



NEWSLETTER

ISSUE NO. 978

A WEEKLY NEWSLETTER

03rd May 2024



Managing Director- FDDI visits Nike's Footwear Factory

Exploring innovation and sustainability, Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI and Mr. Dinesh Kumar, Center In-Charge of FDDI, Chennai Campus, visited one of Feng Tay Group factory located in Cheyyar, Tamil Nadu on 24th April 2024.



Colonel Pankaj Kumar Sinha, MD, FDDI being felicitated by Mr. Kota Rajasekar, Senior Director – India Operations

He was greeted by Mr. Kota Rajasekar, Senior Director – India Operations, Mr. Manimaran – General Manager -Operations and Mr. Rahul General Manager -Purchase.

During the visit, the focus was on gaining insights into sustainable practices in footwear manufacturing.

This included exploring innovative technologies that enable the seamless integration of sustainability principles, learning about the use of eco-conscious materials in footwear manufacturing that have a lower carbon footprint compared to traditional materials.



Mr. Kota Rajasekar, with the help of site plan, briefing about the operations of various departments of the factory to MD, FDDI

highlighted the various ethical manufacturing practices that Nike is adhering.

The factory is known for the scale and sophistication of its operations and leading with innovation while prioritizing environmental stewardship and ethical responsibility. The factory floor, a sprawling expanse of cutting-edge technology, buzzes with the quiet efficiency of automated machinery and skilled technicians.

Mr. Kota Rajasekar, gave a presentation, highlighting the sustainability initiatives that are woven into every aspect of production. Their commitment extends beyond energy consumption to water preservation and waste management. During the Production shop floor visit, he

IN THIS ISSUE

- **Managing Director- FDDI visits Nike's Footwear Factory;**
- **DPIIT Official visits FDDI campuses;**
- **Awareness Programme on 'Gender Sensitization & POSH Act' held at FDDI, Hyderabad campus;**
- **'Smart Wearables and Prototyping' workshop at T-Works, Hyderabad attended by FDDI, Hyderabad and FDDI, Chennai students;**
- **Graduating students of FDDI, Kolkata campus presented Design collections during fashion show 'Avartana';**
- **Educational excursion for FDDI, Fursatganj students at 'Awadh Shilapgram', Lucknow;**
- **Workshop on 'Fabric Artistry and Enrichment Techniques' held at FDDI, Kolkata campus.**



A WEEKLY NEWSLETTER



DPIIT Official visits FDDI campuses

The officials from Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India visited FDDI campuses located at Noida, Kolkata, Hyderabad and Chennai with the purpose to see the creation of Non-Leather Department which is being established under EIF sub-scheme.



DPIIT official visiting non-leather set up at FDDI, Noida campus



DPIIT official visiting non-leather set up at FDDI, Kolkata campus



The officials of DPIIT namely Ms. Mamta, Director, Mr. Kapil Meena, Under Secretary, Leather, Mr. Niraj Kumar, Section Officer, Leather, Ms. Priya Keshari, Consultant, Ms. Himani Mishra, Junior Consultant, Mr. Anurag, Junior Consultant and Ms. Malika Arora, Young Professional visited the campuses.

The project proposal pertaining to creation of 'Department of Non-Leather Products & Accessories' at six FDDI campuses namely Noida, Hyderabad, Chennai, Banur, Kolkata & Chhindwara under Indian Footwear & Leather Development Programme (IFLDP) 2021-26, was approved.

The non-leather footwear and products has been growing at a very fast pace due to advancement of the non-leather materials and the technology for this sector. The technological advancement in this sector is growing at the faster pace with more emphasis on the comfort, recycling, rapid reach, mass customization as core driving principles behind the driving force of technological advancement.



DPIIT official visiting non-leather set up at FDDI, Hyderabad campus



DPIIT official visiting non-leather set up at FDDI, Chennai campus



Notable technologies are Rapid Proto Type development, 3-D printing, Die less cutting, Knitted shoes, and Laser cutting systems to list a few with use of SAP, ERP is already been noticed by the sector.

During the visit, demonstration of the installed machines were given to the officials at the respective campus of FDDI.

A WEEKLY NEWSLETTER



The functioning of the machines were briefed to the officials and it was explained that how it can support the learning of the students in non-leather area.

Awareness Programme on 'Gender Sensitization & POSH Act' held at FDDI, Hyderabad campus

Awareness Programme on 'Gender Sensitization & POSH Act' was held on 26th April 2024 by the ICC – POSH of FDDI, Hyderabad campus at its premise with the purpose to acquaint the staff on the provisions and effectiveness of the statute.

Ms. Janaki Mandala, who works as a Senior Associates at Vakkils Associated, Hyderabad was the key speaker of the session. She is also actively working as Secretary of NGO called IPRAS.

Through a presentation, she explained about the critical intersection of gender sensitization and legal compliance under the POSH Act, offering participants a comprehensive understanding of pertinent issues.



Ms. Janaki Mandala addressing the participants



A view of participants

Participants were initially acquainted with the foundational concepts, terminologies, and legal provisions pertinent to gender sensitization and the POSH Act.

Through engaging sessions, participants explored various aspects of gender sensitization and legal compliance, leveraging interactive tools and case studies to deepen their understanding. Ms. Mandala's expertise, coupled with real-world examples, enriched the learning experience, empowering participants with actionable insights.

'Smart Wearables and Prototyping' workshop at T-Works, Hyderabad attended by FDDI, Hyderabad and FDDI, Chennai students

An enriching workshop on 'Smart Wearables and Prototyping' was held at T-Works, Hyderabad on 25th April 2024, which was attended by the students and faculty of FDDI, Hyderabad and Chennai campus.

