

NEWSLETTER

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A WEEKLY NEWSLETTER

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National level workshop on 'Intellectual Property Rights-Need, Importance, Filling, and Acquiring with Case Studies' held at FDDI, NOIDA

A national level workshop on 'Intellectual Property Rights-Need, Importance, Filling, and Acquiring with Case Studies' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 29th April, 2022.

The session which was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) was conducted by Mr. Nahid Alam and Mr. Vijaykumar Shivpuje both from Associated Chambers of Commerce and Industry of India (ASSOCHAM).

Whereas Mr. Nahid Alam is Joint Director, ASSOCHAM's and Head of the IPR Council, responsible for significant policy areas such as Manufacturing & Capital Goods, Quality & Productivity, Leather and Footwear, and Sports & Infrastructure, Mr. Vijaykumar Shivpuje is IPR Lead, IPFC ASSOCHAM, Mentor, Start-up India, Ministry of Commerce and Industry, Govt. of India.

The session gave an excellent insight on how Intellectual Property Rights (IPR) is an important aspect of a designer's life and professional development.

Both the speakers give knowledge about various laws pertaining to IPR and cleared several myths and misconceptions related to patents which will act as facilitators for the FDDI students in the coming future.



View of the workshop

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The session was successful to bring greater clarity on IPR to more than 100 participants including students, faculty members, staff members across 12 campuses of FDDI and from other institutions.

Exhibition organized at FDDI, Chandigarh (Banur) campus

An exhibition of the products made by the students of Footwear Design & Development Institute (FDDI), Chandigarh (Banur) campus was held on 28th April 2022.

The students of all the schools of FDDI namely, FDDI School of Footwear Design & Production (FSFDP), FDDI School of

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Fashion Design (FSFD), FDDI School of Leather Goods & Accessories Design (FSLGAD), and FDDI School of Retail and Fashion Merchandise (FSRFM) displayed their products.

Ms. Riya Gulati, Area VM, Aditya Birla Limited was the Chief Guest of the event who praised the hard work of the students. Other visitors also appreciated all the products made by the students.

The exhibition provided a platform to the students to interact with industry and improvise their thought process as per industry norms and also gave the industry an insight on the training that is imparted by FDDI at the foundation stage.



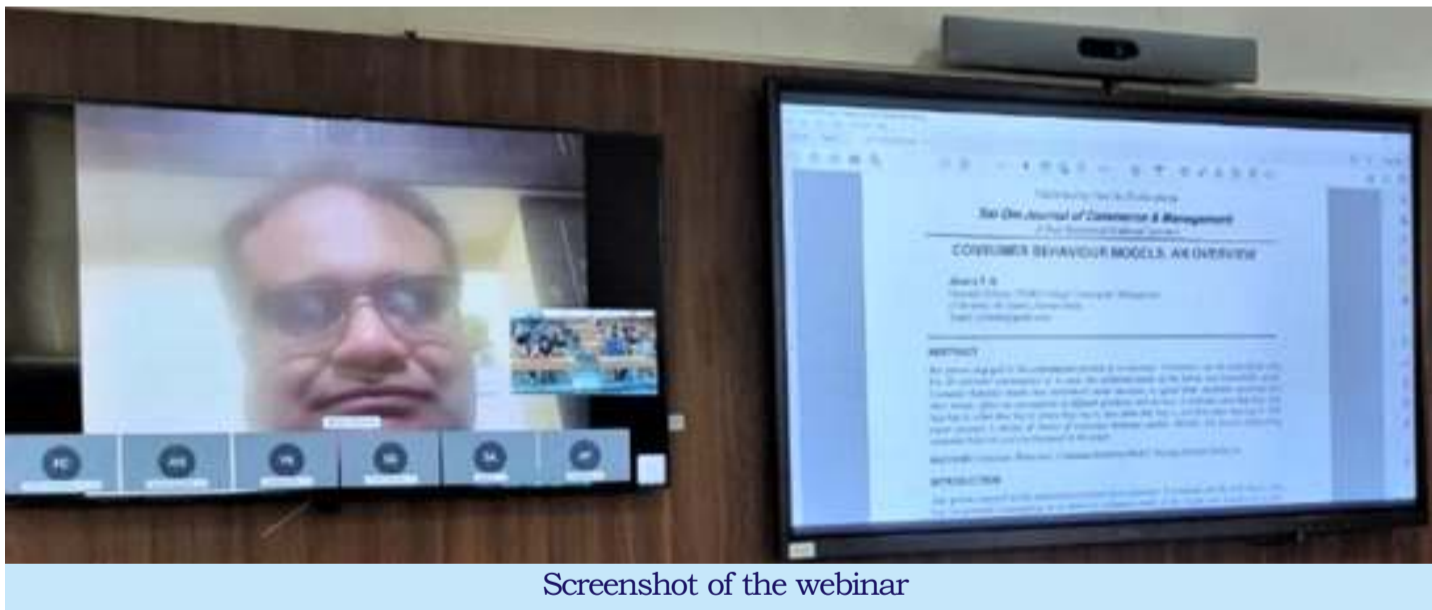
Ms. Riya Gulati, Area VM, Aditya Birla Limited watching the products made by students



