



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

CALL FOR PROPOSAL
NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME
2015

December 2015

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Section 1: INTRODUCTION

1.1 Purpose

1.1.1 The purpose of this Notice is to invite eligible persons to submit research proposal(s) on the fields of research as stated herein and subject to the guidelines as contained in the “Guide to the Networked Media Research Collaboration Programme” (hereinafter referred to as “the Guide”).

1.2 Definition

1.1.2 In this document, unless the context requires otherwise, the following terms shall have the following meaning:

1.1.2.1 “Act” shall mean the Communications and Multimedia Act, 1998;

1.1.2.2 “Research” shall mean performing the research activity based on the Guide to the Networked Media Research Collaboration Programme, the scope of the Call for Proposal (CFP) specified in Section 2 herein and the terms and conditions of this CFP;

1.1.2.3 “Lead Partner” shall mean the institution of higher learning (IHL) that is leading the research;

1.1.2.4 “MCMC” shall mean the Malaysian Communications and Multimedia Commission;

1.1.2.5 “Eligible person” shall mean registered public and private IHLs and its students and lecturers.

1.3 Background

1.3.1 The Research Collaboration programme provides a collaborative framework for promoting research relating to networked media. The research collaboration programme is aimed at increasing the research capacity of IHLs as well as enhancing the research interests of MCMC in networked media.

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- 1.3.2 It is envisaged that the programme will build a knowledge base on which to establish MCMC as a focal point for knowledge and research as inputs in the development of comprehensive and robust policies and regulatory practices in respect of networked media.

1.4 Objectives of the Research Collaboration Programme

- 1.4.1 The objectives of the Research Collaboration programme are as follows:
- 1.4.1.1 Serve as a focal point for information, knowledge, research and development in relation to networked media policy and regulation;
 - 1.4.1.2 Develop knowledge resources relating to the use of networked media outlets by Malaysians;
 - 1.4.1.3 Provide a platform for collaboration, sharing and exchange of knowledge and expertise in the area of new media content; and
 - 1.4.1.4 Assess policy effectiveness.

Section 2: SCOPE OF CFP

2.1 Scope

- 2.1.1 The Proposer shall use the Application Form in Appendix B for each chosen field of research (FOR).
- 2.1.2 The Proposer shall perform a complete study based on the chosen FOR (Appendix C).
- 2.1.3 A Proposer may submit a maximum of three (3) proposals provided that each proposal is in a different FOR.

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2.1.4 The Proposer shall:

- 2.1.4.1 Provide an executive summary containing a succinct description of goals, rationale, background, methodology, key preliminary data and clear description of proposed collaborative studies.
- 2.1.4.2 Furnish detailed methodology/approach on how the research should be accomplished including details of existing research capacity and/or funds (if any) to augment the research.
- 2.1.4.3 Specify clearly the Lead Partner and collaborative partners. The CVs of all the collaborative partners are required to be submitted together with the proposal.
- 2.1.4.4 Provide a Gantt Chart showing the activities and expected deliverables and milestones to achieve the research outcome.
- 2.1.4.5 Elaborate the technology and funding risks in performing the research project.
- 2.1.4.6 Furnish the quantum and schedule of financial support needed, including any other type of support needed such as technical experts, seminar/workshop, if applicable, for the completion of the research project.

2.2 Work Programme

2.2.1 The work programme is outlined in the table below and includes the timelines for implementation:

	Process	Date
1.	Issuance of Call for Proposal	11 December 2015
2.	Closing date	12 noon, 22 January 2016
3.	Evaluation process	25 January – 31 March 2016
4.	Notification period	1 - 22 April 2016
5.	Project commencement	One month after signing of contract

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2.3 Equipment

Please refer to the Guide.

2.4 Reports and Presentations

Please refer to the Guide.

Section 3: TERMS AND CONDITIONS OF THE CFP

3.1 Terms and Conditions of the CFP

The CFP is subject to the following terms and conditions:

- 3.1.1 MCMC may engage a Proposer to provide research covering the whole or any part of the CFP;
- 3.1.2 MCMC may request the Proposer to present their research proposal as part of the evaluation process;
- 3.1.3 MCMC shall not be liable for any cost incurred, or work done, in relation to the CFP and any proposal submitted to the MCMC;
- 3.1.4 The CFP document is not to be construed as a legal document, does not constitute an offer by the MCMC and has no legal effect whatsoever;
- 3.1.5 The receipt of the proposal by the MCMC or any clarification session held, if deemed necessary, should not give rise to any expectation whatsoever on the part of the Proposer that they will be selected; and
- 3.1.6 MCMC will notify all Proposers on the outcome of this CFP.

