

NEWSLETTER

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Delegation from Taiwan's Pou Chen Corporation (Pou Chen) visits FDDI, Chennai campus

A delegation from Taiwanese footwear manufacturing company, Pou Chen Corporation (Pou Chen) visited Footwear Design & Development Institute (FDDI), Chennai campus on 13th June 2022.

The delegation which consisted of Mr. George H. Liu, Vice President, Pou Chen Corporation, Mr. Minston Chao, Ph.D., Vice President, Human Resource Department, Mr. Billy Huang, Ph.D., Director of Public Affairs, Vietnam, Pouyuen Vietnam Company Limited, Mr. Linch, Project Director and Mr. P Mohan, HR Manager visited the entire campus.



The delegation along with the Faculty & Staff of FDDI, Chennai campus

Pou Chen is one of the leading manufacturers of non-leather footwear in the world having its factories in China, Bangladesh, Vietnam, and

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Indonesia, and they have planned to set up their latest factory in Tamil Nadu, India.

The plant is expected to generate 20,000 jobs and most of the workers will be women. The unit will produce and export footwear from Tamil Nadu. This Taiwanese firm has been involved in designing, manufacturing, and sale of footwear since 1969.

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Pou Chen Group is the largest branded athletic and casual footwear manufacturer in the world and is an OEM/ODM for major international brand name companies such as Nike, Adidas, Asics, New Balance, Timberland, and Salomon.



Meeting in progress



Delegation visiting the pilot plant

The purpose of the visit of the Taiwanese delegation was to have an interaction with FDDI management to understand FDDI's role in the development of Indian Footwear Industry and further how they could establish a collaboration for setting- up of their manufacturing unit.

During the meeting, activities undertaken by FDDI were briefed to the Taiwanese delegation through a presentation. They were informed about the various services that are offered by FDDI for setting-up of new factories such as Factory Site Selection Services, Factory Layout Planning Services, Machinery Planning services, and Factory Productivity and Quality Improvement Services, that are offered by FDDI to cater to the needs of the Footwear Factories.

They were also briefed about the customized training programs for production, quality, and maintenance managers.

The delegation discussed about the establishment, functionality & services provided by FDDI to the Indian Footwear Industry.

The delegation visited the International Testing Center (ITC) of FDDI which has full-fledged Chemical and Physical Laboratories, the pilot plant, library, classrooms, etc., and was highly impressed with the infrastructure available in the institute.

They were apprised about the latest machinery, electronic and CAD/CAM based design support present in the Institute to assist those who want to set up their own industry and to help the organization to grow the business.

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Graduating students of FDDI, Patna campus presented Design collections during fashion show 'Fashion Forward - 2022'

Fashion show, 'Fashion Forward- 2022' was hosted and organized by Footwear Design & Development Institute (FDDI), Patna campus on 4th June 2022.

During this grand event which was held on the campus of IIT-Patna, twenty Graduating students of FDDI School of Fashion Design (FSFD) created a five-piece collection and demonstrated their design talents.

In order to affect societal changes, the students presented their garment collection on a number of large-scale challenges via the empowerment of women (Bleeding Beauty, Innocence, Vasudaiv Kutumbukam, LBTE- Love is Love, Futuristic fire files- Fibre Optics).

This spectacular event which was attended by social activists, other social influencers and artists was witnessed by more than 700 audience.



Students presenting their collection

The eye catching collections were appreciated by one and all present during the show and also received accolade from the entire media.

'Snapping' footwear to help prevent complications

It can aid those who suffer from nerve damage caused by diabetes which leads to loss of sensation

A unique self-regulating footwear has been developed by researchers for person with diabetes.

It has been developed by the Department of Mechanical Engineering, Indian Institute of Science (IISc.), in collaboration with the Karnataka Institute of Endocrinology and Research (KIER).

Foot injuries or wounds in persons with diabetes heal at a slower rate than in healthy individuals, which increases the chance of infection, and may lead to complications that require amputation in extreme cases.

The footwear developed by the IISc-led team is 3D printed and can be customised to an individual's foot and walking style.

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Unlike conventional therapeutic footwear, a snapping mechanism in these sandals keeps the feet well-balanced, enabling faster healing of the injured region and preventing injuries from arising in other areas of the feet, a IISc. release said.

The footwear can be especially beneficial for people who have diabetic peripheral neuropathy – those who suffer from nerve damage caused by diabetes, leading to a loss of sensation in the foot, said the release.

Explaining further, Pavan Belehalli, Head of the Department of Podiatry at KIER, and one of the authors of the study published in Wearable Technologies, said diabetic peripheral neuropathy is one of the long-term complications of diabetes and its diagnosis is mostly neglected. This loss of sensation leads to irregular walking patterns in persons with diabetes.

Ineffective off-loading

“Regions of the foot where the pressure exerted is high are at greater risk of developing ulcers, corns, calluses, and other complications. Most of the therapeutic footwear available in the market is ineffective at off-loading the uneven pressure exerted by the abnormal gait cycle of persons with diabetes,” it said.



The footwear is 3D printed and can be customised to an individual's foot and walking style.

To address this, the researchers designed arches in their sandals that 'snap' to an inverted shape when a pressure beyond a certain threshold is applied.

“When we remove the pressure, the arch will automatically come back to its initial position – this is what is called self-offloading. We consider the individual's weight, foot size, walking speed, and pressure distribution to arrive at the maximum force that has to be off-loaded,” explained first author Priyabrata Maharana, PhD student in IISc.

The team is collaborating with start-ups Foot Secure and Yostra Labs to commercialise their product.

(Source: The Hindu)