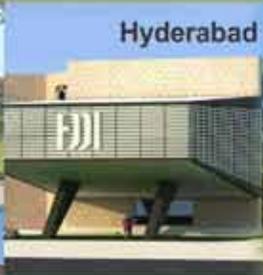




Guna



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01st September 2017

Issue No. 639

DIPP seeks views on new industrial policy; floats paper

The Commerce and Industry Ministry on 29th August 2017 said work is on to frame a new industrial policy with an aim to create jobs for the next two decades, promote foreign technology transfer and attract \$100 billion FDI annually.

The policy is expected to be released in October.

A discussion paper 'Industrial Policy-2017' floated by the Department of Industrial Policy and Promotion (DIPP) in this regard noted that despite India attracting huge FDI, foreign technology transfers have remained at "assembly level".

"Benefits of retaining investments and accessing technology have not been harnessed to the extent possible. FDI policy requires a review to ensure that it facilitates greater technology transfer, leverages strategic linkages and innovation," the paper said.

"What measures can facilitate technology transfer between foreign enterprises and domestic industries?" it added.

Seeking comments on the paper till September 25, the DIPP said the result of this exercise is to formulate an outcome-oriented actionable industrial policy that provides direction and charts a course of action for a globally competitive Indian industry which leverages skill, scale and technology.

Making a case for the new industrial policy, it said India today, as it was in 1991, is at an inflection point.

In 1991 it was a country trying to break the conservatism in enterprise but today it is a resurgent India aspiring for its rightful place on the world stage, the paper added.

It said India needs a "future ready" industrial policy so that the country attracts "\$100 billion inward FDI annually" in medium terms and "gainful" employment of the millions of aspirants who join the workforce over the next two decades in the long run.

Highlighting that India is now at the mid-point of the demographic dividend phenomenon which is expected to continue for another 20-25 years, the paper says there are several related concerns, including "projected upward trends in automation leading to job losses".

The paper said India needs to strengthen global strategic linkages by creating global brands and more FDI.

(Source: The Indian Express)

Kolhapuris to get a French accent

Kolhapuri chappals, which have been on the must-have lists of the fashion police and yet have been falling out of favour as everyday wear, is all set to get an uplift. With the intention of making it agreeable to both the young and the fashion-conscious, the State government and industry experts are roping in traditional artisans.

Along with improving their aesthetics and comfort and aligning these products with market trends, the move is expected to revive the dying art of hand-crafting leather Kolhapuri chappals and their falling market demand.

Despite enjoying the tag as a centuries-old traditional wear, Kolhapuris are gradually losing ground to branded footwear and cheaper knock-offs, which include those manufactured in States like Uttar Pradesh and Karnataka and are passed off as those from Kolhapur, where they originate.



The Maharashtra State Khadi and Village Industries Board (MSKVIB) has launched these design interventions and initiated the registration of a copyright under the name, 'Kalatmaka Kolhapur', to help consumers identify genuine heritage products.

ALL ABOUT KOLHAPURIS



- ▶ Kolhapuri chappals are mainly manufactured at Karvir, Kagal, Shirol and Hatkanangale in Kolhapur
- ▶ They are sturdy, heat-resistant, rugged and known for their quality and artisanship.
- ▶ The technique is passed down for generations; some models cost thousands of Rupees.

"This is a heritage craft, not just an occupation. It is inter-woven with the socio-economic fabric of a region," noted Ms. Richa Bagla, CEO, MSKVIB. She added they were working to upgrade skills and introduce design interventions for enhanced comfort and style.

Ms. Bagla said they had involved resource persons, including a former sourcing head of an international footwear giant and a Paris-based professor of shoe design, who went to villages, met artisans and suggested improvements.

The board has trained 35 craftsmen in a pilot project and will rope in more. By year-end, it plans to introduce around 3,000 pairs with improved designs. "We are looking at various marketing channels like malls, exhibitions, e-marketing and even exports," added Ms. Bagla, stating that linkages with premier designer chains were being considered.

The improvements include better sole, finesse, comfortable knot-placing, angles and designs. These sandals, which are otherwise flat-soled, can have separate models for children, colours for the youth and heels for women.

"We are working as an aggregator and collaborator. We are aggregating talents across the country and outside for those who want to contribute to the cause," added Ms. Bagla, noting that the focus was on making Kolhapuris contemporary and receptive to markets without diluting their traditional value.

It will tap the huge domestic and international demand, including in Europe, where handcrafted products are sought-after.

Officials said the board will create backward and forward linkages by skilling artisans in new techniques, patterns and industry trends and helping with marketing. Better tools, techniques and raw material will boost production and quality and attract fresh blood to the industry.

(Source: DNA)

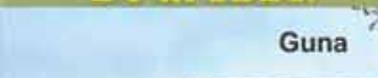
Woods casts itself in the millennial mould

The premium shoe brand takes aims at fashion-conscious youth as it revamps its retail spaces and product lines

Even as premium and luxury shoemakers from around the globe, such as Jimmy Choo, Bally, Pavers England and Charles & Keith sweat it out for a slice of the organised shoe market in India, homegrown brand Woods is going in for a makeover.

Having moved out of parent Woodland's shadow into stand-alone stores, it is revamping the retail experience, while defining its identity and clientele more sharply.

