



PCCA

Platinum Champions
Appreciation Award 2024

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Executive Summary



The Platinum Champions Appreciation Award is an initiative designed to recognize and honor excellence in service and contribution to Sri Lanka's economic growth in key selected industries: Sri Lanka Foreign recruitment registered agencies, Work visa and student visa consultant companies, ILTS overseas education institutes, Airline ticket agencies, and Travel and Tour agencies. The awards will acknowledge businesses scaling to small, medium, and large categories, promoting innovation and service contribution.

The key industries mentioned have contributed to dynamic economic growth in Sri Lanka for years. One of the main reasons for holding this Platinum Champions Appreciation Award ceremony is to appreciate industry leaders and emerging leaders for their excellent service to the country's development. Also, this ceremony will inspire industry startups to perform quality and compelling service in the future.

The award ceremony celebrates excellence and supports the "Clean Sri Lanka" project with a donation of one million. This proposal outlines the significance of the ceremony, the challenges these industries face, and how the event aligns with national economic and environmental goals.

Address to His Excellency President of the Democratic Socialist Republic of Sri Lanka

Your Excellency Honorable President **Anura Kumara Dissanayake**, we are honored to invite you as the chief guest for the Platinum Award Ceremony 2024. Your esteemed presence will not only lend prestige to this momentous occasion but also be an inspiration to the industries and individuals to be recognized. Your commitment to national progress and sustainable development resonates profoundly with the objectives of this ceremony.

As a symbol of leadership and vision, your participation will underscore the importance of service excellence and environmental sustainability in driving economic growth. This ceremony also aligns closely with the goals of the Clean Sri Lanka Project, a transformative initiative aimed at fostering a cleaner, greener, and more sustainable future for our nation. By recognizing and celebrating the contributions of industries and agencies that excel in service and innovation, the Platinum Awards will amplify awareness and motivate stakeholders to prioritize environmentally conscious practices.

Your presence will leave a powerful reminder of the government's support for economic advancement and environmental stewardship. It will also emphasize the significance of public-private collaboration in achieving national goals, particularly in enhancing the quality of life and ensuring sustainable development. Along with celebrating brilliance, we hope this event will contribute to the Clean Sri Lanka Project, which will support programs to encourage green innovation, waste management, and pollution reduction.

We sincerely appreciate your dedication to fostering innovation, professionalism, and a greener future. We firmly believe your involvement will leave an indelible mark on this initiative, inspiring all attendees to contribute meaningfully to the Clean Sri Lanka Project and the prosperity of our beloved nation.

Introduction

The Platinum Champions Appreciation Award Ceremony is a notable event aimed at recognizing and celebrating the significant contributions of key industries that contribute to the economic and social development of Sri Lanka. These industries, including Sri Lanka's foreign recruitment agencies, work visa and student visa consultancy firms, ILTS overseas education institutes, airline ticket agencies under the Civil Aviation Authority, and travel and tour agencies under the Sri Lanka Tourism Development Authority, represent pillars of the nation's service sector.

The ceremony's primary objective is to recognize businesses and agencies that have demonstrated outstanding service excellence, innovation, and customer satisfaction while contributing significantly to the growth of the national economy. It acted as a platform to promote industry standards, showcase best practices, and encourage stakeholders to strive for global excellence. By categorizing awards into small, medium, and large service providers, the ceremony ensures inclusivity and fair recognition across all scales of operation.

Beyond accolades, this event holds a philanthropic purpose by supporting the ongoing "CLEAN SRI LANKA PROJECT" with a one-million donation. This initiative highlights the ceremony's commitment to aligning economic growth with environmental sustainability. It celebrates business excellence and contributes to a greener future for Sri Lanka.

The ceremony will also emphasize the importance of overcoming challenges in these industries, such as regulatory hurdles, global competition, and the need for sustainable practices. By providing a platform for recognition and dialogue, the Platinum Champions Appreciation Award Ceremony aims to motivate businesses to continue their invaluable contributions to Sri Lanka's development while addressing these challenges.

With the honorable presence of President **Anura Kumara Dissanayake**, the event aspires to set a benchmark for service excellence and sustainability. It will bring together industry leaders, policymakers, and stakeholders in a collaborative effort to honor achievements and chart a future of inclusive growth and environmental stewardship.

