

# Footwear Chronicle

A Quarterly Journal by Central Footwear Training Institute, Chennai  
An ISO 9001:2015 Certified Institution

Rs. 20  
JULY - SEPTEMBER 2018

Volume III

Issue 3

Tamil / English / Hindi



**Your Gateway to  
Footwear Industry**



**Make Leather your  
Canvas for Success**







Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Visit of Shri. R.K. Rai, Director, O/o The Development Commissioner, MSME, Government of India, New Delhi







## *From the Director's Heart*



**Shri. K. Murali**

Greetings from CFTI, Chennai.

It is my honor and privilege to share with you my thoughts and feelings through this column.

The significant achievements of this Institute during the period July-September, 2018 have been narrated at page 4 & 5 of this magazine.

I am happy to inform that with all your support and cooperation I was able to complete my first tenure of five years as Director of this Institute successfully and with your good wishes I have been given an extension for another 5 years beyond July, 2018 to serve you even much better. With humility I have accepted this offer given by the Government gracefully with the sincere hope that with your cooperation and support, nothing is impossible in all my future endeavors. I assure you that I shall continue to work for the betterment of this Institute and I seek your assistance and support to accomplish my task successfully.

It is indeed my pleasure and privilege to inform that admissions to all long-term and short-term courses for the academic session 2018-19 are in full swing. Wide publicity is being given about the Institute's activities and achievements and about the admissions to these courses by organizing "Press Meet" at Chennai, Vijayawada, Bengaluru and Tiruvananthapuram. As a result of the Press conference, overwhelming response from the public have started pouring in. I feel that My mission for creating a higher demand for the admissions to all the long-term and short-term courses will be accomplished during the academic session 2019-20.

My appeal to all the major Industrialists is that at least 5 candidates each who are dependent children of the employees of your company may be sponsored for these regular courses conducted by this Institute as a welfare measure and for the upliftment of their employees and create a bonding in the leather and footwear industry fraternity.

I take this opportunity to convey my seasons greetings to one and all of you on the occasion of puja and Diwali festival seasons.





## SIGNIFICANT ACHIEVEMENTS OF CFTI, CHENNAI during JULY - SEPTEMBER 2018



1. 24th FMT Moderation conducted by experienced experts as Assessors at CFTI, Chennai.
2. Students sponsored by CSIR - CLRI trained by Senior Trainers of CFTI Chennai in various job roles pertaining to the Diploma course framed under NSQF Compliance.
3. Certificate Distribution Ceremony for 800 TNSDC Sponsored trained candidates inaugurated in the presence of Hon'ble Labour Minister Smt.Nilofer Kafeel; Hon'ble Minister for Youth & Sports Shri.Bala Krishna Reddy; Shri.Ashok Kumar MP; Shri.C.V.Rajendran MLA; Shri. Manoranjitham MLA; Smt.Jothi Nirmalasamy IAS, MD TNSDC
4. Certificates being distributed to the candidates by Minister of Labour and Minister of Youth & Sports, TN Govt and through other delegates enrolled through sponsorship of TNSDC after successful training by CFTI, Chennai.
5. Hon'ble Secretary Dr.Arun Kumar Panda IAS, Ministry of MSME, Govt of India visited CFTI Chennai. During visit of Shri.A.K.Panda Secretary Ministry of MSME to CFTI, Chennai, interacted with Staff, Faculty and Officers regarding the working of machines. Secretary MSME also interacted with the students who wish to become entrepreneurs and display of shoe products, accessories and getting assembling for various shoe constructions.
6. Successful completion as Director, CFTI-Chennai by Shri.Murali K on his 1st tenure from 5th July 2013 to 4th July 2018 and further extended for next 5 years were being celebrated in the campus of CFTI Chennai. Road map for next 5 years is also discussed during the time.
7. Ms.Swati Mehrothra, Designer engaged in preparing and grooming the students for their final project at CFTI, Chennai by exploring their own creations, starting from theme to the final product FY 2018-19
8. CFTI Chennai conducted Pre-screening of candidates at outreach place to be trained, sponsored by TNSDC and DIPP for the purpose of selecting eligible candidates.
9. RPL Assessment by LSSC Assessors after arranged by CFTI, Chennai is being sponsored by TNSDC, Tamil Nadu Govt.
10. Training imparted by Trainers from CFTI, Chennai on various jobroles to the freshers trained by sponsorship of TNSDC, Govt of Tamil Nadu.
11. HR Training commenced by CFTI, Chennai with 54 overwhelming participants from various Industry stakeholders.
12. Training on “Export/ Import Documentation and Procedures” for 25 participants by an experienced Industry Expert is being commenced by CFTI, Chennai
13. CFTI Chennai conducts “Solar power Installation training program” commenced with 14 participants including theory and practical demonstration.
14. CFTI, Chennai conducts training program on “Industrial and fire safety management” commenced with 21 enthusiastic participants by Experts in subject in line.
15. Skill candidates were identified by CFTI, Chennai as RPL facilitators and assessment were conducted by SSC Assessment agency to the candidates under Recognition under Prior Learning.
16. Training of Trainer (TOT) programme for 13 trainers conducted by Master Trainers of CFTI Chennai and assessed by Leather Sector Skill Council
17. Director CFTI Chennai participated in the 2 Days customized training Programme at IIM, Ahmedabad
18. Director CFTI chennai participated in the meeting for discussion on Implementation of approved projects under Human Resource Development (HRD) Sub – Scheme of IFLADP – change in time and venue regarding at Udyog Bhavan, New Delhi under the chairmanship of Joint Secretary – DIPP
19. Director CFTI Chennai participated in the 2 Days customized training Programme at IIM, Ahmedabad.
20. New Course on “3D (RED 21+RPO) – Footwear Designing conducted by CFTI Chennai
21. HR Training commenced by CFTI, Chennai with 30 overwhelming participants from various Industry stakeholders.
22. Training on “Export/ Import Documentation and Procedures” for 30 participants by an experienced Industry Expert is being commenced by CFTI, Chennai.
23. Training on “Solar Power Installation” for 26 participants by an experienced Industry Expert is being commenced by CFTI, Chennai.
24. Tamilnadu Skill Development Corporation (TNSDC) training programmes conducted by CFTI Chennai.
25. “Lean Six Sigma Green Belt” - Management Techniques intended to improve Business Processes Training Programme being organized by MSME-TDC, CFTI, Chennai.
26. Training Programme on “Block Chain” conducted by MSME-TDC, CFTI, Chennai.





## SIGNIFICANT ACHIEVEMENTS OF CFTI, CHENNAI during JULY - SEPTEMBER 2018



27. CFTI Chennai has organised Industrial visit for the students of Long term courses.
28. The Sadbhavana (Harmony Day) is celebrated to commemorate the birth anniversary of the earlier Prime Minister of India Shri. Rajiv Gandhi on 20th August 2018. On the occasion of "Sadbhavana Pledge" all Officers, Staffs and students assembled at 11.00 a.m. in the workshop area of CFTI, Chennai. Director administered Sadbhavana Pledge and all the staff members and students repeated him.
29. Based on the skill trained Manpower request of 200 nos received from M/s Puttashree Leathers (P) Ltd for their new manufacturing unit at Chittoor district, Andhra Pradesh, this Institute has visited their Manufacturing plant and conducted awareness program for mobilizing the interested candidates for Skill Training.
30. CFTI Chennai organised Press Meet on 03<sup>rd</sup> September 2018 to promote this Institute's Admission & other activities.
31. "M/s TATA International" has requested for skill trained manpower to their manufacturing unit at Sriperumputhur. Mobilization of candidates is in progress.
32. CFTI Expert & Senior trainers at various centers impart training to candidates on NSQF jobroles in Leather sector sponsored by State/Central Agencies like TNSDC, Govt of Tamilnadu and SC/ST Hub
33. GST Training conducted by CFTI, Chennai to aspirant candidates on the need based demand basis in the campus of the Institute
34. CFTI, imparts training to the raw/new candidates selected by the company is being trained by expert in complicated job roles to bring them quick into production to use the resources in best possible ways
35. A Press Meet by #CFTI, Chennai is organised at Vijayawada Andhrapradesh with the help of PIB to bring awareness about the leather-Footwear sector, job opportunities, Admissions of the Institute, Growth and Development of the sector among General public.
36. A facilitation training cum workshop on the following courses were been conducted by CFTI, Chennai last week. 1. Project Management Professional course 2. Advance Excel 3. Big Data 4. Industrial and Fire Safety
37. Footwear Designing Training using 3D Shoe Cad software 3D-ICAD from RED 21 were successfully completed on pay basis to the Industry Designers for the first time
38. Footwear Designing Training using 3D Shoe Cad software 3D-ICAD from RED 21 were successfully completed on pay basis to the Industry Designers for the first time
39. Inauguration of new factory Ms.Puta Shree leathers Pvt Ltd at Chittoor District by Director CFTI, Chennai & District Collector, Chittoor, along with Commissioner DIC-Chittoor, Andhrapradesh
40. Investor awareness program conducted to Officers and Staffs of CFTI, Chennai at the conference hall by Ministry of corporate affairs
41. Proud moments and celebration by students of CFTI ,Chennai to all Officers, Staffs & Faculties during Teacher's day on 05.09.2018
42. Induction and awareness training programme by staffs and faculties of CFTI, Chennai at ITI, Taramani Chennai to the students of Leather Technology
43. Training and Assessment at various outreach centres conducted by experts from CFTI Chennai sponsored by TNSDC, Govt of Tamil Nadu
44. CFTI Trainers on the role of demonstration on sequential operations of Footwear making to candidates sponsored by TNSDC, Govt of Tamil Nadu
45. CFTI Trainers on the role of demonstrating and impart training to candidates sponsored by TNSDC on complex and critical process of Footwear making
46. Training on NSQF complied jobroles on leather footwear were being imparted at out reach centres by expertise from CFTI, Chennai sponsored by TNSDC, Govt of Tamil Nadu
47. Assessment to candidates trained by CFTI Chennai being carried out by NCVT officials nominated by the sponsor agency, Tamilnadu Skill Development Corporation, Govt of Tamilnadu
48. Short term courses of NSQF Compliant are being conducted by CFTI, Chennai at out reach places under placement linked training sponsored by Tamilnadu Skill Development Corporation (TNSDC), Govt of Tamil Nadu
49. GST Workshop cum Training conducted by CFTI Chennai, during present week for 52 candidates. Shri. Kolanjivel AD(T) is also seen along with the GST Expert



## 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 1½ 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.

- (c) To promote in general and particular, the Indian Footwear Industry to attain international standards of production.

