









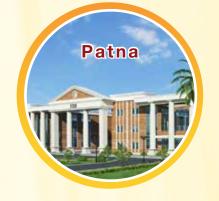


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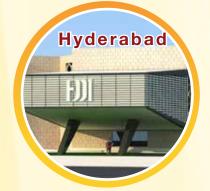














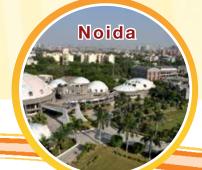
## **VISION**

To become a leading hub of Footwear, Leather Goods, Retail & Manufacturing of lifestyle products. To establish an infra-structured network which promotes design, development, production & support service system for the India Leather Industry. To emerge as a centre of excellence in providing consultancy to the International clients.



To provide world class education to its students, foster research and development for the growth of new designs and evolve innovation application for making India a global layer in every domain of lifestyle products.















## Management - FDDI

#### Smt. Revathy Roy - Chairman

"FDDI has a long history of commitment to quality and excellence and has produced alumni who have contributed enormously to the Footwear and Leather Industry in the country".



#### Sh. Sameer Srivastava - Sr. ED & Officiating Secretary & Managing Director

"We are committed to strengthen the knowledge base of our students so that they extract benefits from the practical and intellectual growth they experience in their years at FDDI".





Sh. Amit Kumar - Executive Director



Smt. S Parimala

Executive Director



Sh. A.K. Chaudhary
Executive Director



Sh. Adarsh Kumar Executive Director



Sh. Vikas Singh
Executive Director



Sh. Vikas Verma
Executive Director

## FDDI PROFILE

FDDI was established by the Ministry of Commerce and Industry, Government of India in the year 1986. It is an apex organization, serving as a 'One Stop Solution Provider' for the various problems faced by the footwear and leather industry. Since its inception, FDDI has been playing a pivotal role in facilitating the Indian industry by bridging the skill gap in the areas of Footwear, Leather, Retail & Management areas. FDDI has been functioning as an interface between the untapped talent and industry and its global counterparts by fulfilling the demand of skilled manpower with its state of art machines and world class infrastructure.

Facilitating a network between the Indian industry's supply and demand with its global counterparts, FDDI has its main campus in Noida and has a pan-India presence. The other campuses are at Fursatganj

(Near Lucknow), Chennai, Kolkata, Chhindwara, Rohtak, Jodhpur, Guna, Ankleshwar (Gujarat), Chandigarh, Hyderabad & Patna. All these campuses have state-of-the-art facilities - Library, Sports Facilities, Auditorium, Hostels for Boys and Girls, IT Labs etc. It offers a vista of courses under different disciplines and ensures adequate opportunities for research, training and development in the highly selective field of Indian fashion industry. Helping to nurture young talent, the institute provides training of human resource for the Indian industry and is instrumental in enhancing their global competency and performance.

The institute has an enviable record of 100% placements of approximately 1800 candidates in major multinationals and Indian companies every year.

FDDI is the only institution of the country, in its core area of expertise, to have certifications such as ISO 9001, ISO 1401 and ISO 17025. It has accreditations / tie-ups from the leading international organisations like SATRA- UK and top Management and Fashion Design institutes such as LDT Nagold (Germany), ARS Sutoria (Italy), Thomas Bata University (TBU), which equips students to learn in a global environment. With an aim to put India on the global map, FDDI is a pioneer institute that works for the benefit of the Indian Footwear / Leather industry as a whole.





## **CERTIFICATION**

FDDI is the first training Institute in the area of core competencies to be awarded various prestigious certifications / accreditations from leading international organizations eg-

- ISO 9001 (FDDI, Noida)
- ISO 14001 (FDDI, Noida)
- ISO 17025 & SATRA

### **Certificates for FDDI ITC:-**

- BIS (Bureau of Indian Standards)
- DGS & D (Directorate General of Supplies & Disposals)
- DGAQA (Directorate General of Aeronautical Quality Assurance)
- RITES (Rail India Technical and Economic Services)
- General Motors

## FDDI - IGNOU MOU

<u>FDDI -</u> Established in 1986 under the aegis of Ministry of Commerce and Industry, Govt. of India with the objective of skilling the youth with an emphasis on employability and entreprenuer skills in the niche sector of footwear, leather products, design and retail management.

IGNOU - Established in 1985 by an Act of Parliament -

- To enhance access and equity to higher education through distance mode.
- To promote, coordinate and determine standards in open learning and distance education systems.

FDDI and IGNOU have signed an MOU so as to bring together the depth and reach of these two premier institutions. The MOU is aimed at promoting synthesis between academic curriculum and practical honing of skills of students in the areas of Footwear Technology, Leather Goods and Accessories, Retail etc. The intent is to impart vocational education and training by adopting Open & Distance Mode of Education in pursuance of Section 5 (1) (i,ii,vii,xi,xiii & xxi) of IGNOU Act 50 of 1985 enabling IGNOU to recognize examinations or periods of study at other institutions as equivalent to examinations or periods of study in the University among other provisions and offer professional programmes for the persons desirous to work in the Footwear Design / Retail / Leather Accessories / Allied industry" through distance mode of education. All the Under Graduate and Post Graduate Degree programmes shall be exclusively offered at all FDDI campuses across India located at Noida, Fursatganj (Near Lucknow), Kolkata, Chennai, Rohtak, Chhindwara, Jodhpur, Guna, Patna, Chandigarh, Ankleshwar (Gujarat) & Hyderabad. All FDDI campuses are equipped with latest technology and tools to offer our students the best learning environment and facilities for physical and mental growth.

	UG Programmes	<b>Duration</b>		PG Programmes	<b>Duration</b>
1.	B.Sc* - Footwear Design & Production	3 <mark>year</mark> s	4.	M.Sc* - Footwear Design & Production	2years
2.	B.Sc* - Retail & Fashion Merchandise	3y <mark>ear</mark> s	5.	M.Sc* - Retail & Fashion Merchandise	2years
3.	B. Sc* - Leather Accessory Design	3y <mark>ears</mark>	6.	M.Sc* - CAD/CAM	2years

IGNOU is in the process of receiving the permission for the said programmes from UGC for the session 2016-17.

# FDDI SCHOOL OF FOOTWEAR DESIGN & PRODUCTION (FSFDP)

The FDDI School of Footwear Design & Production (FSFDP) offers Masters and Bachelors programmes with specific proficiency in the area of Footwear, Production, Design, Marketing, Merchandising, Sourcing and Footwear Retail Operations. The FSFDP is serving the Industry since last 25 years as Centre of Excellence & has a strong presence in Industry and Academia across the globe. The school is widely recognized for its high end international level of competency & expertise, its unique "techno-management" academic programmes and excellence in Consultancy Services in global arena. The students faculties serving the Industry across the globe, especially in the countries like USA, UK, Italy, Germany, Ethiopia, South Africa, Egypt, China, Bangladesh, Sri Lanka, Botswana and Nigeria. The ambassadors of the School in Footwear Manufacturing & Export, Footwear Retailing & Marketing, and Allied industries since decades.

#### CAREER PROSPECTS

Footwear and allied industries occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and exports. The Industry growing at a rate of more than 25% per annum is today the most favourable sourcing and manufacturing base destination for the leading countries like Italy, Germany, UK, USA, Hongkong, France, Spain, Netherlands and Belgium. Further the growing Retail Sector in India with Footwear and Leather, holding a premium share in the segment, offers a lucrative career opportunity for the techno-management professional coming out of the Institute every year in various segment of Footwear Retailing. Due to the structured blending of the technical training and the application based managerial specialization in the area of Production, Marketing, Design, Merchandising and Retail Management, the school offers high end career opportunities in Production and Planning, Designing, Footwear Fashion/Styling, CAD/CAM Specialist, Marketing, Merchandising, Buying, Costing, Quality Management, Shop Floor Operations and in the Back end of Footwear Retailing sector in both India and abroad.



#### EXPERIENTIAL IMMERSION

FDDI has a distinct presence not only in higher education but also in the spheres of industrial consultancy, research development and training. The syllabi, training software and teaching materials of FDDI are prepared by the experts from Melbourne College of Textile, Australia; South Field College, UK and syllabus for management programme is designed by senior professors of IIM, Ahmadabad and FMS, New Delhi. Our versatility consists in regularly upgrading our syllabus and training programmes to meet the latest requirement of the Industry.

