



Guna



Hyderabad



Punjab



Gujarat

Patna



Jodhpur

25th November 2016

Issue No. 599



Kolkata

FDDI participates in the 'Meet at Agra 2016'

The Footwear Design & Development Institute (FDDI) participated in the 10th Edition of "Meet at Agra 2016"—a Leather, Footwear Components & Technology Fair which was organized from 12th – 14th November 2016.

The fair offered good business opportunity to the component manufacturers & to the suppliers of finished Leather & Footwear Machinery and was successful in identifying the huge opportunities existing in Agra.



Rohtak

The fair was organized by the Agra Footwear Manufacturers and Exporters Chamber (AFMEC) at BSNL Ground, Near Yamuna View Hotel, Mall Road, Agra.



Chennai

The exhibitors from all over the country & overseas participated in the fair. The finest Leather, Footwear components & Footwear Machinery with latest Technology were displayed in the fair.



Ohhindwara

Agra being the largest and oldest footwear manufacturing center is indeed the "Shoe City" of India, with an output of approximately 400,000 pairs per day. The cluster is a significant player in the Indian Footwear Industry with a 30% share in the country's footwear exports and a dominant 65% share in the domestic market.



Fursatganj



Noida

The Agra cluster today produces all categories of shoes for ladies, gents and children. The manufacturing of footwear for leading international brands are taking place in modern factories in Agra and are exported to markets across the world.



Smt. Revathi Roy, Chairperson, FDDI inaugurating the stall of FDDI

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FDDI at its stall, displayed its publications and informed about its laboratory services, various training programmes, consultancy services through brochure and one-to-one meeting and also interacted with the companies regarding the placements of the students.

The students of FDDI visited the fair where they had the opportunity to



acquire knowledge regarding the trends & technological advancement taking place in the footwear industry.

The innumerable visitors present included footwear manufacturers, institutional buyers from across the globe, designers, technicians and government representatives.

Smt. Revathi Roy, Chairperson, FDDI inaugurated our stall on 12th November 2016. She interacted with staff & students of FDDI & appreciated the students for their creativity and designs. She also offered them internship in her production unit in Chennai.

Spykar to step into footwear segment

In a bid to strengthen its portfolio, fashion apparel brand Spykar plans to launch its range of footwear next year and will invest Rs. 90 Crore in the category by 2020.

“We plan to launch the Spykar footwear by 2017. We will invest what’s needed and we estimate... Rs. 90 Crore by 2020,” Spykar Lifestyle Chief Operating Officer Sanjay Vakharia said.

“We will be starting with men’s wear. The categories we will cater to is flip flops, slippers, shoes. The pricing will start from Rs. 599,” he added.

The company is aiming to clock a turnover of Rs. 325 Crore this year, a

growth of over 30 per cent from last year’s figure of Rs. 242 Crore.

(Source: Daily News Analysis)

DIPP may be made nodal dept for e-comm

The Department of Industrial Policy and Promotion (DIPP), which is at present under the Ministry of Commerce and Industry, may get the mandate to govern the e-commerce industry if Prime Minister Narendra Modi gives the go-ahead to a suggestion put forth by NITI Aayog



In a meeting with Mr. Modi recently, NITI Aayog Chief Executive Officer, Mr. Amitabh Kant suggested making DIPP the nodal department for e-commerce, as the sector is recognised only in the Information Technology Act and the Foreign Direct Investment (FDI) policy, sources close to the development said.

“Amitabh Kant had a meeting with the Prime Minister with some presentations, wherein he suggested that DIPP, which is in-charge of industry, FDI policy and ‘Make in India’, is best placed to be the nodal department for the e-commerce industry too,” a government official said.

The official said Mr.Kant is of the view that all policy matters relating to e-commerce may be assigned to DIPP in



allocation of business rules. At present, e-commerce is not assigned to any department in allocation of business rules. He said since the e-commerce sector is going to be a major driver of the country's growth, a coherent/conducive or evolving policy regime is required.

Potential Market

"He (Kant) said that the e-commerce industry, although in a nascent stage, contributes around only 1 per cent to the total retail market, but has a lot of potential in the future and compete with global competitors in generating revenues and jobs," the official added.

