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Kolkata

## Mr. Anil Agarwal, IAS, Joint Secretary, DIPP visits FDDI, Noida Campus

Mr. Anil Agarwal, IAS, Joint Secretary, Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India visited Footwear Design & Development Institute (FDDI), Noida on 20<sup>th</sup> September 2017.

On this occasion, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI, Mr. Vikas Singh, IRS, Executive Director, FDDI and the staff of FDDI were present and welcomed him.



Rohtak



Presentation in progress

The activities undertaken by FDDI were also briefed to him through a presentation given by Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI.

Mr. Agarwal visited the campus of the institute including FDDI School of Footwear Design & Production (FSFDP), Product Development Center (PDC), FDDI School of Fashion Leather Accessory Design (FSFLAD), Information Technology Services Center (ITSC) where he was made aware of

the technicalities of various departments of FDDI.

He was briefed by the respective Head of Department (HoD) about the teaching pedagogy and explained about the intricacies of individual process of shoe manufacturing and its quality parameters. He was also briefed about the importance of the state-of-the-art-equipments and a demonstration was given in the Pilot Plant i.e., manufacturing departments of footwear namely Cutting, Closing, Bottom Component and Lasting & Finishing.



Mr. Anil Agarwal, IAS, Joint Secretary, DIPP visiting the Leather Goods Department along with FDDI officials

Mr. Agarwal also visited the International Testing Center (ITC) and saw the various testing-cum-quality control services being provided by it such as testing for leather, plastics, rubbers, textiles, footwear, artificial limbs, sports goods & tests for harmful substances.

Mr. Agarwal also interacted with the members of the faculty and gave valuable suggestions for the improvement of standards of teaching, research and



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Noida



collaboration programmes of the Institute across all the campuses.

## Mr. V K Singh, Under Secretary, DoC visits FDDI, Kolkata Campus

On 18<sup>th</sup> September 2017, Mr. V K Singh, Under Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India visited Footwear Design & Development Institute (FDDI), Kolkata campus.

Mr. Singh was warmly received by the staff members of the campus after which he visited the pilot plant, class rooms, Design Studio, Visual Merchandising Lab and all the departments.



A view of the discussion

He took special interest in knowing about the conditions of various machineries available in the Footwear, Leather Goods and Fashion Designing labs. In order to understand about the machineries, he discussed about the same with the concerned official of the respective department.

Mr. Singh met all the administrative and academic staff of FDDI Kolkata and gave them a clear understanding about the future vision of FDDI. His interaction with the staff members was informative as well as motivating.

## FDDI Kolkata participated in fashion show 'Designer First D' Award 2017 contest

Footwear Design & Development Institute (FDDI), Kolkata participated in the fashion show 'Designer First D' Award 2017 contest which was held on 9<sup>th</sup> and 10<sup>th</sup> September 2017 at Suresh Neotia Center, Salt Lake, Kolkata.

This contest offer young designer throughout the country the opportunity to participate in a national competition. This contest will take place every year.

The eminent fashion designer, Ms. Agnimitra Paul was the Chief Guest for the event where Ms. Mita Das, Co-founder of the D' Award, Mr. Subrata Chakraborty and Mr. Suresh Govind Raju (Harini Group) were present.

Other invited Guests of Honour included industry doyens and many other senior industry personalities. The event received sponsorships from various organizations, like renowned BIBA brand, GST Dost, AIDM, Bengal Tigress, Techno India Group and Harini Builder, Chennai.

Ms. Agnimitra Paul inaugurated D' Award, 2017 by lightning of the pious lamp. On the first day, there was seminar about 'Design Research' which witnessed an overwhelming participation from delegates and students from various institutions and Under-Graduate colleges of Kolkata.



Student participations came from institutions like NIFT Kolkata, Amity University, IIT Kharagpur, IIT Guwahati, Birla Institute of Technology, Dream Zone Creative Studio to name a few.

