

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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10th September 2021

Issue No. 840

Webinar on 'Visual Merchandising and Store Design' conducted at FDDI, Hyderabad campus

A webinar on 'Visual Merchandising and Store Design' was conducted on 25th August 2021 at Footwear Design & Development Institute (FDDI), Hyderabad campus.

nitty-gritties for optimizing the in-store experience that influences the customers and create more sales.

The experience of the speakers enabled the participants to get a real time imagery of what it is like to be a Visual Merchandiser in the industry.



Screenshot of the webinar

Using the digital communication, the webinar shed light on the growing need of store design and fundamentals that need the primary focus for creating the visual appeal of a store.

The daylong session was organized by FDDI School of Retail & Fashion Merchandise (FSRFM) during which Mr. Diptendu Shekhar Saha & Mrs. Anshu Singh Choudhary were the resource persons.

Mr. Saha is the Head of VM & Store Design at Titan Industries Ltd., - TANEIRA. Mrs. Choudhary is the Assistant Professor and Head of Institution at Amity School of Fashion Design and Technology, Amity University, Gwalior, Madhya Pradesh.

They briefed about the retail store design trends for 2021 and explained the

All the students and faculty members who attended the session were enriched by immense experience of the speakers.

Webinar on 'Advance Laser Cutting Techniques for Footwear' organized by FDDI, Hyderabad campus

To provide an insight on the technological advancement taking place in the footwear industry, a webinar on 'Advance Laser Cutting Techniques for Footwear' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 24th August, 2021.

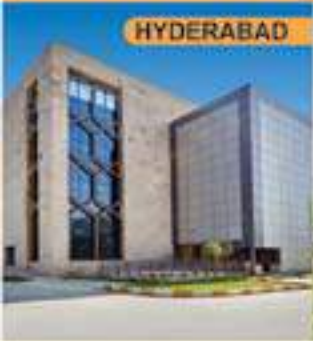
For maximizing the benefit of digital communication, the webinar was organized by FDDI School of Footwear Design &

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Production (FSFDP) of FDDI, Hyderabad campus during which Mr. Naveen Gupta, Managing Director, Prakash Industries, Faridabad was the resource person.

of laser method on knitted performance footwear, advantage of laser cutting techniques on non-leather footwear design and development, and so on, and also



Presentation in progress

Prakash Industries is a pioneer name in the world of printing since last 20 years. It offers total solution with a wide range of laser systems for diversified industrial applications. Prakash brand has been devoted to the research and development, innovation and production of high quality machines.

During the webinar, Mr. Naveen, through a presentation shed light on the history of laser cutting techniques, and its types. He briefed about industrial laser technology in footwear industry applications & its uses, such as active gain medium of fiber laser, use of fiber laser marking machine - as a non-contact method of marking materials such as metal, plastics, rubber etc.

He also demonstrated about applications of CO2 method for leather engraving and cutting and also briefed about clean edge cutting, detailed designs, non-contact method of laser cutting method.

During the open house discussion session, the resource person briefed about the cost analysis of laser engraving, application

clarified various technical queries asked by the participants.

The webinar was attended by more than 110 participants including students, faculty members, staff members across 12 campuses of FDDI and from other institutions.

Webinar on 'Payment Gateway of Paytm' held at FDDI, NOIDA campus

A webinar on 'Payment Gateway of Paytm' was held on 24th August 2021 at Footwear Design & Development Institute (FDDI), NOIDA campus.

FDDI School of Retail & Fashion Merchandise (FSRFM) organized the webinar during which Ms. Isha Singhal, Ex-Technical Lead at Paytm was the resource person.

Leveraging digital technology effectively for communication and connecting with the participants, the webinar provided insight about trends and changes in the way consumers are making payments.



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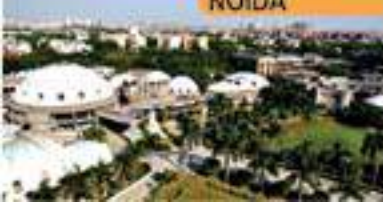
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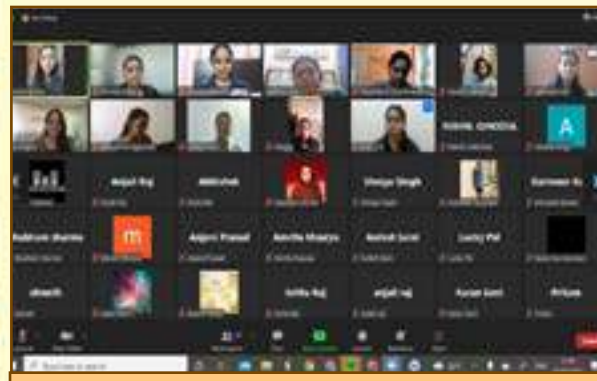


