

DFRE

# Dubai welcomes the holy month of Ramadan with #stayhome initiatives that ignite true spirit of community togetherness

23 Apr 2020, Dubai, UAE



It's a month where the community comes together like no other time in the year, but Ramadan 2020 is set to spark a sense of togetherness never witnessed before. Dubai Festivals and Retail Establishment (DFRE) commends all the retailers, home-grown businesses, restaurants and cafes that are going above and beyond for consumers to #stayhome, #staysafe and #savelives through community activations and online orders.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE) said: "We know that Ramadan is going to feel very different this year, as our community seeks ways to spend time with their loved ones while adhering to the rules of social distancing and staying at home, but that doesn't mean that the spirit of the Holy Month will be forgotten. In fact, now more than ever, we are witnessing the strongest sense of unity and taking care of those in need. It is heartwarming to read about the ways in which the community can lend support, there seems to be even more ways to help in 2020, and there is certainly an emphasis on supporting the UAE's fight against COVID-19."

## Ramadan and #StayHome Initiatives

A new online platform to support local artisans and small businesses in the UAE has been launched in time for Ramadan, providing a digital bazaar for shoppers to pick up clothes, crafts, hand-made jewellery and even sample delicious food. Manasah.com is a partnership between DP World, the Department for Economic Development and Dubai Festivals and Retail Establishment. Registering on the site is free for sellers, there are no sales fees for customers and the site features contactless delivery. Its aim is to ensure small businesses are supported through the challenging period and those which are unable to trade in physical environments can continue to do so online throughout Ramadan.

Dubai Cares has partnered with the Ministry of Education to launch 'Education Uninterrupted', a campaign which will provide a desktop computer, laptop or tablet to enable distance learning for students who can't afford to buy the necessary devices to support home learning. The charity's

additional project this year is in collaboration with online retailer Namshi to launch an exclusive t-shirt in the spirit of Ramadan, with 100 per cent of the proceeds helping vulnerable children with their education.

The Dubai Economic Department will run distribution of grocery supplies, iftar packs and donate electronics to those in need, while the Roads and Transport Authority (RTA) is launching two initiatives: donating AED 500 Nol cards to elderly Emirati nationals to be used for grocery shopping and essential transportation; and free meals for hospital and health care workers every day of Ramadan at Latifa Hospital and Rashid Hospital.

A host of retail offers are available online this year as brands engage with their customers staying at home in non-traditional ways in response to the spirit of giving throughout the Holy Month and Eid season. Shoppers will be swapping the malls for the computer mouse as they hit Noon.com; which represents a huge number of brands from The Dubai Mall, MalloftheEmirates.com, Namshi.com, Bloomingdales.ae and LookFantastic.ae among other UAE-based e-tailers, to pick up luxe fashion, everyday wear, beauty buys and homewares.

Debenhams has a range of promotions, including buy one get one free and selected prices on selected products, while Ikea will feature 25 per cent off selected items – an ideal way to improve home spaces when so much time is being spent inside. Carrefour will present a number of offers on household appliances, kitchen supplies, electronics, clothes, food, office supplies and bedding, with daily offers added as points on the Share app and 20 per cent added as bonus points every Tuesday.

Fashion brands too will offer a much needed escape from the day to day of lockdown with the likes of American Eagle featuring three polo shirts for AED 230 and buy one get one free, Foot Locker also running a buy two, get one free offer, and River Island opting for buy one piece and get a second for free, as well as amazing prices starting from only AED 9 up to AED 429.

The 10 Million Meals campaign was launched under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in collaboration with Social Solidarity Fund Against Covid-19 to provide food assistance to less fortunate families and individuals. Implemented by the UAE Food Bank, Mohammed Bin Rashid Al Maktoum Humanitarian and Charity Establishment and UAE Water Aid Foundation (Suqia UAE), and in collaboration with ministries, federal and local entities and humanitarian and charitable organizations in the UAE, the initiative will accept donations from companies, institutions and members of the public to buy meals to be distributed.

Another of the new community initiatives this year comes from Islamic Affairs and Charitable Activities Department called the Community Solidarity Fund vs. COVID-19. With an initial pledge made by Dubai Chamber of AED10 million, the new fund aims to mitigate the economic, social and health challenges posed by the outbreak, and will be focusing on providing humanitarian and logistical assistance to blue collar workers who have finished their projects but have no financial means to go home. Community members and local businesses that are struggling will also be identified for support. The Chamber will implement a series of initiatives to encourage the private sector to play their part in reducing the impact of coronavirus and is calling upon the individuals and the corporate sector to help where they can.