



# NEWSLETTER

ISSUE NO. 922

A WEEKLY NEWSLETTER

7<sup>th</sup> April 2023



## Workshop on 'Monoprint' and 'Collography & Cyanotype' held at FDDI, Hyderabad campus

In order to provide advanced knowledge on printing techniques, FDDI, Hyderabad campus under the 'Fabric Artistry and Enrichment Techniques' organized workshop on 'Monoprint' and 'Collography & Cyanotype' for its students of B. Des. FD - 2021.

| Sr. No. | Topic                    | Resource Person  | Date                        |
|---------|--------------------------|--|-----------------------------|
| 1       | Collo graphy & Cyanotype | Mr. B. Ramesh, M.F.A, Founder of 'Picasso - The Art School', Hyderabad | 23 <sup>rd</sup> March 2023 |
| 2       | Monoprin t               |  | 17 <sup>th</sup> March 2023 |

Both the workshop was organized by Faculties of School of Fashion Design (SFD), namely, Mr. K. Harish Kumar and Dr. Anupriya Singh during which Mr. B. Ramesh, M.F.A, Founder of 'Picasso - The Art School', Hyderabad was the resource person.

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### Ms. Pragma Singh, IRS joins FDDI, Banur campus as 'Executive Director'

Ms. Pragma Singh, IRS has joined the Footwear Design & Development Institute (FDDI), Banur campus as 'Executive Director' from 16<sup>th</sup> March 2023.

She is an officer of the 2010 batch of IRS (IT) who has served in various capacities during her tenure. After completing her training at NADT - Nagpur, she has been posted in and around Chandigarh for the last 10 years.

During this time, she has gained extensive experience in different profiles like Income Tax Assessment, General Administration, Vigilance, TDS and in Exemptions vertical of the Income Tax Department.



Ms. Pragma Singh, IRS

Ms. Pragma Singh having a Master's degree in Geography and Masters in Taxation and Business Law has grand visions and pragmatic ideas about making FDDI, as one of the best international skill learning centre in the field of Footwear, Leather, Fashion & Retail Management.



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Mr. B. Ramesh has an experience of 15 years in painting and printing techniques. He has received the 'Pride of India National Award', 'National Level Nandi Award', 'Best Art Teacher Award' and many more awards under various printing and painting techniques category.

The workshop on 'Monoprint' was organized with the aim to provide a hands-on experience to the students and to help them gain an understanding of the process and techniques involved in 'Monoprint'.



Resource Person - Mr. B. Ramesh



An outcome – creative expression

The participants were able to explore their creativity and experiment with different techniques and materials, such as stencils, textures and layering, to create their own unique prints.



A view of the workshop

The workshop on 'Collography & Cyanotype' was conducted in two sessions. In the first session, the participants were provided with a variety of materials to create their own Collography plates, such as cardboard, glue, and textured paper. They were demonstrated by Mr. B. Ramesh on how to ink the plate and print it onto paper and fabric using a press. In the second session, the participants were provided with pre-coated paper or fabric and then dried the samples under dark light and then instructed on how to create a design or image using objects like leaves, flowers, and photo print OHP sheets.

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### **Asst. Vice President/Plant Head Bata, an alumnus of FDDI, visits FDDI, Patna campus**

Mr. Kuharan Mukherjee, Asst. Vice President/Plant Head, Bata Patna visited FDDI Patna campus on 21<sup>st</sup> March 2023. He was accompanied by Mr. Ram Babu Prasad, AGM of HR.

Mr. Kuharan Mukherjee is an alumnus of FDDI, 1996 to 1997 batch who did Production Technology from Noida campus.

On this occasion staff members of the FDDI Patna campus welcomed him. During his three-hour stay, Mr. Mukherjee visited the campus of the institute including different labs and workshops of the School of Footwear Design and Production and the School of Fashion Design.

He was explained about the programmes conducted by FDDI, its curriculum development process, services offered by FDDI and the placement activities of the institute etc.



Mr. Kuharan Mukherjee in the Pilot Plant



Mr. Kuharan Mukherjee with the staff of FDDI Patna campus

FDDI, which believes in nurturing & fostering the bonds & relationships has linkage arranges meetings between its notable graduates and their fellows and other students in order to be informed of their success stories which give them a big boost. These alumni are connected with the institute through Faculty and Placement Department.

### **Technical seminar on ' Bonding Solution & Adhesive' held at FDDI, Rohtak campus**

On 21<sup>st</sup> March 2023, a technical seminar on 'Bonding Solutions & Adhesives' was held FDDI, Rohtak campus.

It was organized in cooperation with School of Footwear Design & Production (FDP) of FDDI, Rohtak campus during which Mr. Saikat Mitra, Manager Sales, Bostik India Pvt. Ltd., having an experience of 30 years was the resource person.

