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FDDI, Jodhpur participates in 'Paschimi Rajasthan Udyog Hastshilp Utsav' – 2017

Footwear Design and Development Institute Footwear Design and Development Institute (FDDI), Jodhpur participated in an extravagant Industrial and Handicrafts fair "Paschimi Rajasthan Udyog Hastshilp Utsav" which was held from 3rd to 12th February 2017 at Ravan Ka Chabutra, Jodhpur.

The Utsav provided an opportunity for dialogue & exchange of opinions and was one of the most promising platform for introducing the various programmes of FDDI to an eager and growing market of large potential pool of students of the region.

The Utsav was organized under the aegis of the District Administration & District Industries Center, Jodhpur in association with Rajasthan State Industrial Development and Investment Corporation (RAJSICO) to promote & provide opportunities to artisans, craftsmen & industries for exhibiting & marketing their exclusive products.

The Utsav has already attained the height of national level exhibition as it attracts almost 10,000 people every day. It boasts about its immense treasure of industrial and craft products as it displayed the State's culture in form of beautiful crafts.

All the government, semi-government departments, artisans, handicraftsmen, cottage industries and entrepreneurs participated in this mega event.

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Fashion show in progress

The students of FDDI displayed a wide range of creations at its stall located in the Central Dome.

The students also performed on a gala cultural evening on 06th February to an audience of approx. 2000 people. The students displayed their creativity in form of fashion show, singing & dance performances and displayed an array of self-made articles on the ramp.

During the Utsav, brochure of FDDI was distributed to the students who came to visit the fair seeking career opportunities provided by the various professional programmes of the institute.



FDDI, Jodhpur participates in the fair 'Shoe World-2017'

Footwear Design and Development Institute (FDDI), Jodhpur participated in the fair 'Shoe World-2017' which was held from 9th to 12th February 2017 at Gandhi Maidan, Jodhpur.

The fair was successful in introducing the various programmes of FDDI to the students their parents, teachers and guardians.

The fair was organized by Rajasthan Patrika, in association with Jodhpur Footwear Association.



A view of the stall

Approximately, all the footwear retailers, wholesalers and industrialists of Jodhpur and nearby participate in this mega event.

FDDI, Jodhpur showcased its students' creativity and footwear production process related items in the stall.

The fair was successful in introducing the various programmes of FDDI to the students their parents, teachers and guardians.

During the fair, the major leading footwear brands of the country displayed

their products that included ladies and gents shoes, casual and formal footwear and sports shoes etc.

Jodhpur, the second largest city in Rajasthan, has secured the number 10 spot in the TripAdvisor's global 'Travellers' Choice awards for Destinations on the Rise'.

Woodland may extend EMI scheme to brick and mortar stores

Choose. Buy. Swipe and convert to EMIs. That has been the norm across India, mostly for high value electronic goods.

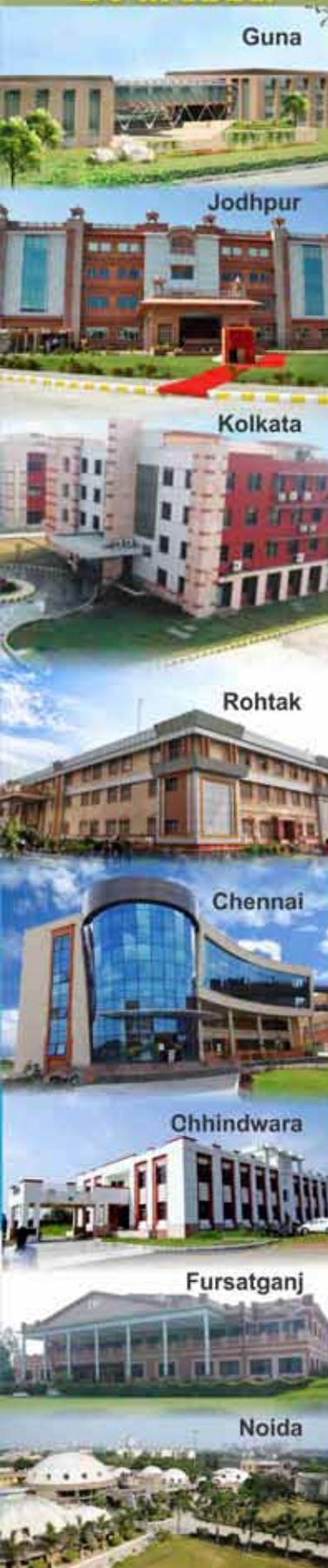


But, what if the same is introduced for apparel and footwear?

Outdoor apparel and footwear company Woodland – which had earlier introduced an EMI scheme for customers buying through the company's website – is now considering an extension of this option to brick and mortar stores.

According to Mr. Harkirat Singh, Managing Director, "good response" for the EMI scheme had prompted the apparel and





shoe-maker to explore the option of extending the offering.

Pick-up in EMIs

“We had piloted this on our online sales as of now and have seen a good response. Will be replicating the same across our retail network in times to come,” he told Business Line during an interview.

Nearly 15 per cent of Woodland’s sales are through this scheme. The company is targeting a turnover of Rs. 1,300 Crore by the end of this fiscal.

“EMI availability boosts the average selling price and we have seen numbers grow,” Mr. Singh said, adding that the average value of products sold through this scheme is pegged at Rs. 3,000 and above.

Introduced only for online transactions – buying through the company’s website – in end 2015, the scheme saw selling price – minimum purchase of Rs. 3,000 and above – of being broken down into three monthly instalments.

Woodland has been routing its EMI transactions via a payment gateway which in turn offers multi-EMI solutions across major credit cards.

Some of the banks with which Woodland has a tie-up include Axis Bank, ICICI, Ratnakar Bank, Standard Chartered. In 2009, Levi’s had entered into a similar tie-up with banks to launch EMI schemes. In that case too, transactions of a certain

minimum amount made from Levi’s stores using the selected credit cards were entailed for EMIs.

International Operations

Woodland, meanwhile, has entered into an agreement with Chinese footwear major Aokang International for sale of its products (shoes) in China.

Aokang’s products will also be sold through Woodland stores here in India.

Listed on the Shanghai stock exchange, Aokang International has over 5,000 brand stores and owns five footwear brands.

This apart, Mr. Singh pointed out that Woodland will also look to consolidate its presence in Russia.

The company re-entered the market some two years back, after exiting it in the 1990s.

(Source: Business Line)

Now, DKNY likely to Bid Adieu to India

American premium fashion brand DKNY has become the latest on a list of global brands that have failed to crack the Indian market and decided to move out.

Several mall executives and DKNY store managers ET spoke to confirmed the development, though the head of its India franchisee, DLF Brands, denied the company was completely exiting the country.



“DKNY is packing and exiting India,” said a top executive of a mall in New Delhi, where the brand closed its store recently.

Timmy Sarna, head of DLF Brands, said the company has closed “a few” stores but will continue to operate four outlets — all in DLF-owned malls in the National Capital Region.

“We are continuing with four stores and have shut two loss-making stores. There was one in Kolkata and one in Mumbai which we shut,” he said.

However, the DKNY outlet in DLF’s Mall of India in Noida – among the ones which Sarna said will continue to operate – is closing, according to sources. Same is the case with DLF Place Mall in Saket, where the DKNY outlet is shuttering in March, according to another source.

An email sent to DKNY in the US did not elicit any response for several days.

Sources say the brand could be exiting India due to differences with the Indian partner. However, Sarna denied the allegations.

(Source: The Economic Times)

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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

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

To be continued...