

INDIAN NAVY – CLE – FDDI FOOTWEAR WORKSHOP – Cum – EXHIBITION

29th September 2016, DRDO Bhawan, New Delhi

A Report by Sanjay Kumar, Regional Director - North, CLE



INDIAN NAVY

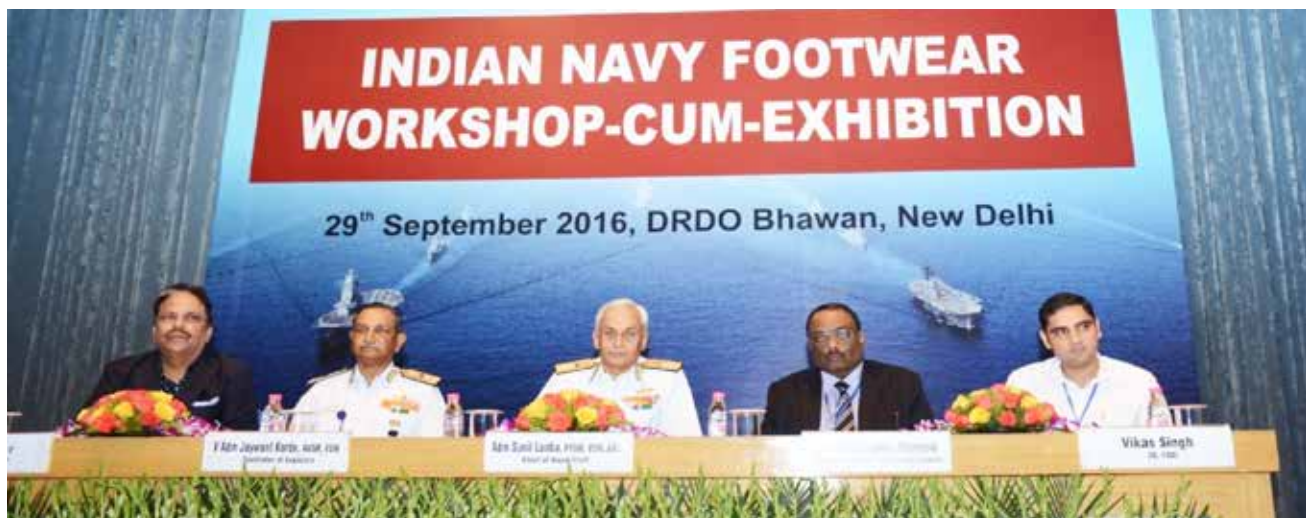


Council for Leather Exports

Sponsored by Ministry of Commerce & Industry, Government of India



FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE
Ministry of Commerce & Industry, Govt. of India



The dignitaries present on the dais at the inaugural session

Indian Navy is the 5th largest Navy in the world and Key Footwear products are used by them. It is one of the largest consumers of footwear products in the country, who in addition to a range of conventional footwear products are consuming special footwear for MARCOS and Aviators.

Indian Navy in collaboration with Council for Leather Exports (CLE) and Footwear Design and Development Institute (FDDI) organized a Footwear Workshop – cum – Exhibition on 29th September 2016 at Dr. D.S. Kothari Auditorium, DRDO Bhawan, New Delhi wherein officials from the Indian Navy interacted with the footwear industry experts.

Shri M. Rafeeqe Ahmed, Chairman, CLE welcomed Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff by presenting a bouquet. Shri Puran Dawar, Regional Chairman – North, CLE welcomed Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics and Shri M. Rafeeqe Ahmed, Chairman, CLE with a bouquet. Shri Mukhtarul Amin, Vice Chairman, CLE welcomed Shri Puran Dawar, Regional Chairman – North, CLE and Shri Sanjay Kumar welcomed Shri Vikas Singh, Executive Director, FDDI.

