



# Tabarru' Taste: A Centralized Hub for Unifying Shariah-Compliant Efforts to Alleviate Poverty Through Food Redistribution

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## ABSTRACT

Tabarru' Taste addresses food waste and hunger through a Shariah-compliant approach, blending Islamic financial principles such as Tabarru', Waqf, Takaful, and Wakalah. The platform partners with grocery stores, small businesses, NGOs, and government agencies to collect and redistribute surplus food, reducing waste while providing for those in need. It actively promotes corporate social responsibility by offering incentives like awards, tax benefits, and recognition to participating SMEs, which in turn enhances their reputation and financial stability. The platform's foundation, rooted in Islamic values, makes it especially appealing in Muslim-majority regions, setting it apart in a competitive market. Environmental sustainability is central, with a focus on reducing landfill waste and greenhouse gas emissions through effective food redistribution. The platform encourages community involvement through donations and crowdfunding, fostering a culture of shared responsibility and unity. scalable and comprehensive model addresses immediate food security challenges and contributes to long-term community well-being and environmental sustainability.

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## 1. Introduction

The global dilemma of food waste and poverty remains a critical issue. Despite developments in agriculture and food production, millions of tonnes of food are wasted each year, and nearly half of the world's population suffers from food insecurity. This conflict highlights the critical need for new and sustainable approaches to tackle both the environmental and social aspects of food waste. Food waste has

far-reaching worldwide consequences. According to Food and Agriculture Organization, (2024) almost one-third of all food produced for consumption by humans is lost or wasted, equivalent to nearly 1.3 billion tonnes each year. This waste not only results in the loss of vital resources but also contributes considerably to environmental damage. Food waste in landfills produces methane, a strong greenhouse gas that contributes to climate change.

In the dynamic hubs of Asia Pacific, both immense opportunities and profound challenges exist. Some of the pressing issues regarding food waste, food insecurity, and homelessness loom large and have affected the communities and economic growth. According to Chiu, (2022) the causes of increasing food waste are wholesale and retail due to inconsistent demand patterns, overproduction, excess stock, and wastage due to lack of quality management. Consumption also causes waste such as confusion on date labels, poor storage, and stock management, and oversized portions or leftovers. Usually, it happens in grocery markets as they might order in bulk, but due to the same industry's competitors, many food products and groceries cannot be sold. The number of hungry in Asia-Pacific has swelled by more than 50 million since the arrival of Covid-19 (UNICEF, 2021). It was reported by the Food Agriculture Organization of the United Nations (FAO), and UNICEF that the state of food security and nutrition has worsened in Asia Pacific as more than 375 million people in the region faced hunger in 2020 and shows the increasing pattern in the next year. The Global Food Banking Network (GFN) launched a food bank and donation program to help and reach more people facing hunger in their communities, especially the homeless (Lutz, 2019).

Despite having one of the world's most dynamic and rapidly rising economies, ASEAN countries have substantial challenges in managing and distributing food resources efficiently and fairly. These difficulties demand novel solutions that can bridge the gap between food loads and shortages by harnessing local behaviours, technical breakthroughs, and regional collaboration. As mentioned by Yusof Ishak Institute, (2022) in Southeast Asia, 7.3% of the population experienced undernourishment, and 18.8% were dealing with moderate or severe food insecurity in 2020. According to Randhawa, (2024) millions of people in the region suffer from chronic hunger and malnutrition, with rural areas disproportionately afflicted.

In Malaysia, food waste is a significant issue, with substantial environmental, economic, and social implications. On average, Malaysians discard about 17,000 tons of food waste daily which quarter of this being edible food (Nizam, 2023). This amount could feed two million people each day as well as prevent hunger or malnutrition in the communities. Food waste can bring up food insecurity. According to (Sin et al., 2011), solid waste composition for food waste components in Malaysia was higher from 2002 to 2010. It happens in households and restaurants. However, the government took a strategic plan and initiatives to reduce food waste by encouraging households, restaurant owners, and hotel food outlets to donate their edible food waste to food banks for those in need it is a simple way to reduce food insecurity in Malaysia (Jereme et al., 2017).

### *1.1 Problem Statement*

Astonishing technological advances have characterized human history, from the creation of the wheel to the emergence of artificial intelligence. Technology is not only a tool but also a fundamental component of development in the current age of rapid change, transforming entire industries, society, and even the nature of human existence. The 21<sup>st</sup> century marked the beginning of the Digital Age, which is defined by previously unprecedented levels of interaction and exposure to information (Food Bank News, 2024). Our ability to communicate, work, and engage with the outside world has changed dramatically as a result of the widespread use of cell phones, high-speed internet, and social media. Rapid worldwide interaction is made possible by the unrestricted flow of information across geographical borders in this incorporated environment (Troisi et al., 2023).