### 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-Managers 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 there of through Universal Converter 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.

## 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 of the sponsor TNSDC has given additional order of 2500 nos. for the year 2017-18.

### Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Ministry of MSDE, Govt. of India

CFTI, Chennai conducts training on Central Government sponsored scheme called "Pradhan Mantri Kaushal Vikas Yojna (PMKVY)" (Phase II of the STAR Scheme) by the New Ministry of Skill Development & Entrepreneurship (MSDE) which aims to skill unemployed youth on the approved job roles National Occupational Standards of NSDC. Under Phase-I CFTI has completed training for 5,166 candidates successfully. CFTI Chennai has been accredited as Training Centre for Phase-II but allocation is still awaited from NSDC.

### Recognition of Prior Learning (RPL)

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 5000 nos. from TNSDC and it is being executed.

### 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 550 nos. Since the assigned task has been completed in a qualitative manner and to the entire satisfaction of the sponsors they have given another order of 300 nos. for the year 2017-18.

### Shoe Upper training through Tamilnadu Slum Clearance Board (TNSCB), Govt. of Tamilnadu

CFTI, Chennai has successfully completed shoe upper training for 200 candidates of unemployed youth residing at Slum / Slum clearance board tenements sponsored by TNSCB.

### CFTI has spread its wings

CFTI completed Skill Training under SHG programme for 795 candidates in Punjab, Haryana and Jaipur. Apart from this Skill Training for 350 candidates at Agra was taken up from CSIR-CLRI and executed the task successfully.





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## UPCOMING FOOTWEAR EVENTS (OCTOBER 2018 - DECEMBER 2018)



**Oct 2-Oct 5, 2018 | Kiev, Ukraine**  
Expo Shoes

**Oct 4-Oct 6, 2018 | Lagos, Nigeria**  
Made in Nigeria Shoe Expo

**Oct 9-Oct 11, 2018 | Tashkent, Uzbekistan**  
International Exhibition Leather, Footwear,  
Clothing & Accessories

**Oct 14-Oct 16, 2018 | Phoenix, Arizona,  
United States**  
The Arizona Apparel, Accessories, Shoe, & Gift  
Show

**Oct 17-Oct 18, 2018 | Alicante , Spain**  
Futurmoda

**Oct 17-Oct 19, 2018 | Izmir, Turkey**  
Shoexpo Izmir Footwear and Bags Fair

**Oct 21-Oct 23, 2018 | Long Beach, California ,  
United States**  
FDRA Trade Distribution and Customs (FTDC)  
Conference

**Oct 21-Oct 23, 2018 | Chicago, United States**  
STYLEMAX

**Oct 21-Oct 24, 2018 | Long Beach,  
United States**  
Footwear Trade and Distribution Conference  
(FTDC)

**Oct 22-Oct 24, 2018 | Tokyo, Japan**  
Fashion World Tokyo

**Oct 23-Oct 24, 2018 | Portland, United States**  
NEAC Portland

**Oct 24-Oct 24, 2018 | Long Beach, California,  
United States**  
FDRA Design Summit

**Oct 24-Oct 26, 2018 | Leon, Mexico**  
ANPIC - La Feria de América

**Oct 24-Oct 27, 2018 | Dallas, United States**  
Dallas Apparel & Accessories Market

**Oct 31-Nov 4, 2018 | Guangzhou, China**  
CantonSF Shoe Fair

**Oct 18-Oct 20, 2019 | Vilnius, Lithuania**  
Baltic Fashion & Textile - Vilnius

**Oct 23-Oct 26, 2019 | Dallas, United States**  
Dallas Apparel & Accessories Market

**Oct 29-Oct 30, 2019 | Portland, United States**  
NEAC Portland

**Oct 31-Nov 4, 2018 | Guangzhou, China**  
CantonSF Shoe Fair

**Nov 6-Nov 8, 2018 | Paris, France**  
ExpoProtection

**Nov 11-Nov 13, 2018 | Palm Beach, Florida,  
United States**  
Palm Beach Trendz

**Nov 13-Nov 14, 2018 | Warsaw, Poland**  
Polshoes - Warsaw

**Nov 22-Nov 24, 2018 | Dhaka, Bangladesh**  
Leathertech Bangladesh

**Nov 22-Nov 24, 2018 | Dhaka, Bangladesh**  
Bangladesh Leatherfootwear & Leathergoods  
International Sourcing Show

**Dec 4-Dec 6, 2018 | New York, United States**  
FFANY - Shoe Show

**Dec 5-Dec 7, 2018 | Guangzhou, China**  
Guangzhou China Shoes Fair



Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Beginning of Second Stint of Five Years

Celebrations on the occasion of getting extension for another five years as “Director” beyond 05.07.2018 and re-launching of CFTI’s mouthpiece “Footwear Chronicle”



INDIAN  
LEATHER  
INDUSTRY -  
STRIDING  
WITH  
CONFIDENCE



COUNCIL FOR LEATHER EXPORTS  
(An Export Promotion Organisation sponsored by Ministry of Commerce & Industry, Govt. of India)





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Student's "Innovative Design and Talents" are explored by Ms. Swati Mehrotra, a freelance designer engaged by CFTI, Chennai



## Celebration of Teacher's Day on 05.09.2018 by students of CFTI, Chennai



## "SADBHAVANA DIVAS" (Harmony Day) was observed on 20.08.2018 to commemorate the birth anniversary of former Prime Minister of India, Shri. Rajiv Gandhi by the Officers, Staffs & Students of CFTI, Chennai







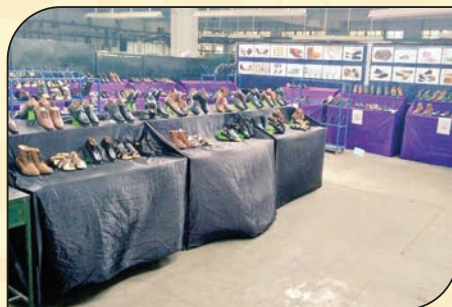
Ministry of Micro, Small and Medium Enterprises,  
Government of India

## MODERATION

**Moderation of 1st batch of FDPD Students by,  
Shri. Kolanjivel, Assistant Director, CFTI, Chennai**



**Moderation and assessment of 25th batch of Final year students and  
26th batch of First Year student of DFMD courses  
by Mr. Peter Racklyft from Leicester College, UK**







Ministry of Micro, Small and Medium Enterprises,  
Government of India

## MODERATION



**Shri. Nari Kalwani, Regional Chairman, FIEO, Shri. Ramesh Kumar, IAS, CEO, LSSC, Shri. Rao, Director, MSME-DI with Shri. Murali, Director, CFTI, Chennai inspected the CFTI Final Year students "Innovative Creations"**



### Best Creation Award Winners



### Display of creations of 2nd Batch of PGHD students





## MARKETING BEST PRACTICES IN THE FOOTWEAR RETAIL MARKET

Retailers all over the world have found success and happiness by devoting their efforts to developing a business in a specific market that caters to the needs of the community in which they operate. In order for businesses to win market share and stay relevant they need to consider many types of marketing strategies. Each marketing strategy can communicate to a target market the benefits and features of a product. Marketing strategies can also communicate an overall value to their customers. In many cases, this is the core of building equity or good will in your target markets.

### Marketing Practices in the Retail Market:

Most footwear is supplied in most EU countries through the specialized distribution route, which is from manufacturer to wholesaler to retailer. Footwear retailing has become more diversified. Consumers can nowadays buy footwear in many different ways, ranging from a footwear shop to a sports shop to a hypermarket, factory outlet or by the Internet. Most companies in the sector of footwear have developed their own retail networks, controlling in this way the promotion of their products in the market. Hyper stores have a variety of shoes of different companies and it is less expensive to sell footwear through hyper stores than to open a new retail outlet. Hyper stores attract a greater number of consumers than the retail stores.



A footwear company should design pricing by taking into consideration the prices of its competitors so as to be competitive. In addition, it should offer a wider selection of products than its competitors. Location, targeted advertising in the newspaper and fashion magazines and strategic alliances will serve as the foundation of advertising and promotion effort.

Today footwear industry has begun to see the need to adopt eco-friendly practices. Shoemakers are improving their production methods to reduce the size of the carbon footprint they leave behind. However, recognizing that green assembly is not enough, the industry has incorporated recycled and biodegradable materials into their production of eco-friendly footwear. Shoe manufacturers can actually save money by going green. Production practices such as wind energy, solar energy, waste-to-energy conversion, energy conserving machinery, are becoming more and more popular in manufacturing because of their ability to cut costs.

In addition, the use of green textiles such as recycled wool and polyester, polyethylene terephthalate (PET), organic cotton etc and post-consumer materials within eco-friendly footwear manufacturing has already made a significant impact on reducing the negative effects of the industry on the Earth. Other Eco-Friendly Practices include streamlining processes, green packaging, and overstock donations. Eco-friendly footwear companies are applying the green initiative to all aspects of their business by implementing sustainable corporate policies and green packaging methods. Boxes are being made out of recycled materials and catalogs are being



printed on post-consumer paper with soy ink. More and more companies are choosing to eliminate waste by donating overstock and outdated shoes to organizations round the world.

