

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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12<sup>th</sup> March 2021

Issue No. 814

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## E-workshop on TUKATeck/ CAD organized at FDDI, Chhindwara campus

An e-workshop on TUKATeck/  
CAD was organized from 8<sup>th</sup> to  
27<sup>th</sup> February 2021 at Footwear  
Design & Development Institute,  
Chhindwara campus.



Mr. Rikhil Nagpal - Resource person  
of the e-workshop

Tukatech is an apparel  
designing software which  
helps apparel manufacturing  
industry personnel to prepare  
iconic designs with eye-popping  
attributes. It helps in accurate  
sizing, has a variety of garments  
shapes to choose from, helps to  
work in metrics/inches, etc.

The e-workshop was organized  
by School of Fashion Design for  
technological up gradation of  
the students and faculty about  
the TUKA CAD software and its  
usage in the industry. Mr. Rikhil  
Nagpal was the resource person  
who conducted the session via  
online mode.



Online session demonstrating custom  
virtual fit model

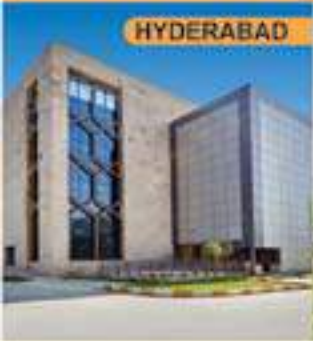
Mr. Rikhil Nagpal is a research  
scholar from Amity University  
Gurgaon along with B. Tech. in  
Fashion and Apparel Engineering  
from Technological Institute of  
Textile & Science, Bhiwani.

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Mr. Rikhil briefed about the various aspects of TUKA CAD software which included User interface, Pattern Making and Grading & Marker planning. He also provided an insight on the application of tools & techniques to the participants.

## Webinar on 'Introduction, and Trends of Digital Marketing' held at FDDI, Chandigarh (Banur) campus

A webinar on 'Introduction, and Trends of Digital Marketing' was conducted at Footwear Design & Development Institute (FDDI), Chandigarh (Banur) campus on 24<sup>th</sup> February 2021.

The webinar was organized by School of Retail and Fashion Merchandising of FDDI, which provided an insight to the students on the importance of digital marketing in today's business world.



Screen shot participants attending the e-workshop



Ms. Manali Anand, Digital Marketing & Soft Skill Speaker

The participants were also briefed about the 3D aspect of the Garment designing and modification techniques involved in the same.

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The COVID-19 global pandemic has solidified the fact that digital transformation is no longer a nice to do, but a must, if businesses want to survive. Thus, in order to keep the students updated about digital transformation taking place through evolving technologies, social media platforms etc. the webinar was organized.

Ms. Manali Anand, Digital Marketing & Soft Skill Speaker who has over 7 years of experience in the world of Digital & Traditional Marketing was the resource person for the session. She strives to make the best planning for the brands. She possesses sound knowledge of advanced marketing strategies.

Ms. Manali briefed that “Digital marketing is vital for a successful business and brand awareness and the companies must look ahead at upcoming digital trends to stay ahead in the contemporary business environment.”

She also stated that “With the COVID-19 pandemic changing the buying patterns of several

categories almost anything can be purchased through e-commerce today for which the consumers, now, to a large extent rely on digital marketing as a way to learn about brands & products”.

During this webinar, she briefed about the evolving technologies, social media platforms, and how to use these technologies to reach the right person at the right time to connect with current and prospective customers. She explained about the key elements to push the organization forward towards the digital era.

## **FDDI, Ankleshwar student won 3<sup>rd</sup> prize in Fashion Show ‘Fly D Fashion 2021’**

Ms. Yashshree Katala, a student of Footwear Design & Development Institute (FDDI), Ankleshwar campus has won 3<sup>rd</sup> prize in a fashion show event ‘Fly D Fashion 2021’ which was held on 07<sup>th</sup> February 2021.

Ms. Yashshree Katala, a 4<sup>th</sup> semester students of FDDI

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School of Fashion Design (FSFD), showcased her fashion skills and walked gracefully on the ramp.

Maharashtra. The fashion show was a Marthwada regional level competition of the Maharashtra State.



Ms. Yashshree Katala, 4<sup>th</sup> semester students of FSFD, Ankleshwar campus walking on the ramp



Ms. Yashshree Katala, receiving the prize

The eye catching collections of Ms. Yashshree Katala were appreciated by one and all present during the show and also received accolade from the entire media.

The event was organized by Shree Sai Media Group at Latur,

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