



# Footwear Chronicle



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**Shri Mahendranath Pandey, Hon'ble Union Minister for skill development & Entrepreneurship inaugurated the India International Trade Fair on the 31st of January, 2020 at Chennai Trade Center, Chennai. Smt.Nilofer Khafeel, Hon'ble Minister for Labour & Employment, Government of Tamil Nadu was the guest of honour on the occasion**



**A five member team from MSME consisting of S/Shri Sanjeev Chawla, Director (TR), MSME Directorate, New Delhi, Captain Ajith Singh Rana, M/s Rana Overseas, Baskaran, President, AFCAMMI, Sanatan Sahoo, Director, CFTI, Agra and K.Murali, Director, CFTI, Chennai Was delegated to Milan, Italy for an Industrial visit.**



**Shri Raj Gopal Sharma, IRS-OSD to Hon'ble Union Minister for MSME visited CFTI,**







## FRANKLY SPEAKING

From the Director



Hello Readers

**Greetings from Central Footwear Training Institute, Chennai.**

I can understand and feel the pain, you are undergoing during the difficult situation of COVID-19 pandemic. The deadly virus has paralyzed the activities and all the routines of not only Footwear Industries but all other industries across the Globe. But one thing is for sure. This paralysis is only a temporary phase and let us hope the normalcy returns at the earliest.

I am happy to share with you, that considering the difficulties and hardship faced by the shelterless needy people, CFTI, Chennai made arrangements to cook food at the Institute's canteen and distributed to nearly 125 pavement dwellers at Alandur and Ekkatuthangal Metro stations. More importantly CFTI, Chennai procured & installed critical Hot seam sealing machine and are manufacturing "Resistance to Blood Penetration overall Personal Protective Equipments", for the front line warriors of COVID-19. This was done strictly as per norms and parameters stipulated by Ministry of Health and Family Welfare (BIS IS 17423:2020/ASTM F1670/F 1670M-08 (2014)). These cover all PPES were distributed to health care professionals and front line warriors of some of the most eminent health institutes in India, through HLL by private suppliers facilitated by CFTI, Chennai. It was ensured that all the instructions issued by Central/State Government of India time to time like Social Distancing, Use of face mask, Sanitizing workspace and Thermal scanning of staff were strictly observed.

I am happy to share with you that big companies like Cheyyar SEZ Developers, Fairway Enterprises, Farida Group have shown keen interest to place CFTI Students in their Companies and conducted a massive placement drive. Almost all the 3rd and 4th batch of PGHD Students have been provided placement by them.

Apart from this, due to COVID-19, employees in huge volume lost their job from the footwear industries. To facilitate the footwear sector, this Institute collects and registers the people who lost the job and reconnect them to the needy employers and act as a bridge to pool the skilled work force of the sector through our website portal.

Other Significant achievements are explained at page No.....7..... This issue has been published for the period of JAN-JUNE, 2020 as we could not bring out issue for the quarterly period JAN-MARCH in April, due to intensive lockdown.

I Wish and pray to Almighty that the aggressive pandemic is eradicated completely and the normalcy returns at the earliest.

**MAINTAIN SOCIAL DISTANCING, WEAR MASK AND STAY SAFE**





## Significant Achievements of CFTI Chennai during January 2020 to June 2020



1. CFTI, Chennai student Mr.ShubhamArunSatpute participated in the CLE Design competition 2020 and won first prize in Best Shoe Design -Ladies Boot (Trendy) category. The student received the award from Shri. Aqueel Ahmed Panaruna, Chairman, CLE & Dr. J.Sreeram Director CLRI in the LEATHER RESEARCH-INDUSTRY GET-TOGETHER held in CSIR-CLRI.
2. CFTI, Chennai arranged for biggest placement drive to M/s. Cheyyar SEZ Developers Pvt Ltd, Cheyyar and M/s. Fairway Enterprises, Bargur for about 22 students of 3rd & 4th batch of Post Graduate Higher Diploma (PGHD) students. 9 out of 22 PGHD students were selected in Bargur Unit. CFTI, Chennai arranged Campus Interview to M/s. Farida Group for 3rd & 4th batch of Post Graduate Higher Diploma (PGHD) students for their requirement at M/s. India Shoes Pvt Ltd in Chennai and in their other units in Ambur.
3. SCORE Training Program conducted by CFTI Chennai at Vista Shoes, AVT Leather Goods, KH Shoes, TMAR Shoes topics on Environment waste-reduction plan, Productivity, Cost reduction, Lean manufacturing process, Different types of waste (TIMWOOD) by Gemba walk, TPM, Cycletime and line balancing by hiring Industrial Engineer Experts under the guidance of ILO Trainer on topics covering Clear production with the support of Ministry of MSME.
4. Job works on Pattern Sewing Machine in BROTHER Machine at CFTI, Chennai is being carried out by experts to MSME's in Footwear Sector.
5. Director, CFTI Chennai met Shri. Sivan Arul, IAS for seeking for establishment of Thirupathur Collector CFTI's Extension Centre at Vaniyambadi.
6. CFTI, Chennai participated at Machinery Expo 2020, Thirussur. Shri. K. Murali, Director participated along with staffs, disseminate the services rendered by our Institute.
7. Director CFTI, Chennai visited to M/s. MOHIB Shoes, M/s. TATA International, M/s. ST Shoes and M/s. UB Global Shoe Industries at Ambur and Gudiyattam for inspection on Secondary Skill Up gradation Training Programme sponsored by DPITT and on SCORE Programme conducted for improving productivity.
8. Footwear units utilized our services in Shoe CAD & Pattern Grading, Dieless Cutting, PU Poring, Sample Development, COMELZ and FOOTBED.
9. Skill training programmes sponsored by DPIIT, Ministry of Commerce and Industry were conducted for a total of 12582 candidates and they have successfully completed the training and placed them for an employment in 24 footwear units.
10. Start And Improve Your Business (SIYB) training programmes were conducted in Kancheepuram, Chennai and Tiruvallur districts with participation of 262 candidates.
11. Entrepreneurship Skill Development Programmes (ESDP) were conducted in Chennai, Tiruvallur and Madurai districts with participation of 334 candidates.
12. 3rd and 4th Batch of Post Graduate Higher Diploma in Footwear Technology and Management Studies (PGHD) students successfully completed the placement module of 6 weeks at Leicester College of footwear, UK and returned back safely.
13. Director had an interactive session with Footwear Industries and candidates benefitted through Primary & Secondary training conducted by CFTI, Chennai in the region of south on HRD Sub Scheme of IFLADP Scheme by IIFT team members in association with CLE at Ambur Trade Centre, Ambur.
14. Shri. K. Murali, Director CFTI, Chennai visited Ranitec, Ranipet and M/s South India Tanners and Dealers Association and discussed with Shri. C.M.Zafarullah about the feasibility of setting up of training centres at Ranipet in association with them.
15. CFTI, Chennai participated in the 35th edition of India International Leather Fair 2020 held in Chennai Trade Centre, Chennai during 1st to 3rd February 2020. The Institute has put up the stall to exhibit the services and activities carried out under the aegis of Ministry of MSME, Govt. of India. Visitors and Potential Business customers from overseas mainly from South Africa, Kenya, Italy and Turkey enquired and seek association and services rendered by CFTI, Chennai in the Stall during IILF 2020.
16. Specialization training programmes (payment based) are being conducted by this Institute. 103 such courses were conducted in Chennai, Guntur, Coimbatore, Vellore, Dindigul, Trichy, Erode and Tirunelveli namely HR, Fin Tech, Real Estate Consultant, Sales Professional, Export and Import Procedures and Documentation, Lean Six Sigma -Green Belt, Block Chain, GST Practitioner, Electric Vehicle Training, Artificial Intelligence, Income Tax, Internship Tally, Cyber Security, Gold Appraisal, FTP on Python, Tally and How to become Professional Trainer, Natural Therapy and Income Tax Training etc. with participation of 3261 Candidates
  - Shri.Raj Gopal Sharma, IRS, OSD, Private Secretary to Hon'ble Minister of MSME
  - Shri.Sanjeew Chawla, Director (Tool Rooms) O/o DC (MSME)
  - Dr. Jayadeep Mukherjee & Mr. Aryakumar Shrustidhar Chand from Indian Institute of Foreign Trade (IIFT)
  - Shri. SanatanSahoo Director, CFTI, Agra
  - Mr. AndreaGalbiati from NEW LAST ITALIA Srl
  - Shri. Magesh, Indian Director of M/s LLOYDS Shoes, Germany, Partner of M/s Futurewell Shoes & M/s LEGERO Shoes
  - Mr. MukundBhaiya MD of M/s CHEMCROWN & Veteran of Mould and Shoe sole maker
  - Mr.AndrewGardes from M/s Shoe step

