

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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21<sup>st</sup> May 2021

Issue No. 824

## FDDI, Chandigarh (Banur) campus organizes a session on 'Career Prospects and Admission Process' with 100.2FM Patiala

Footwear Design & Development Institute (FDDI), Chandigarh (Banur) campus organized a session on 'Career Prospects and Admission Process' in Footwear Design, Fashion Design, Retail Management & Leather Goods Design with 100.2FM Patiala.

The program was broadcasted on 06<sup>th</sup> May 2021 during which Ms. Ananya Singh, the program coordinator of FM Patiala, was the moderator.

During the program which was of one hour duration, Dr. Avinash Bajpai, Centre-in-Charge and Ms. Gauri Bhatia (H.O.D) shed light on the multiple career options available to the students through the professional programmes conducted by FDDI in the field of

Footwear, Fashion, Retail and Leather Goods & Accessories. The program also touched on opportunities for the students, skill required and the need for up-skilling and reskilling.

FDDI  
FDDI-Chandigarh  
will be  
**ON AIR**  
on Thursday, 06th May, 2021 at 04:00 PM  
with courtesy of  
AIR FM, Patiala  
Discussion on  
Career Prospects & Admission Process in  
Footwear Design, Fashion Design  
Retail Management & Leather Goods Design  
Click to Listen Online  
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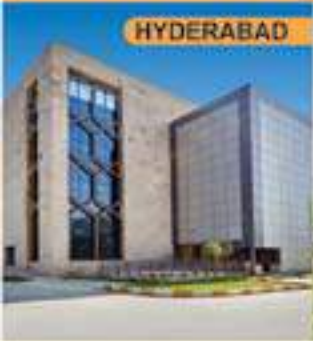


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They also briefed about the process for taking admission to these industry specific professional programmes of FDDI.

## FDDI Chennai students won first prize in 'Creative Writing' and 'Face & Hair Makeover' competition

The student of Footwear Design & Development Institute (FDDI), Chennai campus participated in National Institute of Fashion Technology (NIFT) Chennai's Virtual Spectrum- EPOCH 2021 and won first prize in 'Creative Writing' and 'Face & Hair Makeover' competition.

Two students namely, Ms. Subhaashini and Ms. Samyuktha both of B.Des Foundation batch participated in the NIFT Virtual Spectrum which was held on 16<sup>th</sup> & 17<sup>th</sup> April 2021.

Ms. Subhaashini participated in 'Face & Hair Makeover' competition whereas Ms. Samyuktha participated in 'Creative Writing' competition.

It was an opportunity for Ms. Subhaashini that her work, having expression of basic design principles in her styling and makeover, was judged by one of the masters in the field, Mrs. Reena Paiva, the



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Ms. Subhaashini, the student of FDDI, Chennai who was the winner of 'Face & Hair Makeover' competition



Ms. Subhaashini participating in the 'Face & Hair Makeover' competition



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famous Bridal Make-up artist of Chennai. She used maximum medium like stones, glitters and different textures and colour combinations in a balanced way with professional touch in her whole concept.

On the other side, Ms. Samyuktha, the winner of creative writing on the topic 'EPOCH- The Advent of New Era' mesmerized the readers in her magic and mawkish words.

It was a huge accomplishment for her write-up where she articulated her love & affection of her parents and family members.

She described about the socio environmental change on the name of advancement and their sequel in her poetic words was amazing.

## **Bata India Ltd appoints Mr. Gunjan Shah as new CEO**

Footwear major Bata India Ltd on 14 May 2021 announced the appointment of Mr. Gunjan

Shah as its new Chief Executive Officer.

He takes over from Mr. Sandeep Kataria who has been elevated as the Global CEO of Bata Brands.

Mr. Shah, who will be at the helm of Indian operations of Bata, will take over the new position in June and will be based in Gurugram.

In a statement, Mr. Sandeep Kataria, Global CEO – Bata Brands, said, "India has always been a significant market for us from a global perspective. Mr. Gunjan will spearhead the company's operations in India and given his extensive experience and track record, I am confident that he will take the Bata brand to even greater heights and deliver strong growth."

Mr. Ashwani Windlass, Chairman, Bata India Ltd added, "Over the past few years, we have been consistently delivering strong growth in the highly competitive footwear market. Backed by decades of experience, Mr. Gunjan understands the Indian market's complexities and varied



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nuances. I'm confident that he will add value and strengthen Bata's position in the Indian market."

"As an iconic brand, Bata has become an integral part of the Indian fabric. I realize that I have big shoes to fill in and I'm thrilled about working with the Bata team. I look forward to building on the legacy of my predecessors in taking the Bata brand to new heights alongside creating long-term sustainable value for all stakeholders in the company," Mr. Shah stated.

(Source: Business Line)

## Adidas CEO sees sneakers and T-shirts in back-to-office fashion

Adidas Kasper Rorsted doesn't yet know how much his employees will keep working from home in the years to come, but he's pretty sure those at other companies will start resembling his sportswear-clad staff.

"It's going to be very difficult to persuade people that have been sitting at home in flip flops and

a jogging suit to get into brown shoes and a normal suit," the Chief Executive Officer of the German company said on a call with reporters on 7 May 2021.

Rorsted is predicting that the world's back-to-the-office trend, however big it becomes, will only accelerate the acceptance of more casual clothing in the corporate world. That could sustain the boom in demand for sneakers and sports apparel that's benefited Adidas and rivals including Nike Inc. and Puma over the past year.

People eager to leave their homes after months in lockdown should propel a long-term boost for Adidas's running sneakers and hiking gear, he said.

(Source: Financial Express)

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