Shri Puran Dawar, Regional Chairman – North, CLE welcoming Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics



Shri M. Rafeeqe Ahmed, Chairman, CLE welcoming Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff by presenting a bouquet





Shri Puran Dawar, Regional Chairman – North, CLE welcoming Shri M. Rafeeqe Ahmed, Chairman, CLE



Shri Mukhtarul Amin, Vice-Chairman, CLE welcoming Shri Puran Dawar, Regional Chairman – North, CLE



Shri Sanjay Kumar, Regional Director – North, CLE welcoming Shri Vikas Singh, Executive Director, FDDI

In the key note address at the inaugural session, Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics welcomed the delegates from both Indian Navy and Footwear Industry. He gave a brief introduction about Indian Navy. The primary objective of the navy is to secure the nation's maritime borders. Indian Navy helps to enhance its international relations through joint exercises, port visits and humanitarian missions, including disaster relief. In recent years, the Indian Navy has undergone rapid modernization to replace its ageing equipment which is often seen as part of "India's drive" to develop blue-water capabilities and enhance its position in the Indian Ocean region. He further conveyed that this collaboration with Council for Leather Exports (CLE) and Footwear Design and Development Institute (FDDI) for organizing Footwear Workshop – cum – Exhibition will benefit both the Indian Navy as well as Footwear Industry as it will enhance their knowledge base and help in the process of product development on footwear according to the needs of the Indian Navy.



Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics speaking in the key note address at the inaugural session

Shri M. Rafeeqe Ahmed, Chairman, CLE thanked the Indian Navy for offering an opportunity to the Indian Leather and Footwear Industry to explore tie-ups with the Defence Forces, through this Footwear Workshop – cum – Exhibition. He conveyed that the workshop – cum – exhibition will provide a platform for gaining insights on the requirements of Indian Navy and to explore business opportunities. The large turnout of the Indian manufacturers here in this exhibition is a testimony to the great respect that the Indian footwear industry has for our Defence Forces.

The Indian footwear industry, being the second largest producer of footwear in the world next only to China, definitely has the wherewithal to cater to the requirements of the Navy. The Indian footwear industry's turnover is about USD 12.45 billion, which includes export of USD 2.45 billion and domestic market turnover of USD 10 billion. With the per capita consumption of footwear in India projected to increase from current 2 pairs to 4 pairs by 2020, the export turnover is projected to increase to USD 4.54 billion and domestic turnover to USD 15 billion. The footwear industry is currently supplying to famous overseas brands like Clarks, Florsheim, ColeHann, Deichmann, Ecco, Nike, Addidas etc. The footwear industry is also investing in capacity modernization, technological up-gradation and Design Development.



Shri M. Rafeeqe Ahmed, Chairman, CLE speaking at the inaugural session at Footwear Workshop – cum – Exhibition

Shri M. Rafeeqe Ahmed added that the Indian footwear industry is currently exporting Industrial Safety Shoes/boots and Army boots to about 70 countries, with an annual export value of Rs.300 crores. Opening-up supply network with the Indian Navy will not only bolster production in the country and fulfil our Hon'ble Prime Minister's Make in India programme, but will also help in generating more employment opportunities for economically weaker sections of the society. Besides, it will open-up new vistas for Joint Research activities by Industry, CLRI, FDDI and DRDO in developing innovative and world class footwear for the Armed Forces.

He concluded by conveying that this footwear exhibition is only a beginning which will open-up a sea of opportunities for tie-up with the Defence Forces. This exhibition will provide us opportunities to learn more about the exact requirements of the Navy and try our best to meet those requirements.

Shri Puran Dawar, Regional Chairman – North, CLE addressed the august gathering and briefed about the importance of Indian Navy. He conveyed that the Indian Navy is not only protecting our maritime borders but is also facilitating the safe passage of international trade cargo by undertaking pro-active patrols against piracy. Hence, the India Navy is playing an important role in the development of global trade through protection of the seas. This workshop-cum-exhibition will give us an opportunity to know about the footwear requirements of the Indian Navy.