In an age of rapid digitalization and technological growth, the utilization of mobile applications for numerous reasons has become common. Despite the rise of digital platforms aimed at meeting societal requirements, there is still a substantial gap in the digitalization of food donation apps for the underprivileged. According to (Martin et al., 2022), food support and distribution are essential needs in both disaster and non-disaster situations worldwide. Food aid programs, both governmental and non-governmental, aim to enhance access and consumption of food for individuals and families experiencing food insecurity. Traditional food donation approaches, such as food drives and charitable organizations, frequently have inefficiencies and logistical problems. Food delivery delays and even waste might result from labor- and resource-intensive coordination efforts. Furthermore, these approaches could not be transparent enough to allow donors to monitor the effects of their gifts or for receivers to quickly receive help (Richardson, 2022).

Donation applications stand out as effective tools for encouraging charity contributions and supporting worthwhile initiatives. However, despite their potential for beneficial change, many donation apps function in silos, with insignificant coordination and collaboration. Inequitable resource distribution could arise from inconsistent coordination efforts, giving certain areas or causes more attention and funding than others. This gap contributes to social inequalities and fundamental issues by maintaining inequality and ignoring marginalized communities that have immediate demands. Within the charitable setting, coordination promotes openness, responsibility, and trust. Donation applications follow legal requirements, uphold moral codes, and produce measurable outcomes due to shared standards, best practices, and monitoring systems. Coordinated efforts can encourage increased generosity and support for charitable endeavors by giving contributors confidence in the reliability and effectiveness of their contributions.

The United Nations' Sustainable Development Goals (SDGs) for 2023 point out crucial issues such as food waste, poverty and inequality. Some of these goals specifically target the prevention of hunger and poverty, including goals for eliminating poverty, achieving zero hunger, reducing inequalities and promoting responsible consumption and production (United Nations, 2016). According to Noor Relief Fund (2023), there were 691 to 783 million people who experienced hunger in 2022. As mentioned by the United Nations, the number of people suffering from hunger could escalate to over 840 million people by 2030. On the other hand, more than 1 billion tons of food are lost or wasted each year, accounting for 24% of global calories that go unused. Food loss and waste have a negative impact on the sustainability of our food systems. When food is lost or wasted, all of the resources necessary to produce it including water, land, energy, labor, and capital are wasted. Furthermore, the disposal of food loss and trash in landfills produces greenhouse gas emissions, which contribute to climate change. Food loss and waste can also have a negative impact on food security and availability, as well as contributing to food price increases (United Nations, 2022).

Tabarru' Taste aims to combat issues as highlighted by the United Nations that efficiently redistribute surplus food to those in need. A standardized platform is required to streamline food donations to people in need, which will tackle both hunger and food waste. By developing an all-in-one system, we can ensure that surplus food is efficiently distributed to malnourished individuals and communities, reducing the amount of food wasted each year. Grocery stores can also help by giving out excess food, which significantly decreases waste. Furthermore, collaborating with small companies can strengthen this initiative by having them cook the donated food, which not only serves to provide ready-to-eat meals to those in need but also indirectly improves their financial well-being. This method not only alleviates hunger but also encourages more responsible consumption and production habits, resulting in a more environmentally friendly and equitable food system. This platform will efficiently promote the coordinated Islamic Wealth Management platform for food charities, particularly under the Tabarru' concept.

## 2. Literature Review

Food waste is a major global issue with serious social, economic, and environmental consequences. According to the (United Nations, 2022) food loss and trash in landfills emit greenhouse gases, which contribute to climate change. Furthermore, food waste threatens food security through decreasing food availability and increasing prices. Addressing food waste can help to alleviate hunger and enhance food security, particularly in populations at risk. The Tabarru' Taste platform's activities are Shariah-compliant since it incorporates Islamic financial contracts such as Tabarru', Waqf, Takaful, Wakalah, and Bai' (Azlan et al., 2023). This adherence to Islamic ideals not only encourages ethical practices but also attracts Muslim-majority countries seeking compliance solutions. According to Prudential BSN Takaful, (2020) these contracts can successfully support charitable activities, handling risks, and ethical dealings, thus increasing the platform's legitimacy and acceptance among Muslim users. However, there is a need for a more in-depth analysis of how these models will contribute to reducing food waste and enhancing food security, particularly in sustainability and long-term effectiveness. While Islamic finance concepts have been utilised in a variety of areas, their immediate influence on reducing food waste and improving food security is still unexplored. This study aims to fill this gap by investigating the effectiveness of these models in reducing food waste, particularly on Shariah-compliant platforms such as Tabarru' Taste.

Encouraging businesses in social responsibility (CSR) efforts, such as restoring surplus food, can have a tremendous influence on both the community and the businesses themselves. According to studies, organizations that participate in CSR efforts benefit from improved brand perception, client devotion, and financial performance. By providing incentives, rebates on taxes, and recognition such as SME Protect Takaful, the Tabarru' Taste platform encourages SMEs to join in its food donation program, corresponding their corporate goals with social good. Community involvement is critical to the success of social activities. The Tabarru' Taste platform encourages community involvement via donations and fundraising, establishing a sense of shared accountability and unity. According to Doustmohammadian et al., (2022), community-driven methods to food security are more effective and durable since they draw on local expertise and resources. The platform guarantees a broad and inclusive impact by incorporating a variety of stakeholders such as grocery shops, small companies, and non-governmental organizations (NGOs). Nevertheless, the unique relationship between CSR efforts and food waste reduction in the framework of Islamic finance has not been well investigated. The Tabarru' Taste platform provides an opportunity to study this connection to understand how CSR, especially integrated with Shariah-compliant financial practices, may create significant consequences.

