

# TERMS OF REFERENCE

## CENDANA ADIGURU PROGRAMME

### OVERVIEW

Applications Open	Applications Close	Applicants Notified By	Legal Briefing for Agreement	Programme to Start
16 August 2021	20 September 2021	1 November 2021	1-2 weeks after notification	1 December onwards

### ***What is the Adiguru CENDANA Programme?***

Malaysia's traditional arts provide communities, groups and individuals with a sense of self, identity and expression, while the safeguarding of traditional art forms encourages the continuity and transmission of local knowledge to the next generation. However, much of the knowledge and skills linked to traditional arts forms are in danger of disappearing due to declining numbers of practitioners, growing disinterest of young people and lack of support to continue the artform to the younger generation.

Therefore, the **Adiguru CENDANA Programme** is designed to sustain the development and ensure continuity of traditional art forms of Malaysia, heighten awareness, encourage transfer of knowledge and documentation work, as well as create partnerships with the selected masters. Adiguru CENDANA will open a **call for applications and nominations** nationwide to recognise persons who possess an exceptionally high degree of knowledge and skills required for the practice and transmission of traditional arts forms. Successful selected masters will receive a grant of up to **RM30,000 over the period of up to twelve (12) months** to develop programmes or improve necessary infrastructure vital to the practice of the artform.

The **Adiguru CENDANA Programme** is a **community arts programme** that aims to:

- Honour an **individual or group for mastery** (of practices and expressions that are transmitted from generation to generation, as well as the knowledge, skills and values associated that the local communities recognise as part of their traditional arts forms) or experienced and committed practitioners that nurtures the artistic excellence, vitality, and development of Malaysian traditional arts in their local community;
- Prioritise to support masters or experienced and committed practitioners of traditional arts to **teach their art to youth** in their local communities;
- Amplify the efforts of masters or experienced and committed practitioners of traditional arts to sustain the practice of their art in their local communities;
- Increase the public profiles of masters or experienced and committed practitioners of traditional arts through a **documentation process** carried out by CENDANA in collaboration with programme partner PUSAKA to garner wider appreciation and understanding;
- Enable masters or experienced and committed practitioners of traditional arts to maintain/ improve infrastructure (example: community stage) or improve other material support (example: costumes, instruments) for traditional arts in local communities;



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- Facilitate connections and partnerships between masters or experienced and committed practitioners, their local communities, and regional economic corridor development, to promote their art forms to a larger network and audience and contribute to the sustainability and viability of their practice. This may include participation in related outreach programmes such as **apprenticeship programme** organised by CENDANA in collaboration with programme partner PUSAKA.

### ***Who can apply to the Adiguru CENDANA Programme?***

- CENDANA invites direct applications and/ or public nominations of **masters** or experienced and committed practitioners of traditional arts throughout Malaysia, encompassing areas of theatre, music, dance, storytelling, visual arts and craft;
- Applicant or nominee should be **recognised by his/ her larger community as a master** of their art or tradition with exceptionally high degree of knowledge and skills hence a **minimum of ten (10) years of experience and more**;
- Masters of traditional arts can apply by submitting a direct **application**;
- If you know of a master of traditional arts who requires assistance with the application process, you can submit a **nomination** on their behalf with their consent (*please note that the role of the nominator is to facilitate application process only as the **nominee** will be the recipient of the grant should they be successful*);
- Priority will be given to those who have not received national awards and those who are not currently employed as an instructor of traditional arts in an educational institution;
- Applications and nominations can be made by Malaysian individuals, collective/groups or organisations<sup>1</sup>. However, the lead applicant or successful nominee must assume full administrative responsibility as well as be actively involved in the whole process. Programme monitoring will be facilitated by CENDANA's programme partner PUSAKA.
- The Programme looks to support masters of traditional arts working in specialised areas that includes the below table. This list is not exhaustive.

