



NEWSLETTER

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A WEEKLY NEWSLETTER

9th September 2022



FDDI participates in the 6th IIFF and also organizes 'Fashion Show'

Footwear Design and Development Institute (FDDI) participated in 6th edition of the India International Footwear Fair 2022 (IIFF), which was held at Pragati Maidan, New Delhi from 1st to 3rd September 2022.

IIFF was organized by India Trade Promotion Organization (ITPO) and co-organized by Confederation of Indian Footwear Industries (CIFI).

IIFF had display of entire range of products relating to footwear and leather industries: footwear, raw material, finished products and auxiliary products such as synthetic material, finished leather; shoe components - uppers, soles, heels, counters, lasts; footwear machinery and equipment, process technology, software, chemicals and publications.



Information about the academic programmes being provided to the aspiring students

During the IIFF, information about the academic programmes of FDDI which is having the status of 'Institute of National Importance' as per FDDI Act, 2017 was also provided to the aspiring students at the stall of FDDI located in Hall - 10, 1-A.

FDDI in association with CIFI organized a 'Fashion Show' on 2nd September 2022 at 6:00 PM at Pragati Maidan.

The event was graced by the esteemed presence of Mr. Arun Kumar Sinha, IAS - Managing Director (MD), FDDI, Mr. Raj Kumar Gupta, President - CIFI, Mr. V Noushad,

Newly Elected President, CIFI, Mr. Alok Jain, National Treasurer, CIFI, Mr. Sanjay Gupta, President, Indian Footwear Components



FDDI students walking on the ramp



A view of the audience present during the 'Fashion Show'



Manufacturers Association (IFCOMA) and other industry dignitaries.

The students of the institute presented their 9 outstanding self-designed fashion attires,

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accessories and footwear which reflected amalgamating creativity with contemporary ideas in a dedicated 60 minutes slot.

The fashion show was choreographed by Bollywood's leading fashion show director and choreographer, Mr. Kaushik Ghosh.



A view of the organizers on the ramp



Organizers walking on the ramp

Audience was mesmerized by the grace and beauty of the entire show. The event was a huge success as it was well appreciated in the form of thunderous applause after the show.

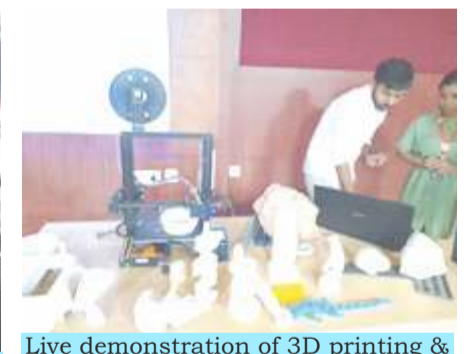
Workshop on '3D Printing' held at FDDI, Hyderabad campus

A comprehensive workshop on '3D Printing' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 2nd September, 2022 in collaboration with Mekuva Technologies Pvt. Ltd.

Mekuva Technologies is a prototyping company that specialized in manufacturing professional 3D printers, providing 3D printing services, Industrial design, and various conventional manufacturing services.



Workshop in progress



Live demonstration of 3D printing & rapid prototyping

It was organized with an objective to update the knowledge of students of Foundation batch which provided them opportunity to acquire innovative ideas of 3D printing techniques with creativity.

Mr. Rajkumar Ukkuturi, Managing Director, Mekuva Technologies Pvt., Ltd. was the resource person of the workshop.

During the live demonstration, the students learned the fundamental dynamics of 3D printing for faster prototyping and its further application on their design models, which is an important pillar in the manufacturing set-up.

Research study of Faculty of FDDI, Hyderabad campus gets published in National Journal

A research study of Mr. Rambabu Muppidi, a Faculty of Footwear Design & Development Institute (FDDI), Hyderabad campus has been published in National Journal of Recent Trends in Commerce, Management and Social Sciences.

The title of the research study is 'Sustainable Reality: A Study on Accessory Design for the Bamboo Craft Design Process, Methods and Views



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of Basket Makers from the Tribal Region Jangareddigudem Division'.