T-Works, India's Largest Prototyping Center - a Government of Telangana initiative is a thriving innovation ecosystem located in the heart of Hyderabad.

The workshop aimed to explore the intersection of technology, offering the students a hands-on experience in designing and prototyping smart wearables. The workshop, led by Mr. Subramanian, Consultant, and

A WEEKLY NEWSLETTER



Mr. Madhav, Chief Product Architect, along with a team of 8 members from Sensor laboratory experts from T-Works, provided participants with valuable insights into the world of wearable technology.

Through practical demonstration, the experts provided details about parts, terminology, and tools used in smart wearables applications.

The students learned to harness the power of BIPES software, a Block-based Integrated Platform for Embedded System, to create innovative prototypes. From programming languages to the final output of various PCB boards, including ultrasonic sensors and buzzers, participants delved into the intricacies of smart wearable design.



Students of FDDI, Hyderabad and FDDI, Chennai campus attending the 'Smart Wearables and Prototyping' workshop



One of the highlights of the workshop was the hands-on practice session, where students honed their soldering skills under the guidance of experienced mentors. This practical exercise allowed participants to apply theoretical knowledge to real-world scenarios, fostering a deeper understanding of the prototyping process.

From brainstorming ideas to refining prototypes, participants embraced the challenge of pushing the boundaries of innovation in this dynamic field.

Graduating students of FDDI, Kolkata campus presented Design collections during fashion show 'Avartana'

Graduation fashion show 'Avartana' of FDDI, Kolkata campus was held on 20th April 2024 in the presence of the 'Chief Guest' and 'Chief Jury', Mr. Abhishek Dutta, a renowned fashion designer from Kolkata who was recognized for his contributions to Indian fashion in 2013 with the Bharat Nirman Award.

During the show, the graduating design collections were presented by the budding designers of FDDI School of Fashion Design (FD) of Kolkata campus.

The guests of honor and jury members, Mr. Arijit Bhattacharya, Ms. Moulina Sinha, and Mr. Ankur Khemka, were present to evaluate the students. Ms. Sharmistha Biswas also graced the event as an esteemed guest.

As an esteemed member of FDDI alumni community, the presence of Smt. Moulina Sinha and Mr. Ankur Khemka added immense value to the event and inspired the graduating students. Ms. Sharmistha Biswas, a fashion model and influencer, was also present during the fashion show.

A WEEKLY NEWSLETTER



The theme 'Avartana' is a spectacle of transformation from visionary concepts to tangible reality. This fashion extravaganza transcends mere garments; it's a testament to the evolution and emergence of budding designers over their four-year journey at FDDI. 'Avartana' encapsulates the essence of metamorphosis, symbolizing the transition from nascent ideas to polished creations. Each garment on the runway tells a story of innovation, perseverance, and self-discovery, reflecting the growth and development of the students who crafted them.



Mr. Abhishek Dutta being felicitated by Mr. Sunil Kumar, Executive Director, FDDI, Kolkata campus



Students of FDDI, Kolkata campus presenting their collection

The event received overwhelming praise from everyone present, including industry professionals, academicians, and parents of the graduating class, media persons, students, and employees of the Institute.

Educational excursion for FDDI, Fursatganj students at 'Awadh Shilpgram', Lucknow

An educational excursion for the students of B.DESIGN FD 2020 and 2022 batch of Students at 'Awadh Shilpgram' FDDI, Fursatganj campus was organized at 'Awadh Shilpgram', Lucknow on 7th April 2024.

A group of 40 students who were accompanied with their faculty visited 'Awadh Shilpgram' with the objective to upgrade their design thinking and marketing level, and also with the purpose looking for inspiration for their next creative products and collection.

'Awadh Shilpgram' is design to accommodate almost 200 shops dedicated to crafts from around the region and beyond with aim to improve the art and craft of Lucknow in general while offering a unified platform for crafts from around the nation.



Students at 'Awadh Shilpgram'

A WEEKLY NEWSLETTER



This is a platform where artisans can elaborate, share, engage, learn, and educate directly to consumers. During the visit student get the chance to interact with 100+ artisans and learn technical aspects of their course module.

Workshop on 'Fabric Artistry and Enrichment Techniques' held at FDDI, Kolkata campus

A five day's workshop on 'Fabric Artistry and Enrichment Techniques' was held at FDDI, Kolkata campus by the resource persons namely, Mr. Bharat Das and Mr. Abir.

Mr. Bharat Das is a Bachelor of Fine Arts who is the proprietor of Bird's-eye view located at Serampore Hooghly, West Bengal and Mr. Abir, Assistant.

The workshop was organized by School of Fashion Design (FD) which was attended by the students from the FD 2022 Batch, Semester 4, Session 2022–2026.

During the workshop, conducted on March 11th & 12th and from April 3rd to 5th, 2024, technical sessions followed by step-wise demonstrations.



Resource persons namely, Mr. Bharat Das and Mr. Abir conducting the workshop



Mr. Sunil Kumar, Executive Director, FDDI, Kolkata campus watching the creative outcome of the students

During the sessions, the resource persons explained the students about monoprint, collagraph, batik, linoleum block prints, cyanotypes, image transfer to clay, lithography and silkscreen prints.

The workshop provided students with a platform to not only gain theoretical knowledge but also to apply it practically, thus deepening their understanding of fabric artistry. Through hands-on activities and guided practice, students were able to experiment with different techniques and materials, allowing them to discover their creative potential.