

TERMS OF REFERENCE

CENDANA CRAFT INDUSTRY CHOICE

OVERVIEW

Funding Cycle	Applications Open	Applications Close	Applicants / Nominees Notified by	Legal Briefing for Agreement	Initiatives to Start
Cycle 2	5 February 2021	3 March 2021	12 April 2021	2-4 weeks after notifications	June 2021 onwards

What is the CENDANA Craft Industry Choice?

CENDANA Craft Industry Choice aims to elevate the Malaysian handicrafts industry by offering recognition and special acknowledgement to Malaysian artisans, craft makers and producers of traditional crafts and endangered trades for the sustainability of the Malaysian craft economy – distinguishing them for their excellence in craftsmanship made with a significant degree of hand skill (which has been practiced for generations) upon manufacture.

Through a multipronged approach, the **CENDANA Craft Industry Choice** selects and incentivises equitable¹ skilled artisans, craft makers, producers that are actively engaged in the Malaysian craft sector nationwide up to RM30,000 for the development and production of their products as well as to support the maintenance and improvement of their infrastructure. This effort can also benefit intermediaries that are focused in facilitating the development of the craft sector.

In the spirit of conserving and sustaining artisanal work, the **CENDANA Craft Industry Choice** encourages skilled Malaysian artisans and craft makers in the craft sector to continue producing, innovating and marketing their crafts as a direct contribution to the craft economy by submitting their applications or by nominating others in the craft industry.

The unique local narratives of the awardees and the stories of their products will be filmed in the form of short documentary or book that will be made available on CENDANA's website and social media platforms for future reference.

As a pilot initiative to promote the Malaysian craft sector, the **CENDANA Craft Industry Choice** welcomes submissions by and nominations for exceptional individuals, collectives and organisations through artisans, craft makers, producers and intermediaries that are actively engaged in the development, production and promotion of the "handicraft industry"².

¹ The majority of craft makers are identified in Sabah, Sarawak, Terengganu and Kelantan: "Kuala Lumpur as a Cultural and Creative City", page 28: [https://www.cendana.com.my/clients/Cendana_78A7CADC-1C4A-44E8-A815-E2B4C1D11FE0/contentms/img/Documents/CendanaReport_Option%20FA_For%20Web\(190220\).pdf](https://www.cendana.com.my/clients/Cendana_78A7CADC-1C4A-44E8-A815-E2B4C1D11FE0/contentms/img/Documents/CendanaReport_Option%20FA_For%20Web(190220).pdf)

² "Act 222 Perbadanan Kemajuan Kraftangan Malaysia Act 1979"

an Act relating to the Perbadanan Kemajuan Kraftangan Malaysia and the handicraft industry – the "handicraft industry" means any industry which is concerned with the production of handicraft products; "handicraft product" means any artistic product which is graced with cultural or traditional appeal and is the outcome of any process which is dependent solely or partly on manual skill."

http://www.agc.gov.my/agcportal/uploads/files/Publications/LOM/MY/Act%20222-diluluskan%20TP%207_12_2015.pdf

TERMS OF REFERENCE

Who can apply for the CENDANA Craft Industry Choice?

- Malaysian citizens, organisations and intermediaries with **minimum three (3) years** of relevant experience and portfolio of work that are actively engaged in the Malaysian craft industry and;
- Open to craft makers directly involved in endangered crafts, latest crafts, heritage preservation, craft innovations, Malaysian-made, craft training;
- Open to craft makers who are register and may not necessarily be registered with the Malaysian Handicraft Development Corporation;
- Applications can be made by individuals, collective / groups or organisations. However, the lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

Who is not eligible to apply for the CENDANA Craft Industry Choice?

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

1. Are an Individual / Collective / Organisation:

- whose core business is in fashion design (where the business is based on fashion design);
- manufacturer and distributor of decorative crafts and / or fashion apparel (where different types of clothing are sold in stores and boutiques);
- original design manufacturer (ODM, a company that designs and manufactures a product, as specified, and then used by other brand firms for sale);
- constituted for non-secular purposes;
- does not meet the eligible criteria as stipulated;
- 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;
- pending / outstanding evaluation reports on the use of previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd;
- if there are any adverse findings on the organisations during the due diligence process;
- has been funded consecutively by CENDANA within three (3) calendar years.