As far as Indian Footwear Industry is concerned, we have come a long way from being a mere supplier of footwear as per designs set by our buyer, to a leading supplier of footwear designed in-house. The footwear industry is working closely with institutions like Central Leather Research Institute (CLRI), Footwear Design and Development Institute (FDDI) etc., and is investing more and more on Design Development. As a result, we have been able to come-up with innovations as per global standards. Hence, we are confident of meeting the footwear requirements of Indian Navy as well, not only in terms of quality but in terms of innovation as well. Shri Dawar proudly stated that supplying footwear to our Defence Forces is a prestigious assignment for all of us.



Shri Puran Dawar, Regional Chairman – North, CLE addressing the august gathering at the inaugural session

Indian footwear industry has achieved the milestone of being 2nd largest manufacturer in the world. The footwear industry is looking to substantially enhance its market presence both in India and abroad. In this context, the opportunity to collaborate with the Indian Navy for supply of footwear by itself will be another major milestone and will be a motivation to many entrepreneurs in the country.

He requested the manufacturer exporters who took part in this exhibition to fully utilize this opportunity and understand the exact footwear requirements of the Navy and also strive hard to meet those requirements.

He saluted the Brave Soldiers and Sailors for their selfless and tireless service to the Nation and assured that the footwear industry will provide best services to the Defence Forces.

Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff welcomed the dignitaries and other present in the auditorium. He conveyed that Indian Navy in collaboration with Council for Leather Exports and Footwear Design and Development Institute is organizing this Footwear Workshop-cum-Exhibition to solicit renewed cooperation with the industry. Military gives great significance to Uniform and therefore, footwear is an important part for them. Shoes not only protect at work but it also impacts our efficiency. Footwear is also one of the factors deciding the turnout moral and efficiency of a military men and women. George S. Patton has rightly quoted "Let's keep our boots polished, bayonets sharpened and present a picture of force and strength". The point of view is that Shoes are for safety, comfort and more importantly its functional ability to perform duty and task that a man or a woman is assigned to do and therefore it is essential to upgrade our footwear.



Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff interacting with the delegates of Footwear Industry and Indian Navy

Keeping with the latest development in the industry as quoted by Chairman, CLE, India is the second largest producer of footwear in the world. However the quality of service shoes issued to the men ranging from White Uniform Shoes, Black Derby, Safety Boots to Jungle Boots needs an up gradation and urgent attention. He conveyed that he was really surprised to learn that we continue to source Korean Split Leather with PU coating for white uniform shoes. Hence, Admiral Lanba urged the footwear industry to make quality Indian footwear which



A view of the audience

will be proud to wear. He further informed that the Navy is in the process of upgrading Black Non Skid Shoe to Safety Shoe for personnel onboard ships. Also, recently Sports Gym Shoes have been introduced replacing old Canvas PT shoes. The Navy is also developing an improved Black Ankle Boot and Jungle Boots.

Admiral Lanba stated that in the workshop, the Navy intends to brief the industry on various aspects related to our procedures that includes specification of the shoes, procurement procedures and Vendor registration. On the Navy's side, they look forward to see the latest in the footwear industry.

Shri Vikas Singh, Executive Director, FDDI offered a vote of thanks to the Chief of the Naval Staff, Controller of Logistics, Chairman, CLE and Regional Chairman – North, CLE for being part of this Footwear Workshop – cum – Exhibition. He assured that FDDI will provide full support to the footwear manufacturers in order to meet the requirements of the Indian Navy.



