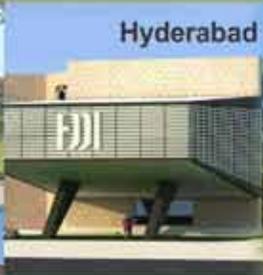




Guna



Hyderabad



Punjab



Gujarat

Patna



Jodhpur

27th January 2017

Issue No. 608



Kolkata

FDDI Patna commences Skill Development Programmes for Cluster Development in Bihar

Footwear Design & Development Institute (FDDI) Patna campus commenced short-term 'Footwear Manufacturing' and 'Leather Products' training programme for Cluster Development in Bihar.

The main objective of Industry Department of the Government of Bihar is to develop clusters, with a support from FDDI for further development of Centralized Resource Centres (CRC) across the State & support in upcoming leather parks in various Districts of Bihar.



Rohtak

The first batch of the six months and three months programmes commenced on 15th January 2017 having 400 trainees.

The programme, sponsored by Department of Industry, Government of Bihar & implemented by FDDI aims to prepare a skill workforce, technicians for developing clusters for small scale industry setups.



Theory session in progress



Chennai



A view of the 'Orientation Session'

The focus of training programmes is to provide an advanced skill based training session for footwear manufacturing technology and leather product, mechanical and manual based design formation and to impart revenue generating skills and cluster development in the areas of footwear manufacturing, leather accessories making like Designing, Pattern Cutting, Closing, Assembling, Quality Control, Cost Effectiveness and to develop Entrepreneurship Skills.



Chhindwara

FDDI Patna had initiated the same on a large scale at its own campus to train manpower of 1145 shortlisted applicants for skill development.



Fursatganj

The first batch of the six months and three months programmes commenced on 15th January 2017 having 400 trainees.



Noida

During the training, skill(s) and knowledge is imparted on the most appropriate and latest technology of footwear manufacturing, systems,



materials and method of production so that adequate trained manpower is available in the industry to cope up with the requirement of Footwear/Leather industry besides spreading and sustaining a technology and per person productivity culture in the Indian leather industry

By providing gainful, sustainable, decent high wage employment opportunity, it will enable in achieving measurable social security benefits in the long run.

FDDI Patna has also received a proposal from Industry Department, Government of Bihar to organise a special session of Footwear and Leather Sector training session for Industry Department, GM District Industry Centres (DIC's) of all the Districts of the State in mid-February 2017.

Footwear companies turn more 'casual' to put themselves in the shoes of young India

Gone are the days when Relaxo Footwears Ltd. was known only for its white and blue Hawaii chappals. The 40-year-old company now makes casual and semi-formal footwear brands such as Flite (women footwear), Sparx (sports shoes and sandals) and Bahamas (trendy slippers). The company also changed its logo recently to target the "trendsetting young India".

Liberty Shoes Ltd, a 62-year-old footwear brand, too, is revamping its product strategy. The Haryana-based company, once known for its formal leather shoes, has now shifted focus to the casual footwear segment, which currently accounts for 50% of its overall revenue - up 40% from five years ago.

Leading footwear brands, including Bata India Ltd., Relaxo and Liberty, are reviewing their product portfolios and marketing strategies to woo young buyers.

"Brands like Bata and Relaxo want to rekindle their relationship with the youth. They are repositioning themselves and expanding operations beyond core products," said Ankur Bisen, senior vice-president at retail consulting firm Technopak Advisors.

"There is a sharper focus on the marketing strategy. A lot of innovation has gone into the Bahamas brand. The slippers are more trendy and funky," said Rajeev Bhatia, assistant vice-president, marketing, Relaxo Footwears. The company, which operates over 250 exclusive stores, ended 2015-16 with a revenue of Rs.1,700 Crore.

Bata has renovated its flag-ship stores, making them more 'European inspired', introduced hand-crafted collections and is also planning to double its advertising budget next year. The 86-year-old



company has also introduced pedicure services (in Delhi and Kolkata) to expand its consumer base in the Rs. 20,000 Crore branded footwear market, growing at a rate of 12% to 14% every year.

“It is more related to foot care—taking care of issues related with foot like corns, ingrown nails etc. Our experts suggest the suitable footwear products for individuals,” said Rajeev Gopalakrishnan, president, South Asia, Bata Emerging Markets.

Bata sells footwear through 1,250 exclusive stores, as well as distribution retailers.

“Today, youth fashion has become casual. From formal footwear, which once contributed 70% to our overall revenue, we are focussing on casual wear shoes,” said Adesh Kumar Gupta, CEO, Liberty Group, which sells through 530 exclusive stores, and plans to add 50 more this year. The company also plans to invest Rs. 200 Crore over the next three-four years for expansion.

(Source: Hindustan Times)

PETA is now a Louis Vuitton shareholder

People for the Ethical Treatment of Animals (PETA) said it has bought one share in LVMH to enable it to put pressure on the French company to stop

selling products made with exotic animal skins.

Paris, France – Luxury good maker LVMH said its Louis Vuitton brand has ceased all trading with Vietnamese farms, which animal rights activist group PETA alleged mistreated crocodiles, whose skins are used to make handbags and other accessories.

“The LVMH group and its suppliers ceased all trading in 2014 with the farms named by PETA,” LVMH said last week, adding that it sources its crocodile skins from other Asian suppliers.

PETA said it had bought one share in LVMH to enable it to put pressure on the French company to stop selling products made with exotic animal skins.

The animal rights group, which has long campaigned for changes by luxury goods groups, released a film which it said showed poor conditions at farms that have supplied LVMH. It did not name the farms concerned.

This is not the first such campaign by PETA. In 2015 it alleged luxury goods group Hermes was sourcing skins from a crocodile farm in Texas which it also said was not treating the reptiles properly.

Actress and singer Jane Birkin responded by asking Hermes to remove her name from one of its best-selling handbags.



Hermes said it had investigated those allegations and re-assured Birkin that it imposed the highest ethical standards for the treatment of crocodiles on its suppliers and was conducting monthly checks on them.

(Source: DNA)

Carrefour Q4 sales growth slows as France lags

Carrefour, the world's second-largest retailer, said sales growth slowed in the fourth quarter, reflecting a weaker performance in its core French market where hypermarket stores still lagged amid a persistently difficult environment.

In Brazil, the group's second-largest market after France, business was resilient despite a slowing economy.

However, in China, where Carrefour is restructuring its operations, the rate of decline in sales slowed to 5.4 percent from 7.8 percent in the third quarter.

(Source: The Financial Express)

Compiled by: Resource Centre (RCIP), Footwear Design & Development Institute (FDDI) (Ministry of Commerce & Industry, Government of India)
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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

To be continued...

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