



# NEWSLETTER

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A WEEKLY NEWSLETTER

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## ***'Craft Mela' organized at FDDI, NOIDA***

'Craft Mela' was organized at the Footwear Design & Development Institute (FDDI), NOIDA campus on 09<sup>th</sup> & 10<sup>th</sup> March 2022.

It was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) of FDDI, NOIDA campus during which eight Master Craftsmen from eight different crafts belonging to various parts of the country showcased their products and specialized expertise.

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A view of the 'Craft Mela'



Master Craftsmen providing skill to the students of FDDI

'Craft Mela' helped the students to study the diverse and rich art and craft heritage of the country such as textile, wood, clay work, etc.



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Sr. No.	Craft	Name of the Master Craftsmen
1.	Sikki	Ms. Manju Devi
2.	Channpatna Wooden Toy	Ms. Sukaya
3.	Madhubani Painting	Ms. Narmada Devi
4.	Lippan Art	Mr. Ramju
5.	Sujni	Ms. Gudiya Devi
6.	Pattachitra	Ms. Maina Chitrakar
7.	Handmade Jewellery	Md. Kausher
8.	Khajur Patta Work	Mr. Samandar Singh

'Craft Mela' helped the students to learn the use of traditional skills that are fading away in craft making from the Master Craftsmen who provided technical inputs to the students for improving their technical knowledge regarding the specific craft.



A faculty of FDDI acquiring traditional skills of Madhubani Painting by the Master Craftsmen, Ms. Narmada Devi



Master Craftsmen holding a final product



Master Craftsmen providing skill to the students on making clay products

They also encouraged them to prepare better products with improved quality to promote the craft and helped in keeping alive the tradition and culture of the crafts of India.



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### ***FDDI, Hyderabad students visit Tannery Department of GILT, Hyderabad***

On 02<sup>nd</sup> March 2022, the students of B.Des-Foundation Batch of Footwear Design & Development Institute (FDDI), Hyderabad campus were taken to Government Institute of Leather Technology (GILT), Hyderabad, Telangana where they were provided exposure of its Tannery Department.

Under the supervision and guidance of the faculty of FDDI, the visit was organized with the objective to provide a solid foundation to the students and make them conversant with the full process of turning a raw hide into the beautiful finished leather.

Mr. Shaiek Iqbal Hussain, Principal, GILT explained the tanning process where different type of leather finishing, variety of chemicals, machineries & techniques are used to make leather which is presented as a product for the global market.

He also demonstrated and explained different types of leather & concepts of leather finishing process in great detail.



Students being briefed about technicalities of leather tanning by Mr. Shaiek Iqbal Hussain, Principal, GILT, Hyderabad



Students of B.Des-Foundation Batch FDDI, Hyderabad campus watching the process taking place in the tannery

### ***Footwear co Neeman's eyes \$40 mn valuation***

Eco-friendly footwear brand Neeman's Pvt. Ltd. is in discussion with several homegrown private equity funds and growth investors to raise fresh capital at a valuation of nearly \$40 million, said two people familiar with the development.

Neeman's plans to raise around \$15 million (Rs. 115 Crore) in its series B round of funding, the people mentioned above said on condition of anonymity. The startup is said to be in an advanced stage of talks with mid – market focused PE fund Fearing Capital among other investors, the people said.

Queries emailed to Neeman's and fearing capital went unanswered till press time.

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The Hyderabad based brand was launched in 2017 by Taran Chhabra and Amar Preet Singh. The startup uses natural, renewable, recyclable, and chemical-free materials to make shoes. The brand also makes shoes from merino wool, which is suitable for the Indian subcontinent.

Neeman's had in August 2021 secured Rs. 20 Crore in its series A funding round led by consumer focused

venture capital fund Sixth Sense Ventures.

Last December, the company raised Rs. 7 Crore in debt funding from venture debt investor Strides Ventures. It also counts Anicut Angel Fund among its early backers.

(Source: Mint)

### **Retail business expanded 10% in February, says RAI**

#### **'Footwear, apparels grew in double digits'**

The retail business in India grew 10% in February this year compared with the sales level in the same month last year, signalling that the sector is inching towards normalcy, the Retailers Association of India (RAI) said on 14 March 2022.

According to RAI's latest survey, the rise marks a growth of 6% compared with February 2020.

Sales in West India grew 16% from a year earlier, RAI said. East India saw a growth of 4%, while North India sales rose 17%. South India also witnessed 4% expansion.



RAI CEO Kumar Rajagopalan said: "We need to consider that the growth shown is not adjusted to inflation and the possibility is that some categories are yet to get back quantitative growth".

Consumer durables and electronics, food and groceries showed year-on-year growth of 28% and 19%, respectively.

Apparels and footwear categories had also indicated double-digit growth with a steady decline in the rate of COVID-19 cases.

(Source: The Hindu)