FDDI's international design studio having the modern state-of-art computer center with advanced softwares from Crispin, Texon (U.K.), Shoe Master, Clarks (Italy), Procam (Austria) and hardware like rapid prototyping machine, CNC last modeling machine, Zund Cutting Table etc.



"Choosing the right college is the decision of paramount importance and choosing it right can really make things easier for a student. I can say this with utmost confidence and pride as I chose FDDI and it proved to be the biggest asset on my CV. My Alma Mater provided a base for my enhanced footwear technical knowledge and further groomed me for the shoe industry. Bit of a cliché but yes I am where I am because I chose a right course from a right institute."

Ammar Elahi
Batch - DFT (2007 to 2010)
Footwear Concepts
Brand: DaMochi

### **PROGRAMMES OFFERED**

**B.Sc.**Footwear Design & Production

M.Sc.
Footwear Design & Production

M.Sc.
Creative Design & CAD/CAM

## B.Sc. - FOOTWEAR DESIGN & PRODUCTION

B.SC. - TOOTWLAN DESIGN & PRODUCTION

**Programme Code : 04** 

Duration : 3 Years (Six Semesters)
Eligibility : 10+2 / Intermediate

(Candidates appearing in 10+2 may also apply).

Age Limit : Max. 25 years as on 31st July 2016

Number of Seats: Noida Campus – 60, Chennai Campus – 60, Kolkata Campus – 30, Rohtak Campus – 60,

Jodhpur Campus – 30, Fursatganj (Near Lucknow) Campus – 60, Chindwara Campus – 60, Guna Campus–60, Hyderabad – 60, Ankleshwar (Gujarat) – 60, Patna – 60 & Chandigarh–60



The aim of the programme is to create manpower in the field of Footwear Design, Production and Merchandising to fulfill the demand of the rapidly growing international and domestic business. The emphasis of programme is on inculcating the knowledge and skill about the latest technology and modern practices, which are relevant to the Industry to compete in the international market.

#### **STRUCTURE**

The three years programme comprises of six semesters in which the emphasis is given on concept and skill building in various areas of Design, Manufacturing Technology & Management and developing the overall personality. In the final year students are offered specialization in "Production Technology, Productivity & Quality Management", "Design & CAD/CAM" and "Marketing, Merchandising & Footwear Retail Management."

#### CONTENT

Product knowledge, Material understanding, Design, Fashion, Styling, Product development with the usage & exposure of high end softwares & equipments like Crispin, Coral draw, Photoshop, CAD/CAM, Die (Mould) - Less cutting, the intricacies involved in the manufacturing operations like cutting technique, closing techniques, component manufacturing techniques, lasting & finishing techniques etc., with the blending of management core and functional management subjects like Basic Economics, Communication, Basic Engg., Principles of Management, Personality Development, Computer Science, Lab Testing, Marketing, HRM, Organization Behavior, Project Management.

#### **CAREER PROSPECTS**

The Indian Corporates along with MNCs have made it possible to look forward to exciting career opportunities across the board i.e Production & Planning, Quality, Product Development, Marketing, Merchandising, Designing, Range Building, Category Head, Buying, Retail Merchandising, Retail Operations etc. The Programme has an impressive track record of 100% placement in top business houses in Footwear Industries, Retail Sector, Buying Houses and Allied Industry across globe.



## M.Sc. - FOOTWEAR DESIGN & PRODUCTION

Programme Code: 01

**Duration** : 2 Years (Four Semesters)

Eligibility : Graduation in any discipline. (Candidates appearing in final year may also apply).

Number of Seats: Noida Campus – 60, Chennai Campus – 30, Kolkata Campus – 30, Rohtak

Campus – 30, Jodhpur, Campus – 30, Fursatganj (Near Lucknow) Campus – 30

& Chhindwara Campus - 30



This programme is intended to create techno-management professionals who can understand the new dynamics of global business environment within a framework of business ethics and corporate governance and meet the ever growing demand of the footwear retailing and allied industries in a highly modernized setup.

#### **STRUCTURE**

The two-years programme is focused on concept building in the area of Footwear Manufacturing Technology and its Management. Students are offered specialization in Production, Marketing, Merchandising, Management and Polymer Technology.

#### CONTENTS

Product Knowledge, Material Foundation, Pattern & Pre-Production Engineering CAD, Footwear Production Technology, Cutting, Stitching, Footwear Constructions, Finishing, Lab Testing, Sports Shoe Technology, Personality Development, Communication, Community Development, Computer Science, Production Planning & Control, Material Management, Production Management, Domestic &

International Marketing Management, Accounting & Finance, HRD and Personnel Management, Operations Management (OM), Business Policy, Sourcing & Merchandising, Customer Relationship Management (CRM), Sales Management, Retail Management, Six Sigma and Productivity Improvement Techniques etc. Industrial Training and Projects are the integral part of training programme.

#### **CAREER PROSPECTS**

The two year programme is designed to create techno-management professionals equipped with right skills and knowledge to serve various domains of footwear, footwear retailing and allied industries globally. With the unique structured blending of the high end technical knowledge/skill and the application based managerial specialization in the area of Production, Marketing, Design, Merchandising and Retail Management, the school offers high end career opportunities in Production & Planning, Designing, Footwear Fashion / Styling and CAD/CAM Specialist, Marketing, Merchandising, Buying, Costing and Quality Management, Shop Floor Operations and in the back end of Footwear Retailing sector both in India and abroad.



## M.Sc. - CREATIVE DESIGN & CAD/CAM

Programme Code : 03

**Duration** : 2 Years (Four Semesters)

**Eligibility** : Graduation in any discipline. (Candidates appearing in final year may

also apply).

Number of Seats : Noida campus – 30



This programme is intended to groom modern designers who are capable of taking the challenges as product visualizers, concept developers and designers.

#### CONTENTS

Material and Product Information, Basics of Cutting, Stitching, Components, Lasting and Finishing.

Professional Design Management Practices, Application of Design Concept, Advanced Illustration & Technical Designing, Range Building, CAD Applications, Industrial Training and Projects are the integral part of training programme.

#### CAREER PROSPECTS

On completion of the programme students can join the Footwear or Leather Industry as Designers, Visual Merchandisers, Developers, CAD/CAM Specialists, Fashion Trend Forecasters and Design Consultants.



FDDI played the most important role in giving my career the proper shape and direction which was required as an individual. It gave me an opportunity to start my career with the world's favorite brand like adidas.

Currently, I am working in one of the leading retail group as a **Footwear Buyer in Dubai**, away from India, and people still recognize me more as an FDDI ian.

DEEPTI CHANDANI
Batch - DFT (2007 to 2010)
Assistant Buyer (Shoe Studio)

**Brand**: Apparel Group, Dubai

# FDDI SCHOOL OF RETAIL & FASHION MERCHANDISE (FSRFM)

FDDI, has established a designated FDDI School of Retail & Fashion Merchandise (FSRFM) that is the No. 1 Institution for Retail Education. This School was established to promote professionalism in the Retail Industry and fulfill its burgeoning demand of trained professionals. The courses at FDDI give real world understanding of the Retail Sector and prepare the students for a rewarding career. The FSRFM is engaged in creating trained professionals to cater to the shortage of manpower at various levels of this growing Retail Sector.

Our courses prepare students for successful career paths in retailing and provide a talented workforce to the Retail Sector. FSRFM is developing relevant retail studies and promotes excellence in Retailing. Students learn various aspects on Retail Management ranging from Retail Operations, Retail Communication, Retail Financial Management, Retail Store Planning and Resources & Merchandise Management. In Retail Management, students also gain exposure in Franchising, Visual Merchandising, Store Management, Information Technology (online retailing) in retail and many other diverse domains. Retail Courses at FDDI prepare students to seek lucrative opportunities in the booming Retail Industry.



#### **CAREER PROSPECTS IN RETAIL SECTOR**

Indian Retail Industry will double in size from 600 billion dollars in 2015 to 1.2 trillion dollars in 2020.

Fast changing consumer behavior coupled with rapid developments in technology and regulatory environment will continue to give a push to this industry.

Modern Trade is expected to grow 3 times to 180 billion dollars by 2020 from 60 billion dollars in 2015.

E- Commerce in India is expected to quadruple to 60-70 billion dollars over the next 5 years.

Modern retailers have tried to capitalise on this opportunity by increasing their store presence across major cities. There will be close to 200 cities with population of over 0.5 million by the turn of 2020.



