

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA



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05th January 2018

Issue No. 657

KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



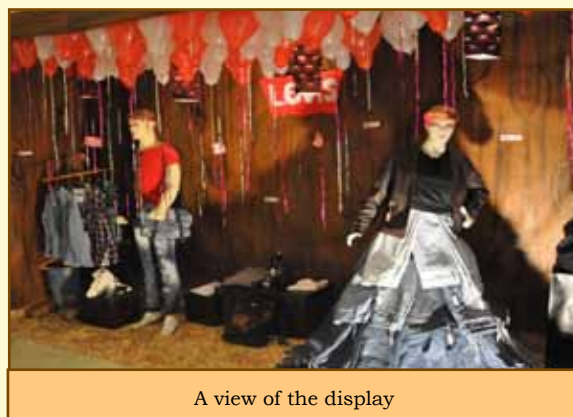
NOIDA



Visual Merchandising Display by students of FDDI, Fursatganj

On 20-21st December 2017, a Visual Merchandising (VM) display was organised by the students of Footwear Design & Development Institute (FDDI), Fursatganj.

During the display, the students of FDDI School of Fashion Design (FSFD), who were divided in three groups made window for retail outlets on three different themes.



A view of the display

They developed the window display considering the brand image in market. Brands were LVMH, Levis and Shopper Stop.

These brands, which deal in high quality product, are setting an example through their dynamic growth.

The students experimented with creativity and innovation and created stunning, unique window display depicting the above mentioned brands.

'Exhibition- cum-Jury' held at FDDI, Rohtak

An 'Exhibition- cum - Jury' was held at Footwear Design & Development Institute (FDDI), Rohtak on December 22, 2017 where the students of Footwear Design and Merchandising specialization displayed their design work/creation.



Jury members at a stall

It included design concepts in footwear which was draped with ideas that were novel and innovative. From various themes and moods to the actual products, the onlookers were able to have an idea of what exactly goes in creating product and environment.

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Jury for this event comprised of members from industry and the academics (from institute itself).



Student with their display

Mr. Vishal Jagga (Owner)- M/s. Sai International, Bahadurgarh, Mr. Ajay Gupta (Plant-Head) – M/s. Lancer Footwear Pvt. Ltd. Bahadurgarh, Mr. Anil Sharma (Head-HR)-M/s. Sumagalam Footwear Pvt. Ltd. Bahadurgarh, Mr. R.K. Goel (GM-Plant) – M/s. Relaxo Footwear Ltd. Bahadurgarh, Mr. Sarang Aneja (Plant-Head) - M/s. Columbus Footwear Pvt. Ltd., Bahadurgarh and Mr. Vijender Giri (Head-Technical) – M/s. Relaxo Footwear Ltd., Bahadurgarh graced the exhibition with their presence and admiration as jury members from the industry.

The exhibition showcased the fashion elements, merchandises, theme shoes, accessories & design approach and store design made by students of FDDI.

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

Reliance retail plans to launch cameras, electronic wearables

Reliance Retail, the retail arm of Reliance Industries Ltd (RIL), is planning to launch cameras, electronic wearables, dongles and tablets under the Reconnect brand said two people aware of the development.

Reliance Retail plans to sell these products through Reliance Digital stores.

The company already offers a range of electronic products including, computer mouse, mixers, blenders, television sets, speakers, etc. through Reliance Digital stores and online.

“RIL already has the brand Reconnect in the market and the new products would be launched under the same brand. Tablets are in the pilot phase and are being tested with the employees. Other products are in the launch pipeline,” said one of the two people aware of the development. He spoke on condition of anonymity.

RIL did not reply to an email sent on 29 December.

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RIL also sells smartphones and smart television sets under the Lyf brand and Jio phones under the Jio brand. The television sets are to work with Jio's 4G network and content services.

Last January, Reliance Retail started selling LYF phones through Reliance Digital and Digital Xpress stores and on mylyf.com—the phone's official website. RIL has four variants of the Lyf phones, namely: Flame, Earth, Water and Wind and the company may launch more variants going forward.

The second RIL official spoken to said the company is currently focusing on its latest offering, the Jio Phones, and after meeting demands for the same, other segments would be looked into.

“As we go along and as technology evolves, changes will happen in our bouquet of offering. Currently, we have Jio Phones on our mind. Whatever 3G smartphones exist in the market, are upgrading to 4G. But there is a huge market out there which is still 2G feature phones and all those guys are yet to be connected to the world. Jio Phone would also boost our subscriber base,” said the second RIL official on condition of anonymity.

The customer base of Reliance Jio has touched 160 million, Akash Ambani, had said at the RIL family day on 23 December.

E-com market may cross \$50 bn mark in 2018

The digital commerce market in the country is expected to cross \$50 billion in value by the end of 2018 from the current level of \$38.5 billion, on the back of a growing internet population and increased online shoppers, says a recent study.

The digital commerce market in India has grown steadily from \$13.6 billion in 2014 to \$19.7 billion in 2015, as per a joint study conducted by Assocham and Deloitte.

The increasing mobile and internet penetration, m-commerce sales, advanced shipping and payment options, exciting discounts, and the push into new international markets by e-businesses are the major drivers of this unprecedented growth, it said.

Banks and other players in the e-commerce ecosystem are providing a secured online platform to pay effortlessly via payment gateways.

However, it pointed out that the Indian e-commerce sector is heavily dependent on the cash on delivery (CoD) mode of payment as it is the most preferred choice for Indian consumers due to lack of trust in online transactions,

(Source: Hindustan Times)

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Physical Laboratory Testing Services

Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
18. COLD TESTS		
18.1	Upto 24 hours (1day)	
a.	For the first sample	2000
b.	For the subsequent three samples (per sample)	500
18.2	Upto 72 hours (3 days)	
a.	For the first sample	6000
b.	For the subsequent three samples (per sample)	1000
18.3	Upto 120 hours (5 days)	
a.	For the first sample	8000
b.	For the subsequent three samples (per sample)	1000
18.4	Upto 168 hours (7 days)	
a.	For the first sample	10000
b.	For the subsequent three samples (per sample)	1000
18.5	Upto 240 hours (10 days)	
a.	For the first sample	16000
b.	For the subsequent three samples (per sample)	1500

WEATHERO METER TESTS

19.1	1200 upto 15 hours 45/- hour if only one sample is submitted 40/- hour is two samples are submitted for test under same conditions	
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NOTE:

Discount on subsequent samples will be given only if, the samples are submitted together and are allotted the same job number.

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

limited adoption of credit and debit cards, and security concerns, among others.

“More than 50 per cent of online transactions are done on cash on delivery method and it is available across 600 cities and towns of India,” the joint study pointed out.

On the increase in preference of mobile transactions, the study said one out of three customers currently makes transactions through mobiles in tier-1 and tier-2 cities.

In 2017, 82 per cent of shopping queries were made through mobile devices, compared to 76 per cent in 2016, added the study, indicating the increasing mobile transactions.

The survey highlights that 28 per cent of regular shoppers are in 18-25 age group, 42 per cent in 26-35, 28 per cent in 36-45 and 2 per cent in the age group of 45-60.

(Source: The Statesman)

Compiled by: Resource Centre (RCIP),
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Development Institute (FDDI)
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Industry, Government of India)
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