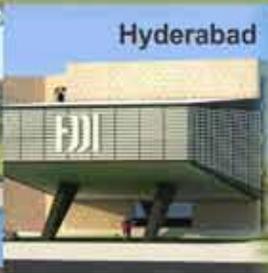




Guna



Hyderabad



Punjab



Gujarat

Patna



Jodhpur

29th September 2017

Issue No. 643



Kolkata

FDDI participated in the 6th edition International Textile & Apparel Fair Vastra - 2017

Footwear Design & Development Institute (FDDI) participated in the 6th edition of the International Textile & Apparel Fair Vastra - 2017 which was held from 21st to 24th September, 2017 at Jaipur Exhibition & Convention Centre, Sitapura Industrial Area, Jaipur, India.

of Rajasthan (GoR), Mr. Ashok Jain, Chief Secretary, GoR, Mr. Rajeev Swarup, IAS, Addl. Chief Secretary, Industries & Chairman, RIICO, GoR, Ms. Mugdha Sinha, IAS, RIICO, GoR and Mr. Shishir Jaipuria, Chairman, FICCI, Textiles Committee were present.



Rohtak



A view of the stall of FDDI



Chennai

More than 50 countries and 13 Indian States participated in the fair.



Chhindwara



Eminent Jury at one of the Stall

The Managing Director of FDDI, Mr. Arun Kumar Sinha, IAS was among the eminent Jury to adjudge the stalls in Vastra - 2017.



Fursatganj

Rajasthan State Industrial Development and Investment Corporation Ltd., (RIICO) was the organizer and Federation of Indian Chambers of Commerce and Industry (FICCI) was the co-organizer of the fair.

The fair presented a fusion of the finest and the latest in textile products - from fibre to fashion, services and technology and provided a platform to enter JVs, strategic alliances and partnerships worldwide, launch new products, as well as, harness new locations for setting up businesses in India.



Noida

Union Textiles and Information and Broadcasting Minister, Ms. Smriti Zubin Irani inaugurated the fair where Mr. Rajpal Singh Shekhawat, Minister of Industries, Government



It also served as a platform for disseminating technology and interacting with R&D Labs and experts for solution in technology and latest trends.

First three days were devoted exclusively to B2B and the last day i.e. 24th September, 2017 was for B2C activities, involving retail sales which provided simultaneous opportunities to those exhibitors were looking for directly reaching the end users as well.

The samples developed by the students of FDDI School of Leather Goods and Accessories Design (FSLGAD) & FDDI School of Footwear Design & Production (FSFDP) were displayed at stall number 277 and 278 where information about the Institute's laboratory services, training programmes and consultancy services through brochure and one-to-one meeting at its stall was provided.

Enquiries and business worth nearly 50 million US dollar was generated during the fair.

Liberty footwear unveils 'Healers'

Liberty footwear is set to take comfort to another level. Inspired by market feedback, the company has introduced the Healers range. The footwear will provide a foot massage at every step.

State-of-the-art footwear technology and advanced foot biomechanics have

been employed in crafting these shoes. The footbed consists of massage nodules, shaped and graded to the contour of the foot for comfort, stimulation and support.

(Source: The Tribune)

Aditya Birla Group to wind up fashion portal Abof.com

Aditya Birla Group will shut down its online shopping portal Abof.com by the end of this year, failing to sustain intense competition from the sector giants Amazon and Flipkart.

Launched in October 2015, Abof.com (All About Fashion) has a portfolio across clothing, footwear and accessories besides a collection of the group's own brands like Allen Solly and Peter England, among others.

"There are various reasons for the closure. First, the sector is not maturing to the level it was expected, and secondly, the return on investment is long drawn affair and to continue putting money into the resources is not a very intelligent idea," Aditya Birla Group HR director Sanrupt Misra said.

Other factors, Misra said, was deep discounting and selling products below the cost, which does not add value to the business. Currently, there are about 240 employees working with Abof.com.



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When asked about the future of the employees, Misra said: “We will try and incorporate them in the group’s other business as much as it would be possible and they will be kept in the payroll for four and-a-half months. Giving them salaries and releasing is the easiest thing to do but we don’t want to do that.”

He added that those who want to stay in the e-commerce space would be helped further in finding a new job with the existing players.

Without specifying a particular date, Misra said the process of winding up has technically started on 22nd September 2017 and it would take about 4-5 months for the entire process.

(Source: Business Line)

E-commerce in FMCG firms may be worth \$5-6b by 2020: Google report

In three years’ time, most of us could be buying our daily groceries online.

In a report titled “Decoding Digital Impact: A \$45 Billion Opportunity in FMCG”, consulting firm The Boston Consulting Group and Google estimate that by 2020, 40% of all Fast Moving Consumer Goods (FMCG) purchases in India will go online, making it a \$5-6 billion business.

This will be fuelled by a rapid rise in internet users, likely to grow more than 1.5 times from the current 390 million to 650 million by 2020. “Rural internet users will contribute to 50% of the user growth in the next 3-4 years,” the report said.

FMCG firms, some of the biggest advertisers in print, television, and digital media, will be forced to consider rural internet users’ preferences to market to them effectively.

“Rural internet users will contribute to 50% of the user growth in the next 3-4 years, similar to what happened in China in 2008-13,” the report said, adding that the smartphone has become the go-to way to get online. “Rural usage behaviour is different from urban with respect to medium (non-smartphone), type of apps (data light, vernacular) and needs (entertainment & education) and so requires a customized digital strategy,” it said.

Rural users prefer watching video and in the vernacular, the report found. This means consumer firms may have to design their ads using short digital videos and tailor it to speakers of regional languages so they are appealing.

Besides, women will go online a lot more, even though today 69% of urban internet users are men and only 31%



are women. The percentage of women among urban users is expected to rise to 40% by 2020, as per data from the report.

Right now, large FMCG firms in India spend only about 10% of their advertising budgets on digital advertising, according to the report. This can rise to 25-30% and be worth \$1.1 billion by 2020 and even reach 50-70% for select premium brands, the report said.

As consumers look for things to buy online, and brands advertise to them online, sales in certain FMCG categories are expected to be highly “digitally influenced”, the report said. For more discretionary items like baby care, fragrances, over 50% of sales are expected to be influenced by online marketing, 45% in apparel, and 60% in consumer electronics, the report said.

(Source: Hindustan Times)

Compiled by: Resource Centre (RCIP),
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Development Institute (FDDI)
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Industry, Government of India)

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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 2017-18

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

To be continued...