

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA



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30th November 2018

Issue No. 704

KOLKATA



Awareness program on 'Women's Safety' held at FDDI, Noida

An awareness program 'Chuppi Toro Khul Kar Bolo' on 'Women's Safety' was held at Footwear Design & Development Institute (FDDI), Noida on 27th November 2018.

The Noida unit of Dainik Jagran in collaboration with the Gautam Budh Nagar Police conducted this awareness program between 1:00 PM to 2:00 PM in the auditorium of FDDI.

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Mr. Adarsh Kumar, Executive Director, FDDI addressing during the awareness program on 'Women's Safety'

On this occasion, Mr. Adarsh Kumar, Executive Director, FDDI and all the staff and students were present.

The idea was to make people familiar with rules, provisions and efforts of the local police in making Noida a safe hub for everyone especially for women and to sensitize on how to stay safe when encountering strangers.

Speaking on the occasion, Mr. Adarsh Kumar, Executive Director, FDDI urged

everyone to raise & increase awareness about women safety and empowerment and face the challenges with courage.

He further said that "Women should speak for themselves & fight from their inner strength which will pave ways in controlling crime against them."



A view of the audience

Dr. Ajay Pal Sharma, Senior Superintendent of Police (SSP), Gautam Budh Nagar, Mr. Ashok Kumar Singh, Superintendent of Police (SP), Crime Branch, Gautam Budh Nagar along with Mr. Lalit Vijay, Bureau Chief, Dainik Jagran also addressed the staff and students of FDDI.

Dr. Ajay Pal Sharma, SSP, Gautam Budh Nagar, in his address said that through sensitization we can keep control over crime which has to begin from home, work place, institutes & schools.

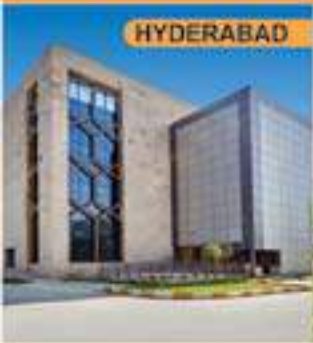
A live and effective interaction was done between the staff, students of FDDI and Dr. Ajay Pal Sharma, SSP, Gautam Budh Nagar on 'Women's Safety'.

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A view of live and effective interaction between the staff, students of FDDI and Dr. Ajay Pal Sharma, SSP, Gautam Budh Nagar

On this occasion, a brochure, on behalf of Utter Pradesh Police, containing concept & insight of the law relating to the safety & security of women was provided to all the participants.

Industrial visit to Bata India Limited by FDDI, Kolkata students

Under the industrial visit, the students of Footwear Design & Development Institute (FDDI), Kolkata were recently taken to the factory of Bata India Limited.



FDDI, Kolkata students at the factory of Bata India Limited

The students of FDDI School of Footwear, Design & Production Management (FSFDPM) who were accompanied by the highly experienced faculty of FDDI, were taken to the factory of Bata India Limited to see the production facilities and the real working environment located at Bata Nagar, Kolkata.

Bata India is the largest retailer and leading manufacturer of footwear in India and is a part of the Bata Shoe Organization.



Student's queries being addressed by the factory experts

Incorporated as Bata Shoe Company Private Limited in 1931, the company was set up initially as a small operation in Konnagar (near Calcutta) in 1932. The company went public in 1973 when it changed its name to Bata India Limited.

Today, Bata India has established itself as India's largest footwear retailer. Its retail network of over 1375 stores gives it a reach / coverage that no other footwear company can match. The stores are present in good locations and can be found in all the metros, mini-metros and towns. The company also operates a large non-retail distribution network through

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its urban wholesale division and caters to millions of customers through over 30,000 dealers.

The students visited the different departments of the company and learned about the latest technology machines, production of footwear and working environment of the company by the experts of various departments. They were taken around the plant and explained about the manufacturing of different constructions and styles of footwear such as Moccasin, Strobel, Jogger, Classic, Industrial Safety Shoes etc.

The students carefully observed the work operations besides the quality and other work philosophies of Bata India Ltd., which will be very helpful to them in their professional skill enhancement.

'Run for Unity' held at FDDI, Fursatganj

On the occasion of the birth anniversary of Sardar Vallabhbhai Patel, the 'Iron Man of India', 'Run for Unity' (Ekta Daud) was organized at Footwear Design & Development Institute (FDDI), Fursatganj on 31st October 2018.

The day was commemorated as 'Rashtriya Ekta Diwas' during which the students of FDDI came forward in large numbers and voluntarily participated in 'Run for Unity'.

The run, which was flagged off by Police official / SHO Amethi started from new campus and ended at old campus.

Besides this, documentary film on Sardar Vallabhbhai Patel's contribution to the

nation was shown to students and staffs and 'Card Making' competition on national unity was organized. The students also gave speech on contribution of on Sardar Vallabhbhai Patel.



A view of the 'Run for Unity'

The occasion was successful to spread the message of national integration and to instill a feeling of oneness among the youth which reminded about India's first Home Minister, Sardar Vallabhbhai Patel who dedicated his life for the unity of India and never deterred from his goal of uniting the country.

FDDI, Fursatganj participates in IIT, Kanpur fest 'Antargani 2018'

The students of Footwear Design & Development Institute (FDDI), Fursatganj participated in the fest 'Antargani 2018' which was conducted by Indian Institute of Technology (IIT), Kanpur from 25th to 28th October, 2018.

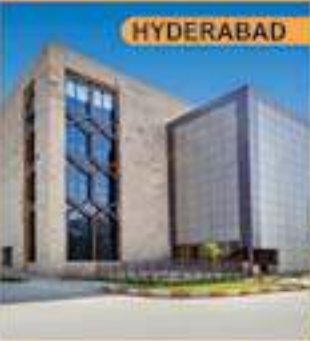
'Antaragni' is one of the largest cultural festivals of Asia organize by IIT, Kanpur and has attained legendary status over

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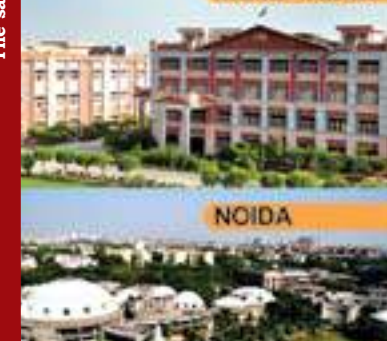
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the past 52 years. More than 300 colleges participated in this four day cultural extravaganza.

Twelve students of FDDI participated in Fashion Show and two in Dance & Drama competition.



Students walking on the ramp

During the Fashion Show which was a magnificent interplay of lights, colours, music & creativity, the students of FDDI moved gracefully on the ramp in designer creations. It was highly appreciated by the jury.

The students received best performance certificates from IIT, Kanpur.

**Compiled by: Resource Centre (RCIP),
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S.No.	Test Description	Charges in `Rs.
4. INSOLES		
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
5. TOE PUFFS & STIFFENERS		
5.1	Elongation at break	600
5.2	Change in area	600
5.3	Bondability	600
6. ADHESIVES		
6.1	Peel strength	900
6.2	Heat resistance	600
6.3	Shear strength	600
7. HEELS		
7.1	Heel pin holding strength	600
7.2	Resistance to Splitting	350
7.3	Strength of top piece attachment of heel	600
8. SHANK		
8.1	Rockwell hardness C	250
8.2	Longitudinal stiffness	700
8.3	Three point bending	600
9. THREADS		
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

To be continued...

To be continued...