

TERMS OF REFERENCE

CENDANA CRAFT INDUSTRY CHOICE

OVERVIEW

Funding Cycle	Applications Open	Applications Close	Applicants / Nominees Notified by	Initiatives to Start
Cycle 1	18 August 2020	17 September 2020	16 October 2020	November 2020 onwards
Cycle 2	19 October 2020	18 November 2020	17 December 2020	January 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 upon manufacture.

Through a multipronged approach, the **CENDANA Craft Industry Choice** selects and incentivises equitable¹ skilled artisans, craft makers, producers through intermediaries 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.

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 that will be made available on CENDANA's website and social media platforms for future reference.

What are the criteria for the CENDANA Craft Industry Choice?

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 not limiting to the following subcategories:

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%20_FA_For%20Web\(190220\).pdf](https://www.cendana.com.my/clients/Cendana_78A7CADC-1C4A-44E8-A815-E2B4C1D11FE0/contentms/img/Documents/CendanaReport_Option%20_FA_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"

TERMS OF REFERENCE

Types of Craft ³
<ul style="list-style-type: none"> • Textile Batik, Songket, Songkok, Kebaya Sulam
<ul style="list-style-type: none"> • Embroidery Tekat, Pua Kumbu, Gold thread
<ul style="list-style-type: none"> • Beadworks Nyonya/Peranakan, Borneo
<ul style="list-style-type: none"> • Weaving Fine woven mat
<ul style="list-style-type: none"> • Basketry Made with natural materials such as wood, bamboo, rattan, mengkuang, pandanus leave, coconut shell and more (Sugu Duri, Apok)
<ul style="list-style-type: none"> • Ceramics and Pottery Labu Sayong, Nuan
<ul style="list-style-type: none"> • Woodwork Mask carving, Signboard engraving, Kampong house ornament, Boat building
<ul style="list-style-type: none"> • Metalwork Pewter, Silver, Gold, Aluminium Weaponry (Keris, Parang) Tepak Sirih, Jewelry
<ul style="list-style-type: none"> • Ethnic Crafts Calligraphy (Arabic and Chinese), Flower Garland, Kolam, Lantern-making
<ul style="list-style-type: none"> • Traditional arts Wau / Wau Bulan, Gasing
<ul style="list-style-type: none"> • Music Instruments and Props Kompang, Sape, Serunai, Kuda Kepang, Lion Dance, Wayang Kulit, Blowpipe
<ul style="list-style-type: none"> • Antique Repairing Traditional furniture
<ul style="list-style-type: none"> • Handmade Shoes Wooden clogs/ Terompah, Peranakan Kasut Manek

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

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

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. • Textile i.e. batik, songket, embroidery, woven, sewing materials, etc. • Metal-based i.e. 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. 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

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 are the categories 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 Craft** - will be awarded to applicants who demonstrate initiatives to protect and sustain the survival of an endangered⁴ 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.

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;
- May not necessarily be registered with the Malaysian Handicraft Development Corporation (open to unregistered entrepreneurs as well);
- 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.

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

Who can nominate 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.

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;
 - manufacturer and distributor of decorative crafts and/ or fashion apparel;
 - original design manufacturer (ODM) company;
 - constituted for non-secular purposes;
 - does not meet the eligible criteria as stipulated;
 - currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes;
 - that have 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.

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;
 - 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).

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?

TERMS OF REFERENCE

- 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 industry? (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 company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies).
Supporting Materials
<ul style="list-style-type: none"> • 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; <p><i>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.</i></p> <ul style="list-style-type: none"> • Other relevant materials such as media articles and video clips.
Nomination Criteria
<ul style="list-style-type: none"> • The individual, collective/ group, or organisation/ association nominated must be Malaysian citizens based in Malaysia; • The craft activity must be heritage craft (crafts that have been practised over successive generations and focus on hand skill);

TERMS OF REFERENCE

- Nomination must include documentation of craft maker's background and achievements. This should include a biographical note (<500 words) and other relevant materials such as media articles and video clips;
- The nominees must fulfil the criteria of CENDANA Craft Industry Choice and if successful, will be notified.

What are the reporting requirements from successful intermediaries and organisations?

Reporting Requirements
<ul style="list-style-type: none"> • To complete CENDANA's 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, invoices, payment vouchers, etc); • To submit any other form of validation - supplementary materials of activity such as videos, photos and collaterals created (if applicable); • To participate in the documentation process of craft.

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

Deliverables
<ul style="list-style-type: none"> • To submit supplementary materials of activity such as videos, photos and collaterals created; • To participate in the documentation process of craft.

How can you apply for the CENDANA Craft Industry Choice?

You can submit your application through CENDANA's website on www.cendana.com.my. Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.

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.

What happens after you submit an application?

- Once the application deadline closes, all applications will be evaluated to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.

TERMS OF REFERENCE

- All applications are jointly assessed and approved through a highly competitive evaluation process.
- Applications that meet all requirements will then go into evaluation process to be assessed by the **CENDANA Industry Advisory Panel** comprising of industry advisors, experts and practitioners through a weighted scoring system.
- Applications with high scores will be reviewed and approved by the **Management/ Board of Directors**.
- 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.
- Notification of outcomes will be sent via email confirmation no longer than four (4) weeks after the application closing deadline

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. The funds will be credited to your or your organisation's recognised bank account.

Structure of the CENDANA Craft Industry Choice disbursement is illustrated below:

Upon signing of Agreement	Monitoring Survey Report and Other Deliverables
First Disbursement (40% of the approved amount) upon execution of the Letter of Agreement within 21 working days.	Final disbursement (remaining 60% of the approved amount) within 21 working days upon completion of CENDANA's Monitoring Survey Report (for intermediaries and organisations) and other deliverables (for individual, collective/ group, intermediaries and organisations mentioned above).

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 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.

TERMS OF REFERENCE

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.

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.

A Note on CENDANA Craft Industry Choice Guidelines

While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which **do not:**

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Threaten the nation's security or stability.

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.

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 .