



Guna



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13th January 2017

Issue No. 606



Kolkata

Awareness programme on 'Intellectual Property Rights (IPRs) in India' held at FDDI, Rohtak

With the purpose of generating awareness of 'Intellectual Property Rights (IPRs) in India', a day-long programme was held at Footwear Design & Development Institute (FDDI), Rohtak campus on 6th January 2017.

The awareness programme provided a comprehensive understanding of the fundamentals of IPRs which has placed itself on a pedestal in the context of economic growth and is becoming increasingly important.



Rohtak

The programme was conceptualized by the PHD Chamber of Commerce & Industry, New Delhi and was aimed at spreading knowledge about the emerging role of IPRs in academia and industry altogether. In the contemporary era of globalization involving multilateralism, protection of original thoughts, processes, literature, artwork etc., is of significant importance.

During the programme, various eminent speakers briefed about the IPRs and suggested to take measures for protecting one's ideas & business strategies.

Dr. Jitendra Sharma, Examiner of Patent & Design, Indian Patent Office of the Department of Industrial Policy & Promotion (DIPP), briefed about the IPRs, their relevance, types & their

classification. He envisaged on the protection of new and novel inventive work, its industrial applicability & legal support in form of copyright protection act. He overviewed the commercialization & technology transfer, issues faced by R&D, academicians & industry for implementation of IPR.



A speaker briefed about the IPRs

Mr. Shubhashish Gaur, Deputy Secretary, PHD Chamber of Commerce & Industry in his address underlined the growing importance of IPRs in India and his institution's commitment in disseminating it through such awareness programmes. He advised the students to protect their work to avoid any inconvenience later.

In his inaugural keynote address, Dr. Atul Asthana - Centre Head, cited the importance of IPRs in global trade, commerce & industry aspect.



Chennai



Chhindwara



Fursatganj



Noida



Mr. Ritesh Gupta (HoD, Business & Entrepreneurship) in his speech, discussed the relevance and the growing need of intellectual property rights in academia.

Mr. Anil and Mr. Rahul Yadav (Advocates & Faculty from Kautaliya Law Institute) shared the role of IPs in business plan, intricacies of identification, security, registration & protection of IPs. They also focused on the competitive threats of IPs in the business world and their solutions through trade mark, copyright & patents. They explained its processes and arising benefits of copyright & its protection.

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The programme was attended by all HoDs, faculties & the students of the institute. There was an interactive session during which students and the faculties cleared their doubts related to the topic.

Keynote lecture by FDDI, Fursatganj staff during the 'National Workshop on Skill Development & Employment Generation'

Ms. Urmila Kharkwal, Sr. Faculty (Retail) of Footwear Design & Development

Institute (FDDI), Fursatganj delivered a keynote lecture during the 'National Workshop on Skill Development & Employment Generation'.

During the workshop, delegates and trainers from reputed institutions & organizations of the country, with their knowledge & multifarious experience, focused to train the participants to learn the skills required for self-employment.

The workshop was sponsored by University Grants Commission (UGC) & Ministry of Human Resource Development (HRD), Government of India, Securities and Exchange Board of India (SEBI) & BSE IPF and organized at Deen Dayal Upadhyay Kaushal Kendra from 21st to 27th December 2016 in collaboration with Sardar Bhagat Singh Government Post Graduate College and NNJITI, Rudrapur, Uttarakhand.

The other delegates who enriched the participants were Prof. Ram Swaroop Singh Chauhan-Ex-Director of Indian Veterinary Research & Head of Department of Pantnagar Veterinary Pathology; Dr. Sanjay Kumar Dwivedi-Sr. Scientist, Defence Research and Development Organization (DRDO); Mr. Prakash Kumar Jha- Head of Quality Development Ashok Leyland; Mr. Nikhilesh Shaondilya- Total Quality Manager Ashok Leyland.

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Ms. Urmila Kharkwal motivated the participant to develop self-employment by focusing on the skill of hand art of India.



Dignitaries on the Dias

She shared her findings and figure out the statistical data and with her analytical approach she observed that the people of the country are ignoring the talent of traditional art imbibed from generations in their hands due to scarcity of the sources to market and sell their artwork. She informed the participants about different channels, sources and organizations where they can sell their valuable articles.

Counselling through such workshops is a right attempt in the right direction to provide the youth with self-employment opportunities for securing progressive livelihood based upon one's interest & aptitude.

Buzz of Puma signing up Kohli gets louder

Indian cricket captain Virat Kohli may tie up with sportswear brand Puma

following the end of his three-year endorsement deal with rival Adidas. Kohli and Adidas parted ways amicably in November 2016 and highly placed sources say the cricketer has been on the lookout for a sportswear sponsorship since then.

As things stand, Kohli has 16 brands in his endorsement portfolio, including bat sponsor MRF. A potential sportswear deal then with Kohli will include one which involves other parts of his kit, namely his shoes, pads and gloves. Even then, Kohli is unlikely to go below the Rs. 10 Crore a year that Adidas paid him for three years.

A mail sent to Puma India elicited no response till the time of going to press. Kohli's manager Bunty Sajdeh, who is chief executive officer of Cornerstone Sports and Entertainment, said the news was speculative and there was no truth in it.

While Puma has had a brand endorser in cricketer Yuvraj Singh since November 2011, the last few months has not seen much activity from the two. Apart from wearing Puma shoes, pads and gloves, the brand features on Singh's bat, considered the most prized asset in a sportswear deal.

But the Puma sticker was missing from Singh's bat in India's warm-up match with England on Tuesday, increasing buzz of the two having parted ways.



Up until last year, Puma paid Singh Rs. 4 Crore for having its sticker on his bat. This was the third-highest after Kohli and M S Dhoni, who were paid Rs. 8 Crore and Rs. 6 Crore for having stickers of MRF and Spartan respectively on their bats.

Kohli and Dhoni are also among the top two endorsers in the cricketing world, charging Rs. 2 Crore and Rs. 1.5 Crore respectively per day as endorsement fees.

While Kohli is amongst the biggest cricketing sensations at the moment, sportswear will not be the only gap that he will have to fill in his endorsement kitty. Sources in the know say Kohli's 18-month endorsement deal with Audi is up for renewal, implying that a four-wheeler slot is also open. And the big gap in smartphones was filled on Monday, with Kohli being appointed as brand ambassador of Gionee.

(Source: Business Standard)

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 ₹
11 FASTENERS		
11.8	Security of attachment of retainer to long load	600
11.9	Tensile / Breaking strength	600
11.10	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
12 LACES		
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
13 SAFETY FOOTWEAR		
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
14 CARD BOARD BOXES		
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
15 HAWAI CHAPPAL		
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 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...