TERMS OF REFERENCE

2. Are proposing a project / series of programmes that:

- do not have a clearly defined arts component that fall under the criteria of crafts, including projects primarily aimed at promoting religious causes;
- are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
- held in religious places;
- is not intended for public consumption;
- is intended for fundraising purposes;
- (where relevant) is unable to obtain relevant in-market licenses (for e.g., local council or PUSPAL approvals).

Who is eligible to be nominated for the CENDANA Craft Industry Choice?

CENDANA invites the public to nominate individuals, collective / groups or organisations that fulfil the criteria of CENDANA Craft Industry Choice via the online nomination form provided.

What are the craft sectors eligible for the CENDANA Craft Industry Choice?

Types of Craft ³
Textile: Batik, Songket, Songkok, Kebaya Sulam
Embroidery: Tekat, Pua Kumbu, Gold Thread
Beadworks: Nyonya/Peranakan, Borneo
Weaving: Fine Woven Mat
Basketry: Made with natural materials such as wood, bamboo, rattan, mengkuang, pandanus leave, coconut shell and more (Sugu Duri, Apok)
Ceramics & Pottery: Labu Sayong, Nuan
Woodwork: Mask Carving, Signboard Engraving, Kampong House Ornament, Boat Building
Metalwork: Pewter, Silver, Gold, Aluminium, Weaponry (Keris, Parang), Tepak Sirih, Jewelry
Ethnic Crafts: Calligraphy (Arabic and Chinese), Flower Garland, Kolam, Lantern-making

³ This list is not exhaustive. More craft categories can be found in Malaysian Handicraft Development Corporation's [website](#) or [Google Arts & Culture](#).

TERMS OF REFERENCE

Traditional Arts: Wau / Wau Bulan, Gasing
Music Instruments and Props: Kompang, Sape, Serunai, Kuda Kepang, Lion Dance, Wayang Kulit, Blowpipe
Antique Repairing: Traditional Furniture
Handmade Shoes: Terompah (Wooden Clogs), Manek Peranakan Shoes

What are the criterias for the CENDANA Craft Industry Choice?

CENDANA Craft Industry Choice aims to celebrate and highlight skilled artisans, craft makers and producers for their technical expertise in the production of Malaysian traditional craft that have been practised over successive generations and focus on hand skill and/or contemporary crafts (adapting modern technologies with traditional techniques).

The categories include:

- **Endangered Craft⁴** - will be awarded to applicants who demonstrate initiatives to protect and sustain the survival of an endangered⁵ craft.
- **Contemporised Craft** – will be awarded to applicants who demonstrate initiatives to make craft appealing to a wider audience.
- **Heritage Preservation** – will be awarded to applicants who demonstrate initiatives to preserve cultural heritage in craft.
- **Innovation in Craft** – will be awarded to applicants who demonstrate innovative use of technology in craft.
- **Made in Malaysia** – will be awarded to the applicants who are making great quality Malaysian craft work for domestic and international consumption.
- **Craft Training** – will be awarded to applicants who contribute to arts education, public participation and community involvement in craft.

⁴ The list of endangered crafts includes silver craft; textile weaving; basketry; wau / kite-making; batik block mould making; woodcarving; fine mat weaving; metalwork including weaponry and jewelry; and more.

TERMS OF REFERENCE

What are the eligible expenses for the CENDANA Craft Industry Choice?

For Intermediaries
Eligible Expenses
<p><u>Professional fees</u></p> <ul style="list-style-type: none"> • Fees that include administrative, travel expenses, accommodation, marketing, etc.
Non-Eligible Expenses
<p><u>Purchase of equipment</u></p> <ul style="list-style-type: none"> • Laptop, tablet, printer, office furniture, etc. <p><u>Digital marketing</u></p> <ul style="list-style-type: none"> • Web domain and web hosting fees • SSL (Secure Sockets Layer) certificate fees • Search Engine Optimisation fees • Cloud storage fees (i.e. iCloud, Dropbox) • Any kind of storage device (i.e. USB flash drive) • E-commerce payment gateway
For artisans, craft-makers, producers (individual, collective / group, organisation)
Eligible Expenses
<p><u>Raw materials</u></p> <ul style="list-style-type: none"> • Forest/ land-based i.e. screw pine, pandanus, rattan, bamboo, rumbia, nipah, fibre, wood, plywood, etc. • Earth-based i.e. clay, stones, crystal glass, etc. • Textiles such as batik, songket, embroidery, weaving, sewing materials, etc. • Metal materials such as silver, copper, pewter, iron, gold, aluminum, etc.
<p><u>Refurbishment of infrastructure</u></p> <ul style="list-style-type: none"> • Upgrading of current physical assets i.e. craft machinery, repair works, renovation/ refurbishment costs to improve working facility/ workshop/ community stage, etc. • Sanitising kit i.e. hand sanitiser, face masks and latex gloves for staff, digital thermometer, etc.
<p><u>Honorarium</u></p> <ul style="list-style-type: none"> • Teaching programmes for transfer of knowledge
<p><u>Marketing and Promotional</u></p> <ul style="list-style-type: none"> • Marketing/ promotional activities i.e. advertising fee, packaging/ marketing collaterals, designer fees, social media/ digital ads, etc.
<p><u>Operational expenditure costs</u></p> <ul style="list-style-type: none"> • Full-time salaries, monthly space rental, etc.