Technology plays a crucial role in improving the efficiency, transparency, and scalability of food donations. Digital tools streamline operations, reduce delays, and ensure food reaches those in need quickly. The Tabarru' Taste platform uses features like donor registration, food ordering, and real-time tracking to enhance food redistribution, minimise waste and support global sustainability goals. By reducing food waste and landfill use, the platform helps lower greenhouse gas emissions and promotes ethical consumption. Sustainable food systems are vital for addressing climate change and maintaining ecological balance. Yet while technology can be helpful in reducing food wastage, the incorporation of data analytics and artificial intelligence to improve logistics and optimise food distribution has not been fully explored. This study seeks to fill this gap by looking into how technological advancements can increase the practical effect of food redistribution mechanisms like Tabarru' Taste. This research also contributes to frameworks for developing financial products particularly in food sustainability and food donation towards those in needs which aligns with Islamic ethical standards and values in our life by practicing tabarru' concept.

### 3. Methodology

Before finalizing the product, a systematic exploration of ideas related to the Tabarru' contract was conducted. The approach involved a two-stage concept selection process: concept screening followed by concept scoring, to manage the complexity of evaluating multiple product concepts. According to Karl T. & Steven (2015), concept screening and concept scoring are important in product development as they help identify the best ideas to pursue. Concept screening involves quickly filtering ideas against essential criteria, with those not meeting the criteria being removed and not carried forward to the concept scoring. Next, in the concept scoring stage, the remaining ideas are evaluated using a detailed scoring system and weighted criteria as discussed in section 4.1. This study used a qualitative approach with semi-structured interviews, conducted in-person or online, with eight informants selected based on criteria relevant to our product. The informants for this study were chosen from various backgrounds to gather comprehensive insights into our proposed product. We first engaged donors, aiming to understand how they manage their finances for charitable purposes and the types of platforms they prefer. This feedback helps ensure the platform aligns with their preferences for giving.

Additionally, we interviewed potential partners, including SMEs, grocery markets, and NGOs, to explore collaboration opportunities and understand their requirements. Finally, we spoke with individuals from the target group to assess whether the platform would meet their needs and provide meaningful benefits. This diverse input strengthens the product's foundation, ensuring it effectively serves all intended stakeholders. These interviews provided insights into the concepts of Tabarru' in food donations and charities. Thematic analysis, as described by Braun and Clarke (2013), was used to identify patterns and themes in the data. The analysis revealed five key themes: relevant experience, alleviating hunger and reducing food waste, Islamic Wealth Management for food charities, employment opportunities, and community support. The final theme included suggestions for improvement and strategies to promote the Tabarru' Taste product.

By combining both concept selection and qualitative approach, helps gain detailed insight, create a more balanced decision-making process, and increase the chances of developing a successful product.

### 4. Findings and Analysis

This section focuses on the interpretation of data and results obtained from the concept selection methodology and thematic analysis derived from interviews with eight informants. The informants were asked several questions to gather insights. This section details the product description, product framework, and process flow of our product, Tabarru' Taste. Additionally, the analytical prototype of our product is briefly explained in this section.

#### 4.1 Concept Selection Findings

This section explains the outcome of the concept selection for this product. Before arriving at the final concept, multiple ideas were developed as detailed in Table 4.1. The selection criteria included job opportunities, SME enhancement, user-friendliness, poverty alleviation, waste reduction, CSR integration, promotion of the Tabarru' concept, online platform accessibility, and encouraging responsibility among the users. The selection process involved two stages: screening and scoring. The concepts that passed the screening process were further evaluated during the scoring process. The final results determined which concept would be employed in product development.

Table 4.1. Screening Process.

Selection Criteria	Concepts				
	A	B	C (ref)	D	E
Job opportunities	0	+	0	0	+
Small business enhancement	-	0	0	-	+
Alleviation of poverty	+	0	0	+	0
Users friendly	0	+	0	+	0
Reduction of waste	+	0	0	0	0
Application of CSR concept	0	0	0	0	-
Promote tabarru' concept	0	+	0	0	-
Availability of vehicles	-	+	0	-	+
Online platform	0	0	0	-	0
Responsibility encourager	0	+	0	0	0
*Sum +'s	2	5	0	2	3
**Sum 0's	5	4	10	4	5
***Sum - 's	2	0	0	3	2
Net score (*-***)	0	5	0	-1	1
<b>Rank</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>2</b>
Continue?	Combine	Yes	Combine	No	Revise

Table 4.1 (Screening Process) presents an evaluation of five different concepts based on various selection criteria. The concepts are labeled A through E, each representing a different initiative: A (food waste management), B (community care initiative), C (sadaqah meals), D (waqf water filter projects), and E (mudharabah food business). Each concept is assessed against multiple criteria, including job opportunities, small business enhancement, alleviation of poverty, user-friendliness, reduction of waste, application of CSR concept, promotion of tabarru' concept, availability of vehicles, online platform, and responsibility encouragement. The criteria are rated with a plus (+) if the concept performs better than the references, a zero (0) if it performs the same as the references, and a minus (-) if it performs worse than the references.