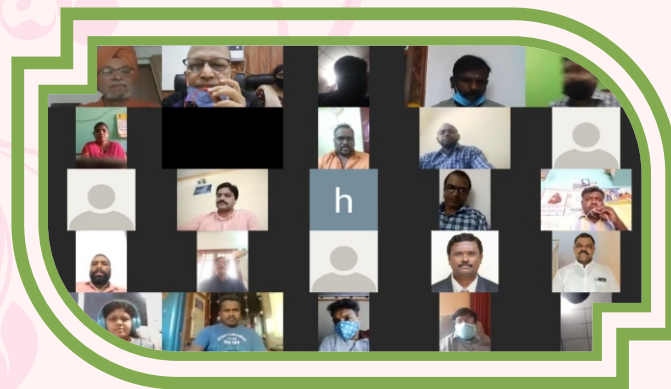
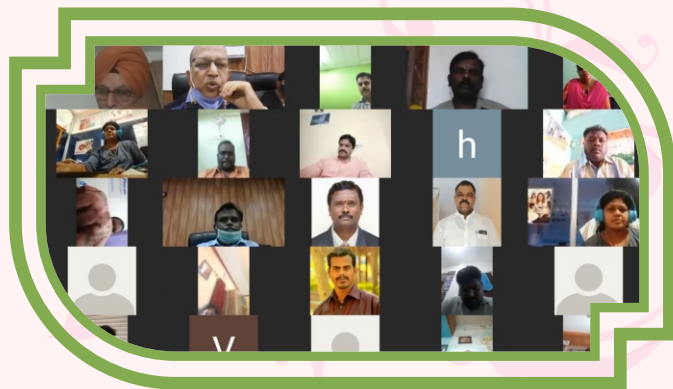
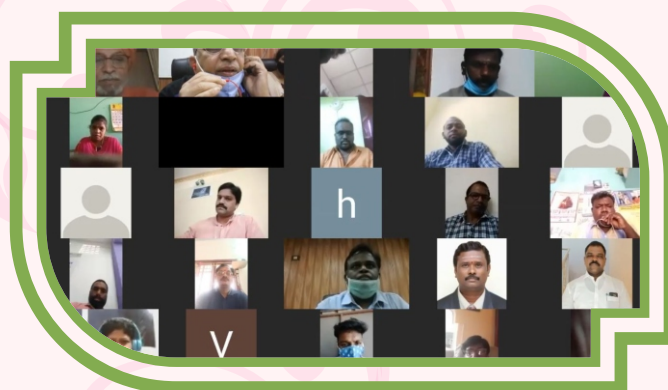




### During Lockdown on account of Covid-19:

- Classes suspended for students since
- Presently 50% employees attending Institute as per roaster
- 4 hot sealing machines for manufacturing PPE had been installed and 4125 Medical Gowns @ 370 kits per day have been completed. These four machines are used for sealing Medical gowns for private suppliers of PPE.
- Another 2 machines have been ordered once available, 500 pieces per day can be manufactured.
- Designing and Cutting of Reusable / Fashionable Face Masks – 1500 pieces have been completed.
- Online classes are going well for all the Long term course batches
- Job works are carried out by the Institute.
- Correspondence and pending works of sponsored programmes are going well
- Specialized training programmes through online started, 2 programmes successfully completed.
- Accounts and related works are resumed back to normalcy.
- Hostel renovation post COVID 19 started.
- Development of Online modular courses on core subjects were started.
- Collection of data those who are losing jobs in the footwear sector were pooled.
- Commercializing the Job works of medical gowns to supply directly to the Govt. were mooted.

### Entire Meeting with NGOS through “ZOOM APP”







## ABOUT THE INSTITUTE



CENTRAL FOOTWEAR TRAINING INSTITUTE (CFTI ), Chennai an autonomous Institution under Ministry of Micro Small & Medium Enterprises, Government of India , has been working for development of Human Resources for Footwear & Allied Industries since 1957. The Institute was modernized through UNDP in 1993 and equipped with complete set of modern infrastructure. It conducts various Long term, Short term and Part time techno managerial courses in Footwear, Leather Goods and allied subjects. Its premier courses are the Two year Diploma course in " Footwear Design and Production " and 11/2 years Post Graduate Higher Diploma course in Footwear technology & Management studies is accredited with Textile Institute, London and Leicester College of Footwear, UK.

