



Skills for Inclusive Growth

**“Supreme Chef” A Television Reality show with the collaboration of
VTA, NAITA, NYSC, Chef Guild of Lanka, Rupavahini and S4IG**

BETWEEN

Sri Lanka Rupavahini Corporation

AND

Skills for Inclusive Growth (S4IG)

In collaboration of

Vocational Training Authority of Sri Lanka (VTA)

AND

National Apprentice and Industrial Training Authority (NAITA)

May 2022 to November 2024



This Memorandum of Understanding (MOU) is made and entered in Colombo in the Democratic Socialist Republic of Sri Lanka on the 2nd day of the month of June 2022.

BETWEEN

SRI LANKA RUPHAVAHINI CORPORATION a corporation duly established under the Rupavahini Corporation Act No, 06 of 1982 and having its Head Office at No 15, Independence Square, Colombo 07 in the Democratic Socialist Republic Of Sri Lanka (Hereinafter called and referred to as “SLRC” which term shall where the Context so requires and admits mean and include the said Sri Lankan Rupavahini Corporation and it’s successors and assigns of **ONE PART.**

AND

The Australian Government funded Skills for Inclusive Growth Program managed by Scope Global (Australia) Pty Ltd (part of the Palladium International Group), located in Lee Hedges Tower, 349,9/1, Galle Road, Colombo 03, Sri Lanka, hereinafter referred to as S4IG of the “SECOND PART” and represented by its Team Leader. Australian government, through the Department of Foreign Affairs and Trade (DFAT) to implement the phase 2 S4IG program in Sri Lanka in accordance with the terms of a Subsidiary Agreement signed on 31 March 2022 between DFAT and the Sri Lankan State Ministry of Skills Development, Vocational Training, Research & Innovations.

The parties hereby agree to the following cooperation framework:

Article 1

1. SUPREME CHEF – Background

'Supreme Chef' is Skills for Inclusive Growth (S4IG) design and mechanism for positioning the profession of cooking and culinary arts among Sri Lankan youth as a lucrative and gratifying career option for professional growth within the tourism industry. It is especially interested in promoting Sri Lankan cuisine and culinary skills and showcasing opportunities for men and women to secure higher income jobs. It is a strategic initiative to raise the appeal of the profession of cooking as a career option, which was prototyped and tested during S4IG Phase One, which concentrated on Eastern Province and Polonnaruwa District.

Enrolments for professional cookery in vocational training were especially low at the time and industry surveys highlighted cooking as a critical skills shortage. A fresh approach was needed to re-position the benefits of a career in the kitchen among young people and to positively influence communities about the higher income earning employment opportunities available. The Supreme Chef concept was developed as a creative way to capitalize on the popularity of aspirational reality television series among the youth. The program was able to change attitudes, attract youth and generate more interest to visiting rural and remote locations and experience their unique and authentic cuisine sourced from local ingredients or linked with local tourism assets.

The Supreme Chef effort has been a success in various areas, including:

- (a) Improving professional cookery registrations/enrolments as a pathway to vocational training and skills development
- (b) As a recruitment tool for the tourism and hospitality industry recovering from crisis and finding it increasingly difficult to attract staff.
- (c) Reposition professional cooking as a viable career choice for young people showcasing employment opportunities, incomes and celebrating Sri Lankan Chefs.
- (d) Showcasing the personal success stories, case studies, brand ambassadors, and influencers of skill development that demonstrate increased personal income, career pathways and quality employment through marketing and social media channels.
- (e) Creating a marketable asset and brand for the supreme chef that attracts following and sponsors

‘SUPREME CHEF’ BRAND



Currently, the brand consists of its own logo, colours, tag line, song, partnerships, channel engagement and roll out plan that involves an S4IG team along with public and private partnerships. Within a span of two seasons, the Supreme Chef brand has generated a huge following and created high levels of brand recognition and awareness among the target audience with a keen channel partner engagement including within the public and private sector

The Brand has proven to be relevant among the key target audiences generating life changing experiences and career paths to its participants. Supreme Chef is a means through which industry and the government training system can better cooperate to deliver better skills and better jobs for Sri Lankans.

Vocational Training Authority (VTA) <https://www.vtasl.gov.lk>

The VTA is operating as the largest vocational training network with 186 Vocational Training Centres (VTC), 22 District Vocational Training Centers (DVTC), and 8 National Vocational Training Institutes (NVTI) around the country. It trains approximately 35,000 youth annually in 95 different full-time courses in 19 various trade sectors. After completing training, youth are directed to local and foreign employment opportunities. It comes under the Ministry of Skills Development and Vocational Training.

National Apprentice and Industrial Training Authority (NAITA) <http://www.naita.gov.lk>

NAITA has its routes in establishing and regulating enterprise-based apprenticeships in Sri Lanka. It is now focused on vocational training in a broader sense although is still the primary endorser of skills, courses and qualifications to people who are learning on the job. It provides 150 craft training courses in 22 vocational fields. It has district offices in all 25 districts around the island and also comes under the Ministry of Skills Development and Vocational Training.