Concept A, which refers to food waste management scores well in alleviating poverty but poorly in small business enhancement and availability of vehicles, resulting in a net score of 0 and ranking third. It is recommended to combine it with concept C. Next, concept B (community care initiative) excels in promoting job opportunities, receiving a net score of 5 and ranking first. Hence, it is recommended to proceed as is. Concept C, the (sadaqah meals) concept disadvantages, with all criteria rated the same as the references, resulting in a net score of 0 and ranking third. As it is the reference concept is suggested to combine with concept A for better enhancement. Concept D employed the (waqf water filter projects) performed poorly in multiple criteria, especially in promoting the tabarru' concept and online platform availability, resulting in a negative net score of -1 and ranking fifth. Concept D is not recommended for continuation and has been eliminated from further concept scoring.

Lastly, Concept E (mudharabah food business) does well in small business enhancement and availability of vehicles but poorly in promoting the tabarru' concept and the responsibility encourager criterion, resulting in a net score of 1 and ranking second. It indicates this concept needs to be revised and suitable to be developed. From this process, Concept A will combine with Concept C, while Concept B will proceed as it is, and Concept E needs to have some revision. However, Concept D is not being continued. All these concepts will enter the next stage of concept selection methodology which is the scoring process. As Concepts A and C are combined, the name of the concepts is changed to 'sadaqah saver' which refers to food waste management and sadaqah meals concepts. It will be noted as Concept AC.

Table 4.2. Scoring Process.

Concepts							
Selection Criteria	Weight	AC		B		E	
		Rating	WS	Rating	WS	Rating	WS
Job opportunities	10%	4	0.40	3	0.30	3	0.30
Small business enhancement	10%	5	0.50	3	0.30	3	0.30
Alleviation of poverty	15%	3	0.45	3	0.45	3	0.45
Users friendly	10%	4	0.40	3	0.30	3	0.30
Reduction of waste	15%	5	0.75	2	0.30	2	0.30
Application of CSR concept	10%	5	0.50	2	0.20	2	0.20
Promote tabarru' concept	5%	3	0.15	2	0.10	2	0.10
Availability of vehicles	10%	4	0.40	3	0.30	2	0.20
Online platform	10%	5	0.50	3	0.30	2	0.20
Responsibility encourager	5%	4	0.20	3	0.15	2	0.10
Total score		4.25		2.70		2.45	
Rank		<b>1</b>		2		3	
Continue?		<b>Develop</b>		No		No	

Table 4.2 (Scoring Process) evaluates three concepts based on a weighted scoring method, focusing on various selection criteria. The concepts are labeled as AC (Sadaqah savers), B (Community care incentive), and E (Mudharabah food business). Each criterion is assigned a specific weight reflecting its importance ranging from 5% to 15% based on its significance. The criteria include job opportunities, small business enhancement, alleviation of poverty, user-friendliness, reduction of waste, application of CSR concept, promotion of the tabarru' concept, availability of vehicles, online platform, and responsibility encouragement. Ratings are given on a scale from 1 to 5, where 5 indicates the concept is much better than references, 4 is better, 3 is the same as references, 2 is worse, and 1 is much worse than references. The weight will be multiplied by the rating to calculate the weighted score. Note that 'WS' refers to weighted score.

Concept AC is referred to sadaqah savers scores highly in several areas, including small business enhancement (rating 5, weighted score 0.50), reduction of waste (rating 5, weighted score 0.75), application of CSR concept (rating 5, weighted score 0.50), and online platform (rating 5, weighted score 0.50). The total weighted score for AC is 4.25, ranking it first. This concept is recommended for development.

Concept B (community care incentive) scores moderately across all criteria, with ratings primarily at 3, indicating performance is on par with references. The total weighted score for B is 2.70, ranking it second. Concept E, which refers to the mudharabah food business concept scores similarly to Concept B, with consistent ratings of 3, except for responsibility encourager, which scores a 2 (weighted score of 0.10). It ranked third with a total weighted score is 2.45. As it is in second and third place, it is not recommended for further development. In summary, Concept AC (Sadaqah savers) stands out as the top performer due to its higher ratings in critical areas such as small business enhancement, waste reduction, and the application of CSR concepts. It is recommended for further development. Concepts B and E, while performing adequately, do not score high enough to warrant further pursuit, based on this evaluation.

Our product, Tabarru' Taste employs the sadaqah savers concept that points to sadaqah meals and food waste management. The product plays a crucial role in food waste and food surplus and also the food redistribution or donations for the needy.

