

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA

HYDERABAD

PUNJAB

GUJARAT

PATNA

JODHPUR

KOLKATA

ROHTAK

CHENNAI

CHHINDWARA

FURSATGANJ

NOIDA

26th March 2021

Issue No. 816

Training Centre established by FDDI for Leather Goods making inaugurated in Manipur

Footwear Design & Development Institute (FDDI) has established a training center for Leather Goods making at Langei Village, Nongpok Sanjebam, Imphal, East district.



A view of the inauguration ceremony of the training center

The center was inaugurated on 18th March 2021 where Mr. A S S Diwan - Director KVIC was the 'Chief Guest'. The event also witnessed the gracious presence of Mr. Sarangthem Somorendro Singh - President Social Service Society, Ms. Kngabm Bijaya Chanu- President North East Women Entrepreneurs Association, Dr. Sinam Yoirentomba Meitei- Project Coordinator MSME, Mr. R K Balram & Mr. Konthoujam Tiken -Department of Labour.

Manipur is an important constituent of the 'Seven-Sister States' of our country and craft traditions of this State are profoundly entrenched. The people of Manipur are artistic and creative in their thinking and outlook. Every house possesses a loom, and Manipuris weave with a passion and style, unrivalled by any other State.

Kauna, Cane and Bamboo small products of Manipur like coasters, pen stand, mats, mugs, bags etc. have a rich appeal to the customers and are a crowd puller in various tradeshows and expos. The value addition of these craft products using leather will be very beneficial in increasing the acceptability of these products and enhance its market value.



A view of the trainees along with the dignitaries

The event was presided over by Mr. Talem Arun Kumar Singh, Founder of Langei Model village. The program started with the traditional offering of prayers and the cultural program by the residents of Langei village.



Training in progress

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

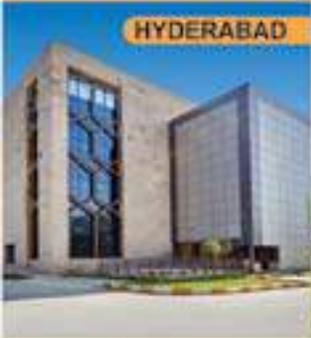
HYDERABAD

PUNJAB

GUJARAT

PATNA

GUNA



JODHPUR



KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA



The guests and the local participants were very much enthusiastic about the training workshop and extended their good wishes for the successful implementation of the program.

On 16th March, 2021, the students of FDDI School of Footwear Design and Production (FSFDP) who were accompanied by their faculty and HoD, visited Decathlon Sports India, which situated at Chhota Anjaiah Nagar, Gachibowli, Hyderabad.

The purpose of the visit was to provide operational exposure to the students about the intricacies of sports footwear design and how to align it with current aetiology so as to minimize the Running-Related Injuries (RRI).



Another view of the training



Mr. Isha Bin Mohsin, Sports Lead of Decathlon, explaining the students

Initially fifty one participants which include 45 female and six male are undergoing the training programme which will help the beneficiaries to integrate with the new evolving product concepts.

The efforts will be made through this training center to generate new product ideas using fusion of traditional crafts and leather besides making the unorganized footwear makers/artisans and migrant labours technological sound in respect of product development & product manufacturing.

Operational exposure on 'Logic of Athletics & Sports-specific Footwear' at Decathlon Sports, India for FDDI, Hyderabad students

The students of B. Des. FDP (2018-22) - Design elective specialization of Footwear Design & Development Institute (FDDI), Hyderabad campus were provided operational exposure on 'Logic of Athletics & Sports-specific Footwear' at Decathlon Sports, India.

Decathlon is the largest sporting goods retailer in the world, established by Michel Leclercq in 1976. Decathlon began with a store in Lille, France. The company deals with the research, design, creation, logistics and distribution of its products in house; partners with global suppliers; and markets their own brands directly to consumers in Decathlon-branded big-box stores. As of January 2020, Decathlon operated 1,647 Decathlon stores worldwide in almost 1,000 urban communities and 57 nations.

Mr. Isha Bin Mohsin, Sports Lead of Decathlon, explained the students about the psychographic, demographic, behavioral segmentation, the variables and focuses to

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA



HYDERABAD



PUNJAB



GUJARAT



PATNA



JODHPUR



KOLKATA



ROHTAK



CHENNAI



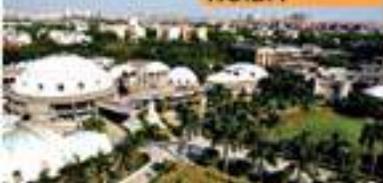
CHHINDWARA



FURSATGANJ



NOIDA



be circumspect during design a sports shoe and so on. He also briefed about effects of spikes, studs, lugs with various nature of game.

The students were exposed to the most recent innovative improvements in footwear design through the various sports footwear that are available under one roof.

