

FDDI NEWSLETTER

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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका



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26th June 2020

Issue No. 777



KOLKATA

Webinar on 'Impact of Pandemic and Innovation in Fashion & Footwear Industry' held at FDDI, Ankleswar campus

The resource persons for the event were Mr. Victor Maniraj -Director of Kinsey Knitt International, Tirupur and Mr. Rony Dabre - Hr.-Head, Kavish Fashion Pvt. Ltd. – Mumbai.



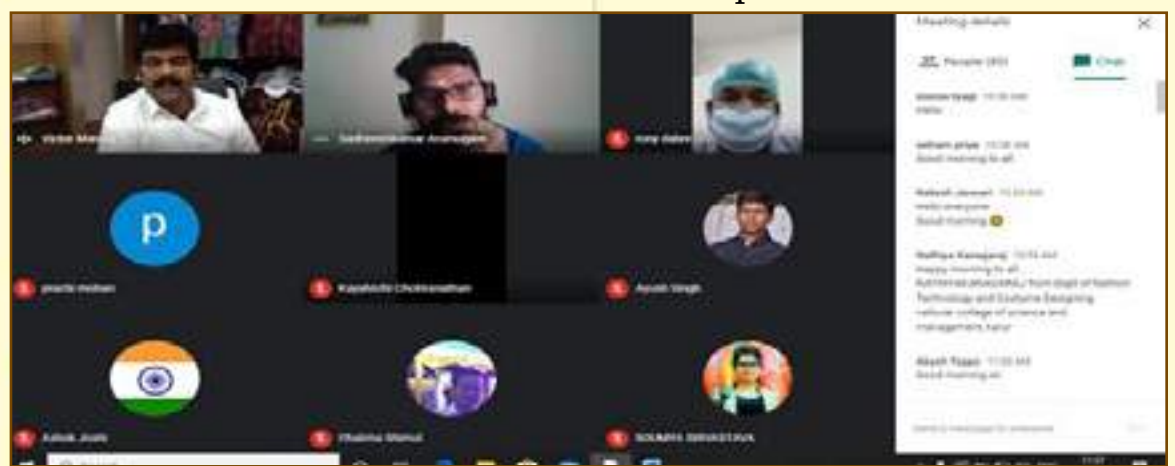
ROHTAK

A webinar on 'Impact of Pandemic and Innovation in Fashion & Footwear Industry' was held at Footwear Design & Development Institute (FDDI), Ankleswar campus on 15th June 2020.

The webinar focused on how our fashion and Footwear industries are being affected with this pandemic and what innovation could be done in fashion and footwear industries in the present scenario.



CHENNAI



A screen shot of the webinar



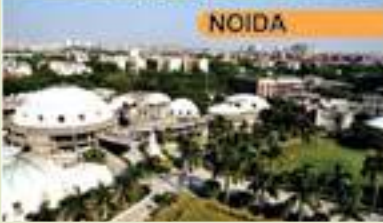
CHHINDWARA

It was jointly organized by the Fashion and Footwear Department of FDDI, Ankleswar campus.

Mr. Victor Maniraj discussed on different kind of masks, its finishes and recent developments. He focused



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on medical textiles which can be used in this COVID – 19 situation. He also briefed on the relevant production technologies.

Mr. Rony Dabre discussed the challenges faced by the manpower in the industries. He focused upon employment in footwear manufacturing which is a labour intensive industry.

He emphasized to convert our local brand into global brand by taking care of R&D and make India exporter to large jump on the scale and generate more scope in footwear fashion section.

This webinar was attended by more than 100 participants and was widely applauded.

Footwear manufacturers plan to cut down imports

Earlier this month, the Hon'ble Prime Minister, Mr. Narendra Modi, during his address at a CII annual session, stated that sectors such as footwear

and air-conditioners have been identified as priority sectors by the government to cut down on imports and for the 'Make in India' push.

Amid rising tensions with China, industry players said there is amplified focus on strategies to cut down the reliance on imports.

Mr. Harkirat Singh, Managing Director, Aero Club, known for footwear brand Woodland, said: "In January, when the COVID-19 outbreak began in China, we witnessed supply chain disruptions for certain specialised products. Since then, we have been re-looking at our supply chain structures and have been working on sourcing locally."

He added that India is quite self-reliant in leather footwear segment and now needs to focus on developing an ecosystem for quality manufacturing of products in the non-leather footwear segment.

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While many international footwear brands with a presence in India rely heavily on imports from countries such as China, even local companies rely on imports for sourcing some components for footwear.

Mr. Anupam Bansal, Executive Director-Retail, Liberty Shoes, said: “For homegrown brands like us almost 70-80 per cent of the production is indigenous and only 20-30 per cent is dependent on imports. There is a strong opportunity to make India self-reliant in the footwear sector and ramping up the ecosystem for quality footwear production in the country, even if it means taking less advantageous decisions in the short term for long-term gains.”

(Source: Business Line)

E-comm to contribute 5-6% of consumer packaged goods sales

The increase in online shopping for essentials will push more consumers to e-commerce,

but in terms of contribution, e-commerce will remain at 5-6% of packaged consumer goods sales in the medium term, consultancy Kearney said in a report on the Consumer Packaged Goods (CPG) market in India on 22 June 2020.

Kearney said general trade stores will continue to form the bulk of retail trade, even as kiranas face liquidity crunch in the aftermath of the prolonged lockdown.

Across India, in terms of contribution to FMCG sales, the share of traditional trade—is still the largest—at 86.3%, said market researcher Nielsen in a report in April. According to Kearney, such stores have proven to be agile in adapting to the COVID-induced lockdown. “With high penetration and convenience, it will continue to be India’s leading distribution channel.”

While traders had faced liquidity crunch even in pre-COVID days on account of a

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general slump in demand, it will “worsen in the medium term”.

Kearney estimates that around 80% of medium and large retailers don't expect to make any profit before August.

As a result, retailers with some cash to spare will prioritize investments toward essential items over discretionary items. “This will put immense pressure on distributors to extend credit for longer periods of time, and they will bear the burden of higher costs of vehicles and manpower in medium term.”

E-commerce, however, will grow 100-150%. “Indian e-commerce players will overcome capacity roadblock by making significant investments to expand supply chain, manpower and front-end capabilities. However, the economics of these players still make it infeasible for them to fulfill low-value orders,” according to the report.

(Source: Mint)

Red Chief reopens stores, resumes online operations

Red Chief Shoes has reopened almost all exclusive brand stores. This was stated by Mr. Raman Kumar, Vice-President (Retail).

He said the company's e-commerce platform has also resumed operations and orders are being booked online. He said their CRM team was working rigorously to address customer queries and guiding them on new safety measures as per prescribed norms by the Health Department.

(Source: The Tribune)

Compiled by: Resource Centre (RCIP),
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