



# NEWSLETTER

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A Weekly Newsletter

Issue No. 273

## Tapering stimulus will hurt exports, says Dr. Rahul Khullar

Export growth will slow in the second half of this year due to a fall in the aggregate demand in developed nations, largely on account of a calibrated withdrawal from the stimulus, the Commerce Secretary, Dr. Rahul Khullar, said on August 17, 2010.

"Those heady days of 25- 30 per cent per annum growth in exports are over. We have to get used to a slower rate," he told presspersons.

To add to this, rich countries are looking to increase their exports to developing countries to offset their contraction in domestic absorption and to increase their GDP growth, rather than importing more from the latter, he said.



Dr. Rahul Khullar,  
Commerce Secretary

### SLOWEST SINCE NOV

Meanwhile, exports in July grew 13.2 per cent to \$16.24 billion, the slowest since November 2009. This was mainly due to the base effect being "wiped out," Dr. Khullar said.

Thanks to the low-base effect, export growth in this fiscal was robust in April (36.3 per cent), May (34.2 per cent) and June (30.4 per cent). Leather, man-made fibres and yarn, readymade garments, tea, handicrafts, electronics and rice saw a contraction in growth in July.

Pointing out that exports this fiscal so far (April-July) grew by 30.1 per cent to \$68.6 billion, Dr. Khullar said the target of \$200 billion is achievable even at a steady export growth of 15 per cent from now on.

### NEW MARKETS

Mr A. Sakthivel, President, Federation of Indian Export Organisations, said the export

growth is largely attributable to the growing shipments to Africa, Latin America, West Asia, and Asia.

Imports in April-July period grew by 33.3 per cent to \$112.2 billion. The trade deficit has grown to \$43.6 billion. Imports in July were \$29.17 billion, up 34.3 per cent, while trade deficit was \$12.93 billion.

The Foreign Trade Policy supplement, expected to be announced on August 23, is likely to provide sops for sectors in the red including the labour-intensive ones such as leather, ready made garments, tea and handicrafts.

## 64<sup>th</sup> Independence Day celebrated in FDDI

The 64<sup>th</sup> Independence Day was celebrated with great enthusiasm in the Footwear Design & Development Institute (FDDI) on 15<sup>th</sup> August 2010.

"The Independence Day is a moment of pride and glory. On this special occasion, we pay tribute to the freedom fighters who sacrificed their lives and fought to free our motherland from the clutches of the oppressors - British who ruled the country."

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

Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI unfurled the Tri-colour at FDDI, Fursatganj, Rae Bareilly where the staff & students of FDDI were present.

The Tri-colour at FDDI, Noida was unfurled by Mr. V.B. Parvatikar,



Mr. Shashi Bhushan Shukla, IRS,  
Secretary, FDDI unfurling the Tri-Colour  
at FDDI, Fursatganj, Rae Bareilly



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Director (Technical).

In his message, Mr. Rajeev Lakhara, IRS, Managing Director, FDDI stated "The Independence Day is a moment of pride and glory. On this special occasion, we pay tribute to the freedom fighters who sacrificed their lives and fought to free our motherland from the clutches of the oppressors - British who ruled the country."

'Sadbhavana Diwas' is celebrated in commemoration of birth anniversary of Late Prime Minister of India, Mr. Rajiv Gandhi.

Mr. Rajiv Gandhi is especially remembered for his impressive initiatives for modernizing the telecommunications industry, the education system and expanding science and technology.

"Every year 20<sup>th</sup> August is observed nation-wide as the day of 'Sadbhavana' with the theme to promote national integration and communal harmony among people of all religions, languages and regions."

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

Sadbhavana pledge was taken by the staff and students of the Institute at 10.00 AM in the Auditorium.



Mr. Shashi Bhushan Shukla, IRS, Secretary, FDDI delivering the key note address

On the eve of 64<sup>th</sup> Independence Day a cultural programme "Eve for the Nation" was organized in the auditorium. The rendering of patriotic song, skit & dance got high appreciation from the audience.

Delivering the key note address, Mr. Shashi Bhushan Shukla, IRS, Secretary FDDI said "It is time again to peep into our patriotic self and spell out some commitments for the growth of the motherland which requires not only to be technically fit but mentally fit also to take the nation on heights."

The appreciation received at the end of the programme gave a big moral boost to the students to keep up their hard work and commendable performance.

## 'Sadbhavana Diwas' celebrated in FDDI

'Sadbhavana Diwas' was celebrated in Footwear Design & Development Institute (FDDI) on 20<sup>th</sup> August 2010.



Staff and students taking "Sadbhavana Diwas" Pledge at the FDDI Auditorium

On this occasion, Mr. Rajeev Lakhara, IRS, Managing Director, FDDI said, "Every year 20<sup>th</sup> August is observed nation-wide as the day of 'Sadbhavana' with the theme to promote national integration and communal harmony among people of all religions, languages and regions."

The staff and students present took solemn pledge that they will work for emotional oneness and harmony of all the people of India regardless of caste, region, religion or language.