TERMS OF REFERENCE

What do we look for in applications?

Applicants will be evaluated against the following criteria as well as the strength of relevant supporting materials submitted:

Profile

- Does the applicant have sufficient track record for past work?
- Does the applicant demonstrate active involvement in the Malaysian craft sector?

Contribution to Malaysia's Craft Industry

- Does the product contribute towards development and growth of the Malaysian craft sector? (this may be articulated through initiatives that addresses gaps in the industry, development of the craft practice, creating opportunities for the sector and more)
- Does the product show possibilities to build and expand networks, develop new markets or create accessibility to the arts through the transfer of knowledge?
- In relevance with CENDANA's goals, does the project provide opportunities for employment, increase of artistic profile or development for all parties involved?

What would affect your application?

Applications that do not have sufficient documentation upon submission will result as an incomplete application and may not be advanced for evaluation. List of documents required:

Application Type
<p>Applying as Individual/ Collective:</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 Intermediary or Organisation / Association:</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>). • 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

TERMS OF REFERENCE

- Company profile/ CV;
- Budget/ cost breakdown sheet;
- Two (2) to three (3) high resolution photographs of your product;
- A brief description of your product and the materials used;
The description shall include the narrative for each product and its significance to cultural heritage. Besides providing meaningful and unique local stories, the product must also possess aesthetics, functional and intangible value.
- Other relevant materials such as media articles and video clips.

Notes Related to CENDANA Craft Industry Selection Guidelines

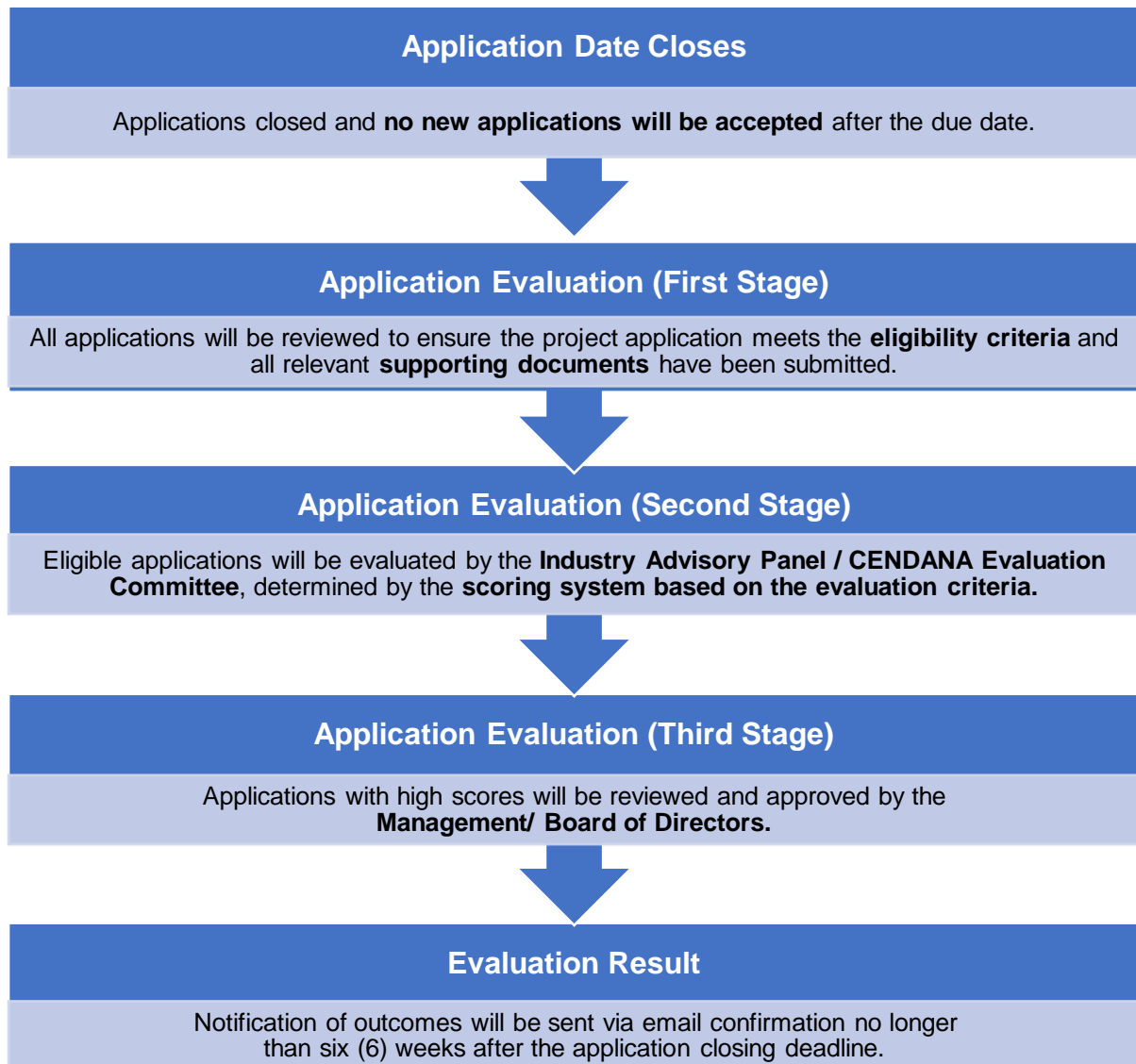
In addition to promoting and developing the arts for the future of Malaysia, as an agency that distributes public funds in line with Government policy, CENDANA prioritises proposals that do not:

- 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;
- Disrupts national security or stability.

What happens after you submit an application?

- All applications are jointly assessed and approved through a highly competitive evaluation process.
- Applications are assessed by the CENDANA **Industry Advisory Panel/ Evaluation Committee** comprising of industry advisors, experts and practitioners.
- All proposals submitted to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.

TERMS OF REFERENCE



What happens after the applications are assessed?

Successful Applications

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

- Approved CENDANA Craft Industry Choice amount and purpose;
- Terms & Conditions of the CENDANA Craft Industry Choice;
- Deliverables.

The CENDANA Craft Industry Choice 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.

TERMS OF REFERENCE

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?

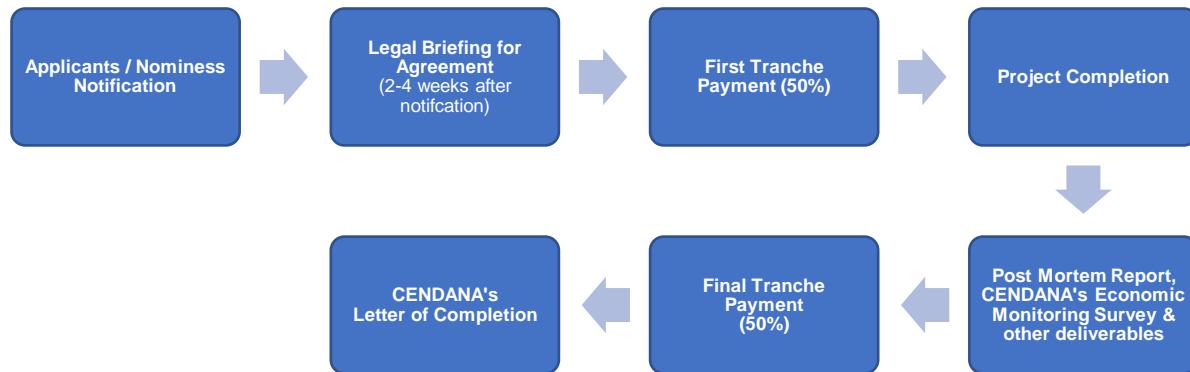
- Should you be successful, you will be required to be present at a one-on-one meeting with the CENDANA team physically or virtually (depending on your location of residence) to confirm the terms and conditions of the conditional grant.
- The approved amount will be disbursed in **two (2) tranches for amount awarded RM10,000 and below**; and **three (3) tranches for amount awarded between RM10,001 and RM30,000**.
- The funds will be credited to your or your organisation's recognised bank account.