Mr. Rambabu Muppidi Faculty,
FSLGAD, Hyderabad



Cover page of the book:
Marketing and Promotion of
Service Industry

Mr. Rambabu Muppidi is a Faculty in FDDI School of Leather Goods & Accessories Design (FSLGAD), Hyderabad. He is a pass-out from Fashion Communication Design, National Institute of Fashion Technology (NIFT), Mumbai.

The research study is specific on artisan of Andhra Pradesh region whose source of livelihood is bamboo crafts. It illustrates that this craft is not only used for decoration purposes, but also its low cost making it the primary material for articles of everyday use such as stools, mats, baskets, traps as well as decorative items. It is significant both in life and after death. Being used by accessory life style products and interior designing decoration for creating product design.

The book has been published by INSPIRA 25 bearing ISBN: 978-93-91932-27-5 dt. 01.09.2022.

Manuscript of Sr. Faculty of FDDI, Rohtak campus gets published in the Research Journal Research's Voice

A manuscript of Dr. Kamal Singh, Sr. Faculty of Footwear Design & Development Institute (FDDI), Rohtak campus has been published in Research's Voice, a bi-annual Research Journal published by Kasturi Ram College of Higher Education, Narela, Delhi.

Dr. Kamal Singh who is a Sr. Faculty of School of Footwear Design & Production (SFDP) has done the research study on the topic 'Micro Moments: A New Digital Strategy to Create Differentiation in Competitive Market Scenario' which has been published on 16th August 2022 in Research's Voice bearing ISSN 2231-6310, Vol. 11, Issue 2 at page no. 16-24.

The manuscript provides attributes that have significant changes in patterns of information search and information consumption in the contemporary market world. It also provides better understanding related to online information and its impact on the purchase behaviour of the customers.



Dr. Kamal Singh, Sr. Faculty, Rohtak



Certificate of Publication given to Dr. Kamal Singh

Plantation Drive held at FDDI, Rohtak campus



A view of the plantation drive



On 30th August 2022, a plantation drive was held at Footwear Design & Development Institute (FDDI), Rohtak campus, in association with the Forest Department, Government of Haryana.

A total number of 265 saplings were planted by the staff and students all around the campus making the green campus a little more greener.



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Joint research study of Faculties of FDDI gets published in Current Journal of Applied Science and Technology

A joint research study of Faculties of Footwear Design & Development Institute (FDDI), and I.C College of Home Sciences, CCSHAU, Hisar, Haryana has been published in the Current Journal of Applied Science and Technology.

From FDDI, Dr. Sarita Devi, Dr. Sushila Hooda and Dr. Sunil Changdev Talekar all from the School of Fashion Design and Ms. Nisha Arya from Department of Textile and Apparel Designing, I.C College of Home Sciences, CCSHAU, Hisar, Haryana have carried out the research study on the topic 'Sustaining the Traditional Kasuti Embroidery by Digital Embroidery Software'.

The research study explains that traditional 'Kasuti' embroidery with ethnic designs and motifs with brilliant colours bear an individual hallmark of Indian textile design. It also illustrates that traditional 'Kasuti' embroidery has its own unique significance and purity. The study elucidates that digital embroidery software will

Sr. No.	Name of the Faculty of FDDI	Department	Manuscript Title
1.	Dr. Sarita Devi, Jr. Faculty	School of Fashion Design	Sustaining the Traditional Kasuti Embroidery by Digital Embroidery Software
2.	Dr. Sushila Hooda, Jr. Faculty		
3.	Dr. Sunil Changdev Talekar, Chief Faculty		

play an important role in creating new designs for the fashion world and in sustaining the traditional 'Kasuti' embroidery.

This research study has been published on 27th July 2022 in Vol. 41(Issue 26) from page no. 40-45 bearing ISSN: 2457-1024 and is available online at the link <https://journalcjast.com/index.php/CJAST/article/view/31780>.



Certificate of Publication



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