Key Objectives

To achieve the expected output, we have aligned the following key objectives to meet the goals:

01

To identify and recognize business and service excellence, associated service innovations, and best practices that lead to customer satisfaction and delight.

02

To highlight the importance of business and service excellence in today's competitive and ever-changing business environment.

03

To showcase customer service as a serious business operation element and a profession.

04

To enhance professionalism in customer service and enhance the motivation, pride, and self-esteem of service professional future.

05

To introduce global standards in customer service at the local level which will help service individuals and businesses.

06

Develop a customer-centric ethos and sustain in thought required changes in design and service performance.

Key Contributions of Recognized Industries

The Award Ceremony will conduct this excellence event, including the following key industries in Sri Lanka.

- 01 Sri Lanka foreign recruitment registered agencies
- 02 Work visa and student visa consultant companies
- 03 IELTS coaching institutes and individuals
- 04 Airline ticket agencies
- 05 Travels and tour agencies

The overview of each industry has mentioned its service, contribution, Achievements, and industry-specific problems.

Sri Lanka's foreign employment sector, managed by the Sri Lanka Bureau of Foreign Employment (SLBFE), has become a vital contributor to the country's economy. With over 300,000 workers migrating annually and remittances surpassing USD 5 billion, this sector helps sustain foreign reserves and alleviate unemployment.

The registered foreign employment agencies mark their origins back to the establishment of the Sri Lanka Bureau

of Foreign Employment (SLBFE) Act in 1985. The operational licenses of registered agencies are reviewed and renewed periodically, or on an annual basis, under the strict supervision of the SLBFE and agencies must meet specific criteria including worker placement success rate, following ethical recruitment guidelines, and transparency in financial transactions and agreements. More than 70% of agencies operated for over 10 years by gaining trust and longevity.

Service Performance

Placement success rate

- Based on recent data, about 40% of the total migrant workers in 2024 secured employment through registered agencies, demonstrating their pivotal role in the foreign employment sector.
- Domestic work, construction, healthcare, and manufacturing sectors have the most placements, and the majority are located in the Middle East (particularly in Kuwait, Saudi Arabia, and the UAE), East Asia (South Korea and Japan) and emerging markets like Europe are also gaining traction.
- Housemaid (cleaners, babysitters) and skilled labor force (mechanics, electricians) are on the high-demand career list.
- The performance of agencies in this area has a direct impact on remittance inflows, and Agencies with higher placement rates are often invested in understanding employer needs and preparing workers accordingly.

Agency Grading

The Sri Lanka Bureau of Foreign Employment (SLBFE) implements a performance-based grading system to evaluate and rank registered agencies. This system aims to ensure accountability, encourage ethical practices, and maintain quality in worker placements.

- **Worker Welfare:** Addressing grievances, prioritizing worker protection.
- **Placement Efficiency:** Ratio of successful placements to total applications processed.
- **Compliance and Ethics:** Adherence to SLBFE regulations, ethical recruitment practices, and transparency in fees.
- **Support Services:** Pre-departure training, cultural orientation, postdeployment support.
- **Grading Scale:** 5 Stars (Exemplary performance), 4 Stars (High performance), 3 Stars (Meets minimum standards), Below 3 Stars (Needs improvement).

Training and Performance

- **Skill Development:** Vocational training in trades like domestic care, construction, and technical skills.
- **Language Proficiency:** Basic language training for destination countries (e.g., Korean, Arabic, Japanese).
- **Cultural Orientation:** Cultural norms, workplace etiquette, and legal rights.
- **Health and Safety:** Personal safety, workplace health standards, and medical care options when abroad.
- **Program Effectiveness:** Improves employability, reduces workplace conflicts, and enables access to better-paying jobs.

Economic Contribution



- **Foreign Exchange Earnings**

Remittances account for approximately 9–12% of Sri Lanka's GDP (as of recent years). In 2023, remittances reached **\$7 billion**, primarily driven by overseas workers placed by registered agencies. This steady inflow alleviates pressure on the trade deficit and supports the country's foreign reserve position.

