

NEWSLETTER

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A WEEKLY NEWSLETTER

14th October 2022



Training Programme for FDDI staff in 'Biomechanics Laboratory'

With an objective of developing understanding of the 3D motion capture system, a training programme in 'Biomechanics Laboratory' was held at Footwear Design & Development Institute (FDDI), Rohtak campus from 07th to 12th October 2022.

The training programme was organized by SIMI Reality Motion Systems (SRMS), Germany which was attended by Dr. Priya Darshini from FDDI, Chennai campus, Mr. Ashok Sahay & Mr. Deepak Sahni from FDDI, Rohtak campus, Mrs. Satyam Srivastava, Mr. Sharad Srivastava, Mr. Dharmendra Jaiswal and Mr. Nikhil Katiyar from FDDI, Noida campus, Mr. Abdul Karim & Mr. Longnathan from FDDI, Hyderabad campus, Mr. Prashant Nanda from FDDI, Kolkata campus and Mr. Ganpat Lakhra from FDDI, Jodhpur campus.

Mr. Martin Steil, Application Engineer, SRMS was the expert who conducted the training programme and demonstrated about the application of Biomechanics lab that helped the participants to acquire technical knowledge to study the mechanics of human motion in detail, with a primary focus on strength and conditioning, rate of force development, and neuromuscular performance.

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Mr. Martin Steil, Application Engineer, SRMS demonstrating about the application of Biomechanics lab



Participants attending the programme



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FDDI had established Biomechanics Laboratory at its Center of Excellence (CoE) in FDDI, Rohtak campus with the intent to assist in the study of human motion under different conditions of movement. The Biomechanics lab is having 3 D foot scanner as well so as data can be captured for the foot anthropometry and design effective analysis and for studying a wide variety of activities.

'Swachhata Diwas' held at FDDI campuses

'Swachhata Diwas' was held at Footwear Design & Development Institute (FDDI) campuses on 2nd October 2022.

The Hon'ble Prime Minister of India, Mr. Narendra Modi had launched the ambitious Clean India Programme,



Cleanliness drive at FDDI, Noida campus



A view of cleanliness drive at FDDI, Hyderabad campus



A view of cleanliness drive at FDDI, Rohtak campus

popularly known as 'Swachh Bharat Abhiyan' on 2nd October 2014. With the aim of creating a clean India, it is necessary to bring change in our behaviour and mindset as this activity is not one time but, a continuous exercise. Following this as its guiding philosophy, 'Swachhata Diwas' was held during which the staff of FDDI enthusiastically participated in the cleanliness drive.

All the staffs and students made commitment towards achieving the dream of Mahatma Gandhi for a clean society and country.

Webinar on 'Roles & Responsibilities of a Designer and Work Culture in International Brand' conducted by FDDI, Noida

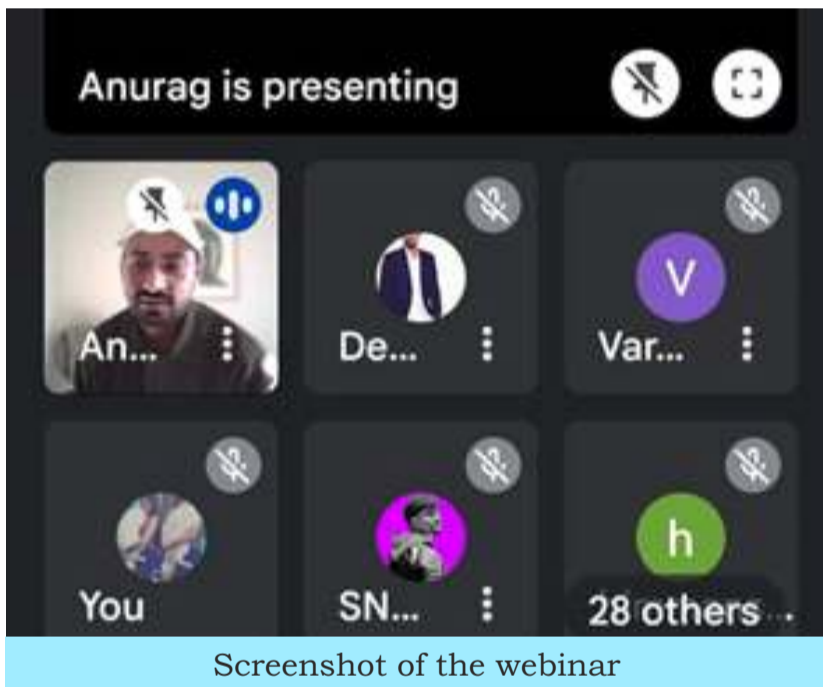
An insightful webinar on 'Roles & Responsibilities of a Designer and Work Culture in International Brand' was conducted on 1st October 2022 by Footwear Design & Development Institute (FDDI), Noida campus.



