

ISSUE
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FDDI

WEEKLY NEWSLETTER

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'Hindi Pakhwara' held at FDDI campuses

'Hindi Pakhwara' (Hindi Fortnight) was held at all the campuses of FDDI from 14-28, September, 2024.



Officers / Employees participating in competition at FDDI, Noida campus



Officers / Employees participating in competition at FDDI, Noida campus

In order to promote the knowledge and skills in use of official language – Hindi among the faculty, staff and the students in consonance with the policy of Government of India, four competitions were organized during the 'Hindi Pakhwara'.



Competition in progress at FDDI, Patna campus



A view of competition at FDDI, Rohtak campus

The competitions witnessed the oratory, logical skills and the literary acumen of the faculty, staff and students in Hindi.

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- Research paper presented by Faculties of FDDI, Rohtak during national seminar.

Sr. No.	Name of Competition	Held For
1.	टंकण एवं टिप्पण लेखन (Typing and Noting)	Officers / Employees
2.	आशु भाषण (Extempore Speech)	
3.	निबंध लेखन (Essay Writing)	Students
4.	कविता वाचन (Poetry Telling)	

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During all the competitions, a large number of both teaching and non-teaching staff as well as students participated enthusiastically in the competitions.

Additionally, as per the directives of the Official Language Department, FDDI implemented the FDDI Official Language Promotion Scheme, under which academic and non-academic departments were



A view of 'Hindi Pakhwara' at FDDI, Chhindwara campus



A view of competition at FDDI, Kolkata campus

inspected for their outstanding work in Hindi throughout the year and awarded with cash prizes and certificates.



A view of 'Hindi Pakhwara' at FDDI, Jodhpur campus



A view of competition at FDDI, Hyderabad campus

During the closing ceremony of 'Hindi Pakhwada' at FDDI, Noida campus, on 30th September 2024, Ms. Sunita Yadav, Assistant Director (Official Language), Official Language Department, Ministry of Home Affairs, Government of India was the 'Chief Guest'.

In her address, she emphasized that Hindi is our mother tongue and also our official language, hence it is essential for all of us to make a collective effort to promote it. The use of Hindi as the official language should be maximized in governmental work.



FDDI, Chennai campus



A winner receiving the prize at FDDI, Ankleshwar campus



A view of cultural program at FDDI, Noida campus



A view of the prize distribution ceremony at Noida campus

In this grand program, the students of the institute also presented cultural programs which was applauded by the audience. During the prize distribution ceremony, the winners were awarded cash prizes as well as certificate.

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FDDI, Chhindwara holds its Convocation ceremony

The Convocation ceremony for the graduating batch of 2019-2023 of FDDI, Chhindwara campus was held on 4th October 2024.



A graduating student receiving Degree during the Convocation ceremony of FDDI, Chhindwara



A view of the passing-out batch of FDDI, Chhindwara campus

Mr. Niren Anand, Managing Director & Founder- Evertrade Group (China, Hong Kong & India) was the 'Chief Guest' for the occasion. Mr. Partha Pratim, Vice President of India Operations at PDS Limited, graced the occasion as the 'Guest of Honor'.

Dr. Pradeep Mandal, Campus In-charge, FDDI, Chhindwara campus welcomed all the delegates and the graduating students during which the staff & students were also present.

A total of 24 students from the fields of Fashion Design and Footwear Design & Production proudly received their degrees. Among the distinguished graduates, Ms. Minal Raghuvanshi from the Fashion Design stream was awarded the Gold Medal for the batch of 2019-23 and Silver Medal for her academic excellence in Fashion Design, while Ms. Khushi Patel received the Silver Medal for her academic excellence in Footwear Design.

The delegates, in their speech congratulated the graduating students and encouraged them to achieve excellence in their professional endeavours.

Start-up 'B FOR WOMEN' visits CoE, FDDI, Jodhpur

With the objective of technical interaction and future collaboration, Ms. Yamini Sankhla and her team from a dynamic start-up 'B FOR WOMEN' visited CoE, FDDI, Jodhpur on 3rd October 2024.

During their visit, the start-up team explored various aspects of the state-of-the-art laboratory facilities of CoE. The start-up which is in the process of creating innovative, high-quality leather bags (RAREBUFF) & Perfumes (AROOD) shared their goal to revolutionize production of leather accessories and have a strong focus on eco-friendly practices and materials.

Dr. Koumi Dutta, Associate Project Scientist, CoE, FDDI, Jodhpur briefed them about the advanced prototyping tools, including the 3D printer, 3D Scanner and pedobarographic recording technique of the P & O Lab and the physical testing facilities which could enhance their product quality and improve their development process.



Team Start-up 'B FOR WOMEN' at CoE, FDDI, Jodhpur

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The team discussed importance of available facilities and their uses to experiment with different shapes, sizes and materials that will help them to push the boundaries with their product.

'Non-Leather and Virtual 3D Modeling Lab' inaugurated at FDDI, Chhindwara

With the commitment to fostering talent, nurturing creativity, and promoting sustainability, a 'Non-Leather and Virtual 3D Modeling Lab' was inaugurated at FDDI, Chhindwara on 4th October 2024.