## 4.2 Thematic Analysis Findings

The thematic study focuses on significant insights into food donation behaviours and the proposed platform's impact. It demonstrates considerable differences in donation frequency and techniques, with financial constraints and food quality concerns restricting the ability to donate on a regular or large scale. Despite these challenges, informants emphasise the necessity of delivering nutritious, balanced meals, especially to vulnerable groups such as orphans and children, in order to combat hunger and enhance health. The findings also highlight the importance of good collaboration with organisations to ensure food quality and prevent waste. For the second objective, the analysis emphasises the importance of donating according to one's ability, with a focus on intention and food quality rather than income. The incorporation of Islamic characteristics like as kindness, collaboration, and respect for halal standards is viewed as critical for maintaining food safety and promoting diversity. The involvement of SMEs, as well as the use of Islamic wealth management ideas such as zakat, waqf, and sadaqah, are credited with increasing the credibility and effectiveness of food donation programs. Transparency, hygiene, and responsible leadership are also vital for establishing confidence and guaranteeing the long-term viability of these programs.

The third goal is to increase opportunities for employment and combat fraud in food donation activities. Informants propose involving the homeless and others in need in food delivery and preparation, possibly with remuneration, to enhance distribution and generate revenue, consequently helping achieve financial security and reducing homelessness. Collaboration with businesses and networks such as Tabarru' Taste is viewed as critical for generating organised job opportunities and facilitating reintegration into society. Another essential element is fraud prevention, which emphasises transparency, ongoing monitoring, and engagement with government and social welfare organisations to ensure correct money utilisation and donor trust.

## 4.3 Product Description

Tabarru' is an Arabic term that refers to donation, gift, or contribution, where a person donates an asset or benefit to another without any expectation of return, performing a good deed in piety. 'Taste' focuses on food donation and managing food surplus. The product incorporates various tabarru' contracts, including waqf, takaful, social welfare, zakat, and sadaqah, as well as wakalah (agency) and trade contracts to generate profit. Tabarru' Taste aims to unify efforts to alleviate poverty by engaging the needy, NGOs, government, supermarkets, small businesses, and the community.

Tabarru' Taste is designed as a tabarru' fund platform for food and meal donations targeted at those in need. The product collaborates with small businesses, NGOs, grocery markets, and food riders, who are appointed from homeless shelters or the B40 income classification, to assist them. Those wishing to donate food or meals can easily order via our app, and our riders will deliver the orders to the recipients. The app also provides a list of orphanages, welfare shelters, and homeless shelters, facilitating larger donations. This product has the potential to benefit people by allowing them to manage their wealth through donations. In addition to food and meals, Tabarru' Taste partners with grocery stores to collect and distribute surplus food, which may include items that are out of specification, nearing their expiration date, improperly labeled, or packaged, as well as excess stock. This initiative helps address food surplus issues and promotes environmental sustainability.

### 4.3.1 Product Framework and Process Flow

This section explains the product's framework and process flows, detailing the Islamic contracts involved throughout the entire process. The primary component of the product is the Tabarru' Taste platform, which collaborates with NGOs, small businesses, local supermarkets, and the needy. The



community, which includes users of the application or those who wish to donate via our online platform, plays a crucial role. The framework outlines how these entities interact, ensuring that the process aligns with Islamic principles while facilitating efficient and impactful donations.

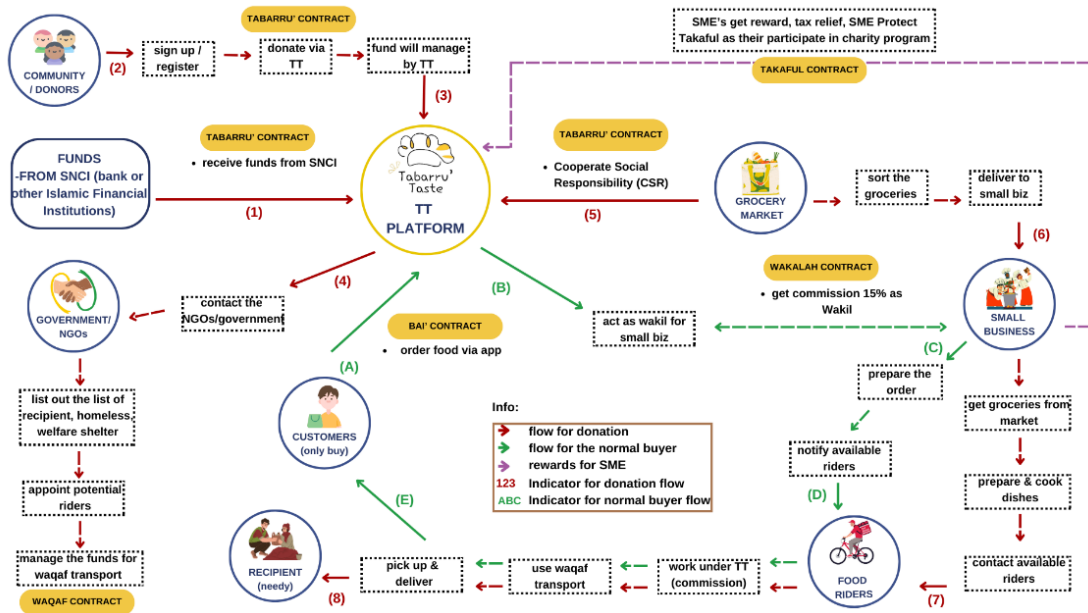


Figure 1. Work Management Flow and Framework for Tabarru' Taste.

