

# WAVES

SHARING WHAT YOU NEED

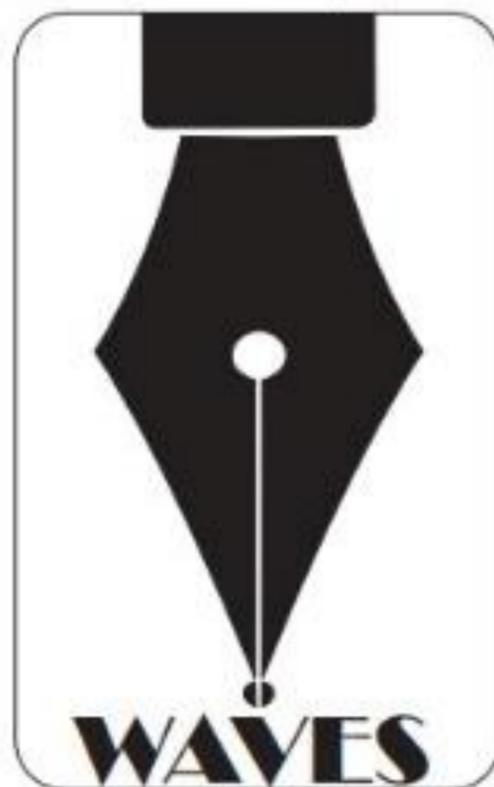
## FDDI

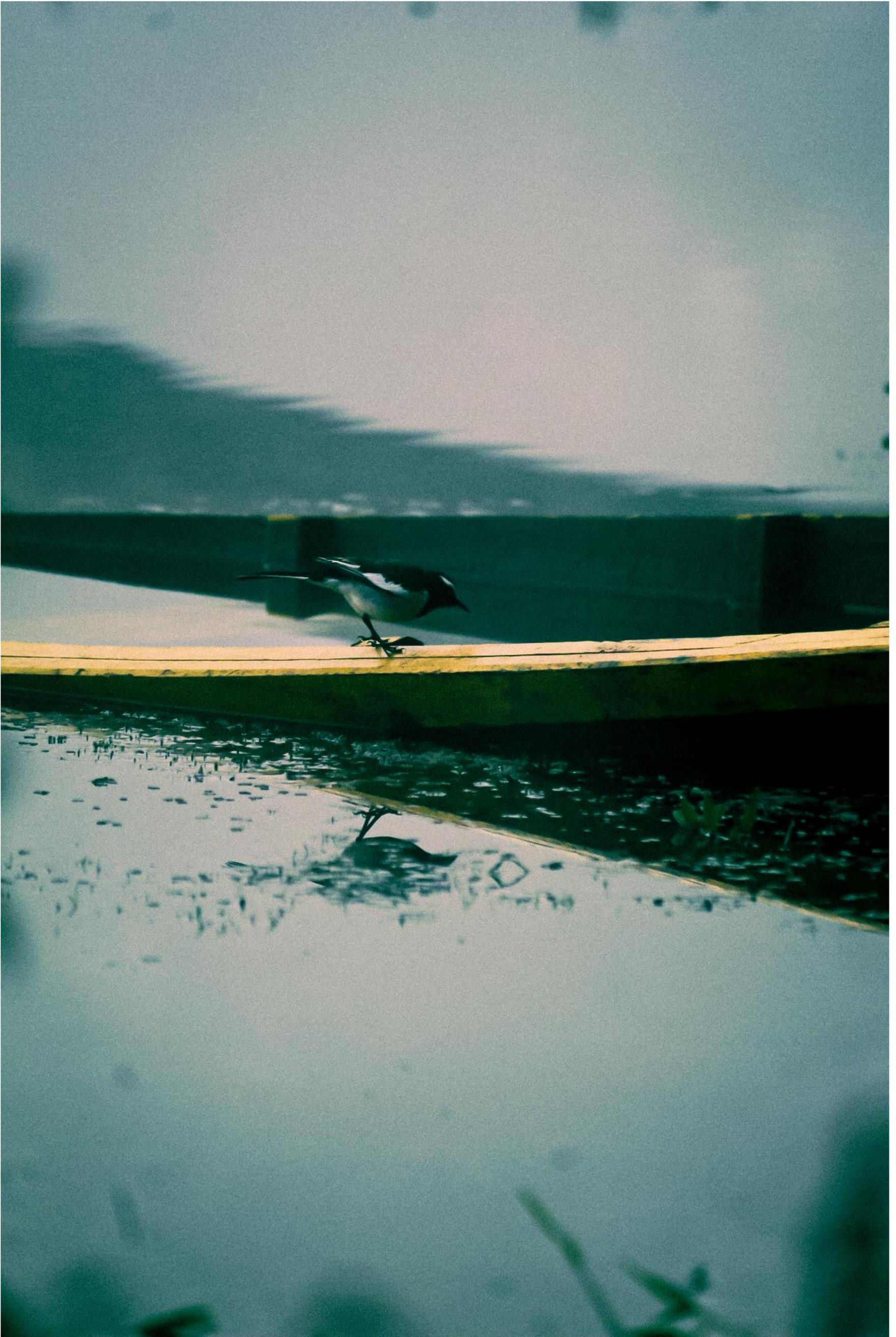
Ministry of Commerce & Industry  
**Government of India**  
(An INI under FDDI Act 2017)