It was inaugurated by Mr. Niren Anand, Managing Director & Founder– Evertrade Group (China, Hong Kong & India) during which Dr. Pradeep Mandal - Centre In-Charge, Dr. Pankaj Dubey - HoD, Mr. Prashant Saxena - Project Coordinator, and Mr. Aritra Das - Chief Faculty were present.



A view of the 'Non-Leather and Virtual 3D Modeling Lab'



FDDI staff briefing about the facility to the dignitaries

This state-of-the-art lab represents a significant leap in merging modern technology with traditional craftsmanship, providing students with hands-on experience in the latest sustainable practices and advanced tools.

Key features of this cutting-edge facility include Flyknit Technology, Laser Technology, Sole Manufacturing Plants, Automatic Computerized Pattern Stitching Machines, and a Virtual 3D Modeling Lab.

It will equip students with the skills and tools necessary to lead the future of sustainable fashion and footwear production, aligning with global shifts towards greener practices.

Educational excursion for FDDI, Hyderabad students at Pochampally Handloom cluster

On 01st October 2024, the students of B.Des. - 2021 Batch of the School of Fashion Design (FD) of FDDI, Hyderabad campus visited Pochampally Handloom cluster located at Telangana, India.

Pochampally Ikkat, a celebrated handloom tradition from the Pochampally village in Telangana, is renowned for its intricate geometric designs, vibrant patterns, and labour-intensive resist-dyeing technique. This art form, steeped in history, represents a perfect blend of craftsmanship and creativity, with weavers passing down the skill for generations. Pochampally Ikkat has earned global recognition for its exceptional quality and cultural significance, even receiving a Geographical Indication (GI) tag.

Additionally, it is one of the distinguished crafts showcased in India's Handloom Heritage and played a key role in representing the nation in UNESCO's Creative Cities Network.

The purpose of this educational excursion was to provide the students an opportunity to see and acquire the skill of the traditional art of Pochampally Ikkat saree-making.

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As part of their hands-on exposure, students were given an incredible opportunity to witness and actively participate in the live designing and manufacturing process of the iconic Single and Double Ikkat weaves, guided by renowned weavers in the field.



From the initial stages of yarn processing with Mulberry Silk to the intricate steps of designing, Tie and Dye techniques, and finally, the weaving of handloom sarees, students explored every facet of this rich textile tradition. The live demonstrations allowed them to fully understand the complexity and precision required at each step.

During this immersive experience, students had the opportunity to interact directly with the weavers, learning the history and significance of this time-honored craft. Inspired by the traditional motifs, some students even suggested their own design ideas, adding a fresh touch to the Pochampally Ikkat sarees.

This experience not only provided our students with practical insights into textile manufacturing but also deepened their appreciation for India's rich cultural heritage in handloom weaving, while encouraging a forward-thinking mindset toward sustainability and design innovation.

Webinar on 'AR/VR, Metaverse, and NFTs' held at FDDI, Noida campus

An insightful webinar on 'AR/VR, Metaverse, and NFTs' was held on 25th and 27th September 2024 at FDDI, Noida campus during which the students & faculties from other campuses of FDDI were connected virtually from the virtual classroom facilities at their respective campuses.

The webinar was organized by FDDI School of Leather Goods & Accessories Design (LGAD) during which Mr. Alekh Johari, founder of Anemol Solution - a Web3-focused design and development agency was the resource person. With around 20 years of experience, Mr. Johari's has led and delivered projects for clients such as FIFA World Cup and London Olympics, creating top-notch designs and solutions.

The sessions focused on the transformative potential of AR/VR, the Metaverse and Non-Fungible Token (NFTs) within the Design industry.

Mr. Johari's insights highlighted the importance of adapting to technological advancements in the leather goods industry. By leveraging AR/VR, the Metaverse, and NFTs, brands can enhance customer experiences, drive engagement, and establish a unique identity in the marketplace landscape of brand building.



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Giving the examples and case study, he explained how AR/VR is a game changer which is enhancing customer experience by allowing them to visualize products in real-world settings before purchasing. He further briefed about Metaverse that offers innovative platforms for showcasing products, reaching a broader audience, and creating virtual storefronts fostering direct interactions and enhancing customer relationships.

He stated that NFTs can be utilized to create exclusive digital assets, allowing customers to own limited-edition items or access special brand experiences. NFTs can help ensure authenticity in the luxury market, providing verifiable ownership history for leather goods.

He further explained that the integration of these technologies is set to reshape the leather goods market, driving innovation and creating new business models. However, while embracing new technologies, it's essential to maintain the craftsmanship and heritage of leather goods.

Joint research paper of Faculties of FDDI, Hyderabad campus published in African Journal of Biomedical Research

A joint research paper entitled “Optimization Study Analysis in Sustainable Materials for Sports Footwear” of the Faculties of School of Footwear Design & Production (FDP) of FDDI, Hyderabad campus has been published in the African Journal of Biomedical Research, (ISSN 1119-5096).



