

विवरण पुस्तिका 2015
Prospectus 2015



**Be Ambitious.
Be at FDDI.**



FDDI
Ministry of Commerce & Industry
Government of India

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VISION

In our endeavor to make India the leading hub for Design, Technology and Management in the world, we shall take necessary steps for creating quality infrastructure for design, development, production and support service system for the Indian industry. Our efforts would be in the direction, which makes this Institute the world leader in the field of fashion, design, technology & retail management due to the quality of our products & services, response and cost effectiveness.

MISSION

"Our Mission as an institution is to provide world - class education, foster research and development, evolve innovative application and encourage technology, entrepreneurship and ultimately mould young men and women capable of assuming leadership of the society for the betterment of the country."





MESSAGE FROM THE MANAGING DIRECTOR

FDDI is a premier institute in the area of Footwear, Retail, Leather Goods, Business & Entrepreneurship. It churns out high quality managers, designers, technologists. Today eight campuses of FDDI are functional and four more are coming up in next 12 months in Patna, Hyderabad, Chandigarh area & Ankleshwar (Gujarat) for churning out high quality managers, designers & technologists.

FDDI is spearheading the government's "Make in India" programme in leather and fashion sector and will play a valuable role in increasing the production capacity from US \$12 Billion today to US \$ 27 Billion by 2019-20. In order to boost production, more campuses of FDDI would be established for high end designers, production managers and technologists. Crossing the national boundaries, the Institute has created a niche for itself in global arena. The leading international institution/organizations like Northampton University-UK, Thomas Bata University (TBU), Czech Republic; ARS Sutoria, Italy; Vaal University of Technology-South Africa, LDT Nagold-Germany, Addis Ababa University-Ethiopia have linkage with FDDI for mutual cooperation and support in the area of training, consultancy, research & innovations and students and faculty exchange programmes. All the professional programmes offered at FDDI have been designed keeping in mind the conceptual grounding as well as the practical knowhow requirements of the industry. The programme structure is designed by industry experts as well as renowned academicians to allow the proper infusion of theoretical rigour as well as the application part of it. The curriculum is updated regularly by the Academic Council under the guidance of professionals from relevant industry/academia. The syllabi followed are based on the needs of the industry.

To create and maintain excellence, we engage our students in extracurricular activities as part of the academic programmes and constantly interact with the industry to keep at par with them. We are committed to strengthen the knowledge of our students so that whichever path they follow, they will benefit from the practical and intellectual growth they experience in their years @ FDDI.

RajLakhara

Raajeev J Lakhara, IRS
Managing Director

MESSAGE FROM THE MANAGEMENT



AJAY KUMAR | SECRETARY

An organization is built with the team efforts of hardworking and sincere people and I believe that our staff and students are among the very best which makes the FDDI unique and expect that they carry this legacy in years to come.



SAMEER SRIVASTAVA | SR. EXECUTIVE DIRECTOR

I am glad to put on record, FDDI's steady and phenomenal growth in all spheres of its activities (Training, Testing, Consultancy and Research).



AMIT KUMAR SHARMA | EXECUTIVE DIRECTOR

FDDI's rigorous training programmes are focused on creativity, Innovation, leadership, teamwork and are reflected in its 100% placements record for all its graduates.



Ms. S. PARIMALA | EXECUTIVE DIRECTOR | CHENNAI

FDDI's ITC, Chennai has successfully achieved the prestigious accreditation for Safety, Protective & Occupational Footwear as per BS EN ISO 20344: 2011 by Shoe and Allied Trade Research Association (SATRA), UK.

PHOTO SNIPPETS





FDDI was established under the aegis of the Ministry of Commerce & Industry, Government of India, is rated amongst the premier leather products, footwear, fashion, design and retail institution in the world & has established its footprints worldwide by playing a pioneering role in enhancing the skill, competency and performance of the industries globally.

With the objective of skilling the youth with an emphasis on employability and entrepreneur skills, FDDI has accorded utmost priority to promoting 'Skill Development' to conduit the skill gap for the growth of the Footwear, Leather and Allied Sector and is instrumental as a 'One Stop Solution Provider'.

The Institute, having pan-India presence with eight well designed campuses at Noida, Chennai, Kolkata, Rohtak, Jodhpur, Fursatganj, Chhindwara and Guna is providing trained human resource to the industry and is instrumental in enhancing the global competency and performance of the industries.

At these campuses, FDDI is conducting wide range of Under Graduate, Post Graduate & Integrated Professional Programmes in the discipline like Footwear Design & Production, Creative Design CAD/CAM, Retail & Fashion Merchandise, Fashion Leather Accessory Design, Fashion Design and Business & Entrepreneurship thus, providing trained high-class professional, managers, fashion designers, technologists to the industry and to keep pace with the growing demand of the industry.

The professional programmes are conducted by FDDI School of Footwear, Design & Production (FSFDP), FDDI School of Retail & Fashion Merchandise (FSRFM), FDDI School of Fashion Leather Accessory Design (FSLAD), FDDI School of Fashion Design (FSFD) and FDDI School of Business & Entrepreneurship (FSBE).

All the professional programmes offered at FDDI have been designed keeping in mind the conceptual grounding as well as the practical knowhow requirements of the industry. The programme structure is designed by industry experts as well as renowned academicians to allow the proper infusion of theoretical rigour as well as the application part of it. The curriculum is updated regularly by the Academic Council under the guidance of professionals from relevant industry/academia. The syllabi followed are based on the needs of the industry.

FDDI is the only Institution of the country in its core area having prestigious certifications such as ISO 9001, ISO 14000 and ISO 17025 and accreditations/tie-ups from the leading international organizations like PFI-Germany, SATRA-UK and top management and Fashion Design institutes such as LDT Nagold, Germany, ARS Sutoria, Italy, Thomas Bata University (TBU), Czech Republic which ensures international level of training in the campus and extends the scope of Student / Faculty exchange programme in order to equip them to meet the challenges of globalization.

FDDI exclusively is creating an intellectually sound and professionally skilled manpower to match the emerging global environment in the business and trade. The exclusivity of

FDDI's programmes lies in rendering contemporary pedagogy, training and research and is well co-opted with the specialized requirements of the Indian industry emphasizing special skill and knowledge enhancement. Henceforth, FDDI has always been successful in fulfilling the dreams of young aspiring students by placing them in their dream companies.

So far, the Institute has an impeccable track record of 100% placement for all its pass outs in major Multinational and Indian companies. FDDI alumni include VP's and CEO's of some of the renowned companies. FDDI students have been placed globally in countries like USA, UK, Germany, Hong Kong, Egypt, China, Singapore, UK, Middle East, Sri Lanka, South Africa etc.

FDDI has a distinct presence not only in higher education, but, also in the spheres of Industrial Consultancy, Research and Development and Training of Active Industry Professionals.



ABOUT THE CAMPUSES



FDDI, NOIDA CAMPUS

Spurred by the surge in demand for trained human resource that were expected to shape the destiny of contemporary India and to harmonize the country's interests with the rest of the world in the area of footwear, leather goods and emerging marketing sectors, this campus was set up in the year 1986.

The campus spread over 9 acres has white dome structure with a lush green cover. Powerful beams of light and strong shadows create a dramatic and serene ambience that has inspired generations of students to achieve excellence while retaining humility.

For practical training FDDI has a full-fledged workshop for cutting, closing, components, lasting, finishing operations all equipped with state-of-art-machineries and equipments. The Institute is also having Product Development Centre (PDC), Library, Classrooms, Information Technology Service Center (ITSC), International Testing Centre (ITC) etc.