- **Employment Generation**

Registered agencies contribute to reducing unemployment in Sri Lanka by placing around **40%–45%** of the annual overseas workforce. These placements improve the financial conditions of workers' families. Agencies also enable the diversification into professional job markets in healthcare, IT, and trading.

- **Improved Living Standards**

The remittance income directly improves the quality of life for many Sri Lankan households by utilizing these funds for education, housing, healthcare, and small business investments, contributing to broader economic growth.

- **Regional Development**

Registered agencies promote employment opportunities across rural areas, reducing regional disparities. The SLBFE has encouraged agencies to recruit from underprivileged regions, helping balance regional economic development.

- **Support for National Revenue**

Registered agencies are subject to taxes, registration fees, and other charges, providing a direct contribution to the government's revenue streams. Additionally, remittance inflows indirectly support public spending on infrastructure and social programs.

Achievements

- **Economic Contribution:** Agencies facilitated the remittance inflow of over USD 5,961.6 million in 2024.
- **Diversification of Destinations:** Successfully expanded opportunities in emerging markets like South Korea, Japan, and Romania.
- **Worker Protection:** Improved adherence to ethical recruitment practices, reducing cases of worker exploitation.
- **Skill Development:** Introduced targeted training programs aligned with international standards.

Impact on Economic Growth

- **Foreign Reserves:** Remittances account for over 8% of GDP, stabilizing the economy.
- **Poverty Alleviation:** Increased incomes for migrant workers' families improve living standards.
- **Skill Transfer:** Returning workers bring international expertise, benefiting local industries.
- **Sectoral Support:** Remittances indirectly boost sectors like construction, retail, and education.

Industry-specific Problems

01

Regulatory and Compliance Challenges

- Bureaucratic Processes
- Lengthy approval and compliance requirements from government authorities such as the Sri Lanka Bureau of Foreign Employment (SLBFE) delay the recruitment process.
- Frequent amendments in labor laws, both domestically and in destination countries, make it difficult for agencies to maintain consistent operational standards.
- Licensing Issues
- High renewal costs and stringent criteria for maintaining licenses often strain smaller agencies

02

Market-Specific Challenges

- Global Economic Fluctuations
- Economic downturns or geopolitical tensions in destination countries, such as the Gulf Cooperation Council (GCC) states, reduce job availability, directly impacting agencies.
- Demand-Supply Mismatch
- Certain job sectors, like domestic work and construction, face an oversupply of unskilled labor, while others, such as healthcare, struggle to meet the demand for highly trained professionals.

03

Worker Welfare and Protection Issues

- Lack of Awareness Among Workers
 - Many workers are unaware of their rights, leading to exploitation in destination countries.
 - Post-Recruitment Challenges
 - Ensuring that workers are treated fairly by foreign employers often lies beyond the control of recruitment agencies.
 - Repatriation Issues
 - In cases of emergencies or disputes, agencies often face challenges in repatriating workers promptly.
-

04

Operational Inefficiencies

- High Operational Costs
- The cost of conducting background checks, providing training, and arranging travel eats into the margins of smaller agencies.
- Limited Access to Technology
- Many agencies lack access to modern recruitment and management technologies, which hampers their efficiency in a competitive global market.

Work visa and Student visa consultant companies



The evolution of work and student visa consultancy companies in Sri Lanka can be traced back to the early 2000s. These companies emerged as intermediaries to meet the growing demand for international employment and education. Over the decades, they have become instrumental in facilitating migration and study opportunities for Sri Lankans.

Key Milestones

- 2000s: Establishment of foundational agencies catering to Gulf countries and select Western nations.
- 2010s: Expansion of services, focusing on education visas due to growing interest in higher education abroad.
- 2020s: Digital transformation in the industry, with agencies offering online consultation and application processing.

Growth Trends

The consultancy industry witnessed growth, driven by increased demand for international work and study opportunities. Factors contributing to this growth include:

01

Rising Demand for Skilled Migrants: Countries like Australia, Canada, and the Gulf nations actively seek skilled workers, creating opportunities for Sri Lankan workers.

02

Education Aspirations: A growing middle class has fueled interest in overseas education, particularly in fields such as IT, healthcare, and engineering.