Traditional Arts	
i.	<b>Oral traditions and expressions</b> , including language as a vehicle of traditional arts forms (e.g. reciting of epic poetry, lullabies, folk songs, pantun, syair, gurindam);
ii.	<b>Music</b> (e.g. Ghazal, Dondang Sayang, Kulintangan, Traditional Chinese Ensemble, Carnatic Music; Gamelan, Kompang);
iii.	<b>Dance</b> (e.g. Portuguese Dance, Bharatanatyam, Kuda Kepang, Ngajat);
iv.	<b>Theatre</b> (e.g. Wayang Kulit, Mak Yong, Chinese Opera, Jikey);
v.	<b>Storytelling</b> (e.g. Penglipur Lara, Indigenous storytellers);
vi.	<b>Visual Arts</b> (e.g. Calligraphy, Traditional Sculpture);
vii.	<b>Crafts</b> (e.g. Traditional textiles, Wood Carving, Weaving, Indigenous jewellery, Wayang Kulit puppet making, Traditional musical instruments).

<sup>1</sup> Organisations refer to those who do have an official set-up with registration under the Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS).

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Proposed project must adhere to the Movement Control Order restrictions and guidelines stipulated by state or federal governments or within the defined environment given by the Government for e.g. social distancing, travel conditions, mass gathering and event standard operating procedure (SOP).

### **Who is not eligible to apply for the Adiguru CENDANA Programme?**

CENDANA will not be able to support your application if you:

- i) Are an Individual/ Collective/ Organisation:
  - whose core work is not in the traditional arts sector;
  - whose application does not meet the eligible criteria as stipulated;
  - constituted for non-secular purposes;
  - that have been declared bankrupt or undergoing bankruptcy proceedings;
  - currently facing an action, claim, process or investigation against the applicant;
  - being charged and/ or convicted in a criminal process or named as accused in a pending court case process;
  - currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes;
  - that have pending/ outstanding reports or due monies to CENDANA or its holding company MyCreative Ventures Sdn Bhd;
  - if there are any adverse findings on the organisations during the due diligence process.
  
- ii) Are proposing a project/ series of programmes or activities that:
  - have already completed prior to the time of application or prior to completion of CENDANA's application evaluation process;
  - do not have a clearly defined arts component that fall under the criteria of traditional arts;
  - are primarily aimed at promoting religious causes;
  - are held at a religious venue;
  - are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
  - are not intended for public consumption;
  - are intended for fundraising purposes.

### **What does the Adiguru CENDANA Programme support?**

The Adiguru Programme covers a range of activities and expenses<sup>2</sup> which may include:

<b>Eligible Expenses</b>
<p><b><u>Transmission through Educating or Teaching and Workshops</u></b></p> <ul style="list-style-type: none"> <li>● Honorarium or fees to create, teach, and/or deliver a project or series of activities (i.e. <b>teaching programme or workshops</b> for transfer of knowledge, documenting practice into syllabus or teaching module, digital knowledge-sharing, etc.)</li> </ul>

<sup>2</sup> This list may not be exhaustive. Please contact CENDANA Team should you require clarification.



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- Costs involved in providing local youth support to learn their own traditions and expressions (i.e. materials for workshops, food and beverage for students during workshops).
- Rental of materials or purchase of materials (if not able to rent or if option to purchase is cheaper than renting) for teaching (e.g. tools for instruction or demonstration, material and instrument related to traditional artform where justification is provided etc.)
- Costs involved in preparation of instruction module or manual if related to teaching and content of workshop (e.g. printing, fees or honorarium to collaborators involved in supporting this process such as writer, researcher, editor, designer, photographer etc).  
*Note: If working with a team, kindly provide details that includes supporting documents and profiles of collaborators who will be involved.*
- Costs involved for COVID testing (where required) as best practice to provide a safe environment for all those involved in organising the projects (e.g. traditional masters, assistants, instructors etc). However, this will be limited to those engaging in the approved projects as part of the main team only.

