

FDDI NEWSLETTER

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

A Weekly Newsletter
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16th October 2020

Issue No. 793

FDDI & FICCI officially launch 'Virtual Footwear and Leather Expo 2020'

Footwear & Design Development Institute (FDDI) in association with Federation of Indian Chambers of Commerce and Industry (FICCI), is organizing the 1st edition of 'Virtual Footwear and Leather Expo 2020' from 30th November 2020 to 6th December 2020 to promote Leather and Footwear Industry.

Hon'ble Prime Minister, we are looking forward to 'Atma Nirbhar Bharat' and there is a dire need to transform India into a global manufacturing hub that not only caters to own requirements, but also of the world. I hope through this event, FDDI and FICCI will provide a platform to Footwear & Leather Goods industry to highlight India as a global manufacturing hub. This event will also assist us to move towards the knowledge-based economy."



Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI addressing during the official launch of 'Virtual Footwear and Leather Expo 2020'



Mr. Dilip Chenoy, Secretary General, FICCI addressing during the official launch of 'Virtual Footwear and Leather Expo 2020'

The official launch of this event was held on Friday, 9th October, 2020 virtually by Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI and Mr. Dilip Chenoy, Secretary General, FICCI which was attended by approximately 190 participants.

Addressing during the launch of the event, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI said, "As visualized by our

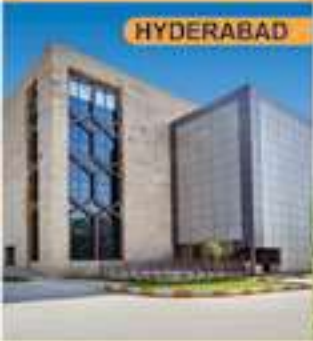
The Virtual Footwear and Leather Expo 2020 will be the 1st Virtual Expo in India on Footwear and Leather sector. The Expo will have on virtual display the entire range of products relating to Footwear and leather Industry including their ancillaries. Key Components of the event will be Exhibition (Pavilions and Showrooms), B2B (International, Domestic, and Institutional), Webinars

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& Digital Sessions on each Showcased Sector, Instant Interaction platforms Live Chats, Chat bots and Global Footprint (International Buyers).

Mr. Dilip Chenoy, Secretary General, FICCI said “Footwear and Leather sector is one of the priority sectors that has been identified by the Government to not only increase its value addition within India, but also to increase the export potential. Virtual Footwear and Leather Expo 2020 will act as a key tool for achieving these significant goals.”

The Expo will also include various webinars and sessions discussing on issues and opportunities in the sector. It will also open new vistas for Indian manufacturers to find new business.

Webinar on ‘Travel of India in Fashion Forecasting for Leather & Leather Products’ held at FDDI, Hyderabad campus

A webinar on ‘Travel of India in Fashion Forecasting for Leather & Leather Products’ was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on October 8, 2020.

It was organized by the School of Footwear Design & Production (SFDP) of FDDI, Hyderabad and presented by CSIR-CLRI.

Mr. Mohamed Sadiq was the moderator and key speaker for the webinar who is currently working as Chief Scientist, CSIR- CLRI, which under the Ministry of Science and Technology, Govt. of India.

Mr. Mohamed Sadiq is a B. Tech. Leather Technologist and M. Tech. Footwear Technologist with about 35 years of working experience. He continues to work for CLRI since 1989 and is associated with the Design & Fashion Studio of CSIR-CLRI.



Screen shot of the webinar

During the webinar, Mr. Sadiq elaborated about ‘Travel of India in Fashion Forecasting for Leather and Leather Products’, which are an initiative to bring to the fore the ability of the Indian Leather Industry to take pro-active measures in fashion forecasting and design development by providing a scientific leather product development focus in the areas of colour forecasting, range building, design and retail analysis.

Mr. Sadiq discussed on how the top colours of a particular season are selected for upcoming season, and popular trends in the upcoming F/S 21 were presented by him. MODEUROPE and Fashion Trend Pool (FTP) initiative has been very successful in catapulting India into the foreyards of fashion.

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There was an interactive session during which Mr. Sadiq briefed about various upcoming trends, leather and materials from which the students and budding designers can get more information for research and trend forecasting.

The webinar was attended by more than 93 participants and was widely applauded.

Plantation campaign carried out under 'Swachhata Pakhwada' at FDDI, Rohtak campus

Sanitation and plantation campaign was carried out under the 'Swachhata Pakhwada' at Footwear Design & Development Institute (FDDI), Rohtak campus on October 7, 2020.



A view of the cleanliness drive at FDDI, Rohtak

The employees of the Institute cleaned the area around their workstations and took an oath to keep it clean, as usual.

Saplings of different kinds of plants were planted all around the campus which includes flowers, medicinal plants, ornamental plants, fruit trees etc. making the green campuses a little more greener.

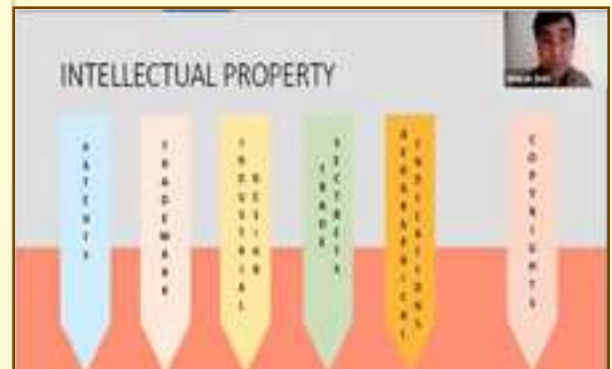
The highlight of the event was that the buds of all these plants were prepared by the staff members themselves. The initiative would bring major relief to the environment and the society.



A view of the plantation campaign

Webinar on 'Importance of IPR in Design' held at FDDI, Chhindwara campus

A webinar on 'Importance of IPR in Design' was held at Footwear Design & Development Institute (FDDI), Chhindwara campus on 29th September 2020.



Dr. Deepak Joshi briefing about IPR related to patent, trademark, industrial design, trade secrets, geographical indications and copyright

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It was organized by School of Fashion Design of FDDI, Chhindwara campus with an aim to bring awareness about the importance of having Intellectual Property Rights (IPR) related to patent, trademark, industrial design, trade secrets, geographical indications and copyright.

Dr. Joshi provided comprehensive awareness on contemporary IP issues pertaining to Fashion and Retail industry. Through presentation he addressed various design related plagiarism issues that occurs with the students during their academic years and initial industrial exposure.



Screen shot of the webinar where Dr. Deepak Joshi is replying on the queries raised by the participants of the webinar



Dr. Joshi giving a live example on how one can register their trademark and design via online medium

Dr. Joshi cited a series of examples about the patents that are currently being used in different sectors and elaborated the industrial rights and various challenges faced by fashion labels in relation to design rights.

While discussing various designs related issues, Dr. Joshi further gave a live example on how one can register their trademark and design via online medium which is very progressive and convenient for avoiding many design related issues.

The webinar 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.

The webinar was conducted by an academic expert, Dr. Deepak Joshi, Asst. Professor and Unit In-charge (IPR), Department of Fashion Management Studies, NIFT- Delhi who is having more than 13 years of experience in corporate and academics.

Compiled by: Resource Centre (RCIP),
Footwear Design &
Development Institute (FDDI)
(Ministry of Commerce &
Industry, Government of India)

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