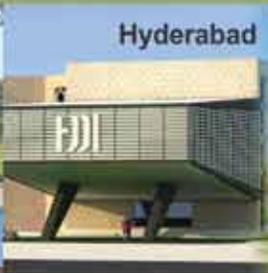




Guna



Hyderabad



Punjab



Gujarat

Patna



Jodhpur

07<sup>th</sup> April 2017

Issue No. 618



Kolkata

**Research paper presented by FDDI, Fursatganj staff during the National Conference on 'Transforming Indians through Skill Development & Technological Advancement'**

The conference that brought together thinkers from various walks of life including, economy & society was a perfect forum to discuss the various shades of the consequent economic reform process of the country being implemented by the various schemes of the Government of India.



Rohtak

A research paper was presented by staff members of Footwear Design & Development Institute (FDDI), Fursatganj during the National Conference on 'Transforming Indians through Skill Development & Technological Advancement'.

**The conference provided an excellent forum for sharing the knowledge, experiences and research findings.**



Mr. Varun Gupta, Jr. Consultant (FT),  
HoD-Footwear presenting the paper



Chennai

The conference, sponsored by University Grants Commission, Ministry of Human Resource Development, Government of India New Delhi was held on 24<sup>th</sup> & 25<sup>th</sup> March 2017 and was organized by Deen Dayal Upadhyay Kaushal Kendra, S.B.S. Govt. P. G. College Rudrapur, Udham Singh Nagar, Uttarakhand.

During the conference, a research paper was jointly presented by Mr. Varun Gupta, Jr. Consultant (FT), HoD-Footwear and Mr. Ashish Chandra, Faculty (FT), Academic Incharge-Footwear.



Ohhindwara

The conference was inaugurated by Prof. B. C. Melkani, Director of Higher Education, Uttarakhand.

The topic of the paper was 'U.P. Government Policies for Technological Innovations & Skill Development in Leather Industry'.



Fursatganj

The conference provided an excellent forum for sharing the knowledge, experiences and research findings.

The paper analyzed the strength, weakness, threat & opportunity



Noida



of Indian Leather Industry with reference to its economic growth and discussed several aspects of skill development including innovation and entrepreneurship, skilling strategy for employment generation, startup and technology requirement.

(FDDI), Noida campus won the first prize in Competition Success Review (CSR) essay contest.



Mr. Neeraj Kumar



The audiences were all ears to listen to the experts valued inputs and the paper was appreciated by all.

FDDI provide ample opportunity to upgrade the skills and knowledge of its employees & to keep them abreast of the changing business environment.

Deliberations and discussions amongst the participants, during the course of various technical sessions paved ways for valuable inputs of research.

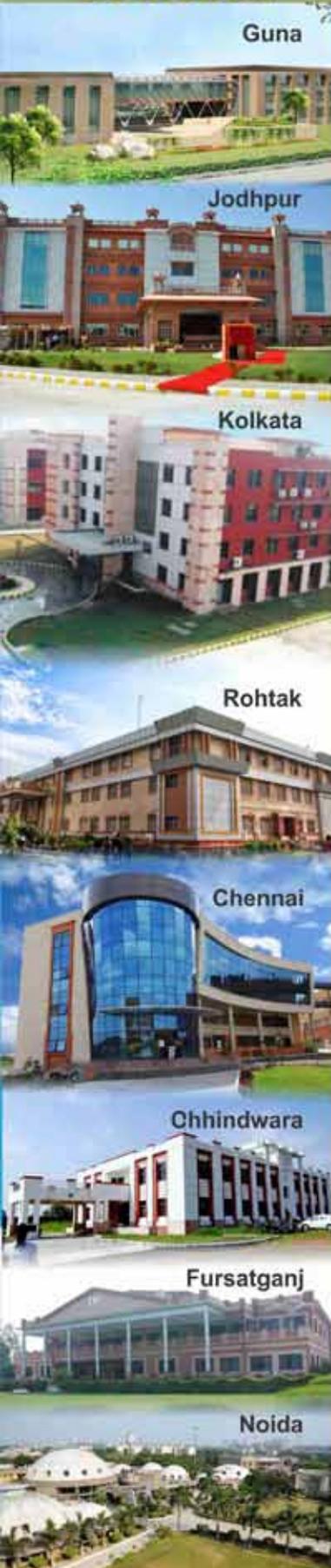
## FDDI, Noida Staff Won First Prize in CSR Essay Contest