### **Activities within or for the benefit of Local Community**

- Honorarium or fees for performance of traditional art form **in local community** as primary focus, as well as supplementary costs directly related to this performance (i.e. rental of sound system, food and beverage for performers).
- Rental of materials or purchase of materials (if not able to rent or if option to purchase is cheaper than renting) for performance (e.g. material, instrument, traditional costumes and props related to traditional artform where justification is provided etc.)

### **Refurbishment of Infrastructure/ Material**

- Fees related to **repair** or upgrading of material directly linked to artistic practice (i.e. musical instruments, costumes, puppets, props, etc.)
- Costs and fees related to refurbishment of infrastructure/ upgrading of current physical assets (i.e. required tools/ machinery directly linked to creation of artistic work, repair works, renovation/ refurbishment costs to improve working facility/ workshop/ community stage/ sound system, etc.) *Note: Submissions will be reviewed on a case-by-case basis, however, it is recommended that percentage for costs towards refurbishment of infrastructure or upgrading works should be less than the programme implementation costs.*

### **Materials**

- Raw materials required for the creation of artistic work (i.e. wood for carving, leather for puppet making, nipah for weaving, materials for musical instruments, ink and paper for calligraphy, etc.)

### **Enhancement of Community Experience**

- Materials required to incubate a community-owned experience/ product for visitors to experience (e.g. expanding the kitchen to prepare food in creating a mak yong village which offers communal meals then to enjoy a traditional mak yong performance)

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### **Marketing and Promotional Activities**

- Marketing/ promotional activities (i.e. advertising fee, packaging/ marketing collaterals, designer fees, social media/ digital ads, etc.)

### **Non-Eligible Expenses**

- Accommodation fees for participants (where participants are from outstation);
- Medical and Insurance coverage.

### **A note on the payment transaction guideline**

Please note that a successful beneficiary shall not enter into any transaction with related parties which will be deemed not claimable. For purposes of this provision, the expression “related parties” means but not limited to any related companies/ organisations that is wholly owned and/or related to the beneficiary.

### ***What do we look for in applications for the Adiguru CENDANA Programme?***

#### **A. Background**

- Applications or nominations must illustrate:
  - the master or those who are experienced and committed practitioners to possess to an exceptionally **high degree of knowledge and skills** required for the practice and development of traditional arts forms.
  - how the traditional arts forms are transmitted from generation to generation providing individuals, groups and communities with a sense of identity and continuity, contributing to the safeguarding and sustainability of cultural heritage.
  - master’s or experienced practitioner’s background and achievements. This should include a **biographical note** (<300 words) and other relevant materials, such as media articles, video clips and photographs.

#### **B. Current Activities**

- Applications or nominations should include information about the master’s or experienced practitioner’s current activities including performance, **teaching** of their knowledge and skills, collaborations, **transmission of knowledge** to the younger generations, and efforts to sustain his/her art in the local community (that may be at risk of disappearing).

#### **C. Need for Assistance**

- Applications or nominations should detail the specific needs of the master or experienced and committed practitioner in ensuring the sustainability of the traditional artform, and his/her traditional arts community and how the grant would benefit the master and/or their community. (<300 words)

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### D. Plan and Estimated Costs

- Applications or nominations should detail specific **plans for teaching** as priority, activities and performances, improving infrastructure (if applicable), or obtaining materials and their estimated costs. (<500 words)

### E. Milestones and Project Timeline

- Applications or nominations should detail milestones, timeline and targets to be achieved for purposes of monitoring the development of the Adiguru CENDANA programme.

### F. Recognition

- Applicant or nominee should be **recognised by his/ her larger community** as a master or highly skilled and experienced in their art or tradition; and is known to **preserve the knowledge** and skills necessary for the practice and transmission of traditional arts forms with high historical, artistic or cultural value.

