

**ADDRESS BY THIRU BANWARILAL PUROHIT, HON'BLE GOVERNOR OF
TAMIL NADU AT THE CONVOCATION CEREMONY OF FOOTWEAR DESIGN
AND DEVELOPMENT INSTITUTE (FDDI) AT SIPCOT INDUSTRIAL PARK,
IRUNGATTUKOTTAI, KANCHEEPURAM ON 15.11.2019 AT 11.00 AM**

Anaivarukkum Kaalai Vanakkam

Thiru. Arun Kumar Sinha, I.A.S.,
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Thiru. Vikas Verma,
IRSME Executive Director,
Footwear Design and Development Institute

Ladies & Gentlemen

I am happy to be here today at the Convocation ceremony organized by the Footwear Design and Development Institute (FDDI) for the students who have completed their courses in 2018 and 2019.

Today is a special day for all the graduands present here. I convey my best wishes to all of you and your family members on this happy occasion. You are all stepping into the wide world from the sheltered cocoon of the portals of this institution. Having been equipped with academic qualifications and armed with the training that education has given you are all fully equipped to overcome the challenges that may come your way. Step out with

strength; lead from the front; conduct yourself with dignity, grace and discipline. The world is yours.

I am delighted to know that the FDDI in the last three decades has emerged as a Global institution renowned in academics, Skill development, Research and Development and Industrial consultancy in the field of Footwear, Leather goods and Accessories.

There are now campuses of the FDDI across India at Chennai, Noida, Chandigarh, Rohtak, Jodhpur, Fursatganj, Guna, Chhindwara, Hyderabad, Kolkata, Ankleshwar and Patna.

The FDDI is also providing supervisors, managers and executives to the Industry through its

degree and diploma programs. That the placement percentage across all the campuses is 83 % with more than 120 companies participating in the placement drive is a testimony to the relevance and usefulness of the courses run by the FDDI.

It should therefore come as no surprise that this institution has been given the status of an “Institution of National Importance” for the promotion and development of quality and excellence in education, research and training in all disciplines relating to footwear and leather products design and development.

The Footwear Design and Development Institute has therefore been mandated by the Department of

Commerce under the Make in India programme to develop standards for Footwear and Accessories for Armed Forces and Paramilitary Forces, through its International Testing Centres (ITC) located at Sriperumbudur and Noida.

For most of the 20th century, the main footwear-producing companies were located in Europe and the USA. Whilst there was a small proportion of the overall global shoe production coming from Asia, the traditional strongholds of Italy, France, the UK, Spain, the USA, and Germany produced the majority of footwear until the early 1970s. Then, India, South Korea, and Taiwan opened up to the mass

production of high-quality leather goods, followed soon afterwards by China.

The Footwear and Leather Industry holds a prominent place in the Indian economy and it is among the top ten foreign exchange earners for the country.

The export of footwear and leather related items from India had touched a value of about 6 billion dollars during the last financial year.

It is also an employment intensive sector, providing jobs to about 4.42 million people, with the women employed in the leather industry accounting for about 30% of the workforce.

Advanced technologies in the area of shoe design systems, automation, cost savings and productivity have been enabling new developments in the footwear sector in India.

With CAD/CAM software, footwear manufacturers can now significantly increase market share and profitability.

CAD systems today have been developed with a much wider range of functions. Logos, textures and other decorations can be incorporated into product designs of both the uppers and soles to help reinforce branding.

Demand for good-quality, along with the imminent possibility of a potential shortage, in the

availability of leather has led companies to explore the possibility of producing affordable alternatives.

Since the 1970s, microcellular EVA – ethylene vinyl acetate – in cross-linked form has proved popular as a lightweight soling material. Developments during the last two decades of the 20th century has also seen the introduction of soft vulcanized rubber.

Physical testing of whole footwear and components has also improved beyond recognition in recent years. Modern technology has superseded simple mechanical testing of items, providing access to computerized tests, thus giving accurate results.

Nations are built by Visionaries who through their lives which are characterized by compassion, hard work, patriotism and total commitment to the welfare of the people are able to inspire the people to engage themselves in nation building. Our nation is fortunately endowed with the benefits of the Demographic Dividend. The youth of the nation are its biggest asset. Let them think big. Our youth have to dream. Dreams get transformed into thoughts and thoughts result in action. It is such proactive actions that become the foundation for growth and development.

In today's Convocation 79 students have received their Medals and Degrees. They have all

been placed in respectable positions and are on the path to progress. This is a clear illustration of the fact that prosperity knocks at your door when people acquire the asset of education. All those assembled here, have benefited by this acquisition of knowledge. Let its benefits be now shared with the community so that India becomes a more prosperous nation.

I conclude my speech with this inspiring quote of Swami Vivekananda “Don’t look back, look forward! Infinite enthusiasm, infinite daring and infinite patience – then alone can great deed be accomplished.”

I extend my best wishes and greetings to the Managing Director, the faculty and the staff of the Footwear Design and Development Institute who have organized the convocation in a befitting manner. May this convocation be the harbinger of greater things to come in the future and may you all be greeted with success in all your endeavours.

Nandri Vanakkam....

Jai Tamil Nadu....

Jai Hind....