Tabarru Taste workflow is divided into two parts which it can be seen in Figure 1 which red arrow is the flow for donations while the green color one is for normal buyers. The Tabarru Taste also known as TT platform's workflow integrates Islamic financial principles with community support, facilitating donations and business engagement through several key steps.

Initially, funds from Shariah Non-Compliant Income (SNCI) sources are received and managed under a tabarru' contract (Step 1). Donors register on the platform, selecting specific recipients—such as those identified by NGOs and government agencies, including the homeless and welfare shelters—to direct their donations (Step 2). The TT platform ensures that these funds are managed transparently, coordinating with NGOs to create lists of recipients and appointing riders from the homeless community to provide them with job opportunities (Step 3 and Step 4). Transportation for these riders is facilitated through waqaf funds, integrating Islamic charitable practices into the process.

In addition, grocery stores are encouraged to donate surplus food, which would otherwise go to waste, through the TT platform. This not only helps reduce food waste but also enhances the stores' Corporate Social Responsibility (CSR) profiles (Step 5). The donated food is sorted and delivered to small businesses, which then prepare meals for distribution to those in need (Step 6). The platform maintains a rigorous monitoring system to ensure that all donated items and funds are used efficiently and reach their intended recipients.

Furthermore, the platform offers additional benefits to participating small and medium-sized enterprises (SMEs), including rewards, tax relief, and SME Protect Takaful contracts. These incentives encourage SMEs to participate in the charity program, aligning their business objectives with social responsibility

initiatives. On behalf of the delivery process, the riders who were appointed from the needy or low-income community will work under our platform get the commission, and be provided with waqf transport to deliver food to the recipients.

The second part of the flow is for normal buyers who wish to order food from our SME partners. In this scenario, Tabarru' Taste (TT) acts as a wakil, or intermediary, between buyers and SMEs. TT earns a 15% commission from each transaction as an agent. This initiative aims to support SMEs by promoting their businesses and expanding their customer base. Additionally, SMEs retain 75% of the proceeds, while our platform only takes a 15% share, ensuring most of the earnings benefit the SMEs. The purple arrow indicates the rewards that will be received by the SMEs that contribute to our platform.

#### 4.3.2 Analytical Prototype

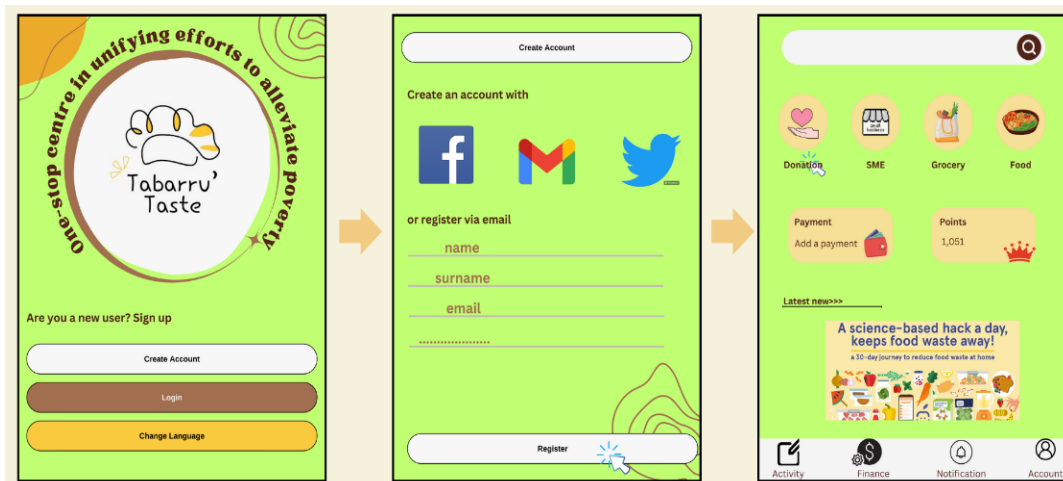


Figure 2. Analytical Prototype for Product's Application

Figure 2 shows an overview of the Tabarru' Taste application, which is available for download via the Play Store and Apple App Store. After downloading, users must complete the required information and verify their accounts. The third illustration provides an overview of the main page of Tabarru' Taste, which is divided into four key segments: donation, grocery market, SMEs, and a food section for regular buyers. All these features are integrated into one platform, Tabarru' Taste, to ensure efficient food collection, management, and distribution while fostering sustainability and community involvement. The integration of these four segments ensures the smooth and successful operation of Tabarru' Taste. The donation section secures resources, the grocery store segment reduces waste, the SME section supports local businesses, and the food segment for regular buyers boosts revenue and engagement. This comprehensive approach not only addresses hunger and food waste but also promotes community participation, economic growth, and environmental sustainability, making Tabarru' Taste a one-stop center. It makes it easier for users to navigate as we provide all the necessary segments in one application. By collaborating with eligible NGOs, the users do not need to worry about how their donation money will be distributed and utilized. For grocery markets, they can visit our website or application and select the groceries they wish to donate through our application. Our workers will pick up the groceries which will be used to prepare proper meals for donation. SMEs can promote their food businesses on our platform, helping to expand their reach. To further diversify the platform, we have also developed a segment for regular buyers who want to purchase food through our

app. In this way, our platform meets the diverse needs of users and effectively addresses the expectations of all the users or stakeholders.

