



NEWSLETTER

ISSUE NO. 884

A WEEKLY NEWSLETTER

15th JULY 2022



Online design contest 'AAKRITI' organised by FDDI

With an objective to ingrain the ideas and creativity in youth, an online design contest 'AAKRITI' was held by Footwear Design & Development Institute (FDDI).

The contest, which started in the month of April 2022, was for aspiring students who are citizen of India, currently studying in grades 10th to 12th and can select any of the category from Footwear to Fashion.

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1st prize winner in Footwear category

FDDI, Noida	FDDI, Chhindwara	FDDI, Chandigarh	FDDI, Chennai
Bhumika	Shubham Shah	Chirag Nayar	Nivedita Arvind

1st prize winner in Footwear category

FDDI, Patna	FDDI, Rohtak	FDDI, Hyderabad	FDDI, Jodhpur
Shreya Kumar	Aman	E. Abinayashree	Bhavesh

Participants had to draw & paint, click its photograph and submit their entry through the Google Form along with thought process behind the conceptualization of design and caption given to



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any one of the nearest location of FDDI campus located at NOIDA, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna and Hyderabad.

The last date of submission of entry was 15th June, 2022 for which a total of 305 entries were received across the country and the result was announced on 30th June, 2022.

Campus-wise detail of the winners				
S. No.	Name of Student	Category	Student of Class	Rank
FDDI, Ankleshwar				
1	Ishani Devendra Vartak	Apparel	11 th	1 st
FDDI, Chandigarh				
1	Chirag Nayyar	Footwear	10 th	1 st
2	Manya Sharma	Footwear	10 th	2 nd
3	Himani Singhania	Footwear	10 th	3 rd
4	Harshitaluthra	Apparel	12 th	1 st
5	Gorika	Apparel	10 th	2 nd
6	Siya	Apparel	12 th	3 rd
FDDI, Chhindwara				
1	Shubham Shah	Footwear	10 th	1 st
2	Vedant Singh Chouhan	Footwear	10 th	2 nd
3	Vidhi Shah	Footwear	12 th	3 rd
4	Asthamaurya	Apparel	12 th	1 st
5	Rushabh Kothari	Apparel	10 th	2 nd
6	Prakriti Singh	Apparel	10 th	3 rd
FDDI, Chennai				
1	Nivedita Arvind	Footwear	10 th	1 st
2	Sukriti Singh	Footwear	12 th	2 nd
3	Devika B A	Footwear	11 th	3 rd
4	N Malika Tajj	Apparel	12 th	1 st
5	Sandhya P	Apparel	12 th	2 nd
6	Maanasaa	Apparel	10 th	3 rd
FDDI, Patna				
1	Shreya Kumari	Footwear	11 th	1 st
2	Ritika Kumari	Footwear	12 th	2 nd
3	Priy Ranjan	Footwear	11 th	3 rd
4	Kumar Vaibhav	Apparel	10 th	1 st
5	Ankita Ranjan	Apparel	12 th	2 nd
6	Jay Kumar Singh	Apparel	10 th	3 rd

Campus-wise detail of the winners				
S. No.	Name of Student	Category	Student of Class	Rank
FDDI, Fursatganj				
1	Siddhi Gupta	Apparel	12 th	1 st
2	Prakriti Singh	Apparel	12 th	2 nd
3	Pankhuri Trivedi	Apparel	12 th	3 rd
FDDI, Hyderabad				
1	E. Abinayashree	Footwear	11 th	1 st
2	Althaf PK	Footwear	10 th	2 nd
3	D.V. Kanimozhi	Footwear	10 th	3 rd
4	Gayatri Joshi	Apparel	11 th	1 st
5	Manushri	Apparel	12 th	2 nd
6	Mahesh D.	Apparel	11 th	3 rd
FDDI, Jodhpur				
1	Bhavesh Alariya	Footwear	11 th	1 st
2	Anjali Bohra	Footwear	12 th	2 nd
3	Purti Surya	Footwear	12 th	3 rd
4	Vishala Chauhan	Apparel	12 th	1 st
5	Pankaj Rathore	Apparel	10 th	2 nd
6	Mugdha Rajput	Apparel	12 th	3 rd
FDDI, Kolkata				
1	Khushi Kumari	Apparel	12 th	1 st
FDDI, Noida				
1	Bhumika Bhushan Sonawane	Footwear	10 th	1 st
2	Anushka Agnihotri	Footwear	12 th	2 nd
3	Vipin Kumar	Footwear	12 th	3 rd
4	Nakashatra	Apparel	12 th	1 st
5	Mishti Mittal	Apparel	12 th	2 nd
6	Anushika Sarkar	Apparel	10 th	3 rd
FDDI, Rohtak				
1	Aman	Footwear	12 th	1 st
2	Shruti Kushwaha	Footwear	12 th	2 nd
3	Harsh Verma	Footwear	11 th	3 rd
4	Shruti Kushwaha	Apparel	12 th	1 st
5	Kinjal	Apparel	12 th	2 nd
6	Ipshita Gupta	Apparel	12 th	3 rd

