FDCI's PLEDGE TO FIGHT COVID19

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The Fashion Design Council of India (FDCI) has resolved to fight the deadly pandemic and support the underprivileged. Under FDCI's pledge to fight COVID19, a Support Fund was set up to provide financial assistance to small businesses and young designers in need. The FDCI board members including Safir Anand, President Sunil Sethi, and eminent designers - Anjanaa Bhargav, Nitin Bal Chauhan, Paras Bairoliya, Payal Jain, Rahul Mishra, Rajesh Pratap Singh, Reynu Taandon, and Varun Bahl pledged support to this cause and contributed to the support fund.

Hon'ble Minister of Textiles, Smt. Smriti Zubin Irani, in a note of appreciation of the council's initiative, said, " My gratitude to the Fashion Design Council of India, ably led by Shri Sunil Sethi, for coming up with a COVID-19 fund. Today those who weave dreams onto a cloth are weaving together a support group".

Among the initial lot of applications, every FDCI member who applied was given assistance. In the second tranche, funds have also been distributed to 50% of the eligible designers, who are not members of FDCI.

[video width="600" height="600" mp4="https://www.anandandanand.com/wp-content/uploads/2020/06/FDCI-Smriti-Zubin-Irani.mp4"][/video]

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