Waves is a quarterly e-magazine of FDDI Kolkata, started with its first issue in January 2022. The students and staffs of FDDI Kolkata are the contributors to the magazine. This magazine has four major sections covering articles on various academic and industrial topics, creative corners, interaction with alumni, and insight into our academic and extracurricular activities.

# WAVES





PHOTOGRAPH BY, SNEHAL DAS / FD 2020

# THE EDITORIAL

Dear Readers,

Wishing you all a very happy new year 2023!

The July – September 2022 semester came to an end with numerous activities amidst much turmoil in the global political scenario.

Academically, the institute scored new heights with the convocation ceremony of batch 2018 in presence of industry dignitaries which was followed by various activities such as the integrity pledge, swacchata pakhwada and Azadi ka Amrit Mahotsav. Deputy Director, Department for Promotion of Industry and Internal Trade, Government of India visited FDDI Kolkata campus regarding the cleanliness program. FDDI Kolkata also attended the fashion show organized by the 'Walk With A Difference (WWAD): Fashion with a disability' which is a social initiative of AIMS Media. Various workshops were organized for the holistic development of the student which included the photography workshop sponsored by Canon Company by their technical experts. Among the numerous works of students, Ms. Shriya Singh outperformed by securing the top 20 winners of the 'The Next Top Designer' contest organized by Pantaloons in the individual category and 2 students won the first prize in inter college quiz competition organized by J.D. Birla Institute, Kolkata to celebrate the National Heritage Week.

Then came the time to bid farewell to the splendid and dynamic year of 2022 and embark on to the new journey of 2023!

Let's take a quick peek into the eventful year 2022.



Faculty Editor  
Anita Ray  
Senior Faculty – Grade 2 (FD)



Student Editor  
Amalu B Cyriac  
FD / Batch 21



Russian invasion of Ukraine



Iranian women protesting by cutting off their hair

The first half of the year was marked by the Russian invasion of Ukraine and its impact on global politics, the year also saw the appointment of Indian-origin Rishi Sunak as the first person of color to become British Prime Minister. In neighboring Pakistan, 2022 was marked by one of the most devastating floods. Politically, the year witnessed the ouster of cricketer-turned-politician Imran Khan from the Prime Minister's post. Anti-government protests took off in several parts of the world, driven by the rise in the cost of essential goods and services, curtailment of personal liberties, and freedom of speech. In Iran, protests broke out after the country's strict morality police allegedly tortured and killed a 22-year-old Kurdish woman for wearing her hijab improperly. Sri Lankans, meanwhile, took to the streets to demand the resignation of President Gotabaya Rajapaksa and his family members following years of alleged corruption and financial mismanagement that plunged the country into a deep economic crisis.<sup>1</sup> Pandemics eventually end with the head of the World Health Organization declared that the end of the pandemic is "in sight". Inflation returns with the U.S. Federal Reserve and other central banks hope to engineer a "soft landing". Even if they succeed, higher interest rates are already creating a debt crisis for many poor countries.<sup>2</sup>

Last but not the least, the new year brought merriment and a fresh new perspective to every life and a new journey begins. Enjoy reading!

