

FDDI NEWSLETTER

A Weekly Newsletter

A Great Career in Retail, Fashion & Management

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61st Republic Day celebrated in FDDI

61st Republic Day was celebrated with great enthusiasm in Footwear Design & Development Institute (FDDI).

"We adopted our Constitution on this auspicious day in the year 1950, which is known worldwide as the most elaborate written Constitution."

- Mr. Rajeev Lakhara, IRS, Managing Director, FDDI.

Republic Day is always an occasion to celebrate as on this day the Constitution of India came into force and India became a truly sovereign state on 26th January 1950.



Mr. Deepak Kumar, IRS, Executive Director, FDDI unfurling the Tricolour on Republic Day at FDDI.

On this occasion, Mr. Rajeev Lakhara, IRS, Managing Director, FDDI said, "We adopted our Constitution on this auspicious day in the year 1950, which is known worldwide as the most elaborate written Constitution."

He further said that, "We bow our heads in reverence to commemorate the freedom fighters, brave martyrs and founding fathers of our Constitution."

"The formation of the Republic on 26th January 1950 was the first milestone in our march towards realizing the dreams of our people in the aftermath of Independence."

-Mr. Deepak Kumar, IRS, Executive Director, FDDI.

The main event of the day was the flag-hoisting ceremony which took place at 8.30 AM in the Institute where Mr. Deepak Kumar, IRS, Executive Director, FDDI unfurled the Tri-Colour.

The national anthem united all, including the staff & students of FDDI who came together and looked towards working for a better India.

In his address, Mr. Kumar conveyed his best wishes to the staff & students of the institute and said "The formation of the Republic on 26th January 1950 was the first milestone in our march towards realizing the dreams of our people in the aftermath of Independence."

He also laid importance of sincerity and hard work to make FDDI an ideal premier institution.

"Let's take resolution on this Republic Day that we will make the country proud through hard work & dedication combined with sincerity in all our actions."

-Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI.

The Constitution gave expression to the goals, ideals and values that guided over freedom struggle. It laid the foundations of the structure of governance, committed to secure for all citizens-justice, liberty, equality and dignity.

In his address, Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI said, "Let's take resolution on this Republic Day that we will make the country proud through hard work & dedication combined with sincerity in all our actions."

With the inherent strength of our Constitution and our strong belief in democratic value, our country has emerged as the world's largest democracy which

ensures smooth transition of power by the mandate of its people.

'Padma Shri' award for Mr. Irshad Mirza

On the occasion of 61st Republic Day, President Pratibha Patil awarded the Padma Shri award to Mr. Irshad Mirza in the Trade & Industry category.

Padma awards are conferred in three categories, namely, Padma Vibhushan, Padma Bhushan and Padma Shri.



Mr. Irshad Mirza

Mr. Irshad Mirza, a veteran and a luminary in the firmament of Leather & Leather Products Industry, was born in 1935 at Kanpur. After completing his education from Aligarh Muslim University, Mr. Irshad Mirza under the able guidance of his noble father Late Mr. Mirza Mohd. Ahmed a renowned Leather Technologist of his time, started his career with 'Bata India Limited' as a Manager in their factory at Mokama (Bihar). After 5 years of service career, he started his own Industry at Kanpur at a small scale but by adding his valuable skill, hard work and with the national spirit Mr. Mirza succeeded in establishing a large Export Trading House M/s. Mirza International Limited and two Private Limited Companies.

Mr. Mirza is the Chairman & MD of MIRZA Group. Mirza Group of Companies achieved a name in "Made in India" brands of Leather Footwear namely "RED TAPE" and "OAKTRAK".

Mr. Mirza has served with distinction in various capacities in Govt, Semi-Govt, Commercial, Social and literary Organisation, important among them being Chairman of the CLE, Chairman of the Minority Commission, U.P, Director of the U.P. State Industrial Development Corporation; Member, Research Council, CLRI, Chennai & Member, Governing Council of FDDI, Noida.

