

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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NOIDA

24th August 2018

Issue No. 690

Scholarship with internship program 'FiNeSSE' initiated at FDDI in association with Forever new

A flagship program named 'Forever New Scholarship for Service Excellence' (FiNeSSE) has been initiated at Footwear Design & Development Institute (FDDI).

This scholarship with internship program 'FiNeSSE' was initiated at FDDI in association with Forever new for the first time to give practical training to the students along with a scholarship award of Rs.1,00,000.

brands currently having 34 stores and 26 concessions in India.

FiNeSSE is a retail scholarship program for the students of FDDI which is built in a way, that it runs parallel with the Institute curriculum and provides scholarship with internship at Forever New stores located in Delhi/NCR.

The USP of this flagship program is that, it provides an opportunity to the students to earn while learning. It is a weekend program running parallel with Institute's academic schedule, mentoring by Store Managers on retail operations and the students get trained on retail store operations, retail key performance indicators etc.

The company personnel visited FDDI campus on 16th August 2018 and made a presentation which was attended by around 120 students.

Eight students have been shortlisted for the selection round between FDDI and National Institute of Fashion Technology (NIFT), whereas

around 4-5 students would be eligible to join the program.

The objective for initiating this amazing program is to make it easier for students to participate in experiential learning and career exploration.



Presentation in progress

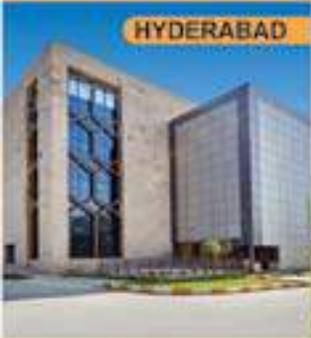
Forever New is a fashion clothing and accessories brand founded in Melbourne, Australia. It emerged in late 2006 as a start-up retailer and now trades over 250 stores across seven countries and is one of the fastest growing Australian

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‘National Handloom Day’ observed at FDDI

On 7th August 2018, ‘National Handloom Day’ was observed at Footwear Design & Development Institute (FDDI).

The Union Government had declared 7th August as the ‘National Handloom Day’ in July 2015 with the objective to generate awareness about importance of India’s handloom industry.



Poster of ‘National Handloom Day’

August 7 was chosen to commemorate the ‘Swadeshi Movement’ which was launched on this date in 1905 in the Calcutta Town Hall to protest against partition of Bengal by the British Government. The movement had aimed at reviving domestic products and production processes.

The staff of the Institute observed the ‘National Handloom Day’ and attended the office in handwoven/handloom attire. The students also wore handwoven/handloom attire.

In order to generate awareness about the ‘National Handloom Day’, posters were pasted prominently in the campus.

DIPP clears upgrade of TN effluent treatment plants, FDDIs

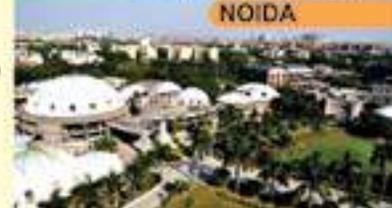
The government has approved Rs 221.10 Crore for upgrading five common effluent treatment plants for the leather industry in Tamil Nadu, according to the Commerce Ministry.

The Department of Industrial Policy and Promotion (DIPP), an arm of the Commerce Ministry, said it has also cleared up-gradation of seven Footwear Design and Development Institute (FDDI) centres into Centres for Excellence at a cost of Rs. 129.62 Crore.

As part of the proposal to upgrade FDDI centres, the DIPP approved upgrading of FDDI Jodhpur campus into Centre for Excellence (CoE) for High Performance/ Specialized Footwear & Products and Start Ups at the cost of Rs. 14.82 Crore.

It also gave the nod to upgrading of FDDI Chennai and Hyderabad campus into Centre for Excellence (CoE) for Design, Development & Fabric Interface for Leather Products & Accessories at the cost of Rs. 33.06 Crore, among proposal related to other campuses like Kolkata, Rohtak and Noida.

(Source: Business Line)



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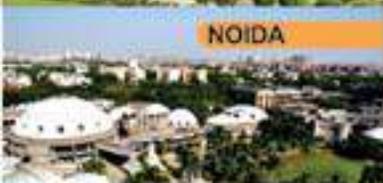
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Crocs doesn't see local mfg viable in India

Crocs, the US company that sells colourful plastic clogs, has decided to overlook India as a manufacturing hub as it shuts down all company-owned factories and looks to outsource manufacturing to streamline operations. India is the fastest growing market for Crocs globally. The move comes at a time when global apparel and footwear brands are increasingly looking at India to localise manufacturing.