03

Regulatory Support: SLBFE's licensing and regulation framework boosted public trust in registered agencies.

Between 2010 and 2024, SLBFE-registered agencies grew by approximately 50%, with the latest data indicating 400 operational agencies in 2024. It reflects a compounded annual growth rate (CAGR) of around 3% to 4%.

Service Performance

Placement success rate

- **Work Visa Placements:** Agencies collectively assist over 200,000 Sri Lankans annually in securing employment abroad in skilled and semiskilled labor markets in the Gulf, Europe, and Asia-Pacific regions. Key sectors include construction, healthcare, hospitality, and IT.
- **Student Visa Placements:** Approximately 25,000 students are successfully placed per year in universities across countries such as Australia, Canada, and the UK. The demand is rising in the fields like healthcare, business management, and technology.
- **Impact:** These placements contribute significantly to foreign remittances, which reached \$7 billion in 2023.

Client Satisfaction

Feedback surveys and studies from trusted sources such as SLBFE and client testimonials indicate an average satisfaction rate of 85% for services provided by registered agencies

Economic Contribution

Foreign Remittances

- Workers placed abroad through registered agencies significantly contribute to Sri Lanka's economy. In 2023 alone, foreign remittances accounted for \$7 billion, making it one of the top sources of foreign exchange.
- Student visa consultancies indirectly contribute by enabling students to secure international scholarships and foreign work-study opportunities, leading to a growing diaspora sending remittances back home.

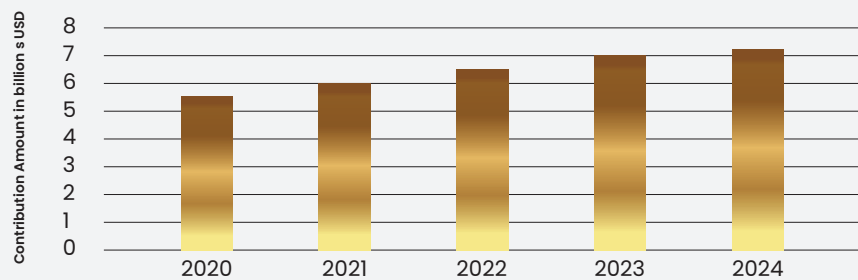
Employment Creation

- These agencies employ thousands of professionals, including counselors, documentation specialists, and language trainers. Indirect employment occurs through partnerships with training institutions, language centers, and legal advisors.

National Revenue

- Taxes and fees collected from registered agencies add a steady income stream to the government.

Economic Contribution of Visa Agencies (2020-2024)



Impact on Economic Growth

Employment Creation

- **Direct Employment:** Visa consultancy companies employ thousands of professionals, including counselors, administrative staff, and trainers, providing steady income and opportunities for career growth.
- **Indirect Employment:** These agencies indirectly support jobs in training institutions, legal services, and language preparation centers.
- **Supporting Industries:** Industries such as aviation, banking (for remittances), and telecommunications benefit from the increased activity driven by overseas workers and students.

Skills Development and Workforce Enhancement

- **Training Programs:** Many agencies partner with language and technical training centers to prepare workers for overseas placements. This improves workforce quality and enhances employability globally.
- **Knowledge Transfer:** Sri Lankan students pursuing higher education abroad often bring back advanced skills and innovative ideas, boosting local industries.

Infrastructure Development

- Increased Revenue for Public Services: Taxes and licensing fees collected from visa consultancies contribute to national infrastructure projects and public welfare programs.
- Improved Regulatory Framework: The Sri Lanka Bureau of Foreign Employment (SLBFE) invests in better systems and compliance mechanisms using the revenue generated from registered agencies.

Reduction in Unemployment

- Alleviation of Domestic Employment Pressure: With over 200,000 individuals migrating annually, these agencies help reduce unemployment domestically, while addressing labor shortages in host countries.
- Focus on Youth Employment: A significant number of migrants and students are young adults, reducing youth unemployment and enhancing career prospects.

