

NEWSLETTER

ISSUE NO. 871

A WEEKLY NEWSLETTER

15th APRIL 2022



FDDI participates in 7th Edition of IFCOMA – 'SHOETECH Agra 2022' Fair

Footwear Design & Development Institute (FDDI) participated in the 7th edition of SHOETECH Agra 2022 Fair, which was organized by Indian Footwear Components Manufacturers Association (IFCOMA) on 6th & 7th April 2022 at Hotel Madhu Resorts, Sikandra, Agra.

The inaugural session was attended by Mr. Sanjay Leekha, Chairman, Council for Leather Exports (CLE), Mr. Motilal Sethi, Northern Regional Chairman, CLE, Mr. Sanjay Gupta, President, IFCOMA, Capt. A S Rana, President - Agra Footwear Manufacturers and Exporters Chamber (FFMEC), Mr. Kuldeep Singh Kohli, President - Fraternity of Agra Footwear Manufacturers (FAFM), and other industry dignitaries.



A view of the inaugural session



Dignitaries at the stall of FDDI

During this occasion, the Footwear Component Industries were awarded for their exemplary roll in support of the footwear industry. Women entrepreneurial skill was also recognized in this event. Various components manufacturers and institutions displayed their products in 76 stalls comprising footwear component, chemical, shoe last, exotic leather and machinery spare parts.

IN THIS ISSUE

- **FDDI participates in 7th Edition of IFCOMA – 'SHOETECH Agra 2022' Fair**
- **FDDI, NOIDA students visit '35th Surajkund International Crafts Mela' campus**
- **Webinar on 'MSME - Entrepreneurship Development Loans & Schemes' held at FDDI, NOIDA campus**

FDDI displayed a wide range of creations at its stall that included ladies and gents shoes, casual and formal footwear and sports shoes. Information about the academic programmes of the FDDI was also provided to the aspiring students.

For the purpose of generating awareness and for wider publicity of the Integrated Development of Leather Sector (IDLS) Scheme, IFCOMA invited Mr. Aritra Das, Project Coordinator, FDDI – PIU for IDLS Scheme, for a presentation at Holiday Inn, Agra on 6th April 2022.

A WEEKLY NEWSLETTER



During the presentation, Mr. Das briefed about various sub-schemes under 'Indian Footwear and Leather Development Programme 2022-26 (IFLDP)' that has been approved for continuation from 2021-22 with an approved financial outlay of Rs. 1700 Crore.



Mr. Aritra Das, Project Coordinator, IDLS Scheme making the presentation at Holiday Inn, Agra

He briefed the AFMEC and IFCOMA members that under the IDLS, with a proposed outlay Rs. 500 Crore, assistance would be provided to the sectoral units for their modernization / capacity expansion/technology up-gradation on or after January 1, 2020 and other requirements for availing the benefit of the scheme.

FDDI, NOIDA students visit '35th Surajkund International Crafts Mela'

On 4th April 2022, the students of Footwear Design & Development Institute (FDDI), NOIDA visited the 35th Surajkund International Crafts Mela (SICF) which was held from 19th March 2022 to 4th April, 2022 at Surajkund in Faridabad, Haryana.

The students of FDDI School of Leather Goods & Accessories Design (FSLGAD), under the guidance of their faculty members visited the fair which showcases the richness and diversity of the handicrafts, handlooms and cultural heritage of India.



A view of the students visiting stall/ fair

The novelty of the SICF is that one of the Indian States gets the honour to occupy the position of the 'Theme State' each year.

A WEEKLY NEWSLETTER



Jammu & Kashmir was the 'Theme State' for the 35th Surajkund International Crafts Mela-2022 which provided it a rare opportunity to showcase its handicrafts, handlooms, performing arts, cuisine and its tourist potential to a vast cross-section of people in an impressive manner.

SICF paved a way for FDDI to get linked to the craft sector of India and opened a gateway for design enthusiasts to work in the craft sector. It also helped the students to study the diverse and rich art, craft and textile heritage of the country such as Bagh Print, Pattachitra, Sandalwood Carving, Paper Machie, Chikankari, Gota Patti, Kalamkari Painting, Madhubani Painting, Channapatna Toys, Phulkari Embroidery, Block Print, Bandhni, Zari Embroidery, Kantha Work, Batik etc.

During the visit, the students participated in various handicraft making activities and interact with the crafts persons from all over India who provided them valuable tips for amalgamation of various materials for making crafts products for the contemporary fashion world.

Webinar on 'MSME- Entrepreneurship Development Loans & Schemes' held at FDDI, NOIDA campus

An insightful webinar on 'MSME- Entrepreneurship Development Loans & Schemes' was held on 5th April 2022 at Footwear Design & Development Institute (FDDI), NOIDA campus.

The webinar was organized by FDDI School of Footwear Design and Production (FSFDP) during which Mr. Senthil Kumar R, Deputy Director (Leather Footwear Expert), Micro, Small and Medium Enterprises (MSME) - Development Institute was the resource person.

Mr. Senthil, a B. Tech. Leather Technologist and an MBA with about 22 years of working experience is associated with the MSME- Development Institute, Government of India since 2012. He also has numerous experiences in various companies / institutes in the public and private sector.

During the webinar, Mr. Senthil gave a brief introduction of Ministry of MSME, role of MSME in new entrepreneurship development and how it contributes to about 30% of the country's GDP. He elucidated the Entrepreneurship Awareness Programme (EAP), Entrepreneurship and Skill Development Programmes (ESDP), Management Development Programme (MDP).

A WEEKLY NEWSLETTER



He also provided significant information on the New Entrepreneurs Subsidy/ Loans Schemes (CREDIT), such as Prime Minister Employment Generation Programme (PMEGP), Unemployed Youth Employment Generation Programme (UYEGP), New Entrepreneurs cum Enterprises Development Schemes (NEEDS), Credit Guarantee Fund Trust Scheme for Micro small Enterprises Scheme (CGTMSE), MUDRA, Standup India.



Resource person: Mr. Senthil Kumar R, Deputy Director-(Leather Footwear Expert), MSME-Development Institute, Ministry of MSME, Govt. of India



Screenshot of the webinar

The webinar was attended by more than 200 participants including students, faculty and staff members across 12 campuses of FDDI and from other institutions and manufacturers which brought greater clarity and awareness on loans and schemes for the development of the entrepreneurship.

The valuable insights provided during the webinar will help of the participants to support for entrepreneurial development and handling of funds in an appropriate manner for taking up productive activities.