Mr. Mirza is also passionately involved in many Social and Charitable causes and is also an ardent

supporter of Cultural activities for promoting the rich cultural heritage of our country.

For all his contribution in corporate, social and literary field, Mr. Mirza has been honored with number of awards/Trophies by the State Govt. /Banks/social and literary societies and CLE as well. Mr. Mirza has been honored with Millennium 2000 U.P. Ratna Award by All India Intellectuals Conference U.P. Chapter. The Award conferred for the recognition of the services rendered to the people at large.

Pantaloon Profit Up 51%

Pantaloon Retail, the country's largest listed retail company, posted a 51 percent jump in its net profit for the quarter ended December 31 on the back of an improvement in consumer spending. The company posted a net profit of Rs. 50.67 Crore during the quarter compared with Rs. 33.54 Crore in the corresponding quarter of the previous financial year.

Subhiksha to reopen as franchises

Subhiksha Trading Services, the retail chain whose stores have been closed for more than a year for lack of money, is planning to reopen some through a franchise model, say sources.



Renovation at two shops in Chennai are in full swing and advertisements for sales boys and girls have been placed. A notice outside one of the shops stated the salary would be in the range of Rs. 3,500 to Rs. 6,000 per month.

However, e-mails sent to Mr. R Subramanian,

promoter and managing director, remained unanswered.

Mr. Subramanian had earlier stated the retail chain would require Rs. 300 Crore to get back into business. However, creditors have decided not to lend any more money and there are petitions being heard in the High Court to wind up the company. Subhiksha had also filed for a compromise with its creditors, but this was dismissed.

ICICI Bank had stated that Subhiksha has an exposure of Rs. 870 Crore to banks, Rs. 107 Crore to unsecured lenders and Rs. 250 Crore reserves, "which none of us know where it went". The bank has also asked for a probe.

Future group's home retailing sees turnaround

Kishore Biyani's Future Group has seen a turnaround in home retailing after months of decline, on the back of improved consumer sentiments and focused merchandising plans, a key group executive said.

Home retailing was a laggard among the group's flagship Pantaloon Retail's three business segments value, lifestyle and home. The home segment registered nearly 10 percent fall every month since November 2008. It had stopped giving same-store numbers since June 2009.

Same-store sales compares sales of stores that have been in the business for a year or more, which allow investors to determine what portion of new sales has come from sales growth and what portion from opening new stores. Future group's home retailing segment comprises furniture and furnishings, electronics and durables, among others.

However, the home segment has been seeing over 10 percent growth in same-store sales since November 2009, said Mr. Mahesh Shah, chief executive of Home Town, a home improvement retail chain of the Group. "Positive sentiment is back. A lot of people are buying new homes and such homes being delivered. The increase in real estate activity has had direct impact on our business," he said.

In terms of revenue growth, the home segment is likely to see a jump of 15 to 20

BOSSSES ARE UPBEAT over growth prospects

Most of the business leaders across the world sound optimistic about growth prospects and are planning to raise headcounts this year, indicating that fears of world financial meltdown have receded, finds PricewaterhouseCoopers 13th Annual Global CEO survey



81% CEOs worldwide are confident of their prospects for the next 12 months

18% of the CEOs remain pessimistic

97% CEOs in India alone say they are confident of growth in the next year

80% CEOs in North America and Western Europe say they are confident of growth in the next year

91% CEOs in Latin America and in China/Hong Kong are upbeat about the growth

40% CEOs worldwide are planning to increase headcounts this year

25% of top bosses intend to reduce the manpower

20% UK CEOs say they expect headcounts to rise

(Source: PTI)

31% CEOs say they are now very confident of their short-term prospects, up 10 percentage points from last year

50% of CEOs in Asia-Pacific & Canada are looking to increase employment in 2010

60% CEOs are looking to increase employment in Brazil

8% increase expected in headcounts by them in 2010

60% CEOs expect recovery in their national economies only in second half of 2010 or later

13% say recovery is already underway

21% say it will set in during the first half of this year

- ▶ The confidence level of CEOs in emerging markets are much better than those in the developed nations
- ▶ Emerging economies are clearly recovering at a faster pace than those that are more developed
- ▶ The timing of the recovery will vary depending on geography and industry
- ▶ CEOs in the countries hardest hit by the crisis see its effects remaining through 2010 and beyond

Graphic by GOPAKUMAR WARRIER

percent in the current financial year, Shah said. The segment had seen a fall of 12 per cent in 2008-09.