### AIM OF THE INSTITUTE

- (a) To provide training and related inputs to develop and augment a class of trained personnel in Footwear Technology and Allied Industry in the country.
- b) To develop human resources in Footwear and Allied Industry by introduction of advanced training

methods and courses, appropriate knowledge and skills to promote rapid growth of footwear and allied industry in the country.

- (b) To promote in general and particular, the Indian Footwear Industry to attain international

### INFRASTRUCTURE

- The Institute is endowed with complete infrastructure for conducting training programmes.
- Land & Building at prime location in Chennai.
- Equipped with complete set of modern machinery, tools & equipments.
- Important Footwear Manufacturing & Material testing machines.
- Well equipped library with text books, periodicals, journals design magazine, SATRA bulletins & handouts related to footwear technology, industry management and trade.
- Teaching aids including OHP, Slide & LCD Projector, Audio, Video System & Computer, with shoe CAD facilities.
- Qualified, trained and Experienced
- Faculty.
- **OPPORTUNITY FOR STUDENTS**
- Highly prospective career to suit the need of Footwear and Allied Industry in appropriate levels.
- Self-Employment by establishing own Industry of the Trade.
- 95% placement record till date.
- Suitable base for higher studies in Footwear field.
- Study at Leicester college of Footwear, UK.



**• OPPORTUNITY FOR ENTREPRENEURS & INDUSTRY**

- Providing Techno-Manager's to Footwear Industries.
- Technical Consultancy Services to existing and prospective Industries.
- Common Facility Services with Modern machinery including Shoe CAD.
- Process cum Product oriented EDP on Footwear, Leather Goods and Allied Industries.
- Availability of relevant information of Footwear Industry.
- Services of Die - Less Cutting System, PU Pouring Machine, Laser Cutting & Engraving machine.

**• PRODUCT RESEARCH AND DEVELOPMENT & SHOE CAD**

- The Institute through PRD Cell, undertakes:
- Responsibility of New Product development as per the given specification and concept.
- Development of Master Patterns and Grading of the components to different sizes through latest shoe CAD.
- Conversion of Different pattern files and cutting the patterns thereof through Universal Converters system.
- Training on Shoe CAD.

**• OTHER ACTIVITIES**

- Skill Upgradation Courses for Rural Artisans.
- Exclusive courses for SC/ST, BC/MBC and Women candidates.

- Courses for International Participants.
- Linkage with Footwear related Industry, Trade, Association and Organisations.
- Need Based Training Program for Industry, sponsored candidates.
- Specialized training programs on Productivity & Quality improvements.
- Patronized with "The Textile Institute, London, UK".
- Member of SATRA, UK.
- 2 years Diploma Course approved by TI / Leicester College of Footwear Technology, London and Leicester College of Footwear, UK
- 1.5 Years Post Graduate Higher Diploma course (PGHD) extended with six weeks of International training exposure at Leicester College of Footwear, London, UK

**SERVICE TO THE FOOTWEAR INDUSTRY**

CFTI through its State of the art machinery provides common facility services to the footwear industries. With the latest machines the Die-Less Cutting System, Sole mould making plant and PU Pouring machine expects to expand the service network to the industry. Further to this the Ambur Sub-Centre of CFTI caters the service needs of the Footwear Industries of Ambur, Ranipet & Vellore. Apart from regular long term, medium term and short term courses, CFTI conducts Outreach Skill Development Training Programmes for rural Footwear, Leather Goods artisans of Tamil Nadu in their neighbourhood. The objective of this programme is to develop the Footwear, Leather Goods making skill to the rural artisans at designated clusters near to their





## PRESENT TRAINING ACTIVITIES OF CFTI, CHENNAI

Apart from regular long term, medium term and short term courses, CFTI conducts Outreach Skill Development Training Programmes for rural Footwear, Leather Goods artisans of Tamil Nadu in their neighbourhood. The objective of this programme is to develop the Footwear, Leather Goods making skill to the rural artisans at designated clusters near to their residence. These programmes have good response among the artisans as they acquire technical knowledge on material management, cost effective programme etc.

### **Placement Linked entry level training programme sponsored by TNSDC, Govt. of Tamilnadu**

CFTI, Chennai was given an order by TNSDC for imparting training under placement linked training programme for 2,300 candidates during 2015-16. CFTI completed the training successfully. After seeing the performance of CFTI, Chennai, TNSDC has given an order again for imparting training for 2,000 candidates under different job roles for the year 2017- 2018. CFTI has accomplished the feat successfully. Since Quality Training was imparted to the entire satisfaction to the sponsor TNSDC has given additional order of 2,500 nos. for the year 2018-19, which has been completed successfully and another 2,260 order received from TNSDC for the year (2019-20) of which 7,72 candidates have been trained during this quarter. ( Jan 2020 to March 2020)

### **Department for Promotion of Industry and Internal Trade (DPIIT) - Primary Skill Development Training Programme**

CFTI Chennai conducts DPIIT - Primary Skill Development Training to impart knowledge and skill on shop floor operations, amongst the unemployed youth on specific job roles having the employability in shoe and allied industry. It will facilitate to cater the emerging need of the skilled workforce in the footwear industries functioning at different parts of the country. Therefore, the trainees so trained shall be placed in the industry by making them employable on one hand and to reduce the skill gap in footwear and allied sector in the other. Under DPIIT Primary skill Development Training Program CFTI has received order for 10,000 candidates FY 2019-20. 10,000 candidates have been trained under this program under the DPIT Primary Training Programme 8306 candidates were placed.

### **Department for Promotion of Industry and Internal Trade (DPIIT) – Secondary Skill Upgradation Programme.**

DPIIT Secondary Skill Upgradation training enhanced the Skill standard for the existing employees from the lower level to Higher level/ Multi skill category which would lead in productivity and quality of the Products & Industry [Highlights of the Training programme & Course Outcome](#)

1. Training Duration for this scheme is 8 hours per day for a period of 10 working days (i.e) total training duration is 80 hours
2. Productivity improvement module by the third party expert is also in the part of training session
3. Since the entire training session is on job training type, Production process of the Industry won't get affected
4. Inhouse Assessment using Tabs
5. Successful training completed candidates will be awarded with Govt. of India. Certificate & stipend amount of Rs. 500 as DBT
6. Secondary upgradation training upkeeps the candidate skills and recognize the potential skill to kept along on long term basis for the growth of Industry, Sector and nation

Under DPIIT Secondary Skill Upgradation Program CFTI has received for 5,000 candidates FY 2019-20. The total training quantity of 5000 numbers completed by CFTI Chennai within March 2020

### **Recognition of Prior Learning (RPL) Type4**

Recognition of Prior Learning (RPL) is a platform to provide recognition to the informal learning through work to get equal acceptance as the formal levels of education. RPL is a process of assessment of an individual's prior learning to give due importance to learning as an outcome rather than learning as process. Under PMKVY, special focus is given by this Institute to RPL by recognizing prior competencies of the assessed candidates and provides a certificate and monetary reward on successful completion of assessment. We have received an order of from LSSC out of which 2,122 has been successfully completed.