The concepts and knowledge instilled by our learned faculty and the content of the course helped me bag the placement in Bata with the starting package of Rs 7 lac per annum.

AVANTIKA MISHRA
Batch - PG Retail (2014 to 2016)
Distt. Management Trainee
Brand: BATA

Which will fuel retail growth According to Shailesh Chaturvedi, CEO, Tommy Hilfiger," I am optimistic about the outlook of retail in India, there are several consumption enablers in place- the critical ones being the Indian appetite to trade up, monetary loosening & rational tax structures in future."

"The overall trajectory for Retail is on growth path: outlook for GDP is positive, brand acceptability in tier 2-3 cities and retail spaces in high street locations are expanding." Says Rafique Malik, Managing Director, Metro Shoes.

Shital Mehta, CEO, Pantaloons says, "The elephant is going to dance: buoyant future for Indian Retail lies ahead. I am extremely excited with the next generation of towns showing extremely positive signs" Important sectors in Indian Retail Industry (Offline & Online) include:

- Clothing & Accessories, Food & Grocery, Footwear, Electronics, Catering Services (F&B), Home & Office Improvement, Telecom, Jewellery, Books, Music & Gifts, Watches, Pharmaceuticals, Beauty & Wellness. Following are some of the Retail companies which come to our campus for talent acquisition/ hire our students off-campus:
- Pantaloons India, Shoppers Stop, Bata, Tommy Hillfiger, Woodland, Lifestyle International, Snapdeal, Jabong, Reliance Retail, Reliance Footwear, Wills Lifestyle, Reliance Brands, Groupon, (H&M), Fabindia, Paytm, Amazon, Gap, Puma, Big Bazaar, Landmark, Ferns n Petals, Globus, (Calvin Klein), Forever New, Forever 21, ITC, Khadim's, Reliance Trends, Jumbo Electronics, Mango, Superdry, Marks & Spencer, Diesel hire through Reliance Brands, Bestseller, Croma, Raymond, Chumbak, Satya Paul, Hidesign, (Charles & Keith), Zara, Mothercare, Hamleys, Raw Mango. Retail Sector is the

second largest employer after agriculture employing more than 35 million people in India. Factors that are playing a role in fuelling the bright future of the Indian Retail are as follows:

- The disposable income of an average Indian is increasing and thus there is a proportional increase in the purchasing power.
- The infrastructure is improving greatly in all regions and benefiting the market.
- Indian economy and its policies are also becoming more and more liberal making way for a wide range of companies to enter Indian market. Retailing is a large and dynamic sector of our developing economy and many Indian & International retailers like Walmart, Tesco, Tata, Reliance, Pantaloon, Aditya Birla, ITC etc. are among the world's most highly respected and innovative businesses.
- Indian population has learnt to become a good consumer and all national and international brands are benefiting with this new awareness.



- Another great factor is the internet revolution, which is allowing foreign brands to understand Indian consumers and influence them before entering the market. Due to the reach of media in the remotest of the markets, consumers are now aware of the global products and it helps brands to build themselves faster an new region
- As the middle-class expands and the environment for retail improves further, better standards of living will only heighten consumer interest in brands.

Modern Retail Outlets have become familiar sight in our Retail Markets over the past several years. (The announcement by the Indian Government to allow 51% in multibrand, 100% in single brand & 100% in wholesale Foreign Direct Investment have fuelled the sentiments further.) It is estimated that this will create 10 million more jobs for retail professionals.

Several single-branded retailers entered India in many sectors: apparel and beauty (including Brooks Brothers, Kenneth Cole, Sephora and Armani Junior), standalone boutiques (including Roberto Cavalli and Christian Louboutin) and food (including Starbucks and Dunkin' Donuts). Large retailers such as IKEA are finalizing their entry strategies for India.

#### **EXPERIENTIAL IMMERSION**

The objective of FDDI School of Retail & Fashion Merchandise is to equip the students with modern day state-of-the-art retail practices directed towards day-to-day needs of Retail organizations. The pace of change has challenged the structure of the traditional retail business which is complex and evolving and has adapted to new methods of pedagogical devices and technology by developing flexible management approaches. Retail professionals are confronted with the demands of an increasingly sophisticated, strong minded and highly motivated consumer. Traditional methods are challenged to keep pace and modern retailers seek the excitement that accompanies new situations and circumstances. The institute focuses on holistic development of the students. The School of Retail Management is equipped with modern training aids, multimedia equipments and visual merchandizing labs where the students can design and display various products.

Students are imparted a high level of knowledge and understanding of the concepts and processes involved in retailing and are equipped with practical, research and analytical skills necessary for a management career in the retail trade. They participate in retailing experience through live projects working hand-in-hand with retailers, to hone with both academic and practical skills.



#### **PROGRAMMES OFFERED**

B.Sc. Retail & Fashion Merchandise

M.Sc. -Retail & Fashion Merchandise

## B.Sc. - RETAIL & FASHION MERCHANDISE

**Programme Code : 05** 

**Duration** : 3 Years (Six Semesters)

Eligibility : 10+2 / Intermediate

(Candidates appearing in 10+2 may also apply).

Age Limit : Max. 25 years as on 31st July 2016

Noida Campus - 60, Chennai Campus - 60, Kolkata Campus - 30, Rohtak

Campus – 60, Jodhpur Campus – 60, Fursatganj Campus (Near Lucknow) – 60 & Chhindwara Campus – 60, Guna Campus – 30, Hyderabad – 30,

Ankleshwar (Gujarat) - 30, Patna - 30 & Chandigarh - 30

#### AIM

- To provide the students with high level of knowledge and understanding of the concepts and processes involved in Store Operations, Retail Merchandising, Visual Merchandising, Buying, Retail Communication, Design Concepts, Fabric, Fashion Forecasting and Fashion Trends.
- To equip the students with the necessary practical, research and analytical skills necessary for a
  professional career in the functional areas of Store Operations, Buying & Retail Merchandising,
  Visual Merchandiser, Marketing Retail, Fashion Communication, Fashion Forecasting and Trends.
- To provide the necessary framework for the theoretical & practical inputs for Fashion Merchandising,
   Luxury Retailing, Store Operations, Buying & Merchandising and Visual Merchandising.
- To prepare a strong foundation for both the front-end & back-end store functions of Retail Operations, Fashion Merchandising and Luxury Retailing.



#### STRUCTURE

The programme offers a unique three years intensive programme providing with the opportunity to build on future career aspirations. The course introduces students to the significance of Fashion Communication, Fashion Merchandising, Buying and Merchandising, Fashion Forecasting, Fashion Trends, Retail Operations, Visual Merchandising and Visual Communication. Students will undergo extended practical workshops combined with relevant work placements. Students will be required to complete a final major project in the last term of the academic year.

#### **CONTENTS**

Elements of Fashion, Fibre to Fabric, Introduction to Apparels, Fashion Forecasting, Fashion Trends, Product Costing, Retail Operations, Buying and Merchandising, Trend Research, Fashion Communication, Visual Merchandising, Store design, International Retailing, Franchising, Mall Management, Supply Chain Management, Marketing Management, Human Resource Management and Entrepreneurship.

#### CAREER PROSPECTS

#### **Graduates of this programme find employment in the following areas:**

- Retail store visual merchandising or display departments
- Visual merchandising consultancy and supply companies
- Retail merchandising, Buyers, Category Manager
- Retail Operations Area Manager, Retail Manager, Floor Manager, Department Manager Etc.
- Luxury Brands Store Manager
- E.Commerce Business Manager, Category Manager, Merchants.



FDDI has given me the platform to learn, explore and master the basics of Retail!

Now, I am implementing whatever I've learnt in FDDI and achieving new milestone in the industry.

Be efficient!

Be effective!

Be at FDDI!

PRANSHU DIXIT
Batch - UG Retail (2012 to 2015)

**Department Manager** 

Brand: Decathalon, Rohini

## M.Sc.- RETAIL & FASHION MERCHANDISE

Programme Code : 02

**Duration** : 2 Years (Four Semesters)

Eligibility : Graduation in any discipline. (Candidates appearing in final year may also apply).

