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Issue No. 668

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FDDI, Noida staff receives 2nd prize during 'Extempore Competition' held by TOLIC

In pursuance of the tradition and objective of promoting the Raj Bhasha language 'Hindi', Footwear Design & Development Institute (FDDI), having the status of 'Institution of National Importance' as per FDDI Act, 2017, is doing its level best & leaving no stone unturned.



Ms. Asha Sharma, Senior Assistant of FDDI, Noida receiving memento

FDDI is working for the implementation and compliance of Rules and Regulations such as use of bilingual forms and issuance of bilingual orders/circulars/notifications and other Raj Bhasha related rules specified in Official Language Act 1963 and motivating its staff & students to participate in Hindi Competitions.

An outcome of such motivation was evident when Ms. Asha Sharma, Senior Assistant - Product Development Centre (PDC) of FDDI, Noida received second prize during the 'Extempore Competition' held by Town Official Language Implementation Committee (TOLIC) held on March 16, 2018.

Ms. Sharma was awarded the cash prize and memento after the competition which was held at Bharat Petroleum Corporation Limited, Noida organized under the aegis of the TOLIC.

TOLIC is conducting Hindi related competitions, celebrating Hindi Day/week, conducting conferences, seminars etc. on Hindi, giving away prizes/letters of commendation to the offices doing outstanding work for the progressive use of Hindi.

FDDI, Jodhpur participates in 'Half Marathon' as 'Institutional Partner'

On 11th March 2018, the Footwear Design & Development Institute (FDDI), Jodhpur participated in the 'Half Marathon' as an 'Institutional Partner' which was held from Barkatullah Khan Stadium, Jodhpur, Rajasthan.

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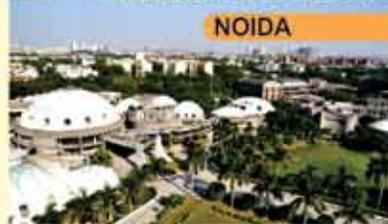
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'Half Marathon' was categorized into three categories namely, Run for Fun- 3 KM, Run for Jodhpur - 5 KM and Dream Run - 10 KM.



A view of the 'Half Marathon'

The 'Half Marathon' was flagged off by Mr. Gajendra Singh Sekhwat, MoS in Ministry of Agriculture and Farmers Welfare and the Mayor of the City, Mr. Ghanshyam Ojha.

'Half Marathon' - a celebration of people, food, culture, happiness and fitness was an initiative to increase awareness of health and fitness in the smaller towns and cities of India while encouraging runners across the country to travel to unique destinations and make the most of their visit.

The other big sponsors of the events were Sketchers, Kotak Mahindra, HP, ISUZU, MY FM etc.

All the staff and student of the institute participated in the 'Half

Marathon' and enjoyed a unique running experience in the lovely morning weather and the rich Rajasthani hospitality and culture.

The fund of generated through this 'Half Marathon' will be utilized in the development of primary school of nearby area of Jodhpur.

Bata hopes India will be its 'largest market' in terms of turnover

Bata Shoe Organization, the holding company of Bata India, is expecting India to be its biggest market in terms of turnover by the end of this year.

Italy currently is the largest market for the company.

According to Christine Bata Schmidt, Director, Bata Shoe Organization (BSO), volume-wise India is already the largest market for them. She declined to reveal the global revenue figures for BSO.

"By the end of this year (2018), we expect India to be our largest market in terms of turnover," she told reporters on the sidelines of a CSR initiative at Kolkata, called Ballerina Project.

Under the CSR project, Bata India has introduced specially designed Ballerinas women shoes with illustrations by children from schools adopted by the Bata Children's Programme (BCP).

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Digital Initiatives

With each pair of these special Ballerinas being sold, Bata will provide Rs. 65 to the girl child education for one year. The Ballerina Project will be jointly managed by the KC Mahindra Education Trust and Naandi Foundation.

According to Schmidt, Bata India is expected to increase focus on its digital presence over the next few years. But, the company will see to it that there is a balance between online and offline presence here.

Online does not mean a discounted model and studies in developed markets have shown that digital sales go up if companies have an offline presence. However, if the store is closed, then there is a decline in sales as the brand goes out from the consumers' sight.