### **Skill Training Program Sponsored by Central Leather Research Institute (CLRI)**

In Association with Central Leather Research Institute (CSIR-CLRI), (Ministry of Science and Technology) CFTI-Chennai has imparted skill training exclusively for SC/ST candidates on job roles such as Stitching Footwear, Sample Maker and Stitcher- Leather Goods and Pre-assembly Operator totalling 558 nos.

### **Training under SHG program**

Skill training for 552 candidates has been imparted under this program.



## **World Footwear Events (July to September 2020)**

**World Footwear Events – (July 2020 to September 2020)**

**Jul 15-Jul 17, 2020 | Ho Chi Minh City, Vietnam  
Shoes & Leather Vietnam**

**Jul 15-Jul 17, 2020 | Ho Chi Minh City, Vietnam  
IFLE - Vietnam**

**Jul 23-Jul 25, 2020 | Jakarta, Indonesia  
Indoleather & Footwear Expo**

**Jul 25-Jul 28, 2020 | Hong Kong, Hong Kong  
Hong Kong Fashion Week**

**Jul 29-Jul 30, 2020 | Portland, United States  
NW Apparel and Footwear Materials Show**

**Aug 3-Aug 7, 2020 | New York, United States  
FFANY Market Week**

**Aug 3-Aug 6, 2020 | Shanghai, China  
Chinaplas**

**Aug 8-Aug 11, 2020 | Munich, Germany  
Supreme W&M**

**Aug 9-Aug 10, 2020 | Ottawa, Canada  
Ottawa Shoe Show**

**Aug 12-Aug 13, 2020 | Chicago, United States  
Chicago Shoe Market**

**Aug 12-Aug 14, 2020 | Stockholm, Sweden  
Nordic Shoe & Bag Fair**

**Aug 16-Aug 18, 2020 | Toronto, Canada  
Toronto Shoe Show**

**Aug 19-Aug 22, 2020 | Vantaa, Finland  
Shoe Week**

**Aug 21-Aug 23, 2020 | Wenzhou, China All China Shoe-Tech**

**Aug 22-Aug 24, 2020 | Atlanta, United States  
The Atlanta Shoe Market**

**Aug 25-Aug 28, 2020 | Moscow, Russian Federation Euro Shoes**

**Aug 26-Aug 28, 2020 | Shanghai, China  
Global Footwear Sustainability Summit**

**Aug 26-Aug 28, 2020 | Livonia, United States  
Michigan Shoe Market**

**Sep 1-Sep 3, 2020 | Shanghai, China  
All China Leather Exhibition**

**Sep 2-Sep 4, 2020 | Warsaw, Poland  
Poland Shoes Expo**

**Sep 6-Sep 7, 2020 | Budapest, Hungary  
International Shoe and Leather Trade Exhibition**

**Sep 16-Sep 18, 2020 | Hanoi, Vietnam  
Shoes & Leather Hanoi**

**Sep 20-Sep 23, 2020 | Milan, Italy  
MICAM Milano**

**Sep 23-Sep 25, 2020 | Milan, Italy  
Lineapelle**

**Sep 23-Sep 25, 2020 | Shanghai, China  
CHIC Shanghai**

**Sep 24-Sep 27, 2020 | Milan, Italy  
White Milano**

**Sep 25-Sep 26, 2020 | Lagos, Nigeria  
Footwear, Leather and Textile Festival**





## HRD IN FOOTWEAR RETAILING: DEVELOPING A TRAINING STRATEGY FOR INCREASING SALES PRODUCTIVITY



Employees' on a daily basis habitual working in retail outlet makes them considers they are doing their jobs whenever they beat their sales productivity. But what happens when a retail outlet does not have a constant member of staff all year long. For a top management which is key to having an excellent employee arrangement is balancing functioning tasks with the leadership role.

Today, customers are coming into our retail outlet requesting our employees' expertise to help them find the right shoe. The footwear retail industry has evolved, and much of our company's success relies on sales associates engaging with customers in the proper manner. This knowledge is gained through the training and development of our employees.



One of the most general scenarios within shoe retail is that managers tend to rush into hiring new employees as the busy season come within reach of, as a fleeting fix to cover the extra business. The lack of permanence in the team can cause job overload and stress, affecting sales productivity. If you do not invest time to recruit and select potential candidates to develop a successful, prolongable staff, your company's profit and brand image will be viewed in a negative way. This will be overcome by adopting the training strategies for employees to increase the sales productivity in the footwear retail outlet.

**Connecting Sales Staff to Products:** Connecting people to products is everyone at retail outlets, irrespective of their position; this has to centre of attention on how to provide a better customer experience. In order to proceed the HR strategy, it is to train the managers & other staffs to make decision in relation to their various products as quickly as possible. The footwear product is a very distinctive. Selling a functional shoe with high-quality would require knowledge across many disciplines. Anyway, the fundamental perception of human foot anatomy and biomechanics is valuable. Similarly, knowledge of footwear materials & design and construction is essential for people involved in footwear product selling. The goal of this technical training is to determine where a person's current knowledge level is and then modify a group to increase their level of understanding. Greater the depth of product understanding your team members have, the more successful you'll be at selling high-level products.



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**Acknowledge the Needs of the People:** To be devoted to a training strategy that greetings the needs of all, is open and accessible to everyone, regardless of culture, gender, ability, financial means or location.

**Select Qualified Employees to be Silhouette by New Hires:** This will make the experienced employees feel privileged for being selected. It will increase their job commitment, influencing their interest to learn and do more. Also, it is important to provide new employees guiding in all areas, operation processes, product knowledge includes technology. This will allow everyone to respond properly during all kinds of circumstances.

**Developing Partnership for Knowledge Sharing:** It involves the formation of a joint venture between a footwear retailers and an academic association as knowledge partner. This aim is to facilitate the transfer of knowledge and implant new competence within the business.

By  
K. SRINIVASAN  
FACULTY, CFTI, CHENNAI





**IILF was held at Chennai Trade Center, Chennai from 1st-3rd of February 2020. Shri Sanjeev Chawla, Director(TR), MSME, New Delhi and visitors in large numbers Including many visitors from foreign countries like Kenya, South Africa and Italy visited CFTI stall and eagerly enquired about the**











**Chairman, CLE Shri. Aqeel Ahmed, Smt. Alka Nangia Arora, Joint Secretary M/s MSME. New Delhi interacted with Director from CFTI, Agra and chennai were also present**











## Visit of Eminent personalities to CFTI, Chennai.



Visit of Dr. Jayadeep Mukherjee & Mr. Aryakumar Shrustidhar Chand from #IndianInstitute of Foreign Trade for Discussion & DPIIT Training program.



