



NEWSLETTER

ISSUE NO. 910

A WEEKLY NEWSLETTER

13th January 2023



FDDI participates in 'National Rubber Conference 2022' organized by AIRIA, Eastern Region

Footwear Design & Development Institute (FDDI) participated in National Rubber Conference (NRC) 2022 which was organized by All India Rubber Industries Association (AIRIA), Eastern Region and held on 4th & 5th of January 2023 at Rangmaanch, Raajkutir, Swabhumi, Kolkata.

AIRIA is a not for profit making body serving the rubber industry and trade with the objectives of safeguarding and promoting interests of the industry.

The event was graced by the esteemed presence of dignitaries like Dr. Shashi Panja, Hon'ble Minister for Industries, Commerce & Enterprises and Department of Women & Child Development and Social Welfare, Government of West Bengal as the 'Chief Guest', whereas Mr. Arun Kumar Sinha, IAS, Managing Director (MD) - FDDI, Prof. Dr. Sawar Dhanania, Chairman - Rubber Board and Mr. Anirudh K. Bharti, ED - RDSO were the 'Guest of Honour(s)' of the event.

IN THIS ISSUE

- FDDI participates in 'National Rubber Conference 2022' organized by AIRIA, Eastern Region;
- 'Fire Mock & Evacuation Drill' organized at FDDI, Hyderabad campus ;



Lighting-up of the inaugural lamp by the dignitaries



Dignitaries sharing the 'Dais'

The theme of the two-day's conference was 'Indian Rubber Industry 2.0: Shifting Gears', during which many technical experts and like-minded individuals from across the country and the globe from Tyre/ Rubber/ Machinery and Allied Industry and prominent technical and management institutions made presentation in six sessions covering new ideas, technologies and opportunities for growth in the rubber sector.



A WEEKLY NEWSLETTER



Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, MD, FDDI, said, "In the modern world, we use, feel, and see many rubber products and its applications spread across many important industries, such as the chemical, transportation, agriculture, and aerospace industries. On the manufacturing front, manufacturers of rubber products and rubber processors play a key role in the development of non-leather footwear too."



Mr. Arun Kumar Sinha, IAS, MD - FDDI delivering the 'Keynote Address'



A view of the stall of FDDI

In his address, Mr. Sinha further said, "Considering the ever increasing role of non-leather footwear, of which rubber is one of the major constituent, FDDI is being empowered by the Ministry to bring up world class infrastructure and the skills second to none through upgradation of its Rohtak and Jodhpur campus into

"Centres of Excellence (CoE)," on the thematic area of Center for Non-Leather Footwear, Products & Accessories and High Performance/ Specialized Footwear & Products and Start-Ups respectively."

"These CoE's that have been established are in sync with each other as the Biomechanics lab & Polymer Lab setup at Rohtak will help to create the data for the artificial foot & limb which will be used in Jodhpur to take out the output through high precision 3D printer. These CoEs are also expected to create R&D capacities in specific areas of specialization to address critical shortage of knowledge base in emerging technologies," added Mr. Sinha.

FDDI also gave a presentation on 'Design & Process Technology' on the 2nd day of the conference i.e. 5th January 2023. The presentation was given by Mr. Ramesh Chandra Sahoo, HoD-FDP. During the presentation, he emphasized on the various activities of FDDI for the development of footwear industry & and design & process technology advancements' being adopted by the footwear industry.

NRC was a perfect forum to discuss the new innovations taking place globally in the field of Rubber /Footwear Technology & allied fields.

During the NRC 2022, the students of FDDI Kolkata campus displayed a wide range of creations at its stall that included ladies & gents shoes, casual and formal footwear and sports shoes.

The students of FDDI Kolkata campus also participated in the 'Fashion Show' on 5th of January 2023 and presented their footwear collections.

The programme was graced by the presence of Padmashree, Ms. Jhulan Goswami, Ace Indian Cricketer. She praised the efforts of FDDI and Indian rubber and footwear industry. She hoped that one day will come when Indian brands will bring out shoes for the playing fraternity.



A WEEKLY NEWSLETTER



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

Sharing the details, Mr. Sinha said, “The fashion show organized during the NRC 2022 by AIRIA, Eastern Region provided the budding designers of FDDI a platform to showcase their creativity, innovation and designing capabilities of both leather and non-leather footwear in consonance with the industry latest trends.”



Students of FDDI Kolkata campus presenting their footwear collections during the 'Fashion Show'

The deliberations of the eminent business professionals of rubber industry and trade invited for the conference paved way for technological advancement and provide new impetus to the rubber industry.

Aligning with the theme i.e., 'Indian Rubber Industry 2.0 Shifting Gears', the conference played a transformative role in fulfilling the goals of Hon'ble Prime Minister's 'Vocal for Local', 'Make in India' and 'Aatmanirbhar Bharat'.

'Fire Mock & Evacuation Drill' organized at FDDI, Hyderabad campus

With the objective to make the employees, security and housekeeping members understand the key aspects of emergency preparedness, a 'Fire Mock & Evacuation Drill' was organized at FDDI, Hyderabad campus on 6th January, 2023.



Demonstration during 'Fire Mock & Evacuation Drill'



Female staff being demonstrated about the use of fire hydrant systems



Demonstration about building evacuation in the event of a fire or other emergencies

It was organized in compliance with current fire safety legislation and good working practice so that the organization is equipped for emergencies.

A WEEKLY NEWSLETTER



Mr. Thirupathi Thellapelly, Fire Safety Officer having more than 12 years of experience and other conducted the drill & explained about the need of a preparedness plan with an objective to protect the life & property of FDDI, employees/students/visitors etc., from fire and other emergencies.

They explained about fire hydrant systems, its function, property, operation etc., through live demonstration.

They also imparted critical inputs of do's & don'ts in the case of fire with reference to building as well as vehicles and also explained about the types of fire and the role of 'Emergency Response Team' (ERT) and said that the roles and responsibilities of every officer involved in the ERT must be clear.

All the employees, security and housekeeping members of the institute participated in the drill with great enthusiasm.

Industrial Policy '22 Aims to Focus on One Nation-One Standard

DPIIT Draft Policy Promotes Startups

The proposed new industrial policy, which will replace the industrial policy of 1991, seeks to achieve One Nation-One Standard, promote startups in every district, create startup innovation zones at the level of urban local bodies, and incentivize Indian speciality products by creating premium international brands.

The draft policy, made by the Department for Promotion of Industry and Internal Trade (DPIIT), also proposes to create a Universal Enterprise ID for Micro, Small and Medium Enterprises (MSMEs) to strengthen their credit rating mechanism and MSME cluster financing models, as it aims to showcase India as an attractive investment destination.

“Sustainability, R&D, MSME and ease of doing business for manufacturing are the thrust areas of the country's industrial vision. The draft is still under stakeholder consultation,” said an official.

This will be the third industrial policy, after the first in 1956 and next in 1991.

The Statement on Industrial Policy 2022 has also sought to formulate a policy to enhance the quality of the made in India products by setting up a trade surveillance system, branding of Made in India products and benchmark the country's metrology system against international systems.

The DPIIT plans to set up a dedicated cell for design and test frameworks for pilot applications and support their patents and commercialization. On the sustainability front, global champions are sought to be created and the principal of 'polluters pay' to be put in place.

“Foreign direct investment in R&D need to be encouraged and the focus has to be on high value-added manufacturing activities,” the official said.

The department has suggested that MSMEs be allowed to leverage the corporate bond market and their intellectual property rights be accepted as collateral for loans besides promoting shared economy models in critical areas like equipment leasing.



(Source: The Economic Times)