# CONTENTS

---

2.... EDITOR'S NOTE

5....CONVOCATION

6....SWACCHATA PAKHWADA

7....WORKSHOP

8....WWAD

9....INTEGRITY PLEDGE

10....INTER COLLEGE COMPETITIONS

11....DPIIT

12....ACHIEVEMENTS

13....ALUMNI TALK

14....ARTICLE

15....STUDENT WORKS

# 4<sup>th</sup> CONVOCAATION



The 4<sup>th</sup> Convocation ceremony of Footwear Design and Development Institute (FDDI), Kolkata held on 18<sup>th</sup> October 2022, Tuesday at Ibis Hotel, Newtown, Kolkata. The event was graced by Chief Guest, Shri. Subrata Banik, Chairman of Ajanta Shoes (India) Pvt Ltd. and as guests of honors, Shri. Gaurav Rathi, Director, CHEMGEMS (INDIA) Pvt. Ltd, Shri. Suman Kar, Zonal Head (Visual Merchandising), Reliance Trends, and Sri. Joydeb Chatterjee, Director, Ajanta Shoes (India) Pvt Ltd. Marking the successful completion of the young graduates respective professional program, a total of 83 students of session 2018 - 2022 were awarded their degrees, out of which 1 gold medal overall topper, and 3 silver medals departmental topper have been identified for their exceptional performance.

The departmental topper of the Fashion Design department, Ms. Jahnvi Kumari Jha was awarded the silver medal with 79.34% within the department. The departmental topper of Leather Goods & Accessories Design, Ms. Indira Pal with 82.09% within the department and was awarded the silver medal. The departmental topper of Footwear Design and Production, Ms. Snikdha Sultana, with 85.34% within the department and was awarded the silver medal. And she was also awarded the gold medal for the overall topper, which is across all the departments



# SWACCHATA PAKHWADA



Faculty members and students cleaning the campus and planting trees

FDDI Kolkata celebrated 'Swacchata Pakhwada' from 1<sup>st</sup> November 2022 to 15<sup>th</sup> November 2022, with the objective of bringing intense focus on the issues and practices of Swacchata and cleanliness programs. It is an initiative of 15 days of different activities for swachha bhara mission.

The theme for the Swacchata Pakhwada 2022 is to focus on awareness regarding Covid-19, safety protocols, and Covid appropriate behavior. The program emphasized the need to educate people about the virtues of good sanitation practices and urged everyone to undertake special drives to clean their workplaces. All the faculty members, staff, and students took the pledge which was followed by cleaning the campus, plantations, and refreshments for all. A Poster making competition was organized on 10<sup>th</sup> November 2022 where students made creative posters on cleanliness. Later another competition 'Best out of waste' was organized and displayed on 11<sup>th</sup> November 2022 where the students made innovative things from the material we do not use anymore. A lecture was also organized on topic swachhata in which importance of cleanliness was addressed by Dr. Monalisha Sahu, MBBS, MD, Assistant Professor on 14<sup>th</sup> November.





FDDI Kolkata organized photography workshop on 23<sup>rd</sup> November 2022, Wednesday for FD 2020 batch students. The workshop was sponsored by Canon Company in which basic and studio photography was demonstrated by the technical experts of canon. The workshop helped the students to know about the various functions and settings of a camera. Doing this workshop really helped to grow students' knowledge. The students were highly motivated and had practical experience during the workshop. The workshop came to an end with great vigor and enthusiasm. It brought motivation and a fresh new perspective to the life of the students.