One of the major players in the international footwear market is Nike. The company is conducting marketing research on a continual basis to gain a better understanding on what customers would like to see in the market. Nike implemented a successful marketing and reaches millions of consumers through large-scale marketing campaigns. The company conducted aggressive advertising campaigns, celebrity endorsements, quality products to enhance the brand and sponsored athletic events.



#### References:

1. Doyle, P. (1994). Marketing Management & Strategy. New Jersey: Prentice Hall.
2. Pelikan, K. (2012). Shoe Industry Steps into Green Manufacturing. Retrieved July 26, 2012, from <http://ezinearticles.com>.

By K. SRINIVASAN  
Faculty, CFTI, Chennai

### காலணி தொழில் முனைவோர்க்கான முன்னேற்ற வழிமுறைகள்

சர்க்கரை, ரத்த அழுத்தம் உள்ளிட்ட நோய்களால் பாதிக்கப்பட்டவர்கள் மட்டுமின்றி பலரும் உடல்நலம் காக்க பிரத்தியோக காலணிகளை பயன்படுத்திகிறார்கள் அவற்றை தயாரித்து விற்றால் நல்ல லாபம் சம்பாதிக்கலாம் என்று கூறுகிறார் கோவை பூ மார்க்கெட்டை சேர்ந்த கர்ணன் ஆகிய அவர் கூறியதாவது நான் எட்டாம் வகுப்பு வரை தான் படித்துள்ளேன். 18 வயதில் சென்னையில் ஒரு காலணி தயாரிக்கும் நிறுவனத்தில் வேலைக்கு சேர்ந்தேன் அங்கு தொழிலை கற்றுக் கொண்டேன். உடல்நலம் காக்கும் பிரத்தியோக காலணிகளுக்கு மிகுந்த வாய்ப்பு இருப்பதை அறிந்து தயாரிக்க தொடங்கினேன்.

**பயன்கள்:** சர்க்கரை நோயால் பாதிக்கப்பட்டவர்களுக்கு காயம் ஏற்பட்டால் விரைவில் குணமாகாது. சர்க்கரை நோயாளிகள் காலில் காயம் ஏற்படாமல் இருக்க பீடிங் பன் வார் பொருத்திய காலணிகள் உதவியாக இருக்கின்றன. எதன் மீதாவது மோதினால் காலில் அடிப்பட்டாமல் காக்கின்றன. பிசியோதிராப்பி, அக்குபஞ்சர் சிகிச்சையில் உள்ளவர்களின் பாதங்களுக்கு அழுத்தம் கொடுக்கவும், இரத்த அழுத்தமுள்ளவர்களுக்கு இரத்த அழுத்தத்தை சீராக்கவும் பாலிமர் கவர் ஷீட் பொருத்திய காலணிகள் நல்லது. இதை அணிய டாக்டர்கள் பரிந்துரைக்கின்றன. இதை பயன்படுத்துவோர் அதிகரித்து வருவதால் இவற்றுக்கு மிகுந்த வாய்ப்பு அதிகரித்து வருகிறது. அதற்கேற்ப உற்பத்தியாளர்கள் இல்லை. கூலி ஆட்கள் வைத்து உற்பத்தி அதிகமாக்கினால் வருவாய் பெருகும்.



### காலணி தயாரிப்பு பயிற்சி நிறுவனம்:

இதுபோன்ற காலணி தயாரிப்பு தொழில் முறைகளை கற்றுத் தருவதற்காகவே பிரத்தியோகமாக மத்திய காலணி பயிற்சி நிறுவனம் என்ற அமைப்பு 1957ம் ஆண்டு தொடங்கப்பட்டு மிக சிறப்பான முறையில் நடைபெற்று வருகிறது. இந்நிறுவனம் சென்னையின் மையப் பகுதியான கிண்டி ஜி.எஸ்.டி. சாலையில் இயங்கி வருகிறது. இந்நிறுவனம் மத்திய அரசின் குறு, சிறு, நடுத்தர நிறுவனங்கள் அமைச்சரவையின் செயல்பட்டு வருகிறது. இது ஒரு ISO 9001:2015 தரம் படுத்தப்பட்ட நிறுவனமாகும். இந்நிறுவனத்தில் 7 நீண்டகால பயிற்சிகளும், 8 சிறியகால பயிற்சிகளும் அளிக்கப்பட்டு வருகிறது. இங்கு 8ம் வகுப்பு தேர்ச்சி பெறாதவர்கள் முதல் பட்டதாரி வரை அவர்களின் கல்வித் தகுதிக்கேற்ப பயிற்சி கொடுக்கப்படுகிறது. இந்நிறுவனத்தை பற்றி மேலும் தகவல்கள் அறிய [www.cftichennai.in](http://www.cftichennai.in) என்ற இணையதளத்தின் மூலமாகவும் மற்றும் 9677943633/9677943733 என்ற தொலைபேசி எண்களிலும் தொடர்பு கொண்டு அறிந்து கொள்ளலாம். இந்நிறுவனம் கர்ணனைப் போல ஏராளமான சிறு தொழில் முனைவர்களை உருவாக்கிவிள்ளது.

S. Wellington Raja, B. Tech., (Leather Technology)  
Faculty, CFTI, Chennai



## Specialised Training Programmes



CFTI has started expanding its activities. Apart from conducting regular long-term and short term courses on footwear technology in the Institute's campus, and conducting outreach skill training programmes at different training centers across India, CFTI has started concentrating /diversifying in other Industry need based specialized training programmes on the following subjects;

- |  |                        |
|--|------------------------|
| 1. Human Resource Development                            | 11. CCTV Installation  |
| 2. Export/Import Documentation                           | 12. Digital Marketing  |
| 3. Solar Power Installation                              | 13. Internet of things |
| 4. Industrial and fire safety management                 | 14. Big data analytics |
| 5. Block chain (Cryptocurrency Mining & Trading)         | 15. Python programming |
| 6. Lean six sigma Green Belt                             | 16. Safety Audit       |
| 7. GST Workshop  | 17. ERP, Tally & GST   |
| 8. Footwear designing using 3D-ICAD software from RED 21 |                        |
| 9. Project Management Professional course                |                        |
| 10. Advance excel and Big data                           |                        |

The above programmes were not only conducted in CFTI, Chennai campus but also in different centers across Tamil Nadu. During the period July-September, 2018, 28 such programmes were conducted and 37 number of Industries and large number of public were also benefitted. We intend to expand the above training programmes on other subjects in other cities which are very useful for the Industries and the public as well.

The following such specialized training programme will be conducted during the period October-December, 2018 :

- |  |                              |
|--|------------------------------|
| 1. Data Science                                  | 11. Advance Excel            |
| 2. Artificial Intelligence                       | 12. GST Practitioner         |
| 3. AWS cloud                                     | 13. Solar power Installation |
| 4. Internet of things                            | 14. CCTV Installation        |
| 5. Gold Appraisal                                | 15. HR Statutory compliance  |
| 6. Block Chain (Cryptocurrency Mining & Trading) | 16. Industrial fire safety   |
| 7. Java  | 17. Lean Audit               |
| 8. M/C learning                                  | 18. Score card               |
| 9. Export Import procedures                      |                              |
| 10. Digital marketing                            |                              |

The exact date, time and venue of the above specialized programmes will be published in all the vernacular newspapers. For further details please contact: 9444173934/9159587689

### Specialised Training on Human Resource Development







Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Specialised Training Programmes



### Export & Import Documentation



### CCTV Camera Installation



### Industrial Fire Safety Mgmt.



### Block Chain



### GST Workshop cum Training



### Project Mgmt. Course



### Solar Power Installation



### 3D Shoe Cad software training



### Lean Six Sigma Green Belt



### Big Data



### Advanced Excel







Ministry of Micro, Small and Medium Enterprises,  
Government of India

## **“INVESTOR AWARENESS PROGRAM” conducted by M/o Corporate Affairs at CFTI, Chennai conference hall**



## **Induction and awareness programme conducted by CFTI, Chennai for the students of ILT, Taramani**



## **Inauguration of new factory M/s. Puta Shree Leathers Pvt. Ltd. at Chittoor**



## **Industrial Visit of CFTI Students with Faculties to BBK Leathers Pvt. Ltd.**



## **Dissemination of MSME Schemes by Office of DC MSME for Product Development Cycle were taken up in the AGM meeting of AFCAMMI Footwear Components Association Shri. Dayalan, AD from MSME-DI addresses the gathering**







Ministry of Micro, Small and Medium Enterprises,  
Government of India



## Discussion with stakeholders of Footwear fraternity Some of the GC members and Veterans of Footwear Industry discussion about the Action Plan of CFTI, Chennai and address the problems faced by Footwear MSMEs



**2 minute mourning by the  
Officers & Staffs of  
CFTI, Chennai  
on the occasion of  
demise of Former  
Prime Minister of India  
“Atal Bihari Vajpayee”**



### **SAMPARK PORTAL**

Ministry of MSME has created a placement portal called **“Sampark Portal”**. This portal is a platform where both the job seekers skilled in MSME Training Centres and the Industries looking for skilled manpower can interact and benefitted. Students who have finished their courses successfully in CFTI, Chennai and looking for employment / better opportunities can register their details in [www.sampark.msme.gov.in](http://www.sampark.msme.gov.in). Similarly, those Footwear manufacturing Industries who are looking for skilled manpower can also register their details in the above portal.



**Placement Portal for MSME Technology Centres**





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Skill Training, Pre-screening, Training and Assessment

### Pre-screening of candidates by CFTI Trainers for the Outreach Skill Training Programme



### CFTI Trainers giving personal attention on each and every trainee and imparting meticulous training



Apart from regular long term and short term Development Training programmes for rural food processing and handicrafts in every neighbourhood across India sponsored by various agencies, the CFTI has been providing skill training to the rural artisans at designated clusters near their homes. This programme is widely acclaimed by the artisans as they acquire technical skills, become cost effective programme etc.