Shri Vikas Singh, Executive Director, FDDI offering a vote of thanks



Shri M. Rafeeqe Ahmed, Chairman, CLE presenting a memento to Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff



Shri Puran Dawar, Regional Chairman – North, CLE presenting a memento to Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics



Shri Puran Dawar, Regional Chairman – North, CLE presenting a memento to Shri M. Rafeeqe Ahmed, Chairman, CLE



Shri Sunil Harjai, Member, COA, CLE presenting a memento to Shri Puran Dawar, Regional Chairman–North, CLE



Shri Motilal Sethi, Member, COA, CLE presenting a memento to Shri Vikas Singh, Executive Director, FDDI

The dignitaries at the inaugural session

Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff alongwith other dignitaries inaugurated the Exhibition by ribbon cutting after which the dignitaries visited the stalls.



Admiral Sunil Lanba, PVSM, VSM, ADC, Chief of the Naval Staff inaugurating the exhibition

The exhibitors exhibited the following types of footwear:

1. Conventional Footwear

- Shoe PU Coated Split Leather White Uniform
- Shoe Black Leather Derby
- Shoe Black Non Slip/Safety Shoe
- Boot Ankle Black
- Sports Shoe
- Boot Jungle



2. Specialized Footwear

- Boot DMS for MARCOS
- Flight Deck Shoe
- Track Shoe for MARCOS
- Boot Snow
- Submarine Sandal