## THE WORKSHOP



# WWAD WALK WITH A DIFFERENCE

FASHION WITH A DISABILITY



Students and faculty members during the fashion show



FDDI Kolkata was invited by the 'Walk With A Difference (WWAD): Fashion with a disability' to attend the fashion show on 19<sup>th</sup> November 2022, Saturday from 4 pm to 8 pm at the Science City auditorium. Walk With A Difference (WWAD) – is a social initiative of AIMS Media to discover the hidden talents of persons with disabilities in the fields of clothing, fashion, art, music, dance, and sports through social events and exhibitions. WWAD aspires to become the medium through which the disabled get to showcase their abilities and experience the happiness of being looked at for what they possess instead of their weakness/ disability. It was the third season of WWAD. The show brought motivation and a fresh new perspective to the life of the students.

## INTEGRITY PLEDGE

### ENDEAVOR AGAINST CORRUPTION

The "Integrity Pledge" among the FDDI Kolkata employees was observed on 31st October 2022. The pledge was taken as part of Vigilance Awareness Week. It promoted integrity, transparency and accountability in public life. Offering a special tribute to Sardar Vallabhbhai Patel, the pledge remembered the great unifier who was responsible for national integration in the newly independent country, earning him the sobriquet "Iron Man of India". The pledge brought new goals and renewed perspectives among the employee members.



Employees of Kolkata campus taking the Integrity Pledge



Ms. Vaishnavi Kishan and Ms. Riya being awarded

Ms. Vaishnavi Kishan and Ms. Riya Singh of FDDI, Kolkata (Departments - FD, Batch - 2021, Semester 3) won the first prize in inter college quiz competition organized by J.D. Birla Institute, Kolkata to celebrate the National Heritage Week. The participants included representatives from the various reputed fashion institutes of West Bengal. A team of FDDI students also participated in Heritage Display Competition with an objective to create awareness about the legacy of the Indian textiles and handloom. Indian textiles are a component of India's economic history and culture. Many of these textiles are currently under fierce competition and are on the point of extinction as the younger generation gravitates toward fast fashion. The event spread awareness about preserving the quintessential fabric and textiles of India which can direct many to add value to their textile products.



Display stall of FDDI Kolkata and the students presenting their work

# INTER COLLEGE COMPETITIONS



D P I I T

## CLEANLINESS PROGRAM

Shri. Bikram Nath, Deputy Director, Department for Promotion of Industry and Internal Trade, Government of India visited FDDI Kolkata on 20<sup>th</sup> October 2022, Thursday regarding the cleanliness program. The meeting was attended by Mr. Abhijit Ray, Centre Incharge FDDI Kolkata, Mr. Ramesh Chandra Sahoo (HOD-FT), Mr. Samuel Chakraborty (Sr. Faculty), and the other staff. After the initial discussions, the DPIIT representative visited the workshop, the Admin block, and the campus. During the visit, he visited the various workshops of Footwear, Fashion Design, and the LGAD department. Shri Bikram Nath was satisfied with our clean campus. He appreciated our courses and the placement in the industry. He suggested the Record Room maintenance and how to maintain the E-files. He also appreciated FDDI Kolkata's proactive role in the cleanliness drive in accordance with the guidelines stated by the DPIIT.



Ms. Shriya Singh/ FD  
Batch 2019

# ACHIEVEMENTS

Celebrating the milestone of 75 years of India's independence, Pantaloons conducted a competition in which the entrants should design a range of ready-to-wear collections for the season Spring Summer'23. The capsule should feature 6 complete looks and be in line with the latest global design trends. They wanted the participants to create an exclusive line of India's proud collection featuring and focusing on any unique aspects of the Indian diaspora. It can be textile driven, celebrating the luminous and diverse craft clusters across our country, or exploring any Indian embroideries such as Chikankari, Phulkari, Kutch Bharat, etc. The core here is to represent Neo-India and re-imagine its rich and diverse craft and artistic legacy for the modern Indian consumer.

Ms. Shriya Singh, student of FDDI participated and became one among the top 20 winners. Her inspiration topic was Banarasi saree. This saris are among the finest saris in India and are known for their gold and silver brocade or zari, fine silk and opulent embroidery. It is made in Varanasi.



My college days are unforgettable and in fact those days are the most happiest & fruitful days in my life. I proudly feel that I cherished every moments of my college. Being a "FDDIian" make me feel proud. My experience in FDDI was just amazing. I got infinite love & lessons from my department Footwear faculties, they made me do "Work Hard" for the way to success. The first placement I took after college was over at Nike. Currently I'm working as a store manager at KHADIMS from 4 years.

