



NEWSLETTER

ISSUE NO. 890

A WEEKLY NEWSLETTER

26th August 2022



Seminar on 'Demystifying IPRs with Thrust on Designs' held at FDDI, Hyderabad in collaboration with Resolute Group of Companies

A seminar on 'Demystifying IPRs with Thrust on Designs' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 19th August, 2022.

It was organized by FDDI School of Footwear Design and Production (FSFDP), Hyderabad campus with an aim to bring awareness about the importance of Intellectual Property Rights (IPR) related to patent, trademark, industrial design, trade secrets, geographical indications and copyright.



Key Speaker: Mr Subhajit Saha, Head -Legal & IPR, Resolute Group of Companies



Mr. Subhajit Saha making the presentation

Mr. Subhajit Saha, Head of Legal and IPR, Resolute Group of Companies was the Key Speaker. He has worked as Director & Head of CII at Hyderabad on IPRs, policy advocacy and capacity building across all sectors. He also has experience of working with MSME'S and Artisans in protecting several handicrafts and textile products for GI registration from Telangana, Andhra Pradesh and Tamil Nadu in India.

Mr. Subhajit provided comprehensive awareness on contemporary intellectual property issues related to the fashion and sports footwear industry. Through the presentation he gave clarity on understanding of IP, the



Students attending the seminar

IN THIS ISSUE

- Seminar on 'Demystifying IPRs with Thrust on Designs' held at FDDI, Hyderabad in collaboration with Resolute Group of Companies;
- FDDI participates in 'Design Hackathon' as 'Guiding Institution' ;
- Joint research paper of Faculties of FDDI Chennai & Hyderabad campus gets published in IJISRT;
- Research study of Sr. Faculty of FDDI, Chhindwara campus gets published in International Journal of Science & Research.

value of intangible assets, why we need IP, the categories of IP and industrial design and a product with many IPs.

Mr. Subhajit presented various examples of some famous companies like Nike, Crocs, Nokia, Greensole etc. and made the students realize that, when in future they would be thinking of commercializing their own design, then the foremost step would be to think about IP, otherwise the uniqueness of their design would vanish.

Mr. Subhajit made the students understand about copyrights, patents, trademarks and other kinds of IP. The seminar included various interactive activities and discussions that kept the students engaged.



A WEEKLY NEWSLETTER



FDDI participates in 'Design Hackathon' as 'Guiding Institution'

Footwear Design & Development Institute (FDDI) participated in the two-day online event 'Design Hackathon' as one of the 'Guiding Institutions' which was held on 13th and 14th August 2022.



The Ideation Process



Mr. Anoop Rana, HoS, FSLGAD, making presentation



Mrs. Shampa Nayak, Sr. Faculty, FSFD, Noida making presentation

This spectacular event was organized in collaboration with the Confederation of Indian Industry (CII) and DQ Labs - a renowned coaching institute run by IITians during which more than 1400 students participated.

The event was based on the theme 'India at 100', that provided a platform for FDDI to mentor the students (Grade 8-12) registered in product development and fashion category amongst the eleven categories.

Mrs. Sarika Tandon, Sr. Manager, Admissions & Promotions spearheaded the event. It was fuelled by the Faculties namely Mr. Prashant Kumar Nanda, Sr. Faculty, Kolkata, Mr. Ramen Haldar, Associate Faculty, Kolkata, Ms. Shalini, Jr. Faculty, Fursatganj from FDDI School of Footwear Design & Production (FSFDP), Ms. Niveditha AS, Faculty, Chennai, Mr. Saurabh Srivastava, Jr. Faculty, Noida, Dr. Annupriya Singh, Jr. Faculty, Hyderabad from FDDI School of Fashion Design (FSFD) and Mr. Rinsten Dorjee Yolmo, Sr. Faculty, Kolkata, Mr. Mohammed Gofran, Sr. Faculty, Hyderabad, Mr. Pradeep Srivastava, Sr. Faculty, Hyderabad, Mr. Ram Babu, Faculty, Hyderabad from FDDI School of Leather Goods & Accessories Design (FSLGAD) and Mr. Sushant Yadav, Sr. Faculty, Chhindwara from FDDI School of Retail and Fashion Merchandise (FSRFM) that helped the students to develop design aptitude through cross-learning opportunities.

