



NEWSLETTER

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A WEEKLY NEWSLETTER

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Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Mr. Piyush Goyal interacts with the Heads and Senior Faculty Members of Educational Institutes namely FDDI, IIFT, IIP, NID and NIFT

The Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles (HCIM, CA, F&PD&T), Government of India (GoI), Mr. Piyush Goyal interacted with the Heads and Senior Faculty Members of Educational Institutes namely Footwear Design and Development Institute (FDDI), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), National Institute of Design (NID) and National Institute of Fashion Technology (NIFT).

The interaction was held on 12th November 2022 at Conference Hall, Vanijya Bhawan, New Delhi during which the Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Mr. Anurag Jain, Secretary, Department of Commerce (DoC), Mr. Sunil Barthwal, Secretary, Textiles, Ms. Rachna Shah, Special Secretary, DPIIT, Ms. Sumita Dawra, Special Secretary and Financial Advisor, DPIIT, Shri Shahank Priya, Additional Secretary, DPIIT, Mr. Rajeev Singh Thakur and other senior officials from various departments were also present.

This was the first such interaction of the HCIM, CA, F&PD&T with the five eminent institutes that work under the aegis of the Ministry of Commerce and Industry and Ministry of Textiles, GoI.

It focused on encouraging convergence between the institutes to create synergies, share resources and best practice experiences, which would lead to open innovations. Deliberations were held on fostering industry-academia collaboration and interface of the institutes with industry by presenting latest technology, engaging in R&D and market specific innovation needs of the industry. Discussions were held on building a global professional network by interfacing and engaging with the alumni of the institutes to maintain a symbiotic relationship with them and enhance their contribution to their alma mater.

On this occasion, Mr. Arun Kumar Sinha, IAS, Managing Director (MD), FDDI, Mr. Ashish Dikshit, Chairman – FDDI, Governing Council (GC) and Managing Director, Aditya Birla Fashion and Retail Ltd., Mr. Sanjay Leekha, Member - FDDI (GC) and Chairman, Council for Leather Export (CLE), Mr. Motilal Sethi, Member - FDDI (GC) and President, Indian Leather



HCIM, CA, F&PD&T, GoI, Mr. Piyush Goyal interacting with the Heads and Senior Faculty Members of Educational Institutes namely FDDI, IIFT, IIP, NID and NIFT



Mr. Arun Kumar Sinha, IAS, MD, FDDI giving the presentation on the salient aspects of the structure and functioning of FDDI

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Garments Association (ILGA), and Prof. Sumer Singh, Member - FDDI (GC) and Department of Design, IIT Delhi, Mrs. T. Uma, IFS - Executive Director, FDDI Chennai campus and Senior Faculty Members from FDDI were present.

Mr. Arun Kumar Sinha, IAS, MD, FDDI made presentation on the salient aspects of the structure and functioning of FDDI and shared suggestions and the requirements of the institute for further growth and expansion.

Presentations were also made by the Heads of other eminent institutions namely IIFT, IIP, NID and NIFT.

Interacting on this occasion, the HCIM, CA, F&PD&T, GoI, Mr. Piyush Goyal called for intensive collaborations between all 5 institutions so that they may work together and develop synergies to improve and grow. He asked the institutes to consider having common campuses for more effective utilization of resources and think about merging bodies to bring strength to them. He asked all the eminent institutions to increase its student intake by a minimum of 10X.



Presentation by FDDI in progress



A view of the presentation by NIFT



Senior Faculty Members of FDDI

The HCIM, CA, F&PD&T asked the Institutes to focus on creating a robust alumni program and build an extensive alumni network. He also urged the corporates to generously support eminent educational institutions.

The Hon'ble Minister referred to the 'Paanch Pran' enunciated by the Hon'ble Prime Minister,

Shri Narendra Modi and asked the institutes to align themselves to these five visionary vows. The HCIM, CA, F&PD&T said that educational and vocational training institutions must focus on developing human resources throughout the length and breadth of the country and not just in cities. No child must be left behind, he reiterated and sked institutions to also institute scholarship programs.