Visit of Representatives for “Durkopp Adler” from Germany along with his Indian Agent for Shoe sector Shri.Suresh from M/s SP International







## Visit of Mr. Andrea Galbiati from NEW LAST ITALIA



Visit of Mr. Thomas Ferentzi CEO from M/s BADER ASIA Co LTD

Shri. Magesh, Indian Director of M/s LLOYDS Shoes, Germany, Partner of M/s FUTUREWELL SHOES & M/s LEGERO Shoes



Visit of students of various streams from Panimalar Engineering College Chennai,







**Smt. Alka Naangia Arora, Joint Secretary, M/o MSME, New Delhi inaugurated Designers fair on 1/02/2020 at ITC Chola, Chennai. CFTI, Chennai was given a stall in the Fair to display it's products.**







## Participation of CFTI in various educational/industrial



### Participation in machinery expo at Thrissur



Department of Industries & Commerce  
Government of Kerala

## MACHINERY EXPO 2020 KERALA CERTIFICATE

This is to certify that M/s..... **CENTRAL FOOTWEAR TRAINING INSTITUTE (CFTI)**  
.....  
..... **CHENNAI, TAMILNADU** .....

has participated in the **Machinery Expo 2020 Kerala** organised by Department of Industries and Commerce,  
Govt. of Kerala from 7th to 10th February 2020 at Thekkinkadu Maidanam, Thrissur, Kerala

Thiruvananthapuram  
10.02.2020



  
Director of Industries & Commerce





**Director CFTI, Chennai visited various places and interacted with eminent personalities of the footwear industries**



**Visit to Ranitec, Ranipet.**



**Visit to one of the DPITT training center in Islamia college at Vanniambadi**



**Visit to M/s MOHIB Shoes, M/s TATA International, M/s ST Shoes at Ambur**







### Visit to M/s BBK Shoes, Ranipet



### Visit to Belgaum Karnataka state to identify site for the establishment of New Tool Room



### Visit to Present ITI at Vaniyambadi and ITI for the feasibility of establishing the Extension Centre of CFTI, Chennai







## 71<sup>st</sup> Republic Day at Celebrations



## Pongal Celebrations







Major industries in footwear technologies like Cheyyar SEZ developers, Fairway Enterprises(manufacturers of Nike sport shoes) and Farida Group prefer CFTI trained students for placements in their companies. There is a huge demand for human resources in these companies and therefore, CFTI is able to provide placement assistance to all successful students.







## DPITT, PROGRAMME



DPIIT, Ministry of commerce and industries has allocated 10000 numbers under primary skilled development training program and 5000 numbers under secondary skilled development training program. So far, Training for 10000 candidates under primary skilled development training program and training for 5000 candidates under secondary skilled development training program have been completed successfully.

The primary focus of primary skilled development training program is to impart knowledge and skill on shop floor operations amongst the unemployed youth on specific job role having the opportunity for immediate employment in the shoe and allied industries. It will facilitate to cater the emerging need of the skilled workforce in the footwear industries functioning at different parts of the country. Therefore, the trainees so trained shall be placed in the industry by making them employable on one hand and to reduce the skill gap in footwear and allied sector in the other.

The training under skilled development training program involves in up skilling of existing workforce. This enables the industries to identify the competency of workers in their relevant field and deploy them in the suitable area of production.







## DPITT, PROGRAMME







## DPITT, PROGRAMME







## Interaction with students and companies benefited of both the primary and secondary training Program





## COMPARISON OF FOOTWEAR STYLES AGAINST FOOT DEFORMATION PREVAILING BETWEEN ELDERLY AND YOUNG PEOPLE.

### INTRODUCTION

Footwear has been identified as a key component in the aetiology of foot pain in the general public. Females appear to suffer more than males with the forefoot being the highest reported location of footwear related pain. Choices of footwear styles in young healthy females are led by comfort and activity, but it is not clear as to what footwear choices are made by women who suffer from foot pain.

Footwear has been identified as a contributory factor in the development of foot pain. Females are more prone to footwear related pain than males with the width of the forefoot being significant in the development of pathology. The style of the shoe worn can increase the incidence of foot pain and also increase the risk of an older person falling. The design, structure and style of the shoe may contribute to the onset of foot pain. While, a low heeled shoe with reduced arch support is shown to increase the onset of plantar fascial pain. A stiletto heeled shoe can alter the posture of the spine and be significant in lower back pain. Choosing the right shoe often proves difficult for many individuals and it is not uncommon for elderly people to wear shoes that are ill fitting.

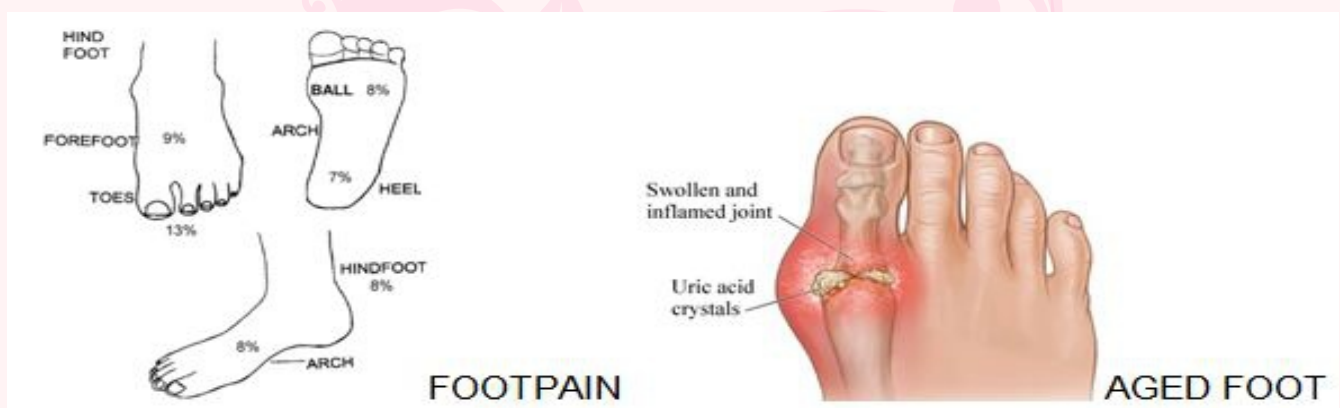
Alterations in footwear design and structure have been shown to improve foot pain with a broader toe box reducing impingement on the toes. A thicker sole unit made from EVA or PU at the forefoot has been identified as important in reducing forefoot pressure as well as lower back and foot pain. Footwear choices made earlier in life could reduce the incidence of footwear related pathologies occurring during the aging process. Although, footwear choices in younger females are determined by comfort and activity, colour and style are considered as important too. Footwear choice for patients with foot pain is limited and often women have a perception of lower quality of life due to the image of the shoes they are forced to wear.