"Over the next few years, our focus area is going to be digital. We don't believe that digital should be discounted. It might be the way you shop," Schmidt said.

(Source: Business Line)

H&M plans to expand presence, hire 800 this year

Swedish fashion retailer Hennes & Mauritz (H&M) plans to hire 800

people this year as part of expansion plans of its sales network here, said a top company official.

Besides, H&M group, which has a total of nine labels in its umbrella, will not introduce any other brands in India under the current single brand Foreign Direct Investment (FDI) retail policy due to the sourcing requirements.

"We have 3,500 people working for the retail company and we would hire 800 more this year," H&M India Country Manager, Mr. Janne Einola said.

He further said that the new hirings would be for the new stores which the company intends to open here.

However, Einola did not share the number of stores, which H&M may open this year but said that it would maintain its pace.

"Last year we have opened 17 store and I would continue the same pace this year. It would also depend on the availability of real estate at the locations where we want to go," he added.

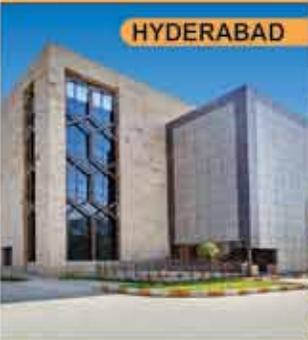
The Stockholm-based company owns brands which includes - H&M, H&M Home, COS, & Other Stories, Monki, Weekday Cheap Monday and ARKET. It has only introduced H&M

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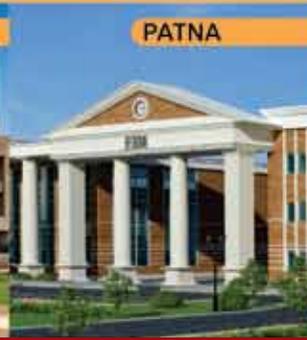
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here in 29 stores which it is operates across the country.

As part of its growth strategy here, H&M will continue to open stores in new cities like Mysore and Ahmedabad and also expand store counts in the existing metro markets such as Mumbai and maintain a balance in that.

"If I am looking at our journey, it would be tier I & tier II - 50:50 - stores. We would grow in both sides.... we see lot of potentials in both," Mr. Einola said.

Moreover, H&M has also started online sales last week, aiming to track the customers from the places where it does not have any physical presence.

(Source: DNA)

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
1.	COMPLETE FOOTWEAR	
1.1	Shoe water proofness	500
1.2	Shoe flexing at room temperature	
a.	Casual shoes	1200
b.	Sports/heavy duty shoes	1200
1.3	Shoe flexing at low temperature	2000
1.4	Heel attachment strength	600
1.5	Strap attachment	600
1.6	Strength of attachment of Bows & Trims	600
1.7	Whole shoe topline strength	600
1.8	SATRA sole adhesion test	600
1.9	16 point bondability test	1400
1.10	Calibration	1200
1.11	Leakage resistance	600
1.12	Slip resistance for safety	1400
1.13	Slip Resistance as per SATRA	4500
1.14	High Voltage	3000
1.15	Thong attachment	600
1.16	Top piece attachment	600
1.17	Heel impact	1500
1.18	Heel fatigue	1500
1.19	Peel Strength	600
1.20	Visual observation	1000
2.	LEATHER/SYNTHETICS/UPPER MATERIALS	
2.1	Flexing resistance at room temperature	700
2.2	Flexing resistance at low temperature	2000
2.3	Tensile strength & extension at break	600
2.4	Seam strength/Stitch tear	600
2.5	Induced tear Strength	600
2.6	Tongue tear	600
2.7	Grain crack index	600
2.8	Burst Strength	600
2.9	Adhesion of coating (synthetics)	600
2.10	Dynamic water resistance	600
2.11	Break pipiness	100
2.12	Wrinkleometer test	100
2.13	Surface water absorption	200
2.14	Water vapour permeability	600
2.15	Water vapour coefficient	600
2.16	Adhesion of finish (Tape test)	100
2.17	Blocking test	600
2.18	Heat fastness of finish	250
2.19	Taber abrasion	600

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



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