Noida Campus – 60, Chennai Campus – 30, Kolkata Campus –30, Rohtak

Campus - 30, Jodhpur Campus - 30, Fursatgani (Near Lucknow) Campus - 30

& Chhindwara Campus - 30



The aim of the programme is to fulfill the growing demand of the retail industry for trained retail professionals by nurturing the latent talent. This programme aims to equip the students with the skills, creativity and knowledge and insight to understand retailing as a business management discipline. The participants will develop expertise in Retail Management, Retail Merchandising, Visual Communication and exercise the skills required for retail operations.

#### CONTENTS

Product Knowledge in Apparels, Retail Management, Consumer Behavior, Visual Merchandising, Retail Merchandising, Retail Communication, Customer Relationship Management, Retail Financials and Accounting, Retail Operation, Marketing, Site Selection, Retail Organisation, Brand Management, Sales Management, Supply Chain Management, Basic Computer Knowledge, Retail Software Knowledge, Personality Development and Communication.

#### CAREER PROSPECTS

After completion of programme students can join the fashion or retail industry as Management Trainee, Retail Merchandiser, Category Manager, Buyer, Department Manager, Retail Manager, Floor Manager, Area Manager, Fashion Consultant with national & international brands like Reliance, Shoppers Stop, Lifestyle, Pantaloon, Big Bazar, Bata, Chanel, Burberry, Armani, Versace, Tommy Hilfiger, Puma, Zara and Benetton.



# FDDI SCHOOL OF FASHION LEATHER ACCESSORY DESIGN (FSFLAD)

The FDDI School of Fashion Leather Accessory Design has all the latest state-of-the-art equipments and machines along with the latest CAD enabled studios and classrooms. With the present infrastructure and guidance from the Industry, the School of Fashion Leather Accessory Design surely promises to take design education to a new height in the coming years.

The School of Fashion Leather Accessory Design offers UG programmes to impart in-depth training in the area of Fashion Leather Goods, Garment & Accessory Design which is supported with hands-on training with real life studio & live projects under the guidance of internationally reputed design professionals and Industry experts. The Institute has also established long term tie-ups with major global players as well as with the leading institutes of design, to share the knowledge base and expertise.



#### **CAREER PROSPECTS**

With global players looking for new sourcing options, India stands to gain a bigger share of the global market. Leading brands from the US and Europe are planning to source leather products from India. With the scientific advancement and modernization of techniques, the Leather Products Industry now requires trained Designers, Managers, Merchandisers and Production Executives with an ability to optimize and upgrade the quality of product to meet international standards and attract the new age consumer.

#### **EXPERIENTIAL IMMERSION**

The curriculum is designed to cater the growing need of the global Leather Industry in the coming years. During three years of programme students undergo in-depth training in designing foundation in the initial year. In the subsequent year the students go through hands-on training with real life studio & live projects under the guidance of internationally reputed design professionals and Industry experts. During the final year graduates will be working in the Industry as Interns, learning and observing the professional dynamics of the Industry.

## B.Sc. - FASHION LEATHER ACCESSORY DESIGN

Programme Code : 06

**Duration** : 3 Years (Six Semesters)

Eligibility : 10+2 / Intermediate

(Candidates appearing in 10+2 may also apply).

Age Limit : Max. 25 years as on 31st July 2016

Noida Campus – 60, Kolkata Campus – 30 & Fursatganj (Near Lucknow)

Campus - 30



The aim of the programme is to build Design-Techno-Managers and Professionals in the field of Fashion Leather Accessory Design and Manufacturing Sector. The aim is to create multi-disciplinary professionals who will cater to growing need of the Industry and contribute in this constantly changing and continuously upgrading Fashion Leather Accessory Design and Production Sector. The graduates of this programme will act like a catalyst to change the emerging face of the Leather Product Sector by adding value based design, technical inputs and production support to meet the challenges of the global players; thus contributing to the growth and upliftment of the Indian Fashion Leather product Industry.

#### **STRUCTUE**

The three-years programme is focused to concept building in the area of Fashion Leather Accessory (Goods & Garments) Designing, Manufacturing Technology and Management. Students are offered specialization in Designing, Production and Merchandising.

#### CONTENS

Design Foundation: This being the first introductory module of the entire curriculum, we emphasize in



I would like to thank all staff and faculty members for giving me an opportunity by providing me the best course and by helping me in establishing my career. Today I can proudly say that I am established and heading a Govt. recognized production unit and would like to continue my future in the same direction

RAHUL YADAV
Batch - PG LGAD (2009)
Production Manager

Brand: Alpine Apparels Pvt.Ltd.

**PROGRAMMES OFFERED** 

B.Sc.-

Fashion Leather Accessory Design

opening the horizons of the individuals and try to build the ethical and professional competency. This two semester rigorous training exposes the individuals to varied world of fundamental realities of design. The subjects broadly taught during the design foundation are: Illustration Techniques, Geometric constructions, Analytical & Technical Drawings, Elements of Design, Colour & Composition, Product Form & Design, Ergonomics, Presentation Techniques, Material Science & Leather Technology, Principles of Management, Fundamentals of Marketing, Finance & Human Resource Management and Overview of Fashion.

Technical Foundation: During this year students understand the fundamental and the latest technical developments which govern the growth of the Indian Fashion Leather Product Sector. The modules include: Product Knowledge and overview of Fashion Leather Accessory (Goods & Garments) Design, Leather Cutting, Leather Stitching, Pattern Making, Basic Construction Techniques, Various Leather Machines Operations, Use of Tools and Accessory in Leather Goods & Garment Manufacturing, Identification and Finishing of Leather Goods, Production and Operation Management, Costing, Quality Control, Production Planning and real life industrial projects.

Specialization: This phase of the training will add the grace and glamour to the well groomed professionals and graduates of the Fashion Leather Accessory Design discipline. The learning amalgamation of the design concepts and knowhow of the technology will always keep them a league ahead in the professional arena. We emphasize on the realistic and market driven inputs which are the key to a successful professional. The modules are: Design Process & Methodology, Fashion Trends, Forecast and Analysis, Design Conceptualization and Range Building, Design Projects in Leather Goods, Garments & Accessory Collection Development, CAD, Leather Goods & Garment Design and Manufacturing Techniques, Leather Goods & Garment Pattern Development and Production Techniques, Classroom and Industrial Design Projects, Business Communication & Presentation Techniques, Product Documentation, Product Photography, Final Design Collection Development and Guided Industrial Internship.

#### CAREER PROSPECTS

The world of Fashion Accessories is increasingly growing in the international landscape and requires more and more specializations. After successful completion of the programme, students may join the Industry as Designers, Merchandisers and Production Executives. The training also enables them to become an entrepreneur in the growing field of Fashion Leather Accessories and Garments. The graduate professional of the discipline will be most qualified for the toughest competitions and will prosper with the flares, catering the Indian Fashion Leather Industry.



## PROGRAMMES PROPOSED FOR ACADEMIC SESSION 2016-17

Code	Programme Name							Seats /	Campus						
		Noida	Rohtak	Kolkata	Fursatganj (Near Lucknow)	Jodhpur	Chennai	Chhindwara	Patna	Chandigarh	Guna	Hyderabad	Ankleshwar (Gujarat)	Total	Eligibility
	'			1	POST G	RADUATIO	N PROGRA	MMES – 2	YEARS						
1	M.Sc - Footwear Design & Production	60	30	30	30	30	30	30	0	0	0	0	0	240	Grad.
2	M.Sc - Retail & Fashion Merchandise	60	30	30	30	30	30	30	0	0	0	0	0	240	Grad.
3	M.Sc - Creative Design CAD/CAM	30	0	0	0	0	0	0	0	0	0	0	0	30	Grad.
	no. of seats in ogramme	150	60	60	60	60	60	60	0	0	0	0	0	510	
					UNDER G	GRADUATIC	N PROGRA	AMMES – 3	3 YEARS						
4	B.Sc - Footwear Design & Production	60	60	30	60	30	60	60	60	60	60	60	60	660	10+2
5	B.Sc - Retail & Fashion Merchandise	60	60	30	60	60	60	60	30	30	30	30	30	540	10+2
6	B.Sc - Fashion Leather Accessory Design	60	0	30	30	0	0	0	0	0	0	0	0	120	10+2
	no. of seats in ogramme	180	120	90	150	90	120	120	90	90	90	90	90	1320	
	II Seats in PG & ogramme	330	180	150	210	150	180	180	90	90	90	90	90	1830	

<sup>\*</sup>Classes for all courses of Chandigarh Campus shall be held in Rohtak Campus for First Year for the Session 2016-17.