FDDI, KOLKATA CAMPUS

Keeping into account the dire need of trained professional and other Technical services for the overall growth of leather Industry in India, a centre of FDDI has been established at Calcutta Leather Complex, Kolkata.

Kolkata being the centre of leather goods and accessories, this campus is focusing on the design of leather goods and accessories intensively along with the Footwear Design, Retail and Merchandise Programmes to provide a fillip through trained manpower by the Institute.



FDDI, CHENNAI CAMPUS

FDDI, Chennai Campus has been established at Irungattukottai near SIPCOT Footwear Park, 40 minutes drive from Chennai. The campus area spread over 15 acres is situated in a calm and serene surrounding with the state-of-the-art campus housing & buildings having a built-up area of more than 3 lacs sq. ft. campus has an excellent infrastructure and modern facilities, which assist in conducting the various academic programmes.

FDDI, ROHTAK CAMPUS

The FDDI Rohtak campus area spread over 15 acres of land is intensively focusing on Design and Fashion related requirement of the Industry.

FDDI Rohtak centre provides critical support to the industry in the area of Design, Fashion & Trend Forecasting, Technology so the Indian industries can become more competitive, in terms of Design, Cost, Quality and Delivery Time, in the global market. FDDI has collaborated with leading Design & Fashion Institutes in the world i.e. ARS Sutoria-Milan, Italy, for offering world-class Design Oriented Programs at Rohtak centre.

FDDI, JODHPUR CAMPUS

This full-fledged campus of the FDDI is located at National Highway 65, Mandore, Jodhpur-Nagore Road, Jodhpur, Rajasthan.

The FDDI Jodhpur has capacity of training around 700-800 students, with state-of-the-art machineries and world-class infrastructure, Smart Class Rooms, Workshops with latest Machines and Equipment's, High-tech IT Lab, Library, Hostels for boys & girls etc.

FDDI, FURSATGANJ CAMPUS

The state-of-the-art campus ensures international standards of training and high end support services to the industry in the domain of Footwear & Leather Goods Products Design, Retail Management & Fashion Merchandising.

The campus has been established with a capacity to train 800-1000 students through PG and UG level Programmes. FDDI, Fursatganj campus is functional since 2008 with a total enrollment of more than 700 students as on date and has emerged as most favorite destination for the aspirant youth seeking qualitative global career.

FDDI, CHHINDWARA CAMPUS

The FDDI Training Centre at Chhindwara has been established in 20 acres of land at Imlikhera in Chhindwara, Madhya Pradesh on Chhindwara Nagpur Road.

FDDI, GUNA CAMPUS

This campus of 'Footwear Design & Development Institute' (FDDI) is located at Gram Maharajpura Panchhyat, Haripur, Gram Puraposar Road, District - Guna, Madhya Pradesh.

The FDDI campus at Guna has been conceived with an objective to train managers, designers, supervisors and retail professionals to meet the acute shortage of trained manpower in the Industry.



CERTIFICATION

FDDI is the first training Institute with prestigious certifications/ accreditations from leading international organizations.

FDDI has been accredited with the following certifications:

- ISO 9001
- ISO 14001
- ISO 17025 DAkks, Germany for Lab
- SATRA, UK, for Lab

The International Testing Laboratory of FDDI is approved by:

- Bureau of Indian Standards
- General Motors
- DGAQA
- RITES
- DGS & D, India
- PFI, Germany



FDDI STUDENTS IN ACTION





FDDI SCHOOL OF FOOTWEAR DESIGN & PRODUCTION (FSFDP)

The FDDI School of Footwear Design & Production (FSFDP) offers Masters and Bachelor programmes with specific proficiency in the area of Footwear, Design, Marketing, Merchandising/Sourcing, and Operations & Footwear Retail. 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, Nigeria etc. are the ambassadors of the school in the leading Footwear Manufacturing & Export, Footwear Retailing & Marketing, Fashion & Design and Allied industries since decade.

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 the various segment of the 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 and CAD/CAM Specialist, Marketing, Merchandising, buying/sourcing, costing and 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 of Active Industry Professionals. 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, Procama, Austria and hardware like rapid prototyping machine, CNC last modeling machine, Zund Cutting Table etc.



"FDDI is an organization which explores and trains you to grow in a competitive environment and provides with an opportunity to excel."

– **Ashish Srivastava**
Footwear Buying & Merchandising.
Brand: R & B, Apparel Group, UAE.

PROGRAMMES OFFERED

- **MBA**
(Footwear Design & Production)
- **MBA (Creative Design & CAD/CAM)**
- **B.Des.**
(Footwear Design & Production)

MAJOR EMPLOYERS



MBA - FOOTWEAR DESIGN & PRODUCTION

Programme Code : 02
Duration : 2 Years (Four Semesters)
Eligibility : Graduation in any discipline. **(Candidates appearing in final year may also apply).**

Number of Seats : Noida Campus – 30, Chennai Campus – 30, Kolkata Campus – 30,
Rohtak Campus – 30, Jodhpur Campus – 30,
Fursatganj Campus – 30 & Chhindwara Campus – 30

AIM

This programme is intended to create techno commercial 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 to 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, Lasting, 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, Operation Management, Business Policy, Sourcing & Merchandising, Customer Relationship Management, Sales Management, Retail Management, Six Sigma and Productivity Improvement Techniques etc. Industrial Training, Projects are the integral part of training programme.

CAREER PROSPECTS

The two year programme is focused to create techno-management professionals equipped with right skills and knowledge to serve the various domain of the footwear, footwear retailing and allied industries globally. 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/Sourcing, Costing and Quality Management, Shop Floor Operations and in the back end of Footwear Retailing sector in both India and abroad.



M. DES.- 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

AIM

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, Closing, Components, Lasting and Finishing, Design Concepts:

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

CAREER PROSPECTS

On completion of the programme students can join the product industry as Designers, Visual Merchandisers, Developers, CAD/CAM specialists, Fashion Trend Forecasters and Design Consultants.



B. DES.- FOOTWEAR DESIGN & PRODUCTION

Programme Code	: 04
Duration	: 4 Years (Eight Semesters)
Eligibility	: 10+2 / Intermediate (Candidates appearing in 10+2 may also apply).
Age Limit	: Max. 25 years as on 31st July 2015

Number of Seats : Noida Campus – 60, Chennai Campus – 30, Kolkata Campus – 60, Rohtak Campus – 60, Jodhpur Campus – 60, Fursatganj Campus – 60, Chhindwara Campus – 60 & Guna Campus – 30

AIM

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 four years programme comprises of eight 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”, “Marketing, Merchandising & Footwear Retail Management.”

CONTENTS

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 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., Principal of Management, Personality Development, Computer Science, Lab Testing, Marketing, HRM, Organization Behavior, Project Management.

CAREER PROSPECTS

The Indian corporate 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 impeccable track record of 100% placement in top business houses in Footwear Industries, Retail sector, Buying Houses and Allied Industry across the Globe.



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. The School of Retail & Fashion Merchandise 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 in the Retail Sector. The FSRFM is engaged in creating trained professionals to cater to the acute 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 aims in developing relevant retail studies and promote excellence in Retailing. Students learn various aspects on Retail Management ranging from Retail Operations, Retail Communication, Retail Financial Management, Retail Store Planning, Resources and Merchandise Management. In Retail Management, students will also gain exposure to Franchises, 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

The Retail Industry is poised to become a 1.3 trillion opportunity by 2020, driven largely by Modern Trade, (joint report by Industry body FICCI and TCS)". The estimated value of the Retail Sector at the present juncture is about 480 billion. Penetration level of Modern Retail, which stands at 5% at present, will grow about six times from the current 27 billion to 220 billion in 2020," as per reports.