Mr. Neeraj Kumar, a staff of Footwear Design & Development Institute

CSR - a prominent general knowledge magazine has earned the status as the foremost youth magazine in the country and is a “leader for the last four decades”. This magazine is read across the country, mainly by students who wish to appear for competitive entrance exams and has earned the status as the foremost youth magazine in the country.

CSR conducted an all India essay competition on the topic ‘Digital Economy’. Among various entries from all over the country, the essay of Mr. Neeraj Kumar was given the first prize.

Mr. Neeraj, a faculty in the Lasting department of the FDDI School of Footwear Design & Production (FSFDP) holds Master’s degree in



Economics from C.S.J.M. University, Kanpur.

### Puma runs into losses after 3 years of profit

German sportswear maker Puma has run into losses in India again after three years of making profit, according to its filings with the Registrar of Companies (ROC).

Puma India reported a loss of Rs 3.6 Crore and sales of Rs. 921.2 Crore for January December 2016. It reported profits of Rs. 29 Crore in 2014 and Rs. 12 Crore in 2015.

“We have made investments in technology worth Rs. 120 Crore. We are building Puma.com to sell directly to customers,” said a senior executive of Puma India, who did not wish to be quoted. “Sales on online marketplaces are slowing down.”



CSR Super April 2017 issue

Digital India is very new initiative of the Government that has receive mixed reaction from the masses. Mr. Neeraj Kumar tried to analyze the issue judicially and wants to make the readers aware of the role of the initiative in financial inclusion and disbursement of funds allocated for the poor. He used his words economically and immediately established a good rapport with the readers.

His essay is published in the Super April 2017 issue. FDDI promotes such activities for staff up-gradation.

Around 18% of Puma India’s sales take place online. Last year, it got the government nod for a 100% single brand entity in India, for a wide range of retail options, including e-commerce. Many industry experts that TOI spoke to said demonetisation and slowing online sales caught up with most lifestyle brands. “Last year has been tough,” said a top industry executive. “Business had just started to pick up during the second half of the year and then demonetisation struck. Second part of the year is when sportswear firms do around 60% of their business.”



### PROFIT/LOSS (in ₹ crore)

Adidas India	<b>+61.9</b>
Nike India	<b>-170.1</b>
Puma	<b>-3.6</b>

Puma: Calendar year  
(Jan-Dec'16);  
Nike & Adidas:  
Fiscal Year  
(Apr'15-Mar'16)



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

S. No.	Test Description	Charges in ₹
<b>2. LEATHER/SYNTHETICS/UPPER MATERIALS</b>		
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
2.20	Light fastness	1200
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
<b>3. PLASTICS/RUBBERS/PU FOAMS/SOLING MATERIALS</b>		
3.1	Specific gravity/density	250
3.2	Tensile strength & elongation at break	600
3.3	Hardness	100
3.4	Ross/bennewart flexing index at room temp.	700
3.5	Ross/bennewart flexing index at low temp.	2000
3.6	SATRA/BATA belt flexing	700

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> MARCH 2017 (For further continuation it will be reviewed in due course) \* The said discount is not applicable on inter-lab testing & package fee

To be continued...

(Source: The Times of India)

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

**Phone :** + 91-120-4500100, 4500107  
**Fax :** + 91-120-2412556, 2411301  
**Editor-in-Chief:** Sameer Kumar Srivastava  
**Asst. Editor :** Adarsh Kumar  
**Email :** ashish@fddiindia.com  
**Website :** http://www.fddiindia.com