To start with, the shoemaker wants to differentiate its brand identity from that of Woodlands. Woods is a casual-premium brand, different from the mass-casual market that Woodlands caters to, says Mr. Harkirat Singh, Managing Director of Aero Group, which owns both Woodland and Woods brands. "Woods won't piggyback on Woodland any more. Woods conveys a philosophy which is quite opposite to Woodland, which deals in the casual- outdoor-adventure segment."



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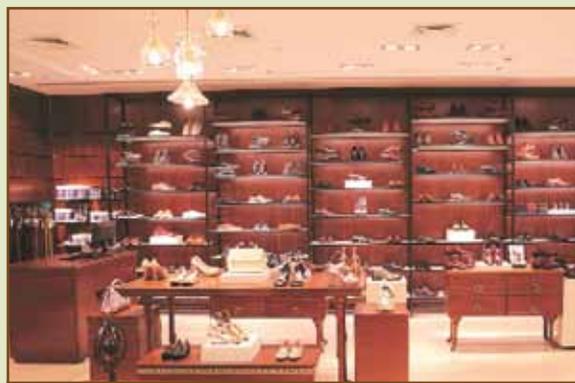


Fursatganj



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The two operate in separate price bands. Woodland shoes retail in the range of Rs. 3,000-5,000; Woods is priced between Rs. 5,000 and Rs. 12,000, in the premium and luxury band. The premium and luxury market for shoes in India is extremely small. India annually produces 2.1 billion pairs, of which about 90 per cent are consumed internally. According to a report by CARE (Indian Retail Industry-Structure and Prospects), organised footwear accounts for just two per cent of the organised retail market. Of this, the premium market is an even thinner slice. India's total retail market is worth Rs. 33,592 Crore, growing at 18 per cent, and is expected to cross Rs. 54,000 Crore by next year. According to analysts, the premium and luxury footwear segment amounts to Rs. 1,000-1,500 Crore.



While Woodland shoes cost in the range of Rs. 3,000-5,000, Woods products are priced higher between Rs. 5,000 and Rs. 12,000

For Woods, however, the numbers are not a deterrent. The company says the Indian youth is more aware of brands than earlier generations. Also, various consumer surveys powering the company's thrust into the segment indicate there is a growing demand for designer footwear that is also sturdy and tenacious enough for the Indian environment.

This has led to the entry of a number of international brands into the segment. Aldo,

Charles & Keith, Pavers England, Hush Puppies, Clarks, Steve Madden, Tod's and Bally, among others, are available in India either through exclusive stores or through multibrand outlets. Louis Vuitton and Jimmy Choo (now owned by Michel Kors), the luxury footwear brands in the world, have opened exclusive stores in India. Recently, French luxury brand Longchamp entered India and opened its first store at the DLF Emporio mall in Delhi. It plans to open a few more over the next year.

Almost 60% of the Woodlands stores have Woods brand in them and it is also sold through multi-brand stores such as Shopper's Stop & Lifestyle

For Woods, the entry of big international names is a validation of the promise that the market holds out. The first Woods Store in Delhi, an exclusive all leather footwear and allied lifestyle accessories outlet, was opened recently. Mr. Singh says in the next two years, the company will open around 25 Woods stores. Each store would involve an investment of Rs. 2-2.5 Crore, he said. The company has also tied up with Amazon and Flipkart.

For a long time now, the Woods brand has been a part of the Woodland stores. Almost 60 per cent of Woodland stores sell Woods products; it is also sold through multi-brand stores such as Shoppers Stop, Lifestyle and others.

Of a total revenue of Rs. 1,350 Crore, around 20 per cent was from the Woods brand in 2016-17. The number, Singh says, has been growing consistently at 15-20 per cent. "Today the brand has matured enough to have separate stores."



Mr. Singh is targeting the millennial consumer. He believes there is greater acceptance for brands with the look and feel of Woods today than earlier. Well-travelled and more exposed to global styles, these customers are hungrier for brands that meet their standards at home. Mr. Singh says the current market presents a dilemma for the brand in that while Woods has seen a steady acceptance by Woodland customers, it has failed to evolve into its own label. He is clear he does not want to develop it as a sub-brand. That was why he started standalone stores. The viability of Woods as a stand-alone brand may not be as good as Woods in Woodland stores. But, this will help create its identity and push the brand on a higher growth trajectory Mr. Singh says.

The brand is also planning to venture into shirts, T-shirts, women dress, party wears

The brand is also planning to venture into shirts, T-shirts, dresses and party wear. The company has hired a team of designers and a new line-up is expected by September.

The company is also on the lookout for a suitable endorser for the Woods brand and it plans to spend nearly seven-eight per cent of the sales budget on marketing alone.

(Source: Business Standard)

Compiled by: Resource Centre (RCIP), Footwear Design & Development Institute (FDDI) (Ministry of Commerce & Industry, Government of India) A-10/A, Sector-24, NOIDA- 201301

Phone : + 91-120-4500100, 4500107
Fax : + 91-120-2412556, 2411301
Editor-in-Chief: Vivek Sharma
Asst. Editor : Adarsh Kumar
Email : ashish@fddiindia.com
Website : http://www.fddiindia.com

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a.	For the first sample	6000
b.	For the subsequent three samples (per sample)	1000
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a.	For the first sample	8000
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a.	For the first sample	10000
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a.	For the first sample	16000
b.	For the subsequent three samples (per sample)	1500

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