In order to ensure providing quality training and to select the best candidates for the training, a pre-screening camp is conducted for the candidates. After screening is done, only the interested candidates are allowed to join the training. This procedure helps this Institute to identify the best candidates and others.

After pre-screening and selection of candidates, the CFTI trainers who concentrate on each and every candidate to provide quality training.

After successful completion of training, these candidates are assessed by the sponsoring agencies and it is ensured that all the candidates are employed in the assessment.







Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Skill Training, Pre-screening, Training and Assessment



term courses, CFTI conducts outreach Skill footwear and leather goods artisans in their various Central and State Government agencies. is to develop the footwear, leather goods making near to their habitats. These programmes are technical knowledge on material management,

and to assess the candidate's interest in attending ducted after collection of applications from the e interested candidates are chosen for attending o identify the interested candidates and eliminate

andidates, quality training is imparted by qualified and candidate individually.

ese candidates are assessed by the concerned he candidates present for the assessment, qualify







Ministry of Micro, Small and Medium Enterprises,  
Government of India

**Students from “Annai Velankanni Arts & Science College”,  
visited CFTI, Chennai as part of their Industrial Visit and Exposure.  
Faculties and other staff incharge of the workshop  
demonstrated various stages of Footwear Production**





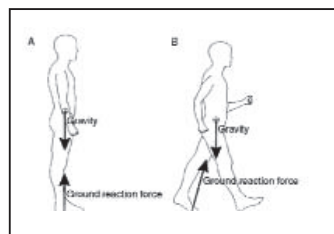
## MECHANICAL LOADING AND OFF-LOADING OF THE PLANTAR SURFACE OF THE DIABETIC FOOT

Plantar ulceration is a common complication of diabetic neuropathy. Given the fact that plantar ulceration often initiates a process of further ulceration and ultimately amputation, it is crucial to prevent any such complications from the very beginning. Internal factors, such as loss of protective sensation, substantially contribute to the risk of ulceration. On the other hand, mechanical loading of the feet as an external factor plays an equally important role in this process.

The biomechanics of the normal foot during basic activities of daily living and the magnitude of the mechanical load the feet have to endure; second, the changes in the diabetic foot that lead to an increase of mechanical loading, compared with the normal foot; and third, the various interventions used to prevent and treat plantar ulceration in terms of their biomechanical mechanisms.

### Mechanical Loading of the Foot

During weight-bearing activities, such as standing and walking, the plantar surface of the foot is exposed to ground reaction forces (GRFs; see figure 1). Such forces lead to tissue deformation. The relationship between force and deformation is expressed as the stress-strain relation. Stress is equal to normalized force (force per unit area to which the force is applied), otherwise known as pressure. Strain is equal to normalized deformation (percentage change from the original tissue dimensions; see figure 2).

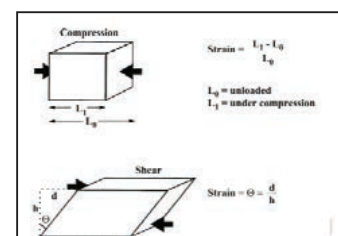


**Figure 1**

Ground reaction forces (GRFs) to which the foot is exposed during standing (A) and walking (B). During quiet standing (A), gravity pulls at the body center of mass, which is opposed by the GRF of similar magnitude acting at the feet. During walking (B), the GRF acting at the feet not only opposes the pull of gravity at the body center of mass but also provides for progression of gait. The magnitude and direction of the force will be different than it is when standing still.

**Figure 2**

Calculation of strain (normalized deformation): the percentage change from

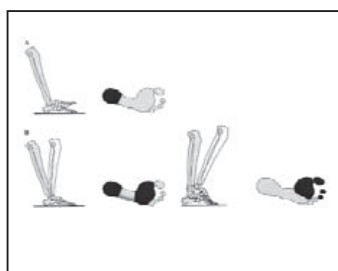


the original tissue dimensions. For compression (top), this is the change in thickness; for shear strain (bottom), this is the angular change.

When a person is standing, the magnitude of the GRF is equal to body weight. Each foot experiences ~50% of body weight distributed over the whole plantar weight-bearing surface. This is predominantly a vertically directed force, with negligible forces in the horizontal (shear) directions. As a result, moderate peak plantar pressures occur, with higher pressures at the heel than at the forefoot. Although moderate, these pressures are sufficient to occlude capillary blood flow. Quiet

standing involves a certain amount of body sway, so there are variations in the amount of pressure that each part of the foot will experience, but this effect may be too small to be beneficial for capillary blood flow.

When a person is walking, the stresses applied to the feet are much higher than when standing, for a number of reasons. First, weight is borne on one foot for a substantial amount of time, because both feet are in contact with the floor for only 22% of the gait cycle. Second, the stance phase of gait is characterized by a rollover of the foot. Normally, the foot first rotates around the heel (heel rocker), followed by the ankle joint (ankle rocker) and the metatarsal heads and hallux (forefoot rocker; see figure 3). Different parts of



the foot make contact with the floor during the different phases of stance.

### Mechanical Loading of The Diabetic Foot

In diabetes, several factors can affect the stresses applied to the feet. Loss of protective sensation can be dramatic, with the effect that patients cannot feel pain or discomfort when the plantar surface is injured or overloaded. Ulcers and lesions can remain undetected for some time, providing opportunities for an initial injury to become worse. Additional problems of diabetic vascular pathology and dryness of the skin make the plantar surface even more vulnerable to the imposed stresses and strains.

The plantar soft tissues were found to be stiffer and thinner in elderly subjects with diabetes than in healthy young subjects. The increase in stiffness seems particularly to occur in the soft tissue under the first metatarsal head. Balance in standing and walking are affected by diabetic neuropathy. During quiet standing, patients with diabetic neuropathy demonstrate substantially increased body sway. During walking, a "conservative" gait pattern seems to be adopted, with slower walking speed and cadence and with increased double support time.

### Mechanical Off-Loading of The Diabetic Foot

Mechanical loading of the diabetic foot is clearly part of the etiology of foot ulceration and is subsequently a major factor in delaying wound healing. Therefore, off-loading the affected plantar areas is an important component of prevention and treatment. A number of off-loading mechanisms are available, but not all of them are evidently practical. Complete bed rest and confinement to a wheelchair would work in specific cases but will be too restrictive for most patients. In the case of obesity, reduction of body weight would be appropriate, but since this takes time, it can only realistically be used for prevention and not to treat ulcers in the acute stage. The effects of walking aids to reduce the GRFs applied to the feet have not been thoroughly researched.

Alteration of walking speed may be doubtful as a reliable voluntary intervention, but it may be a welcome "side-effect" of footwear used for treatment of plantar ulcers. Besides slowing down gait, resulting in reduced peak plantar pressures, footwear can be used in multiple ways for transferring



load from plantar areas at risk of ulceration to other areas. Load transfer means that the total amount of loading by the GRF is not reduced but is distributed differently than it would be normal.

A rigid rocker sole limits dorsiflexion of the hallux and toes and, therefore, the involvement of the forefoot rocker mechanism. However, the average walking speed was 0.83 m/s, which has a general reducing effect on plantar pressures.

Insoles can influence plantar pressures on the basis of their material properties and their design. Pliable materials will help to reduce

instantaneous peak pressures under dynamic conditions and can be expected to make increased contact with the foot (increasing the support surface) compared with hard materials. An understanding of the underlying biomechanical principles by which plantar off-loading can be achieved should result in an optimization of available off-loading devices. However, equally important is that clinical effectiveness is demonstrated.

By

**M.G. BRINDHA,**

B. Tech (Leather), MBA(HR)  
Faculty, CFTI, CHENNAI

### SHOES OUT OF SUSTAINABLE MATERIAL (PINEAPPLE)

Genuine leather is made of animal skin that has been treated with a tannin derived from a plant or tree, a mineral or fat. The collagen fibers, which form the basic material of each skin, contain a lot of water. By tanning, all this water is replaced by the tannin molecules in order to prevent the skin from decay. As a result the skin transforms into a durable, water resistant, water repellent and flexible material which can be finished in every conceivable way and used in products we are dealing with every day.



#### Sustainable, Innovative Materials

A huge disadvantage of leather is the environmental impact of the leather industry. Because of the need to reduce

the carbon footprint of products that are traditionally made of leather, all over the world scientists, artists and designers are exploring the possibilities of developing sustainable innovative materials that have the look and feel of genuine leather. A goal that, due to the incomparable characteristics of genuine leather, is not very easy to achieve.

#### Pinatex + Pineapple Shoes

A relatively new material is Pinatex. Pinatex is made of pineapple leaves which are basically a by-product of the pineapple harvest. Technically it's a nonwoven textile but because of its characteristics and its appearance it's often referred to as pineapple leather. Pineapple fibers are extremely strong. The application possibilities range from clothing, shoes and upholstery to wigs and V-belts for, for example, conveyor belts. They can also serve as reinforcement for concrete.