## 5. Discussion

This chapter will explain further Tabarru' Taste's novelties, social benefits, commercial value, and implications.

### 5.1 Novelties

This platform functions as a single system for food donation and corporate social responsibility, combining several Islamic contracts such as Tabarru', Waqf, Takaful, Wakalah, and Bai' to offer a complete and Shariah-compliant framework for managing and distributing surplus food to the needy. Tabarru' enables charitable contributions, Waqf supports the platform's infrastructure and sustainability, Takaful reduces operational risks through risk-sharing, Wakalah engages agents such as food riders from homeless shelters to ensure effective food distribution, and Bai' facilitates commercial transactions that generate revenue for the platform. This comprehensive strategy not only guarantees adherence to Islamic principles, but also promotes ethical, long-term practices, increasing trust, transparency, and broad engagement from individuals, corporations, NGOs, and government bodies.

Tabarru' Taste platform encourages small and medium-sized businesses (SMEs) to join in its food donation and CSR programs by providing incentives such as recognition, tax advantages, and involvement in initiatives such as SME Protect Takaful. These incentives recognise and publicise SMEs' charity donations, which improves their business's reputation and attracts socially conscious customers. Public acknowledgment, achieved through awards and promotional materials, improves the SME's image and aligns with its CSR objectives. Tax reductions give financial incentives, making participation more economically viable and encouraging a culture of generosity.

The initiative encourages grocery store chains and small businesses to work together to prevent food was

te and help local communities. Grocery stores identify and donate surplus food that is about to expire, which small companies then use to create meals for those in need. This strategy improves grocery shop inventory management, boosts their CSR reputation, and lowers food waste, all of which contribute to environmental sustainability. Small businesses benefit from receiving high-quality groceries at no cost, which reduces operating expenses while potentially increasing income and financial stability.

The Tabarru' Taste platform promotes environmental sustainability by reducing food waste via efficient redistribution. The platform greatly decreases the environmental impact of food waste by channeling surplus food from grocery shops to those in need. Furthermore, the platform educates the public about the necessity of decreasing food waste and implementing sustainable practices. Tabarru' Taste aims to change consumer behaviour by educating knowledge about the detrimental effects of food waste and the benefits of redistribution, fostering a sustainable culture with long-term positive impacts.

### 5.2 Social Benefits

The Tabarru' Taste platform offers enormous social advantages, especially for underprivileged individuals and communities. It contributes significantly to eliminating hunger and shortages of food by systematically redistributing surplus food to low-income individuals, ensuring they obtain crucial nutrition that promotes greater health and well-being. The platform also supports small and medium-sized businesses by offering monetary rewards and recognition, thereby improving their financial stability and community

standing. This results in a mutually beneficial arrangement in which local businesses grow while supporting a charitable endeavour.

### *5.3 Commercial Value*

The platform's website encourages social interaction through crowdsourcing and direct donations, leading to an avid audience along with solid support from the community. This active customer base not only contributes to the platform's current fulfillment but also serves as the foundation for future development and growth. Tabarru' Taste can employ community and shared purpose to increase involvement, attract new users, and maintain long-term growth. The platform's use of Islamic financial principles such as Waqf and Wakalah offers a unique benefit, particularly in Muslim-majority communities. Customers in these areas frequently look for ethical and Shariah-compliant remedies, which makes Tabarru' Taste extremely appealing. This unique positioning distinguishes the platform from competitors, providing a niche that is consistent with the cultural and religious values of its target demographic. By emphasising its adherence to Islamic beliefs, the online platform can attract a loyal user base who values ethical buying and charitable giving.

Businesses are investing more in CSR programmes to boost their social influence and brand reputation. Tabarru' Taste offers a systematic and transparent platform for organisations to give surplus food and financial matters, in line with their CSR objectives. This not only improves the business's public image, but it also draws new business partners and sponsors. By providing a clear and accountable means for businesses to contribute to social causes, the platform becomes an appealing partner for enterprises trying to meet their CSR obligations. The platform works with numerous government agencies to identify and verify people in need, ensuring that the list of recipients is correct and that scams exploiting the homeless are prevented. These relationships strengthen the platform's legitimacy and effectiveness, ensuring that donations reach their intended recipients. The platform provides awards that encourage small businesses to join, thereby expanding its network. Partnerships with grocery stores to sort and donate extra food are also important in assuring a consistent supply of food for redistribution and reducing food waste.

### *5.4 Implications*

Tabarru' Taste aligns with the five purposes of Islamic law, Maqasid Al-Shariah, by promoting the protection of religion, life, lineage, intellect, and wealth. The platform helps improve food security by addressing hunger and promoting access to nutritious food, which in turn supports cognitive development and overall well-being. It also contributes to community health by reducing food poverty and supporting family and societal stability.