SNAPSHOTS OF THE STALL VISIT



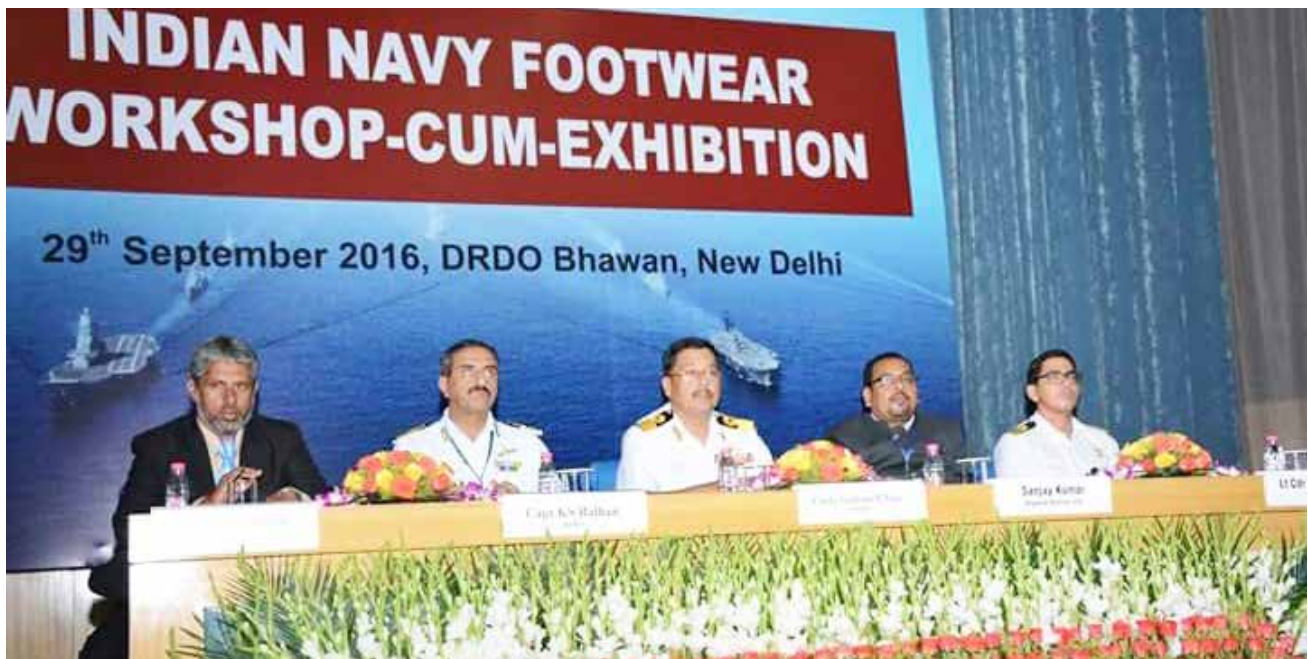
SNAPSHOTS OF THE STALL VISIT



The dignitaries at the CLE booth



Technical Session



The Panelists at the Technical Session (from left to right) : Shri A. Fayaz Ahmad, Asst. Director (ILDLP), CLE ; Captain K.S. Ralhan, Directorate of Procurement, Indian Navy; Commodore Gautam Negi, Principal Directorate of Procurement, Indian Navy ; Shri Sanjay Kumar, Regional Director (North), CLE and Lt. Cdr. Pawandeep Sangwan, Directorate of Clothing & Victualling, Indian Navy

The second session was a technical session where the members of the footwear industry and staff of the Indian Navy interacted with each other. Commodore Gautam Negi, Principal Directorate of Procurement, Indian Navy welcomed the CLE and FDDI officials and other delegates present in the auditorium. He conveyed that this session will help the delegates of the footwear industry to know about the requirement and aspirations of Indian Navy as well as naval procurement procedures. Simultaneously the delegates of the Indian Navy will get to learn about capabilities and advancement in footwear industry and what footwear industry can offer to Indian Navy.



Commodore Gautam Negi, Principal Directorate of Procurement, Indian Navy welcoming all for the technical session

Lt. Cdr. Pawandeep Sangwan, Directorate of Clothing & Victualling presented a power point presentation explaining about the requirements and aspirations of the Indian Navy. He discussed about different types of footwear like uniform footwear, shoe white PU coated, sports shoe, shoe black derby, combat footwear, jungle boot,

etc. He briefed about their structure, materials used, annual requirement and other details about the footwear. He discussed on the following topics:

- ☐ Material description of footwear like upper components, lining, outsole, stitching thread.
- ☐ Construction of footwear like upper design, Insole/ Footbed & BNR Sole Complex.
- ☐ Specific requirements to be met by the complete shoe.
- ☐ Marking of each footwear
- ☐ Quality Assurance to be specified by respective manufacturers
- ☐ Sampling and Criteria for conformity
- ☐ Packing, labeling required for each box of footwear
- ☐ Warranty to be given by the respective manufacturers



Lt. Cdr. Pawandeep Sangwan, Directorate of Clothing & Victualling presented a power point presentation on the requirements and aspirations of the Indian Navy

The next presentation was presented by Captain K.S. Ralhan, Directorate of Procurement, Indian Navy wherein he discussed about naval procurement procedure. He briefed about Directorate of Procurement wherein he informed that Directorate of Procurement was created in 1994. It is the nodal directorate for revenue procurement at IHQ MoD (Navy) and is often tasked to coordinate issues related to DPM, NI and Procurement procedures in the Navy. It monitors the disposal of ships/submarines/yard crafts besides monitoring the monthly disposal of Surplus/BER/Scrap through MSTC. He conveyed that procurement has a vital role in any organization and therefore, it plays an important role in Indian Navy also. It is a challenge to meet the requirements of the Fleets and the Naval Units while maintaining the fiscal discipline. He further explained about naval procurement procedure so that the footwear manufacturers can have a view on how the procurement procedure is carried on.



Captain K.S. Ralhan, Directorate of Procurement, Indian Navy discussing about naval procurement procedure

Shri Sanjay Kumar, Regional Director – North, CLE gave a power point presentation on Capabilities and Advancement in Footwear Industry. He conveyed that this session is important as this will help the footwear manufacturers in meeting the demand and requirements of footwear by Indian Navy. He gave an overview of the Indian Leather and Footwear Industry had a transformation over the years from 1950 to 2015. He discussed about top ten markets for Indian Leather Footwear i.e. UK, USA, Germany, France, Italy, Spain, Netherlands, UAE, Belgium, Poland and conveyed that these 10 countries account for 80% of total India's Leather Footwear export. He further discussed about the opportunities the footwear industry have in existing and new markets like Europe, USA, Japan, Russia, etc. He conveyed that collaboration with Indian Footwear Industry can be very fruitful as the industry has taken skill development initiatives to produce world class footwear. 80,000 workers have been trained under Government Scheme in last 2 years and about 3 million workers are to be trained in next 4-5 years in leather industry. At last, he focused on what footwear industry can offer to Indian Armed Forces:

- ☐ Huge volume supply of International Standard Boots/Shoes

- ☐ Joint Research with Defence Forces and CLE/FDDI for development of innovative and state-of-the art boots/shoes for defence forces.
- ☐ Reduce the cost on procurement through indigenous production.



Shri Sanjay Kumar, Regional Director – North, CLE presenting a power point presentation on Capabilities and Advancement in Footwear Industry

Mr. A. Fayaz Ahmad, Assistant Director (ILDLP), CLE welcomed the participants and expressed his pleasure to be a part of this Footwear Workshop – cum – Exhibition. Shoe making is an amazing process of designing and making footwear of various types requires attention in detail. Today big companies and corporates come to the field of shoe making, adding up brand names and value to it, manufacturing in huge quantities, guaranteed quality and durability to their customers using it. The shoe making industry is specializing in various categories of footwear in order to meet the requirements and needs of the customers. He discussed about important brands like Reebok, Gucci, Bata, Liberty, Woodland, etc who are contributing to Make in India programme. The training institutions like FDDI and Central Leather Research Institute (CLRI) is playing significant role in various areas like education, research, training, testing, designing, social empowerment, etc. In addition, Skill up-gradation is being done under National Skill Certification and Monetary Reward Scheme of the National Skill Development Corporation and Pradhan Mantri Kaushal Vikas Yojna (PMKLY) under which 1,00,000 unemployed youth have been trained for various jobs in leather and footwear industry and 80% of them have been employed in the industry. Thus, Government is supporting the leather and footwear industry which in turn is helping the industry to give their maximum contribution for Make in India programme and serve the people at their best.

Shri A Fayaz Ahmad, Assistant Director(ILDLP), CLE further informed that the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Govt. of India has been implementing the Indian Leather Development Programme (ILDLP) for the overall industrial development and growth of leather sector. A total of 6 sub-schemes have been approved for implementation during Twelfth Five Year Plan period 2012-17 with a total outlay of Rs.990.36 Crore. The sub-schemes are (a) Integrated Development of Leather Sector (IDLS) Scheme (b) Establishment of Mega Leather Clusters (c) Leather Technology, Innovation & Environmental issues (d) Hu-



Mr. A. Fayaz Ahmad, Assistant Director (ILDP), CLE giving a presentation on the interventions for industrial development and growth potential of Indian Footwear Industry

man Resource Development (e) Support to Artisans and (f) Establishment of Institutional facilities in the country. The thrust of the ILDP is on technology up gradation and modernization of production units, expansion of production capacities, creation of institutional facilities in the country, training Human Resources for the leather sector, support to rural artisans for design and product development, create market linkages, environment management in the tanning sector, establishment of Mega Leather Clusters etc. The proposal for establishment of Mega Leather Cluster in the State of Andhra Pradesh has been recently approved by the DIPPI, Govt. of India. Further, the Govt. of Haryana through Haryana State Industrial Development Corporation (HSIDC) is proposing to establish a Mega Leather Cluster in Mewat. Besides this, the industry SPVs are taking necessary action to finalize the proposals for establishment of Mega Leather Clusters in the State of Uttar Pradesh. As such, new clusters are proposed to be established which will further increase the production capacity and the industry is poised to grow manifold in the years ahead. The Government of India's intervention through the Indian Leather Development Programme (ILDP) is propelling the industry towards industrial development and growth.