Mr. Anoop Rana, Head of School (HoS), FSLGAD, Mrs. Shampa Nayak, Sr. Faculty, FDDI FSFD, Noida, and Dr. Neeti Kishore, Sr. Faculty, FSFD, Chennai made presentations and elucidated about the significance of the ideation process and promotion in the fashion and allied industries.

It helped the participants in acquiring knowledge about design thinking frameworks, concepts, processes, tools and techniques.

DQ Labs will be providing certificate of participation to all 1400+ registered students with FDDI's logo placed on it.

Joint research paper of Faculties of FDDI Chennai & Hyderabad campus gets published in IJISRT

A joint research paper of the Faculties of Footwear Design & Development Institute (FDDI) Chennai & Hyderabad campus has been published in the International Journal of Innovative Science and Research Technology (IJISRT).



A WEEKLY NEWSLETTER



The research paper of Mr. Vishvakumar, Sr. Faculty, Chennai campus and Mr. K. Elaiyaraja, Sr. Faculty & Mr. Loganathan. T, Jr. Faculty of FDDI School of Footwear Design and Production (FSFDP) of Hyderabad campus having title 'Investigating Grip Study of Different Types of Footwear Soling Materials in SATRA Std' has been published in IJISRT–Volume 7, issue 4, April -August 2022 under Paper ID: IJISRT22APR1082. This research paper is also having contribution from Mr. S Jaiganesh, Tooling Engineer Department of PED working in P A Footwear Pvt. Ltd.

IJISRT is an open access peer-reviewed international platform where publishing of top quality and referred papers from highly intellectual scientists and engineers are solicited.



Mr. Vishvakumar, Sr. Faculty, FSFDP, Chennai campus



Author Certificate awarded to Mr. Vishvakumar



Mr. K. Elaiyaraja, Sr. Faculty, FSFDP, Hyderabad campus



Author Certificate awarded to Mr. K. Elaiyaraja

The paper discusses about investigating grip study of different types of footwear soiling materials in SATRA Standard that has been studied from different perspectives, mainly regarding sole performance, friction and ground reaction force with phico-chemical properties.

The paper elaborates and analyzes outsole, which is a critical bottom part of a shoe that is available in direct touch with floor in line with shoe production. Shoe outsole undergoes exclusive forms of stresses & strains even as standing, on foot, going for walks and so forth and those stresses varies from material to material.

The research paper can be reviewed at: IJISRT, ISSN: 2456-2165 and 6,253 Scientific Journal Impact factor, peer-Reviewed, open Access, Fully Refereed International Journal. Indexing: Google Scholar, DRJI, Academia.edu, International Scientific indexing, ISSN.



Mr. Loganathan. T, M. Tech., Jr. Faculty, FSFDP, Hyderabad campus



Author Certificate awarded to Mr. Loganathan. T



A WEEKLY NEWSLETTER



Research study of Sr. Faculty of FDDI, Chhindwara campus gets published in International Journal of Science & Research

A research study of Mr. Pradeep Mandal, a Sr. Faculty of Footwear Design & Development Institute (FDDI), Chhindwara campus has been published in International Journal of Science & Research having ISSN: 2319-7064.

Mr. Pradeep Mandal is a Sr. Faculty and Head of Department in FDDI School of Fashion Design (FSFD), Chhindwara.



The title of the research study is 'Beauty of Royal Zardozi Hand Embroidery Design Implementation on Fashion Accessories: A Traditional Craft of Bhopal City' which has been published in Volume 11 Issue 8, August 2022, Paper ID: SR22814115628, DOI: 10.21275/SR22814115628.

The paper provides broad understanding of this traditional craft making process and significance of the embroidery application for its modernization.

The research study finds out that exploration of Zardozi embroidery work on men's, women's and home decor fashion accessories category are well accepted and it has now become a necessity to restore these decorative forms and incorporate the same on new products and styles to cater the needs of the consumer.



Compiled by:
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