By **T. GNANAPAZHANI**

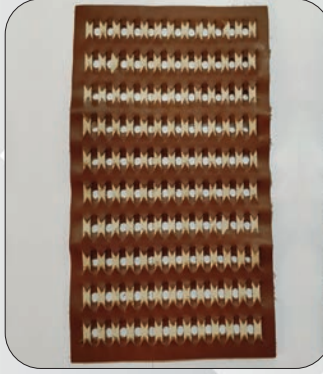
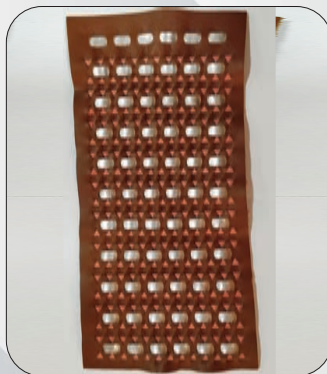
M.Tech (Footwear Science & Engineering)  
FACULTY,  
CFTI, Chennai





Ministry of Micro, Small and Medium Enterprises,  
Government of India

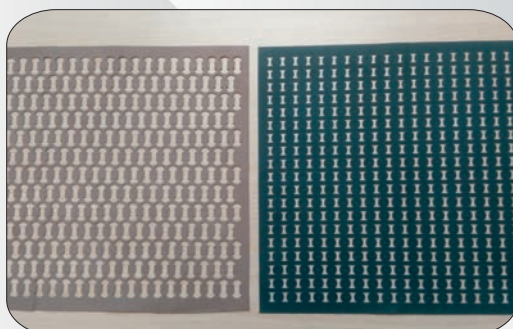
## Creation / Innovations by CFTI, Chennai Interlace Design & Interlace Shoe Making



### *New Arrivals*



**By M. Mohamed Zubair**  
CFTI, Chennai



**By Arokia Jaikumar**  
CFTI, Chennai





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## SHS - Swachhta Hi Seva Activities



In accordance with guidelines received from the O/o. The Development Commissioner, MSME, "Swachhta Hi Seva" (SHS) fortnight was observed in CFTI, Chennai from 15.09.2018 to 02.10.2018. As a part of this campaign, the following activities were carried out:

1. Cleaning inside and outside of CFTI premises.
2. Weeding out of obsolete records/files.
3. Planting of Trees.
4. Disposal of scrap and obsolete items; and
5. Cleaning and upkeeping of almirahs and cupboards.







Ministry of Micro, Small and Medium Enterprises,  
Government of India



Ministry of Micro, Small and Medium Enterprises.  
Government of India



**இந்திய அரசு**  
(தன்னாட்சி)

**மத்திய காலணி பயிற்சி நிலையம், சென்னை**  
(MSME அமைச்சகத்தின் கீழ் பதிவு செய்யப்பட்ட ஒரு கழகம்)

**இணைந்து வழங்கும்**

**தேசிய SC/ST மையம், தேசிய சிறுதொழில் கழகம்**  
**நடத்தும்**

**இலவச**  
**பயிற்சி**

**திறன் மேம்பாட்டுப் பயிற்சி**

**மற்றும்**

**THE NATIONAL**  
**SC-ST**  
**HUB**

**ஃபுட்வேர் டிசைன் செய்தல் மற்றும் தயாரித்தல்**  
**- சாராம்ச படிப்பு CFDP - NSQF LEVEL 7**

**10வது தேர்ச்சி பெற்ற SC/ST மாணவர்களுக்கு மட்டுமே**  
**முற்றிலும் இலவசம் - பயிற்சி கட்டணம் கிடையாது. உணவு, தங்குமிடம் இலவசம்**

**பயிற்சியின்**  
**காலம் :**  
**6 மாதங்கள்**

**பயிற்சி நடைபெறும் இடம் :**  
**மத்திய காலணி பயிற்சி நிலையம்,**  
**65/1 ஜி.எஸ்.டி. ரோடு, கிண்டி, சென்னை - 32.**

**பங்குபெறும் அனைவருக்கும் பயிற்சியின் 6 மாத காலங்கள்**  
**உணவு, தங்குமிடம் இலவசம். நுழைவுத் தேர்வு கிடையாது**  
**விண்ணப்பம் வந்து சேர வேண்டிய கடைசி நாள் : 5.11.2018**

**மேலும் Mob : 96779 43633 / 96779 43733**  
**விவரங்களுக்கு : Website : www.cftichennai.in**

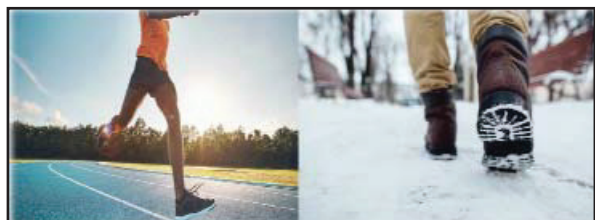
**இந்திய அரசால் வழங்கப்படும் இந்த அரிய வாய்ப்பினை ஆதிதிராவிடர் மற்றும் பழங்குடியினர்**  
**பயன்படுத்திக்கொள்ள கேட்டுக்கொள்ளப்படுகிறார்கள்.**

**மத்திய அரசு**  
**சான்றிதழ்**  
**வழங்கப்படும்**



**CONTRIBUTORS TO KNEE LOAD REDISTRIBUTION USING FLEXIBLE FOOTWEAR**

**Purpose:** Biomechanical treatments for individuals with medial knee osteoarthritis(OA) often target the knee adduction moment (KAM). Flexible footwear has recently been shown to be effective at reducing the KAM and KFM, but the specific mechanisms underlying these reductions are not clear. Foot-mediated biomechanical interventions such as modified footwear may operate through altering kinetics at the ankle. A reduction in stride length has been suggested as a gait modification to reduce the KAM. The primary aim of this study is to test the hypothesis that a decrease in KAM from walking with flexible footwear is associated with reduced overall ankle kinetics due to a reduction in stride length.



**Methods:** Participants with symptomatic medial knee OA (KL 2 and 3) were evaluated using 3-D gait analysis. Gait analyses consisted of five walking trials in subjects' "own shoes" and five walking trials in flexible shoes which mimic barefoot walking. The primary outcomes of interest for this analysis were the KAM during the first (KAM1) and second (KAM2) halves of the stance phase, stride length, and ankle kinetics during the stance phase of gait. Paired samples t-tests were used to compare subjects' KAM1 and KAM2 in both shoe conditions. Spearman correlations were used to examine the association between the changes in KAM1 and KAM2 with the time-matched changes in ankle kinetics in all

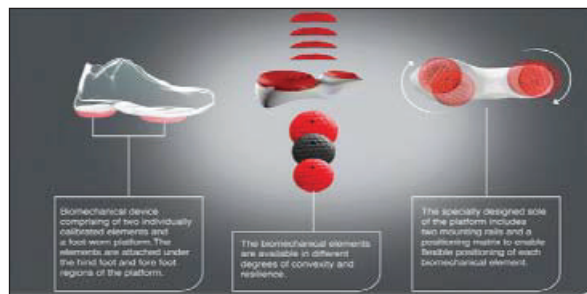
three planes of motion as well as changes in gait speed and stride length that resulted from walking in the flexible shoes. Backwards multiple regression analysis was used to identify the driving parameters in KAM change variability.

**Results:** Thirty-nine individuals (31 F,  $60.2 \pm 8.7$  yrs,  $30.0 \pm 4.2$ kg/m<sup>2</sup>) participated. Walking in the flexible shoe resulted in participants reducing their stride length ( $p = 0.014$ ) and lowering their KAM1 5.37% ( $p = 0.004$ ) and KAM2 3.0% ( $p = 0.020$ ) compared with walking in their own shoes, despite walking at similar speeds ( $p = 0.188$ ) (Table 1). This KAM reduction was associated with a reduction in the ankle plantar flexion moment, eversion, and external rotation moments as well as with stride length (Table 2). In contrast, the change in KAM2 that resulted from walking in the flexible shoe was not associated the changes in ankle moments and stride length (Table 2). The reduction in stride length was also correlated with a reduction in the plantar flexion moment during the first half of stance, and trends were observed in the ankle dorsiflexion and eversion moments during the second half of stance. Only the change in stride length remained in the backwards multiple regression model ( $p = 0.022$ ) during the first half of stance and no variables remained in the model for the second half of stance.

**Conclusions:** This study suggests that individuals who wear flexible footwear reduce their stride length without affecting their speed, and this change in stride length lowers the KAM during the first half of stance but does not have a similar influence on the second half of stance. This finding is consistent with



recently published work which showed in a healthy population that stride length is a key factor in reducing the KAM. The reduced stride length may be a key factor in influencing KAM, a finding which we have recently reported in a healthy population. The observed association between the reduction in stride length and reduced ankle plantar flexion moments, as well as a downward trend in the dorsiflexion moment, suggests collinearity of stride length and sagittal plane ankle moments with respect to KAM. Furthermore, it suggests that stride length, but not speed, may greatly impact overall loading



throughout the lower extremity. Further research is needed to examine the effect that direct modulation of stride length has on the KAM, particularly when speed is not affected.

Submitted By  
**S.WELINGTON RAJA**  
B.Tech (Leather Technology)  
Faculty, CFTI, Chennai

## वर्कआउट के जूते चुनते वक्त न करें ये 4 गलतियां

रोज वर्कआउट करते वक्त आपको सबसे अधिक किसकी जरूरत होती है, आई-पॉड, पानी की बॉटल, घड़ी, स्पोर्ट्स के कपड़े, अगर आप इनके बारे में सोचते हैं तो आप गलत हैं। वर्कआउट में क्या-क्या आता है, पहले इसे जानें। दौड़ना, एरोबिक करना, टेनिस खेलना, पहाड़ पर चढ़ना, बॉस्केटबॉल खेलना ही वर्कआउट की श्रेणी में आते हैं। इन वर्कआउट कर पायें। लेकिन आप अक्सर वर्कआउट के जूते खरीदते वक्त कुछ बड़ी गलतियां करते हैं।

### 1 पुराने जूते

अगर आप वर्कआउट यानी रनिंग और जॉगिंग की शुरुआत करना चाहते हैं तो पुराने जूतों का प्रयोग इसके लिए कभी भी न करें। पुराने जूते आपके पैरों में फिट भी नहीं होंगे और इनके कारण आप आराम भी महसूस नहीं कर पायेंगे। इनके कारण पैरों में मोच भी लग सकती है क्योंकि ये सही तरीके से फिट नहीं होते।