### G. Commitment to Transfer of Knowledge

- Applicant should be **committed to teaching their art** to the next generation or to share knowledge to the wider public. (<200 words)

### ***What documents should be submitted with your application?***

Application Type
<p><b>Applying as Individual/ Collective or Group</b> – <i>main applicant or entity who are <u>not</u> registered under Companies Commission of Malaysia (SSM):</i></p> <ul style="list-style-type: none"> <li>• Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page.</li> </ul> <p><b>Applying as an Organisation/ Association</b> – <i>has an official set-up that is registered under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS):</i></p> <ul style="list-style-type: none"> <li>• Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (*<i>director(s) and shareholder(s) of organisation</i>).</li> <li>• Copy of valid and complete company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies).</li> </ul>
Supporting Documents

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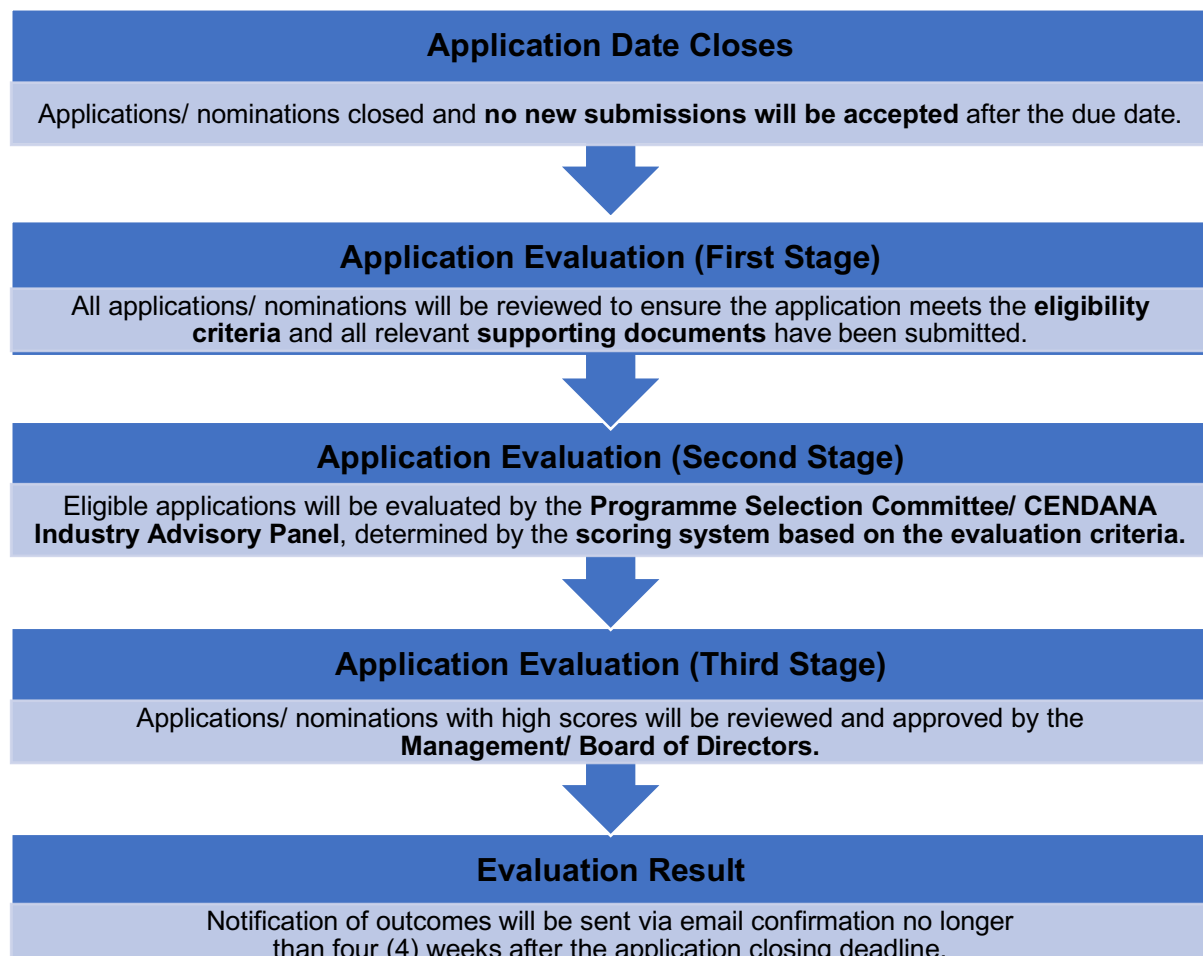
- Profile/ Biographical note (<500 words);
- Budget breakdown (*template provided within application form*);
- Overview that articulates plans for activities (including workshops) and overall timeline, what the grant will be used for and specific needs of the master and their community to ensure sustainability of practice;
- Other relevant materials such as media articles, video clips, photographs etc.

