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08<sup>th</sup> June 2018

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KOLKATA



## 'Hindi Workshop' organized at FDDI, Noida

A Hindi workshop on 'Official Language Policy' was organized at the Footwear Design & Development Institute (FDDI), Noida campus on 01<sup>st</sup> June 2018 with the objective to encourage officials/employees to perform their official work in Hindi.

Mr. Ajay Kumar, Hindi Officer from Inland Waterways Authority of India under the Ministry of Shipping, Government of India and Member Secretary of Town Official Language Implementation Committee (TOLIC) acquainted the staff with the 'Official Language Policy'.

On this occasion, the teaching faculty as well the other staff from HR Department, Placement Cell, Information Technology Services Center (ITSC), Stores, Accounts, Maintenance etc. were present.

The Executive Director of FDDI, Mr. Adarsh Kumar also graced the occasion.

Delivering the 'Keynote Address', Mr. Kumar elaborated about the importance of using Hindi as an official language and briefed how using simple words in Hindi can be useful during communicating officially as well.

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Mr. Adarsh Kumar, Executive Director FDDI delivering the 'Keynote Address'

The 'Hindi Workshop' was organized in order to improve and educate the participants about the Constitutional provisions that mandate the use of Hindi in offices. It was also aimed at encouraging them to increasingly adopt Hindi as their preferred language of communication – both verbal and written.

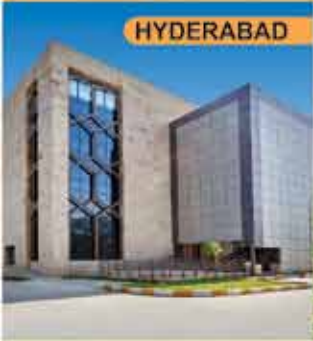
During the workshop, Mr. Ajay Kumar briefed about the Official Language Policy of the Union, The Official Languages Act, 1963, Resolution on Language Policy, The Official Language, Rules 1976, Facilities and Incentive for Passing Hindi, Hindi Typing Examination under Hindi Teaching Scheme and incentive to officers for giving dictation in Hindi, Orders regarding use of only bilingual electronic

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equipments and also the Article 343 to 352 of the Constitution of India.



Mr. Ajay Kumar briefing about the 'Official Language Policy'

He also discussed about the salient features of language policy, circulars, office memoranda, official order, terminology and practical grammar problems along with their solutions.



A view of the participants

During the workshop, Ms. Asha Sharma, Senior Assistant - Product Development Centre (PDC) recited a poem in Hindi.



Ms. Asha Sharma, Senior Assistant - PDC reciting a poem in Hindi

The participants were delighted as the workshop provided valuable information to do the official work in Hindi as well as it gave them an insight into certain interesting facts with regard to Hindi language.

## Exhibition organized at FDDI, Kolkata

An exhibition was organized by the students of Leather Goods & Accessories Design (LGAD) of Footwear Design & Development Institute (FDDI), Kolkata 28<sup>th</sup> May 2018.

The exhibition provided a platform to the students to interact with industry and improvise their thought process as per industry norms and also gave the industry an insight on the training that is imparted by FDDI at the foundation stage.

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Apart from the students and faculties of FDDI, Mr. A. Sahni, President - Indian Leather Products Association (ILPA), Mr. A. Senguta Vice President - ILPA, Mr. U. Mistri, Sourcing Head - East, Armani and Mr. A. Saha, Business Head - XL Enterprise graced the event.



Doyens of the industry watching the exhibition

The exhibition also provided an excellent platform for interaction between the students and the doyens of the industry that will help in their professional skill enhancement.

## Duke Unveils Modish "Sports & Running Shoes" Collection'18

Running, cycling or gyming are some of the ways we can keep ourselves fit in this modern world. With this concept, Duke proudly presenting the all new Sports Shoes collection'18 inspired by the fashion culture of New Zealand. New Zealand presented a

fine combination of modernity steeped rich in history. The whole collection is very stylish and we wanted to project the 'cool' factor. We provide the latest fashion trends as well as the classic charms in men's shoes. These sports shoes provide comfort to your feet, exhibit a sporty style, and guard you from rough surfaces and tough movements. They are not just confined to people indulging in outdoor physical activities, but also for those who just like a sporty look. These shoes ensure smooth movement, durable traction for your high-energy workout and offers enhanced foot motion.

The collection has a loving, detailed branding. A breathable mesh upper with high quality P.U provide comfort in a sports shoes of Duke designed for optimum support. Duke sports & running shoes which are made on phylon rubber sole, made from high quality raw materials and using strouble & stuck on techniques, offer great cushioning and have excellent lightweight structure for performing different activities. Excellent strength of Duke sports shoes protect the runner from injuries as well increase stability and power transfer when the foot strikes the ground. Cushioning, support, shock absorption, breathability, traction, lightweight, and stability are just some of the

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## Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
<b>4. INSOLES</b>		
4.1	Tensile strength	600
4.2	Flexing index	700
4.3	Split tear strength	600
4.4	Water uptake/loss	500
4.5	Rub fastness Dry/Wet each	400
4.6	Surface water absorption	200
4.7	Laminar strength	700
4.8	Shear strength	600
4.9	Heel pin holding strength	600
4.10	Scuff/abrasion resistance	600
4.11	Peel strength	600
4.12	Longitudinal stiffness	700
4.13	Stitch tear of insole	600
4.14	Shrinkage	600
<b>5. TOE PUFFS &amp; STIFFENERS</b>		
5.1	Elongation at break	600
5.2	Change in area	600
5.3	Bondability	600
<b>6. ADHESIVES</b>		
6.1	Peel strength	900
6.2	Heat resistance	600
6.3	Shear strength	600
<b>7. HEELS</b>		
7.1	Heel pin holding strength	600
7.2	Resistance to Splitting	350
7.3	Strength of top piece attachment of heel	600
<b>8. SHANK</b>		
8.1	Rockwell hardness C	250
8.2	Longitudinal stiffness	700
8.3	Three point bending	600
<b>9. THREADS</b>		
9.1	Breaking Load and extension at break	600
9.2	Twist per unit length	300
9.3	Tenacity	250
9.4	Tex	250

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2018-19

\* The said discount is not applicable on inter-lab testing & package fee

elements you'll find in our range of sports & running shoes for men.

According to Mr. Kuntal Raj Jain, Director, Duke Fashions (I) Ltd, "Our Target Audience is today's youth who is looking for trendy and stylish range that is sync with international designs, fashions and quality. Duke is a value for money brand and our mission is to make available the international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident. With the needs of the fashion industry changing constantly, we are always looking towards the product that can deliver a high degree of style and quality. We work to develop quality that challenge industry standards in sustainability, performance and feel. The way we do businesses is a way of redefining what business can mean and the effect it can have".

(Source: The Asian Age)

**Compiled by:** Resource Centre (RCIP),  
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