### 2 सही जूते का चुनाव

अगर आप वर्कआउट करने जा रहे हैं तो अपने वर्कआउट के हिसाब से ही जूते चुनें। दौड़ने वाले जूते बॉस्केटबॉल और टेनिस के जूतों से अलग होते हैं। दौड़ते वक्त ऐसे जूते पहने जो आपके पैरों का ग्रिप सही तरीके से बनायें और गिरने न दें। ऐसे जूते चुनें जिनकी ग्रिप अच्छी हो, आपके पैरों में अच्छे से फिट हो जायें, और उनका वजन भी अधिक न हो।

### 3 बहुत अधिक पहनना

आपके वर्कआउट के जूते वर्कआउट के लिए हैं, न कि गली मोहल्ले में पहनकर घूमने के लिए। इसलिए अपने वर्कआउट के जूतों से अधिक प्यार न करें। जब भी वर्कआउट करें उन्हें पहने, जिस वर्कआउट के लिए जो जूते हैं उनका भी ध्यान रखें।

### 4 अधिक समय तक प्रयोग करना

वर्कआउट जूते खरीदने के बाद कुछ लोग यह भी गलतियां करते हैं कि उन्हें बहुत दिनों तक बदलते नहीं, उनका प्रयोग कई सालों तक करते हैं। लेकिन अगर जूतों का प्रयोग अधिक दिनों तक किया जाये तो इसके कारण पैरों में दर्द, घुटनों में दर्द, कूल्हों और कमर में दर्द की समस्या हो सकती है। विशेषज्ञों की मानें तो दौड़ने के लिए प्रयोग किये जाने वाले जूतों को 300 से 500 मील के बाद बदल देना चाहिए। अगर आप अधिक दौड़ते नहीं हैं तब भी अपने जूतों को एक साल में बदल दें। लेकिन अगर आप नियमित व्यायाम करते हैं तो एक जूते का प्रयोग 6 महीने से अधिक न करें।

**Rakesh Sharma**  
Junior Technical Officer  
CFTI, Chennai





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## Tariff for Common Facility Services



**Dieless Cutting Machine (Zund Model 2400 - Tariff - Rs. 500 per hour)**



**PU - Pouring Machine 4.8 PUMA James 3 (12 Station - Banana Type - Rs. 1200 per hour)**

### LASER ENGRAVING & CUTTING MACHINE







## Tariff for Design Development Services

Job work cost under common facility services in CFTI, Chennai while rendering its services to common facility services with its modernized setup and infrastructure to all Micro Small and Medium Enterprises on hourly basis and few on job basis.

The lists of machine for utilization with its charges are listed here under

### DESIGN SECTION

Sl.No	Job Description	Code	Qty Available	Description in Details	UOM	Cost in INR
1	Digitizing & Pattern Grading (1.01)	1.011		For any Normal Construction	1 Series *	1200
2		1.012		For Boot & Mocassin	1 Series *	1500
3		1.013		Normal Model in Sandal	1 Series *	750
4		1.014		Punch Model in Sandal	1 Series *	1000
5	Marketing Patterns(1.02)	1.021		Type by Plastic	1 Series *	1500
6		1.022		Type by Insole Board	1 Series *	2500
7		1.023		Type by Shank Board	1 Series *	3500
8	Cut file on Paper patterns	1.03		Type by Chart	1 Series *	1000
9	Insole / Sole Grading	1.04		For Any Type	1 Series *	250
10	Vaccum Shell (1.05)	1.051		Less than 50 Pairs	1 Series *	120
11		1.052		More than 50 Pairs	1 Series *	60
12	Product Development (1.06)	1.061		Shoe	1 Series *	1500
13		1.062		Sandal	1 Series *	1000

## Tariff for other Common Facility Services

### CLICKING SECTION

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
14	Swinging Arm Clicking M/c	2.01	2	ATOM SE16 (16 T Capacity)	Per hour	100
15	Swinging Arm Clicking M/c	2.02	1	ATOM SE-18 (20 T Capacity)	Per hour	110
16	Travel Head Cutting Machine	2.03	1	ATOM -SP588 25 Tonnes	Per hour	250
17	Die-less cutting Machine	2.04	1	ZUND Model 2400	Per hour	500
18	Splitting Machine with width 400 mm	2.05	1	SEAZEN SZ 400	Per hour	150
19	Strap Cutting Machine (Circular Type)	2.06	1	Indigenous	Per hour	50
20	Strap Cutting Machine (Vertical Type)	2.07	1	Indigenous (TSE)	Per hour	50
21	Stamping Machine	2.08	1	BRUGGI	Per hour	50
22	Stamping Machine	2.09	1	Indigenous(TSE)	Per hour	50

### CLOSING & PRECLOSING SECTION

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
23	Flat Bed Single Needle Machine	3.01	2	PFAFF -563	Per hour	50
24	Post Bed Single Needle Machine	3.02	5	PFAFF -491	Per hour	50
25	Post Bed Single Needle Machine	3.03	1	PFAFF -1293	Per hour	50
26	Post Bed Single Needle Machine	3.04	1	DURKOPP ADLER - 888	Per hour	60
27	Post Bed Single Needle Machine	3.05	1	DURKOPP ADLER-888 (Classic)	Per hour	60
28	Post Bed Double Needle Machine	3.06	1	DURKOPP ADLER-4280-611	Per hour	70
29	Post Bed Double Needle Machine	3.07	4	DURKOPP ADLER-2260 -211	Per hour	70
30	Cylinder Bed I Needle Machine	3.08	1	PFAFF - 335-H3	Per hour	50
31	Zig Zag Machine with cording	3.09	1	DURKOPP ADLER-527	Per hour	250
32	Skiving Machine	3.1	2	Torielli 11/72.3	Per hour	40
33	Strobel Machine	3.11	1	L-141	Per hour	100
34	Strobel Machine	3.12	1	KL-141-25	Per hour	100
35	Pneumatic Eyeletting Machine	3.13	1	Torielli - 11/72.3	Per hour	40
36	Seam Rubbing & Tape Attaching Mc	3.14	2	Torielli 17 AS 93	Per hour	40
37	Crimping Machine (Type Hydraulic)	3.15	1	Seazen SZ-571	Per hour	250
38	Fusing & Lamination Machine	3.16	1	Torielli 06/PR 86	Per hour	50
39	Toe Puff attaching Machine	3.17	1	Torielli, Italy	Per hour	50

### SOLE/INSOLE MAKING SECTION

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
40	Insole Moulding Machine	4.01	1	Torielli 4078/PB	Per hour	75
41	Insole Bevelling Machine	4.02	1	DASUNG	Per hour	60
42	Insole Rivetting Mc	4.03	1	BRUGGI -BRU-112	Per hour	50
43	Sole Buffing Machine	4.04	1		Per hour	70
44	Skiving Machine	4.05	1	Lee Foot	Per hour	50
45	Skiving Machine (Heavy Duty)	4.06	1	Torielli	Per hour	60
46	Skiving Machine (Heavy Duty)	4.07	2	Golden Rhombus	Per hour	50
47	PU - Pouring Machine (4.08)	4.081	1	PUMA James 3 (12 Station - Banana Type)	Per hour	1200
48	PU - Pouring Machine (4.08)	4.082	1	PUMA James 3 (12 Station - Banana Type)	Per pair	12





## Tariff for other Common Facility Services

### FULL SHOE LASTING/BOTTOMING SECTION

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
49	Pre Forming (Moccasin) Mc (4 Pairs)	5.01	1	Torielli 1461 Per Hour	Per hour	75
50	Toe Moulding Mc ( 2 Hot & 2 Cold)	5.02	1	SEAZEN SZ -625	Per hour	150
51	Counter Moulding M/c (2 Hot & 2 Cold)	5.03	1	SABAL PR	Per hour	100
52	Fore part Conditioning (Mulling) Mc	5.04	1	ISMC -UK 11PP 1022	Per hour	65
53	Toe Lasting Machine( Hydraulic Type)	5.05	1	MOLINA -BIANCI Mobi 1	Per hour	300
54	Side & Seat Lasting by Thermoplastic	5.06	1	CERIM 58 E	Per hour	400
55	Seat Lasting Machine by Tacks	5.07	1	ORMAC -750	Per hour	100
56	Back Part Conditioning (Mulling) Mc	5.08	1	Indigenous	Per hour	45
57	Heel Seat Crowning Machine	5.09	1	Alen 211	Per hour	70
58	Pounding & Ironing Machine	5.1	1	Torielli - 17/ACG	Per hour	65
59	Hot Air Blower (Wrinkle Chaser)	5.11	1	Torielli BC	Per hour	60
60	Heat Setting Plant ( 4 Track)	5.12	1	Indigenous PRE	Per hour	175
61	Roughing & Scouring M/c	5.13	1	Torielli - CF78	Per hour	50
62	Roughing & Scouring M/c	5.14	1	Torielli - CF78 N	Per hour	50
63	Dryer & Reactivator	5.15	1	Indigenous PRE	Per hour	250
64	Sole Attaching Machine (Pneumatic)	5.16	1	Elettro Technica BC	Per hour	50
65	Sole Attaching Pneumatic (Hydraulic)	5.17	1	Sigma 756	Per hour	100
66	Chiller	5.18	1	BDF Chiller "O"	Per hour	200
67	Delasting Machine	5.19	1	Torielli 148/BA	Per hour	40
68	Topline (Collar) Forming Machine	5.2	1	Alen - 102 SR	Per hour	100
69	Brushing & Polishing Machine	5.21	1	Indigenous (TSE)	Per hour	50
70	Spray Booth with Finishing Table	5.22	1	Indigenous	Per hour	100
71	Combined Finishing Machine	5.23	1	Frankling KING	Per hour	100

### SPECIAL PURPOSE MACHINES

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
72	Sole Stitching Machine	6.01	1	BUSM UK	Per hour	100
73	SideWall/sole stitching Machine	6.02	1	MECVAL CS 82 N	Per hour	250
74	Heel Nailing Pneumatic Machine	6.03	1	TORIELLI 192/SDV Lue Model	Per hour	75

### GENERAL PURPOSE MACHINES

Sl.No	Name of the Machine	Code	Qty Available	Make & Model	UOM	Cost in INR
75	Compressor 3 HP	7.01	1	Indigenous 3 HP	Per hour	40
76	Compressor 5 HP	7.02	1	Indigenous 5 HP	Per hour	50
77	Compressor 25 HP	7.03	1	ELGI E 18, Germany	Per hour	120
78	Generator	7.04	1	Kilroskar 36 L8-4	Per hour	750

*For further details please contact:*

**The Director,  
CENTRAL FOOTWEAR TRAINING INSTITUTE**

65/1, GST Road, Guindy. Chennai - 600 032.

