.

The efforts will be made through this training center to revive, re-construct,



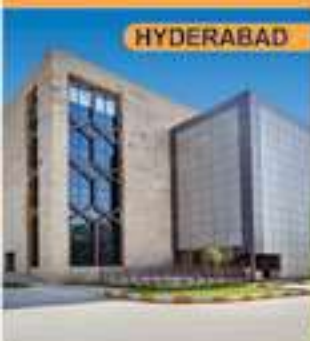
Participants of the training programme

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and develop this beautiful art as a part of cottage industry and to persuade the unemployed youth/ migrant labour artisans engaged in this art to develop product for commercial purposes.



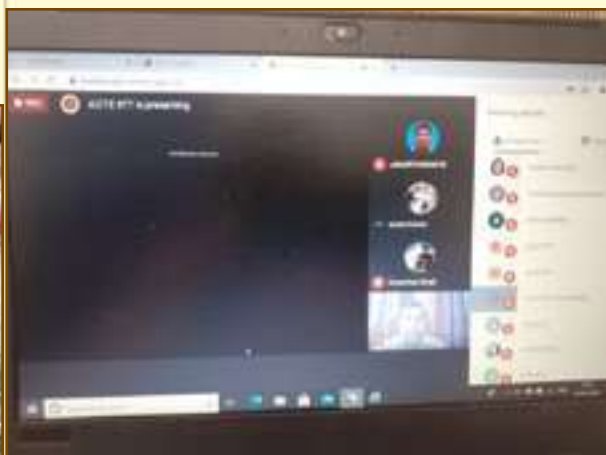
A view of the audience

As a result of such training programme, this sector will soon create a separate platform and niche in the domestic and international markets and immense social and economic benefits will accrue for the artisans, which would result into the development of craft, culture & commerce.

Research paper presented by faculties of FDDI, NOIDA during International e-Conference 2020

Two faculty of Footwear Design & Development Institute (FDDI), NOIDA namely Ms. Sweta Kumari (Jr. Consultant, Leather Goods, NOIDA) and Ms. Aastha Garg (Sr. Faculty, Retail Management, NOIDA) jointly presented a research paper during AICTE sponsored

International e-Conference 2020 which was held on 18th September 2020.



The research paper being presented during the virtual conference

It was organized by The Technological Institute of Textile and Sciences, Bhiwani.

The titled of the research paper was 'Mapping the acceptance of Indian footwear industry for Vocal for Local - A Sustainable Paradigm'.

The aim of the paper was to analyze the acceptance of the Indian footwear industry towards sustainability by procuring the footwear components which are locally produced/ manufactured in India.

The paper also highlighted the problems faced by the footwear manufacturers in using locally produced components vis-a-vis imported.

This paper helps to address the gaps that the footwear component manufacturers in India need to address to make their products more admissible to the Indian footwear manufacturers.

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Webinar on 'Product Development in Knitted Apparels' held at FDDI, Chhindwara campus

A webinar on 'Product Development in Knitted Apparels' was held at Footwear Design & Development Institute (FDDI), Chhindwara campus on 14th September 2020.

It was organized by School of Fashion Design of FDDI, Chhindwara campus that dealt about the product development in heavy knitted apparels.

categories, and the various aspects of the buyer's requirement which gives an idea and inspiration image of structure to develop knitted products with related coordination and activities.

She further emphasized on importance of the study of culture references and demographics while developing a particular collection according to the season. Various product development and trend forecasting techniques for knitted categories were presented by her.

Further during the interaction, Ms. Kaur



Screen shot of the webinar where Ms. Kaur is replying on the queries raised by the participants of the webinar

An industrial expert, Ms. Gurkiran Kaur, President Operations, Fashion Matrix Overseas Ludhiana, having more than 16 years of experience in the field apparel industry was the resource person. She is dealing with prestigious buyers like Kruger, Stoker Point, Speith Weinsky, and Maddox etc.

Ms. Kaur described the process flow of product development in knitted

discussed various upcoming trends and sources from where the students and budding designers can get more information for research and trend forecasting.

The workshop was attended by students from FDDI from various department and campuses and other institutes along with many academic team member. The event was watched by many on Facebook Live on 'FDDI Chhindwara' Facebook page.

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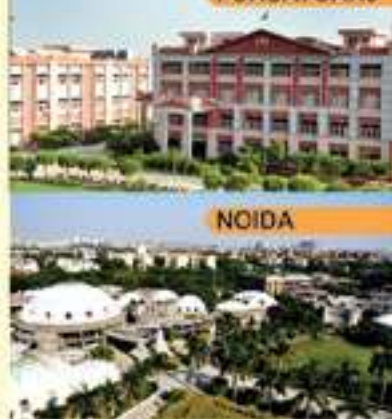


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Webinar on 'Blueprint to Merchandising and Assortment Planning' held at FDDI, NOIDA campus

A webinar on 'Blueprint to Merchandising and Assortment Planning' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 28th August 2020.



Mr. Ujjwal Khamaru who was the resource person of the webinar

Mr. Ujjwal Khamaru was the resource person who is one of the renowned

professional in the field of merchandising having a vast experience in the Retail sector.

Mr. Khamaru briefed that assortment planning is critical for any retailer which is the practice of tailoring product assortments into components that address store-level customer demand while focusing on the overall merchandising strategy.



Screen shot of the webinar

He gave an in depth glimpse on day to day working of a merchandiser on how to use retail marketing mix in the best possible ways. He also made the students aware about the current retail scenario exposing them to the future needs and improvisations needed for the sector.

The session was very enlightening and helped students to have a deeper understanding of the topic like assortment planning and category management.

The webinar was a great success hosting approximately 95 participants varying from students to professionals.

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