1. Structure of the CENDANA Craft Industry Choice disbursement for **RM10,000 and below** is illustrated below:

Stage 1: Upon Signing of Agreement	Stage 2: CENDANA's Economic Monitoring Survey and Other Deliverables
First disbursement to kick-start programme (50% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Final disbursement (remaining 50% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> • CENDANA's Economic Monitoring Survey; CENDANA's Monitoring Survey; • Final statement of accounts (proof of expenditures i.e. receipts); • Supplementary materials (photos, videos, collaterals create if applicable).

TERMS OF REFERENCE

Disbursement Process for Funding RM10,000 and Under:

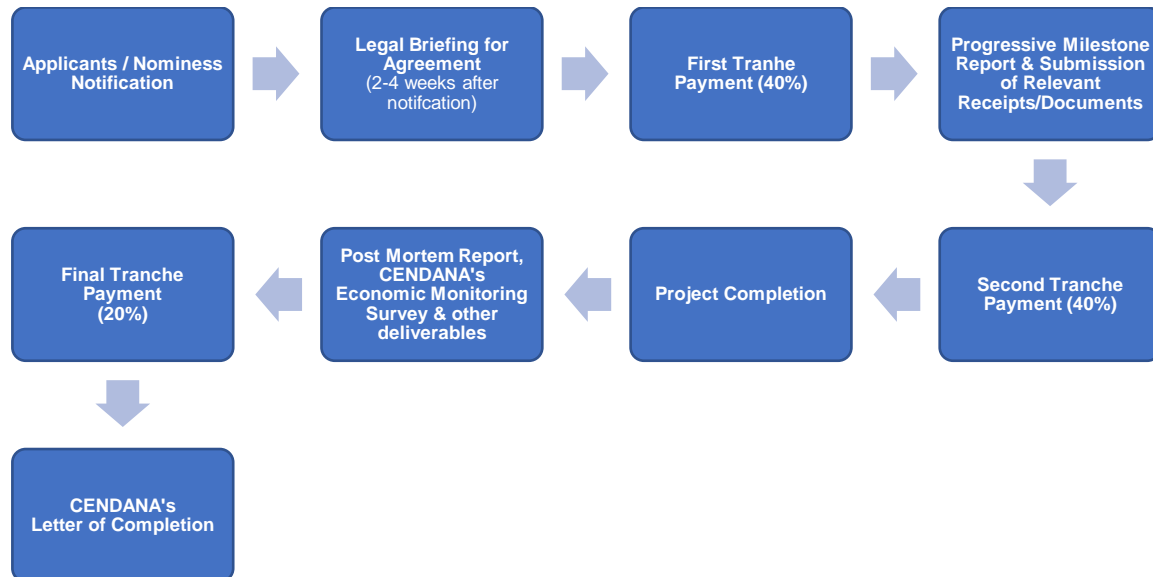


2. Structure of the CENDANA Craft Industry Choice disbursement for **between RM10,000 and RM30,000** is illustrated below:

Stage 1: Upon Signing of Agreement	Stage 2: Progressive Milestone Report	Stage 3: CENDANA's Economic Monitoring Survey and Other Deliverables
<p>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.</p>	<p>Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> • Progressive Milestone Report; • Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, etc). 	<p>Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <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 create if applicable).

TERMS OF REFERENCE

Disbursement Process for Funding Between RM10,001 and RM30,000:



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

What are the reporting requirements and deliverables from successful individual artisan, craft-maker, producer, collective / group, successful intermediaries and organisations?

Reporting Requirements
<p>While the project is underway:</p> <ul style="list-style-type: none"> • Progressive Milestone Report – depending on the amount of funding, the above report is required for monitoring purposes together with documents for disbursement purposes (e.g. receipts, invoices, payment vouchers etc.); • To participate in craft documentation. <p>After project completion:</p> <ul style="list-style-type: none"> • To complete CENDANA's Economic Monitoring Survey to be submitted within twenty-one (21) working days upon completion of the project (template/ form provided by CENDANA); • To provide summary of project expenditure along with the proof of expenditure (receipts, payment vouchers, etc); • To submit any other form of validation - supplementary materials of activity such as videos, photos and collaterals created (if applicable).

TERMS OF REFERENCE

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

- changes in the scope of the project without notifying and getting approval from CENDANA;
- indirect or direct degrade or tarnish CENDANA's reputation;
- the project is not able to be completed per the submitted proposal;
- a breach of terms and conditions specified and agreed in the CENDANA Craft Industry Choice Agreement.

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 .

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) 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, log on to www.cendana.com.my .