Phone: 044-22501529 Fax: 044-22500876

Email: [cfti@vsnl.net](mailto:cfti@vsnl.net) Website: [www.cftichennai.in](http://www.cftichennai.in)

**Also Follow us on: Facebook - [cftichennaiinfo](#) Twitter - [CFTI\\_chennai](#)**



## Companies benefited through Common Facility Services of CFTI, Chennai

S.No	Company Name	S.No	Company Name
<b>CAD SECTION &amp; PATTERN GRADING</b>		12	Sugan Leathers, Chennai
1	Anusham Leathers	13	Vista Shoes
2	Dhaya Shoes, Ambur	14	Euro Leder Fashion Limited
3	Shaniyo Exports,	15	Sakthi Footwear
4	Track Shoes,	16	Sri Krishna Leather Footwear
5	Adnan Shoes, Ambur	17	LMS
6	Phoenix International	18	Proma Shoes Pvt Ltd
7	Mett Footwear Division, Walajah	19	P.Vengal Rao
8	Radhika Shoe Crafts Pvt Ltd,	20	Newzealand Woolan Co.,
9	Ram Fashion Exports, Mumbai, Adnan	21	Inna Enterprises
10	Shoe Links, Chennai	22	Balaji Trade Links
11	Fresh look Footwear, Vellore	23	PM Leather
12	Sanaliya Design Pvt Ltd	24	Fu-ells
13	Imman Shoes Pvt Ltd	25	Grace Weaves Exports LLP
14	Florence Shoe Company	26	Leather Craft Seating Solution
15	Ms.Jaishree Mahapatra	27	Baruli
16	ARS Footwear	28	Padmash Leathers Exports
17	Perfect Shoe Fabric	29	RGT Technologies Machinery, chennai
18	Jaishree Mahapatra	30	Vyuga Shoes & Apparels Pvt
19	Dia Life	31	Ayappa Enterprises
20	Bader Leather India Pvt. Lt.	32	Empuries Design Studio
<b>CLICKING SECTION</b>		33	Irbaz Shoe Company
1	Osuri Footwear Components	34	Sri Ganapathy Enterprises
2	Happy Feet India Pvt Ltd, Chennai	35	Vellore Shoes
3	Sri Ganapathy Enterprises, Chennai	36	Honey Walkers
4	S S Form Pack	37	SSV Exports
5	Yuva Shree Moulds	38	India Shoes Pvt. Ltd.
6	Suriyaa Plastiks	39	Aadithya Overseas
7	Ikvetta, Ambur	40	Jasper Concepts Pvt. Ltd.
8	A.V. Thomas Leather & Allied Products	<b>PU POURING SECTION</b>	
<b>DIELESS SECTION</b>		1	Ever Green Associates
1	Reena Enterprises, Chennai	2	South Association Enterprise
2	Viji Screens, Chennai	3	Aadithya Overseas
3	Enco Shoes, Chennai	4	M V Diabetes Health Care
4	Oxford Shoe, Vaniyambadi	5	One Huge Step, Chennai
5	Nuha Leathers	6	RR Leathers
6	Suraksha Shoes, Ambattur	<b>LASTING &amp; FULL SHOE MAKING SECTION</b>	
7	Zuber Impex	1	Sai Chamois Inc
8	Excel International, Chennai	2	Jasper Concepts Pvt Limited
9	Gardenia Shoes	3	Shravan India
10	Tata International	4	RGT Technologies
11	Phoenix Leders		





## Are you interested in advertising in this widely circulated Quarterly Magazine?

### Contact:

**Central Footwear Training Institute, Chennai**  
65/1, GST Road, Guindy, Chennai

### **ADVERTISEMENT TARIFF**

**Footwear Chronicle, Quarterly Magazine**

*Rate per copy (in rupees)*

Advertisement size	1 issue	2 issues 10% discount	4 issues 20% discount
Full Page (colour)	10,000	9,000	8,000
Half Page (colour)	5,000	4,500	4,000
Front cover inside	15,000	13,500	12,000
Back cover inside	15,000	13,500	12,000

#### **Note:**

1. Advertisement material is to be given in CD with progressive proof.
2. Advertisement material may be sent in Adobe pagemaker/Coreldraw.
3. Advertisement will be published only after receipt of payment alongwith material.
4. All Cheques and Demand Drafts may be drawn in favour of "The Director, CFTI, Chennai" payable at Chennai.
5. For further enquiries please contact: 9962445614



Footwear Industries may indicate their requirement of Trained Manpower

1. Name of the Company :
2. Address :
3. Manufacturer of : Leather Footwear / Goods / Garments
4. Interested in the trainee (fresh worker) :

S. No.	Job Role	Requirement in No..	Present Salary Pay (Min.-Max.) in Rs.	Expected Salary Pay after CFTI Training (Min.-Max.) in Rs.
(i)	Stitching operator (Footwear) - Code LSS/Q2501			
(ii)	Stitcher (Goods & Garments) - Code LSS/Q5501			
(iii)	Cutter (Footwear) - Code LSS/Q2301			
(iv)	Cutter (Goods & Garments) - Code LSS/Q5301			
(v)	Pre-assembly operator (Footwear) - Code LSS/Q2601			
(vi)	Skiving operator (Footwear) - Code LSS/Q2401			
(vii)	Lasting Operator - Code LSS/Q2701			
(viii)	Helper upper making (Footwear) - Code LSS/Q3301			
(ix)	Helper finishing (Footwear) - Code LSS/Q3002			
(x)	Helper Finishing Operations (Leather Goods & Garments) - Code LSS/Q5601			
	Total			

5. Requirement valid date : From \_\_\_\_\_ To \_\_\_\_\_
6. Name of the Company Authority & Designation : \_\_\_\_\_
7. Contact Number & Email : \_\_\_\_\_
8. Signature : \_\_\_\_\_
9. Company Seal :





Ministry of Micro, Small and Medium Enterprises,  
Government of India

## CENTRAL FOOTWEAR TRAINING INSTITUTE, CHENNAI

(MSME - TECHNOLOGY DEVELOPMENT CENTRE)

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

65/1, GST Road, Guindy, Chennai - 600 032

Phone 044-2250 1529 : 044-2250 1038 & 044-2250 0876

E-Mail: admission@cftichennai.in, Website: www.cftichennai.in



### APPLICATION FORM

FORM NO.: .....

NOTE: Tick (✓) the appropriate course applied for.

- ☐ 2 YEARS DIPLOMA IN FOOTWEAR MANUFACTURE AND DESIGN
- ☐ 1.5 YEARS PG HIGHER DIPLOMA IN FOOTWEAR TECHNOLOGY AND MANAGEMENT STUDIES
- ☐ 1.5 YEARS POST GRADUATE DIPLOMA IN FOOTWEAR TECHNOLOGY
- ☐ 1 YEAR POST DIPLOMA IN FOOTWEAR TECHNOLOGY
- ☐ 1 YEAR ADVANCED CERTIFICATE COURSE IN FOOTWEAR MANUFACTURING TECHNOLOGY
- ☐ 1 YEAR ADVANCED CERTIFICATE COURSE IN FOOTWEAR DESIGN & PRODUCT DEVELOPMENT
- ☐ 6 MONTHS CERTIFICATE COURSE IN FOOTWEAR DESIGN & PRODUCTION
- ☐ 3 MONTHS CERTIFICATE COURSE IN SHOE CAD

AFFIX A LATEST  
PASSPORT SIZE  
PHOTOGRAPH

(TO BE FILLED BY THE APPLICATION IN CAPITAL LETTERS ONLY)

1. NAME OF THE APPLICANT :
2. FATHER'S NAME :
3. MOTHER'S NAME :
4. DATE OF BIRTH :      DATE      MONTH      YEAR  
(As in 10<sup>th</sup> Mark sheet)
5. PERMANENT ADDRESS :
6. POSTAL ADDRESSES :   
(Do not repeat Name & Fathers Name)
7. PINCODE :
8. E-MAIL :       PHONE NO:
9. PARENTS PHONE NO :
10. EDUCATIONAL QUALIFICATION :
11. AADHAR NUMBER :
12. TECHNICAL QUALIFICATION :



13. CATEGORY : ☐ GENERAL ☐ SC ☐ ST ☐ OBC ☐ MBC ☐ OTHERS

(Please Tick the appropriate option)

14. WHETHER SPONSORED BY ANY FOOTWEAR / LEATHER INDUSTRY: ☐ YES ☐ NO

(If yes please attach Sponsorship Letter)

15. WHETHER HOSTEL ACCOMODATION IS REQUIRED: ☐ YES ☐ NO

16. WHETHER APPLICANT IS PHYSICALLY CHALLENGED: ☐ YES ☐ NO

#### DECLARATION

We the Guardian/Parents understand that the course fee and hostel fee will be paid in the starting of the course and fee once paid will not be refunded under any circumstance. We understand that the decision of the DIRECTOR, CFTI CHENNAI will be final in the admission of the ward. The same will be binding upon us. Also we have read the rules and regulations of the institute available in the prospectus and we promise to abide by the same. It is also understood that the candidate will have to attend minimum 80% classes to appear in the final examination and awarding Certificate failing which he may be expelled from the course.