## CAMPUS WISE FEE STRUCTURE (NOIDA)

#### FEE STRUCTURE FOR UG PROGRAMMES (3 Years)

Semester Wise Academic Fee (In Rupees)									
	2016-17		2017-18		201	8-19			
Semester	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6			
Tuition Fee (Non Refundable)	20000	20000	20000	20000	20000	20000			
Infrastructure Charges (Non Refundable)	26000	26000	26000	26000	26000	26000			
Course Work / Project Work (Non Refundable)	20000	20000	20000	20000	20000	20000			
Library, IT, Co-Curricular Activities and Insurance (Non Refundable)	10000	10000	10000	10000	10000	10000			
TOTAL	76,000	76,000	76,000	76,000	76,000	76,000			

One Time fee to be paid with 1st Semester payment:

1. Social & Welfare Development Fund (Non Refundable)

2. Security Amount (Refundable) 10,000

#### FEE STRUCTURE FOR PG PROGRAMMES (2 Years)

5,500

Semester Wise Academic Fee (In Rupees)								
	201	6-17	2017-18					
Semester	Semester 1	Semester 2	Semester 3	Semester 4				
Tuition Fee (Non Refundable)	20000	20000	20000	20000				
Infrastructure Charges (Non-Refundable)	36000	36000	36000	36000				
Course Work / Project Work (Non-Refundable)	25000	25000	25000	25000				
Library, IT, Co-Curricular Activities & Insurance (Non-Refundable)	10000	10000	10000	10000				
TOTAL	91,000	91,000	91,000	91,000				

One Time fee to be paid with 1st Semester payment:

Social & Welfare Development Fund
 Security Amount
 (Non Refundable)
 (Refundable)
 10,000

Students are required to pay the Semester fee in the beginning of each Semester. Please note that the fee for last two Semesters shall be paid together in the beginning of 5<sup>th</sup> Semester (for UG students) & 3<sup>rd</sup> Semester (for PG Students).

## CAMPUS WISE FEE STRUCTURE (KOLKATA/ROHTAK/JODHPUR/HYDERABAD/PATNA/ANKLESHWAR (GUJARAT)/CHANDIGARH)



#### FEE STRUCTURE FOR UG PROGRAMMES (3 Years)

Semester Wise Academic Fee (In Rupees)									
	201	6-17	201	7-18	2018-19				
Semester	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6			
Tuition Fee (Non Refundable)	20000	20000	20000	20000	20000	20000			
Infrastructure Charges (Non-Refundable)	10000	10000	10000	10000	10000	10000			
Course Work / Project Work (Non-Refundable)	20000	20000	20000	20000	20000	20000			
Library, IT, Co-Curricular Activities And Insurance (Non-Refundable)	6000	6000	6000	6000	6000	6000			
TOTAL	56,000	56,000	56,000	56,000	56,000	56,000			

One Time fee to be paid with 1st Semester Payment:

1. Social & Welfare Development Fund (Non Refundable) 5,500

2. Security Amount (Refundable) 10,000

#### FEE STRUCTURE FOR PG PROGRAMMES (2 Years)

Semester Wise Academic Fee (In Rupees)									
	201	2016-17 20:							
Semester	Semester 1	Semester 2	Semester 3	Semester 4					
Tuition Fee (Non Refundable)	20000	20000	20000	20000					
Infrastructure Charges (Non-Refundable)	20000	20000	20000	20000					
Course Work / Project Work (Non-Refundable)	25000	25000	25000	25000					
Library, IT, Co-Curricular Activities & Insurance (Non-Refundable)	6000	6000	6000	6000					
TOTAL	71,000	71,000	71,000	71,000					

One Time fee to be paid with 1st Semester payment:

Social & Welfare Development Fund
 Security Amount
 (Non Refundable)
 (Refundable)
 10,000

Students are required to pay the Semester fee in the beginning of each Semester. Please note that the fee for last two Semesters shall be paid together in the beginning of 5<sup>th</sup> Semester (for UG students) & 3<sup>rd</sup> Semester (for PG Students).

## CAMPUS WISE FEE STRUCTURE (CHHINDWARA/FURSATGANJ (NEAR LUCKNOW)/CHENNAI/GUNA)

#### FEE STRUCTURE FOR UG PROGRAMMES (3 Years)

Semester Wise Academic Fee (In Rupees)									
	201	6-17	201	7-18	2018-19				
Semester	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6			
Tuition Fee (Non Refundable)	20000	20000	20000	20000	20000	20000			
Infrastructure Charges (Non-Refundable)		10000	10000	10000	10000	10000			
Course Work / Project Work (Non-Refundable)	10000	10000	10000	10000	10000	10000			
Library, IT, Co-Curricular Activities And Insurance(Non-Refundable)	6000	6000	6000	6000	6000	6000			
TOTAL	46,000	46,000	46,000	46,000	46,000	46,000			

One Time fee to be paid with 1st Semester payment:

1. Social & Welfare Development Fund (Non Refundable)

2. Security Amount (Refundable) 10,000

#### FEE STRUCTURE FOR PG PROGRAMMES (2 Years)

5,500

Semester Wise Academic Fee (In Rupees)								
	201	6-17	201	7-18				
Semester	Semester 1	Semester 2	Semester 3	Semester 4				
Tuition Fee (Non Refundable)	20000	20000	20000	20000				
Infrastructure Charges (Non-Refundable)	10000	10000	10000	10000				
Course Work / Project Work (Non-Refundable)	25000	25000	25000	25000				
Library, IT, Co-Curricular Activities & Insurance (Non-Refundable)	6000	6000	6000	6000				
TOTAL	61,000	61,000	61,000	61,000				

One Time fee to be paid with 1st Semester Payment:

1. Social & Welfare Development Fund (Non Refundable) 5,500
2. Security Amount (Refundable) 10,000

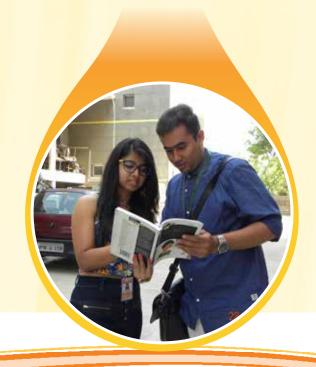
Students are required to pay the Semester fee in the beginning of each Semester. Please note that the fee for last two Semesters shall be paid together in the beginning of 5<sup>th</sup> Semester (for UG students) & 3<sup>rd</sup> Semester (for PG Students).

## CAMPUS WISE HOSTEL FEE FOR THE SESSION 2016-17

Noida Campus (per Semester)	Kolkata Rohtak Jodhpur Patna Hyderabad Ankleshwar (Gujarat) & Chandigarh (per Semester)	Chhindwara Fursatganj (Near Lucknow) Chennai Guna (per Semester)
Rs. 24,000	Rs. 18,000	Rs. 12,000

- Refundable Security for hostellers is Rs. 5,000 (one time) which is to be paid with first semester fee.
- The mess facility is compulsory for student availing hostel facility. No request shall be entertained for exemption of mess facility for hostellers in all campuses.



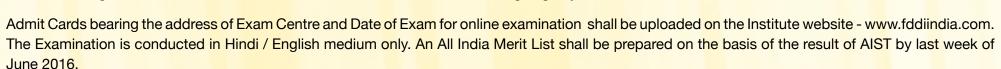


## ADMISSION GUIDELINES

Eligible candidates are required to appear for All India Selection Test (AIST) comprising of Computer Based Multiple Choice Examination. AIST shall be conducted on 10, 11 & 12 June 2016 at various centres. Candidates have an option to choose the date according to their convenience. AIST shall be conducted at the following location across India –