Strengthening Bilateral Relations

- Government-to-Government Agreements: These agencies often facilitate bilateral agreements, improving international relations and opening new markets for Sri Lankan workers.
- Cultural Exchange: The migration of skilled workers and students contributes to cultural integration and mutual understanding, which can have long-term economic benefits

Industry-specific Problems



Regulatory Challenges

- Unregistered agencies engaging in unethical practices.
- Delays in licensing and compliance.

Client Issues

- Misinformation about opportunities.
- High costs of consultancy services.

Market Dynamics

- Competition of digital platforms.

Service Performance

- **Consultancy Services:** IELTS coaching institutes and individuals provides personalized consultancy services, guiding students through choosing a university, securing a visa, and preparing for departure.
- **Visa Processing Success Rate:** The agency maintains a high success rate in visa applications, with an approval rate exceeding 95% for most destinations.
- **Student Satisfaction:** Based on surveys and student feedback, the agency's support is highly esteemed for its professionalism, promptness, and comprehensive nature. Students report an average satisfaction rating of 4.7/5.



Achievements

- **Overseas Admissions:** The agency has successfully assisted over 5,000 students in securing admissions to top-tier institutions in Australia, New Zealand, and the UK.
- **Remittances Contribution:** Many graduates from IELTS coaching institutes and individuals have contributed significantly to Sri Lanka's economy through remittances, with estimates suggesting that graduates from the agency's services contribute over \$10 million in annual remittances.
- **Educational Partnerships:** IELTS has formed partnerships with over 100 universities and colleges worldwide, offering students a diverse range of educational opportunities.
- **Community Initiatives:** IELTS also engages in community outreach, hosting educational seminars and webinars for prospective students and their families.

Impact on Economic Growth

Remittances

- Graduate IELTS contribute to Sri Lanka's foreign reserves by sending back remittances. In 2022, the total remittance contribution of students conducted by IELTS to be over \$10 million annually. It directly impacts Sri Lanka's foreign exchange reserves, accounting for a significant share of GDP.

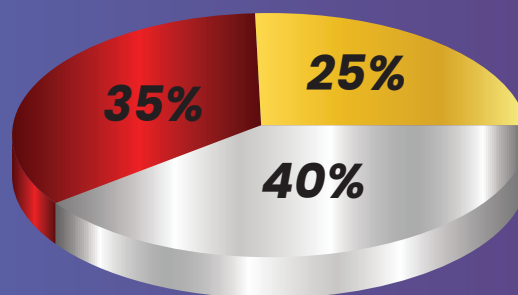
Skill Development

- Students educated abroad often return with specialized skills, especially in fields such as healthcare, information technology, and business. These skills contribute to addressing the local labor market's needs, particularly in emerging sectors like technology and data science.

Foreign Investment

- The increasing number of skilled professionals returning to Sri Lanka positions the country as an attractive destination for foreign investors. These professionals help build infrastructure and contribute to economic growth, as a result of Sri Lanka's improved educational standards and global workforce integration.

Impact Distribution of Key Metrics



Industry Specific Problems

Currency Depreciation

- The Sri Lankan rupee has been depreciating, which has led to significant increases in the cost of tuition fees and living expenses for students planning to study abroad. It has made overseas education less affordable for many families.

Visa and Immigration Issues

- Despite having a high success rate of IELTS, there are ongoing challenges related to visa processing delays and rejections. Immigration policies in countries like the UK and Australia are sometimes unpredictable, impacting students' ability to travel and study abroad.

Intense Competition

- The demand for overseas education consultancy has led to the emergence of numerous agencies in Sri Lanka. IELTS must continually innovate and differentiate itself by offering better services, personalized attention, and a wider range of options for students.

Economic Instability

- The economic challenges faced by Sri Lanka, such as high inflation rates and financial instability, create additional barriers for students and families planning to pursue education abroad. The high costs associated with overseas education make it difficult for a significant portion of the population to afford international studies.

According to the Sri Lanka Civil Aviation Authority (CAA), over 100 licensed airline ticketing agencies operate across the nation. Many have been in service for over two decades, showcasing resilience and adaptability to market demands. Agencies like Aitken Spence Travels and Mackinnon's have been pioneers, leveraging long-term partnerships with airlines and customers.