## ALUMNI TALK



Neel Kamal Pandey  
BATCH: 2015-2018

# RETRO DIGITIZATION ARTICLE



JYOTI KUMARI SHAW

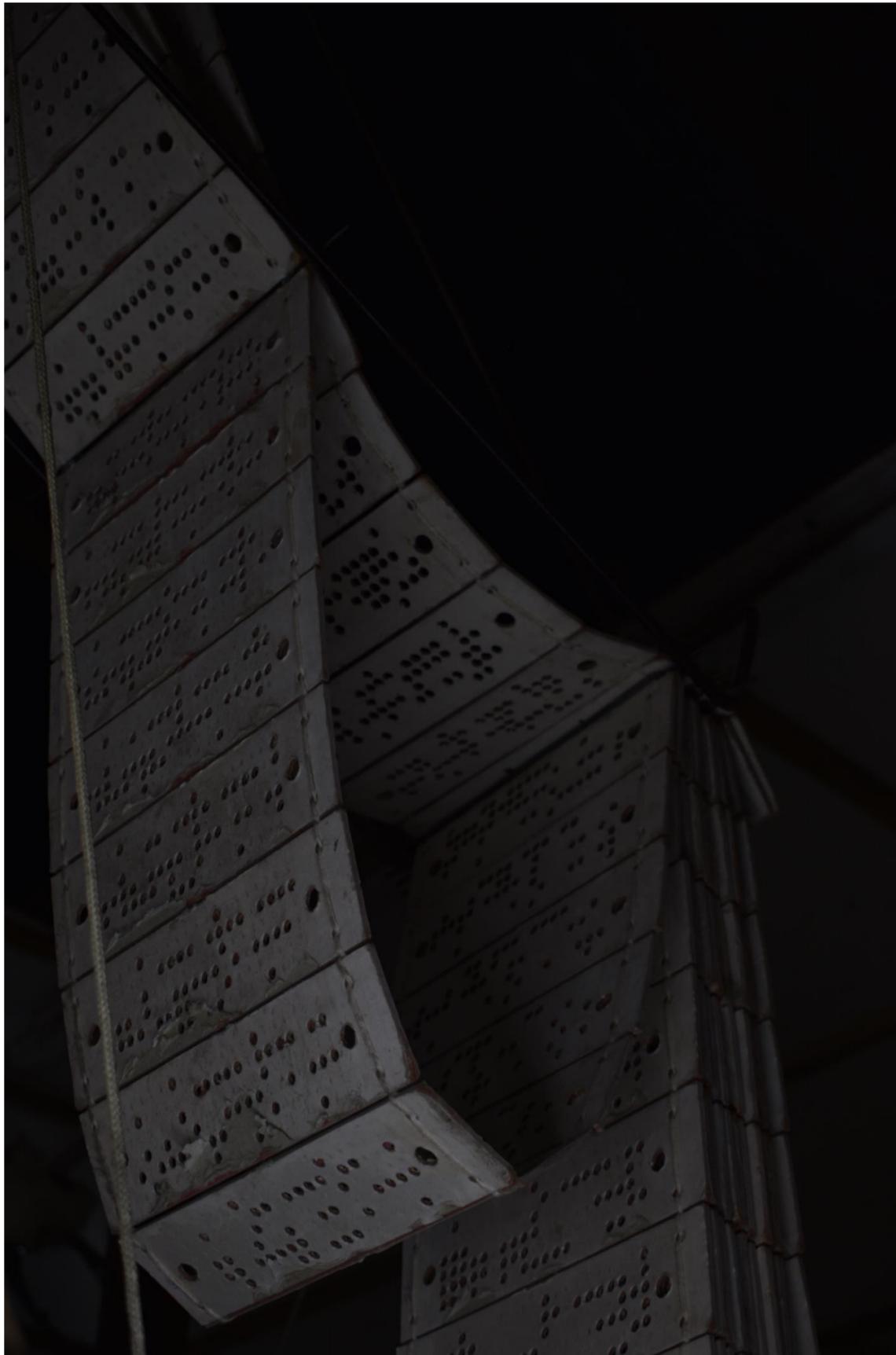
FD 2020

Our grandmothers have always played an important role in our day-to-day lives, but as we know, retro is the seed of our modern technological or digital world, which has been taking place since 2015, which is seven years ago. However, it has taken a huge toll since the 2019 pandemic, when the entire world faced a global crisis as a result of health deterioration, job losses, and the economic shutdown; people were stayed at home and were not allowed to meet COVID-suspected people. Then, the only option was to completely digitize the economy, at least for the sake of basic household necessities. In this digitization world, those who are less educated or the generation of grandparents have been experiencing difficulties when using smartphones for entertainment, ordering or paying something online, and also when they are alone at home in switching on the various devices: geyser, filter, mixer, washing