Modern retailers in the past have tried to capitalise on this opportunity by increasing their store presence across major cities. "Sales through digital channels, which is a miniscule percentage today, will increase to 6-8% of total modern retail amounting to about 13.3-17.6 billion by 2020,". There will be close to 200 cities with population of over 0.5 million by the turn of 2020, which will fuel retail growth. Retail Sector is the second largest employer after agriculture employing more than 35 million people. Factors that are playing a role in fuelling the bright future of the Indian Retail are as follows:

- The 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 Wal-Mart, 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 in a new region
- As the middle-class expands and the environment for retail improves further, increasing 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 recent announcement by the Indian Government to allow 51% in multiband, 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 India entry strategies.

Retailers are expanding in tier 2 and 3 cities as real estate costs in major metro areas skyrocketed Carrefour, Metro, and Bharti-Walmart have increased their presence in these markets. Online shopping is in the early stages, with e-commerce sales equal to less than 1 percent of all retail sales, but growth is expected as more people access the Internet. Mobile Phones, Electronic Appliances, Apparel, Movies, Music, and Books are the fastest-growing categories. New entrants, new business models, and new niche categories have flooded the market.



PROGRAMMES OFFERED

MBA

Retail & Fashion Merchandise

B.Des

Retail & Fashion Merchandise



To meet the growing demand of trained professionals in the Retail Sector, FDDI offers Post Graduate and Under Graduate Degree programmes in Fashion Merchandizing and Retail Management. These programmes are designed for developing Future Retail Leaders for Retail Organizations. These programmes respond to the growing demand of retail professionals who have the intellectual, academic and practical abilities mandatory to keep pace with fast changes in this dynamic Global Industry.

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 devises 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 centre focuses on holistic development of the students. The School Of Retail Management is equipped with modern training aids, multimedia equipment and a visual merchandizing lab 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 or an allied sector. They participate in retailing experience through live projects working hand-in-hand with retailers, to hone with both academic and practical skills.

"I began my solemn journey to hold a firm foot stand in Visual Merchandising Career at FDDI. Understanding the finer nuances of Retail and finally strolling on the path which is a fruitful cross between my interest area and lucrative career option is something that I achieved here at my Alma Mater."

– **Neha Sharma**
Visual Merchandising Manager, India

Brand: Giovani, part of Future Group

MAJOR EMPLOYERS



MBA - RETAIL & FASHION MERCHANDISE

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 Campus – 30 & Chhindwara Campus – 30

AIM

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, Communication etc.

CAREER PROSPECTS

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



B. DES - RETAIL & FASHION MERCHANDISE



Programme Code : 07
Duration : 4 Years (Eight Semesters)
Eligibility : 10+2 / Intermediate (**Candidates appearing in 10+2 may also apply**).
Age Limit : Max. 25 years as on 31st July 2015

Number of Seats : Noida Campus - 60, Chennai Campus - 30,
Kolkata Campus - 30, Rohtak Campus - 60, Jodhpur Campus - 30,
Fursatganj Campus - 30 & Chhindwara Campus - 60

AIM

- To provide the students with a 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, Fashion Trends Etc.
- 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 & Trends.
- To provide the necessary framework for the theoretical & practical inputs for Fashion Communication, Fashion Merchandising, Luxury retailing, Store Operations, Buying & Merchandising & Visual Merchandising.
- To prepare a strong foundation for both the front-end & back-end store functions of Retail Operations, Buying & Merchandising, Fashion Communication, Fashion Merchandising and Luxury Retailing.
- The course provides an integrated overview of the different forms of Fashion communication, fashion Merchandising, Luxury Retailing, with their functions, theoretical background and especially practical applications.



STRUCTURE

The programme offers a unique four years intensive programme providing with the opportunity to gain or 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, Fiber 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, Entrepreneurship.

CAREER PROSPECTS

Graduates of this programme may find employment in the following areas:

- Retail Store Visual Merchandising or Display Departments
- Visual Merchandising Consultancy and Supply Companies
- Retail Merchandising
- Retail Operations
- Luxury Brands
- Buyers



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 machineries along with the latest CAD enabled studios and classrooms. With the present infrastructure and sincere guidance from the Industry, the School of Fashion Leather Accessory Design attempts 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, Garments & Accessories 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 is planning to source leather and 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.

EXPERIENTIAL IMMERSION

The curriculum is designed to cater the growing need of the global Leather Industry in the coming years. During four 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 the to-be graduates will be working in the Industry as Interns, learning and observing the professional dynamics of the Industry.



PROGRAMMES OFFERED

B. Des. - Fashion Leather Accessory Design

B. DES. FASHION LEATHER ACCESSORY DESIGN

Programme Code : 05
Duration : 4 Years (Eight Semesters)
Eligibility : 10+2 / Intermediate **(Candidates appearing in 10+2 may also apply).**
Age Limit : Max. 25 years as on 31st July 2015

Number of Seats : Noida Campus – 60, Kolkata Campus – 30 & Fursatganj Campus – 30

AIM

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 be able to cater with 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 and 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.

STRUCTURE

The four-year 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 & Merchandising.

CONTENTS

Design Foundation: This being the first introductory module of the entire curriculum, we emphasize in 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 construction, Analytical & Technical Drawing, 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 4 years programme 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 Machine Operation, Use of Tools and Accessory in Leather Goods & Garments Manufacturing, Identification and Finishing of Leather Goods, Garments & Accessory, Production and Operational Management, Costing, Quality Control and 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 league ahead in the professional arena. We emphasize on the realistic and market driven inputs which is the key to successful professional. The modules are: Design Process & Methodology, Fashion Trend Forecast and Analysis, Design Conceptualization and Range Building, Design Projects in Leather Goods, Garments and Accessory Collection Development, CAD Training, 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, Guided Industrial Internship.

CAREER PROSPECTS

The world of Fashion Accessories is increasingly growing in the international landscape and requires more and more specialization. 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.



FDDI SCHOOL OF FASHION DESIGN (FSFD)

The school of Fashion Design at FDDI offers students a matchless introduction to the Fast-Paced, Creative, and Energetic Fashion Industry. Fashion education under this program aims to nurture creativity while providing a rigorous grounding in the practical and technical skills needed for career success. Our close ties with the Industry let us immerse the students in what's happening now in this fast-changing field exposing them to the real demands and practices of the fashion world preparing students for success at every level, from haute couture to ready-to-wear to mass market.

CAREER PROSPECTS IN APPAREL SECTOR

The apparel Industry is the second largest Industry in India. More than 81% of the population below 45 years of the age is fashion conscious. Fashion designers and management experts foresee an average growth of about 10-15% for the Indian fashion Industry in the coming years.

Also the onset of the International fashion market in India has given an impetus to the fashion Industry which has emerged as the booming Industry and a career as a fashion designer is like a pot of gold. Because of this wide reach of fashion Industry, it is estimated that plentiful employment opportunities will be created in the field of fashion technology in recent future. This makes fashion Industry the dream destination of many young women and men who aspire for a glamorous and well-paid job.

Fashion designing is one of the most lucrative, appealing, glamorous and exciting career options in today's world. If you have a penchant for creativity, style and originality, a career in fashion designing is the one tailor made for you. On one hand, the fashion Industry satisfies both the creative fancies and the materialistic needs of the people. On the other hand, it promises glamour, fame, success and a high pay package to the talented people.