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The webinar was organized by School of Leather Goods & Accessories Design (SLGAD) during which Mr. Anurag Yadav, Designer Small Accessories, H&M, Stockholm, Sweden was the resource person. He is also an Alumni of LGAD (2006-09, batch).



Screenshot of the webinar



Mr. Anurag Yadav, explaining about 'Roles & Responsibilities of a Designer and Work Culture in International Brand'

During the webinar, Mr. Anurag Yadav, through a presentation explained about the intricacies of working on different projects, products, and brands, design process from start to finish and the important skills, resources and processes to upscale in the field of Design.

The webinar was attended by faculty and students of different centers of SLGAD.

Research paper presented by student of FDDI, Hyderabad campus

Mr. Suraj Gupta, a students of Footwear Design & Development Institute (FDDI), Hyderabad campus presented a research paper during the 'International Multi-Disciplinary Conference on Artificial Intelligence: Multidisciplinary Perspectives On Emerging Innovations, Research, Opportunities And Challenges In Current Scenario', which was held from 30th September 2022 to 1st October 2022.

Mr. Suraj Gupta, a student of School of Leather Goods & Accessories Design (SLGAD) of final year 7th semester batch presented the research paper on the topic 'Beautiful Timeless Art Patta Varna Kalamkari', which was organized by Inspira Research Association, Rajasthan, India.

He has been awarded the 'Certificate of Participation' from the same.



Mr. Suraj Gupta, student of FDDI, Hyderabad



Certificate of Participation' awarded to Mr. Suraj Gupta

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'Avtaran 2022' held at FDDI, Hyderabad campus

Adhering with the ideology of the Hon'ble Prime Minister of India, Mr. Narendra Modi on promoting India's rich cultural heritage and handloom, a fashion show on traditional Indian drapes, 'Avtaran' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 27th September 2022.



Students showcasing their collection



The SFD, batch 2021 with the faculty

The first edition of 'Avtaran 2022' was brilliantly executed and performed by the students of School of Fashion Design (SFD), batch 2021 who not only adorned 33 different drapes of India, but, also modeled in the event. The show was part of a project given to students under new SFD curriculum.

It was organized with an objective to familiarize the younger generations - in other words 'Gen-Z' with the versatility of regional drapes of sarees and dhotis.

These drapes are deeply embedded in India's core fashion culture that relies on handwoven un-stitched cotton or silk fabrics, often brocades, draped differently by women and men from North to South-East to West.

This mesmerizing display of elegant drapery presented during the scintillating show reflected the fact that the students are acquiring the technical knowledge and the nuances to be successful in the fashion world.

Industrial visit for FDDI, Kolkata students at Kohinoor Rubber Industry, Kolkata

With the objective to provide an opportunity for the students of Footwear Design & Development Institute (FDDI) to experience the real machines, systems, plants, assembly lines etc., an industrial visit to Kohinoor Rubber Industry, Bhojerhat, Kolkata was organized on 28th September 2022.

Under the guidance of the highly experienced faculties of FDDI, Kolkata, the students of batch 2021 & 2019 of the School of Footwear Design and Production (SFDP) got the practical exposure in polymer processing by visiting various section of the company namely, Compounding Formulation, Mixing, Calendaring, Vulcanizing, Strap Press, Closing, PVC injection, Cutting, Fitting, Printing and Packaging section.

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Md. Rahman – Owner & Director briefed the students about the synthetic materials & products, compounding, mixing, designing, production & marketing.

'Kohinoor Rubber Industry' is a 60-year-old footwear company manufacturing Hawaii Chappals, PVC & PU Footwear and others having five state-of-the-art production units around Kolkata: Bhojerhat and Topsia.



Md. Rahman – Owner & Director briefing the students



Students being provided technical knowledge by the experts

Webinar on 'Importance of CAD CAM in Footwear Industry' held

Using the electronic and digital platform for effective communication, an insightful webinar on SHOEMASTER software's latest version was held on 27th of September 2022 by Footwear Design & Development Institute (FDDI), Noida campus.



Screenshot of the webinar



Mr. Graham Burns, SHOEMASTER, United Kingdom making presentation

The webinar was organized by School of Footwear Design & Production (SFDP) of FDDI, Noida campus on the topic 'Importance of CAD CAM in Footwear Industry' during which Mr. Graham Burns from the SHOEMASTER, United Kingdom was the key speaker.

During the webinar, Mr. Graham through presentation explained about the importance of 3D visualisation in the modern footwear industry and how the software helps the student as well as the industry professionals in designing, developing & engineering all types of footwear's. The focus was on features of latest development in the software, which make virtual product development more realistic.

The updated version of the software also helps in cost calculation, material consumption & tech pack development with procedure, leading to increased productivity in workflow.

During the webinar the faculties of SFDP from the campuses of FDDI were connected virtually from the virtual classroom facilities at their respective campuses.