1	AGRA	2	ALLAHABAD	3	BANGALORE	4	BAREILLY
5	BHUBNESWAR	6	CHANDIGARH	7	CHENNAI	8	CHHINDWARA
9	DEHRADUN	10	DELHI	11	CHITTORGARH	12	RAIBAREILLY
13	GHAZIABAD	14	GORAKHPUR	15	GUWAHATI	16	HYDERABAD
17	INDORE	18	JAIPUR	19	JALANDHAR	20	JAMSHEDPUR
21	KANPUR	22	KOLKATA	23	LUCKNOW	24	MEERUT
25	MUMBAI	26	NOIDA	27	PATNA	28	RANCHI
29	ROHTAK	30	КОСНІ	31	JODHPUR	32	GWALIOR
33	JABALPUR	34	JAMMU	35	SHIMLA	36	GUNA
	5 9 13 17 21 25 29	5 BHUBNESWAR 9 DEHRADUN 13 GHAZIABAD 17 INDORE 21 KANPUR 25 MUMBAI 29 ROHTAK	5 BHUBNESWAR 6 9 DEHRADUN 10 13 GHAZIABAD 14 17 INDORE 18 21 KANPUR 22 25 MUMBAI 26 29 ROHTAK 30	5 BHUBNESWAR 6 CHANDIGARH 9 DEHRADUN 10 DELHI 13 GHAZIABAD 14 GORAKHPUR 17 INDORE 18 JAIPUR 21 KANPUR 22 KOLKATA 25 MUMBAI 26 NOIDA 29 ROHTAK 30 KOCHI	5         BHUBNESWAR         6         CHANDIGARH         7           9         DEHRADUN         10         DELHI         11           13         GHAZIABAD         14         GORAKHPUR         15           17         INDORE         18         JAIPUR         19           21         KANPUR         22         KOLKATA         23           25         MUMBAI         26         NOIDA         27           29         ROHTAK         30         KOCHI         31	5 BHUBNESWAR 6 CHANDIGARH 7 CHENNAI 9 DEHRADUN 10 DELHI 11 CHITTORGARH 13 GHAZIABAD 14 GORAKHPUR 15 GUWAHATI 17 INDORE 18 JAIPUR 19 JALANDHAR 21 KANPUR 22 KOLKATA 23 LUCKNOW 25 MUMBAI 26 NOIDA 27 PATNA 29 ROHTAK 30 KOCHI 31 JODHPUR	5         BHUBNESWAR         6         CHANDIGARH         7         CHENNAI         8           9         DEHRADUN         10         DELHI         11         CHITTORGARH         12           13         GHAZIABAD         14         GORAKHPUR         15         GUWAHATI         16           17         INDORE         18         JAIPUR         19         JALANDHAR         20           21         KANPUR         22         KOLKATA         23         LUCKNOW         24           25         MUMBAI         26         NOIDA         27         PATNA         28           29         ROHTAK         30         KOCHI         31         JODHPUR         32

Candidate is required to give (4) choices in the Registration Form in order of his / her preference for examination centre from the above mentioned list. FDDI would allot exam centre as per availability. Once allotted, no request for change of date and exam centre shall be entertained. The allotment of centre of examination and date shall be given on first come first serve basis. During allotment of test centre and date of examination, choice mentioned in the registration form shall be considerd. FDDI reserves the right to add or cancel the exam centers listed above without assigning any reason.



NOTE: Candidates appearing in final year exam shall be provisionally allowed to appear in FDDI entrance examination. However, such candidates are required to submit mark sheet of final year at the time of admission. In case candidates fail in the final year exams, their admission shall be cancelled.



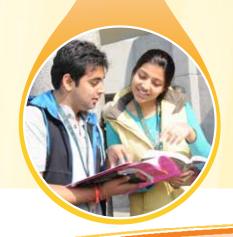
## PROCEDURE FOR ADMISSION THROUGH COUNSELING

The programme & campus shall be allotted to the candidate on the basis of his / her rank and preference. Successful candidate shall be called for the counselling in the order of his/her rank. Admissions shall be made strictly on merit basis (Rank-wise) and counselling / admissions shall continue till all the seats get filled-up.

The number of candidates called for the counselling shall be more than the actual number of seats. Therefore, there are possibilities that all the seats are filled before the counselling of all called candidates is over. Candidate shall be called in the counselling room as per his / her rank on the basis of aggregate score in the AIST.

Institute does not take any responsibility for any inconvenience caused to parents / candidate due to closure of the counselling prior to their turn. A candidate who is allotted a seat has to pay an amount of Rs. 25000/- on the spot to reserve the seat. The amount submitted shall not be refunded in case of withdrawal of admission. The candidates shall be given seven working days to deposit the balance fee.







## **EXEMPTION**

Candidates who have appeared in any of the below mentioned Entrance Test shall be exempted from appearing in the AIST provided they have obtained scores in the examination.



#### Master Degree Programmes

CAT/XAT/MAT/AIMA/JMET/NMAT/AMCAT/SNAP/GMAT/AIM-CAT/ or other equivalent entrance test.



#### **Bachelor Degree Programmes**

AIEEE/BITSAT/IITJEE/GGSIPU/VIT/SRM/BCECE/UPSEE/MPCET/GUJCET/EAMCET/ COMEDK/MHCET/ODISHA JEE or any other equivalent entrance test

However, score secured by the candidate in these examinations shall be considered as per the following criteria - the aggregate percentile of said examination shall be equated at par with AIST percentile. Marks corresponding to the nearest percentile of the candidate who has appeared in the AIST shall be allotted and the candidate having percentile in other examinations shall be positioned just below the marks obtained by such candidate.

For example, the candidate having 92.84 percentile in MAT shall be equated to the nearest percentile of the candidate appeared in AIST, which is 92.75 and the marks corresponding to the percentile is 160/300 in case the MAT student with 92.84 percentile shall also be allotted 160 marks. However, in case of MAT students who have also appeared in AIST, the better of two marks as per the above method shall be allotted. Similar formula shall be applied in case of any other entrance test as well.



The common merit list of examination shall be prepared for candidates who have appeared in the AIST and applied under exempted categories. On the basis of their aggregate marks, the FDDI ranks shall be awarded to the candidates. In case of some of the entrance examinations, where only rank is awarded but no score is available, the suitable decision shall be taken by the Admission Committee and the suitable FDDI rank shall be awarded to such candidates. The decision of Admission Committee shall be final in this regard.

## **HOW TO APPLY?**

Candidates are required to fill the Registration Form Online as per the instructions mentioned and upload the requisite documents at the time of Registration. The important instructions for filling the form are given below:-

- A candidate can apply for more than one programme by paying for a single registration form; for applying in multiple programmes candidate has to fill the programme code in accordance to their preference of programme as given in the Registration Form.
- a. Candidates for UG programme can apply for other UG programmes only, in the same form by using the choice filling option available.
- b. If a candidate wishes to apply for both UG & PG programme he / she has to fill two separate Online Registration forms.
- Candidate can select the centre and date of his / her choice from the dates given on the Registration Form
  for appearing in AIST. Maximum efforts shall be made to accommodate the request on first come first serve
  basis. However, due to infrastructure constraints a candidate may sometimes be asked to appear on other
  date / centre also.
- Candidates applying under the "Reserved Category" (SC/ST/OBC/PH/Disabled) must upload a self-attested documentary proof, as admissible.
- Candidates applying under exemption for written exam must upload scanned copy of his / her relevant score card or admit card (in case result is awaited) of the exam in which he/she has appeared.
- Candidates are required to upload one recent passport size coloured photograph & fill in the personal details given in the Admit Card (Mandatory).
- Signature of the student must be uploaded on the specified place.
- Forms which are incomplete in any aspect, shall be rejected without notifying the candidate.
- Candidates are advised to visit the admission website regularly for all updates & carefully read the eligibility criteria before Registration.
- The Registration Fee is Rs.500. Candidates have to pay this amount for UG / PG programme he / she applies for.

Candidate facing technical problems while filling in the Registration Form may call +91- 9717797766 (Weekdays between 10:00 am to 5:00 pm) except on Government holidays.

Please note that candidate applying through online process should not send the registration form by post.



#### **IMPORTANT DATES**

- Last date for submission of Application form
  - : 20<sup>th</sup> May 2016 (Friday)
- Date of Entrance Test
  - : 10<sup>th</sup>,11<sup>th</sup>,12<sup>th</sup> June 2016 (Friday, Saturday, Sunday)
- Declaration of Result
  - : 24<sup>th</sup> June 2016 (Friday)
- Date for Counselling

#### **UG Programmes**

: 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, July- 2016 (Wednesday, Thursday, Friday)

#### **PG Programmes**

: 11<sup>th</sup>, 12<sup>th</sup>, July- 2016 (Monday, Tuesday)

## GUIDELINES FOR ENTRANCE TEST

The computer based multiple choice examination shall be conducted at the specified centers. Each candidate would be provided with a computer and individually allocated user-id and password. By using the allocated user-id and password, the candidate would be able to access the Test Paper. The Test Papers may be downloaded at the test center Local Server from the Main Server. The questions contained in the Test Paper would be rendered one at a time on the computer monitor. The entrance exam would be conducted over multiple sessions in a day and the test would be scheduled for all the candidates. The short listed candidates would be communicated their test centers, session and test time details through admit card, which shall be uploaded on the admission website.

