



FDDI

WEEKLY NEWSLETTER

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Forging New Paths: FDDI inks four MoUs with leading Research and Academic Institutes

FDDI has reached a new milestone in technological advancement and expertise by signing four separate Memorandums of Understanding (MoUs) in the domain of footwear design and development, setting a higher standard of excellence.



From Left: Dr. Sumeet Kumar Jarangal, IAS – MD, FDDI and Dr. Adity Saxena, Dean, Woxsen University, Hyderabad, during the signing of MoU



From Left: Secretary-FDDI, MD - FDDI, Head – TNPESU, and Director, CoE – FDDI during the exchange of MoU between FDDI and TNPESU

Dr. Sumeet Kumar Jarangal, IAS – Managing Director (MD), FDDI signed the MoUs on behalf of FDDI with the prestigious academia namely, Woxsen University, Hyderabad, Tamil Nadu Physical Education and Sports University (TNPESU), Chennai, Vellore Institute of Technology (VIT), Chennai, and Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar.



From Left: Exchange of MoU between MD, FDDI and Dr. Sivakumar R, Dean - VIT, Chennai



A view of the signing of MoU between MD-FDDI and Prof. Bauri Raula, Dean, KIIT, Bhubaneswar

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The MoU were signed at Udyog Bhawan, New Delhi on 10th September 2024 in the presence of Colonel Pankaj Kumar Sinha, Secretary – FDDI, Dr. Madhusudan

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Pal, Director, CoE - FDDI, besides representatives from academia namely Dr. Adity Saxena, Dean, and Santhosh Kocherlakota, Assistant Dean, Woxsen University, Hyderabad, Dr. Sivakumar R, Dean, VIT, Chennai, Dr. P. Rajnikumar, Head CEB-HPC, TNPESU and Prof. Bauri Raula, Dean, KIIT, Bhubaneswar.

Sharing the details, Dr. Sumeet Kumar Jarangal, IAS – MD, FDDI said, “This groundbreaking initiative, focused on collaborative research, will greatly benefit all stakeholders — including faculty, students, entrepreneurs, and workers in the footwear and leather industry by honing their skills through the joint courses and training programs of these partner universities and institutions, driving growth and innovation in the sector.”



Discussion in progress with leading Research and Academic Institutes regarding the working procedure

While making a presentation on the event, Dr. Madhusudan Pal, Director, CoE - FDDI emphasized the practical steps taken to ensure that the MoU delivers on its promises, including organizing visits to different FDDI campuses, establishing public-private partnerships (PPP), and creating internship programs. Dr. Pal also highlighted the importance of IPR protection, prototype development, and commercialization of innovative products, reinforcing the commitment to not just academic collaboration, but also driving industry-relevant innovations.

Initially, the MoUs shall be valid for a period of 5 years. It holds the promise of not only nurturing the entrepreneurial spirit, but, also driving significant economic growth and innovation.

FDDI participates in 'Vendor Development Programme-cum-Exhibition' on non-leather footwear at Bahadurgarh, Haryana

FDDI participated in the 'Vendor Development Programme-cum-Exhibition' (VDPcE) on non-leather footwear which was held at Bahadurgarh, Haryana on 6th & 7th September 2024 organized by MSME Development and Facilitation Office, Karnal in collaboration with Bahadurgarh Footwear Development Services (BFDS).

The event was graced by the presence of dignitaries which included Mr. Sat Pal, Assistant Director, MSME, Karnal, Mr. R.K. Gupta, Chairman, BFDS, Mr. Panna Lal, Director, BSDF and many industrialists.

Colonel Pankaj Kumar Sinha, Secretary- FDDI was 'Guest of Honour' for the event. Delivering 'Keynote Address' he said, “This Vendor Development Programme-cum-Exhibition becomes of paramount importance in achieving the set target of \$50 billion worth of exports by 2030 by the leather and footwear industry which has been given by the Hon'ble Commerce and Industry Minister, Mr. Piyush Goyal.”

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This significant networking platform provided a common ground for business as well as selling organizations to interact with each other with a view to identify emerging demands of the buyer organizations while simultaneously providing an opportunity for displaying the capabilities of the small scale entrepreneurs and their industrial ventures.



Colonel Pankaj Kumar Sinha, Secretary- FDDI briefing the media person



Participants attending the inaugural session

During this two days' event, exhibition stalls of selected large buyers, footwear machinery manufacturers, footwear material suppliers, technology providers and MSMEs involved in manufacturing of footwears had a unique platform to support each other requirements and shall provide a fillip for the growth of non-leather footwear & footwear accessories sector. Sessions on technology, quality-testing and government policies for footwear manufacturers were also conducted.



A view of the stall of FDDI



A view of the fashion show

FDDI Rohtak campus also actively participated by setting up a stall that showcased the creativity and skills of the students and faculty in footwear design and development. The stall attracted considerable attention from industry professionals and visitors alike. A fashion show was held by FDDI, Rohtak in association with BFDS.



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FDDI, Hyderabad students attend workshop conducted in collaboration with LEPRA Society

On 5th September 2024, the students of Footwear Design and Production (FDP) of FDDI Hyderabad campus participated in a workshop on "Podoparametric Analysis in Therapeutic Footwear: Bridging Biomechanics and Footwear Design", which was conducted in collaboration with LEPRA Society.