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3.2 Funding Amount

- 3.2.1 All the funding amounts shall be **typewritten**. All erasures, amendments and deletions must be initialled.
- 3.2.2 The Proposer's funding amount shall include any **tax and duties or taxes** imposed by the Government of Malaysia and all anticipated disbursement including any fees that may be levied for the management of the funds on MCMC's behalf (please give details).
- 3.2.3 The successful Proposer need not be the one who quoted the lowest amount. Evaluation of the proposal will be based on other factors such as adherence to the scope of work, deliverables and timelines, financial, administrative and procedural requirements of the CFP, the Proposer's track record etc.

3.3 Proposals Received after the Closing Date of the CFP

- 3.3.1 Any proposal received after the stipulated closing date and time shall be invalidated. Proposer's proof of posting or other evidence of transmission shall not be accepted as a proof of receipt by the MCMC.

3.4 Acceptance of CFP

- 3.4.1 MCMC reserves the right to accept the whole CFP or such part or parts thereof as the MCMC may at its absolute discretion decide.
- 3.4.2 MCMC shall not be bound to assign any reasons for the rejection of any proposal.

3.5 Documentation Fees

- 3.5.1 The CFP documentation and Research Collaboration Guide are free of charge and downloadable from the MCMC website at <http://www.skmm.gov.my/Networked-Media-Content-Research/Overview/2015-Call-for-Proposal.aspx>

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3.6 Omissions and Errors

- 3.6.1 No oral, written, electronically or otherwise transmitted information, modification or variation of the submission received after the CFP is closed will be considered.
- 3.6.2 The Proposer shall be solely responsible for all such omission and errors without any additional cost chargeable to MCMC. MCMC shall not entertain any request for variation of funding amount or submission of additional quotes for items left out in the original submission on the grounds of lack of knowledge, etc.

3.7 CFP Clarification

- 3.7.1 The period for queries and clarification will be closed two (2) weeks before the closing date of this CFP, that is, 8 January 2016 at 5.00 pm. The MCMC may upload onto the MCMC website responses to queries and clarification.
- 3.7.2 **Proposers are strongly advised to study all terms and conditions very carefully and to make all necessary clarification, etc., before submitting their proposals.** Clarification may be sought from the Secretariat:

Institutional Research, Liaison and Collaboration Department
MCMC Academy
Malaysian Communications and Multimedia Commission

Tel: +603-8688 8000
Fax: +603-8688 1000
email: contentresearch@cmc.gov.my

3.8 CFP Submission

- 3.8.1 The Proposer in submitting the CFP must ensure that registered institution stamp is affixed and the authorised signature(s) appear on all pages of the original set of documents. Improper endorsement and/or unendorsed sheets may invalidate the proposal.

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- 3.8.2 The Proposer shall submit the proposal in **ONE (1) ORIGINAL HARDCOPY** and **ONE (1) ELECTRONIC COPY**. The hardcopy shall be enclosed in a sealed envelope and addressed to:

**Chairman
Malaysian Communications and Multimedia Commission
MCMC Tower 1
Jalan Impact, Cyber 6
63000 Cyberjaya
Selangor**

**Attn: Secretariat, Institutional Research, Liaison and Collaboration
Department, MCMC Academy**

The electronic copy of the proposal and appendices should be submitted to the Secretariat at contentresearch@cmc.gov.my .

