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Webinar on 'Key Challenges / Issues inhibiting India's Footwear Growth Story' organized by FDDI in association with FICCI

As part of the virtual webinars titled 'Walk the Talk' series being organized by Footwear Design & Development Institute (FDDI) in association with Federation of Indian Chambers of Commerce & Industry (FICCI), another webinar on the topic 'Key Challenges / Issues inhibiting India's Footwear Growth Story' was conducted on 1st June 2021.



Mr. Arun Kumar Sinha, IAS,
Managing Director, FDDI briefing during the
opening session of the webinar

Mr. Arun Kumar Sinha, IAS, Managing Director, FDDI and Mr. Dilip Chenoy, Secretary General, FICCI opened the session by briefing about the importance of

the leather and footwear industry in India's growth story and how it has been significantly affected by the COVID-19 pandemic since March 2020.

Eight industry leaders joined the roundtable for a high-level discussion which included the CEOs /leaders namely Ms. Namrata Chotrani – CEO Khadims, Mr. Ram Pingley - AVP, Aditya Birla Group, Mr. Adesh Gupta - CEO Liberty Shoes, Mr. Amit Ranchal – MD of Welcome Shoes, Dr. N Mohan – CEO - Clarks India, Mr. Nitesh Kumar - CEO, Reliance Footprints, Mr. Irshad Ahmed – MD of Farida Shoes, Mr. Karan Jain – MD of MB Rubber as panelist. The session was moderated by Mr. Mohit Bhasin, Partner, KPMG India.

The webinar provided opportunities to understand the challenges faced by leather and footwear industry of India and offered a platform to share and learn from other experiences for overall sectoral growth with focus on investments, trade and employment generation.

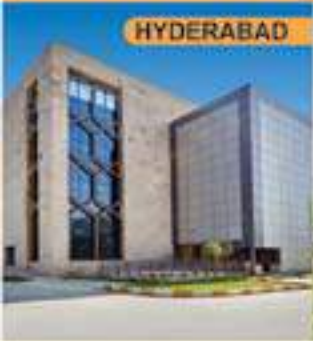
During the discussion, issues and challenges affecting the growth of the footwear industry in India were highlighted and the participants gave insights on how other countries

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like China, Vietnam, and Bangladesh have succeeded in growing their footwear production and exports hence, increasing their market share steadily.

also agreed that there is a need to redefine the standards for health and safety footwear. The suggestions on overcoming the challenges included rationalization of import duties



Screenshot of the webinar where the CEOs /leaders offered insightful information to boost the overall growth of the sector

It was also highlighted that non-leather footwear demand is growing globally and India needs to focus on building the capabilities in this space. One of the panelists also discussed on how the retail sector is booming and there is a great opportunity to increase domestic footwear consumption.

One of the key concern for these industry leaders was the implementation of BIS standards and how it can be a deterrent for the growth of fashion footwear segment. At the same time, the panel

on key raw materials, promoting production of raw material for non-leather footwear in India, plug and play model at the cluster, Free Trade Agreement (FTA's) with key markets, among others.

The entire panelist also emphasized that it is important for India to sync with the emerging global trends in order augment growth of the India footwear industry.

Thus, the webinar offered concise and insightful information on the challenges the Indian footwear industry is facing and what needs to

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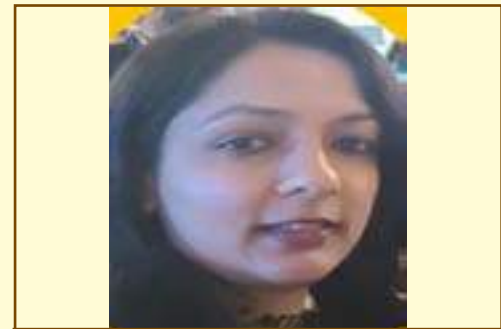
be done to boost the overall growth of the sector.

Webinar on ‘Significance of Physical Activities & Stress Management’ held at FDDI, Chandigarh (Banur) campus

A webinar on ‘Significance of Physical Activities & Stress Management’ was conducted at Footwear Design & Development Institute (FDDI), Chandigarh (Banur) campus on 11th June 2021.

The webinar focused on managing stress related to the growth of the COVID-19 pandemic and provided useful tips to get engaged in physical activity that could help one maintain their mental health. These physical activities are feasible even in lockdown situations.

activities of most of the people have been reduced and few of the people who have defeated COVID-19 are struggling with health and economic problems. These people are gradually becoming victim of many types of stress.

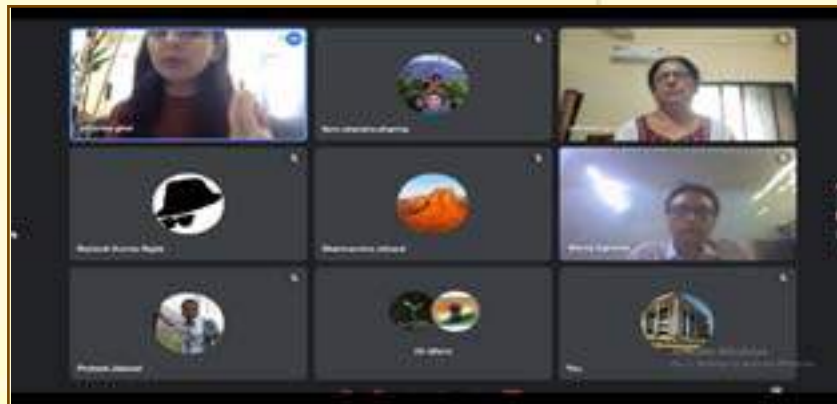


Ms. Niharika Singh - resource person for the session

Ms. Niharika Singh, Managing Director of Fitness Vibe Private Limited, Mohali was the resource person for the session. Ms. Singh

a certified fitness instructor and also a freelancer yoga trainer.

Ms. Niharika, spoke about the importance of managing the stress during the COVID-19 pandemic and suggested the right



Screenshot of the webinar

Under current conditions due to COVID-19 pandemic, the physical

procedures/ steps to be taken to manage stress as it is of paramount

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importance to maintain strong mental health along with the physical fitness. She recommended for meditation for few minutes in the day. A therapy of 10 minutes related to relax during stress was held to all the participants.

Over 100 participants including faculty & staff from all the campuses of FDDI joined this webinar. The participants learnt about the physical and psychological impacts of the stress, how to recognize one's personal stress signals and the activities to be carried out to overcome the stress.

Plantation drive held at FDDI, Fursatganj campus

On the occasion of 'World Environment Day' (WED) on 5th June 2021, a plantation drive was held at Footwear Design & Development Institute (FDDI), Fursatganj campus.

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WED is celebrated to raise global awareness about the significance of a healthy environment and to solve various environmental issues by implementing some actions to protect nature and Earth, leading to a positive and healthy environment for all. WED is run by the United Nations Environment Programme (UNEP).



Student with their display

The plantation drive was held from 05th June 2021 to 10th June 2021 keeping in line with the institute's initiative and as a contribution to the green cover in the district of Amethi & Rae Bareli.

By maintaining the precautionary measures of COVID-19 pandemic, the staff members of the institute planted saplings in the campus premises.

The campus has also introduced a 'No Plastic Policy' and is working towards a sustainable campus environment.