The HCIM, CA, F&PD&T called for improving campus placements by marketing itself better to the world and opined that every campus must become incubators for startups and must strive to nurture and develop innovation and entrepreneurship. He said that we must aspire to take India's fashion technology to the developed markets of the world. He also emphasized that there is a need to expand the faculty base and invest greatly in faculty development.

He called for modernization of campuses, equipment, testing labs and technologies to make it world class. The Minister also urged campuses to locate prospective GI products and nurture and develop them whenever possible. India has the potential to have upto 2000 GI products, he noted.



A view of the presentation by NID

Secretary, DoC, Mr. Sunil Barthwal asked the institutions to develop a connect with District Industrial Centres (DIC) to empower them to lend impetus to centres initiatives such as One District One Product, Districts as Export Hubs etc.

Secretary, Department of Textiles, Ms. Rachna Shah suggested that a core group of the heads of the institution and senior ministry officers may be constituted for more intensive and sustained exchange of ideas and collaboration. She also called for more international exposure to the students and faculty.

Secretary, DPIIT, Mr. Anurag Jain called for more focussed, industry-relevant research in the institutions and said that there was a need to incentivize such research efforts.

The deliberations paved way for more effective utilization of resources and work together and develop synergies to improve and grow.

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FDDI, Patna students visit 'Kiran Nadir Museum of Art'

With an objective to familiarize the students with crafts work and different medium of art, the students of the Footwear Design & Development Institute (FDDI), Patna campus visited the Kiran Nadir Museum of Art (KNMA) located at New Delhi on 12th November 2022.



Ms. Yukta - Museum Coordinator, briefing the students



FDDI students along with their Faculty at KNMA

A group of 19 students of the School of Fashion Design (SFD) visited the museum who were accompanied by Mr. Saurabh Srivastava, Jr. Faculty, FDDI.

Ms. Yukta - Museum Coordinator, briefed the group about the collection, artifact and display objects in the museum that enhanced student's learning experience. After the visit, a workshop on Clay art was also conducted for the students at KNMA.

Workshop on 'Cheriyal' painting held at FDDI, Hyderabad campus

A workshop on 'Cheriyal' painting was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 11th November 2022.

School of Leather Goods & Accessory Design and School of Fashion Design of FDDI Hyderabad campus organized the workshop with the objective to promote understanding of handicrafts and their usage in design within students,

Mr. Dhanalakota Vaikuntam, National awardee artist demonstrated the method of ancient miniature painting to the students to create designs on canvas bags.

'Cheriyal' scrolls, a kind of Nakashi art, depicts tales from Indian mythology and are closely related to the shorter tales from the Puranas and Epics, and they are painted in

a narrative style. In the past, these paintings were common throughout Andhra and other regions of the nation, however they were each flavoured with their own distinctive styles and other regional quirks determined by regional customs and traditions. These paintings were popularly created for narration and storytelling purposes.

One of the oldest descendants of the Nakashi artists, whose lineage stretches back to the 13th century, is Mr. Dhanalakota Vaikuntam who is practicing 'Cheriyal' paintings since he was 13 years old and is one of the very few artists practicing today.

Mr. Dhanalakota demonstrated the students the method of 'Cheriyal' painting and acquainted them with the process and materials of 'Cheriyal' painting. The students keenly observed and followed the process to develop different article with 'Cheriyal' painting experimenting contemporary usage.

The workshop was conducted as a part of FDDI initiative to uplift social crafts which also gave students new insights on how traditional crafts can be used in modern day products, innovation and generate work.



Mr. Dhanalakota Vaikuntam demonstrating the method of 'Cheriyal' painting to the participants



Participants who attended the 'Cheriyal' painting workshop

Technical seminar on 'Shoe Last Development Technology' held at FDDI, Rohtak campus

On 11th November 2022, a technical seminar on 'Shoe Last Development Technology' was held at Footwear Design and Development Institute (FDDI), Rohtak campus.

It was organized in cooperation with School of Footwear Design & Production (SFDP) of FDDI, Rohtak campus with the objective to enhance the technical knowledge of the students on the development of Shoe Last and the techniques used in Shoe Last making.