The aim of this focus group study, therefore, was to investigate what footwear choices females with existing foot pain made and identify any influential factors in these decisions.

### MATERIALS AND METHODS


Two focus groups were conducted with three women who suffered with foot pain aged 40-59 years, and four women aged 60-80 years, regarding the choices made when buying footwear. Discussions focused around type of shoe purchased and the choices made when purchasing that shoe. Data were analysed using thematic analysis.

To identify what footwear choices were made by females who suffered from foot pain, 2 focus groups were designed to gain opinion and discussion. The two groups were generated from female patients attending a podiatry clinic in the UK for treatment of foot pain. The groups were separated by age 40-59 years (n=3) and 60-80 (n=4). All participants consented to take part in the group and understood the aim of the project, which received ethical approval from the university ethics committee. Diagnosed foot pathologies across both groups included; ruptured Achilles tendon, hallux aducto varus, morton's neuroma, intermetatarsal bursitis, mechanical callus from shearing stress, neuritis and plantar fascial pain.







Footwear style	Age Group 40-59 Reason for Choice	Age Group 60-80 Reason for Choice
	Wear for occasion or every day. Heel makes you feel elegant	Would never wear. Too unstable.
	Easy to slip on Go with jeans - love red colour.	Needs a fastening. Red shoes attract to the feet not good as highlights deformities.
	Go with all outfits. Cannot walk far in them. Blue colour is great. Soft material is comfortable.	Fall off the foot not comfortable need a fastening. Heel too flat.
	Not desirable what older people wear. Strap is frumpy.	Wear lots of shoes like this. Very comfortable and sit in insoles. Different colours and heel wedge heights.
	Love purple and go well with straight leg jeans. Flatness can hurt your foot.	Too flat would prefer a trainer. Only for walking a distance.
	Not stylish. Old fashioned.	Very comfortable. Keep feet cool.
	Would prefer the high heel. Style is Frumpy.	Wear for weddings and occasions. Do not feel that they are comfortable.
	Great for the winter. Love the small heel very comfortable.	Would not get foot in as there is no fastening need an opening. Small heel is suitable.

## RESULTS

Themes generated included style, brand, emotions, available choices and restrictions when buying shoes. While the older group chose shoes for comfort and fit, the younger group were more influenced by fashion and matching to dress choice. Colour was important to both groups and a key factor when buying new shoes. Foot pathology was the main restriction in buying desirable shoes in the older group. The older women reported that they chose footwear on comfort and what they knew fitted the foot considering existing pathology. The younger group, however, was influenced more by fashion, image and colour and did not consider the comfort of the shoe to be as important although, they would not wear an uncomfortable shoe for very long. Both groups preferred to have a heel on the shoe than to have a flat shoe. The older group sourced suitable retail outlets that they remained loyal to and would stick to buying from that retailer as the shoes on offer worked for them. The younger group had different opinions and would buy shoes from independent retailers, fashion shops and outlets that had desirable shoes. Both groups found buying new shoes stressful and not an enjoyable experience with many restrictions in place in buying a suitable shoe. Problems encountered when buying shoes by the younger group included; toe box shape (a round toe was required to stop pressure on toes), heel height (very flat shoes causing pain and discomfort), width of shoes (accommodating foot size and joint deformities) and sizing (lack of choice in some retailers for smaller and bigger feet) The older group encountered similar restrictions when buying shoes but also felt that the choice on offer in high street stores was limited to accommodate foot deformities and insole therapy that helped with pain. Both groups echoed the thoughts reported on limited choice of retail footwear and the number of restrictions faced when buying suitable shoes A broader range of footwear available on the high street that accommodates foot deformities and does not compromise image would improve the foot health of women. As women age the acceptance of ignoring style and image in order to be comfortable increases. The desire to be fashionable is still present and older females are still influenced by design and colour when purchasing shoes. Younger women may still be happy to feel uncomfortable in order to portray a certain image.

This small study supports previous work around the difficulties experienced when buying shoes and supports the need for retailers to invest in stylish comfortable footwear that accommodates the painful foot. Further work on high street footwear is required to expand our understanding of choices made when purchasing shoes to enable appropriate footwear advice to be given to improve footwear related foot pain.

## CONCLUSION

As women age, the choices made for fashionable footwear may be overridden by the need to fit a shoe to existing foot pathology. Older women may be willing to alter the style of shoes to accommodate problems and ensure comfort. However, younger females with foot pain may wear fashionable shoes even if they cause discomfort.

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**BRINDHA.MG**

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**CFTI is one of the premier footwear training institutes of its kind in the country. In order to expand its activities, CFTI undertakes job work for MSMEs and concentrates in conducting need-based specialized training programs. The following specialized training programs were conducted during the period of January to June 2020**

### **Training Programme on "Faculty"**



### **Training Programme on "GST Practitioner" at Hosur**



### **Training Programmes on "Electric Vehicle Training"**



### **Training Programme on "Natural Therapy"**







## Training Programme on “Lean Six Sigma” at Francis Xavier Engineering College, Tirunelveli



## Training Program on Vista Shoes, AVT Leather Goods



## Training Programme on “Lean Six Sigma-Black Belt”



## Training Program on Social Media Marketing







### Training program on SCORE



### Training Program on Stock Trading



These specialized programs were useful for many of the industries and to the general public as well. Before the lockdown on account of pandemic was imposed, the training programs were conducted in different places across Tamil Nadu and during the lockdown these programs are being conducted online. The following companies were benefited during the period under report:

**M/s. Wipro Tecnologies solutions, Chennai**

**M/s. Techpro System Limited, Chennai**

**M/s. VNS Engineering System**

**M/s. Karuna Institute of Technology**

**M/s. Swelect Energy Systems Limited**

**M/s. Syam Chemicals, Chennai**

**M/s. Verizon, Chennai**

**M/s. TCS, Chennai**

**M/s. UST Global, Chennai**

**M/s. Virtusa, Chennai**

**M/s. NAVITAS, Chennai**





## Training Programme on "Digital Marketing"



## Internship Training on "Machine Learning"



## Training Programme on "Artificial Intelligence" at Prince Arts and Science College



## Training Programme on "HR-Statutory Compliance"







## Training Programme on Gold Appraisal"



## Training Programme on "Digital Marketing"



## Training Programme on "Export Import Procedures and Documentations"



## Training Program on Lean Six Sigma Green Belt







## Training Programme on "Solar Power Installation"



## Training Program on 'Income Tax'



## Training Program on Internship



## Training Programme on "Start And Improve Your Business"(SIYB)



## Training Programme on "Internet Of Things"



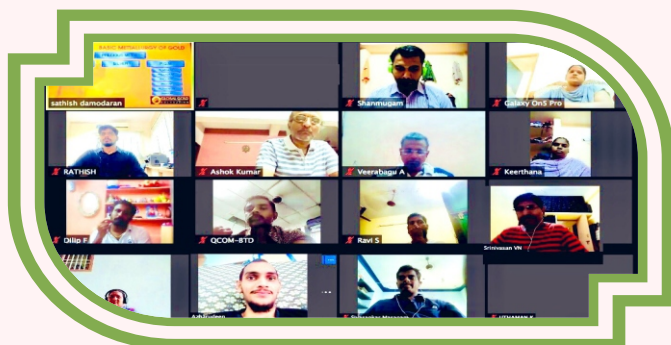




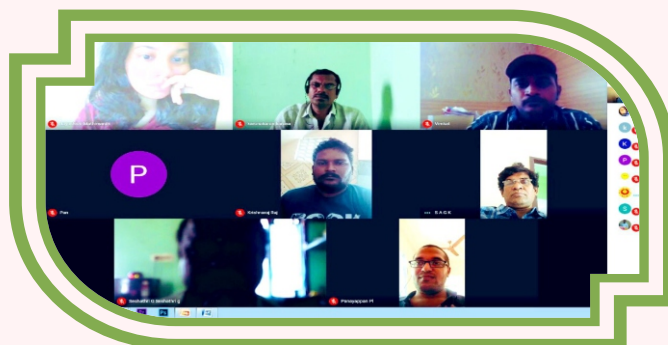
**These need based specialised training Programme were conducted online during the Lockdown**



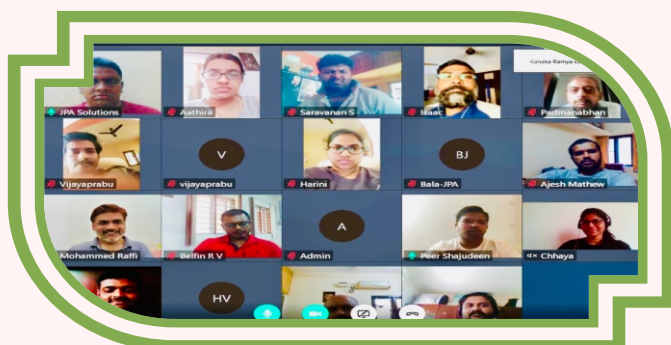
**Training Programme on “Gold APPRAISER”  
online/Video Conferencing**



**Training Programme on “SOLAR POWER  
INSTALLATION” online/Video Conferencing.**



**Training Programme on “DATA ANALYTICS”  
online/Video Conferencing**



**Training Programme on “Lean Six Sigma -  
Black Belt” online/Video Conferencing**



### **The Calendar for the period July – Sep, 2020**

#### **Specialised Training Program Schedule For The Month Of July, August, September 2020**

Sl.No	July	August	September
1	Gold Appraisal	Lean Six Sigma -Black Belt	Stock Trading Training
2	Become Assesment centre Analyst -HR-Professional	Lean Six Sigma -Green Belt	Digital Marketing
3	Become AWS cloud Security & Compliance professional	Become FinancialAccounting Expert-Tally ERP	Solar Power Installation
4	Export Business-Procudures and Documents	Bocome IT Software Manager professional	Income Tax training
5	Stock Trading Training	Bocome Data visualization Expert with Business Analyst	GST practitioner training
6	Bocome Social Media Optimization Expert	Become E-Learning Animator	Lean Six Sigma -Black Belt
7	Bocome SoftwareEngineer-Full stack Web Developer		Lean Six Sigma -Green Belt
8	GST practitioner training		
9	Bocome AWS cloud security & compliance professional		
10	Lean Six Sigma -Black Belt		
11	Lean Six Sigma -Green Belt		





**3rd and 4th Batch Students of PGHD Course at # Leicester College of Footwear in # LEICESTER, UK for their 6 weeks module to have exposure on # Art, #Fashion & # Design.**



**Committee members comprised of Shri. Mohan Member from CLRI, Shri. Balachander M/s. Winner Overseas Industry Member, Shri. Govindaraj MSME DI, Shri. Kolanjivel AD during Bid opening for Procurement of Machines related to COVID19.**







### 3-D PRINTING

The initial dream of 3-D printing was that consumers could print their own products at home. While the footwear market is not there yet, lower prices for 3-D printers have made the technology accessible to a larger number of shoe manufacturers, which is helping this innovation achieve mainstream recognition.

Recently, athletic powerhouses such as Under Armour, Nike, Adidas and New Balance have produced special runs of sneakers with 3-D midsoles. But in about a year, footwear firms may hit a more-solid milestone: They should be able to produce short runs — including sole-tooling components, midsoles and shanks — that they've printed themselves for market introductions.

However, footwear manufacturers angling to get the attention of younger consumers who are fans of personalization could draw them in with accessories — for instance, selling designs for at-home printing or for printing at a local UPS store.



### 3-D SCANNING

Photo technology is also reaching new heights when it comes to getting exact measurements to achieve the best possible shoe or insole fit.

Some retailers have embarked on 3-D foot scanning to help improve the shopping experience. Zappos.com, for one, recently tested Intel's RealSense technology. Its three cameras can “see” like the human eye to sense depth,” according to Intel, and scan to create a digital 3-D version of a foot.

Volumental is a 3-D scanning technology that utilizes RealSense cameras to assess feet and give recommendations on shoes. According to the company, Nordstrom is using its scanning device, as is New Balance, which has it in its Boston and Taipei flagship stores.

In another iteration, an app in beta called Fitfully offers a 3-D foot scan that is completed via users' iPhones. It's geared toward online retailers and promises to take 30 seconds to reveal a pressure map of how a foot will fit a particular shoe.



### AUGMENTED REALITY

Most market observers agree that virtual reality is an effective marketing strategy for retailers and brands. Augmented reality, however, may serve as a bigger revenue-driver, helping consumers find the right products and actually make purchases. The difference, in part, comes from the fact that VR does not yet allow users to see their bodies, while AR can show what products look like on the body and offer 360-degree views.