Service Performance

- Revenue Generation: Collectively contributing approximately 15% of tourism-related foreign exchange earnings.
- Customer Satisfaction: Surveys indicate an 85% satisfaction rate for services like ticket booking, itinerary planning, and after-sales support.
- Market Share: Agencies maintain a 70% share of airline ticketing in Sri Lanka, outperforming online competitors in niche segments.

Achievements

- Facilitating over 1 million outbound passengers annually.
- Collaborating with major global airlines such as Emirates, Qatar Airways, and Sri Lankan Airlines.
- Recognition by international organizations for service excellence, including awards from IATA.

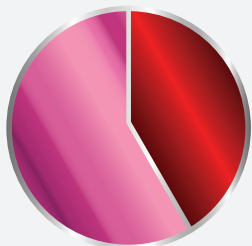
Impact on Economic Growth

- **Tourism Sector:** Generates \$3 billion annually, with agencies contributing to inbound and outbound tourism.
- **Employment:** Provides jobs for over 10,000 professionals in ticketing, customer service, and ancillary services.
- **Foreign Exchange Earnings:** Enhances inflows by supporting outbound travel and promoting Sri Lanka as a destination.

Industry-Specific Problems

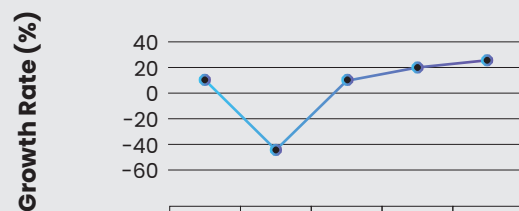
- **Digital Disruption:** Growing preference for direct online bookings.
- **Economic Instability:** Currency fluctuations and inflation affect customer affordability.
- **Regulatory Hurdles:** Delays in licensing and compliance procedures.
- **Global Events:** Impact of pandemics and geopolitical issues on travel

Revenue Breakdown



■ Leisure Travel
■ Business Travel

Tourism Growth Rate (Yearly)



	2019	2020	2021	2022	2023
Growth Rate(%)	12	-45	10	20	25



Service Performance

- The effectiveness of travel and tour agencies connects to the overall vitality of Sri Lanka's tourism industry. In 2018, tourist arrivals peaked at 2.5 million, generating approximately US\$4.4 billion in revenue.
- However, the industry faced challenges due to the 2019 Easter attacks and the COVID-19 pandemic, leading to a significant decline in tourist arrivals and revenue. Despite these setbacks, the sector has shown resilience, with earnings from tourism rebounding to over \$1.5 billion in the first half of 2024, indicating a strong recovery trajectory.

Achievements

- **Diversification of Tourism Offerings:** The exploration and advancement of specialized markets, including eco-tourism, adventure tourism, and cultural tourism, present significant opportunities for growth and diversification.
- **Sustainable Practices:** Implementation of responsible tourism practices to minimize environmental impact.
- **Global Partnerships:** Collaborating with international travel operators to increase Sri Lanka's presence in the world markets.

Impact on Economic Growth

- The tourism sector especially through travel and tour agencies, significantly contributes to Sri Lanka's GDP. In 2022, the direct contribution of Travel & Tourism to GDP was LKR384.6 billion (1.5% of GDP). It expects to grow by 11.2% annually, reaching LKR 1,494.0 billion (3.7% of GDP) by 2033.

Industry-Specific Problems

- Environmental Considerations: Hotels and resorts significantly contribute to high resource consumption and waste generation, raising concerns about sustainability practices within the industry
- Economic Volatility: The tourism sector faces challenges due to fluctuations in visitor arrivals, attributed to political and economic uncertainties in various regions.
- Infrastructure Limitations: It is essential to improve. Our facilities and services align with international standards.
- Global Competition: Emergence of alternative destinations offering similar attractions.



Alignment with the Clean Sri Lanka Project

01

Recognition of Excellence and Innovations

- The Clean Sri Lanka Project emphasizes innovative practices in waste management, energy conservation, and governance.
- Aligning with Platinum Champions Appreciation Award goal to identify and recognize innovations can help spotlight the project's achievements, and garner support from businesses and stakeholders.