“For us, given the scale of the business, we don't see it (local manufacturing) as economically viable yet,” said Crocs global CFO & EVP Carrie Tiffner. “It's something we will continue to evaluate periodically. “We have been in China and we have expanded into Vietnam. One of the key things we are focused on is speed to market and how best we can address that.”

However, Crocs will beef up its investments for India since demand for its products in the domestic market is growing rapidly. “The Indian market used to be pretty small but it has been growing rapidly. When we think about countries in Asia, India is absolutely one of the growth drivers,” Tiffner said. “A few years ago, India was not among the top five markets given the size at that time but, given the growth trajectory it is on, it has the opportunity to grow into one of our top-tier markets.

Crocs, which aims to become one of the top five footwear brands in the country

over the next five years, operates 90 franchised exclusive stores in India and is present in more than 150 cities through points-of-sales like multi-brand outlets and kiosks. Currently, around 25% of its sales in India comes from exclusive Crocs outlets, while multi-brand outlets (50%) and e-commerce account for the rest.

(Source: The Times of India)

Online retail may touch \$50 billion over three years, shows report

India's e-commerce market has the potential to more than double to \$50 billion in sales over the next three years, capitalizing on half a billion new internet users expected to join an already fast-expanding base.

The country, which generated \$20 billion in online sales in 2017, can attain the milestone by driving awareness, usage and transactions among the current and next set of internet users and shoppers, Bain and Co., Google and Omidyar Network said in a joint report.

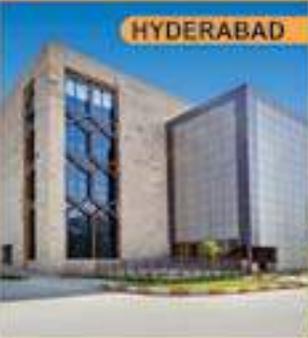
India has the second-highest number of active internet users globally at 390 million. With an average of 40 million new internet users added per year to online transactions, the report highlights that only 40% of internet users transact online. The remaining 60% do their research online about products and services but complete the transaction offline. Ever since the launch of Reliance Industries Ltd's Jio service at reduced

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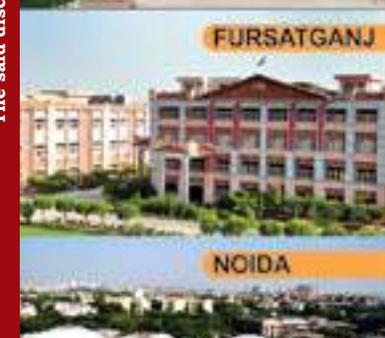
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data rates, individual mobile data usage at 8 GB per month has reached the levels of developed markets but most of it is towards content consumption, social media and browsing.

India's online retail market has grown 70% over the past five years—the highest among major economies—albeit over a smaller base and due to discounts, improved delivery infrastructure and growth in smartphone penetration/data usage, the report said. But, online retail spending is much lower than other markets.

Indians currently spend \$224 a year, almost 1/10th as compared with China (\$1,862), leaving a large headroom for growth.

“While online spends are still low given lower per capita incomes, there is huge potential to unlock value by addressing user concerns at various stages of the digital curve; however, the path won't be easy for businesses and they will have to innovate and be patient to monetize this user base,” said Arpan Sheth, partner at Bain and Co.

(Source: Hindustan Times)

Compiled by: Resource Centre (RCIP),
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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in `Rs.
9.5	Colour fastness	200
9.6	Composition	600
9.7	Balance of twist	150
9.8	Thread abrasion	600
10.	TAPES & BINDINGS	
10.1	Bondability (self adhesive tapes)	600
10.2	Elasticity (Elastic tapes)	600
10.3	Colour migration	200
10.4	Breaking strength	600
10.5	Endurance test on elastic tapes	800
11.	FASTENERS	
11.1	Resistance to repeated opening & closing	600
11.2	Lateral strength of slide fasteners	600
11.3	Strength of slide fastener pullers	600
11.4	Attachment of slide fastener Top stops	600
11.5	Attachment of slide fastener Bottom stops	600
11.6	Slider locking strength of slide fasteners	600
11.7	Security of attachment of retainer to lateral load	600
11.8	Security of attachment of retainer to long load	600
11.9	Tensile/Breaking strength	600
11.10	Tear strength	600
11.11	Peel strength (Velcro)	600
11.12	Shear strength (Velcro)	600
11.13	Corrosion (Metal fasteners)	600
11.14	Eyelet attachment strength	600
11.15	Strength of fastened buckles	600
11.16	Strength of buckle and strap attachment	600
11.17	Corrosion resistance	
a.	For the first sample	1000
b.	For the subsequent three samples (per sample)	200
12.	LACES	
12.1	Linear Density	100
12.2	Breaking strength & elongation at break	600
12.3	Strength of bodkin attachment	600

FDDI LTC (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...