- 3.8.3 In the event of discrepancies, the hard copy documents shall prevail.
- 3.8.4 All submissions must be in the English language.
- 3.8.5 All corrections, changes, alterations and/or other amendments whatsoever shall be initialled by the Proposer's duly authorised officer and endorsed with the Proposer's registered institution stamp.
- 3.8.6 All documents which form part of the proposal shall be properly and securely bound in one or more ring binder with durable covers enclosed in a well-sealed package. If more than one such package is submitted, the package number and the total number of packages submitted shall be marked on the outside of each package in the following manner:

PACKAGE NO. X/Y *

** Where X is the package number and
Y is the total number of packages submitted*

- 3.8.7 Handbooks and other literature shall be bound in separate covers. The covers shall be marked clearly with the title of the CFP on the cover sheets.
- 3.8.8 Failure on the part of the Proposer to comply with the requirements specified herein may invalidate the proposal.

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3.9 Closing Date

3.9.1 All proposals shall be prepared in the manner prescribed and submitted at the place specified herein, on or before **12 noon, 22 January 2016**.

3.9.2 Late submissions shall be rejected.

3.10 CFP Deposit

3.10.1 A deposit is not required for this CFP.

3.11 Terms of Disbursement

3.11.1 All disbursements shall be made in Malaysian Ringgit (RM).

3.11.2 An amount up to 20% of the total funding amount may be disbursed up front subject to the terms and conditions of disbursement of the Research Collaboration Contract.

3.11.3 The disbursement schedule shall be agreed upon at a later and reflected in the Research Collaboration Contract. The Proposer shall provide its proposed disbursement schedule in the proposal for MCMC's consideration.

3.12 Retention Sum

3.12.1 Not applicable.

3.13 Performance Bond

3.13.1 A performance bond is not required for this CFP. However, in the event that the Research Collaboration Contract is terminated prematurely, the balance of the unutilised fund whether disbursed or not, shall be refunded to MCMC.

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3.14 Research Collaboration Contract

3.14.1 The successful Proposer shall be required to enter into a formal Research Collaboration Contract with the MCMC incorporating the terms and conditions of the CFP and all other relevant correspondences between the successful Proposer and the MCMC prior to the execution of the formal agreement. Such agreement shall be prepared by the MCMC.

3.15 Inducements

3.15.1 The Proposer, its agent and employees shall not under any circumstance offer or make any gift, payment, loan, reward, inducement or benefit to any of the directors, officers or employees of the MCMC.

3.15.2 In the event of any such gift, payment, loan, reward, inducement or benefit being discovered after the acceptance by MCMC of the proposal or any Agreement made, the acceptance or Agreement shall have no further effect and the Proposer shall not have any claim against the MCMC in respect of any such acceptance or Agreement.

3.16 Conflict of Interest

3.16.1 Disclosure of any commercial relationships or interests the Proposer or any of its directors, partners and officers may have with any of the service providers or any of the forums, registered under the Act in the Malaysian communications and multimedia sector.

3.17 Confidentiality

3.17.1 Except with the prior consent of the MCMC, the Proposer shall not at any time communicate to any person or body or entity any confidential information disclosed for the purpose of the provision of services or discovered in the course of the provision and performance of the services, nor shall the Proposer make public any information as to the recommendations, assessments and opinions formulated in the course of or as a result of the provision and performance of the services.

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APPENDIX A: Form of CFP

Chairman
Malaysian Communications and Multimedia Commission
MCMC Tower 1
Jalan Impact, Cyber 6
63000 Cyberjaya
Selangor Darul Ehsan

Sir,

CALL FOR PROPOSAL (CPF) FOR NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME 2015

Under and subject to the terms and conditions of the CFP document requirements, the undersigned does hereby offer to provide the CFP for the **NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME 2015**.

2. The undersigned agrees to be bound and submit to the said terms and conditions of the CFP document and requirements and the funding amount quoted.
3. Whereas, that it is understood that you reserve the right to accept or to refuse this proposal, or the same, the undersigned agrees that this CFP shall remain valid and shall not be withdrawn within six (6) months from the closing date of the CFP.

Dated this day of 2015.

