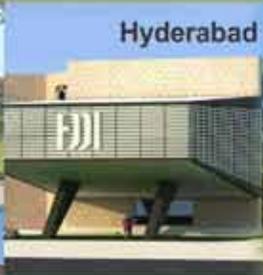




Guna



Hyderabad



Punjab



Gujarat

Patna



Jodhpur

18th August 2017

Issue No. 637



Kolkata

71st Independence Day celebrated at FDDI campuses

The 71st Independence Day was celebrated with great enthusiasm and patriotism at all the campuses of Footwear Design & Development Institute (FDDI) on 15th August 2017.

IRS, Executive Director, FDDI were also present at this occasion.

In his speech, Mr. Sinha conveyed his best wishes to the staff & students of the institute on the occasion. He emphasized the importance of sincerity and hard work to make FDDI an ideal premier institution & the need to work together for the progress of the country.



Rohtak



Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI unfurling the national flag on 15th August, 2017. Also present were Mr. Vivek Sharma, IRS, Secretary FDDI, Mr. Adarsh Kumar, Executive Director & Mr. Vikas Singh, IRS, Executive Director, FDDI

He further elaborated on the need to remember the noble cause for which sacrifices were made by patriots and focused on how to make the country stronger in every respect.

The flag hoisting showed the importance of courage and selflessness in the nation and meaning of honesty, purity and posterity in nation.

On this occasion, Mr. Adarsh Kumar, Executive Director, FDDI also shared his motivating thoughts & stated that students be disciplined, be selfless in their service and contribute to the nation. Mr. Kumar also highlighted the INI status of the FDDI, which was recently passed by the Government of India. He also motivated the students and staff to give their best for the betterment of the institute and the country.



Chennai

Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, unfurled the Tri-colour at FDDI, Noida campus in the presence of the other management members, staff & students of FDDI. Mr. Vivek Sharma, IRS, Secretary FDDI, Mr. Adarsh Kumar - Executive Director & Mr. Vikas Singh,

An array of cultural programmes marked the 71st Independence Day celebrations across the other campuses of the FDDI located at Fursatganj,



Chhindwara



Fursatganj



Noida



Jodhpur, Kolkata, Chhindwara, Rohtak and Chennai.



Patriotic song "Hum Hindustani" sung by the students

At Noida campus, a cultural programme was organized in the lush green lawn of FDDI wherein the students depicted the emotions and colours of India in the form of songs, dances and drama. The presentation was truly enthralling as the students displayed their talents.



Mr. Ashok Kumar Choudhary, Executive Director, FDDI, Jodhpur addressing the staff

At FDDI Jodhpur campus, Independence Day celebration started with flag hoisting by Mr. Ashok Choudhary, Executive

Director FDDI, Jodhpur. After flag hoisting ceremony student had shown their talent by singing patriotic songs and had performed dance programs.

On this occasion student put their views about independence and gives their tribute to all freedom fighter. After the cultural event a friendly cricket match was played between Staff and students.

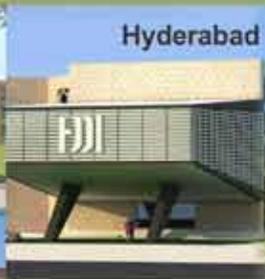
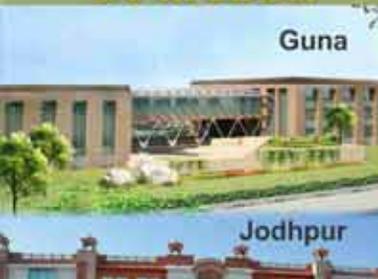


Staff and students of FDDI, Chhindwara during the flag hoisting

FDDI Chhindwara campus celebrated the 71st Independence day with great enthusiasm and patriotism. The entire campus was decorated with tricolor theme to define the unity and integrity of our country. Thereafter tricolor balloons were released as sign of freedom.

As it was a combination of two occasions i.e. Independence Day and Krishna Janmashtami, so an activity "Matki Fod" was organized to celebrate Janmashtami with the theme "Resolving India's Major Problem". We broke the Matki's of Corruption, Unemployment, Terrorism and Poverty.





Staff and students of FDDI, Chennai during the flag hoisting

FDDI Chennai campus also celebrated the day with great zeal and enthusiasm.

Lacing it up, for every occasion



Footwear companies need a wide-ranging portfolio of running shoes. Some, for instance, are designed for a more secure and tight fit, some for those who prefer a wider toe area, while others may focus on better heel support or enhanced stability. But what if one shoe could fit pretty much every requirement?

Puma seems to have managed just this with the Ignite Netfit shoe.

The Ignite Netfit has an EVOKNIT upper which has a socklike fit. The shoe upper is completely covered in a netted mesh, which means that unlike most other

footwear, this doesn't have predefined lacing eyelets and the entire mesh can be used to thread the laces around.

This is where the magic lies. For starters, you can try five lacing options. "Standard lacing" will be ideal for most runners. Then there is "Stability lacing", for more support around the medial arch—some runners also use insoles which are designed to provide the same support. For those with wide feet, there is "Wide Foot lacing", which allows for greater breathability while retaining a customized snug fit. Runners at the other end of the spectrum will be able to take advantage of the "Narrow Foot lacing", which adjusts the fit to the feet's contours. Finally, there is the "Heel Support lacing", which enables a tight fit around the heel area for extra support. You can pretty much customize the lacing technique further.

In terms of comfort, the EVOKNIT upper adjusts easily to the foot and offers great ventilation too. It looks a lot like the upper on the Nike's Lunarepic Low Flyknit 2 (Rs13,295; Store.nike.com/in). The only shortcoming is that if dirt gets in between the mesh and the upper, it takes some effort to dislodge.

Sitting under your foot is the dual-layer midsole that uses Puma's proprietary Ignite PU foam, which offers a certain level of bounce-back feel while running. This sort of rebound response makes for a more assured running experience.

The Ignite Netfit has a 12mm heel-to-toe drop, slightly more than the 10mm



offset on the Nike Air Zoom Pegasus 34 (Rs9,995; Store.nike.com/in) and the 8mm offset in the adidas Pureboost DPR (Rs14,999; Shop.adidas.co.in). While there is no impact on running performance, the offset drop depends on whether the runner prefers flat-foot positioning or not.

The outsole has additional inserts in the forefoot area for better “toe-off” movement as you start a run or change direction. The outsole takes advantage of Evertrack+, a blown rubber compound, which is essentially air-injected rubber that is lighter, softer and more flexible than traditional rubber.

All in all, the Ignite Netfit offers excellent grip across a variety of surfaces.

But it is by no means a plain-jane running shoe. The design is attractive, the black, blue and white colour options look fantastic and will get the attention of people around you, whether you wear it to the gym, the mall or for a day out with the family.

The Puma Ignite Netfit is, in fact, as perfect a running shoe as you can buy right now.

(Source: Mint)

Compiled by: Resource Centre (RCIP), Footwear Design & Development Institute (FDDI) (Ministry of Commerce & Industry, Government of India) A-10/A, Sector-24, NOIDA- 201301
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Physical Laboratory Testing Services

Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
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 2017-18
* The said discount is not applicable on inter-lab testing & package fee

To be continued...