According to sources in various ministries, Mr. Kant has pushing for helping Indian e-commerce companies in a big way because if the market grows, it would help infrastructure develop through growth of warehousing and the supply chain.

The NITI Aayog chief also heads an e-commerce committee and is been meeting senior officials of various Ministries to discuss issues related with the sector. In September, he had given a detailed presentation to DIPP, too, on e-commerce.

The committee includes Secretaries of DIPP, Department of Economic Affairs and Ministry of Electronics and Information Technology (MeitY) and representatives of six States, specifically to look into issues in e-commerce, including FDI.

The government would also benefit from such policy as these would help tap the otherwise unorganised web of small traders and service providers, and also create greater transparency and tax collection.

Support to home-grown cos

And, to do that, the e-commerce market has to be supported by a nodal Ministry to help create some policies. Home-grown companies such as Flipkart, Snapdeal and JustDial are competing with foreign players such as eBay, Alibaba and Amazon, with little market caps.

For example, while Amazon, Alibaba and eBay have market caps of \$329 billion, \$204 billion and \$27 billion, respectively, the Indian companies Flipkart, Snapdeal and JustDial have market caps of \$11 billion, \$6 billion and \$2 billion, respectively.

As per various reports by market trackers, the Indian e-commerce sector is expected to reach around \$40 billion by this year-end and touch \$100 billion by 2020.

(Source: Business Line)

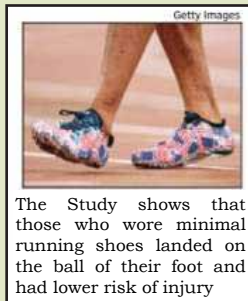
Cushioned running shoes may hurt you

Running in modern, cushioned trainers may increase the risk of injuries, say scientists who have found that `minimal' shoes with no cushioning put significantly less demand on a runner's body.



Runners who wear running shoes with no cushioning land on the ball of their foot rather than the heel, researchers said.

They compared how quickly the force acts when runners' feet hit the ground known as loading rate which has been shown to influence running injury risk.



The Study shows that those who wore minimal running shoes landed on the ball of their foot and had lower risk of injury

The study of 29 runners found significantly lower loading rates for those who wore so-called minimal running shoes and landed on the ball of their foot, compared to people in normal running shoes, regardless of whether the latter landed on the heel or ball of the foot.

"So many people use running as a means of reducing the risk of chronic diseases, but about three quarters of runners get injured a year," said Hannah Rice from the University of Exeter, UK.

"This research shows that running in minimal shoes and landing on the balls of your feet reduces loading rates and may reduce the risk of injury," she said.

(Source: The Times of India)

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S. No.	Test Description	Charges in ₹
15	HAWAI CHAPPAL	
15.1	Strap attachment strength	400
15.2	Breaking strength of strap	400
15.3	Ross flexing	600
15.4	Abrasion	700
15.5	Split tear	600
15.6	Compression set	600
15.7	Shrinkage	600
16	TEXTILES	
16.1	Breaking strength	600
16.2	Colour fastness to washing	600
16.3	Colour fastness to perspiration (Acidic/Alkaline each)	600
16.4	Composition	600
16.5	Linear Density of yarn/ count	600
16.6	Scouring Loss	600
16.7	Colour fastness to light	1200
16.8	Identification of fibre	600
16.9	Dimensional stability	600
16.10	Threads per unit length in woven fabric	600
16.11	Weight per square meter	100
16.12	Crease Recovery	600
16.13	Dry Cleaning	600
16.14	Ash Test	200
16.15	pH	300
16.16	Water Soluble	300
16.17	Cone Test	200
16.18	Water Absorption	200
16.19	Hot Pressing	450
16.20	Bleaching Test	250
16.21	Crocking Test/Dry/Wet/Solvent each	400
17	AGEING TESTS (HEAT AGEING / WET HEAT AGEING/HYDROLYSIS)	
17.1	Upto 24 hours(1 day)	
a	For the first sample	600
b	For subsequent three samples (per sample)	400
17.2	Upto 72 hours(3 days)	
a	For the first sample	1000
b	For subsequent three samples (per sample)	800

To be continued...

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS FROM 1ST AUGUST 2016 TO 31ST MARCH 2017 (For further continuation it will be reviewed in due course)

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