



# NEWSLETTER

ISSUE NO. 879

A WEEKLY NEWSLETTER

10<sup>th</sup> JUNE 2022



## Design Protection of Faculty of FDDI, Hyderabad campus Filed & Published in the Indian Patent Office Journal

For leveraging the benefit of the Intellectual Property Rights (IPR) Act, a Design Faculty of Footwear Design & Development Institute (FDDI), Hyderabad campus has filed and published a Design protection in the Indian Patent Office Journal.



Mr. Abdul Rahuman M, a Design Faculty of FDDI School of Footwear Design & Production (FSFD&P), having more than 10 years of experience in academia and industry submitted his innovative design of Kurukku Vettu Derby to Indian Patent Office, Intellectual Property Building, Kolkata.

The design of Kurukku Vettu (Tamil name of transverse-cut) Derby is also known as KV Derby, in which the asymmetry design has only two components. The inspiration of this design has taken from the elephant trunk.

The additional feature of this design allows the user to wear the shoe without tie the lace. This innovative design has been applied for design protection along with the standard form of the statement of novelty, which under the class number of 02-04.

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	The Patent Office Journal No. 21/2022 Dated 27/05/2022		
	DESIGN NUMBER	358034.001	
	CLASS	02-04	
	ABDUL RAHUMAN M FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE, SY.NO. 6-8, LIDCAP NILEX CAMPUS, HS DARGA, RAIDURGAM, GACHIBOWLI RD, HYDERABAD, TELANGANA- 500008, INDIA		
	DATE OF REGISTRATION	07/02/2022	
	TITLE	DERBY SHOE	
	PRIORITY NA		
Mr. Abdul Rahuman M, Junior Faculty, FDDI Hyderabad	Screenshot of the design filed in the Indian Patent Office Journal Number. 21/2022 dated 27/05/2022.		

After the technical examination, the design protection application number 358034-001 was accepted by Indian Patent office on 25.05.2022. In addition, this design protection was published in the Indian Patent Office Journal Number 21/2022 dated 27<sup>th</sup> May 2022, page number of 33225.

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### 'Design Marathon 2.0' held at FDDI, NOIDA campus

'Design Marathon 2.0' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 08<sup>th</sup> June 2022.

'Design Marathon 2.0' is instituted by FDDI to bring out the design innovation & creativity of the students of 'Foundation Batch' and to encourage and promote the techno-designing capabilities in accordance with the industry requirements.



Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI, delivering the 'Keynote Address'



Jury member being felicitated by MD, FDDI

More than 100 students participated & showcased their semester practical projects to a Jury consisting of scholars and senior specialists in design. This event was also attended by industry persons, faculty & staff and media persons.



Jury member interacting & analyzing the work done by the students

Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI, said, 'Design Marathon 2.0' will provide the budding designers a platform for exploration and to nurture their designing capabilities and in due course of time will play a transformative role in fulfilling the goals of Hon'ble Prime Minister's



A student explaining his concept to MD, FDDI

'Vocal for Local', 'Make in India' and 'Aatmanirbhar Bharat'.

During the 'Design Marathon 2.0', the students showcased their 'Design Thinking & Design Methods' Semester projects which provided a platform to the students for presenting their innovative solutions & prototypes on 11 real time social

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causes. It also showcases what a user goes through when interacting with one's product or service.

The 11 'Design Thinking & Design Methods' projects were, Explore accessory range for domestic pets; Modular solution for carrying animals long distance in trucks; Solution for students / professionals to work from anywhere; Design for paraplegic people who love to / have to travel; Solution to improve safety for single working women; Next generation vending cart for hawkers; Electric vehicle solution for last mile public transport; Updated ecosystem for religious places in light of pandemic; Medicine administering solution for senior citizens; Future experience of premium shoe buyers / users & Solutions for blind people to assist them in daily needs.

The eminent Jury members included Prof. Subhasis Maji, Mechanical Engineering School of Engineering & Technology, Indira Gandhi National Open University (IGNOU), Mr. Lalit Kumar Das, Distinguished Honorary Professor, Delhi Technological University (DTU) & Distinguished Visiting Professor, School of Design, IIT Bombay, Mr. Anoop Singh Rana, Head of FDDI School of Leather Goods and Accessories Design (FSLG&AD), Dr. Prachi Sharma, Jr. Consultant, FDDI School of Footwear Design & Production (FSFD&P), and Dr. Sushila Jr. Faculty, FDDI School of Fashion Design (FSFD) who access each one of the designs.



A view of the prize distribution ceremony



A view of the audience

The 'Design Marathon 2.0' was organized by the Faculty of FDDI with the significant contribution of Mr. Amit Sabherwal. Mr. Sabherwal has extensive experience in creative & strategic projects globally across varied consumer centric design domains. Post his Diploma & B. Tech., he pursued M. De.s from IIT, Delhi & has over 17 years of design domain experience before joining the academic domain & serving NID, IITD & FDDI. He has worked globally in the UK, Japan & USA & has 8 patents & countless external awards to his credit.



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The entire event was streamed live on youtube for wider participation and awareness.



Winners receiving the medals during the prize distribution ceremony



The students & faculties from all the campuses of FDDI were connected virtually from the virtual classroom facilities at their respective campuses.

### Education Conclave on 'National Education Policy 2020' held at FDDI, Fursatganj campus

Education Conclave on 'National Education Policy 2020' (NEP 2020) was organized and hosted by Footwear Design & Development Institute (FDDI), Fursatganj campus on 20<sup>th</sup> May 2022.

Principals of various schools, Directors of reputed coaching organizations of district Amethi and Rae Bareli attended and shared their thoughts.

Mr. Pushpinder Singh Gandhi, Managing Director, Shri Hemkund Public School, Ms. Astha Singh, Principal, Shri Hemkund Public School, Mr. Dhiraj Sinha, Principal School of Hindustan Aeronautics Limited (HAL), Mr. Vikram Singh,



Ms. Astha Singh, Principal, Shri Hemkund Public School sharing her views



Conclave in progress

President Rae Bareli Coaching Association, Mr. Alok Singh, Director Motion Kota Coaching, Rae Bareli were the academicians from schools & institutions who participated in the Conclave.

During the Conclave, the speakers discuss various aspects of NEP 2020 which is poised for future development of the nation.

It was also accentuated that today's educational landscape needs to be creative in its methods so as to make the technical and vocational skill development programs more beneficial and job oriented and to prepare the students in such a way that it give rise to the economic growth & productivity.



**Compiled by:**  
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