### **Notes Related to Adiguru CENDANA Programme Selection Guidelines**

In addition to promoting and developing the arts for the future of Malaysia, as an agency that distributes public funds in line with Government policy, CENDANA prioritises proposals that do not:

- Insult or demean an individual, group or class based on race or religion, or implemented to create conflict or misunderstanding in a multicultural and religious society;
- Disrupt national security or stability.

### ***What happens after you submit an application?***



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### *What happens after the applications are assessed?*

#### **Successful Applications**

Successful applicants will receive an official email notification with the Letter of Offer stating:

- Approved Adiguru CENDANA Programme amount;
- Terms & Conditions of the Adiguru CENDANA Programme;
- Deliverables.

The Adiguru CENDANA Programme will be **valid for fourteen (14)-days** from the time the email of notification is sent out. If you do not accept the offer within this period of the time, the offer will lapse.

#### **Unsuccessful Applications**

Unsuccessful applicants will receive an official email within the same notification period.

#### **Appeals**

CENDANA will not be able to accept appeals. All decisions are final.

### *How will you receive funding?*

- Should you be successful, you will be required to be present at a meeting with the CENDANA team physically or virtually (depending on your location of residence) to confirm the terms and conditions of the conditional grant.
- The approved funding amount will be disbursed in three (3) tranches across a period of up to twelve (12)-month period, subject to the monitoring process with CENDANA's appointed programme partner PUSAKA who will be liaising with beneficiary to prepare the relevant reporting requirements, and will be credited into the recipient's recognised bank account.

Structure of the Adiguru Programme disbursement is to be determined as follow:

<b>Monitoring and Reporting in liaison with CENDANA Programme Partner</b>		
<b>STAGE 1: Upon Signing of Agreement</b>	<b>STAGE 2: Progress Update Reporting</b>	<b>STAGE 3: Final Reporting and Other Deliverables</b>
First disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of progress update and documents that meet CENDANA's reporting* requirements as below: <ul style="list-style-type: none"> <li>• <b>Progressive Milestone Report;</b></li> <li>• Supporting documents</li> </ul>	Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of final reporting update and documents that meet CENDANA's reporting* requirements as below: <ul style="list-style-type: none"> <li>• <b>CENDANA's Economic Monitoring Survey;</b></li> <li>• CENDANA Artist Profile Sheet (template to be</li> </ul>



