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Kolkata

## Indian Navy, CLE & FDDI organizes 'Footwear Workshop-cum-Exhibition'

On 29<sup>th</sup> September 2016, the Indian Navy in collaboration with the Council for Leather Exports (CLE) and Footwear Design & Development Institute (FDDI) organized a 'Footwear Workshop-cum-Exhibition' at New Delhi.

During the workshop, the Indian Navy presented their requirements for footwear, procurement procedures, etc. which helped the Indian manufacturers of footwear to understand the requirements of the Indian Navy for various types of footwear.

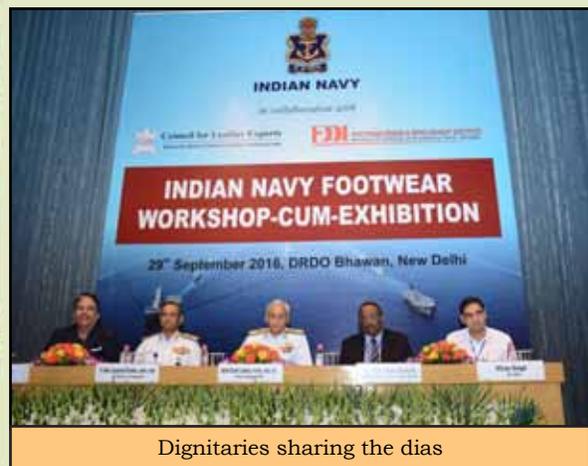


Rohtak

The event was held at Defence Research and Development Organization Auditorium, DRDO Bhawan, Dalhousie Road, New Delhi.



Chennai



Dignitaries sharing the dias



Chhindwara



Fursatganj



Noida

Chairman CLE, Mr. Sanjay Kumar, Regional Director, CLE, Mr. Puran Dawar, CMD, Dawar Group & Mr. Vikas Singh 'Executive Director', FDDI were present.



Mr. Vikas Singh, Executive Director, FDDI delivering the 'Vote of Thanks'

Indian Navy is one of the largest consumers of footwear in the country and the primary objective of organizing this event was to provide a platform to have interactions with the footwear industry.

During the workshop, the Indian Navy presented their requirements for footwear, procurement procedures, etc. which helped the Indian manufacturers of footwear to understand the requirements of the Indian Navy for various types of footwear.

The 'Workshop-cum-Exhibition' provided the delegates and exhibitors to showcase their product and capabilities.

Delivering the 'Vote of Thanks', Mr. Vikas Singh, Executive Director, FDDI said, "This initiative will provide a fillip & contribute significantly under "Make in India" programme launched by our Hon'ble Prime Minister of India in September 2014."



During the 'Technical Sessions', presentation was made by the Indian Navy and also by CLE.

The 'Workshop-cum-Exhibition' enhanced the knowledge base and initiated the process of product development on footwear.

### Industrial visit by students of FDDI, Kolkata at M/s. Krypton Industries Limited (Footwear Division)

With an objective to provide practical exposure to its students, the Footwear Design & Development Institute (FDDI), Kolkata organized an industrial visit at M/s. Krypton Industries Limited (Footwear Division).

**The industrial visit was an enriching experience for the students of FDPM that provided them an opportunity to get an insight of the internal working environment, equipments, machinery & operational methodology that enhanced their skills & broadened their understanding.**

Under the guidance of the highly experienced faculty of FDDI, the students of FDDI School of Footwear Design & Production Management (FDPM) of Kolkata campus were taken for the industrial visit on 22<sup>nd</sup> September 2016.

Krypton Industries Limited was founded in the year 1990 to manufacture Polyurethane (PU) tiers for bicycles. Over the years the company has diversified its product range to cater to various industry segments keeping in view the market demand and requirements. Today it has established itself as the leading manufacturer of MCP Tubeless Puncture-Proof Tyres for Bicycles, Wheel Chair and Trolleys both in the national and international markets drawing from the

active support of its valued customers and all members of the Krypton group.

The company, in the year 2005/2006, has further expanded its PU processing capabilities by entering PU shoe sole and sandals manufacturing. More recently, the company has entered the growing shoes and accessories market by launching sandals under its own brand name Softflex. The company is planning to expand the range by way of increasing its own capabilities as well as through strategic outsourcing. The company has started working towards setting up national network for its footwear related products. Currently it is having dealers in all the eastern India States, Andhra Pradesh and Tamil Nadu.

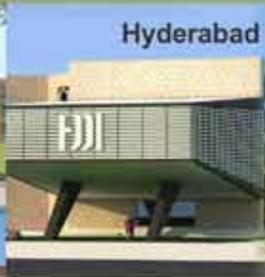
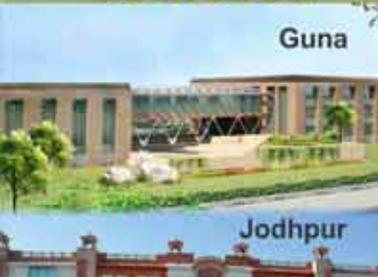


Students of FDDI, Kolkata at M/s. Krypton Industries Limited (Footwear Division)

The industrial visit was an enriching experience for the students of FDPM that provided them an opportunity to get an insight of the internal working environment, equipments, machinery & operational methodology that enhanced their skills & broadened their understanding.

