

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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NOIDA

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FDDI, Patna campus student amongst top 5 in Jharkhand Online 'Mask Design' contest

Ms. Arunita Kumari, a student of Footwear Design & Development Institute (FDDI), Patna campus participated in Jharkhand Online 'Mask Design' contest 2020.

association with Ataichi Design, Ishitaab Design Studio and News Ranchi.

The online mask competition was organized in two different categories Conventional and Unconventional.

Ms. Arunita a student of B. Des Footwear Design and Production of Patna campus, 2018 batch

was amongst the top 5 in the Unconventional mask design.

She submitted the scanned image of creative expressions i.e. designed mask in the shape of a butterfly.

Her theme was to show freedom, and based on a quote by Charles Dickens, "I only ask to be free, the butterflies are free".



This contest was organized by Khadiwala Designer in

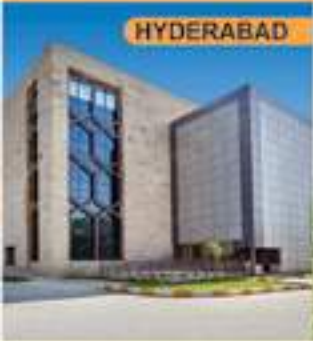
The competition was adjudged by TV star Ms. Ratan Rajput

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and producer Mr. Hitendra Kapopara.

industry — the largest shoe manufacturing hub in India — has now come up with a range of

झारखंड स्तरीय मास्क डिजाइन प्रतियोगिता
खादीवाला
Presents
MASK DESIGN CONTEST 2020
UNCONVENTIONAL

1. SHRISTY SRIVASTAVA-WOMEN'S COLLEGE,RANCHI
2. RAGINI SINGH -MARWARI COLLEGE,RANCHI
3. MEERA KUMARI -MARWARI COLLEGE,RANCHI
4. ARUNITA KUMARI-FDDI PATNA
5. SHAILY-NIFT HYDRABAD
6. SUPRIYA RAJ-NIFT KOLKATA
7. APOORVA GOEL-IIFT,RANCHI
8. PUJA KUMARI-WOMEN'S COLLEGE,RANCHI
9. JAYA DUNGUND -WOMEN'S COLLEGE,RANCHI
10. ANKIT KAUSHAL-NIFT DELHI

TOP 20

khadi products you can walk in. Instead of leather or synthetic material, footwear with khadi as the raw material will hit shelves in coming days, according to manufacturers in the city who said the decision was taken after Hon'ble Prime Minister, Mr. Narendra Modi's call for the promotion of local products.



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Ms. Arunita who is amongst the top 5 in the Unconventional mask design contest

The epidemic of COVID-19 has led to the recognition of the effectiveness and importance of masks and at present, people's awareness about the culture of masks is changing drastically.

Agra shoe industry goes for khadi after some sole searching

Soon you could be wearing khadi on your feet. Agra's footwear

prints, kantha stitch and madhubani prints — have been sent to the Khadi and Village Industries Commission (KVIC) which will approve the final designs so that production can start.

"We are trying to incorporate motifs from across the country," said Shruti Kaul, who has designed 26 pairs. The products would be hand washable, she said.

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Mr. Pooran Dawar, President of the Agra Footwear Manufacturers and Exporters' Chamber, said, "We wanted to do our bit and then the opportunity presented itself when KVIC approached us to develop a range of khadi shoes."



Mr. Dawar said the Agra shoes industry caters to 65% of the domestic market. "We will start production once initial designs are approved."

Manufacturers are hopeful that the shoes would also see good demand in the export market.

In the last fiscal year, Agra exported footwear worth Rs. 4,000 Crore, 25% of the total footwear exports from the country.

"Khadi is popular in foreign countries so this collection is

likely to be a hit," said Mr. Dawar. KVIC Chairman, Mr. VK Saxena did not comment.

(Source: The Times of India)

Footwear needs ecosystem to scale up, reduce imports

While China is gradually exiting the footwear business due to rising labour cost, India is unable to take advantage of it, as the industry is still dependent on China for components.

Large footwear companies collaborating with small component suppliers and creating an ecosystem can help in large-scale manufacturing, finds industry.

Increasing factory wages has seen footwear manufacturing gradually shifting from China to countries like Vietnam, Indonesia and Cambodia. Post-Covid-19, international brands will further look at diversifying production to avoid risk of concentration.

Though Indian footwear industry has natural advantages like availability of leather and cheap

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labour, it could not convert them into a comparative advantage in production.

While China produces 13.5 billion pairs of footwear, India's production is just 2 billion pairs.

India still imports components and finished goods from overseas. China accounts for nearly 70 percent of the footwear and footwear component imports by India followed by Vietnam, Hong Kong, Cambodia and Indonesia.

"International brands prefer China as it has the scale of manufacturing and the entire ecosystem to support footwear production, including components, leather as well as skilled labour. Even those who buy processed leather from us, want it to be sent to China for production of footwear and other articles," said Mr. Rafeeq Ahmed, President of All-India Skin and Hide Tanners and Merchants Association. Further, India is still lagging behind in ladies footwear and high fashion leather products.

The components keep changing in footwear manufacturing and the industry has to be in tune with the changing trends in the fashion world. The government is working on a Phased Manufacturing Programme to build an ecosystem of components for footwear and leather products to curb imports.

"Generally, the government increases duties to curb imports and to promote domestic manufacturing. In the case of footwear, a sudden hike in duties of components will be counter-productive. We need to build the ecosystem gradually and till it fully develops, duties have to be retained at current levels," he said.

(Source: The Asian Age)

Compiled by: Resource Centre (RCIP),
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