

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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24th November 2017

Issue No. 651

KOLKATA



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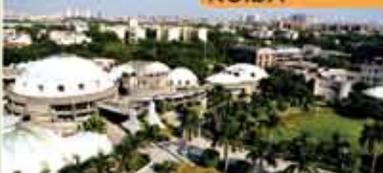
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'Fashion Blazon 2017' held at FDDI, Noida

On 17th November 2017, the students of the Footwear Design & Development Institute (FDDI), Noida hosted a fashion show 'Fashion Blazon 2017' in the Institute.

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



Mr. Arun Kumar Sinha, IAS Managing Director, FDDI lighting up the 'Inaugural Lamp'

Mr. Ravinder, Joint Secretary, Department of Industrial Policy and Promotion (DIPP), Government of India graced the occasion as the 'Chief Guest'.

The fashion show had nine sequences that opened with the first sequence 'Marigold', which was entirely inspired by the Maharashtrian culture. The collection beautifully depicted 'Modernity in Tradition'. Next was a collection based on the theme of 'Yoga' followed by 'Valentine Collection'. The glamorous garments, perfect for a

romantic evening, totally stole the show. Other sequences were based on themes like, 'Tie and Dye' – presenting ancient art majorly used in Rajasthan and Gujarat; 'Game of Thrones' – showcasing the inspiring characters from the famous TV show thereby capturing the Westeros Feel; 'Van Gogh', 'Silver', and 'Madhubani' themes, were equally innovative. Giving a beautiful closure to the fashion show, a collection inspired by the queen of Chittor, Rani Padmavati, was also showcased, which was witnessed by the famous Costume Designer of the upcoming movie, Padmavati, Mr. Harpreet Narula.



Mr. Harpreet Narula, Costume Designer of the upcoming movie - Padmavati receiving memento from Mr. Ravinder, Joint Secretary, DIPP, Government of India

The fashion show was choreographed by Bollywood's leading fashion show director and choreographer, Mr. Kaushik Ghosh.

Amalgamating creativity with contemporary ideas, numerous students of the institute presented self-designed fashion attires, jewellery and footwear.

The scintillating show was a big success and great opportunity for the students of

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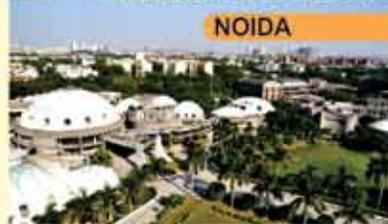
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FDDI as they displayed creativity not only in designing the garments, but, versatility in organizing and also modeling for the show.



Models on the Ramp

The show was attended by renowned designers and fashion industry experts which included, Mr. Harpreet Narula, Costume Designer for the upcoming epic drama 'Padmavati', Mr. Wattal, Owner of Chinar Carpets Pvt. Ltd., Mr. Gaurav Rai Gupta, Designer and Owner of House of Raisons, Mr. N. Roshan Singh, Chief Creative Officer, DBS Trend, Mr. Rahul Anand (Designer and Owner; Rahul & Anoushka), Mr. Abhishek Sharma (Designer) Ms. Preeti (Designer and Owner; Just Preeti), Ms. Pooja Joshi (Designer and Owner: Rida Amai), Mr. Varun Rehani (Designer and Owner: Varun and Nidhika), Ms. Kamlakshi Gupta (Bollywood Stylist), Ms. Kanchan (Web Designer), Mr. Amit Chopra (MD, Images Fashion Forum), Ms. Deepika Chopra (Publisher Fashion Shoes & Accessories), Mr. Bobo Meitie (Editor Fashion Shoes & Accessories), Ms. Shweta (Head Designer of Da Milano), Mr. Anish Rawra (Designer), Mr. Akhilesh Pahwa (Designer as a jury member)

and Mr. Anand Bhushan (Designer as a jury member).

'Fashion Blazon 2017' was a unique platform that acted as a springboard for the young talents searching for world recognition, offered them a chance to explore their creativity & creations and make them known in the contemporary fashion industry.

'Inter School T-Shirt Painting Competition' held at FDDI, Noida

Footwear Design and Development Institute (FDDI), Noida organized an 'Inter School T-Shirt Painting Competition' on 17th November 2017.



Students participating in the competition

The event was held in open air under the clear blue sky where more than two hundred fifty students from 17 schools from Noida, Greater Noida, Delhi and Ghaziabad participated with full enthusiasm and presented their creative views on the given theme 'Go Green'.

