

Community

FOOD

# S.M.A.R.T Iftar@Perak Receives Overwhelming Response



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Over 3000 traders in Perak have registered in the S.M.A.R.T Iftar@Perak portal launched by Digital Perak Corporation Holding to enable them to run their business online during the Ramadan month.

Dato' Nolee Ashilin binti Dato' Mohamed Radzi, Executive Councillor for Housing, Local Government, Public Transport and Tourism (Acting Executive Councillor for Communications and Multimedia) explained that S.M.A.R.T Iftar@Perak is a digital directory of traders who use delivery service as an alternative to the conventional setup of Ramadan bazaar, in line with the movement control order (MCO) to contain the spread of COVID-19.

"Besides attracting the interest of traders, it also provides job opportunities to more than 4000 registered food riders.



Available for viewing since day one of Ramadan with over 41,918 visitors to date, the portal can be accessed at [digital.perak.my](https://digital.perak.my)," she said during a S.M.A.R.T Iftar@Perak memorandum exchange ceremony between the state government, Foodpanda, Grabfood and Yezza on Monday, April 27.

She also commented on recent ceasing of operations of a few hotels such as Tower Regency and Kinta Riverfront due to the extended MCO.

"However, there are a few hotels which have decided to cease operation temporarily such as Marina Island and Impiana Hotel. From this trend, it is estimated that about 600 employees are affected overall.

"The closure of business also means the state government will be experiencing loss in terms of revenue and licensing.

"The major problem here is job loss. This will invariably cause a sudden increase in the unemployment rate in the state.

"The hospitality and tourism industry is one of the biggest contributors to the state economy. Thus, the state government is looking at initiatives that can be taken to reduce the negative impact," she highlighted.

She stated that if the MCO is lifted and the Ministry of Health allows the tourism sector to operate again, the state government will work hard to revive

the industry with, among others, Visit Perak Campaigns targeting at the locals in the state.



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