



Guna



Hyderabad



Punjab



Jodhpur

**21<sup>st</sup> April 2017**

**Issue No. 620**



Kolkata

### **FDDI, Guna campus inaugurated**

The Guna campus of Footwear Design & Development Institute (FDDI) was inaugurated by Mr. Jyotiraditya M. Scindia, Hon'ble Member of Parliament (MP) from Guna-Shivpuri on 10<sup>th</sup> April 2017.

**Guna campus of FDDI is having a capacity to train 700 to 750 students with well-equipped campus with latest technology, adequate infrastructure and facilities to provide world class training to the students so that they can excel efficiently across the globe.**



Rohtak

This campus of FDDI is located at Gram Maharajpura Panchhyat, Haripur, Gram Puraposar Road, District - Guna, Madhya Pradesh.

is a world class institute and will enable the students of Guna to learn world class technology and curriculum.”



Mr. Jyotiraditya M. Scindia, Hon'ble MP visiting the FDDI, Guna campus



Chennai

On this occasion, Mr. Ashok Kumar Choudhary, Executive Director, FDDI and the staff & students of the institute were present.

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Chhindwara

With an objective to train managers, designers, supervisors, shop floor and retail professionals so as to meet the acute shortage of trained manpower in the Indian Footwear, Leather Products Industry and the emerging retail sector, the full fledged campus of FDDI at Guna in the State of Madhya Pradesh has been established.

Around 2 - 3 thousand people from the adjoining towns & villages were present on this occasion including people from the relevant industries, students & media persons.



Fursatganj

### **Japanese Sportswear major Asics not to 'Make-in-India' just yet**



Noida

The Hon'ble MP visited the entire campus and interacted with the existing students of the institute.

Japanese sportswear company Asics is in no hurry to apply for Foreign Direct Investment (FDI) for its two-year-old Indian subsidiary as it involves 30 per

Mr. Jyotiraditya M. Scindia, the Hon'ble MP, in his 'Keynote Address' said, "This



cent local sourcing from the domestic market.

Unlike its competitors like Nike and Puma, who are FDI-compliant and are ready to own their stores, Asics is not planning to 'Make in India' soon and will continue to rely on imports from China and Taiwan



for the next couple of years.

Mr. Rajat Khurana, Director, Asics India, said that "We started our local operations just two years ago after ending our distribution arrangement with Reliance Retail. Today, local sourcing is less than 10 per cent and it will take, at least three years before we can reach 30 per cent to apply for FDI."

The UK-based footwear major Pavers had been the initial player to utilise the single brand FDI opportunity followed by Nike and Puma, all of whom now are in a position to own their stores in the country.

### Competitive Pricing

Other international footwear brands like Clarks and Skechers have opted for joint ventures through Indian retailers like Future Group to get a foothold in the Indian market.

Despite not manufacturing its footwear in the country, Asics has managed to keep its products competitively priced. "We have lowered prices when it was

needed since we want to be competitively priced with big competitors like Adidas, Reebok and Nike," he said.

Asics is planning to introduce its second brand of Onitsuka Tiger, a lifestyle brand named after its owner who started the company in 1949 in Kobe, Japan. The Onitsuka Tiger brand of footwear and apparel is already available through e-commerce sites, but its first brick & mortar store launch will happen this year.

"Unlike Asics which is a sportswear brand, Onitsuka Tiger is meant for the sneaker wearing generation in the lifestyle category addressing an age group between 20 and 45 years," added Mr. Khurana.

The first Onitsuka Tiger store is expected to be launched in Mumbai this year and like the rest of the Asics' 16 stores, it will be franchise owned.

"Since we do not have FDI, our stores would continue to franchise owned and this would also apply for the new Onitsuka store that we are planning to launch in India this year," he added.

The biggest markets for Asics continue to be in the US, Japan and Europe.

(Source: Business Line)

### Hidesign is expansion mode, to open 15 store in FY18

Premium leather goods manufacturer Hidesign is looking to launch 15 stores across airports and malls this financial



year. “Hidesign plans to open 15 stores, nine of which will be in airports, and about 5-6 will be across malls,” its president Mr. Dilip Kapur said.