Thirty young designers from different States of East Zone of India participated in the fashion show. Top five groups were selected to showcase their design and collection in the fashion show.



Students of FDDI, Kolkata receiving the Runners- Up Trophy

From FDDI, Kolkata a group of three students namely Aishwarya, Anisha Das and Pragya Singh of B. Des, 2014 batch of FDDI School of Fashion Design (FSFD) bagged the Runners- Up Trophy.

The theme was “Masquerade Soiree” which means Royal Evening parties. Models were mask and can’t recognize each other and enjoy the party by wearing dramatic costume.

The students participated in the show and more than 6 creative garments - conceptualized, designed and produced by the students at the institute were showcased.

The students of FDDI Kolkata moved gracefully on the ramp in designer creations by their fellow students. The show was a

magnificent interplay of lights, colours, music and creativity.

The collection of dresses were black and white which are inspired by the visually challenged people as the black colour shows the darkness of their life and white shows the pure heart that they belong.

These FDDI, students, if willing to participate in the final round, have to qualify the next round of the contest which will be held in Goa in 2018.

## Aditya Birla Fashion brings British menswear brand Simon Carter to India

A year after signing an exclusive licensing agreement with British designer menswear brand Simon Carter, the apparel and retail company Aditya Birla Fashion and Retail Ltd (ABFRL) is opening the first of the eponymous stores in India.

After setting up a debut standalone store in Chennai’s Express Avenue Mall, the second is a 1,200-sq-ft exclusive store in Mumbai’s Phoenix Market City.

The first set of 10 stores will open in Bengaluru, Chennai, Mumbai, Delhi, Hyderabad, Pune and Chandigarh over the next few months, Mr. Vishak Kumar, CEO, Madura Fashion and Lifestyle, an arm of ABFRL said.

Simon Carter’s quirky approach to clothes and accessories — shirts patterned with beetles and butterflies or an Indian wedding band-themed pocket square — is intended to “unleash the inner dandy in men”, said Mr. Simon Carter, the London-based fashion designer and creator of the brand. “We see large untapped demand for our signature conversation pieces, in fabrics that are light and suitable locally.



I think Indians freely understand colour, texture and pattern — we think it's a huge opportunity."

Simon Carter's complete range comprises classic suits, jackets, shirts, blazers and accessories, including cufflinks, bracelets, shoes and watches.

The collection is priced between Rs. 3,000 and Rs. 14,000.

"Simon Carter is a step into luxury," Mr. Carter said. "It's a treat if you buy a shirt from us, but it won't break the bank."

ABFRL will invest about Rs. 15-20 Crore in the first year for building the brand locally for setting up stores, mostly in malls and high streets.

"We see this as being a Rs. 250-300 Crore brand in three years," Mr. Kumar said. The India collection will partly be sourced from the UK, while the rest of the merchandise will be created at ABFRL's Bengaluru factory. Online, the brand is already available for sale on Myntra and on [www.simoncarter.in](http://www.simoncarter.in).

ABFRL, part of the Aditya Birla conglomerate, has a network of 8,000 points of sale in over 700 cities and towns, and includes more than 2,000 exclusive ABFRL brand outlets.

(Source: Business Line)

## Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
<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
<b>5. TOE PUFFS &amp; STIFFENERS</b>		
5.1	Elongation at break	600
5.2	Change in area	600
5.3	Bondability	600
<b>6. ADHESIVES</b>		
6.1	Peel strength	900
6.2	Heat resistance	600
6.3	Shear strength	600
<b>7. HEELS</b>		
7.1	Heel pin holding strength	600
7.2	Resistance to Splitting	350
7.3	Strength of top piece attachment of heel	600
<b>8. SHANK</b>		
8.1	Rockwell hardness C	250
8.2	Longitudinal stiffness	700
8.3	Three point bending	600
<b>9. THREADS</b>		
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

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