

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

28th September 2018

Issue No. 695

Workshop on 'Colours for Different Purpose' held at FDDI, Kolkata

A workshop on 'Colours for Different Purpose' was held at Footwear Design & Development Institute (FDDI), Kolkata on 12th September 2018.

FDDI School of Footwear Design & Production organized this workshop for the students of foundation courses of 2018 batches.

Colour is a visual language which has a potential element of visual communication.



A view of the workshop

The workshop was organized with an objective to guide the students about the foundational concepts of

the colour system, pigments and their uses, safety precaution and the methods of it's applications.

Ms. Mousumi Paul, an art and craft professional and Fecicryl certified specialist of Pidilite and Ms. Soumi Mukhrjee, Technical Expert of Pidilite delivered their lecture and demonstrated different way of application of colours which was followed by an interactive session and a Quiz competition.

Pidilite is a consumer centric company committed to quality and innovation. Their product ranges from adhesives, sealants, waterproofing solutions and construction chemicals to arts & crafts, industrial resins, polymers and more.

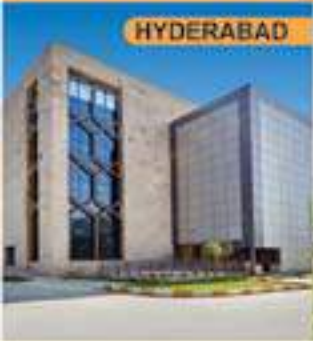
Fecicryl is a brand of Pidilite. Fecicryl certified professionals are to train hobbyist on the various techniques in art and craft, providing them with latest trends in the Hobby arts and crafts sphere and giving an opportunity to partner with Pidilite to conduct workshops across various fashion institutes, vocational courses, corporates and NGOs. Fecicryl is one of India's biggest art and craft brand.

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During the workshop, the students learned the uses of Fabric glue, Acrylic Colours, 3D Outliner, Mouldit, Neon Acrylic Colours, Fabric Colours, 3D Neon Liners etc.

The workshop helped the students to gain knowledge & skill in understanding the psychology of colour, its use as a medium of communication and its application to numerous environments.

Trendy themes are the focus of Crocs' new line

Crocs, a global leader in innovative casual footwear for women, men and children has announced the world wide debut of Statement Collection for the Fall/Holiday 2018 season. Timeless Clash is the combination of iconic Crocs silhouettes with a bold, on-trend look that encourages consumers to step outside of their comfort zone.

The collection comes to life by combining several fun and on-trend themes, including polka dots, three dimensional rose florals and pearls. The mash-up of these elements creates something very fresh and electro graphics in a uniquely Crocs way.

Roses, pearls and polka dots are timeless style elements, but when

combined, they clash for a fabulously modern and on- trend effect,” said Michelle Poole, Crocs Senior Vice President of Global Product and Marketing.



Three-dimensional rose floral clogs.

“By focusing on core Crocs silhouettes it means we stay true to our brand’s DNA. We’re excited to see how our consumers around the world style the Timeless Clash collection,” added Poole.

The trendy and ultra-comfortable Classic Clog and Crocs Sloane Slides can be paired with dresses and skirts, or be worn to create a pop of sophisticated fun with jeans, shorts and other casual looks. The collection is available now on shopcrocs.com and at select retailers.

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The Crocs Timeless Clash Collection will be ranging between INR 3299 and INR 3599.

(Source: The Sunday Guardian)

Walmart, Flipkart Plan to cross-sell Private Brands

The Indian unit of Walmart said it could leverage Flipkart to cross-sell each other's private brands, use the expertise of the e-commerce firm in technology and analytics, and in turn, help them with grocery retailing.

"Currently, we are selling our private brands only in our stores but don't see any reason why we can't sell it outside our stores. With Flipkart, there is an option," said Krish Iyer, Chief Executive at Walmart India. "Flipkart is a platform and there are sellers on it, and when you talk about grocery, it's about getting the right sellers to complete the mix. They are very good at technology, analytics and customer relationship management."

For Walmart India, private brands — Right Buy and Member's Mark — account for roughly 6-7% of its overall sales unlike its Bentonville-based parent that gets nearly a third of its revenues from own labels in the US. India allows 51% FDI in multi brand retail, while 100% FDI is allowed in cash-and-carry wholesale

ventures that sell grocery and other products to business entities such as neighbourhood stores.

Technically, Walmart cannot sell its own brands directly to end consumers, or list it directly on Flipkart's platform. However, their private labels are already being sold at kirana stores which have to buy them from Walmart's Best Price wholesale stores.

"As long as there's a reseller involved, there should not be any legal issue. Walmart can also set up another company just for these FMCG brands and list it at Flipkart but there could be complications," said Devangshu Dutta, Chief Executive at consultancy firm Third Eyesight. Private labels are mostly priced much lower than branded products because of substantial marketing and distribution savings.

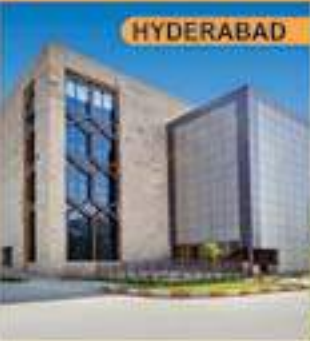
Retailers make up for lack of media marketing through instore promotions and prominent display, and in the bargain, earn higher margins than national brands. Flipkart, too, is present in a host of private label categories across electronics, appliances and accessories under Billion brand name while Myntra's portfolio of own brands includes Roadster, Dressberry and Anouk, among others.

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Walmart clarified that both companies have a separate team and the benefits will not accrue immediately. “Nothing is going to happen in the next 2-3 months. It takes time and needs a lot of planning and good execution to get the benefit in the short to medium term,” said Iyer, after opening its 22nd store in the country in Ludhiana, and sixth in Punjab where it opened its first door nearly a decade ago.

With brick-and-mortar retailer Walmart buying an online firm, several retailers have been eyeing cross-channel deals. Walmart, in India, generates nearly half its sales from outside its cash-and-carry stores. “It’s all about omni-channel — anytime and anywhere concept because the customer wants to shop that way,” said Iyer.

(Source: The Economic Times)

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

S.No.	Test Description	Charges in ₹s.
4. INSOLES		
4.1	Tensile strength	600
4.2	Flexing index	700
4.3	Split tear strength	600
4.4	Water uptake/loss	500
4.5	Rub fastness Dry/Wet each	400
4.6	Surface water absorption	200
4.7	Laminar strength	700
4.8	Shear strength	600
4.9	Heel pin holding strength	600
4.10	Scuff/abrasion resistance	600
4.11	Peel strength	600
4.12	Longitudinal stiffness	700
4.13	Stitch tear of insole	600
4.14	Shrinkage	600
5. TOE PUFFS & STIFFENERS		
5.1	Elongation at break	600
5.2	Change in area	600
5.3	Bondability	600
6. ADHESIVES		
6.1	Peel strength	900
6.2	Heat resistance	600
6.3	Shear strength	600
7. HEELS		
7.1	Heel pin holding strength	600
7.2	Resistance to Splitting	350
7.3	Strength of top piece attachment of heel	600
8. SHANK		
8.1	Rockwell hardness C	250
8.2	Longitudinal stiffness	700
8.3	Three point bending	600
9. THREADS		
9.1	Breaking Load and extension at break	600
9.2	Twist per unit length	300
9.3	Tenacity	250
9.4	Tex	250

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

To be continued...