

MEDIA RELEASE

FOR IMMEDIATE RELEASE

MORE THAN 5,000 MALAYSIAN ARTS & CULTURE WORKERS TO BENEFIT FROM CENDANA RECOVERY INITIATIVES UNDER PENJANA AND PRISMA

Kuala Lumpur, 9 August 2021 - The Cultural Economy Development Agency (CENDANA) today announced an allocated and approved sum of RM 7million for artists, artisans and cultural workers in performing arts, visual arts, independent music and craft. This effort is part of the Malaysian Creative Industries Stimulus Package (PRISMA) a short-term initiative under the purview of the Ministry of Communications and Multimedia to enable creative industry practitioners and businesses to resume their creative activities and sustain the livelihood of many within the industry that depends on it. The allocated and approved sum will create 2,000 work opportunities. This is in addition to the recent allocated and approved RM 10million under the CENDANA Recovery Initiatives-PENJANA that created more than 3,000 work opportunities. CENDANA, a unit established under MyCreative Ventures Sdn. Bhd., was jointly tasked with MyCreative Ventures, to manage PRISMA, which was launched on 5th February 2021.

The Minister of Communications and Multimedia, **YB Dato' Saifuddin Abdullah**, who was the guest-of-honour, commented in his speech, "The past year and more has been a challenging year for all. The Ministry of Communications and Multimedia is committed to provide enduring support for the arts and culture sector which plays a critical role in our nation. To tide this sector through the pandemic, KKMM rolled out in year 2020 the PENJANA Plan for the Creative Industries amounting to RM 225million and in year 2021, RM 89.2million was introduced under PRISMA. Therefore, we are grateful for the additional RM 100million for the wider creative industries under PEMULIH. KKMM is committed to get the creative industries back on track and to continue to preserve businesses and jobs. The continued effort by KKMM and agencies like MyCreative Ventures and CENDANA hopes to uplift and uphold this important sector. From continued injection of funds for financing facilities, capacity building, market access and promotion as well as creation of works and new opportunities, we hope to contribute to the industry's recovery."

"Without a doubt, arts and culture will remain a critical source of uniting Malaysians. As we position the arts and culture and the wider creative industries for recovery, both MyCreative Ventures and CENDANA will play its role to safeguard creative businesses and jobs, retain and reinvigorate skillsets and talents - and encourage creative practitioners to new platforms with wide audiences through various platforms energised by technology. This effort will be further strengthened with MyCreatives upcoming group transformation to better serve the orange economy industries," said Encik Azmi Said, Chairman of MyCreative Ventures.

According to CENDANA Founding CEO, Cik Izan Satrina, 'CENDANA remains strongly committed to support the recovery of the arts and culture sector. To date, we have approved funds to approximately 1,000 local beneficiaries, created employment opportunities for more than 11,000 Malaysians and upskilled more than 13,000 practitioners, since our inception in 2017. This year alone, in April 2021 CENDANA has also approved RM10 million for 525 beneficiaries and today almost RM7 million under the PRISMA programme, as an additional grant allocation to more than 350 new beneficiaries,

generating more than 5,000 jobs, nationwide for the sector. This is made possible with the Budget 2021 allocation.”

Part of these efforts included recognising the contribution of Adiguru CENDANA who have played important roles in enhancing sustainability, visibility and preservation of traditional arts, including those who had excelled in this field, in Malaysia. This included masters who championed these traditional art forms in the art of Hokkien Potehi (Glove Puppet Theatre), Mak Yong, Kuda Kepang, Mah Meri Orang Asli Mask Dance, Gambus Padang Changkat Dance, Gambus Traditional Music, Syair, Wayang Kulit and Main Puteri dance.

Izan added that beneficiaries in the area of Crafts were mostly artisans from Sabah, Sarawak, Terengganu, Kelantan, Perak and Melaka, involved in metalwork, ethnic crafts and baskets, ceramics and pottery, woodwork, beading, textile, weaving, traditional arts and embroidery, as well as glass art. 83% of these recipients were individuals, while 17% were organisations. The beneficiaries in Arts and Culture were mostly from Selangor, Kuala Lumpur, Penang, Perak, Johor and Sarawak, involved in independent music, performing arts, visual arts and crafts. From this category of recipients, 75% of recipients were individuals while 25% were organisations.

The announcement of PRISMA Fund recipients took place at an Online Press Conference earlier today, organised by CENDANA. As part of the World Indigenous Day, the event gave due recognition to the indigenous communities via a performance that had set the tone for the day via Diaman bin Kisah, Adiguru CENDANA in Tarian Topeng Mah Meri. The event was graced by the presence of the Minister of Communications and Multimedia Malaysia, YB Dato’ Saifuddin Abdullah and the Chairman of MyCreative Ventures Sdn. Bhd. Noor Azmi bin Mat Said.

CENDANA continues to position itself as an umbrella body with enough resources and expertise to contribute to the sustainability of the arts and culture sector. Under PEMULIH, RM 8million is carved out from the RM 100million announced allocation for the arts and culture sector via 9 programmes. Some programmes are new and the remaining programmes have been updated based on the arts and culture communities’ feedback. Call for applications for the said programmes start in phases from 11 August 2021.

-END-

For media enquiries, please contact bzBee Consult Sdn Bhd :

Emmy Razali – +6012 342 2006; emmy@bzbee.com.my/ Ariq Amran – +6013 2566695; ariqamran@bzbee.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 the Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. Log on to www.cendana.com.my for details.

About MyCreative

MyCreative Ventures is a government investment arm launched in September 2012 to spur the Malaysian creative industry via strategic and innovative funding. Find out more via www.mycreative.com.my.