A view of the exhibition

Webinar on 'Consumer Behaviour in Digital Marketing' held at FDDI, Chhindwara campus

A webinar on 'Consumer Behaviour in Digital Marketing' was held at Footwear Design & Development Institute (FDDI), Chhindwara campus on 27th April 2022.



Screenshot of the webinar

It was organized by FDDI School of Retail and Fashion Merchandise (FSRFM) during which, Dr. Ashish Sharma was the resource person.

Dr. Ashish Sharma is Senior Asst. Professor in Institute of Management R.D. University, Jabalpur. He is also the author of 3 books and published many National & International research paper in the field of Management.

During the webinar, Mr. Sharma, through a presentation briefed about the necessity of understanding the purchasing patterns and decision processes of consumers for building better online marketing strategies.

The webinar was attended by more than 100 participants.

Graduating Design collections presented during 'Etoile Runway 2022' at FDDI, Rohtak campus

Graduating Design collections were presented before the jury during 'Etoile Runway 2022' at Footwear Design & Development Institute (FDDI), Rohtak campus on 25th April 2022.

The budding designers of FDDI School of Fashion Design (FSFD), Rohtak campus presented a total of 8 sequences during the event.



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The event was graced by the esteemed presence of well – known names of fashion industry like Mr. Rajesh Jain, COA Export Promotion Council for Handicraft, Mr. Atul Sharma - General Manager Operations, Ranika Exports, Mrs. Megha Sheoran, DGM Business Services Entertainment FMCG fashion and lifestyle, Paytm and Mr. Anil Ranka from Fashion/Lifestyle and Handicrafts exports sector.

The student showcase there spectacular collection showed both menswear and womenswear on the ramp which exhibited a graceful amalgamation of grapes and cuts reflecting creativity with extraordinary ideas.



Students showcasing their collection



A view of the award distribution

Research paper of Faculties of FDDI, Fursatganj and NOIDA campus published in IJRASET

A joint research paper of the Faculties of Footwear Design & Development Institute (FDDI) has been published in International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 10, Issue IV, April 2022.

The research paper with the topic 'Challenges and Opportunities of Online and Hybrid Pedagogies in Education of Footwear Technology in India' has been written by Mr. Varun Gupta, Jr. Consultant- FT, FDDI, Fursatganj, and Mr. Vishal, Sr. Faculty-FT, FDDI, NOIDA.



Mr. Varun Gupta, Jr. Consultant- FT, FDDI, Fursatganj



Certificate awarded to Mr. Varun Gupta, Jr. Consultant- FT, FDDI, Fursatganj

This research aims to study the challenges and opportunities of online footwear technology education. It focuses on the major problems faced by students while attending online classes, who are doing Footwear Design and Production courses from various footwear and fashion institutions across India.



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The research paper is available at <https://doi.org/10.22214/ijraset.2022.41458>

This research identifies the best online pedagogies in footwear technology by which students can get the best understanding during their classes. It targets how students can take more interest in online classes.



Mr. Vishal, Sr. Faculty-FT, FDDI, NOIDA



Certificate awarded to Mr. Vishal, Sr. Faculty-FT, FDDI, NOIDA

FDDI, Fursatganj participates in 'Career and University Fest'

On 19th April 2022, Footwear Design & Development Institute (FDDI), Fursatganj in collaboration with Campus Coach-India's startup, participated in career guidance program, 'Career and University Fest' which was hosted in association with Kunskapsskolan Group of Schools.



Mrs. Garima Kakkar, Sr. Faculty Retail Management presenting her views

Along with more than 30 Universities/Institutes which included Indian and foreign one, FDDI participated and provided deep insight of career prospects based on their subject choices and decisions to the aspiring students of class 8th to 12th of various schools.

Mrs. Garima Kakkar, Sr. Faculty Retail Management briefed about FDDI, the various professional courses conducted by the Institute, its admission eligibility, curriculum and aspects of industry integration and the job opportunities available.



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