

TERMS OF REFERENCE

CENDANA ADIGURU PROGRAMME

OVERVIEW

Applications Open	Applications Close	Evaluations & Approvals	Applicants Notified By	Programmes to Start
8 April 2021	20 May 2021	May – June 2021	5 July 2021	August 2021 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 funds.

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 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;
- Amplify the efforts of masters or experienced and committed practitioners of traditional arts to sustain the practice of their art in their local communities;
- Support masters or experienced and committed practitioners of traditional arts to teach their art to youth in their local communities;
- 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;
- Help enhance the public profiles of masters or experienced and committed practitioners of traditional arts to garner wider appreciation and understanding;
- 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.

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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;
- Applicants or nominees must be Malaysian citizens or organisations that are actively engaged in the Malaysian traditional arts sector for a **minimum of ten (10) years**;
- Applicant or nominee should be recognised by his/ her larger community as a master of their art or tradition or those who are experienced and committed to their art or tradition;
- 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 individuals, collective/ groups or organisations. However, the lead applicant or successful nominee must assume full administrative responsibility as well as be actively involved in the whole process.
- 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.	Oral traditions and expressions , including language as a vehicle of traditional arts forms (e.g. reciting of epic poetry, lullabies, folk songs, pantun, syair, gurindam);
ii.	Music (e.g. Ghazal, Dondang Sayang, Kulintangan, Traditional Chinese Ensemble, Carnatic Music; Gamelan, Kompang);
iii.	Dance (e.g. Portuguese Dance, Bharatanatyam, Kuda Kepang, Ngajat);
iv.	Theatre (e.g. Wayang Kulit, Mak Yong, Chinese Opera, Jikey);
v.	Storytelling (e.g. Penglipur Lara, Indigenous storytellers);
vi.	Visual Arts (e.g. Calligraphy, Traditional Sculpture);
vii.	Crafts (e.g. Traditional textiles, Wood Carving, Weaving, Indigenous jewellery, Wayang Kulit puppet making, Traditional musical instruments).

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

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

- 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;

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- 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; and
 - that has been funded consecutively by CENDANA within three (3) calendar years.
- 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, including projects 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; and
 - (where relevant) is unable to obtain relevant in-market licenses (for e.g. local council or PUSPAL approvals).

What does the Adiguru CENDANA Programme support?

The Adiguru Programme covers a range of activities and expenses¹ which may include:

Eligible Expenses
<p><u>Transmission through education</u></p> <ul style="list-style-type: none"> ● Fees involved to create, teach, or deliver a project/ series of activities (i.e. teaching programme or workshops for transfer of knowledge, documenting practice into syllabus or teaching module, digital knowledge-sharing, etc.) ● 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) ● Fees involved for performance of traditional art form in local community, as well as supplementary costs directly related to this performance (i.e. rental of sound system, food and beverage for performers)
<p><u>Refurbishment of Infrastructure/ Material</u></p> <ul style="list-style-type: none"> ● 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.) ● Fees related to repair or upgrading of material directly linked to artistic practice (i.e. musical instruments, costumes, puppets, props, etc.)

¹ This list may not be exhaustive. Please contact CENDANA Team should you require clarification.

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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.)

Documentation and research

- Fees related to researcher, writer, photographer, videographers amongst others (video or audio recording, publications 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)

Marketing and Promotional Activities

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

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

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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, and his/her traditional arts community and how the grant would benefit the master or experienced practitioner and/or their community. (<300 words)

D. Plan and Estimated Costs

- Application or nomination should detail specific plans for teaching, improving infrastructure, 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>Applying as Individual/ Collective – <i>main applicant or entity not registered under Companies Commission of Malaysia (SSM):</i></p> <ul style="list-style-type: none"> • Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page. <p>Applying as an Organisation/ Association – <i>registered under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS):</i></p> <ul style="list-style-type: none"> • 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>).

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- 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).

Supporting Documents

- Profile/ Biographical note (<500 words);
- Budget breakdown (*template provided within application form*);
- Overview that articulates plans for activities 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.