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ER. Sunil Kumar, Managing Director, M/s. Euroasia Footform Pvt. Ltd., Agra was the resource person who is having 30 years of experience in mechanical field. He shared his experiences with the students and faculties of Rohtak campus.



A view of the technical seminar

He briefed that Lasts are the most important part of the whole process of shoes designing and production. He also explained how to measure the last length correctly and about the 3D development of Last by using 3-D CAD software and Last Modeling through CAD.

During this informative session ER. Sunil Kumar also briefed about how to become an entrepreneur and start your own business and how he managed to start his second factory in Agra, Uttar Pradesh and Mundka, New Delhi.

Webinar on 'Simplified 5S - Japanese way of Excellence' held at FDDI, Hyderabad campus

An insightful webinar on 'Simplified 5S - Japanese way of Excellence' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus 09th November 2022.

The webinar was held in cooperation with School of Footwear Design & Production (SFDP) of FDDI, Hyderabad campus during which Mr. Arun Kumar Sharma was the resource person.

Mr. Sharma is an engineer by profession and well known industrial trainer with more than 18 years of experience in Education, Training and Development. He is also the Founder of SubMastery Edtech Pvt. Ltd.

During the webinar, Mr. Sharma explained about the '5S' framework which in Japanese are Seiri, Seiton, Seiso, Seiketsu, and Shitsuke. In English, the five S's are translated as Sort, Set in Order, Shine, Standardize, and Sustain.



Screenshot of the webinar

Mr. Sharma elaborated about the importance of '5S', systematic approach towards work place management, learning through various gaming tasks, productivity improvement with better result outcome and implementation and benefits of '5S'.

To encourage the students and clear their doubts, a Question & Answer session was also held. The students and faculties of SFDP from other campuses of FDDI were also connected virtually.

Research paper presented by faculty of FDDI, Chhindwara campus

Mr. Chitresh Shrivastava, a Faculty of Footwear Design & Development Institute (FDDI), Chhindwara campus presented a research paper during the Online National Conference which was organized by Sagar Institute of Research & Technology – Excellence Bhopal, Department of Management.

This AICTE Sponsored Online National Conference Sage Manthan – 2022 provide an ultimate platform to share ideas and spark interesting discussions with likeminded people from academia and researchers.

Various academician and research scholars presented their research papers related to their research area which were focused on Emerging Trends in Economics, Business & Technology.

Mr. Chitresh Shrivastava, a Faculty of School of Retail and Fashion Merchandise (SRFM) presented his paper on the title 'Emerging Trends in Marketing Strategies of E-Commerce Companies with Special Reference to White Goods' which was published on Proceeding of National conference Booklet with ISBN: 978-93-93577-29-0 on 5th of November 2022.



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The research paper elucidates about the latest and emerging strategies of e-commerce companies they are implanting specially for white goods sector to reach out to the targeted market.



Mr. Chitresh Shrivastava, Faculty –SRFM presenting his paper



Certificate of Participation

FDDI, Hyderabad students visit GarFab - TX exhibition

On 04th November 2022, the students of Footwear Design & Development Institute (FDDI), Hyderabad campus visited the GarFab-TX exhibition which was held at Classic Convention Three, Shamshabad, Hyderabad, Telangana.

The students of Leather Goods and Accessories (LGAD) who were accompanied by their faculty namely, Mr. Mohammad Gofran and Mr. Munowar Hussain visited the exhibition and were exposed to the developing technology of the fashion industry like Sewing Machines, Embroidery Machines, Digital & Screen Printing Machines, Circular & Flat Knitting Machines, Weaving Machines, Dyeing, Washing & Finishing, Chemical & Ink, CAD/CAM, and Spare Parts & Accessories.



A display & demonstration of technology during GarFab-TX exhibition



FDDI students along with their Faculty at GarFab-TX exhibition

The exhibition was a perfect place for the students to witness the intricate working of the machines and new technologies as the exhibition had on display & demonstration of combination of A.I (Artificial Intelligence) and design industry.



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