It is mandatory for the candidate to carry a printed copy of his / her admit card (with photograph pasted on it) to the allotted Test Centre along with valid identity proof such as Voter's ID Card/ Passport / Driving license / Identity Card issued by previous institution. The candidate would be allowed to appear for the entrance exam only on validation of his / her identity by the center administrator located at each center.

FDDI entrance test shall be for 2 ½ hours (Two and half hours) duration and conducted in English & Hindi languages. There will be a total of 150 objective type questions. Examination would comprise of the following sections:

	FOR U.G. PI	ROGRAMMES		FOR P.G. PROGRAMMES					
Section	Description	Time Suggested (in minutes)	Number of Questions	Section	Description	Time Suggested (in minutes)	Number of Questions		
Section A	Mathematics	45	45	Section A	Quantitative Aptitude & Reasoning	45	45		
Section B	General Science	30	30	Section B	English	45	45		
Section C	English	45	45	Section C	General Awareness	30	30		
Section D	General Awareness	30	30	Section D	Business Aptitude	30	30		
Total		150	150	Total		150	150		

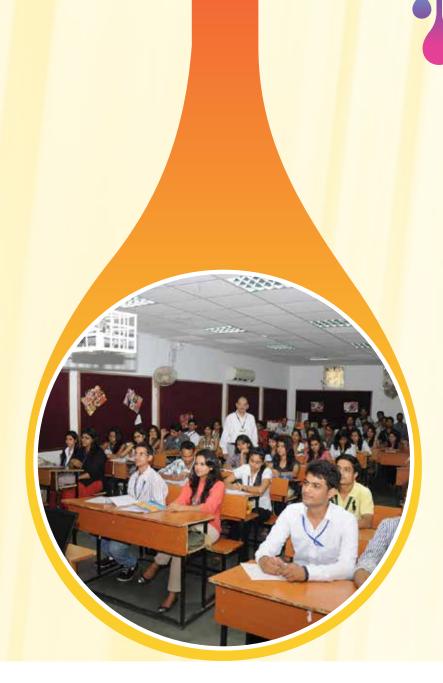


Each question will carry 1 mark. There shall be no negative marking. The time allotted for the test shall be shown on the screen as Time Left to finish the test. The time shall start as soon as the candidate clicks the "Start Test" button. On completion of the test, the candidate may exit by pressing the "Submit" button. The candidate should attempt all the questions within the stipulated test duration of 2 ½ hours to avoid being "timed out".

The Test Centre Administrator would be available at the Test Centre to provide all the necessary assistance. The test would be invigilated to ensure that spirit of the exam is maintained. The candidate found indulging in any kind of malpractice would be disqualified and would be instructed to leave the test premises immediately. The candidate would not be allowed to carry Mobile Phones, Calculators, PDA, Listening Devices and Recording or Photographic devices of any nature in the examination hall.

Note: Candidate can collect sample test papers by paying online or from FDDI Campuses on payment basis.

Any attempt to influence the admission process by way of recommendation will invite disqualification of the candidate.



## ADMISSION UNDER SPONSORSHIP CATEGORY

Out of the total capacity of any batch, 7.5% seats are reserved in each programme for Industry-Sponsored candidates if they meet the required eligibility criteria. The Candidate shall be interviewed and the selection shall be done on merit basis. Industry sponsored candidates are required to pay twice the normal fee in case of Noida campus and 50% extra fee for other campuses in addition to the normal fee.

FDDI shall not be responsible for Industry Internship & Placement for such candidates.

The sponsoring company shall make arrangements for the placement of these Candidates. Candidates applying in the sponsored category must submit a sponsorship certificate issued on the company letter head duly signed & stamped by the authorized person as per the format given below. In case of non-availability of industry sponsored candidates the seats reserved for them shall be offered to non-sponsored candidates



To
The Managing Director
FDDI, NOIDA - 201301

Dear Sir.

We are sponsoring Mr. / Ms. ...... programme scheduled to commence from 1st August 2016.

We also undertake to employ Mr. / Ms. ....... after the programme is completed.

We agree to pay 50% or 100% extra than the normal fee.

Office Seal Signature



## CRITERIA FOR NRI / FOREIGN STUDENTS



#### Overseas Candidates:-

Overseas candidate applying for admission into UG & PG programs have to fill the registration form online along with other applicants in India. Such students may attend interview process online. 15 % seats in all FDDI Courses are reserved for applicants from foreign countries/NRIs on supernumerary basis.

#### Procedure for applying under foreign nationals / NRI category:

Candidate seeking admission under this category should apply through online Registration Form which should be duly filled in and submit it later along with the following documents:

- An attested copy of the relevant pages of the passport containing details of the applicant.
- An attested copy of proof of status of NRI/ Foreign National.
- Admit Card duly filled in with recent photographs. The other fees shall be as applicable to Indian candidates. The candidate selected
  under this quota will be required to pay the double fee for academic year consisting of two semesters and would need to obtain a valid
  residential permit or student visa for the prescribed duration of the programme.
- For UG candidate: Attested copies of marksheets of equivalent grades/ levels of SSC and HSC (those who are studying presently in HSC, must submit bonafide certificate from School/ College).
- For PG candidate: Attested copies of marksheets of equivalent grades/ levels of SSC, HSC, completed years of graduation and degree certificate/ provisional certificate/ passing certificate (those who are studying in final year of graduation must submit bonafide Certificate from the College).
- Attested copies of experience certificate/s, wherever applicable.

Seats remaining vacant shall not lapse and can be converted to any other category.

## RESERVATION FOR SC/ST & PH CANDIDATES

- Institute reserves 15% seats for Scheduled Caste (SC) and 7.5% seats for Scheduled Tribe
  (ST) and 27% seats for OBC (Non Creamy) candidates respectively in each programme in
  both sponsored as well as non-sponsored categories.
- 3% seats are reserved for physically handicapped candidates in each programme as per the Persons with Disability Act 1995. Such candidates should submit the disability certificate issued by medical board notified by State / Central authority certifying their disability as 40% or more.
- Candidate applying under OBC quota has to satisfy the caste and creamy layer requirement details. National Commission for Backward Classes (NCBC) websites may be seen for reference:
  - (a) http://www.ncbc.nic.in/backward-classes/index.html
  - (b) http://www.ncbc.nic.in/html/creamylayer.html
- Candidate applying under this quota are to produce a Caste Certificate issued not earlier than September 01, 2015 from the Competent Authority of the respective States/ Union Territories certifying that they don't belong to the creamy layer. Failure to produce an appropriate certificate shall make the candidate ineligible.
- The caste which is mentioned in the OBC document should find its mention in the central list of OBC available at the below mentioned links:
  - http://ncbc.nic.in/backward-classes/index.html
- FDDI reserves the right to change the centre & course of the student if the enrolment in a particular program is less than 10 students in any campus. The fee & other charges will be applicable as per the campus fee.



## CORPORATE & PUBLIC RELATIONS (PLACEMENT)





#### **CAREER PROSPECTS**

FDDI is globally recognized brand for Footwear Design & Production, Retail & Fashion Design, Business & Entrepreneurship. The Institute's rigorous training programmes are focused on creativity, innovation, leadership, teamwork and are reflected in its record of 100% placement for all its graduates. FDDI has always enjoyed special preference for Indian as well as foreign employers on account of its excellent performance sustained over a long period of time and its strong brand image.

The Corporate Relations & Placement Department plays a very important and key role in counselling and guiding the students of the Institute for their successful career, which is a crucial interface for the students between the stage of completion of academic programme of studies and entry into the professional life. The department also coordinates various activities related to the placement of the students along with the Industry Internship. Reputed National and Multinational companies visit FDDI for campus interviews every year. The benefits of this assistance are reflected in the preparation of FDDi'ians who are able to secure esteemed positions in the industry. The placement service operates year round to facilitate contacts between companies and students. The teams other activities include career counseling by trained professionals, organizing interview skills workshop and development of effective resumes, holding seminars & events and updation of pedagogy through market research. So far FDDI has been able to achieve a 100% placement record. All students secure job offers before they complete their programme at FDDI.