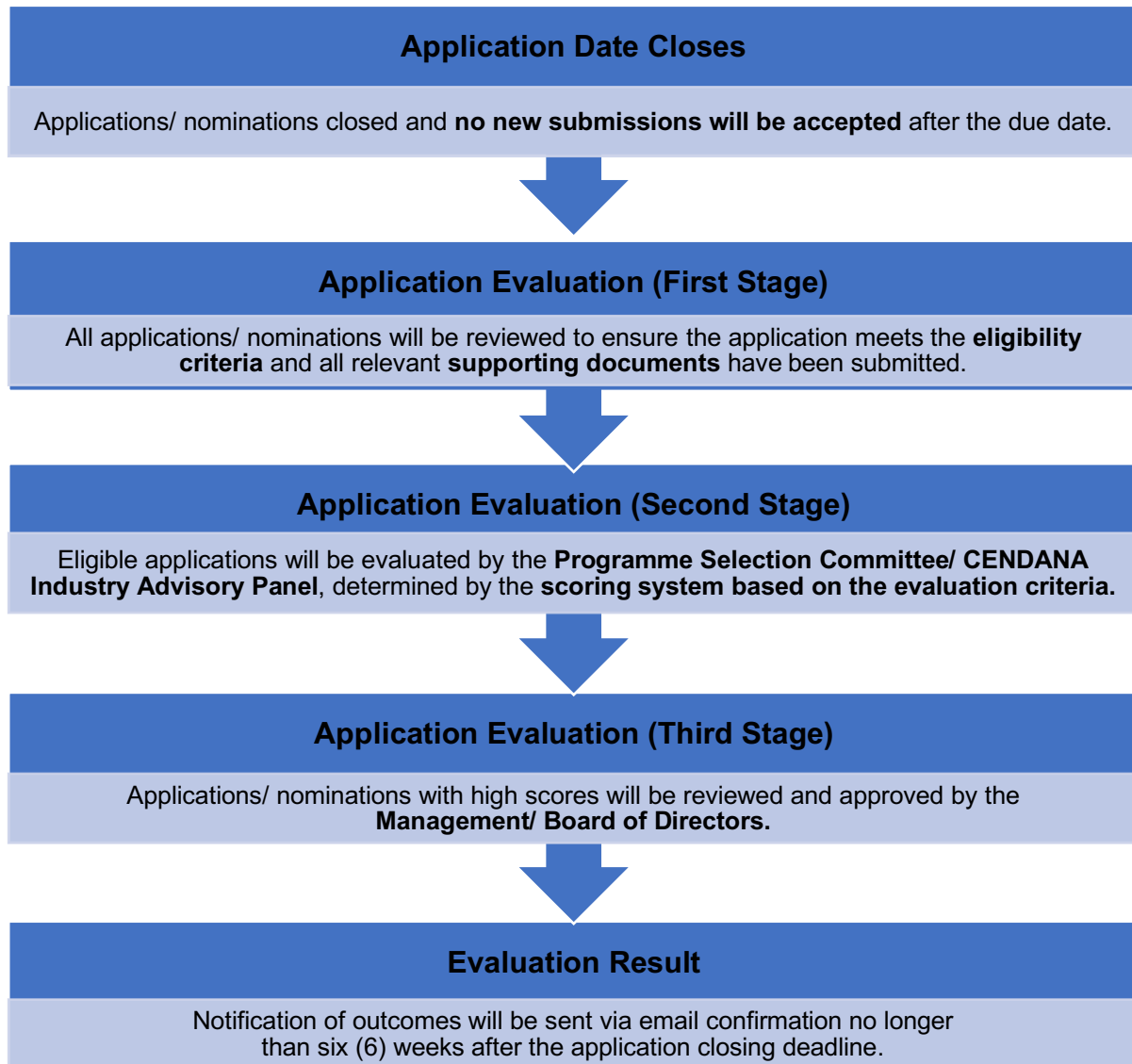
Notes Related to Adiguru CENDANA Programme Selection Guidelines

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.

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What happens after you submit an application?



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 thirty (30)-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.

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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 twelve (12)-month period, subject to the monitoring process with CENDANA's appointed programme partner who will be liaising with beneficiary to prepare the relevant reporting requirements, and will be credited into the recipient's recognised bank account.

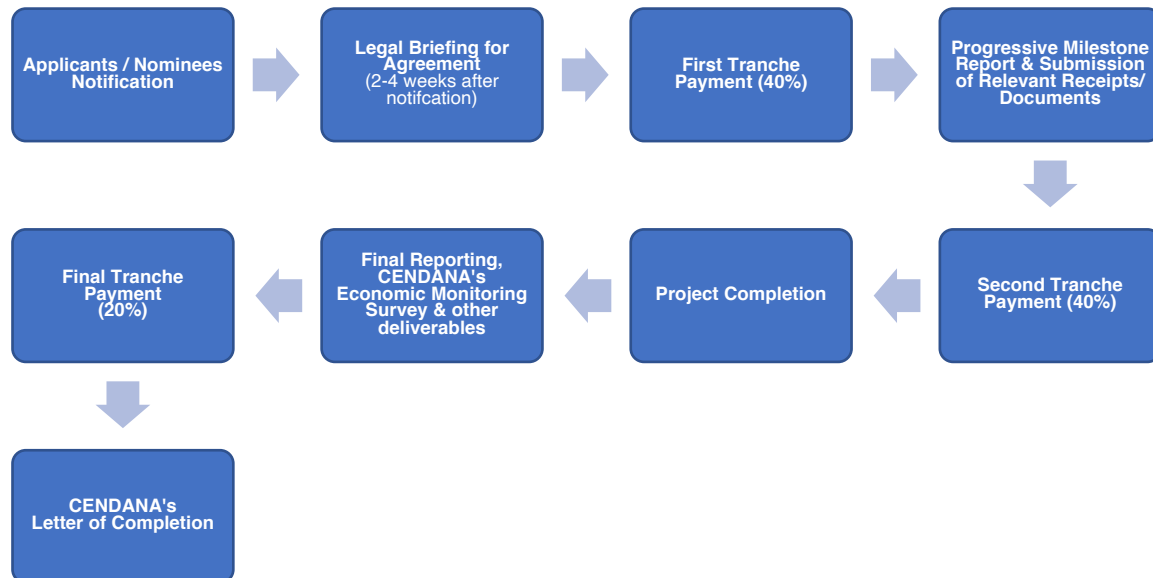
Structure of the Adiguru Programme disbursement is to be determined as follow:

Monitoring and Reporting in liaison with CENDANA Programme Partner		
STAGE 1: Upon Signing of Agreement	STAGE 2: Progress Update Reporting	STAGE 3: Final Reporting and Other Deliverables
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"> ● Progressive Milestone Report; ● Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, etc). 	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"> ● CENDANA's Economic Monitoring Survey; ● Final statement of accounts (proof of expenditures i.e. receipts); ● Supplementary materials (photos, videos, collaterals created during programme) if applicable.

*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.

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Disbursement Process for Funding



What is expected from successful applicants?

- To deliver project as outlined in approved proposal and adhere to reporting requirements as agreed;
- 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 participate in documentation process and outreach programmes organised by CENDANA that encourage engagement of other artforms and sectors.
- To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals² for supported projects, platforms and activities (where applicable);
- 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

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;

² Details outlined in Agreement.

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- 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.