machine, computers, and, most importantly, making calls from smartphones. And, here, all the problems have started because this digital world has also impacted our lives, including our relationships. Most of the relationships, especially with the older people, are maintained remotely.

As a result, in my opinion, we, the generation of youth, must assume responsibility for our older generations or retro people by adopting the right approach, compassion, cooperation, and harmony so that they do not feel frustrated, demoralized, or humiliated.



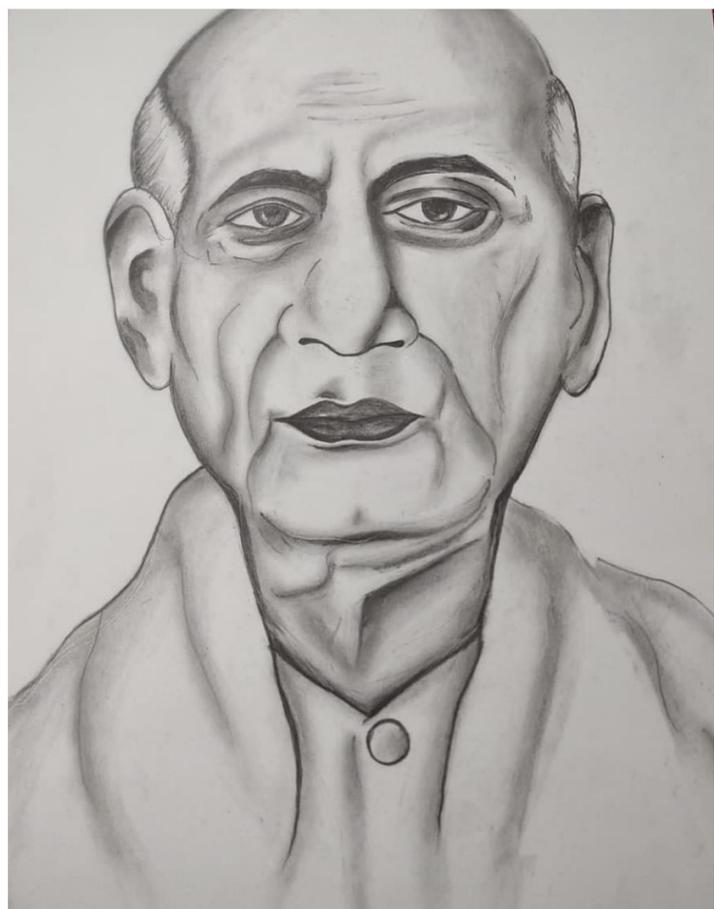
PHOTOGRAPHS BY, SNEHAL DAS / FD 2020



PHOTOGRAPHS BY, AMALU B CYRIAC / FD 2021



DIGITAL PHOTO ART BY, JOSIM MONDAL / FDP 2021



PENCIL DRAWINGS BY, RITIKA SHAILESH / FD 2020



Ministry of Commerce & Industry  
**Government of India**  
(An INI under FDDI Act 2017)



FDDI KOLKATA  
Kolkata Leather Complex, Gate No-3 , Mouza  
Karaidanga, District- South 24 Parganas,  
WB- 743502

We are looking forward to hear feedback from you. Write to us at:  
[fddiwaves@gmail.com](mailto:fddiwaves@gmail.com)