After the presentations, an interactive session was held wherein the delegates of the footwear industry and Indian Navy interacted with each other. One of the questions asked by a delegate of Indian Navy was that how they can get the quality assurance to which Shri Sunil Harjai, Member, COA, CLE and Proprietor, M/s. Siddharth Exports replied that quality cannot be compromised in making a technical shoe. A technical shoe is utmost important and



therefore, comfort, quality and material used should be maintained. Footwear industry needs consultants from Indian Navy who can help the industry manufacturers to meet the requirements of the Indian Navy.



Shri Sunil Harjai, Member, COA, CLE replying to the query raised by one of the delegates of Indian Navy

Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics expressed his concern regarding the cost they have to pay for buying a shoe. He conveyed that they have to pay a higher cost to buy a shoe of good quality which is unaffordable. To this Shri Puran Dawar, Regional Chairman – North, CLE replied that this is a concerned query and therefore, shoe has to be manufactured which is cheap and of best quality. For this audit of the factories need to be done in order to know the technicality for making a shoe that is of good quality and is affordable.



Shri Puran Dawar, Regional Chairman – North, CLE replying to the Controller of Logistics on the concern he raised regarding the cost of shoe

Controller of Logistics conveyed that the Indian Navy needs help of the footwear industry and FDDI for further refinement in the manufacturing of shoes.

SNAPSHOTS OF THE INTERACTIVE SESSION



Commodore Gautam Negi, Principal Directorate of Procurement, Indian Navy offered a vote of thanks to the four panelists – Lt. Cdr. Pawandeep Sangwan, Captain K.S. Ralhan, Shri Sanjay Kumar and Mr. A. Fayaz Ahmed for sharing useful and informative presentation.

Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics presented a small token of appreciation to the Chairperson and Speakers of the session and concluded the session by thanking all for such useful technical session. This Workshop – cum – Exhibition will help to create awareness in the Indian footwear Industry on the specific requirements of the Indian Navy, their aspirations for product up-gradation and also delegates and exhibitors will get the opportunities to showcase their products and capabilities. He conveyed that shoes are very important in a man's life and therefore, shoes should be manufactured which gives comfort and satisfaction to the customers.



Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics presenting a small token of appreciation to Chairperson - Cmde Gautam Negi, Principal Directorate of Procurement

**Vice Admiral Jaywant Korde, AVSM, VSM, Controller of Logistics presenting
mementos to the Panelists**



The session was followed by lunch after which the exhibition was open for visitors. The following 26 companies displayed their wide range of footwear in this exhibition.

List of Exhibitors

S.No	Name of the Company
1	Ashoka International, Agra
2	Charanpaaduka Indus. P. Ltd, Haryana
3	Dawar Footwear Industries, Agra
4	Farida Group, Chennai
5	Footwear (Klick) India Pvt Ltd, New Delhi
6	K.V.S Exim Pvt Ltd, Kanpur
7	Lakhani Footwear Pvt Ltd, Faridabad
8	Liberty Shoes Ltd, Karnal
9	Mahesh Exports, Agra
10	Mayur Leather Products Ltd, Jaipur
11	Micro Industrial Corporation, New Delhi
12	Mirza International Ltd, Kanpur
13	Opel Footwear, Agra

S.No	Name of the Company
14	Real Footcare (India), Agra
15	Rahman Industries Ltd, Kanpur
16	Ruksh International, Kanpur
17	Sarup Industries Ltd, Jalandhar
18	Siddharth Exports, Noida
19	SSIPL Lifestyle Pvt Ltd, New Delhi
20	Star Impact Pvt Ltd, Jalandhar
21	Superhouse Limited, Kanpur
22	Tata International Ltd, Mumbai
23	Torpedo Shoes Pvt Ltd, Kanpur
24	Virola International, Agra
25	XO Footwear Pvt Ltd, New Delhi
26	Zafar Alam International, Kanpur



SNAPSHOTS OF THE EXHIBITION







