

# FDDI NEWSLETTER

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

A Weekly Newsletter  
साप्ताहिक समाचारपत्रिका

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25<sup>th</sup> May 2018

Issue No. 677

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## FDDI students & faculties participates in technical seminar organized by Indian Rubber Institute, Delhi

The students & faculties of Footwear Design & Development Institute (FDDI), Noida participated in the technical seminar organized by Indian Rubber Institute (IRI), Delhi on 19<sup>th</sup> May 2018.

During the seminar, which was held at Casuarina Hall, India Habitat Centre, Lodhi Road, New Delhi, eminent technocrats shared their knowledge and presented papers on Rubber and Footwear Processing Technologies.



Dignitaries sharing the Dias

The topics of the technical seminar were 'Manufacturing Problems and Defects in Rubber Industry' and 'Manufacturing Techniques of EVA/PU & Hawaii Footwear'.

The 'Welcome Address' was given by Mr. P.K. Chatarjee, Chairman – IRI, Delhi Branch.

During the technical presentation, 'Manufacturing Problems and Defects in Rubber Industry', the process problems & defects encountered during processing of rubber products & the remedies to overcome those problems were discussed in detail by Dr. R. Mukhopadhyay, Director – R&D, JK Tyre & Industries Ltd.



A view of the participants

Similarly, during the technical presentation, 'Manufacturing Techniques of EVA/PU & Hawaii Footwear', Mr. Virendra Kumar, Vice President – Mfg., Relaxo Footwear Ltd., briefed about the modern manufacturing techniques of new generation polymeric materials & the technical intricacies, parameters & specifications of different polymers & machineries involved during manufacturing of variety of footwears.

The 'Vote of Thanks' was given by Dr. A. K. Mathur, Consultant, FDDI.

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The session was well attended by the students of Indian Rubber Institute, the entrepreneurs & senior officials of various rubber and footwear industries as well the chemical dealers dealing the chemicals involved in the manufacturing of different footwear.

Nineteen final year PG students and six final year UG students of FDDI with Production as specialized subject attended the technical seminar under the guidance of the faculties of the Institute which gave them intensive exposure.

It was a perfect forum to discuss the new innovations taking place globally in the field of Rubber / Footwear Technology & allied fields.

## **Leather, footwear cos to get funding for brand promotion in global market**

The Commerce and Industry Ministry has invited proposals from Indian leather and footwear companies to grant funding to help them promote their brands in international markets such as the US and Europe, an official said.

The assistance would be provided under a sub-scheme of Indian Footwear, Leather, and Accessories Development Programme.

**The financial support is subject to a limit of Rs. 3 Crore for each brand per year for the next three years**

“The sector needs to be promoted as it holds huge potential. We have big brands in the leather and footwear sector. The government will provide financial support to carry out brand promotion activities in the international markets,” the ministry official said.



The government assistance would be restricted to 50 per cent of total project cost for all eligible activities that includes registration charges for Indian brand/ logo overseas, display in international departmental stores, publications of world class catalogues, and publicity campaign.

Further, the financial support is subject to a limit of Rs. 3 Crore for each brand per year for the next three years. The share of the Indian manufacturer would be balance 50 per cent of the project cost.

The sub-scheme aims at providing international branding support to leading Indian manufacturers in leather, footwear and accessories sector

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to achieve brands as assets and higher valuations for their products and facilitate access to Indian products in the international niche market.

To avail the benefit, a company should have cash profits for last three years, minimum exports or domestic sales of Rs. 75 Crore per year of products manufactured by them, and undertaking viable brand promotion programmes.

Explaining importance of the programme, the official said that Indian exports in leather and footwear sector mainly caters to international brands currently. But several suppliers have gained knowledge and experience over the years and they can now create their own brands and become a major player in global markets.

“Presently, the marketing initiatives of domestic firms in global markets are poor and negligible. A brand is key to wealth creation and can be used to create demand,” the official added.

Commenting on the programme, Farida Group Chairman, Mr. M Rafeeqe Ahmed said the government should make certain changes in this Scheme and make it more viable for companies.

(Source: Millennium Post)

## Foreign brands to push commercial realty growth

Over 3.4 crore square feet are expected to be built for retail malls, says JLL

With local as well as overseas retail brands planning further expansion in India to capitalise on the rising disposable income and changing lifestyle of consumers, the number of retail malls is also expected to see a significant increase in the coming years.

According to property consultant JLL, about 90 new malls spread over 3.4 Crore square feet are likely to come up in the next five years. Sensing huge growth potential, private equity investors have already pumped in Rs. 5,500 Crore into the domestic retail sector since 2015 out of which Rs. 1,000 Crore came in during the first quarter of 2018 making it one of the best quarters for the sector in recent times.

The steady increase in interest from private equity investors, according to JLL, has propelled developers of retail malls to re-evaluate their portfolio to include three determining factors — product, catchment and customer experience. This will be going forward would be the core of creating a successful retail space. About 60 per cent of new malls are being planned under the superior category.

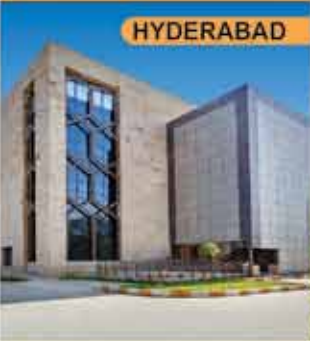
“Developers are making use of past experiences and learnings to create superior quality malls. Some of the key factors determining the success of malls will be design, varied tenant mix, strength of catchment, infrastructure and amenities among others. Out of

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the upcoming supply, the malls under the superior category will do well as they have the right fundamentals,” said Ramesh Nair, CEO and Country Head, JLL.

There will also be consolidation in the sector with the small and poor quality malls transforming into small offices, hospitals and educational institutions.

Anuj Puri, Chairman, Anarock property consultants, said the rapid urbanisation, increasing disposable income and changing lifestyle of the middle class would propel the Indian retail sector to \$1.1 trillion by 2020.

“Overseas retailers are now expanding exuberantly. It’s not just the metros they are targeting, but even tier-2 cities like Ahmedabad, Chandigarh, Lucknow and Jaipur, to name a few. Malls are literally mushrooming across the Indian subcontinent,” he added. Currently there are over 600 operational malls across the country.

(Source: The Asian Age)

**Compiled by:** Resource Centre (RCIP),  
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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	
<b>3.</b>	<b>PLASTIC/RUBBER/PU FOAMS/SOLING MATERIALS</b>	
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 2018-19

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



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