

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA



HYDERABAD



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JODHPUR



20th July 2018

Issue No. 685

KOLKATA



New batch of 'Footwear Design Course' under HSDM commences at FDDI's Rohad OTC

On July 4, 2018, under the Haryana Skill Development Mission (HSDM), a new batch of 'Footwear Design Course' consisting of 25 ladies commenced at the Rohad's Operator Training Center which was established by Footwear Design & Development Institute (FDDI).

She also assured that if anyone is facing any problem regarding this training, they can meet the concern authorities and their problem will be resolved in a very short span of time.

Along with DC, Jhajjar, Mr. Jagniwas - SDM and Mr. Ramfal, Block Development and Panchayat Officer (BDPO) were also present on this occasion who also assured to enhance their support when and wherever required in this regard.

ROHTAK



FDDI, Rohtak and HSDM, Government of Haryana have signed an Memorandum of Understanding (MoU) at Panchkula on 09th May, 2017 for organizing skill development training programme for the unprivileged and unemployed youth of Haryana in the field of footwear manufacturing.

CHENNAI



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Ms. Sonal Goyal, IAS, DC, Jhajjar interacting with the trainees

Ms. Sonal Goyal, IAS, District Commissioner (DC), Jhajjar graced the occasion who motivated the participants and said that "The training in 'Footwear Design Course' to this batch which consists of ladies only, is a step in right direction to promote women's empowerment."

The unemployed youth of Haryana can take maximum advantage under this specialized skill development training programme where after the successful completion of training, the candidate shall be placed in and around Haryana in any footwear

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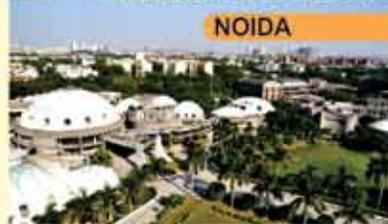
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company and can earn livelihood for the family, either through employment or entrepreneurship by starting his/her own business.

The objective of FDDI – Rohtak behind running these OTC's is to fulfill the Corporate Social Responsibility (CSR) towards the society and to generate employability for the uneducated and backward class youths, to make them self-dependent and to support the Mission of the Government by generating employment for the socially backward people of society, especially for ladies.

Till date 200 persons have been trained who are working with companies like Relaxo Footwear, Welcome shoes, Today Footwear etc.

Smelly skins make Kenya's 'fishy' fashion

Women sharpen their knives before setting about stinking piles of fish skins, flesh and bones that cover the floor at an unusual artisanal tannery in western Kenya.

Set up by a 39-year-old industrial chemist named Newton Owino, Alisom Products separates fish skins from the rest of the waste, then tans them to make a kind of leather used to manufacture handbags, wallets, shoes, hats and jackets.

Kisumu, on Lake Victoria, is a piscatorial place, a city where grilled tilapia and Nile perch are a ubiquitous delicacy, and from where cleaned fillets are exported around the region and the world.



But Owino saw opportunity in the leftovers.

An estimated 150,000 tonnes of fish waste is produced every year and 80 percent of it is dumped. Owino and his dozen employees offer an alternative.

“My major business here is (to) turn fish skin into leather,” he says, pacing the yard in gumboots and a polo shirt. “(There are) plenty of raw materials that we have around here.”

Fleets of bicycle transporters bring sacks of skins from fishermen, restaurants and factories to his little facility every day.

There, workers strip the last pieces of rancid flesh from fly-covered skins

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and hang them to dry on wooden beams, like clothes on a washing line. Hungry birds peck at his product.

The dried skins are stuffed inside a rusty hand-cranked drum and drenched in an acidic herbal solution, based on local fruits such as papaya or avocado, that tans them into fish leather.

“We now do what is called the drum turn,” says Owino, putting his shoulder into spinning the contraption.

What comes out is softer, darker and less smelly. The skins are then descaled, stretched and dried again, becoming workable leather.

(Source: The Asian Age)

Ecomm Majors Now Spot Big Opportunity in Luxe Fashion

After making a significant dent in fashion and lifestyle products, India's e-commerce companies are trying to crack the nascent premium and bridge-to-luxury segment.

Reliance's Ajo.com, that so far sold its own labels and brands such as Levi's jeans to Puma shoes, has over the months added a host of premium brands including Steve Madden, DC Shoes, Ed Hardy, Gas, Quiksilver, Roxy, Superdry among other global labels.

Flipkart's Jabong is piloting a 'Jabong Luxe store' on its site where buyers must register to gain access.

Tata CLiQ also is ramping up its premium offerings on its site.

Darshan Mehta, CEO of Reliance Brands, that sells Steve Madden and a host of brands on Ajo and Tata CLiQ, said the total market for fashion and lifestyle products priced above Rs. 6,000 is an estimated 15 million people in India but that market is growing by 20% annually.

Window of Opportunity

India's ecomm companies are trying to crack the premium and bridge-to-luxury segment

BUY

Global premium labels sold on

Ajo.com
Steve Madden, DC Shoes, Ed Hardy, Gas, Hunkemoller, Mothercare, Quiksilver, Roxy, Superdry

Tata CLiQ
Coach, Dune, Kate Hugo Boss, Diesel, Brooks Brothers, Cavalli Class, Armani Exchange

That market is very small for online retail companies where the average sales price for fashion apparel is between ₹600-900

However, that market is very minuscule for online retailers where currently the average sales price for fashion apparel for online platforms including Jabong, Myntra, Amazon or Flipkart is anywhere between Rs. 600-900, said a top executive of an e-commerce company.

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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 2018-19

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

“The average sales price for any of the premium brands is more than Rs. 3,000 so it is a big challenge for e-commerce companies to sell. The market is so small that anyone attempting to do Rs. 40-50 Crore a year is a huge success,” he said.

“You have to be patient and build the business for five years from Rs. 10-20 crore to Rs. 200 Crore. This is not an immediately scalable business but margins are higher due to their higher ticket sizes.” However, Tata CLiQ said the premium brands are already contributing a portion of their sales.

“We are focused on the new money customer who is more amenable to online shopping. We are clocking Yo-Y growth that is over 250% and 8-12% of the business contribution in India for most brands that we work with,” said Vikas Purohit, Chief Executive of Tata CLiQ. Ajio did not respond to a questionnaire seeking comments.

(Source: The Economic Times)

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