

# HOOFERS

## Rethinking Footwear, RESPONSIBLY

Hoofers is reimagining footwear by challenging one of the industry's most entrenched norms, its reliance on plastic. Founded by entrepreneurs with a background in banking, the brand reflects a transition from conventional career paths to purpose-driven innovation.



**The Founders:** Naresh Maddisetty, Vinod Kandukuri & Sandeep Motepalli

*At its core is a simple idea: Footwear can be designed to work with nature, not against it.*



India's First Nature-Built Sneakers

At a time when synthetic materials dominate footwear manufacturing, Hoofers takes a different route. It focuses on natural, breathable materials, aiming to reduce dependence on petrochemical-based inputs that contribute significantly to environmental impact, particularly in a major production hub like India.

Rather than treating sustainability as an add-on, Hoofers integrates it into the very construction of its products. The brand emphasizes thoughtful material selection, efficient use of resources, and durability, promoting longevity over excess. The result is footwear that is minimal, functional, and environmentally conscious.

Supported in its early stages by Footwear Design & Development Institute (FDDI), Hoofers has built its foundation on research-led design and responsible innovation.

Positioning itself not as a definitive solution but as a progressive step, Hoofers reflects a growing shift in the industry where the future of footwear is defined not only by design, but by the impact it chooses to leave behind.

[www.myhoofers.com](http://www.myhoofers.com)



# Leather Making: Beyond SUSTAINABILITY

## The Regenerative Net-Positive (RNP) Approach

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For decades, the concept of sustainability has served as the cornerstone of responsible industrial development, anchored in the principle of “doing less harm.” It emphasizes reducing resource use, lowering emissions, and maintaining balance. However, this approach often results in a neutral impact, which is insufficient in the face of escalating climate change, biodiversity loss, and social inequities.

Moreover, sustainability alone cannot reverse the existing damage. Therefore, it is time to think “Beyond Sustainability, that is, creating a positive impact to restore what has been lost.

The Regenerative Approach goes beyond sustainability, with its core principle being to restore, renew, and enhance natural systems, societies, and economies, rather than merely preserving them.

### RNP the Leather Sector

To shift the leather sector from conventional sustainability to beyond sustainability, five guiding rules are proposed:

#### 1. Reduction in Reliance on Virgin Resources

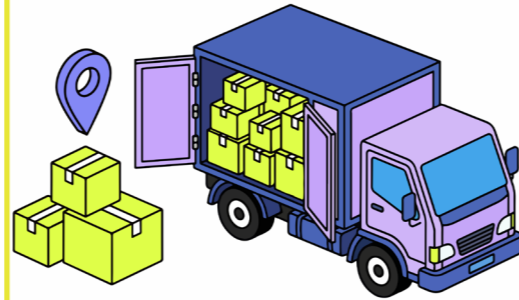
Leather is fundamentally a by-product of the meat industry, which already contributes to resource efficiency. However, the regenerative model goes further by minimizing dependence on virgin water, chemicals, and energy. Through process optimization, water recycling, cleaner production technologies, and efficient material utilization, leather manufacturing can significantly reduce its environmental burden while improving economic performance.

#### 2. Movement from Centralized Manufacturing to Decentralized Manufacturing

Decentralized manufacturing promotes regional value addition, reduces transportation-related emissions, and strengthens local production clusters. By fostering distributed processing systems and empowering smaller units within organized frameworks, the leather industry can generate employment, reduce carbon footprints, and enhance supply chain resilience.



## Courier Export Value Limit to be Scrapped



The government on 27th March 2026 announced that it would remove the value limit per consignment for exports through courier services from 1st April 2026.

Earlier, the limit was ₹10 lakh per consignment. The announcement was made in the FY27 Budget, and the move is expected to support small exporters and e-commerce led shipments.

"There shall be no value limit prescribed per consignment for through courier services," the Directorate General of Foreign Trade (DGFT) said in a notification.