"The slowdown helped us to focus on individual categories and individual consumers, as to what they want. We followed a 360-day approach to the business," said Mr. Vivek Biyani, director of Home Solutions Retail (India) Ltd., which runs formats such as Home Town and eZone, among others.

The chain launched new categories such as plywood wardrobes, plywood kitchens, solidwood furnitures, fabric sofas and marble dining sets to cater to growing demand for such products in Indian cities. The chain also launched eight-seater dining sets in cities such as Delhi and Kolkata where homes are bigger in size. "We are selling 1,200 wardrobes a week now compared with 350 a week earlier," Biyani says.

"While others were concentrating on cost cutting, we were using our learning during the slowdown," Shah says.

According to Shah, the average spending in Home Town has gone up by eight to 10 per cent in January, compared to the same month last year. He expects it to go up to 20 per cent in the coming months. "Due to improvement in sentiments and increase in our merchandise, customers are buying two-three products instead of the one they used to buy earlier," he adds.

Home Town on January 20, 2010 opened a store of over two lakh sq ft in Vikhroli, a central suburb of Mumbai, taking its store tally to 10. The chain claims it is the country's largest home improvement store. It has invested Rs. 30 Crore on the store and another Rs. 10 Crore on merchandise. It plans to open three more such stores in the country.

"Last year, our strategy was increasing top line and making margins was easier, as commodity prices were down. Now, since prices have shot up, we want to increase volumes and increase our margins," Mr. Shah says.

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

Testing Services Physical Laboratory

S. No.	Test Description	Price in Rs.	Delivery (Days)
11.12	Shear strength (Velcro)	600.00	5
11.13	Corrosion (metal fasteners)	600.00	3
11.14	Eyelet attachment strength	600.00	3
11.15	Strength of fastened buckles	600.00	3
11.16	Strength of buckle and strap attachment	600.00	3
12. Laces			
12.1	Linear Density	100.00	2
12.2	Breaking strength & elongation at break	600.00	5
12.3	Strength of bodkin attachment	600.00	4
12.4	Abrasion resistance	600.00	4
12.5	Knot resistance	600.00	4
12.6	Colour migration	200.00	4
13. Safety Footwear			
13.1	Hardness of steel toe cap	250.00	3
13.2	Nail penetration test	600.00	3
13.3	Dimensions of steel toe cap	400.00	3
13.4	Impact strength of steel toe caps	600.00	3
13.5	Thermal conductivity	500.00	3
13.6	Static electricity		
	a. Without conditioning	500.00	3
	b. With conditioning as per EN norms	2,000.00	3
13.7	Resistance to hot contact	500.00	3
13.8	Compression resistance	600.00	3
14. Card Board Boxes			
14.1	Specific weight	100.00	2
14.2	Tongue tear strength	600.00	3
14.3	Rub fastness Dry/wet	400.00	3
14.4	Laminar strength	700.00	3
14.5	Burst strength	600.00	3
15. Hawai Chappal			
15.1	Strap attachment strength	400.00	2
15.2	Breaking strength of strap	400.00	2
15.3	Ross flexing	6000.00	5
15.4	Abrasion	700.00	4
15.5	Split tear	600.00	5
15.6	Compression set	600.00	5
15.7	Shrinkage	600.00	5
16. Textiles			
16.1	Breaking strength	400	4
16.2	Colour fastness to washing	150	2
16.3	Colour fastness to perspiration (Acidic/Alkaline each)	150	4
16.4	Composition	300	3
16.5	Linear Density of yarn/ count	100	3
16.6	Scouring Loss	500	5
16.7	Colour fastness to light	1200	5

To be continued