



NEWSLETTER

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A Weekly Newsletter

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FDDI participates in 'Exhibition of Footwear Components, Accessories & Finished Leather' at Ambur

Footwear Design & Development Institute (FDDI) participated in the 'Exhibition of Footwear Components, Accessories & Finished Leather' at Ambur Trade Centre, Ambur from 24th & 25th July 2010 at Stall No. Serv. Hall No.1.

The exhibition was inaugurated on 24th July 2010 at 11.00 AM by Mr. K. Allauddin, Principal Secretary, Govt. of Tamil Nadu on behalf of the Hon'ble Minister for Law Courts and Prisons, Govt. of Tamil Nadu, Thiru. Durai Murugan in the presence of Thiru. C. Rajendran, IAS, District Collector, Vellore.

"The exhibition helped in identifying the huge opportunities existing in unexplored zones and establishing stronger ties with manufacturers in this region."
- Mr. M. Rafeeq Ahmed, Chairman, FDDI.

The inauguration was a grand fanfare attracting most of the doyens of the footwear & leather industry that included, Mr. M. Rafeeq Ahmed, Chairman, FDDI & Chairman, Ambur Economic Development



From left: Mr. N. Mohammed Sayeed - President, Ambur Tanners Association & Chairman of M/s. Shafeeq Sahmeel & Co (SSC Group) alongwith Mr. M. Rafeeq Ahmed, Chairman, FDDI at the stall of FDDI

Organisation Limited, Mr. Rajeev Lakhara, IRS, Managing Director, FDDI, Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI, Mr.

Habib Hussain, Chairman, Council for Leather Exports, Mr. P.V.Gopalakrishna, President, Indian Shoe Federation, Mr. B.D Bhैया, President, Indian Footwear Components Manufacturers Association and other eminent personality of the trade.



Mr. Rajeev Lakhara, IRS, Managing Director, FDDI being greeted by Mr. Habib Hussain, Chairman, Council for Leather Export during the inauguration of the Exhibition

The exhibition opened at the newly inaugurated Ambur Trade Centre where a total of 120 exhibitors, including footwear component manufacturers and leather industries, exhibited their products in 155 stalls.

"The exhibition which was held in the heart of the manufacturing industry in Ambur created a bridge between the footwear and leather products industry manufacturers of the Ambur-Vaniyambadi-Pernambut-Vellore-Ranipet belt and the component producers and was successful in generating a national and international recognition for the industry by showing their talents and capabilities to the world."
- Mr. Rajeev Lakhara, IRS, Managing Director, FDDI.

On this occasion a book named "History of Leather Industry in Vellore District" was released by Thiru. M Mohamed Hashim Sahib, Chairman, Indian Leather Industry Foundation.

The exhibitors category included of synthetics /non-leather materials for linings, inter linings, Trims/accessories, Footbeds/insoles/stiffeners, Lacing materials, elastics, fasteners (zippers, velcro, laces), Lasts, outsoles,



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moulds, shanks, Packaging materials, Tapes, knife blades, Threads, Finished Leather Manufacturers.

The Ambur-Vaniyambadi-Pernambut-Vellore-Ranipet belt is a leading cluster for export of Finished Leather, Shoe upper and full shoes. A number of leading international brands source their supplies from this region.



Mr. Rajeev Lakhara, IRS, Managing Director, FDDI alongwith Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI visiting a stall

Mr. M. Rafeeqe Ahmed, Chairman, FDDI who is also the Chairman of Ambur Economic Development Organisation Limited said "The exhibition helped in identifying the huge opportunities existing in unexplored zones and establishing stronger ties with manufacturers in this region."

The exhibition was supported by Ambur Economic Development Organization Limited (AEDOL), All India Skin and Hide Tanners Merchants Association (AISHTMA), Ambur Tanners Association (ATA), Council for Leather Exports (CLE), Central Leather Research Institute (CLRI), Footwear Design and Development Institute (FDDI), Indian Finished Leather Mfrs. & Exporters Association (IFLMEA), Pernambut Tanners Association (PTA), Ranipet Tanners Association (RTA), South India Shoe Manufacturers Association (SISMA) and Vaniyambadi Tanners Association (VTA).

Leading experts offered informative seminars during the exhibition, which give participants a value-added opportunity to be enlightened on topics related to leather and leather

products technology, quality control & inspection, and business solutions.

According to Mr. Rajeev Lakhara, IRS, Managing Director, FDDI, "The exhibition which was held in the heart of the manufacturing industry in Ambur created a bridge between the footwear and leather products industry manufacturers of the Ambur-Vaniyambadi-Pernambut-Vellore-Ranipet belt and the component producers and was successful in generating a national and international recognition for the industry by showing their talents and capabilities to the world."

During the exhibition, the information about the 'Testing Facilities' available at the International Testing Centre (ITC), Chennai of FDDI which is accredited by Shoe and Allied Trade Research Association (SATRA), UK was provided through brochure and one-to-one meeting.

The FDDI's ITC Chennai, equipped with sophisticated state-of-the-art equipments and highly qualified team of technical experts is greatly helping the footwear and leather industry, through a host of testing solutions and services & delivering accurate, consistent and reliable results with minimum possible time at the doorstep of one of the major clusters of India in the state of Tamil Nadu.



A view of the stall of FDDI

Its Physical lab is providing comprehensive range of tests on footwear, footwear components, leather, textile, plastics, automotive parts etc. The laboratory maintains the highest standards of physical & mechanical testing, quality control and all related activities.



