

# FDDI NEWSLETTER

Be Ambitious.  
Be at FDDI.

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

GUNA



HYDERABAD



PUNJAB



GUJARAT



PATNA



JODHPUR



19<sup>th</sup> January 2018

Issue No. 659

KOLKATA



## Operational Exposure in Retailing for FDDI, Chhindwara students

For enhancing students' learning, Footwear Design & Development Institute (FDDI), Chhindwara organized operational exposure in retailing for its students at Hyderabad which commenced on 04<sup>th</sup> January 2018 and concluded on 09<sup>th</sup> January 2018.

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Students at the Spencer's Store

A total of 46 students along with 5 faculty members of FDDI School of Retail & Fashion Merchandise (FSRFM), Chhindwara namely Mr. Mahesh Singh, Mrs. Shaswati Bhowmick, Mr. Govind Soni, Mr. Vinit Verma and Mr. Chitresh Srivastava were part of this education tour.

On 04<sup>th</sup> January 2018, the students visited the Spencer's Store where Mr. B.V. Kishore (Store Manager), Mr. Santosh Singh (DM- Marketing), Mr. Vikram (DM-Operation) Mr. Govardhan (Loss Prevention Officer), Mr. S. Nagaraju

(Culinary Cheff) guided the students. The students get the chance to learn about the operations and supply chain management and the entire process from entry to exit of the customer.



Students at the Inorbit Mall

On 05<sup>th</sup> January 2018, the students visited the Inorbit Mall which is one of the largest malls near Hi-Tech city and becoming very popular due to its prime location.

Many multiband stores like H&M, Lifestyle, Max, Pantaloons, Shopper Stop, Adidas, Calvin Klein etc. are having their retail outlet here.

At the Inorbit Mall, Mr. Kiran (Marketing Manager) and his team provided valuable input to the students pertaining to Site Selection, Mall management, Store design and layout, Single and multi-brand outlets.

The visit was also an eye opener which helped the students to understand the kind of effort one has to put behind the beautifully decorated & arranged show windows.



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During the tour, Students visited the Pepperfry Digital Studio.

Pepperfry is an online furniture and home furnishing studio. It provides a unique experience of physical touch and feel combined with online ordering process. This studio concept makes Pepperfry different from other retail stores.



Students at the Pepperfry Digital Studio

Mr. Manjeet Ojha (Store Manager) and Ms. Bhagyashri (Interior Designer) provided the entirely new concept and insight of the studio and briefed the students about E-Commerce, Visual Merchandising, Interior Design, Creative Intelligence, Graphic Design and Customization.

The visit helped in building- up of the students' confidence by exposing them to the latest trends in store layout, design, customer service & merchandise presentation used by different retailers as well as to provide them with insight into current & future consumer trends.

This operational exposure in retailing also established a positive Institute-Industry Interface in terms of internship,

dissertation and final placement for the students.

## 155<sup>th</sup> birth anniversary of Swami Vivekananda's observed at FDDI Kolkata

The 155<sup>th</sup> birth anniversary of Swami Vivekananda was observed at Footwear Design and Development Institute (FDDI), Kolkata with much respect and perseverance on 12<sup>th</sup> January, 2018.

All the students and staff of FDDI Kolkata paid their floral homage to the great saint on this occasion.

The program started with the lighting of the lamp by the senior officials of the campus followed by floral homage to the great saint.



Floral homage was paid to Swami Vivekananda at FDDI, Kolkata

After paying the floral homage to the spiritual genius, all staff and students of FDDI Kolkata donated clothes for the poor and needy.

As a part of the social & humanitarian activities of FDDI, cloths donated by the staff members and students of FDDI Kolkata were distributed amongst the



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poor and needy slum & street dwellers with the help of an NGO named Bah Mission.

Swami Vivekananda was a key figure in the introduction of the Indian philosophies of Vedanta and Yoga to the Western world and is credited with raising interfaith awareness, bringing Hinduism to the status of a major world religion during the late 19<sup>th</sup> century.