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Ms. Isha Singhal - the resource person for the webinar providing inputs on payment gateway

During the presentation, Ms. Singhal outlined the journey of Paytm and explained the various business models of Paytm, key features of Paytm and the revenue channels of Paytm. She also highlighted the Digital Payments industry in general, which helped the participants to gauge a broader perspective.



Screenshot of the webinar

Ms. Singhal elaborated on the 'payment gateway components' such as merchant on boarding, payments, reconciliation, refunds, settlements, discrepancies and revenue models.

The webinar was attended by students and faculties from different centers of FDDI.

Webinars on 'Branding through Social Media' & 'Creative Thinking' held at FDDI, NOIDA campus

Two webinars were held at Footwear Design & Development Institute (FDDI), NOIDA campus on 20th & 21st August, 2021.

The webinars which were held using digital communication for having face to face conversations with the participants were organized by the FDDI School of Fashion Design (FSFD).

Sr. No.	Topic	Resource Person	Date
1	Branding through Social Media	Mr. Tunir Chatterjee, Sr. Designer at Varun Nidhika	20 th August, 2021
2	Creative Thinking	Prof. Gaurav Sharma, HoD, Design Department, Sharda University	21 st August, 2021



Screenshot of the webinar 'Creative Thinking'

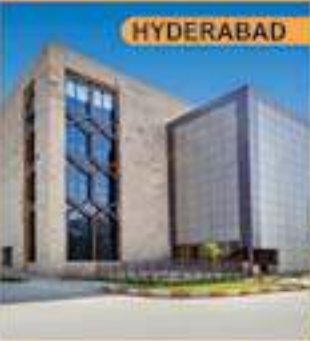
During the webinar on 'Branding through Social Media' Mr. Tunir Chatterjee shared his valuable experience and knowledge about branding. He described how social media have started to play a major role and explained that how different social media platforms give a huge opportunity to brand ones product. From last two years, many designers have started to use these platforms as a great way of branding. He briefed about parts of branding, plan of action, role of ludo colours and three approaches for branding.

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Mr. Tunir Chatterjee had worked with eminent designers like Ritu Kumar and Payal Sanghvi (Verve).

During the webinar on 'Creative Thinking' Prof. Gaurav Sharma explained the participants to come up with new solutions to problems using abilities and soft skills by looking at things differently, and finding new ways of solving problems.

Prof. Gaurav Sharma is a NIFT Design graduate with a specialization in Accessory Design with an MBA in Design Management with 17 years of rich experience in Practicing Design, Research and Development, Crafts, and Design /Skill Education.

The webinars were attended by around 90 participants comprising of the students and faculties.

Panel discussion on 'Buying & Sourcing during Pandemic' held at FDDI, NOIDA campus

A panel discussion on 'Buying & Sourcing during Pandemic' was held on 17th August 2021 at Footwear Design & Development Institute (FDDI), NOIDA campus.

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Development Institute (FDDI)
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Industry, Government of India)

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discussion to elucidate the changes in buying & sourcing under COVID-19 pandemic conditions.

The eminent panel members, alumni of FDDI, included Ms. Bharti, Manager Accessories, Buying & Merchandising from Lifestyle, Mr. Somit, Category Head from Tata Cliq and Mr. Nirmal Saraf, Business Consultant & Aggregator.

They provided insights on the process of buying and sourcing in three phases which included pre-COVID-19, during the first lockdown, and after the second lockdown. They explained how buying pattern has changed across different categories.



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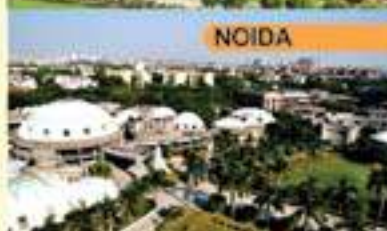
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Screenshot of the panel discussion on 'Buying & Sourcing during Pandemic'

Using the digital communication, FDDI School of Retail & Fashion Merchandise (FSRFM) had organized the panel

The session was attended by fifty four students of MBA Retail & Fashion Merchandise and faculty members.