The resource persons namely, Mr. Kameshwaran, Mr. Arun Kumar and Dr. Srisha - an experienced physiotherapist enlightened all the participants with the understanding of Biomechanics which plays a pivotal role in shaping the design and development of footwear.

Mr. Kameshwaran explained the intricate anatomy of the foot, emphasizing how various components work together to maintain balance and mobility. He further delved into the movements of pronation and supination, essential concepts for understanding how weight is distributed during walking. To illustrate these points, student volunteers were invited to share real-life examples. The students also gained insights into the use of MCR (Microcellular Rubber) soles and pads, which provide essential cushioning, shock absorption, and support, particularly for individuals at risk of foot ulcers or discomfort due to extended periods of standing or walking.



Students of FDP, Hyderabad along with LEPRA society team



Workshop in progress

A key topic covered during the workshop was the development of foot ulcers, which often arise from improper footwear or untreated pressure points. This segment underscored the responsibility of designers to ensure their footwear does not contribute to such issues. Another significant point of discussion was the styloid process, a small but critical part of foot structure that demands careful consideration in footwear design to prevent discomfort.

Dr. Michael provided a practical demonstration, showcasing the process of scanning foot pressure—a crucial tool for understanding how footwear can help alleviate pressure in vulnerable areas. This demonstration highlighted the importance of designing footwear that promotes both health and comfort.

The session concluded with an engaging Q&A segment, where students' questions were comprehensively answered. Overall, the workshop offered a valuable blend of theoretical insights and practical skills, effectively preparing students to design specialized therapeutic footwear tailored to individual needs.



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Industrial visit for FDDI, Noida students at Paragon Apparel Pvt. Ltd.

On 04th September 2024, FDDI School of Fashion Design (FD) organized an industrial visit at Paragon Apparel Pvt. Ltd. for the students of B. Design & M. Design – FD.

The visit was organized with the objective to provide the students a holistic view of the apparel production process in the fashion industry.

During the visit, the technical experts of the unit, briefed the students about the



Students alongwith their faculty members at Paragon Apparel Pvt. Ltd.



Technical experts briefing the students

process of manufacturing of polyester sportswear, Men's wear, Women's wear, Kids Apparel, and Personal Productive Equipment's etc. They explained the students about the different processes that work in a line for production of garments, from design & plan to final production.

'Retail Analytics' workshop attended by Faculty - FDDI, Noida

On 31st August 2024, Dr. Shweta Saini, HOS/Senior Faculty-I – School of Retail and Fashion Merchandise (RFM) participated in a comprehensive workshop on 'Retail Analytics' which was at Birla Institute of Management Technology (BIMTECH), Greater Noida, Uttar Pradesh.



A view of the participants



Dr. Shweta Saini receiving 'Certificate of Participation'

She learned about the importance of personalization, Creating a seamless, intuitive, and relevant shopping experience is essential for enhancing customer satisfaction. Building stronger relationships through personalized interactions helps reduce churn and increase loyalty. Utilizing reinforcement learning in machine learning strategies can lead to optimal results and improved ROI.



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The workshop included engaging discussions on Augmented Reality (AR), Virtual Reality (VR), Voice Commerce, and Vision Technologies. Future retail will see the end of silos and channels, shifting towards a more integrated shopping experience where shopping becomes a “Phone Out Activity” rather than a “Phone-in-Pocket” one. There will be an increasing focus on ethical issues and privacy concerns moving forward.

Joint research paper presented by Faculty - FDDI, Hyderabad campus during conference published in International journal

On 22nd August 2024, a joint research study conducted by faculties of FDDI, Hyderabad campus namely, Dr. Rambabu Muppidi and Mr. Elayaraja was presented during the Multi-Disciplinary International Conference (MIDIC-2024) held at Idhaya College for Women, Department of Arts and Management, Sarugani, Tamli Nadu which was organized in association with Education Research and Development Association (ERDA).

<p>Dr. Rambabu Muppidi, Faculty, LGAD</p>	<p>Certificate of Conference</p>	<p>Certificate of Publication</p>
<p>Mr. K. Elayaraja, Sr. Faculty, FDP</p>	<p>Certificate of Conference</p>	<p>Certificate of Publication</p>

The paper was published in the UGC Care listed International Journal of Creative Research Thoughts (IJCRT) under Volume 12, Issue 8, August 2024, bearing ISSN number 2320-2882, spanning pages 18-24. The title of the paper is "Wax Art: Innovative Solutions in Sustainable Research."

Telugu region of Miyapur, Telangana, in Hyderabad, is renowned for a special type of paint made from beeswax, damar tree sap resin, and pigment powder. This paint is applied molten and then reheated to achieve a smooth enamel-like finish. The wax art form is closely linked to Kalamkari Machilipatnam painters and artists in Srikalahasti.

Additionally, Asian and African artists utilize unique methods for tie-dye art on fabrics, which has transitioned from traditional ceremonies to a symbol of fashionable clothing worldwide.

The paper will be helpful for promoting Indian art forms to research scholars, design students, academic professionals, artists, and designers interested in information related to art, craft, and design.