AS A PROFESSIONAL FASHION DESIGNER YOU CAN ALSO WORK AS:

- Costume Designer
- Fashion Consultant
- Personal Stylist
- Technical Designer
- Graphic Designer
- Fashion Coordinator
- Fashion Journalist
- Freelance Designer
- Fashion Merchandiser
- Visual Merchandiser
- Quality controller
- Fashion Faculty
- Entrepreneurs and form their own company.





EXPERIENTIAL IMMERSION

With our close ties to the Industry, the curriculum is designed to nurture creativity while providing a rigorous grounding in the practical and technical skills needed for career success, exposing the students to the real demands and practices of the fashion world.

The curriculum includes a fashion show which is organized by the students each year. The students get hands on experience of designing, stitching, styling and organizing a fashion show. For craft documentation the students travel to different parts of the country and stay there with the craftsmen, to understand and learn our native crafts and embroideries.

Also the students get ample opportunities to work backstage with designers learning the entire look and feel required for professional models for the ramp shows. They also visit factories, printing and textile mills, and designer showrooms to enhance classroom studies.

"I have been lucky to get selected at the best institution and have my education at FDDI. My teachers have guided me in every way in establishing my own brand."

– **Madhuri Mangain**
Chief Creative Officer/ Owner

**She is the Chief Designer of
Mumbai Velvet starring
Ranbir Kapoor, Anushka Sharma**



PROGRAMMES OFFERED

B. Des. - Fashion Design

MAJOR EMPLOYERS



ABRAHAM&THAKORE



lifestyle
YOUR STYLE. YOUR STORY.



B. DES. - FASHION DESIGN

Programme Code	: 06
Duration	: 4 Years (Eight Semesters)
Eligibility	: 10+2 / Intermediate (Candidates appearing in 10+2 may also apply).
Age Limit	: Max. 25 years as on 31st July 2015

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

AIM

This is a four years course for the development of creative talent of young minds, who plan to become Professional Fashion Designers. It widens their abilities through Research & Observation of the methods for the creation of an innovative and individual fashion collections. This programme is intended to create Design 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 Apparel and Design sector in a highly modernized setup.

STRUCTURE

This is a Four years programme in fashion design, teaching the knowledge and skills involved in design, Production, and Visualization of fashion. The conceptual approach to design work is developed via exploration of Styling, Material Skills and Constructional as well as Technical Production Requirements, and then implemented in artistic projects.

First year is planned to prepare the broad spectrum of skills and design concept understanding required to progress for specific areas in Fashion, Textile and Communication. Develop understanding and awareness of Historical, Social and Cultural context of fashion with emphasis on design techniques.

Second year is devoted to promote Technical Expertise and Design Excellence, Introduce students to various commercial aspects of the apparel Industry. Developing skills and knowledge in technical areas of garment manufacturing.

Third year students learn to produce patterns and construct garments for fashion design Industry using advanced techniques, besides providing them the knowledge and skills in Merchandising and Pricing Policies, Global study of cultural, Economic and Scientific aspects of textile and Apparel Industry.



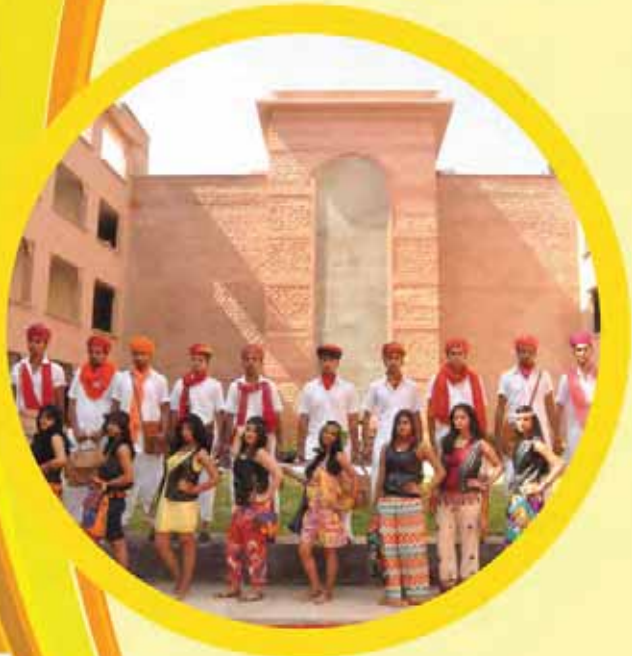
In the Fourth year students are exposed to advanced technical insights in various design spheres. It prepares students to integrate the trends/ designs with the demands of the Industry. They are familiarized with the actual professional practice and culture of the apparel Industry.

CONTENTS

Elements of Design, Principles of Design, Colors, Material Exploration, CAD, Fashion Illustration, Fashion Forecasting, Portfolio Development, Kids, Women, Men's Collection, Surface Ornamentation, Communication Skills, Design Drawing, Fashion Studies, Cultural Studies, Communication, Computer, Photography, Textile Studies, Fashion Management, Fashion Retailing, Pattern Making & garment construction draping/grading, Fashion & Apparel Merchandising, Production Methods & Quality Control, Visual Merchandising, Accessory Design & Home Furnishings.

CAREER PROSPECTS

This programme prepare students to start their career as Designers with Garment Manufacturers, Export Houses, Retail Organizations, Brands and Lifestyle Products etc.



FDDI SCHOOL OF BUSINESS & ENTREPRENEURSHIP (FSBE)

As an institution under the aegis of Ministry of Commerce & Industry, FDDI shares the government's responsibility of promoting trade and commerce within India.

The FDDI School of Business & Entrepreneurship seeks to create a platform that offers meaningful business education to young students and specifically moulds them towards entrepreneurship.

Training and orientation especially that which is received during early youth shape a person's world-view for the rest of his life. As businesses begin to wield a greater control – about how we, as a civilization, use our resources – it is imperative that people who handle these businesses are given adequate training in all aspects of business, and are made aware of how their actions shape the lives of those around them.

FSBE has been created to empower Indian youth by training them to think like leaders, as employment creators, as value generators – and equip them with the skills they will need to create opportunities, not just for themselves but for those around them.

The focus is on offering radical education in business & value creation to young students that will ultimately enable students to develop a sound understanding of how business and economic decisions affect the health of each individual in the society.

EXPERIENTIAL IMMERSION

The learning at the FSBE is one of continual experiential immersion- where a student is exposed to real life business situations and theoretical information simultaneously. The teaching tools include:

- Subject Lectures by University Faculty
- Lectures by Eminent Corporate Personalities
- Case Study Analysis
- 16 Week Internships (at the end of each semester)
- Live Industry Projects & Research Projects
- Field trips & Rural Immersion Visits
- Industrial Trips
- Adoption of SME and MSME: a group of students and faculty members will be 'responsible' for a particular Small/Medium sized enterprise and will be working closely with the adopted company to enhance its productivity and business efficiency.
- Individualized Mentoring for selected enterprises at the Incubator





Students intern compulsorily for a 16 week period with start-ups/new business areas of established enterprises at the end of each semester.

The college has an active corporate liaison cell which will be responsible for sourcing internship opportunities as well as monitoring student performance during these tenures.

"I sincerely thank FDDI for giving me an opportunity to be associated with them. And, also a great thanks to the proactive Campus Placement Cell which gave me a chance to be associated with India's Largest Footwear Retailer, BATA INDIA LIMITED."

– **Vaibhav Mukhi**
Retail Manager

Brand: Diversity

PROGRAMMES OFFERED

**Integrated Programme in
Business & Entrepreneurship**

INDUSTRY TRAINING PARTNERS



INTEGRATED PROGRAMME IN BUSINESS & ENTREPRENEURSHIP

Programme Code : 08
Duration : 5 Years (Ten Semesters)
Eligibility : 10+2 / Intermediate **(Candidates appearing in 10+2 may also apply).**

Number of Seats : Noida Campus – 60, Rohtak Campus – 60

AIM

In today's times when trade & enterprise, are overcoming social, geographical and political barriers to alter the face of human civilization – it has become imperative to give a fresh thought to how we select, train and nurture professions who will handle businesses in the future.