Separate prize for each campus and each category besides, trophy to the top three Schools as well to the top three Coaching Centres with a maximum number of participants made this contest a cut-throat one and more attractive.

It was an ideal platform to recognize talented students, allowing them to showcase their work and highlight the best designs, design concepts and design oriented products.



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1st prize winner in Apparel category

FDDI, Ankleshwar	FDDI, Fursatganj	FDDI, Rohtak	FDDI, Kolkata
Ishani Devendra Vartak	Siddhi Gupta	Shruti Khushwaha	Khushi

1st prize winner in Apparel category

FDDI, Noida	FDDI, Chhindwara	FDDI, Chandigarh	FDDI, Chennai
Nakashatra	Asthamaurya	Harshita Luthra	N Malika Taji

1st prize winner in Apparel category

FDDI, Hyderabad	FDDI, Jodhpur	FDDI, Patna
Gayatri Joshi	Vishala Chauhan	Kumar Vaibhav

Based upon the criterion, the winners were selected through an expert selection panel formed at the respective campus level of FDDI.

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FDDI, participates in 'Indian Footwear Conclave 2022'

Footwear Design & Development Institute (FDDI) participated in 'Indian Footwear Conclave 2022' which was held on 9th July 2022 at Hotel Radisson Blu, Paschim Vihar, New Delhi.

This one-of-a-kind event on 'How to increase Profit Margins in the Footwear Industry' was organized by the Confederation of Indian Footwear Industries (CIFI) which was conceptualized and designed based on the trending market needs.

During the conclave, expert speaker and reputed industry stalwarts, through presentations, tackled some of the biggest problems and questions the Indian footwear manufacturers are currently facing and paved ways to solve them to increase the profit margins.

Sr. No.	Expert speaker & reputed industry stalwarts	Topic
01	Dr. Madhusudan Pal, F & Addl. Director DIPAS, DRDO, Delhi	Design and Development of Footwear: Ergonomics and Biomechanics Approaches
02	Mr. Sharad Srivastava, Senior Consultant – FDDI	Recent Development in Footwear Design
03	Mr. Rahul Singhal, Managing Director of Packaging India	Measures to Improve Profitability in Footwear
04	Mr. Chaitnya Rathi Co-founder Bijnis & Sachin Chauhan, CEO - Bijnis	Business Opportunity using Modern Technology

They briefed about how to optimize the design and material in footwear, how inventory is killing the profitability of one's business, what are the new ways to reduce the costs and thereby improving margins, the use of the mobile based app for managing the production and keep tap on the production progress etc.

On this occasion, Packaging India also launched specially designed temper proof box for the e commerce business.

Mr. Ramesh Dua, Chairman-Relaxo Group, Mr. H. K. Aggarwal, Chairman - Campus Group, Mr. Subhash Jagga, Chairman-Today Group, Mr. R. K. Jain - President CIFI were the prominent industrialists present apart from other entrepreneurs from footwear, footwear components and packaging industries.



A view of the inaugural session



Mr. Sharad Srivastava, Senior Consultant – FDDI making presentation



Compiled by:

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