The students visited different departments of the company. They learned about the latest technology machines, production of footwear and working procedure of the factory.





Students were guided by the factory experts who also highlighted the relevance of modern footwear technology & machines used for making shoes.

The students saw the footwear manufacturing process and collected information on the company's efforts on product innovations, productivity improvement and cost reduction. They also gained knowledge about the safety regulations and practices being followed in the factory.

### Leather Exports dip 8% in Aug to \$ 451 Million

Export of leather and its products dipped by about 8% in August to \$ 451 million due to demand slowdown in the major market of European Union (EU).

"The EU market accounts for about 65% of India's leather exports and the situation there for Indian product is not good," Council of Leather Exports Chairman, Mr. M Rafeeq Ahmed said. The exports in August last year stood at \$490 million. Mr. Ahmed said that going by this trend, the exports will reach little over \$6 billion by the end of this financial year.

"Our main market is EU and it is not in good shape. Demand is not picking up. But the order books for the next three months are good from across the globe. We hope to enter positive zone," he added.

Although the government is taking steps to promote overall exports, "we are demanding to extend the benefits under the Merchandise Exports from India Scheme (MEIS) for some mixed (leather plus synthetic) products," he added.

The government recently extended fiscal incentives to more items such as marine products at higher rates under the scheme with a view to boost exports, which remain in the negative zone. The total support extended by the government under the MEIS has been enhanced to Rs. 23,500 Crore per annum from the present Rs. 22,000 Crore.

Exporters body FIEO said that incentives extended by the government would help in enhancing the competitiveness of domestic players and boost outbound shipments.

(Source: The Economic Times)

### Wal-Mart in talks to buy stake in Flipkart

*Could join forces to take on Amazon India.*

US-based retail corporation Wal-Mart Stores Inc is in talks to buy a minority stake in Flipkart, two sources familiar with the matter said, as the world's biggest retailer aims to get a slice of a fast-growing online retail market.

One of the sources said the US retailer was looking to invest between \$750 million and \$1 billion in Flipkart, but the final value and size of the stake would depend on the outcome of talks about the e-tailer's overall valuation.

### Retail Collaboration

He added Wal-Mart and Flipkart were also contemplating a collaboration that would see them leverage each other's expertise in retail and supply chains in India.

Both sources declined to be identified because the talks are preliminary and have



not been made public. Wal-Mart in India and Flipkart declined to comment.

A deal would pit Wal-Mart against US rival Amazon, which has been expanding rapidly in the India's retail market and is now Flipkart's biggest competitor. Wal-Mart only operates wholesale stores in India.

"With Amazon slowly taking a lead over the Indian players, all these unicorns including Flipkart and Snapdeal are out there in the market to raise funds," the source said.

"Companies like Wal-Mart would be more long-term investors, but there aren't too many like them to write such big cheques."

Flipkart has been valued at about \$11.5 billion, media reported last month, citing a US regulatory filing from investor Valic, a division of American International Group Inc. The company was valued at as much as \$15 billion earlier this year, but cut-throat competition, reduced private funding, and elusive profitability is putting pressure on e-commerce players in India.

(Source: Business Line)

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

S. No.	Test Description	Charges in ₹
<b>11</b>	<b>FASTENERS</b>	
11.8	Security of attachment of retainer to long load	600
11.9	Tensile / Breaking strength	600
11.1	Tear strength	600
11.11	Peel strength (Velcro)	600
11.12	Shear strength(Velcro)	600
11.13	Corrosion (Metal fasteners)	600
11.14	Eyelet attachment strength	600
11.15	Strength of fastened buckles	600
11.16	Strength of buckle and strap attachment	600
11.17	Corrosion resistance	
a	For the first sample	1000
b	For subsequent three samples (per sample)	200
<b>12</b>	<b>LACES</b>	
12.1	Linear Density	100
12.2	Breaking strength & elongation at break	600
12.3	Strength of bodkin attachment	600
12.4	Abrasion resistance	600
12.5	Knot resistance	600
12.6	Colour migration	200
<b>13</b>	<b>SAFETY FOOTWEAR</b>	
13.1	Hardness of steel toe cap	250
13.2	Nail penetration test	600
13.3	Dimensions of steel toe cap	400
13.4	Impact strength of steel toe caps	600
13.5	Thermal conductivity	500
13.6	Static electricity	
a	Without conditioning	500
b	With conditioning as per EN norms	2000
13.7	Resistance to hot contact	500
13.8	Compression resistance	600
<b>14</b>	<b>CARD BOARD BOXES</b>	
14.1	Specific weight	100
14.2	Tongue tear strength	600
14.3	Rub fastness Dry/Wet	400
14.4	Laminar strength	700
14.5	Burst strength	600
<b>15</b>	<b>HAWAI CHAPPAL</b>	
15.1	Strap attachment strength	400
15.2	Breaking strength of strap	400

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20 % DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS FROM 1<sup>st</sup> AUGUST 2016 TO 31<sup>st</sup> OCTOBER 2016



To be continued...