The main thrust of the IPBE is on creating entrepreneurs who will have adequate theoretical and practical knowledge of all aspects of conceptualizing, managing and promoting a business enterprise.

These entrepreneurial leaders will be able to utilize resources available to them to create organizations larger than themselves and generate employment for others.

STRUCTURE

The course consists of core and elective subjects divided over the 10 semesters. The core subjects include subjects from various disciplines that are required to develop theoretical foundations of business management.

The first three years to be spent building fundamentals of the three most crucial aspects of business- Product development & Marketing; Financial Management and Human Resource Management . Further, the curriculum helps develop the analytical skills required by a management professional. This is followed by two year of specialized study .

Adequate time is spent to each functional area to ensure conceptual clarity and in - depth understanding which is especially important in view of rapidly increasing body of knowledge in the field of management – and the dynamic nature of business management.

18 month corporate exposure is built into the program through internships at the end of each semester- so that the graduate who passes out of campus is NOT just a fresh graduate.

Students & teachers work closely in groups on real life business problems. Students are expected to draft a business plan, source capital, develop & then successfully launch a product. The purpose is to make the



campus a breeding ground for guided start-ups where students learn the art of business management, through first-hand experiences.

CONTENT

1. Core Papers on:
 - a. Need gap Analysis
 - b. Global competition
 - c. Business in emerging economies, with special focus on BRICS
 - d. Group dynamics & leadership, with focus on leadership in Indian context
 - e. Entrepreneurship
 - f. Managing Public- private partnerships (PPPs)
 - g. Organizational Design in Non Profit organizations
 - h. E Commerce
 - i. Creativity & Problem solving
2. Non – credit modules are included to inculcate
 - a. Spiritual leadership
 - b. Communication Skills
 - c. Whole brain thinking

CAREER PROSPECTS

- It is envisioned that, by the end of the program – a student would be either
- Ready with a business plan – to present to venture capitalists, who shall be visiting the campus at regular intervals or
- Already on his way to intrapreneurial success via the start-up – in which he/she interned during the course of the study or
- Ready to work in corporate set up- in a functional area in which he/ she has specialized during course of study.



PROGRAMMES PROPOSED FOR ACADEMIC SESSION 2015

Programme Code	Programme Name	SEATS / CAMPUS								Total	Eligibility
		Noida Campus	Fursatganj Campus	Chennai Campus	Kolkata Campus	Rohtak Campus	Chhindwara Campus	Jodhpur Campus	Guna Campus		
MASTERS DEGREE PROGRAMMES – 2 YEARS											
01	MBA - Retail & Fashion Merchandise	60	30	30	30	30	30	30	-	240	Graduation
02	MBA -Footwear Design & Production	30	30	30	30	30	30	30	-	210	Graduation
03	M. Des. - Creative Design CAD/CAM	30	-	-	-	-	-	-	-	30	Graduation
	Total	120	60	60	60	60	60	60	-	480	
BACHELORS DEGREE PROGRAMMES – 4 YEARS											
04	Bachelor of Design - Footwear Design & Production	60	60	30	60	60	60	60	30	420	10+2
05	Bachelor of Design - Fashion Leather Accessory Design	60	30	-	30	-	-	-	-	120	10+2
06	Bachelor of Design - Fashion Design	60	60	60	60	60	-	30	-	330	10+2
07	Bachelor of Design -Retail & Fashion Merchandise	60	30	30	30	60	60	30	-	300	10+2
	Total	240	180	120	180	180	120	120	30	1170	
INTEGRATED PROGRAMMES – 5 YEARS											
08	Business & Entrepreneurship	60	-	-	-	60	-	-	-	120	10+2
	Total	60	-	-	-	60	-	-	-	120	
	Total no. of seats in UG Programme	300	180	120	180	240	120	120	30	1290	
	Overall Seats in PG & UG programme	420	240	180	240	300	180	180	30	1770	

The degree will be awarded by Mewar University.



FEE STRUCTURE FOR SESSION 2015

FEE	MASTERS DEGREE PROGRAMMES			BACHELORS DEGREE PROGRAMMES			INTEGRATED PROGRAMMES (BBA+MBA)	
	Noida	Chennai/Kolkata/Rohtak/Jodhpur	Chhindwara/Guna/Fursatganj	Noida	Chennai/Kolkata/Rohtak/Jodhpur	Chhindwara/Guna/Fursatganj	Noida	Rohtak
Tuition Fee (Per Semester)	20000	20000	20000	20000	20000	20000	20000	20000
Infrastructure Charges (Per Semester)	30000	15000	15000	20000	15000	15000	20000	15000
Course Work/Project Work (Per Semester)	40000	30000	20000	35000	20000	10000	35000	20000
Library, IT, Co-Curricular Activities and Insurance Fee (Per Semester)	6000	6000	6000	6000	6000	6000	6000	6000
Social and welfare Dev. Fund/ Books & Tool Kits (for entire programme)	5500	5500	5500	5500	5500	5500	5500	5500
Refundable Security	10000	10000	10000	10000	10000	10000	10000	10000

Hostel Fees	Noida	Chennai/Kolkata/Rohtak/Jodhpur	Chhindwara/Guna/Fursatganj
Session	2015	2015	2015
Per semester	24000	18000	12000

Note:

- Laptop is mandatory for all the students and can be procured from the institution on payment basis.
- Fee structure for Industry sponsored/NRI/Foreign candidate is different and is given in the respective clause.
- FDDI reserves right to revise the fee any time during the course. The revised fee will be applicable to student irrespective of the year of admission.

REFUND DUE TO REJECTION

Application of the candidate, not fulfilling the minimum eligibility criteria as specified, will be rejected. Cost of application form will not be refunded.

All disputes subject to legal jurisdiction of NOIDA only.

Withdrawal:-

In case of withdrawal of admission, refundable amount will be as under:

S No	Time Limit	Amount to be Refunded
1	Before Commencement of Classes	50% of Fee Paid + Security Deposit
2	After Commencement of Classes	Security Deposit Only

ADMISSION GUIDELINES

(Selection Criteria for UG & PG Programmes)



Eligible candidate is required to undertake an All India Selection Test (AIST) comprising of Computer based Multiple Choice Examination. AIST will be conducted on 12, 13 & 14 June, 2015 at various centres. Candidate has an option to choose the date according to his convenience. AIST will be conducted at the following location PAN India -

1 Agra	2 Allahabad	3 Bangalore	4 Bareilly	5 Bhubneshwar
6 Chandigarh	7 Chennai	8 Chhindawara	9 Chittorgarh	10 Dehradun
11 Delhi	12 Faridabad	13 Fursatganj	14 Ghaziabad	15 Gorakhpur
16 Gurgaon	17 Guwahati	18 Gwalior	19 Hyderabad	20 Indore
21 Jabalpur	22 Jaipur	23 Jalandhar	24 Jammu	25 Jamshedpur
26 Jodhpur	27 Kanpur	28 Kolkata	29 Lucknow	30 Meerut
31 Mumbai	32 Noida	33 Patna	34 Ranchi	35 Rohtak
36 Kochi	37 Shimla			

Candidate is required to give (4) choices in the application form in order of his/her preference for examination centre from the above mentioned list. FDDI would allot exam centre as per availability. No request for change of date and exam centre would be entertained. The allotment of centre of examination and date will be given on first come first serve basis. While deciding the centre and date of examination the choice written in the form will be given preference. FDDI reserves right to add or cancel the exam centres listed above without assigning any reason.