The company will invest Rs. 20 Crore to open new stores, he said. Hidesign will open stores at the airports of Delhi, Mumbai, Bengaluru and Kochi, and some more stores will be opened at tier-I cities, he added.

The brand has 80 stores across the country and abroad. It entered the US in 2014 to make international inroads.

For a premium brand like Hidesign, the segment is small but growth is higher than the mass market, Mr. Kapur said. The brand has greatly benefited from the e-commerce wave and has made strong inroads into the US market, he said.

It markets and distributes competitively priced bags and small leather goods in the US through online as well as high-end independent retailers.

“E-commerce has aided us greatly in our expansion in the US. Selling directly through e-commerce is very useful and building a brand is much easier,” he said.

He said the company is considering selling directly in the US instead of going through distributors.

The company also plans to overhaul Hidesign’s India- oriented lifestyle brand

‘Holi’ this year in terms of product mix, and price points.

Founded over 35 years ago, Hidesign, besides its 80 exclusive stores, sells products through several independent stores and major department stores in international markets.

(Source: Millennium Post)

## Walmart evaluating FDI norms on food retail in India, says Iyer

*Govt’s decision to permit 100% FDI in food retail is a good step and it would also help reduce wastage, says Walmart India president and CEO, Mr. Krish Iyer*

Walmart India is “evaluating” Foreign Direct Investment (FDI) guidelines for the food retail space in India as the government has permitted 100 per cent FDI in the sector.

Walmart India is a wholly-owned subsidiary of US retail giant Walmart Stores.

Walmart India President and CEO, Mr. Krish Iyer said the government’s decision to permit 100 per cent FDI in food retail is a good step and it would also help reduce wastage.

“I think this 100 per cent FDI in food retail is an extremely good step and it’s a very noble objective in terms of being able to double farmers’ income and reduce food wastage,” Iyer said at a select media briefing at New Delhi.



When asked whether the company is planning to enter the sector, he said: "We have been evaluating the guidelines and at an appropriate time, we will look at that sector".

Walmart India operates in the wholesale segment, at present, and has 21 cash and carry stores across nine States. It plans to increase the number of stores to 50 stores by 2021.

"We are building a pipeline of stores and we already have about 16 stores in the pipeline," Mr. Iyer said, adding they are at various stages of implementation in terms of licensing and construction.

He was speaking on the sidelines of the graduation ceremony of the Walmart Women Entrepreneurship Development (WEDP) programme, under which it trains women entrepreneurs in professional and soft skills to help build robust business.

(Source: The Pioneer)

**Compiled by:** Resource Centre (RCIP),  
Footwear Design &  
Development Institute (FDDI)  
(Ministry of Commerce &  
Industry, Government of India)

A-10/A, Sector-24,  
NOIDA- 201301

**Phone :** + 91-120-4500100, 4500107

**Fax :** + 91-120-2412556, 2411301

**Editor-in-Chief:** Sameer Kumar Srivastava

**Asst. Editor :** Adarsh Kumar

**Email :** ashish@fddiindia.com

**Website :** http://www.fddiindia.com

### Physical Laboratory Testing Services Provided by FDDI, NOIDA

S. No.	Test Description	Charges in ₹
<b>3. PLASTICS/RUBBERS/PU FOAMS/SOLING MATERIALS</b>		
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die "C" tear test	600
3.11	Heat shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	300
3.19	Tear strength	600
3.20	Slip resistance per surface	400
3.21	Izod Impact	1000
3.22	Ozone resistance	
a	Upto 100 hrs for 1st sample	3000
b	Upto 100 hrs for next 3 samples per sample	1000
c	Upto 200 hrs for 1st sample	6000
d	Upto 200 hrs for next 3 samples per sample	2000
3.23	Chemical resistance per chemical	400
3.24	Hardness of PU foams(Seats)	1000
<b>4 INSOLES</b>		
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

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To be continued...