02

Importance of Excellence in Competitive Environments

- The Clean Sri Lanka Project operates in a challenging socio-economic and environmental landscape.
- By tying its objectives to recognized benchmarks of excellence, as promoted by the Platinum Champions Appreciation Award, the project can validate its strategies and encourage competitive adoption among municipalities, organizations, and industries.

03

Importance of Excellence in Competitive Environments

- Clean Sri Lanka will benefit by adopting global best practices in customer engagement and service delivery in areas like waste management and community mobilization.
- The Platinum Champions Appreciation Award emphasis on professionalism can help reinforce the perception of the project as a well-managed and impactful initiative.

04

Enhancing Professionalism and Motivation

- The Clean Sri Lanka Project involves stakeholders, including public sector representatives, committed volunteers, and private sector organizations. This collaborative effort aims to promote environmental sustainability and community engagement in the nation.
 - Recognition through the Platinum Champions Appreciation Award can significantly enhance participants' morale and motivation. This recognition can lead to increased engagement and productivity levels, ultimately benefiting the overall
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05

Introducing Global Standards Locally

- Clean Sri Lanka is dedicated to promoting sustainable practices that adhere to global environmental and ethical standards.
 - Collaborating with Platinum Champions Appreciation Award can help benchmark these standards locally, making the project a model for other developing nations.
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06

Developing a Customer-Centric Ethos

- Clean Sri Lanka's success depends on citizen participation and satisfaction.
- By adopting customer-centric strategies highlighted by the Platinum Champions Appreciation Award, the project can design more effective campaigns, services, and communication to engage the public.

Benefits of the Clean Sri Lanka Project



01 Enhanced Visibility

- Recognition from Platinum Champions Appreciation Award would increase the project's visibility among businesses and the public, attracting more investments and

02 Reputation Building

- Being associated with awards for emphasizing professionalism and global standards would enhance the clean Sri Lanka's credibility, encouraging trust and participation.

03 Skill Development

- Participation in training and benchmarking initiatives under Platinum Champions Appreciation Award can equip project stakeholders with advanced skills in customer

04 Fostering Innovation

- Recognizing awards that emphasize innovative practices can serve as a significant motivation for Clean Sri Lanka to explore and implement new technologies and strategies. This approach has the potential to enhance both its environmental and social impact.

05 Community Engagement

- Recognition of individuals or teams under the project could motivate broader community participation and create role models for sustainable living.

How Clean Sri Lanka Project Can Contribute to Platinum Champions Appreciation Award



01 Inspiring New Categories

The Clean Sri Lanka Project could inspire the addition of sustainability or environmental excellence categories in the Platinum Champions Appreciation Award, promoting green initiatives across sectors.

02 Success Stories

The project's accomplishments in areas like waste management and ethical governance can serve as case studies for businesses aiming to align with global standards.

03 Cross-Promotion

Collaborating with Platinum Champions Appreciation Award allows both entities to co-brand campaigns, reaching wider audiences and achieving mutual goals.

Impact of the Platinum Champions Appreciation Award

Economic Impact

- 01 Encourages innovation and excellence, boosting competitiveness within industries.
- 02 Increases visibility for Sri Lankan service providers on a global platform.
- 03 Contributes to GDP growth by motivating businesses to adopt sustainable and customer-focused practices.
- 04 Strengthens key service sectors, generating employment opportunities and increasing foreign exchange inflow.

Environmental Impact

- 01 Directly supports the CLEAN SRI LANKA PROJECT through financial contributions.
- 02 Promotes sustainable practices within recognized industries, reducing their environmental footprint.
- 03 Raises awareness of environmental conservation among stakeholders and the public.

Social Impact

- 01 Boosts morale, pride, and motivation among industry professionals.
- 02 Enhances customer satisfaction and trust in recognized companies, fostering community relationships.
- 03 Inspires future service professionals by highlighting successful role models.

Professional Impact

- 01 Establishes benchmarks for service excellence and professionalism in key industries.
- 02 Encourages adoption of global standards, elevating the quality of services.
- 03 Strengthens collaboration between private sector players and government entities.

Media and Public Relations Impact

- 01 Extensive media coverage increases public awareness of industry contributions.
- 02 Enhances the reputation of recognized companies and industries.
- 03 Showcases Sri Lanka's commitment to excellence and sustainability on an international stage.