Footwear experts predicted that augmented reality and possibly 3-D scanning could all unite one day to create a truly seamless buying process.



### SMART SHOES

There is a product that change color based on mood or fashion. According to the technologies, the idea is that reactive textiles with adept fibers and mini LED lights change the colors of the sneakers via downloadable design packs. Colors can also change based on movement, temperature or location. Using a smart phone app, you can target different parts of the shoe's surface and program it to display the hue of your choice.



By  
T. GNANAPAZHANI,  
M.Tech (Footwear Science & Engg)  
CFTI, Chennai





## CFTI DISTRIBUTED FOOD TO THE NEEDY DURING THE LOCKDOWN



## CFTI FELT THE NEED OF THE HOUR AND MANUFACTURED FULL GOWN PPE KITS FOR THE FRONT LINE WARRIORS.







GOVT OF INDIA

## CENTRAL FOOTWEAR TRAINING INSTITUTE, CHENNAI

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(Ministry of Micro, Small & Small & Medium Enterprises,  
Govt. of India Society)

An ISO 9001 : 2005 Certified Institute

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Available for Boys**

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INVITES APPLICATIONS FROM ELIGIBLE CANDIDATES FOR THE FOLLOWING JOB ORIENTED LONG TERM COURSES

S. No.	Name of the Course	NSQF Code	NSQF Level	Duration	Eligibility	Age	Course Fee (in Rs.)		Month of Commencement (Tentative)
							General Candidates	SC/ST Candidates	
1.	Diploma in Footwear Manufacture & Design [DFMD]	MSME/DFMD/60	6	2 Years	12th Pass	17 to 25	1,56,000	41,000	September
2.	Post-Graduate Higher Diploma in Footwear Technology & Management Studies [PGHD]	MSME/PGHD/59	8	18 Months	Any Graduate (Eng / MBA Preferred)	35 Max.	4,65,000	2,30,000	September
3.	Post-Graduate Diploma in Footwear Technology (PGDFT)	MSME/PGDFT/19	7	18 Months	Any Graduate	35 Maxi.	1,25,000	25,000	November
4.	Post Diploma in Footwear Technology [PDFT]	MSME/PDFT/12	6	1 Year	Any Diploma	35 Max.	1,25,000	25,000	November
5.	Advanced Certificate Course in Footwear Manufacturing Technology (FMT)	MSME/FMT/01	5	1 Year	12th Pass	35 Max.	77,000	27,000	September
6.	Advanced Certification in "Footwear Design & Product Development" [FDPD]	MSME/FDPD/65	5	1 Year	10th Pass	35 Max.	1,27,000	27,000	October
7.	Condensed course in "Footwear Design & Production" (CFDP)	MSME/CFDP/71	4	6 Months	10th Pass	35 Max.	43,000	13,000	August
8.	Leather Goods Maker [LGM]	DGT/1079	3	1Year	10th Pass	35 Max.	90,000	23,000	November

### Note:

- ☒ No tuition fee for SC/ST candidates. Only the cost of raw materials issued to them for practical purpose is charged, The finished goods (No. of pairs of shoes made differ from course to course) are given back to the students for their own use.
- ☒ Since Six Weeks Study at Leicester College, London, UK is involved as apart of curriculum for the course mentioned at SI. No. 2 (PGHD course), the cost of travel, Visa charges and boarding and lodging charges during the stay at London are to borne by the students including candidates belonging to SC/ST community.
- ☒ Courses mentioned at SI.No.1&2 are affiliated with Leicester College, London, UK and therefore course completion certificates, are issued by them.
- ☒ For all other courses mentioned at SI.No. 3 to 8 above, certificate will be issued by Government of India.
- ☒ Placement assistance will be provided for all successful candidates for the courses mentioned at SI.No. 1 to 8.
- ☒ No Entrance Exam. Admission is based on "FIRST COME FIRST SERVED" basis and on merit basis as well
- ☒ All above mentioned Long Term Courses are of NSOF Compliance.
- ☒ Caution Money Deposit will be refunded to all the Students (provided there is no recovery on account of loss of tools or property) after completion of the Course.

**For further details  
Contact : 9677943633 / 9677943733**





# CENTRAL FOOTWEAR TRAINING INSTITUTE

MSME - Technology Development Centre

Ministry of MSME, Govt. of India

65/1, G. S. T. Road, Guindy, Chennai-600 032. Phone:044-22501529, / 22500879, Website: www.cftichennai.in, Email: cfti@cftichennai.in

## PPE Kits (Coverall for COVID-19) manufactured by CFTI Chennai

We, Central Footwear Training Institute, Chennai, Government of India Society functioning under Ministry of MSME, Govt. of India. After the instructions from Ministry of MSME, this Institute has contributed towards helping the COVID-19 warriors by manufacturing essential PPE kits (Medical Gowns) for a private supplier to Government, since April 2020. So far 6500 medical gowns have been manufactured by this Institute with the modernized machinery and skilled manpower of the Institute. CFTI, Chennai staffs have taken all precautions against COVID-19, such as social distancing, sanitizing, use of face mask etc.,

Now this Institute's Medical Coverall (PPE Kit) composing of Hooder and boot cover has passed the Synthetic Blood penetration test conducted by International testing centre an approved lab Conducted by PPDC Meerut Under Ministry of MSME, Govt of India, tested on the fabric & seam portion as per ASTM F1670 standards of synthetic blood penetration test

### Specifications : CFTI SSU - 700

Suit	Polypropylene / Polyurethane
Zipper	Metal/ Nylon / Polyester Braid
Elastic	Synthetic Rubber (non-latex)
Seam Tape	Polyethylene / Polyester
Thread	Polyester / Cotton
Price	600/- + GST

### Specifications : CFTI MU - 700

Suit	Cellulose based Non-woven / Polyurethane
Zipper	Metal/ Nylon / Polyester Braid
Elastic	Synthetic Rubber (non-latex)
Seam Tape	Polyethylene / Polyester
Thread	Polyester / Cotton
Price	1000/- + GST

**\*Note: Minimum order qty: 500 pieces**

### Sizing

An appropriate size garment should be selected to allow sufficient movement for the task



	Height			Chest	
Free Size	71-73 in	180-185 cm		50-52 in	125-132 cm

### PPE Kit Contains :

1. Full Body Coverall with hood cap
2. Boot Cover

In case of requirement in the above PPE Kits, you are kindly requested to contact us:

Email Id : ppekits@cftichennai.in  
Contact Name : P. Sekar  
Contact Number : 9384843703

Certified Body

MSME - Technology Development Centre PPDC MEERUT Ministry of MSME, Govt. of India