(Signature of Guardian/Parents)

(Signature of the Applicant)

I hereby declare that the information furnished above is true and complete to the best of my knowledge & belief. Knowing the fact, in case any information is found to be incorrect or false, my candidature can be cancelled/disqualified by CFTI, CHENNAI.

Date:

Place:

(Signature of the Applicant)

#### CHECK LIST FOR ENCLOSURES

☐ Photocopy of Educational/Technical Qualification, duly self-attested.

☐ Photocopy of Date of Birth Certificate, duly self-attested.

☐ Photocopy of Certificate in case of SC/ST/PH duly self-attested.

☐ Letter of Sponsorship in Case of Industry Sponsored Candidate.

All fees to be paid as Demand Draft drawn in favour of "Director, CFTI, Chennai ". Online payment of fees should be made only after confirmation of admission.

**Note: The Application form along with the above mentioned copies shall be sent to;  
THE DIRECTOR, Central Footwear Training Institute, 65/1, G.S.T. Road, Guindy, Chennai – 600 032.**

I am applying for the above course based on the following reference (please tick (✓))

☐ Advertisement in Newspaper ☐ from Website

☐ Referred by friend (Name, batch number & Phone No. -----)

☐ Contacted office directly (Name and Phone No. of person you contacted. ....)





Ministry of Micro, Small and Medium Enterprises,  
Government of India

**Press meet was organised by CFTI, Chennai at  
Chennai, Vijayawada (AP), Bengaluru to create  
awareness about the activities of CFTI, Chennai and  
especially to propogate about Long Term and Short  
Term courses being conducted at the Institute**



**శరవేగంగా ఫుట్ వేర్ రంగం అభివృద్ధి**

ఫుట్ వేర్ టెక్నాలజీ  
కోర్సులో ఉత్తమ ధర్మక  
సేవకు అభినందన  
దీర్చి, దీర్ఘకాల కోర్సులు



మొదటిసారిగా, సెప్టెంబర్ 17 (శుక్ర  
వారం) నాడు, శరవేగంగా ఫుట్ వేర్  
రంగం అభివృద్ధి కోర్సులో ఉత్తమ  
ధర్మక సేవకు అభినందన దీర్చి, దీర్ఘకాల  
కోర్సులు రూపొందించిన  
వారికి మంచి ఉపాధి అవకాశాలు  
ఉన్నాయని సెల్ డైరెక్టర్ కె.ఎం.ఎస్.ఎస్.  
అధ్యక్షుడు కె.ఎం.ఎస్.ఎస్. అన్నారు.  
ఎం.జి.ఆర్.ఎస్.ఎస్. అన్నారు.  
సంబంధించిన ఉత్తమ ధర్మక సేవకు  
అభినందన దీర్చి, దీర్ఘకాల  
కోర్సులు రూపొందించిన  
వారికి మంచి ఉపాధి అవకాశాలు  
ఉన్నాయని సెల్ డైరెక్టర్ కె.ఎం.ఎస్.ఎస్.  
అధ్యక్షుడు కె.ఎం.ఎస్.ఎస్. అన్నారు.  
ఎం.జి.ఆర్.ఎస్.ఎస్. అన్నారు.

మొదటిసారిగా, సెప్టెంబర్ 17 (శుక్ర  
వారం) నాడు, శరవేగంగా ఫుట్ వేర్  
రంగం అభివృద్ధి కోర్సులో ఉత్తమ  
ధర్మక సేవకు అభినందన దీర్చి, దీర్ఘకాల  
కోర్సులు రూపొందించిన  
వారికి మంచి ఉపాధి అవకాశాలు  
ఉన్నాయని సెల్ డైరెక్టర్ కె.ఎం.ఎస్.ఎస్.  
అధ్యక్షుడు కె.ఎం.ఎస్.ఎస్. అన్నారు.  
ఎం.జి.ఆర్.ఎస్.ఎస్. అన్నారు.

కుమారులారా, సెప్టెంబర్ 17 (శుక్ర  
వారం) నాడు, శరవేగంగా ఫుట్ వేర్  
రంగం అభివృద్ధి కోర్సులో ఉత్తమ  
ధర్మక సేవకు అభినందన దీర్చి, దీర్ఘకాల  
కోర్సులు రూపొందించిన  
వారికి మంచి ఉపాధి అవకాశాలు  
ఉన్నాయని సెల్ డైరెక్టర్ కె.ఎం.ఎస్.ఎస్.  
అధ్యక్షుడు కె.ఎం.ఎస్.ఎస్. అన్నారు.  
ఎం.జి.ఆర్.ఎస్.ఎస్. అన్నారు.

**CFTI offers  
job-oriented courses**

**OUR BUREAU**  
Vijayawada: Central Footwear Training Institute (CFTI), a premier training institute in footwear technology under the Union Ministry of Micro, Small and Medium Enterprise (MSME) is offering about seven long-term and eight short-term courses in footwear technology at its Chennai campus, said K Murali, Director, CFTI.  
Addressing the media here on Monday, Murali said that this programme would provide various self-employment, job oriented courses under MSME, using modern technology and the best qualified faculty. He said the courses are meant for all levels of education from Class X, Plus 2, Graduation and even Class VII. Emphasising that 'India is the second largest footwear manufacturer in the world next only to China, he added that the market oriented trained technicians in the industry have high employment potential, with the ever expanding footwear industry in the country, which is in need of more and more skilled workers to meet manufacturing demands.  
Murali said that almost all the trained candidates from CFTI are totally employed and most of the leading manufacturers are offering placements by conducting campus interviews. Short term courses were also offered through state government sponsorship, he added.







Ministry of Micro, Small and Medium Enterprises,  
Government of India



GOVT OF INDIA



## CENTRAL FOOTWEAR TRAINING INSTITUTE, CHENNAI

### MSME - TECHNOLOGY DEVELOPMENT CENTRE

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

An ISO 9001:2015 Certified Institute

65/1, GST Road, Guindy, Chennai - 600 032.

Phone : 044-22501529, Fax : 044-22500876,

Website : www.cftichennai.in, E-mail : cfti@vsnl.net

Follow us on: Facebook - cftichennaiinfo Twitter- CFTI\_Chennai

Placement  
assisted

Hostel facility  
Available for  
Boys

### ADMISSION NOTICE FOR 2018-19

INVITES APPLICATIONS FROM ELIGIBLE CANDIDATES FOR THE FOLLOWING JOB ORIENTED LONG & PART-TIME COURSES

S. No.	Name of the Course	NSQF Code	NSQF Level	Duration	Eligibility	Age	Course Fee (in Rs.)	Course Commencement date
1.	Diploma in Footwear Manufacture & Design (DFMD)	MSME / DFMD / 60	6	2 years	12th Pass	17 to 25	1,56,000	16th August
2.	Post-Graduate Higher Diploma in Footwear Technology & Management Studies (PGHD)	MSME / PGHD / 59	8	18 months	Any Graduate (Eng/Sci/MBA Preferred)	35 max	4,60,000	15th September
3.	Post Graduate Diploma in Footwear Technology (PGDFT)	MSME / PGDFT 19	7	18 months	Any Graduate	35 max	1,45,000	30th September
4.	Post Diploma in Footwear Technology (PDFT)	MSME / PDFT / 12	6	1 year	Any Diploma	35 max	1,20,000	30th September
5.	Advanced Certification in "Footwear Design & Product Development (FDPD)	MSME / FDPD / 65	5	1 year	12th pass	35 max	1,22,000	15th October
6.	Advanced Certificate Course in Footwear Manufacturing Technology (FMT)	MSME / FMT / 01	5	1 year	10th pass	35 max	72,000	30th July
7.	Condensed Course in "Footwear Design & Production" (CFDP)	MSME / CFDP / 71	4	6 months	10th pass	35 max	40,000	15th October

Course fees, 100% free for SC / ST candidates,

- Course No. 1 & 2 are affiliated with Leicester College, London, U.K and certificate issued by them.
- Course No. 2 consist of 6 weeks study at London, U.K and the fees consist of travel & stay at U.K.
- Course No. 3 to 7: The certificate will be issued by Govt. of India
- Course No. 1 to 6: Caution Deposit Rs. 5,000. • Course No. 7: Caution Deposit Rs. 3,000 (Caution Deposit is refundable to all)

For further Details Contact:  
9677943633 / 9677943733

### Short Term / Part time Courses

S. No.	Name of the course	Duration	Eligibility	Tuition Fee (in Rs.)	GST @ 18%	Total Fees
1.	Certificate in Shoe Computer Aided Design (CSCAD)	3 months	10th	23,000	4,140	27,140
2.	Design & Pattern Cutting	3 months	10th	10,000	1,800	11,800
3.	Shoe CAD	1 month	10th	10,000	1,800	11,800
4.	Shoe Upper Cicking	1 month	8th	10,000	1,800	11,800
5.	Shoe Upper Closing	3 months	8th	12,500	2,250	14,750
6.	Lasting, Full Shoe Making & Finishing	3 months	8th	12,500	2,250	14,750
7.	Leather Goods Making	1 month	8th	10,000	1,800	11,800
8.	Die-Less Cutting & Design	1 month	Should have Design knowledge	12,000	2,160	14,160

\* For SC/ST 50% concession in fee.

CFTI Chennai also conducts NSQF approved short term courses of Leather Footwear & Goods Sector.

### HOSTEL FEE STRUCTURE (BOYS)

S. No	Type of Accommodation	Per Month		Per Annum	
		With Food	Without Food	With Food	Without Food
1.	Dormitory	5000/-	1500/-	60000/-	18000/-
2.	Three Sharing Room	5500/-	2000/-	66000/-	24000/-
3.	Double Sharing Room	7500/-	3000/-	90000/-	36000/-
4.	Double Sharing A/C Room	9000/-	4500/-	108000/-	54000/-