(Signature of Proposer)

Name in full:

In the capacity of:

Mailing Address:

(Witness)

Name in full:

Occupation:

Mailing Address:

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E-mail Address:

E-mail Address:

Contact Nos. (Tel and Fax):

Contact Nos. (Tel and Fax):

Tel:

Tel:

Fax:

Fax:

Duly authorised to sign this CFP document for and on behalf of:

(Signature)

Name in full:

In the capacity of:

Address:

E-mail Address:

Contact Nos. (Tel. and Fax):

Tel:

Fax:

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APPENDIX B : Application Form



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APPLICATION FOR NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME 2015

A. PROPOSER'S DATA**					
1.	Lead Institution Name				
2.	Address				
3.	Contact Person				
4.	Designation				
5.	Contact Number	Off		Mobile	
6.	Fax Number				
7.	E-mail address				

*** Please complete in full*

B. PROJECT DETAILS	
8.	Research Theme /Research Focus Area
9.	Project statement (Attach proposal and supporting documents)
10.	Lead researcher (Attach CV)
11.	Collaborative partners* (Attach CV of all partners)

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12.	Research methodology (Brief)		
13.	Commencement date of research period		
14.	Completion date of research period		
15.	Gantt chart (include activities, expected outcome, deliverables at each milestones)		
16.	To explain risk and provide its mitigation in the following aspects:	Explanation of risk	How to mitigate?
16a	Technology risk		
16b	Funding risk		
17.	Intellectual Property Rights Proposal		
18.	Quantum and schedule of Disbursement (in brief – detailed disbursement requirements to be attached)		

** If applicable*

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C.	RECOMMENDATION BY THE VICE-CHANCELLOR/DEPUTY VICE-CHANCELLOR/DIRECTOR OF RESEARCH MANAGEMENT CENTRE	
	Name (in BLOCK letters)	
	Signature	
	Designation	
	Date	
	Registered institution stamp	

D.	DECLARATION
a.	<p>I, _____ (NRIC No. _____) hereby declare that the information contained in this application forwarded to the Malaysian Communications and Multimedia Commission is true, accurate and complete to the best of my knowledge and belief and that I have not withheld/distorted any material facts.</p>
b.	<p>I also declare that I am free from any litigation, pending litigation claims, demands or actions pertaining to the proposed project. I understand that if the grant is obtained by false or misleading statements, I may be prosecuted and in addition, the MCMC may, at its discretion, withdraw the grant and recover immediately from me any amount of the grant that may have been disbursed.</p>

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APPENDIX C: Focus Areas of Research



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Focus Areas of Research

1.0 Introduction

- 1.1 The MCMC research grant will fund projects that will contribute significantly to meeting the objectives of the Programme.
- 1.2 In essence, the MCMC-supported research should aim to broaden knowledge cutting across disciplines and with a focus on social dimensions and impact. As such, multi-disciplinary collaborations are encouraged and whereas projects should not be linked to commercial objectives.

2.0 General features of the MCMC Grant

- 2.1 The grant is open to registered institutions of higher learning, its students and/or lecturers. All the principal investigators and their research team are supported.
- 2.2 Please refer to the Guide.

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3.0 Focus Areas

Applications to undertake research studies related to which fit within the following focus areas are invited:

- 3.1 Digital and media literacy
 - 3.1.1 Developing a competency framework for Malaysia
 - 3.1.2 Managing critical reception and production of information
 - 3.1.3 Ethics of digital citizenship
 - 3.1.4 National security and digital initiatives
 - 3.1.5 Content analysis and accessibility (urban/rural)
- 3.2 Impact of new media on the population
 - 3.2.1 Parents and teachers: digital media perceptions, skills and literacy
 - 3.2.2 Devices replacing human interaction
 - 3.2.3 Online gaming
 - 3.2.4 Non-urban population
- 3.3 Impact of MCMC's Smart Community initiatives.
- 3.4 Digital inclusion
 - 3.4.1 Non-urban parents and teachers: digital media perceptions, skills and literacy
 - 3.4.2 Modes and means to raise rural digital consciousness
 - 3.4.3 Enabled environment for assisted living for persons with disability
 - 3.4.4 Ethnic, social minorities and peripheralised communities
- 3.5 Internet, medicine and health
 - 3.5.1 Meta research and big data
 - 3.5.2 Action research
 - 3.5.3 Mental health and risky behaviour
- 3.6 Internet, religion and spirituality
 - 3.6.1 Values and religiosity as a mediating factor
 - 3.6.2 Creativity and innovation in content development
- 3.7 Regulating the Internet.

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4.0 Further Information

- 4.1 Proposers are strongly encouraged to refer and understand the “Guide to Networked Media Research Collaboration Programme” before submitting a proposal.