#### **PLACEMENT TEAM**

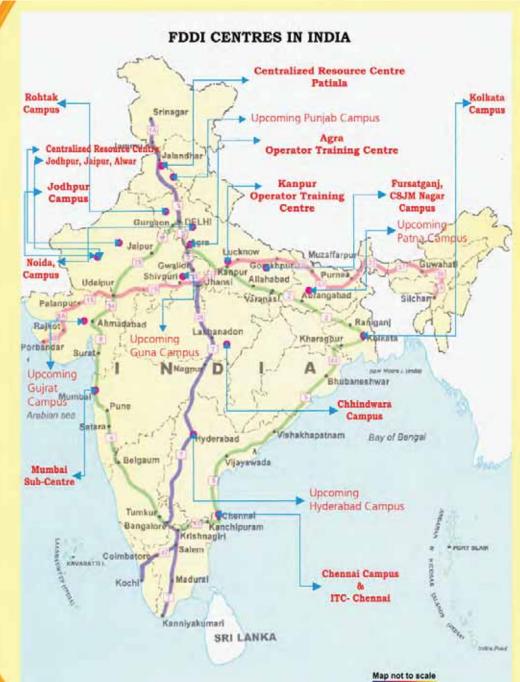
There are Placement Teams in all the centres to coordinate placement activities and operate as the primary interface between the corporate world and the Institute. The Placement Team is responsible for identifying the right student for organization; they select and invite companies to campus for final placements. It has an active role in consolidating the list of companies for final placements, designing placement brochure and coordinating in scheduling and organizing placement interviews and getting the best job offers with reputed companies.



List of some of the major companies who have employed our students is given below:

#### **Industry Associates**

Abraham & Thakore | Action | Adidas India | Aditya Birla Group | Alpine Apparels Pvt. Ltd. | Associated Lighting Company | AV Thomas | Bachi Shoes | Bata India | Baer India | Bayer | Bhartiya International | Bharti Wal-Mart Group | Blues and Blues | BMI | Café Coffee Day | Caiman (Rahman Industries Ltd.) | Carlton London | Catwalk | Cheviot International | Clarks | Crew Bos. | Coco berry | D2 | Da Milano | Diamond Shoes | Drish | Ecoline | Eicher Goodearth Ltd. | Euro Footwears | Euro Shoes | Evoluzione | Farida | Fashion & U | Fashion Brands India Pvt Ltd | Fashion Club Global | Ferns n Petals | Franco Leone | Future Group | Globus | Gupta Overseas | Hidesign | Images Retail | Impactiva | India Mart | ITC Wills Life style | Jabong | Jumbo Electronics Corp. Pvt. Ltd. | Kapsons | KH Group | Khadims | Kiwi Shoes | Lakhani | Lancer | Leiner Shoes | Lifestyle | Li & fung | Liliput | Lotto | Louis Vuitton | M & B (Lee Cooper & ID) | Madura Garments | Marks & Spencers | Maspar | Max Life style | Metal Corporations | Metro Shoes | Mirza International (Red Tape) | Mochiko Shoes | Moja Shoes | Next Retail India Ltd. | Nike | Nova International | Panasonic | Planet Sports Pvt. Ltd. | Puma | Rajesh Pratap Singh | Reebok | Regal | Relaxo | Reliance Footprints | Reliance Retail | Shoe Mart, Dubai | Shoppers Stop | Srilmpex | Sports Station India Pvt. Ltd | Stalwart | Super House | Swarovski India Pvt. Ltd. | Tata International | Tej Shoes | Tirubala | Titan | Tommy Hilfiger | Tread stone Group | Vaccuro Leathers (GMBH) | Vardhaman Threads | Vishal Megamart | Westside | WHSmith | Wilhelms | Zara





## GLOBAL INTERVENTIONS in Design & Training by FDDI



#### **FDDI CAMPUSES**

#### FDDI, NOIDA

A-10/A, SECTOR-24, NOIDA, GAUTAM BUDH NAGAR,
PIN-201301, UTTAR PRADESH, INDIA
MOB: 9910000219, LANDLINES: 0120-4500203, 0120-4500214, 0120-4500152

#### **FDDI CHENNAI**

PLOT NO. – E-1, SIPCOT INDUSTRIAL PARK, IRRUNGATTUKOTTAI, KANCHEEPURAM - 602117 TAMIL NADU, INDIA MOB: 8939328427, LANDLINE: 044-49049607

FDDI, KOLKATA

INSIDE GATE NO-3, KOLKATA LEATHER COMPLEX, DISTRICT SOUTH24-PARGANAS, PIN-743502 WEST BENGAL, INDIA

MOB: 9830154649, LANDLINE: 033-64992116

#### **FDDI ROHTAK**

PLOT NO-1, SECTOR-31 B, IMT ROHTAK, HARYANA, INDIA MOB: 7082273080, 8222837770, LANDLINE: 01262-6608371

#### **FDDI ANKLESHWAR (GUJARAT)**

PLOT NO. H-3301, NEAR ESIC HOSPITAL GIDC, ANKLESHWAR INDUSTRIAL ESTATE MOB: 7573910635, 9054446700

#### **FDDI HYDERABAD**

LIDCAP CAMPUS, HS DARGAH, GACHIBOWLI, OLD BOMBAYROAD, HYDERABAD ROAD, NH-9, HYDERABAD (TELANGANA) - 500008 MOB:8143783514

#### FDDI JODHPUR

JODHPUR-NAGAUR HIGHWAY, OPP. NIMBA NIMADI RAILWAY FATAK, MANDORE, JODHPUR – 342304 MOB: 9782545956, LANDLINE: 0291-2577703

#### FDDI FURSATGANJ (NEAR LUCKNOW)

FURSATGANJ, AMETHI, PIN-229302 UTTAR PRADESH, INDIA MOB: 7408414464, LANDLINE: 0595-2441540

#### **FDDI CHHINDWARA**

CORNER PLOT, KHASRA NO-31, NAGPUR-BETUL ROAD,
IMLIKHERA CHOWK, CHHINDWARA, MADHYA PRADESH, INDIA
MOB: 9009986969, 9479976601
LANDLINE: 07162-290201

#### **FDDI GUNA**

GRAM HARIPUR, MAHARAJPURA PANCHAYAT, PURAPOSAR ROAD, PIN-473001 MOB: 7023477779, 9981287999

#### **FDDI PATNA**

PLOT NO. B-6(P), MEGA INDUSTRIAL PARK, NEAR IIT BIHTA, PATNA MOB: 9798724912, 9661177706

#### **FDDI CHANDIGARH**

ZIRAKPUR, PATIALA HIGHWAY, BANUR DISTRICT, SAS NAGAR, BANUR MOB: 9056518770

MANAGER ADMISSIONS
MS. AARTI SABHARWAL - 9718991359

### **ALUMNI**

Some of our distinguished Alumni...

S.No.	Name of Alumni	Designation	Organization
1	Abhishek Lal	Director-e commerce	Adidas
2	Akash Sehgal	Vice President	Lifestyle
3	Amitabh Banga	Head-New Business Development, Merchandizing & Red	Liberty
4	Deepak Chhabra	Asst. Vice President	Reliance Footprints Ltd.
5	Deepak Phull	Manager Footwear Business	Tata International Ltd.
6	Kiran Joshi	Vice President	Bata
7	Lokesh Mishra	AVP-Salesand Operations	Clarks
8	Manoj Khantwal	Vice President (Ops.&Tech.)	SSIPL Retail Pvt.Ltd.
9	Naresh Sharma	Country Head	Zara
10	Naveen Vij	General Manager, (Footwear & Accessories)	Landmark Group
11	Nikhil Dua	Director	Relaxo Footwear Limited.
12	Pawan Dhall	Country Manager	Group Royer (Buying House)
13	Pawan Kumar V	Asst. Merchandize Manager	Lifung-Europe
14	Rajesh Joseph	Managing Director	Nova Buying House
15	Ruchin Srivastava	Country Head (PU)	Bayer
16	Saurabh Gupta	Manager (Q.C.)	Tirubala Exports
17	Bikram Dalai	General Manager-Footwear	Yepme
18	Suman Naik	Head (Marketing & Sales	Nippon
19	Swati Malhotra	Managing Director	Swati Modo
20	Uttam Kumar	Business Head-Foot in	BataIndia
21	Virender Awal	Managing Director	Mochiko Shoes
22	Vivek Sarawat	General Manager–North Operations	Royal Classic Group



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