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Similarly, its Chemical lab is well equipped with all the modern instruments/techniques of chemical analysis.

FDDI's ITC is providing excellent services to the industry in testing the materials and products, export inspection, reverse engineering and quality certification.

FDDI is the one-stop-shop solution provider for all the testing requirements, well equipped with several accreditations and is able to provide testing services for each & every type of footwear industry.

FDDI is the only Institute having its laboratories accredited by PFI, Germany for safety, protective & occupational footwear and SATRA for fashion and casual footwear.

During the exhibition, the information about FDDI's training programmes and consultancy services were also given. FDDI got good response from the visitors.

Counselling for admissions completed at FDDI

Footwear Design & Development Institute popularly known as FDDI is rated among the premier fashion institutions in the world for conducting wide range of long term and short term programmes in the area of Retail Management, Fashion, Footwear Design, Technology, Management, Fashion Merchandising, Marketing, Creative Designing & CAD/CAM, Leather Goods & Accessories Design etc.

FDDI conducted an All India Selection Test (AIST) at 27 centers all over India on 12th, 13th & 14th June 2010 for its various programmes in the area of Retail Management, Footwear Design & Technology and Leather Goods & Accessories Design the result of which was declared on 23rd June 2010 and was posted at FDDI's website www.fddiindia.com.

"The Institute adopts a uniform approach and procedure by applying a same yard stick and fairly carries out the extended counselling session to all candidates seeking professional guidance to excel in their chosen academic path."

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

Out of All India merit list of AIST, the short listed candidates were called for Group

Discussion (GD), Personal Interview (PI) & Design Aptitude Test (DAT) for Post Graduate programmes from 5th July 2010 to 7th July 2010 & for Under Graduate programmes from 8th July 2010 to 10th July 2010 at its campus in Noida.



Students throng for the counselling at FDDI

The result of AIST/GD/PI/DAT was declared on 15th July 2010 and intimation was sent to the successful students for counselling commencing from 23rd July to 25th July 2010 at Noida.

According to Mr. Rajeev Lakhara, IRS, Managing Director, FDDI "The Institute adopts a uniform approach and procedure by applying a same yard stick and fairly carries out the extended counselling session to all candidates seeking professional guidance to excel in their chosen academic path."

During the counselling, the programme and the campus were allotted to the successful candidates on the basis of their ranks achieved.

Following the Directive of the Supreme Court, the counselling began with allotment of seats to the students falling under the 'Reserved Category' i.e., to the Scheduled Caste (SC) and Scheduled Tribe (ST) and Physically Handicapped (PH) students.

Similarly, the programme and the campus was allotted to the successful candidates falling under the 'General Category' on the basis of their ranks during counselling



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depending upon the availability of seat at that point of time.

The tremendous rush for admission at FDDI is because of its 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 able to get global placement in countries like USA, UK, Germany, Hong Kong, Egypt, China, Singapore, UK, Middle East, Sri Lanka, Kenya etc.

Currently, the faculty members are working on the modalities to give more attention to students so that they can excel in their professional lives. They would try to develop friendly and healthy relationship with the students and identify their strong and weak points. After identifying them they will work on the weak arenas to make the education more holistic.

"We will be distributing handbooks containing all the information about the rules and regulations of the Institute," added Mr. Lakhara.

Year after year FDDI has proved its supremacy in the field of retail, footwear & leather goods education by achieving a 100% job placement record and attracting the companies of world fame.

FDDI keeps on delivering its promise of a career of choice with dream companies and high salaries to its outgoing batch every year.

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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)
5. Toe Puffs & Stiffeners			
5.1	Elongation at break	600.00	4
5.2	Change in area	600.00	4
5.3	Bondability	600.00	5
6. Adhesives			
6.1	Peel strength	900.00	4
6.2	Heat resistance	600.00	3
6.3	Shear strength	600.00	3
7. Heels			
7.1	Heel pin holding strength	600.00	4
7.2	Resistance to Splitting	350.00	4
7.3	Strength of top piece attachment of heel	600.00	4
8. Shank			
8.1	Rockwell hardness C	250.00	2
8.2	Longitudinal stiffness	700.00	3
8.3	Three point bending	600.00	3
9. Threads			
9.1	Breaking Load & extension at break	600.00	4
9.2	Twist per unit length	300.00	3
9.3	Tenacity	250.00	3
9.4	Tex 250.00	3	
9.5	Colour fastness	200.00	3
9.6	Composition	600.00	4
9.7	Balance of twist	150.00	3
9.8	Thread abrasion	600.00	3
10. Tapes & Bindings			
10.1	Bondability (self adhesive tapes)	600.00	4
10.2	Elasticity (Elastic tapes)	600.00	4
10.3	Colour migration	200.00	4
10.4	Breaking strength	600.00	4
10.5	Endurance test on elastic tapes	800.00	4
11. Fasteners			
11.1	Resistance to repeated opening & closing	600.00	4
11.2	Lateral strength of slide fasteners	600.00	4
11.3	Strength of slide fastener pullers	600.00	4
11.4	Attachment of slide fastener Top stops	600.00	4
11.5	Attachment of slide fastener Bottom stops	600.00	4
11.6	Slider locking strength of slide fasteners	600.00	4
11.7	Security of attachment of retainer to lateral load	600.00	4
11.8	Security of attachment of retainer to long. Load	600.00	5
11.9	Tensile / Breaking strength	600.00	3
11.10	Tear strength	600.00	6
11.11	Peel strength (Velcro)	600.00	3

To be continued

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