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# FPHP BULLETIN HOT & TOUR

THE CROSSROADS;  
UNVEILING FOOD, TRENDS, & CULTURAL EXPERIENCES

NEWSLETTER VOL. 1/2023

*"Embracing & Escalating FPHP Creativity & Passion in Writing"*



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# FPHP Bulletin Hot & Tour Newsletter

## THE CROSSROADS; FOOD, TRENDS, & CULTURAL EXPERIENCES



### **MENU RAHMAH – A PRELIMINARY REVIEW**

**BY KHAIRUL HIDAYAT REZO, MOHAMAD AZLI RAZALI, NOOLIZA ZAINOL & NOORSA RIZA JOHARI**

Ever since Menu Rahmah was introduced at the end of January 2023, it has received an overwhelming response from over 15,000 traders and food enthusiasts across Malaysia. Offering affordably priced meals at RM 5.00 or less, it provides balanced food options for breakfast, lunch, and dinner. Not limited to just rice-based dishes, the menu can also be diversified with items like noodles, pasta, and more.

The program falls under the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) as a short-term initiative under the Rahmah umbrella to assist and address issues faced by the less privileged. The brainchild of the 10th Prime Minister, YAB Datuk Seri Anwar Ibrahim, it aims to tackle the rising cost

of living and the economic crisis experienced by Malaysia, which consequently resulted in higher prices of goods and declining purchasing power. It all began with implementations in major supermarkets like MYDIN and food stall operators, followed by local restaurant associations, franchised outlets, and even students from universities and higher education institutes (IPT). A survey conducted by Harian Metro a month after the launch of Menu Rahmah revealed positive feedback from most customers and buyers who lauded the government's efforts. With just RM 5, customers can enjoy a complete meal with options like chicken, fish, or meat served with vegetables.

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The response from customers indicates that Menu Rahmah is a thoughtful response from the government, having heard the grievances of the low-income communities. The menu caters to all segments of society, regardless of their economic background.

Most customers hope this initiative will be embraced by all Malaysians, including politicians, with the aspiration that it remains free from political exploitation. However, some issues have been politicized, including claims that Menu Rahmah may lead to cancer and autism.

The debate has sparked discussions in Parliament, prompting the responsible minister to provide a special report on the nutritional aspect of the offered meals. Nevertheless, a small fraction perceives the effort as inadequate in addressing daily expenses. From findings and readings across electronic and social media, the program appears to be beneficial primarily for bachelors and urban dwellers.

For large families, the RM5 Menu Rahmah is still deemed expensive. As for those residing in rural areas, it

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BY KHAIRUL HIDAYAT REZO, MOHAMAD AZLI RAZALI, NOOLIZA ZAINOL & NOORSA RIZA JOHARI

can be challenging to find outlets serving Menu Rahmah. Additionally, some traders complain about the continuous increase in raw material prices, making it difficult for them to sustain the program in the long run.

There have also been reports on social media about Menu Rahmah entrepreneurs facing closure due to limited funds and only being able to offer a small quantity of Menu Rahmah packages. Nevertheless, six months after the introduction of Menu Rahmah, there are entrepreneurs and traders who continue to embrace the government's initiative. Local newspapers have reported that Menu Rahmah has garnered widespread acceptance from the public.

Sinar Harian even went so far as to describe the idea behind Menu Rahmah as incredible, yet it successfully caught on. As of June 2023, many renowned companies and

franchises in Malaysia have joined this initiative, further enriching the variety of Menu Rahmah offerings.

Given the uncertainty in the economy, including currency issues and rising raw material prices, the hope is that Menu Rahmah remains relevant and continues to benefit both entrepreneurs and customers in a mutually beneficial way.

Besides assisting low-income customers, it is expected to boost the nation's economy. The aspiration is for the MADANI Community Menu Rahmah Program to sustain its popularity and aid the government in stabilizing the state's inflation rate, as explained by the Minister of Domestic Trade and

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