



# NEWSLETTER

ISSUE NO. 882

A WEEKLY NEWSLETTER

01<sup>st</sup> JULY 2022



## FDDI, Chhindwara campus signs MoU with Western Coalfields Ltd. (WCL) for Short-Term Training programs

Footwear Design & Development Institute (FDDI) has signed a Memorandum of Understanding with Western Coalfields Ltd. (WCL) for conducting short-term training programs for the displaced and unemployed youth of coal mines region.

On behalf of FDDI, Mr. Pradeep Mandal, HoD- Fashion Design (FD) & Centre Incharge, FDDI Chhindwara campus signed the MoU whereas, on behalf of WCL, Mr. P.S. Deshpande, General Manager (HRD), Coal Estate, Civil Lines, Nagpur signed the MoU on 10<sup>th</sup> June 2022.

### IN THIS ISSUE

- **FDDI, Chhindwara campus signs MoU with Western Coalfields Ltd. (WCL) for Short-Term Training programs;**
- **'Hindi Workshop' organized at FDDI;**

Sr. No.	Officers who were present during the signing of MoU	Organization
01	Mr. P.S. Deshpande (General Manager, HRD)	WCL-Nagpur
02	Mr. Nitin Saxena (Chief Manager, HRD)	WCL-Nagpur
03	Mr. R.S. Gupta (Incharge-SDC, Chief Manager, HRD)	WCL-Nagpur
04	Mr. Pradeep Mandal (HoD & Centre Incharge)	FDDI, Chhindwara
05	Dr. Vinit Kumar Verma Faculty (RFM)	FDDI, Chhindwara
06	Mr. Ashish Wankhede (Asst. NA & EA)	FDDI, Chhindwara

WCL, a 'Miniratna Cat-1', subsidiary of Coal India Limited having its registered office at Coal Estate, Civil Line, Nagpur, in regard to its declared CSR policy initiated the lead in taking up the project for providing Short Term Training for 60 youths from command areas of WCL through FDDI, Chhindwara.

## A WEEKLY NEWSLETTER



In accordance with the MoU, residential short-term training programs in Retail & Fashion Merchandise (RFM) and Footwear Design & Production (FDP) will be imparted at FDDI, Chhindwara campus, each of which will be of four months duration.



Officials of WCL & FDDI after signing the MoU

Promotion leaflet

The modalities of Training Programs and Fees Structure, Selection Criteria, Post Training Support, Work Plan, Intellectual Property Right, Publicity and Role and Responsibilities of both the organizations have also been enumerated in the MoU.

The schedule time of the completion of the project is twelve months from the date of the signing of the MoU.

The first batch of short-term training programs consisting of 30 students in RFM and 30 students in FDP is expected to start by the end of July or early August 2022.

### 'Hindi Workshop' organized at FDDI

With the objective to encourage officials/employees to perform their official work in Hindi, a Hindi workshop on 'Official Language Implementation' was organized at Footwear Design & Development Institute (FDDI), Noida campus on 29<sup>th</sup> June 2022.

Mr. Kalyan Singh Verma, Deputy Manager (Official Language) from National Fertilizers Limited (NFL), Noida acquainted the staff with the 'Official Language Policy'.

Through a presentation, Mr. Verma elaborated about the importance of the Official Languages Act, 1963, Resolution on Language Policy, The Official Language, Rules 1976, and using Hindi as an official language. He briefed how using simple words in Hindi can be useful

## A WEEKLY NEWSLETTER



during communicating officially as well. He also discussed about the salient features of language policy, circulars, office memoranda, official order, terminology and practical grammar problems along with their solutions.

The 'Hindi Workshop' was organized in order to improve and educate the participants about the Constitutional provisions that mandate the use of Hindi in offices. It was also aimed at encouraging them to increasingly adopt Hindi as their preferred language of communication – both verbal and written.

Officials/employees from all the other campuses of FDDI were also connected virtually from the virtual classroom facilities at their respective campuses.



Mr. Kalyan Singh Verma, Deputy Manager, Official Language, NFL making a presentation



A view of the participants

The participants were delighted as the workshop provided valuable information to do the official work in Hindi as well as it gave them an insight into certain interesting facts with regard to Hindi language.

### **‘IKEA to raise local sourcing to 50% in coming years’**

#### **Plans to expand its team strength to over 10,000 by 2030**

Swedish company IKEA is targeting to increase its local sourcing from 27 percent to 50 percent in the coming years, Susanne Pulverer Chief Executive Officer and Chief Sustainability Officer at IKEA India, told Business Line on the sidelines of its store launch in Bengaluru.

IKEA started its business in India in Hyderabad in 2018, followed by the launch of two stores in Mumbai and now a new store in Bengaluru. Recognising Karnataka as an important business market, IKEA has announced its long-term business commitment to the State.

## A WEEKLY NEWSLETTER



“We have invested Rs. 3,000 crore in Karnataka, and have plans to open more stores in Bengaluru in the upcoming years. In India, we have announced a total investment of Rs. 10,500 crore. That's the budget we are working with, and we are still within that budget,” said Pulverer.

In terms of business so far, close to 100 million people from India are said to have visited IKEA, including both online and offline customers. Pulverer noted that IKEA sells 37 per cent of its products through online channels and 63 per cent via offline stores.



### **‘Long-term growth’**

When compared to other countries, IKEA's business in India is still small, however, Pulverer expects it to catch up. “We are at the beginning of a long-term growth journey in India. When compared with countries like France and Germany, of course, we are very small. But nevertheless, India is an important market for us.”

The company also plans to expand its team strength in India from the present 3,000 to over 10,000 by 2030. Talking about IKEA's business-to-business vertical, Pulverer said: “IKEA's B2B segment already has reached a good share of the business; in fact, it is higher compared to our other segments.”

With more stores lined up in Bengaluru and Mumbai, the Swedish furnishing brand plans to launch two big projects in Gurugram and Noida, which will come in partnership with IKEA's sister company, Ingka Group.

**(Source: Business Line)**