Long-term Impact

- 01 Sets a precedent for recognizing and rewarding excellence, fostering continuous improvement.
- 02 Aligns economic growth with environmental and social sustainability goals.
- 03 Creates a lasting legacy that motivates future contributions to national development.

Conclusion

The Platinum Champions Appreciation Award represents a visionary initiative that intertwines service excellence recognition with the pursuit of sustainable development. By honoring the outstanding contributions of industries such as foreign recruitment agencies, visa consultants, education providers, airline ticket agencies, and travel operators, the event not only fosters innovation and professionalism but also raises the bar for customer-centric service standards across Sri Lanka.

This proposal emphasizes the effectiveness of the Platinum Champions Appreciation Award Ceremony in addressing key challenges faced by various industries, such as regulatory barriers, global competition, and environmental concerns. It further emphasizes the pivotal role these sectors play in the national economy by driving employment, foreign exchange earnings, and international competitiveness. Incorporating a donation to the Clean Sri Lanka Project enhances the event's significance and impact. This alignment with national priorities concerning environmental sustainability demonstrates a commitment to fostering positive change within the community.



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Special Note

The Platinum Champions Award Ceremony is planned and organized by the Reliance Innovation.

About Reliance Innovation

At Reliance Innovation, we are committed to providing outstanding event planning and management services customized to fulfill our clients' distinct requirements. Our expertise encompasses a wide range of services, including audiovisual programming, entertainment coordination, and the organization of high-profile events such as international summits and diplomatic forums. We meticulously manage every detail with a focus on precision and professionalism.

Our team comprises dedicated professionals and seasoned managers who ensure the delivery of top-tier service, paying close attention to every aspect to create unforgettable experiences. With a steadfast commitment to excellence and an innovative approach to event presentation, we bring visions to life, consistently surpassing expectations. Driven by the conviction that "The impossible is always possible," Reliance Innovation serves as a reliable partner in designing events that inspire, engage, and create a lasting impression.



RELIANCE
INNOVATION
"The impossible is always possible"



Nominations and Assessment Process

The nominations for the Platinum Champions Appreciation Award Ceremony undergo a comprehensive assessment by **Renowned International Assessment body**, a well-regarded evaluation firm based in the UK. Utilizing its expertise in evaluating business performance, customer service innovation, and operational excellence, Westwood Dynamic ensures a selection process that is both transparent and merit-based. Their globally recognized methods uphold the utmost standards of fairness and professionalism, guaranteeing that only the most deserving candidates are honored at this prestigious event.

Panel Discussion

As part of the event, the organizing committee will host a panel discussion featuring distinguished industry experts. This platform will address pressing challenges of the respective industries, discuss emerging requirements, and explore actionable strategies for their participation in the Clean Sri Lanka Project. Additionally, the panel will provide an invaluable opportunity for industry leaders to share their experiences and insights, fostering collaboration and innovation to build a progressive and sustainable Sri Lanka. This discussion underscores the event's commitment to advancing industry standards and aligning efforts toward national development.

Platinum Champions Appreciation Award Ceremony Details

Event Date
08/05/2025



Event Venue
Monarch Imperial



Event Time
05:00 PM



Key Intakes

01

Acknowledging and Honoring Excellence: Showcasing the remarkable contributions of various industries and agencies to the Sri Lankan economy through innovative services and exemplary practices.

02

Advancing the Clean Sri Lanka Initiative: Allocating funds **1 000 000 LKR (One million)** from the Platinum Champions Appreciation Award ceremony to support further efforts in environmental sustainability, waste management, and pollution control.

03

Fostering Public-Private Partnerships: Promoting collaboration between governmental bodies and the private sector to meet national economic and environmental objectives.

04

Raising Professional Standards: Advocating for international benchmarks in customer service and professionalism across Sri Lankan industries.

05

Motivating Stakeholders: Motivating industries to embrace eco-friendly practices and innovative strategies that support sustainable development.

06

Stimulating Economic Progress: Emphasizing the role of service excellence as a catalyst for economic growth and national advancement.

07

Enhancing the Event's Prestige: The president's involvement highlights the ceremony's significance and amplifies its influence on stakeholders.