Additionally, Tabarru' Taste supports small and medium-sized enterprises (SMEs) by consistently purchasing from local businesses, providing a steady cash flow and aiding in their growth. This creates jobs, reduces unemployment, and fosters local economic development. The platform also directly supports homeless individuals by employing them as workers in various roles, providing both income and a sense of dignity, which helps them achieve long-term stability and reintegration into society.

Environmentally, Tabarru' Taste plays a significant role in reducing food waste by redistributing excess food from grocery stores and businesses, preventing it from ending up in landfills and reducing methane emissions. This aligns with global sustainability goals and contributes to climate change mitigation.

Tabarru' Taste also integrates Islamic values into its operations, ensuring Shariah compliance and promoting ethical giving. By partnering with grocery businesses and charities, it boosts corporate social responsibility (CSR) efforts, reduces waste disposal costs, and enhances brand reputation. These

partnerships lead to stronger community ties and offer tax benefits, while also fostering a positive work environment for employees. Overall, Tabarru' Taste's initiatives provide long-term social, economic, and environmental benefits.

## **6. Recommendations**

Further research could include a comparison of the Tabarru' Taste model with other food redistribution models, including those that are not based on Islamic finance concepts, in order to assess the unique benefits of Islamic finance for encouraging food sustainability. By examining multiple approaches throughout various regions, researchers might discover best practices for global adoption and scalability.

Implementing educational and outreach programmes will educate the public on the importance of food donation, the consequences of food waste, and the benefits of using the Tabarru' Taste platform. Using social media, workshops, and community events can assist Tabarru' Taste reach a larger audience. By adopting these ideas, Tabarru' Taste may increase its efficacy, broaden its influence, and remain to serve as an example of ethical and sustainable food donation practices based on Islamic principles. Promoting the platform's commitment to environmental sustainability ought to be a top goal. Highlighting its role in decreasing food waste and greenhouse gas emissions could attract support from environmental organisations and campaigns, hence encouraging sustainability initiatives. Improving the platform's data analytics capacities could significantly enhance the way it operates.

The platform uses advanced data analytics to better comprehend donation patterns, optimise supply chains, and estimate demand. This data-driven strategy will make certain that resources are spent efficiently, and food is delivered to those in need on time. Expanding the platform's service offerings can also boost its attractiveness and impact. For example, providing dietary information and meal planning can assist users in making the best use of food contributions. Providing educational tools on food storage and preparation can help users feel more empowered, promote good health, and reduce waste. Increasing stakeholder participation via frequent input and meetings for input can assist to constantly develop and improve the platform. Engaging with donors, recipients, SMEs, and other partners to gain feedback and suggestions will keep the platform relevant and intuitive.

Considering a variety of financing sources is critical for long-term sustainability. In addition to donations, the platform can apply for financing from foundations and government programmes dedicated to food security and poverty alleviation. Partnerships with business sponsors and charitable organisations may provide additional monetary resources and assistance. Tabarru' Taste can improve its operational effectiveness, broaden its range of services, boost participation from stakeholders, and secure diverse sources of financing through the implementation of these recommendations, securing its credibility as an industry standard for ethical and sustainable food donation practices on Islamic value.

## **7. Limitations**

Our product development, particularly the platforms, has some limitations that may affect its success and reach. First of all, it relies on mobile apps but does not use advanced tools like data analysis and artificial intelligence, which could make its food distribution more efficient and help better predict demand. Additionally, the platform's focus on Islamic principles may limit its appeal mostly to Muslim-majority regions, making it harder to apply in other parts of the world. The platform also depends heavily on grocery stores, small businesses, and non-profit groups to participate. If these groups are not consistently involved, it could be difficult for the platform to meet its goals of reducing food waste and helping those in need. Moreover, there is limited research on the platform's long-term sustainability. While it aims to be

sustainable, there is little evidence on whether it can effectively reduce food waste and poverty over time. This lack of evidence may raise questions about its lasting impact and effectiveness.

## 8. Conclusion

Tabarru' Taste is a ground-breaking concept that uses Islamic finance principles to provide an extensive mechanism for food donation and business social responsibility. By incorporating several Islamic contracts such as Tabarru', Waqf, Takaful, Wakalah, and Bai', the platform guarantees a comprehensive and Shariah-compliant strategy for managing and distributing surplus food. This unique approach addresses crucial concerns including food waste, hunger, and environmental sustainability while also encouraging ethical consumption and production approaches. The platform's engagement with grocery stores and local businesses not only decreases food waste but also provides financial incentives and improves participants' CSR profiles. Furthermore, the incentives and recognition offered to SMEs stimulate wider involvement and support from the business community, which strengthens the platform's influence. Tabarru' Taste meets its goals of reducing hunger, assisting vulnerable communities, and cultivating a culture of charity giving and social responsibility via outreach to the community, strategic collaborations, and a strong technology infrastructure.

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## Conflict of interest statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.

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