They also pledged to resolve all differences among themselves through dialogue and

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constitutional means without resorting to violence.

In concurrence, "Communal Harmony Fortnight" is being celebrated at FDDI from 20<sup>th</sup> August, 2010 to 3<sup>rd</sup> September, 2010.

## Awareness programme on ISO 9001:2008 organized at FDDI

One day awareness programme on ISO 9001:2008 was organized on 23<sup>rd</sup> August, 2010 by Det Norske Veritas (DNV) at the Footwear Design & Development Institute (FDDI) Noida.

"Quality is the most important aspect of the objective of FDDI's policy and with the expansion of FDDI it became imperative to upgrade the knowledge of FDDI staff about the Quality Management System as per the new devised standards."

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

The staff of FDDI Noida, FDDI Fursatganj, Rae Bareli and FDDI Chennai underwent the training programme for effective implementation of the system.



Awareness programme on ISO 9001:2008 in progress

DNV is recognized as a trusted partner for improved quality, safety and efficient operations in high risk global industries. The foundation was established in Norway in 1864, and has its headquarters outside Oslo.

DNV's unique risk management approach to services provides with the possibility to offer

innovative services that meet customers' needs across industries and countries.

Citing about the relevance & requirement of the awareness programme, Mr. Rajeev Lakhara, IRS, Managing Director, FDDI said "Quality is the most important aspect of the objective of FDDI's policy and with the expansion of FDDI it became imperative to upgrade the knowledge of FDDI staff about the Quality Management System as per the new devised standards."

Mr. Bhavya Mangla, Lead Auditor, DNV conducted the training programme.

The participants were able to learn about the fundamentals of quality management systems, especially those based on the ISO 9001 standards.

## Consumer Affairs Ministry says yes to 49% FDI in multi-brand retail

The Consumer Affairs Ministry has given the green signal to allow 49 per cent FDI in multi-brand retail. It has written a letter to this effect to the Commerce Ministry.

India currently allows 100 per cent FDI in cash-and-carry operation and 51 per cent in single-brand retailing. Foreign investors are barred from investing in multi-brand retail.

Additionally, the Ministry also sought that a model law be first put in place at the State-level to protect mom-and-pop stores from the impact of the 'Big Boys' of retail.

"Multi-brand retail should be permitted with a cap of 49 per cent... A significant chunk of investments should be spent on back-end infrastructure, besides logistics and agro-processing," the Consumer Affairs Ministry had said in response to the discussion paper floated by the Department of Industrial Policy and Promotion in June on allowing 100 per cent FDI in multi-brand retail.



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A senior government official said the Consumer Affairs Ministry has sought the enactment of the National Shopping Mall Regulation Act to regulate the fiscal and social aspects of the retail sector, besides allowing mom-and-pop stores to become franchises of multi-brand retailers.

"This will help grow not just the business but also in setting up back-end infrastructure which is much needed for the evolution of the retail sector," the official added.

According to an ICRIER study, commissioned by the Commerce Ministry in 2007, "the retail business, in India, is estimated to grow at 13 per cent each year from \$322 billion in 2006-07 to \$590 billion in 2011-12. The unorganised retail sector is expected to grow at about 10 per cent a year from \$309 billion 2006-07 to \$496 billion in 2011-12."

## Brown Shoe same-store sales up

Brown Shoe Co's second-quarter results breezed past market expectations, propelled by strong demand for its Famous Footwear brand, and the footwear retailer forecast full year sales growth in the low double digit range. The seller of shoe brands such as Naturalizer, LifeStride and Via Spiga, said same-store sales at its Famous Footwear brand grew by 12 per cent during the quarter. The company plans to open 30 to 35 new Famous Footwear stores in 2010 and close 50 stores.

(Source: Reuters)

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Footwear Design &  
Development Institute  
(Ministry of Commerce &  
Industry, Government of India)  
A-10/A, Sector-24, NOIDA-201301

**Phone** : + 91-120-4500100, 4500107

**Fax** : + 91-120-2412556, 2411301

**Editor-in-Chief**: Rajeev Lakhara, IRS

**Editor** : Shashi Bhushan Shukla, IRS

**Email** : ashish@fddiindia.com

**Website** : <http://www.fddiindia.com>

## Resource Center Publication - Swayam Siddha Provided by FDDI, NOIDA

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### Publication - Swayam Siddha

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26.	The Skill of Flat Bed Under Trimmer	500.00
27.	The Skill of Post Bed Under Trimmer	500.00
28.	The Assembly of Men's Plain Vamp Oxford Assembly	500.00
29.	The Skill of Stitch Down Sole Stitcher	550.00
30.	The Skill of the Edge Linking	450.00
31.	The Skill of Indent Marking	450.00
32.	The Skill of Edge Pre Trimming	450.00
33.	The Skill of Last & Upper Preparation	600.00
34.	The Skill of Insole Production	400.00
35.	The Skill of Evening & Roughing	500.00

To be continued

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