Through the presentation, Mr. Saikat Mitra briefed about the market value of adhesives, types of leather



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used to make shoes, the choice of proper adhesive, how to analyze adhesive materials, selection of appropriate surface treatments etc.

He also explained about the solvents, water based chemicals, advantages & Disadvantages of water based and solvent based, preparation of leather and synthetics.

The seminar which focused on the types of



Mr. Saikat Mitra, Manager Sales, Bostik India Pvt. Ltd. making presentation



A view of the technical seminar

adhesive materials and bonding solutions used in footwear was attended by all student and faculty members from Footwear Design & Production and Fashion Design.

### **Outdoor photo-shoot & workshop on 'Still Motion Module' held by FDDI, Chhindwara campus**

From 15<sup>th</sup> to 23<sup>rd</sup> March 2023, an outdoor photo-shoot & workshop on 'Still Motion Module' was organized for the students of Foundation Batch FDP & FD 2022 second semester of FDDI, Chhindwara campus.



Mr. Amit Sankala, the resource person who conducted the workshop



The batch at the heritage site

Mr. Amit Sankala was the resource person of the workshop who is one of the photography veteran and national awardee photographer of the country.

Mr. Amit Sankala who has won many National & International awards is having experience of more than 25 years and has served globally & working with

world's leading agencies and companies like Barclays: United Kingdom, One King Lane, New York, Narrators: Mumbai. He is also associated with India's reputed colleges for imparting knowledge in photography.

Through the lectures delivered by Mr. Amit, the students learnt & understood the process and techniques used to achieve the desired effect in still motion photograph.

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On 19<sup>th</sup> March 2023, as a part of outdoor shoot module, under the supervision of Faculty members of the Institute, a one day nature photo-shoot was arranged for the entire batch of 65 students at a heritage fort, Dev Garh which is located at a distance of 42 KM from the district headquarter Chhindwara.

At the heritage fort, that provided a stunning backdrop for the shoot with its ancient architecture and sprawling landscapes, Mr. Amit explained the students about the settings to be used to capture motion. He emphasized the importance of adjusting shutter speed and aperture for optimal results.

The technical inputs provided through this workshop helped the students in improving their photography skills & technical knowledge and equipped them in expressing and translating their product designs & creative thoughts.

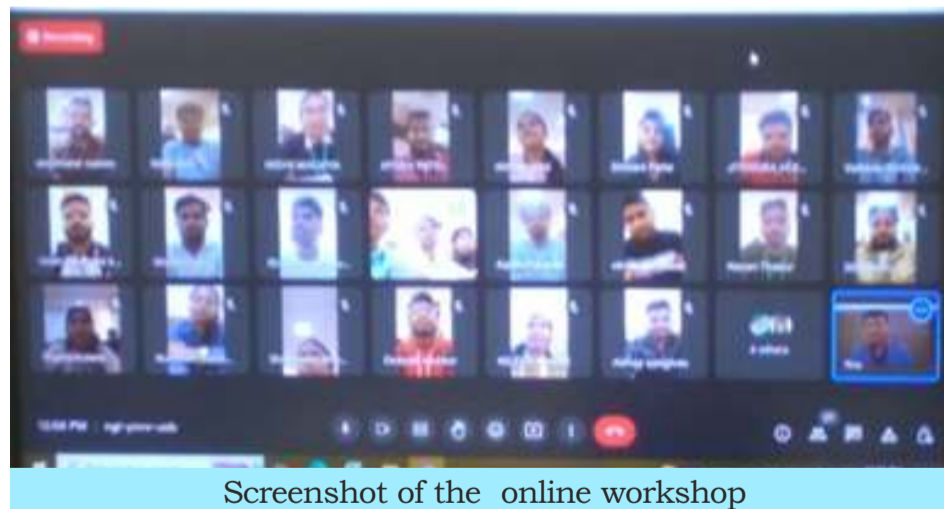
### **Online workshop on 'Retail KPI and NPS Parameter' held at FDDI, Chhindwara campus**

On 16<sup>th</sup> March 2023, an online workshop on 'Retail KPI and NPS Parameter' was organized by FDDI, Chhindwara campus.

Mr. Abuthahir. A, Concept Manager, Home Centre, Landmark Group, Chennai was the resource person of the workshop having experience of around 20 years.

Mr. Abutahir explained about his working experience in Landmark Group. He explained about KPI & NPS like ABS (Average Basket Size), ATS (Average Ticket Size), Conversion Rate, Footfall, Shrinkage and many more terminologies to measure the organizational goals in order to ensure they achieve the desired results.

He elaborated that it is extremely essential to be cautious while running a retail business and its day-to-day operations as it's easy to lose sight of strategic goals and their progress.



Screenshot of the online workshop



Students attending the workshop through online mode

The online workshop which was organized by the School of Retail and Fashion Merchandise (RFM) was attended by 60 students and staff members. There was also an open session during which the doubts of the students were cleared.