INTERNATIONAL FOOTWEAR EXPO AT KOZHIKODE, KERALA STATE

In connection of the conductance of the international footwear exhibition at Kozhikode, a technical seminar was organised by the organisers of KSSIA, Kerala Small scale Association, on 10th Monday 2012. The main objective of this technical dissemination was to impart knowledge on the stuck on processing technologies of footwear to enable acquire the benefits for the footwear manufacturers of Kozhikode sector.

The seminar was inaugurated by DR. Debhashish Chatterji, Director, Indian Institute of Management, Kozhikode. In his inaugural address, he has delivered inspiring speech to energise the participants to prepare themselves better for the future. He has emphasized the importance of focussed mind to concentrate on the business thereby accomplishing enhanced deliverables and also touched on the significant aspects of footwear as a product of importance for the customers. He has suggested for the changeover of the traditional system of mostly artisan based into mechanised footwear with organised manner for the development of small and medium enterprises of footwear of Kozhikode sector is the future dimension in the country.

The topics for deliberation were divided into four sessions namely Footwear Market, Stuck on process of footwear, Product Development and Design of footwear and Materials and Quality control measures in footwear manufacture.

The first and foremost topics were delivered by Shri. Salaimaran, Executive Director, FDDI and Shri. S. Mathivanan, Senior Principal Scientist, CLRI during the first session of the seminar.
Shri. Salaimaran has briefly presented the overall view of the World footwear industry and discussed the export data of the countries engaged in the footwear business across the world. In his presentation, he has also featured the scope and potential of Indian footwear industry to pose the challenges of the future scenario in the global map.

Followed this presentation, Shri. S. Mathivanan has given presentation on the future trends and opportunities of Indian footwear industry. The subjects presented were very much appropriate for the participants of the seminar. He has sensitised the participants to ponder the way forward for the better preparedness of the industry for positioning into better status in the global map. He has spoken on various aspects of footwear relating directly for the betterment of the industry. He has touched on the subjects like HRD Initiatives, Skills up-gradation concepts for footwear artisans,
Adaptation of Green technological options, Exploring the environment friendly materials and applications, Market strategies in particular of younger generation in our country, Role of Ergonomics and Industrial engineering principles, Design and development of Footwear for deformed foot related complexities and so on. He has specifically mentioned the importance of the artisans for their development in the footwear trade and there is an initiative needs to be attempted from the government of India to upgrade their skills towards mechanised stream of footwear manufacturing process and prepare them to get placement opportunities in the organised sector of footwear in the country. There is a wider gap between the decentralised and organised sectors of footwear and this gap needs to be bridged in order to scale up the present situation of these two sectors. This presentation has paved the way forward for the industry personnel to look forward of opportunities to enable better equip them for the future challenges.

In the second session, Shri. Anil Sahoo from Ex-Reebok Technical Director has deliberated the operational aspects of Sports footwear and its technological background to the participants. The subject on Design modifications to add value gain in terms of materials productivity was well understood to the participants. He has infused innovative ideas into the mind-set of the participants to understand the value and importance of the materials being utilised in the process of footwear manufacture.

The speaker namely Shri. S.K. Neogi, Technical consultant, Mayur Leathers Pvt Ltd has spoken on the Product Development and Design aspects of footwear In his presentation, he has emphasized the bright and brilliant prints, colourful shades and the heels of varied nature and their necessities in the future market for the footwear manufactures. He has specified the engineering concepts on pattern development to achieve cost effectiveness in terms of the value addition for footwear and has finally ended with the basic parameters such as fit, comfort to satisfy the customers.

The speaker Shri. Ganguly, Former Director, CFTI, Agra is presently working as a consultant for Toe Tech Group. He has presented the overall mechanical aspects of Stuck On construction footwear for the participants. He has described in detailed manner the operational methodologies and the role of Footwear machines to perform the process of stuck on based footwear.
This presentation has imparted some basic knowledge to the Kozhikode footwear manufactures to changeover from the moulded construction to Stuck on construction.

The speaker namely Shri.S.K.Singh, Managing Director from Eurasia foot form has spoken the subject on the Role of Shoe lasts for Stuck on construction of footwear. In his lecture, he has mainly emphasized the importance of Toe spring for easing comfort in footwear for domestic and majorly for exportable footwear. He has dealt the tolerances acceptable while designing and developing shoe lasts for footwear manufacture. He has explained in a simplified manner the relationship between Shoe last and Sole of footwear.

Under the session IV, the Materials and its quality parameters were discussed. Shri.Jogan Van Dyck, Global Footwear Technical Head, Huntsman International has presented two topics on the subjects Quality aspects of soling materials and the Environmental friendly technology in the footwear industrial applications. He has majorly emphasized the participants to learn and understand the Design characters and its flexible options, Productivity challenges to achieve maximum usage of the materials thereby minimise the rejection rate on the utilisation of materials in footwear industry. His presentation on Green technology is felt to be the call of the day for the entire community of footwear in the world. He has briefly discussed the environmental friendly options and its opportunities to bring forward the industry solely free from the environmental consequences. He has thrown light on the participants to look forward of exploring the methodologies and processes relating to green technology in order to build the entire footwear industry in the world as green based industry.