Admit Card bearing the address of exam centre and date of exam for online examination will be sent to the candidate in the fourth week of May 2015. Candidate not receiving the admit card by 1st June, 2015 may get in touch with the Admission Cell, FDDI or download it from www.fddiindia.com The Examination is conducted in Hindi/English medium only.

An All India Merit List will be prepared on the basis of the result of AIST by last week of June 2015.

NOTE: Candidate appearing in final year exam would be provisionally allowed to appear in entrance examination. However, such candidate is required to submit mark sheet of the final year at the time of admission. In case candidate fails in the final year exams, his/her admission would be cancelled.

PROCEDURE FOR ADMISSION THROUGH COUNSELING

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

Students will be called for the counseling in excess of the seats to cater for some students opting out during counseling.

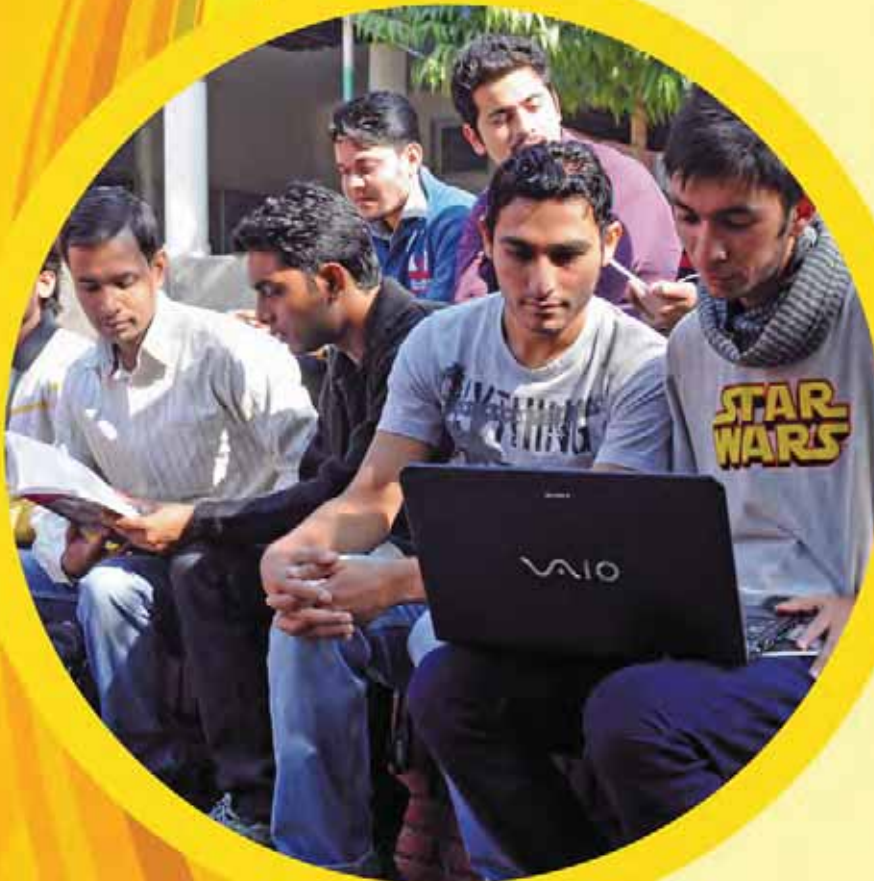
Therefore, there are possibilities that all the seats are filled before the counseling of all called candidates is over. Candidate will be called in the counseling room as per his rank on the basis of aggregate score in the AIST.

Institute will not take any responsibility for any inconvenience caused to parents/candidates due to closure of the counseling prior to their turn.

A candidate who is allotted a seat will be required to pay an initial amount of Rs. 25000/- at the time of counseling to reserve the seat. The amount submitted shall not be refunded in case of withdrawal of admission. The candidate will be given seven working days to deposit the balance fee.



EXEMPTION



Candidate attempted any of the below mentioned entrance test are eligible for exemption from appearing in the AIST:

MASTER DEGREE PROGRAMMES

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

BACHELOR DEGREE PROGRAMMES

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

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

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

The scores prior to September 2014 in above mentioned examination shall not be considered.

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

HOW TO APPLY?

Candidate is required to fill the Application Form attached with the prospectus and send the duly filled in form along with the requisite documents to FDDI, Noida campus. Duly Filled application form along with requisite documents should be sent to Admisison Cell, FDDI. The important instructions for filling the form are given below.

- 1 A candidate can apply for more than one programme in a single application form. For applying in multiple programmes candidate has to fill the programme code in accordance to his preference of programme as given in the Application Form.
 - Applicants of PG programmes can apply for other PG programmes only, in the same form.
 - Applicants of UG programmes can apply for other UG programmes only, in the same form.
 - If a candidate wish to apply for both UG & PG programmes he/she has to fill two separate application forms.
- 2 Applicant can choose Date of his/her choice from the dates given in the Application form for appearing in AIST. Maximum efforts will be made to accommodate on the given date and centre on first come first serve basis. However due to infrastructure constraints, a candidate may sometimes be asked to appear on other dates/centre also.
- 3 Candidate applying under the reserved category (SC/ST/OBC/PH/Disabled) must attach an attested copy of documentary proof signed by the competent authority as admissible, along with the duly filled in Application Form.
- 4 Candidate applying under exemption for written exam must attach a photocopy of their relevant score card or admit card along with the duly filled in Application Form.
- 5 Candidate is required to paste one recent passport size coloured photograph in the specified area. The photograph should be pasted properly. A form without the same shall be rejected.
- 6 Candidate is required to fill in the personal details given in the Admit Card and sent back along with the duly filled in form. The candidate is also required to send one self-addressed envelope (Size Approx 9.5 X 4.5 inches) along with the Application Form.



- 7 The candidate is required to sign properly & carefully (without any overwriting) in the first column provided in the Admit Card indicated as "signature of candidate (at the time of filling up the form)". In case of mismatch in the signature, the candidate will not be allowed to appear for the test.

IMPORTANT DATE

Last date for submission of application form	: 15th May 2015 (Friday)
Date of Entrance Test	: 12th 13th & 14th June 2015 (Friday, Saturday, Sunday)
Declaration of Result	: 30th June 2015 (Tuesday)
Date for Counseling:	
PG Programmes	: 08th, 09th, 10th July 2015 (Wednesday, Thursday, Friday)
UG Programmes	: 13th, 14th, 15th, 16th July 2015 Monday, Tuesday, Wednesday, Thursday

GUIDELINES FOR ENTRANCE TEST



The computer based multiple choice examination will be conducted at the specified centres. Each candidate would be provided with a computer and a unique user-id and password. By using the unique user-id and password, the candidate will be able to access the Test Paper. The Test Papers may be downloaded at the test centre 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 shortlisted candidate will be communicated about their test centres, session and test time details individually through Admit Card.

It is mandatory for the candidate to carry their Admit Card (with photograph) to the allotted Test Centres along with valid identity proof documents such as Voter's ID Card, Passport, Driving license, Identity Card issued by previous institution etc. The candidate would be allowed to appear for the entrance exam only on validation of his/her identity by the centre administrator located at each centre.