The visit was an eye opener which provided better understand to the students about the 'logic of athletics and sports-specific footwear', understand the nature of the game and choice of target customer and the influence of lateral structure of sole, lugs and webbing, etc.

Workshop on 'Photography' via online mode held at FDDI, Chhindwara campus

A workshop on 'Photography' was organized at the Footwear Design & Development Institute (FDDI), Chhindwara campus for the students & faculty of FDDI School of Fashion Design (FSFD).



Workshop in Progress - Indoor & Outdoor photography

The purpose of the workshop was to provide technical inputs to the participants for improving their photography skills and technical knowledge which will help them in expressing and translating their product designs & creative thoughts.

The workshop was conducted via online mode on 13th & 14th March 2021 by the

resource person, Mr. Gurdeep Dhiman who is one of the photography veteran and national awardee photographer of the country.



Mr. Gurdeep Dhiman the resource person who conducted the workshop

Mr. Gurdeep has done his Masters of Fine Art in Drawing & Painting from Kurukshetra University (KUK). He has received numerous awards and recognition in the field of Photography including the prestigious 'National Photography Award' from the Government of India in 2019. He is having more than 50 national and international exhibitions in his name. Mr. Dhiman is recognized by the industry and academia for conducting specialized workshops for photography and visual art.



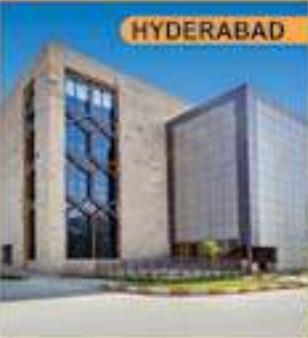
Mr. Dhiman guided the students in developing a collection based on two themes for the photo-shoot namely, Colour Blocking and Print-on-Print. Through the lectures delivered by Mr. Dhiman, the participants learnt & understood the value of fashion photography and its different techniques 3

FDDI NEWSLETTER

**Be Ambitious.
Be at FDDI.**

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

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**



HYDERABAD



PUNJAB



GUJARAT



PATNA



GUNA



JODHPUR



KOLKATA



ROHTAK



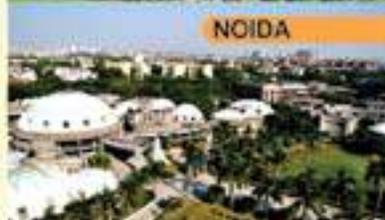
CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA

of still photography, video making, indoor & outdoor photography, styling, costumes and make-up besides understanding the value of computer graphics, fashion photography, product photography and film making.

There was an interactive session after the workshop which proved to be extremely beneficial to the participants.

Digital sessions on topical issues conducted during VFLE 2021 organized by FDDI, FICCI & supported by CLE

During the Virtual Footwear & Leather Expo 2021 (VFLE) which took place from 15th to 21st March 2021, digital sessions were conducted where dignitaries & experts from the industry discussed on topical issues.

The event was jointly organized by Footwear Design & Development Institute (FDDI) and Federation of Indian Chambers of Commerce & Industry (FICCI) and was supported by Council for Leather Exports (CLE).

The moderator for the first topic was Mr. Vaibhav Chibber, MD Projects India whereas for the second topic was Ms. Renu Sharma, Consultant Retail, FDDI. The third topic was moderated by Mr. Kuldeep Singh, President FAFM and MD Aryman Footwear Exports & Ms. Deepti Srivastava, HoD C&PR Dept., FDDI.

The eminent panelist from trade and industry provided valuable insights on the topics which will be helpful in enhancing our strengths & to plan future course of action.

Sr. No.	Topic	Date	Panel Members
1.	The footwear sector has huge potential to grow. The current challenges faced by sector & the interventions required.	15 March 2021	Mr. Ketan Sanghvi, Managing Director, Sanghavi Shoes Accessories Pvt. Ltd., and President, IFCOMA; Mr. Mohan, Director, Clarks Group; Mr. Vipin Seth, Executive Director, Versatile Enterprises Pvt. Ltd.
2.	Aatm Nirbhar Bharat. Self reliance is the mantra today. How is India preparing to take up the challenges & compete globally?	16 March 2021	Mr. Sanjay Gupta, Partner - Sandeep Rubber Pvt. Ltd., & Former President IFCOMA & Mr. Vasant Suri, Team Leader and Business Head, Hi Tech Consultancy
3.	Critical thinking, to respond to the changing world more effectively in terms of design, sustainability & innovation in footwear/leather segment.	16 March 2021	Mr. Lal Sahani, MD, Ecoline Pvt. Ltd.; Mr. Vikash Gupta, MD, Brand Three Sixty; Mr. Lokesh, National Head & VP Business Development, BIBA footwear division; Mr. Sanjay Pargal, MD, Santosh Pargal & Co.; Mr. Kuldeep Singh, President FAFM and MD Aryman Footwear Exports



Screenshot of the digital sessions conducted during VFLE 2021