The subject on Sole finishing, Appeals and effects was deliberated by Shri.Sauraba Bhalla, Director, KB Polychem. He has emphasized in the presentation that the release agents play a pivotal role to ease the removal of sole from the mould during the manufacture. He has presented the methods on achieving the varied finishing’s like Matt, Gloss, Velvet, Rubberised, Cork, Metallic and Crackled on the various soles used in the footwear industry. He has informed to the participants the meritorious features of finishing techniques and also spelt out the significant value of the finishes which helps in overcome the problems relevant to any kinds of soling materials and their impact in achieving the minimal rejection rate to gain profit for the industry.

The topic on Role and application of Adhesives in stuck on footwear construction was delivered by Dr.Ashish Chamankar, TS & PD Manager, Henkel Adhesives. His presentation was mainly focussed on driving the footwear industry towards the Green chemistry applications. He has briefly explained the working mechanism and the basic theories of adhesives used in footwear
manufacturing process. He has spoken on the water based primers and adhesives and its advantageous features for the future direction of footwear industry.

Shri.R.Mohan, Principal Scientist from CLRI has presented the subject on the quality aspects of materials used in the process of footwear manufacture. He has detailed the quality parameters of the materials and its mechanical behaviours in the making of footwear to the participants. He has thrown the inputs on the standards and specification of the varied materials used in footwear and has imparted adequate knowledge to the participants during his presentation. The participants expressed the overwhelming response on this presentation and the participants acquired all the information pertaining to the quality aspects of footwear and were satisfied to the great extent though this presentation was the concluding subject on the day.

INAUGURAL FUNCTION AT KOZHIKODE, KERALA STATE

After the successful conduct of the technical seminar, the inaugural function on the International Footwear Expo was held on Tuesday 11th of December at Kadavu Resort at Kozhikode, Kerala. The duration of this exhibition was two days held between 11th and 12th of December, 2012.

The chief Guest of this function was Padmasri.Rafeeq Ahmed, Chairman, Council of Leather Exports and an eminent politician Shri.Elamaram Kareem, Former minister of Industries; Kerala was invited to inaugurate this function. Along with these invited guests, the members of KSSIA Association and others present in the dais. This exhibition comprises of around 170 stalls as exhibitors and the foreign delegation from China, Taiwan, Turkey and other countries have participated in this exhibition and displayed their machines and materials. This exhibition marks the good beginning for the domestic players to promote their business opportunities in the country and abroad as well.

During the inaugural function, Shri.Rafeeq Ahmed has expressed happiness on the conduct of exhibition at Kozhikode and has encouraged the young team members of Calicut jointly working for the success of the programme.
He has expressed his views on the scale-up initiatives of the present value of 200 crores to the tune of 900 crores particularly on the Non-leather footwear segment at Kozhikode.

He has opined positive views to the participants on the establishment of Footwear Design & Development centre with the investment of Rs 110 crores at Kozhikode. He has enthused the domestic manufactures of non-leather based to accelerate forward for the export market trends.

He has informed that around 50% of share is under the market share of China and has put forward his views for the faster phase of growth in Kozhikode/Malabar regions of Kerala state. He has opined the participation of International exhibitors would certainly boast up the progress and prosperity of footwear sectors especially on the non-leather based footwear. The present scenario at Kozhikode envisaged that the non-leather footwear manufacturers are engaged in exporting the footwear to the Middle East countries. He has said in his speech that SSC Sector Skill Council Development has been planned to impart training to the workforce of 50000 people in our country. The government of India has allocated the fund of Rs 600 Crores for the execution of this proposal. He has assured that the SSC to be set up soon at Kozhikode being the largest non-leather footwear in our country.

It is interesting to note that the state secretary of KISSA Association has requested for the setting up of Leather based footwear centre at Kozhikode with the technical support of CLRI.

Shri.Elamaram Kareem has said that the Kozhikode is considerably progressing with impressive growth in the footwear segment and has termed the Kozhikode is gaining popularity as the manufacturing hub of non-leather based footwear in the country. He has announced in the forum that the next International Footwear Expo will be held in the month of September, 2014 at Kozhikode.

**GLIMPSE OF STALLS AT FOOTWEAR EXPO AT KOZHIKODE**

There are around 170 exhibitors participated in this exhibition at Kozhikode. The exhibitors include the foreign participants from China, Taiwan, Turkey and other countries. The overall image of this fair is quite interesting particularly for the domestic manufactures of footwear in the country. This exhibition has immensely provided knowledge to all the participants on the various materials, accessories and machineries being used in the process of footwear manufacture. This exhibition covers the wide range of non-leather materials for footwear applications.
DISCUSSION WITH HUNSTMAN INTERNATION OFFICIALS ON POLYURETHANE MATERIALS FOR FOOTWEAR

FOOTWEAR MACHINES AND MATERIALS ON DISPLAY AT EXHIBITION
FOOTWEAR MACHINES FOR FULL SHOE MANUFACTURE

CORK AS A POTENTIAL MATERIAL FOR FOOTWEAR APPLICATIONS
CONCLUSION:

The Footwear Expo at Kozhikode has provided the base and platform for the participants of predominantly non-leather footwear manufactures in our country. The exhibitors have covered the wider range of materials, accessories and machines affordable for the domestic users for the growth of their industrial background. The technical seminar conducted was very useful and beneficial for the domestic manufactures to acquire all the fundamental knowledge on the various aspects of footwear industry and enhanced their confidence building for the future challenges in the footwear business.