Philosophies, teachings and ideas of the Swami Vivekananda are the great cultural & traditional assets of India.

## ‘Jury-cum-Display’ organized at FDDI, Noida

A ‘Jury-cum-Display’ was held at Footwear Design & Development Institute (FDDI), Noida on 09th January 2018 where the students of Design specialization batch namely DFDPM-1D & B. DES.- 2D displayed their design work/creation.



A student explaining his concept to Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI

Students had developed their theme based design on basic styling, shoes, sketching, Prototype sampling. The

concepts were based on prevailing market trends & fashion forecast.

Such displays give a unique platform to the students to enhance their personality and technical skills which the students rejuvenated themselves and further help them in exploring the new world of professional life.

The display reflected the creative, professional and cost effective working skills acquired by the students of FDDI.

## 100% FDI in single-brand retail will speed organized sector growth

The Centre’s recent relaxations in Foreign Direct Investment (FDI) in single-brand retail will boost organised retail’s market share by 300 basis points in three years, according to research by credit ratings agency Crisil.

In a report, Crisil said it expects the market share of organised retail in India to rise to about 10 per cent by fiscal 2020, compared with 7 per cent last fiscal.

This will be supported by the government’s decision to permit 100 per cent FDI in single-brand retail under the automatic route from 49 per cent earlier, relaxation in sourcing norms, and healthy growth prospects for organised retail.

Before the change in rules, the agency’s forecast for the share of organised retail was 9 per cent by FY20, based on healthy revenue growth of about 18 per cent of organised brick and mortar (B&M) retailers.



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## Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
2.20	Light fastness	1200
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
2.27	Needle abrasion	600
2.28	Maser flexing	1000
2.29	Vamp flexing for dry/wet/cold	2700
2.30	PVC Migration Test	1200
2.31	Identification of leather	1200
2.32	Leather dry-cleaning as per ISO	600
2.33	Colour fastness to perspiration	1200
2.34	Finish adhesion test	

### 3. PLASTIC/RUBBER/PU FOAMS/SOLING MATERIALS

3.1	Specific gravity/density	250
3.2	Tensile strength & elongation at break	600
3.3	Hardness	100
3.4	Ross/bennewart flexing index at room temp.	700
3.5	Ross/bennewart flexing index at low temp.	2000
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die "C" tear test	600
3.11	Hear shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	600
3.19	Tear strength	600
3.20	Izod Impact	1000
3.21	Ozone resistance	
a.	Upto 100hrs for 1st sample	3000
b.	Upto 100hrs for next 3 sample per sample	1000
c.	Upto 200 hrs for 1st sample	6000
d.	Upto 200 hrs for next 3 sample per sample	2000
3.22	Chemical resistance per chemical	400
3.23	Hardness of PU foams (Seats)	1000
3.24	Blooming test	2000

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2017-18  
\* The said discount is not applicable on inter-lab testing & package fee

Apparel, luxury goods, home decor, footwear and the electronics segments are those most likely to benefit from the new rules, and are expected to ratchet up about 45 per cent of India's organised retail revenues, said Crisil.

"Global single-brand retailers facing growth headwinds in their key geographies will now be more than keen to peg tent in India," said Anuj Sethi, Senior Director, Crisil Ratings. "And those already present could step up investments. The previous sourcing norms were a bottleneck to scaling-up of operations."

While FDI approval under the automatic route will lower the time to commence business, the relaxation of 30 per cent local sourcing norms for the first five years by allowing inclusion of incremental sourcing for global operations will provide sufficient time for new entrants to set up and stabilise their sourcing base. This will also make the operating environment that much more competitive for domestic B&M retailers, the agency added.

**(Source: Business Line)**

**Compiled by: Resource Centre (RCIP),  
Footwear Design &  
Development Institute (FDDI)  
(Ministry of Commerce &  
Industry, Government of India)**

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