



Guna



Hyderabad



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Jodhpur

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Kolkata

FDDI Kolkata observes Swami Vivekananda's 154th birth anniversary

On 12th January, 2017, Footwear Design and Development Institute (FDDI), Kolkata observed the 154th birth anniversary of Swami Vivekananda with much respect and perseverance.

Philosophies, teachings and ideas of the Swami Vivekananda are the great cultural & traditional assets of India.

All the students and staff of FDDI Kolkata paid their floral homage to the great saint on this occasion.

The program started with the lighting of the lamp by the senior officials of the campus followed by floral homage to the great saint.

During the program, each member present was given a copy of the historic speech delivered by Swami Vivekananda at the World's Parliament of Religion held at Chicago on 11th September, 1893.

The entire staff of FDDI Kolkata remembered the philosopher's contribution to nation building who boosted up a 'Sense of Nationalism' in the 'Colonial India'.



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Swami Vivekananda was a key figure in the introduction of the Indian philosophies of Vedanta and Yoga to the Western world and is credited with raising interfaith awareness, bringing Hinduism to the status of a major world religion during the late 19th century.



A staff paying floral homage

Philosophies, teachings and ideas of the Swami Vivekananda are the great cultural & traditional assets of India.

He was the disciple of Ramakrishna Paramhansa and founded Belur Math, Ramakrishna Math and Ramakrishna Mission.

Swami Vivekananda's birth date is celebrated as 'National Youth Day' throughout the country with the aim of making better future of the



country by motivating the youths through the way of life and ideas of the Swami Vivekananda.

DIPP to promote leather brands

Indian government is all set to give home grown leather brands like Woodland, Red Tape, Hidesign a marketing and promotional fillip to compete with Louis Vuitton, Hermes, Salvatore Ferragamo of the world through a new scheme.

“We will provide funds and facilitate through other possible means to take these brands across the globe. There is no reason why India cannot produce the next big luxury leather brand and grow from simply being a contract manufacturer,” a senior government official said.

The Department of Industrial Policy and Promotion (DIPP) is interacting with the private players in the sector to finalise the scheme. Brands would be able to access overseas markets through global exhibitions, trade fairs without having to set up their own individual offices abroad.

“India should become an exporter of brands and not just of material in the leather sector... countries like

China are pushing their brands. It is a collective effort of the government and private labels,” said Mr. Harkirat Singh, Managing Director, Woodland India.

DIPP is also in talks with the global luxury brands to encourage them to set up manufacturing units in India. With one of the world’s largest stock of cattle, India gets access to abundant raw material for the industry. Leather is one of the focus sectors under the Make in India initiative with exports in the sector projected to grow at 25% per annum over the next five years.

(Source: The Economic Times)

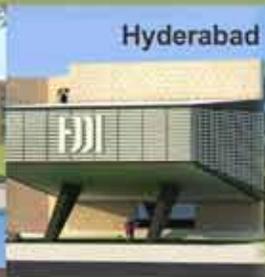
Bata to choose franchise model for store expansion

Bata India is eyeing Tier III and Tier IV cities through a franchise model rather than opening new stores, according to Mr. Rajeev Gopalakrishnan, President, South Asia, Bata Emerging Markets.

“Considering the fact that retail business will grow rapidly in Tier III and Tier IV markets over the next five years, due to increasing disposable incomes and the fact that these markets are largely unrepresented by organised



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players, it was decided to enter new markets through franchising instead of opening own stores," he said. "Most important point in managing the franchisee business is to ensure that partners grow consistently with brand and get decent return on their investment."



In 2015-16, Bata recast its plans of opening 100 stores every year and decided to concentrate instead on achieving same-store growth. "We have been following dual strategy of driving same store-growth and opening new stores," he said in an email interview.

Bata currently has 64 franchise stores and about 1,300 retail stores. Bata has five manufacturing units and 7,770 employees. It sells 50 million footwear pairs annually. Bata India is part of the Switzerland-based Bata Shoe Organisation.

Bata is evaluating new locations and has currently identified "100 potential trade areas that cover both malls

and high street areas. Almost 40% come from cities, while the remaining will come from low tier cities and towns where consumers are looking for convenience, latest designs and diverse-range for various occasions.

"We plan to open stores focussing on Bata, Hush Puppies, Footin thereby catering to various segments," Mr. Gopalakrishnan said.

(Source: The Hindu)

Commerce Ministry app for SEZs

The Commerce Ministry on January 15, 2017 said it has launched a mobile app 'SEZ India' which provides detailed information related to special economic zones.

The app was launched under the ministry's e-Governance initiatives.

"The app and would help the SEZ units and developers to find information easily and track their transactions on SEZ Online System," the ministry said in a statement.

Developers and units can now file all their transactions digitally through this system and track the status, it said.



The app is available on android platform. It has four sections — SEZ Information, SEZ Online Transaction, Trade Information and Contact details.

(Source: Business Line)

OBITUARY

With profound grief we regret to inform the sad demise of Mr. Alfred Fredrick who passed away on 14.01.2017.



Mr. Fredrick was associated with FDDI Chennai as Assistant Manager (Maintenance) since 21st February 2011.

His loss leaves the FDDI fraternity with a deep void. We extend our heartfelt condolences to the bereaved family and pray to the almighty to grant peace to the departed soul.

Entire staff of:
Footwear Design & Development Institute (FDDI)

Physical Laboratory Testing Services Provided by FDDI, NOIDA		
S. No.	Test Description	Charges in ₹
5 TOE PUFFS & STIFFENERS		
5.1	Elongation at break	600
5.2	Change in area	600
5.3	Bondability	600
6 ADHESIVES		
6.1	Peel strength	900
6.2	Heat resistance	600
6.3	Shear strength	600
7 HEELS		
7.1	Heel pin holding strength	600
7.2	Resistance to Splitting	350
7.3	strength of top piece attachment of heel	600
8 SHANK		
8.1	Rockwell hardness C	250
8.2	Longitudinal stiffness	700
8.3	Three point bending	600
9 THREADS		
9.1	Breaking Load and extension at break	600
9.2	Twist per unit length	300
9.3	Tenacity	250
9.4	Tex	250
9.5	Colour fastness	200
9.6	Composition	600
9.7	Balance of twist	150
9.8	Thread abrasion	600
10 TAPES & BINDINGS		
10.1	Bondability (self adhesive tapes)	600
10.2	Elasticity (Elastic tapes)	600
10.3	Colour migration	200
10.4	Breaking strength	600
10.5	Endurance test on elastic tapes	800
11 FASTENERS		
11.1	Resistance to repeated opening & closing	600
11.2	Lateral strength of slide fasteners	600
11.3	Strength of slide fastener pullers	600
11.4	Attachment of slide fastener Top stops	600
11.5	Attachment of slide fastener Bottom stops	600
11.6	Slider locking strength of slide fasteners	600
11.7	Security of attachment of retainer to lateral load	600

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...

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