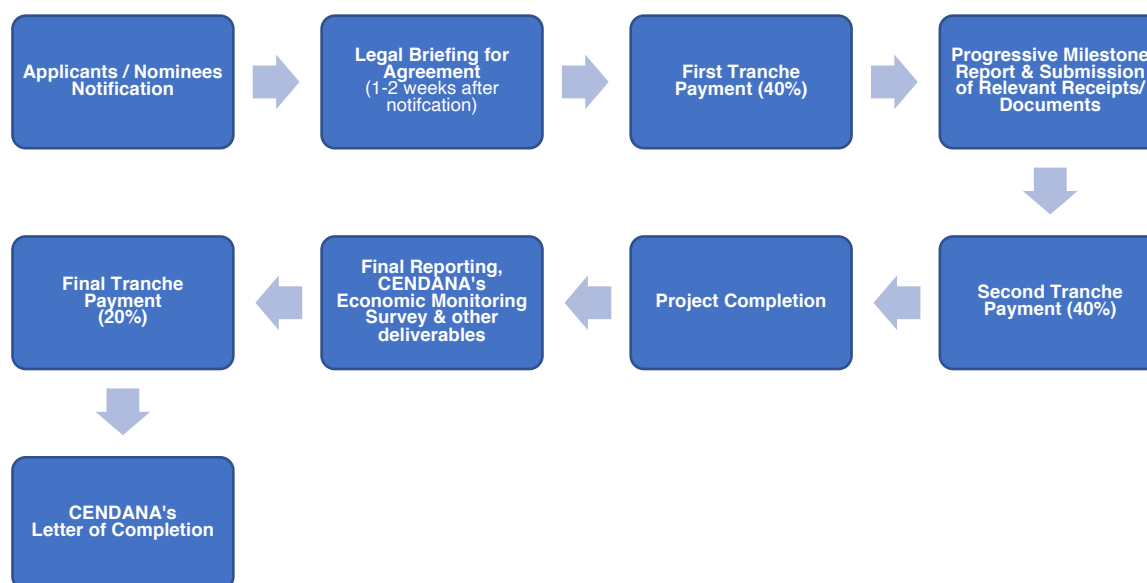


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	to substantiate the claims (i.e. receipts, payment vouchers, etc).	provided); <ul style="list-style-type: none"> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• Supplementary materials (photos, videos, collaterals created during programme) if applicable.</li> </ul>
Participation in <b>documentation process</b> and other related outreach programmes (e.g. apprenticeship programme) may be required which will be organised by CENDANA in collaboration with programme partner PUSAKA. More information will be provided upon confirmation.		

\*The data and outcomes reporting provides CENDANA with valuable information to monitor the performance and activity of each organisation, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded organisations.

### Disbursement Process for Funding



### ***What is expected from successful applicants?***

- You may be invited to participate in a **documentation process** carried out by CENDANA together with programme partner PUSAKA;
- You may be invited to participate in **outreach programmes** organised by CENDANA together with programme partner PUSAKA that encourages engagement of other artforms and sectors which may include an apprenticeship programme;
- To deliver project as outlined in approved proposal and adhere to reporting requirements as agreed;

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- Keep in regular contact with CENDANA and any other CENDANA appointed programme partner to update on project progress and monitoring or should there be any changes in the proposed scope of works;
- To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals<sup>3</sup> for supported projects, platforms and activities (where applicable);
- To submit a completed CENDANA Artist Profile Sheet (template to be provided).
- To ensure all payment vouchers, invoices and receipts for project expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount.

### ***Who can you contact if you have questions?***

If you have any questions, or wish to discuss your application in detail, please email [grants@cendana.com.my](mailto:grants@cendana.com.my)

### ***Additional notes***

CENDANA reserves the right to revoke any applications / approvals should there be:

- Changes in the scope of the project without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish of CENDANA's reputation;
- Unable to complete the project as per the submitted proposal (without valid justification);
- Breach of terms and conditions specified and agreed in the Funding Programme agreement.

However, if you have not carried out your proposal, severely underperform in meeting the mutually agreed targets, or spend significantly lower than what was originally projected, CENDANA reserves the right to review the approved funding, and/ or may cease funding altogether.

### **ABOUT CENDANA**

CENDANA (Cultural Economy Development Agency) is a government agency that was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. For more information, please log on to [www.cendana.com.my](http://www.cendana.com.my).

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<sup>3</sup> Details outlined in Agreement.