Mr. Loganathan T, Faculty



Certificate of Publication

This research of Faculties of FDDI namely, Mr. Loganathan. T - Faculty, Mr. K. Elayaraja - Sr. Faculty, Mr. Abdul Rahuman M - Sr. Faculty, Ms. Anila Sasi - Faculty delves into the growing emphasis on sustainability in the sports footwear industry has driven innovations in the development of eco-friendly materials. This paper examines optimization efforts aimed at improving the performance, durability and environmental footprint of sustainable materials used in sports footwear. Key materials include recycled plastics, biodegradable polymers and plant-based

alternatives each with unique challenges in terms of strength, flexibility and environmental impact. Computational models play a crucial role in predicting material behaviour, allowing for precise adjustments that balance sustainability with athletic performance.

This research paper reveals that while sustainable materials offer significant environmental advantages, they often require enhancements in durability and scalability for widespread use in performance footwear. Material blending, such as combining biodegradable polymers with stronger bio composites is identified as a key strategy for optimizing strength and flexibility. The paper concludes by identifying future research opportunities in material innovation, including the potential of nanotechnology and closed-loop recycling systems. These advancements are crucial for ensuring that sustainable materials meet both the ecological and performance demands of the sports footwear market.



Mr. K. Elaiyaraja, Sr. Faculty



Mr. Abdul Rahuman M, Sr. Faculty



Ms. Anila Sasi, Faculty

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Overall, this study underscores the importance of continued innovation in sustainable material development to meet the ecological and performance standards of the sports footwear industry.

The research paper can be reviewed at:

<https://africanjournalofbiomedicalresearch.com/index.php/AJBR/article/view/2463>

Faculty of FDDI, Banur felicitated during 'International Educator's Eminence Award 2024' ceremony

Dr. Pooja Singh, Faculty, Fashion Design (FD), FDDI, Banur campus was felicitated during 'International Educator's Eminence Award 2024' ceremony which was organized by Saksham Society, Jaipur, Rajasthan, World Record NGO.

World Teachers Day is celebrated on 05th October 2024 to honour the essential role that teachers play in shaping our lives.

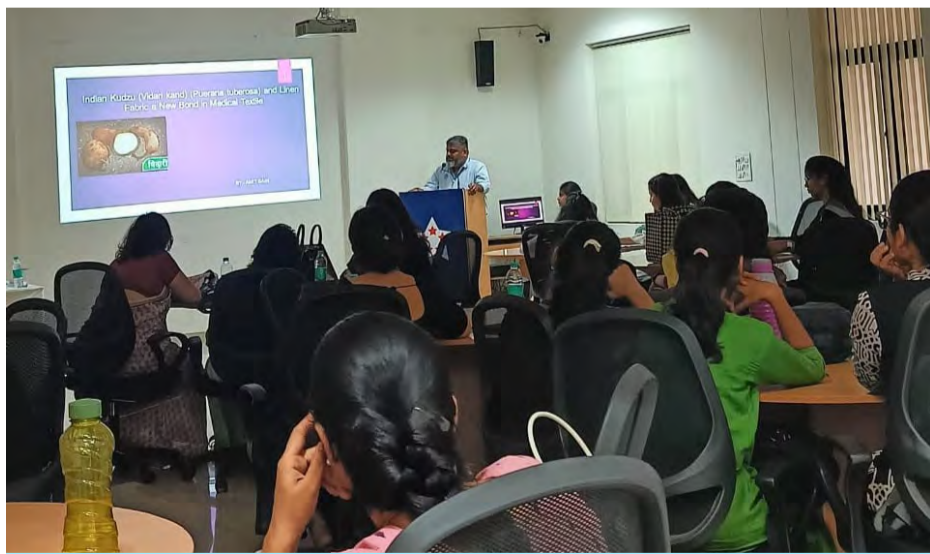


Dr. Pooja Singh, Faculty, FD

Certificate of Appreciation

Research paper presented by Faculties of FDDI, Rohtak during national seminar

During 'National Seminar on Sustainable Development: Global Problems, Local Solutions', Faculties of the School of Fashion Design (FD) of FDDI, Rohtak campus participated and presented research paper.



Mr. Amit Sain presenting the research paper



Mr. Anil Kumar, Sr. Faculty presenting the research paper

The seminar was held on 20th September, 2024 at Banasthali University, Rajasthan. during which Mr. Amit Sain, HoD/ Sr. Faculty presented the research paper titled 'Indian Kudzu (vidari kand) (Pueraria tuberosa) and Linen fabric a new bond in Medical Textile'. He explained that in creating sustainable fabrics it can be helpful due to its special and medicinal properties.

Mr. Anil Kumar, Sr. Faculty presented the research paper in the form of poster

presentation titled 'Connecting the tales of Indian Rosewood (Dalbergiasissoo) with Textiles for a Sustainable Future'. He explained the use of herbal plants in the medical field and also the study done on these as bioactive agents and potential colourants for textiles.