

FDDI NEWSLETTER

Be Ambitious.
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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA



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10th November 2017

Issue No. 649

KOLKATA



FDDI participates in the 'Meet at Agra 2017'

Footwear Design & Development Institute (FDDI) participated in the 11th Edition of 'Meet at Agra 2017' – a Leather, Footwear Components & Technology Fair which was organized from 3rd – 5th November 2017.

The fair was organized by the Agra Footwear Manufacturers and Exporters Chamber (AFMEC) at BSNL Ground, Mall Road, Agra.

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& adhesives, technology and machinery were the products displayed in the fair.

During the fair, a panel discussion on Goods & Service Tax (GST) was also held in which Mrs. Revathi Roy, Chairperson, FDDI and the Managing Director of FDDI, Mr. Arun Kumar Sinha, IAS shared the dais and expressed their views as eminent panelist.

Agra is the biggest footwear manufacturing hub of India. It manufactures footwear to cater for 65 % of the total domestic requirement. It has 30% share in total exports of leather footwear from the country. Most of the world's most popular brands are sourced from Agra.



Dignitaries sharing the dais

On this occasion, Mrs. Revathi Roy, Chairperson, FDDI, Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI, Mr. Vivek Sharma, IRS, Secretary, FDDI, Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI were present.

The exhibitors from all over the country & overseas participated in the fair. Leather, footwear components, chemicals



Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI giving presentation

Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI also gave a presentation on the activities undertaken by FDDI.

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The fair offered good business opportunity and was successful in identifying the huge opportunities existing in Agra.



A view of the participants present during the inauguration of 'Meet at Agra 2017'

The students of FDDI displayed a wide range of creations at its stall no. 54 located at Hall-A that included ladies and gents shoes, casual and formal footwear and sports shoes, fashion accessories, leather goods - travelware, belts, portfolios, handbags and wallets.



Mr. V. K. Singh, Under Secretary, DoC, & Mr. Sanjay Kumar, Regional Director - North, Council for Leather Exports (CLE) interacting with the students at the stall of FDDI

The information about FDDI's laboratory services, various training programmes,

consultancy services through brochure and one-to-one meeting and interaction with the companies regarding the placements of the students was also held carried out.

The students of FDDI also visited the fair where they had the opportunity to acquire knowledge regarding the trends & technological advancement taking place in the leather, footwear & allied industry.

The innumerable visitors present included footwear manufacturers, institutional buyers from across the globe, designers, technicians and government representatives.

6th Annual Visual Merchandising Competition held at FDDI, Noida

Footwear Design & Development Institute (FDDI), Noida hosted the sixth Visual Merchandising (VM) Competition "Jharokha... Glimpses of Visuals" at its premises.



The display made by students of FDDI, Noida which won the first prize

It was held at three levels. Whereas the first level was Inter Departmental competition

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held at each campus, the second level was Inter Campus and the third level as Inter College competition held on 2nd and 3rd November 2017.

Overwhelming response was received from all the campuses. Various colleges/institutions like JIMS, Pearl Academy, Amity, APJ Institute of Design etc. participated in event.



VM display by students of FDDI, Noida

This year theme was 'Digital India'. Young and enthusiastic participants designed highly creative windows showcasing various aspects of the theme. Technology, colour, design elements were highlighted in their work.

The competition encouraged the participants to experiment with creativity and innovation and create a stunning, unique window display on a small budget. With the retail revolution going on in the nation, Visual Merchandising comes up as an attractive area for people with creative bend of mind.

The window display was judged by industry experts Dhirender Ralhan (Central -

Regional VM), Kaushik Sheel (Area VM North- Shopper Stop), Tina Singh (VM Head - Ritu Kumar), Neha Sharma Joshi (VM Head - Swatch), Nainpreet (Zonal Head - Forever New).

The winners of competition were from FDDI (Noida) Ria Gulati (IPRM), Shubham Srivastava (B.Des.) and Shubham Gandhi (FD).

Interactive Session of FDDI, Noida students with Head of Talent Acquisition- Relaxo Footwear

On November 06, 2017, the student of the Footwear Design & Development Institute (FDDI), Noida had an interactive session with the Head of Talent Acquisition- Relaxo Footwear, Dr. Nilanjan Mukherjee.



Interactive session in progress

An alumnus of IIM Lucknow, Dr. Mukherjee is holding Ph.D. (HR), M.Phil. (HR), MBA (HR & Mktg.), PGDCA, GNIIT, B.COM (Taxation), Diploma in Labour Law, Diploma in Quality Management, NELTS Qualified and presently pursuing LLB.

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
1.	COMPLETE FOOTWEAR	
1.1	Shoe water proofness	500
1.2	Shoe flexing at room temperature	
a.	Casual shoes	1200
b.	Sports/heavy duty shoes	1200
1.3	Shoe flexing at low temperature	2000
1.4	Heel attachment strength	600
1.5	Strap attachment	600
1.6	Strength of attachment of Bows & Trims	600
1.7	Whole shoe topline strength	600
1.8	SATRA sole adhesion test	600
1.9	16 point bondability test	1400
1.10	Calibration	1200
1.11	Leakage resistance	600
1.12	Slip resistance for safety	1400
1.13	Slip Resistance as per SATRA	4500
1.14	High Voltage	3000
1.15	Thong attachment	600
1.16	Top piece attachment	600
1.17	Heel impact	1500
1.18	Heel fatigue	1500
1.19	Peel Strength	600
1.20	Visual observation	1000
2.	LEATHER/SYNTHETICS/UPPER MATERIALS	
2.1	Flexing resistance at room temperature	700
2.2	Flexing resistance at low temperature	2000
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

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2017-18 * The said discount is not applicable on inter-lab testing & package fee

Dr. Mukherjee carries a vast experience with work portfolio in Motorola, Tata and JK Group. He is a famed speaker with experience of having trained more than 12,000 professionals in varied subjects.

During the two and half hour interaction, the students participated in large numbers and garnered a lot of interest in the topic 'A to Z of Success in Professional Life'.

Dr. Mukherjee spoke about persuasion skills, flexibility and ethical grounding that play a major role in ensuring one's career progression.

He ended the discussion by thanking the students for making it a highly interactive and lively discussion.

FDDI, as an institute provides ample opportunity to its students and they are groomed to handle their professional profile in a manner as to serve as agents of continuous improvement and change.

This is one in the series of regular Industry interactions. Prior to this too, famed speakers from the Industry have been coming for interactions to impart valuable lessons and information and address students to make them industry ready.

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