FDDI Entrance Test will be of 2.5 hrs. (Two and half hours) duration and will be conducted in English & Hindi languages. There will be 150 objective type questions. Multiple choices for these questions will be available and candidates will be required to choose the right answer. Examination would comprise the following sections:

FOR P.G. PROGRAMMES

Section	Description	Time Suggested (in minutes)	Number of Questions
Section A	Quantitative Aptitude & Reasoning	45	45
Section B	English	45	45
Section C	General Awareness	30	30
Section D	Business Aptitude	30	30
Total		150	150

FOR U.G. PROGRAMMES

Section	Description	Time Suggested (in minutes)	Number of Questions
Section A	Mathematics	45	45
Section B	General Science	30	30
Section C	English	45	45
Section D	General Awareness	30	30
Total		150	150

Each question would carry 1 mark. There is no negative marking. The time allotted for the test will be shown on the screen as Time Left to finish the test. The time will start to tick as soon as the candidate click the "Start Test" button. On completion of the test, the candidate can exit by pressing the "Submit" button. The candidate should attempt all the questions within the stipulated test duration of 2.5 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 the malpractice of any nature would be disqualified and would be instructed to leave the test premises immediately. The candidate would not be allowed to carry Mobile Phones, Pagers, Calculators, PDA, Listening Devices and Recording or Photographic devices of any nature in the examination hall.

Note: Candidate may collect sample test papers from FDDI Campuses on payment basis.



SPONSORSHIP/NRI/FOREIGN STUDENT



Out of the total capacity of any batch, 15% seats are reserved in each programme for Industry-sponsored /NRI/Foreign candidates if they meet the required eligibility criteria. The Candidate will go through the interview process, and the selection will be done on merit basis. Industry sponsored/NRI/Foreign candidate is required to pay twice the normal fee in case of Noida campus and for other campuses 50% extra of Normal fee will be charged.

The normal fee consists of - Tuition Fee, Support, Course Work & Infrastructure Charges per Semester. FDDI will not be responsible for Industry Internship & Placement for such candidates.

The sponsoring company will make arrangements for the placement of the Candidate. Candidate 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 below format. In case of non-availability of Industry sponsored/NRI/Foreign candidate, the seats reserved for them will be offered to non-sponsored candidates.

SPECIMEN OF SPONSORSHIP CERTIFICATE

To,

The Managing Director,
Footwear Design & Development Institute
NOIDA 201301.

Dear Sir,

We are sponsoring Mr. / Ms.....forprogramme scheduled to commence from July 2015.

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

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

Office Seal

Signature

RESERVATION FOR SC/ST & PH CANDIDATES

Institute reserves 15% seats for Scheduled Caste (SC), 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 category.

3% seats are reserved for physically handicapped students in each programme as per the persons with Disability Act 1995. Such candidate 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/creamyayer.html>

Candidate applying under this quota will produce a caste certificate from the Competent Authority of the respective State/Union Territory certifying that they do not belong to the creamy layer.



STUDENT WELFARE SERVICES



SCHOLARSHIP

The Institute offers scholarship to the meritorious/poor/underprivileged student as per the guidelines of the institute.



ANTI-RAGGING

Ragging is strictly prohibited in FDDI. Any form of ragging, violating the civil code of conduct, is a criminal offence attracting penal action. Anyone indulging in inhuman ragging is dealt with severely. As per the Supreme Court's direction, the Institute lodges FIR in Police Station against the defaulter students immediately after receiving any complaint. An anti-ragging committee is functional at all the campuses of FDDI. The students if found guilty of ragging are expelled from the institute.



EXTRA-CURRICULAR ACTIVITIES

Apart from the courses, one wish to enroll in to achieve his/her career goal, extra-curricular activities are equally important and helps one to explore other aspects of his/her personality. Games, language classes, debating clubs, band, social or cultural activities bring out hidden aspirations and skills.



FDDI PHOTO SNIPPETS



CORPORATE & PUBLIC RELATIONS (PLACEMENT)

CAREER PROSPECTS IN APPAREL SECTOR

FDDI is globally recognized brand for Footwear Design & Production, Retail & Fashion Design and 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 counseling 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'ans who are able to secure esteemed positions in the industry. The placement service operates year round to facilitate contacts between companies and students. The department performs other activities such as career counseling by trained professionals, organizing interview skills workshop and development of effective resumes, holding seminars and events and updation of pedagogy through market research. So far FDDI has been able to achieve a 100% job 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 to organization; they select and invite companies to the campus for final placements. It plays 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



MAJOR EMPLOYERS

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

Industry Associates

Abraham & Thakore	Euro Footwears	Liliput	Impex
Action	Euro Shoes	Lotto	Sole Threads
Adidas India	Evoluzione	Louis Vuitton	Snapdeal
Aditya Birla Group	Farida	M&B (Lee Cooper & ID)	Sports Station India Pvt. Ltd.
Alpine Apparels Pvt. Ltd.	Fashion & U	Madura Garments	Stalwart
Anita Dongre	Fashion Brands India Pvt. Ltd.	Marks & Spencers	Super House
Armani	Fashion Club Global	Maspar	Swarovski India Pvt. Ltd.
Associated Lighting Company	Ferns n Petals	Max Lifestyle	Tata International
AV Thomas	Franco Leon	Metal Corporations	Tej Shoes
Bachi Shoes	Future Group	Metro Shoes	Tirubala
Bata India	Globus	Mirza International (Red Tape)	Titan
Baer India	Gupta Overseas	Mochiko Shoes	Tommy Hilfiger
Bayer	Hi Design	Moja Shoes	Treadstone Group
Bhartiya International	Images Retail	Myntra	Vaccuro Leathers (GMBH)
Bharti Wal-Mart Group	Impactiva	Next Retail India Ltd.	Vardhaman Threads
Blues and Blues	Impulse	Nike	Vero Moda
BMI	India Mart	Nova International	Vishal Megamart
Burberry	ITC Wills Lifestyle	Panasonic	Westside
Café Coffee Day	Jabong	Pantaloons	W H Smith
Caiman (Rahman Industries Ltd.)	Jack & Jones	Planet Sports Pvt. Ltd.	Wilhelms
Carlton London	Jumbo Electronics Corp. Pvt. Ltd.	Puma	Woodland
Catwalk	Kapsons	Rajesh Pratap Singh	Zara
Cheviot International	KH Group	Raw Mango	
Clarks	Khadims	Reebok	
Crew Bos.	Kiwi Shoes	Regal	
Cocoberry	Lakhani	Relaxo	
D2	Lancer	Reliance Footprints	
DaMilano	Landmark	Reliance Retail	
Diamond Shoes	Leiner Shoes	Reliance Luxury Brands	
Drish	Liberty	Shahi Exports	
Ecoline	Lifestyle	Shoe Mart, Dubai	
Eicher Goodearth Ltd.	Li & Fung	Shoppers' Stop	

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 - Global 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 - Sales and 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	Ruchin Srivastava	Country Head (PU)	Bayer
14	Saurabh Gupta	Manager (Q.C.)	Tirubala Exports
15	Suman Naik	Head (Marketing & Sales)	Nippon
16	Swati Malhotra	Managing Director	Swati Modo
17	Uttam Kumar	Business Head - Footin	Bata India
18	Virender Awal	Managing Director	Mochiko Shoes
19	Vivek Sarawat	General Manager - North Operations	Royal Classic Group
20	Madhuri Mamgain	Chief Creative-Soul	Massif by ME

INFRASTRUCTURE & FACILITIES

CLASS ROOMS

The classrooms at FDDI are made not only to just create an atmosphere that is conducive to learning but, in a sense to nurture the quest for knowledge that the students possess. All classrooms are air-conditioned and equipped with all modern teaching aids. These include electronic media such as multimedia notebooks, LCD & O/H projectors, cordless microphones and speakers, etc. The audio-visual aids in the classroom include television and video players.