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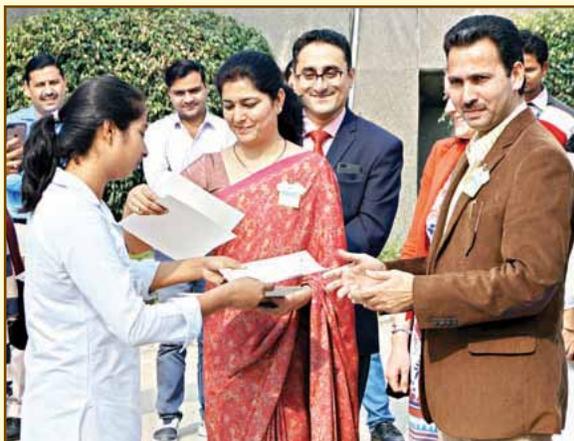
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As entire world, including our country is struggling with the problem of pollution, the topic was appropriate to encourage young participants pull their heart and soul in painting.



A students receiving the prize from Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI

Young artists enthusiastically weaved their imagination with the strokes of brush and came out with their creative best to spread the message of given theme 'Go Green'.

A wide range of mediums were used by the budding artists like acrylic colours, sketch pens, markers, sprays and sparkle pens.

The judging process began after students were asked to hang their entries around the lawns, a sea of white t-shirts all depicting a riot of colour and ideas which were judged by jury members.

Aditya Mittal from Khaitan Public School bagged the first position, Anushka Datta from Mayoora School and Harman Kaur from Guruharkishan School secured second and third position respectively. Mr. Adarsh Kumar, AFHQ CS, Executive Director, FDDI gave away the prizes and motivated the students.

Metro Cash and Carry to foray into online segment by December

As online retailers such as Paytm Mall and Amazon have strengthened presence in B2C food retail, global wholesaler Metro Cash and Carry has also observed the opportunity in the B2B e-commerce space and announced that it will allow its customers to place orders online by the end of December. Under the current regime, sales executives of Metro Cash and Carry collect orders from sellers. "Our sales teams go to the customer, punch in the order and it goes to the store concerned where the order is assembled. As soon as we receive the payment from sellers, the merchandise is dispatched and will be delivered to the customer within 24 hours," Mr. Arvind Mediratta, CEO and MD, Metro Cash and Carry India, said.

Walmart India, Metro's competitor in the B2B space, has also extended an e-commerce platform for its B2B players. Its Best Price store allows customers to browse and place orders via the online portal.

In FY16, Metro Cash and Carry reported a net loss of Rs. 91 Crore and sales of Rs. 4,629 Crore, up 16.5% over FY15, according to its filing with the Registrar of Companies. After more than 15 years of operations in India, the Germany-based wholesaler continues to post losses, while its rival Walmart India's losses declined 65% to Rs. 232.2 Crore in the 15-month period ended March 2016. Sales of the company grew 33.6% to Rs. 3,996 Crore in the same time frame, compared with Rs. 2,991 Crore for the 12 months ended March 2015.

However, Mr. Mediratta claims that the business will turn profitable in a few years. As Metro strengthens its focus on

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
2.20	Light fastness	1200
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
2.27	Needle abrasion	600
2.28	Maser flexing	1000
2.29	Vamp flexing for dry/wet/cold	2700
2.30	PVC Migration Test	1200
2.31	Identification of leather	1200
2.32	Leather dry-cleaning as per ISO	600
2.33	Colour fastness to perspiration	1200
2.34	Finish adhesion test	

3. PLASTIC/RUBBER/PU FOAMS/SOLING MATERIALS

3.1	Specific gravity/density	250
3.2	Tensile strength & elongation at break	600
3.3	Hardness	100
3.4	Ross/bennewart flexing index at room temp.	700
3.5	Ross/bennewart flexing index at low temp.	2000
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die "C" tear test	600
3.11	Hear shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	600
3.19	Tear strength	600
3.20	Izod Impact	1000
3.21	Ozone resistance	
a.	Upto 100hrs for 1st sample	3000
b.	Upto 100hrs for next 3 sample per sample	1000
c.	Upto 200 hrs for 1st sample	6000
d.	Upto 200 hrs for next 3 sample per sample	2000
3.22	Chemical resistance per chemical	400
3.23	Hardness of PU foams (Seats)	1000
3.24	Blooming test	2000

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

technology, it has also installed point-of-sale machines at local kirana stores, which will help sellers manage daily sales, track profitability and cash-flows and also link inventory management to the wholesaler's ordering systems. Currently, the company has more than 100 sellers under this programme to modernise retail.

"Our sales team has been given tablets, which give online information on pricing and availability of stocks in every store. By the end of this year, we will allow our customers to place orders on their own," he added.

Metro Cash and Carry has a 700-people sales team and it seeks to increase the number of stores from 24 to 50 by 2020. The company will be adding 30-40 sales personnel with each additional store. For the additional 25 stores, the company will be looking at large-format stores with an average area of 53,000 square feet. The company services three segments – small traders or kirana stores, HoReCa (hotels, restaurants and caterers) and services companies or enterprises. Currently, Metro garners about 40-45% of its total orders from Kirana and enterprises each and 15-20% from HoReCa. However, the company eyes huge opportunity in the HoReCa businesses, which is responsible for over 50% business in its foreign markets.

(Source: The Financial Express)

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To be continued...