INTERNATIONAL TESTING CENTRE (ITC)

FDDI has two International Testing Centres located at Noida and Chennai. They are internationally certified by SATRA UK, PFI Germany, BIS India. The centre specializes in testing of leather, leather products, footwear, footwear components, textile products & plastics. The ITC of FDDI is the only laboratory in India which has been ISO 17025 certified by DAkkS, Germany for testing of banned chemicals and safety footwear tests as per ENISO 20344-2011, 20345: 2011, 20346: 2011 norms. It has also been awarded the ISO 9001 and ISO 14001 by Bureau Veritas.

The ITC has full-fledged Chemical and Physical Laboratories, where all kind of chemicals and physical tests like AZO, PCP; Formaldehyde etc. are performed within strict time schedules. The Physical laboratory was set up in collaboration with BALLY Switzerland under UNDP assistance.

Chemical laboratory has been set up in technical collaboration with PFI, Germany and is a leading testing laboratory of Asia. Both the labs have a complement of state-of-art testing equipment, all calibrated to the most demanding Industry standards. The tests at the laboratory are conducted as per various standards depending on the customer's requirement. Reliability and authenticity is the watchword at these centres. Students are trained in these labs regarding the methods and importance of various test prescribed internationally to ensure product quality and standards.

Our students get first hand training on the various testing requirement of the products, banned and hazardous chemicals and international norms in the ITC.



INFORMATION TECHNOLOGY SERVICES CENTER (ITSC)

The Information Technology Services Center (ITSC) is well equipped in terms of personnel and facilities to provide IT related services to various departments of FDDI. The ITSC is offering centralized Email Services to all faculties & staff of various



branches of FDDI and has a central repository of Data in the form of a Tier 2 Data Center with an uptime of 99.741%. The ITSC is served by two dedicated 5 Mbps leased line connectivity functioning in High Availability mode from one of the largest Internet Service Provider in India. The ITSC has a dedicated IT lab with a node capacity of 200, equipped with latest hardware and software. It is of notable importance to the faculties and students as they can access innumerable informative & educational sites from within the premises. The ITSC is providing Wireless Internet connectivity inside the campus, offering all-round Wi-Fi Internet access to students and staff round the clock. The Wi-Fi network provides network and Internet connectivity inside the campus that includes even the open theatre, garden and the lawns.



WORKSHOP

To give the students hands on training, FDDI has a well-equipped workshop with adequate number of latest machines and equipment. State-of-the art machines are available in the Cutting, Closing, Component, Lasting and Finishing Workshops. The International Design Studio at FDDI is equipped with most modern and sophisticated machinery and CAD/CAM to develop a product and translating the concept, creativity to a virtual product and further more to prototype and final product to nurture the world-class designers for the Industry.

LIBRARY

The institute provides adequate library facility for the students. The library includes the air-conditioned reading hall, which has calm atmosphere so that the students can concentrate on their work. FDDI's library provides an exhaustive and unparalleled resource and information base specific to the Fashion, Design, Technology, Retail and Management related industry.



The library has excellent collection of encyclopaedias, latest national and international journals, magazines, more than 15 newspapers & other standard reading materials. It also has a wide collection of project reports and case studies. The library is accessible even on holidays.

AUDITORIUM

The campus enjoys fully air-conditioned world-class Auditoriums. In addition to air-conditioning, it is also equipped with a ultra modern, professional level light and sound systems, Overhead LCD, recording system, spacious dais and solar lights etc, for lectures, discourses, conferences, company meetings, educational, cultural and recreational activities.



AMPHI-THEATRE

An innovative set-up with open-air seating, the Amphi-Theatre provides a platform for students to showcase their artistic and creative talents among other things. In the process, they get an opportunity to improve their public speaking abilities, enhance communication skills & develop their overall personality.

SPORTS & RECREATION FACILITIES

HOSTEL

Hostel at FDDI offers spacious, hygienic and secure hostel facility both for boys & girls separately. The rooms are properly ventilated and provided with fans, tube lights and necessary furniture. Each student is provided a cot, a chair, a table and cupboard (locker). It has recreation rooms, colour T.V. set, music system, facilities like clean drinking water, generator power back up, dining halls and indoor games to enhance the physical activities of the students.

Note: Noida Campus- Preference for hostel allocation will be given to out station candidate only.

IN-CAMPUS MESS

In-campus, Mess facility is available at FDDI, campus which provides healthy and hygienic food for students at reasonable rates. Adequate facilities are available to provide the students clean drinking water. In addition to the Mess, FDDI has a cafeteria where students can get beverages and snacks of many varieties.

SPORTS COMPLEX

The campus has Sports Complex having Tennis, Basketball and Badminton Courts along with a Cafeteria, which is one of the most favourite place of students in evening time and weekends.





MANAGEMENT & FACULTY

The faculty of FDDI consists of foreign and Indian experts in the field of Footwear, Fashion Design, Technology and Management & Retail.

Our faculty members acquired training from some of the leading Institutions in India & abroad.

Moreover, they have hands on experience on consultancy assignments to the industries across India and countries in the Indian sub-continent and South-East Asia to assist the Footwear industry for boosting the productivity, product development and solving their problems.

The visiting faculty consists of top professionals in the industry from the field of Fashion Design, Footwear Design & Production Management, Visual Merchandise and Retail.

Our methods of instructions are based on interactive learning system. We have partnered with several learning institutions whose knowledge exchange curriculum building tools have helped us keeping the Institute at par with the international standards and quality.



FDDI CENTRES IN INDIA



GLOBAL INTERVENTIONS in Design & Training by FDDI





• NOIDA • CHENNAI • KOLKATA • ROHTAK • JODHPUR • FURSATGANJ • CHHINDWARA • GUNA

FDDI CAMPUSES

NOIDA

FDDI

A-10/A, Sector-24, NOIDA, Gautam Budh Nagar, Pin-201301 Uttar Pradesh, INDIA, Ph: 09818426828, 7042000123, 0120-4500152
Toll Free No.: 18001803668

CHENNAI

FDDI

Plot No. E-1, SIPCOT Industrial Park, Irungattukottai, Kancheepuram, Tamil Nadu, INDIA, Ph: 08939328427, 09884679074, 044-49049607

KOLKATA

FDDI

Inside Gate No. 3, Kolkata Leather Complex, District South 24-Parganas, Pin-743502, West Bengal, INDIA
Ph: 09163702152, 09163702108, 033-64992116

ROHTAK

FDDI

Plot No. 1, Sector-31 B, IMT Rohtak, Haryana, INDIA,
Ph: 08222837770, 09034082569, 01262-660837

JODHPUR

FDDI

Village Mandoor, Tehsil Jodhpur, Distt. Jodhpur, Rajasthan
Ph: 07742474422, 09782545956, 0291-3260486

FURSATGANJ

FDDI

Sultanpur Road, Fursatganj, CSJM Nagar, Pin-229302
Uttar Pradesh, INDIA, Ph: 07275013075, 07705809328,
07705809327

CHHINDWARA

FDDI

Corner Plot, Khasra No. 31, Nagpur-Batil Road, Immlikhera Chownk, Chhindwara, Madhya Pradesh, INDIA
Ph: 09479977090, 09009986969, 07162-290201/2

GUNA

FDDI

Gram Maharajpura Panchhyat, Haripur, Phawa No. 42,
Survey No. 57/1 58, 61/1/1 1 on Gram Puraposar Road,
District - Guna (M.P.) Ph: 09818426828

MANAGER - ADMISSIONS
MS. AARTI SABHARWAL - 09818426828



Ministry of Commerce & Industry

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