National Youth Services Council (NYSC) https://www.nysc.lk/index_e.php

NYSC was started in the 1970s and has the primary objective of developing Sri Lankan youth to their full potential in diverse fields. For example, sports, business development, farm development, arts and crafts and technical and vocational training. They have centres around the country and an active and engaged membership. It reports to the Ministry of Youth and Sports.

2. SCOPE

In accordance with their organizational mandates, all parties agree to collaborate in the creation of Supreme Chef Season 3 – Youth Edition, a reality show focused model to showcase vocational training as a creative alternative to regular education in Sri Lanka or regular employment pathways. Proposal of “Skills for Inclusive Growth Supreme Chef Season 3 attached herewith this MOU and part and parcel of this MOU.

This Memorandum of Understanding outlines the terms under which the S4IG will plan and carry out specific initiatives in collaboration with Sri Lanka Rupavahini Corporation (SLRC).

Article 2

TERM

This MOU shall be valid for a period of six(06) months commencing from the 01st day of July 2022 unless terminated by either party prior to the said term.

ROLES AND RESPONSIBILITIES OF Skills for Inclusive Growth (S4IG) According to its responsibility in line with this MOU, **S4IG agrees** to the following:

- 2.1 To support selection of the candidates for the Supreme Chef Season 3 reality TV competition. S4IG shall collaborate with NAITA, VTA, NYSC, and a few selected private professional cooking training institutions to generate a candidate’ pools and increase enrolments.
- 2.2 According to the SLRC technical team's advice, S4IG shall design, choreograph, direct, and produce the 18 episodes which includes technical production related costs of Supreme Chef Season 3 without any product placement featured to be televised starting September 2022.
- 2.3 S4IG will make sure that the prerecorded Sinhala and Tamil episodes are delivered to SLRC in plenty of time for review before airing on both Channels of Rupavahini and Nethra.
- 2.4 S4IG shall work with the SLRC marketing team secure Prime and sub sponsors for the third season of the Supreme Chef Reality show and S4IG agrees that the total income generate through the said Prime and sub sponsorships are consider as the income of SLRC and SLRC shall not grant any commission and/or any fee/s to S4IG for the said sponsorships.
- 2.5 S4IG shall produce teasers and trailers to promote the Supreme Chef Season 3 program.
- 2.6 The entire digital permission rights to air the same program on YouTube and face book will be provided by S4IG.

- 2.7 The celebrities that sponsored S4IG during Seasons one and two will be shared with SLRC.
- 2.8 For the first three places, S4IG shall grant an Australian study exposure program as a prize.
- 2.9 Based on demand, S4IG shall support the production of Seasons 4 and 5 of the Supreme Chef TV reality show.
- 2.10 S4IG agree to implement inclusive practices in all activities to improve participation of women, people with disabilities and ensure remote communities, and other marginalized group scans access program benefits. Specific activities will be identified and rolled out to support improved participation district wise and especially for women and persons with disabilities (i.e., sourcing, enrolling, providing reasonable adjustments during training and assessment, job placements etc.)

Article 3

ROLES AND RESPONSIBILITIES OF SRI LANKA RUPAVAHINI CORPORATION.

Sri Lanka Rupavahini Corporation, also known as Jathika Rupavahini or simply as Rupavahini, is the national television network of Sri Lanka. Established by Parliament under Act No. 6 of 1982 for the provision of national television service, it produces and broadcasts program in three languages.

According to its responsibility in line with this MOU, Sri Lanka Rūpavāhinī Corporation agrees to the following:

- 3.1 The SLRC technical team, will assist the team contracted by S4IG which includes NAITA, VTA, and NYSC Media specialists, to support the production of 18 episodes of the third season of Supreme Chef – Youth Edition.
- 3.2 Before airing on television, each episode produced by an external production team must be reviewed by SLRC and shall provide it in full HD format and SLRC Shall have the right to stop the telecast of the programme if S4IG fail to provide the programme in full HD Quality.
- 3.3 The SLRC marketing team will only handle the marketing and promotion work during the telecast of the programme as well as screening prime and sub sponsors.
- 3.4 To advertise the program, SLRC will begin airing teasers and trailers in June 2022.
- 3.5 SLRC has full rights to upload such content to SLRC's You Tube Channel and Face Book with Rupavahini Logo for monetize basis.
- 3.6 SLRC will only assist the production team in obtaining celebrities or to facilitate the production team to get celebrities and under no circumstances SLRC shall not bear any costs or payment/s for such work/s

- 3.7 SLRC will telecast the 17 episodes of the program for 30 minutes every Sunday between 5:00 PM and 05:30 PM on Rupavahini and Nethra TV prerecorded episodes, and the Grand Finale episode of the program for an hour on Sunday between 5:00 PM and 06:00 PM on Rupavahini and Nethra TV prerecorded episodes.
- 3.8 With the help of S4IG SLRC will publicate the programme through social media posts and shall provide 15 minutes Nugasewana discussion per week as the television publication.
- 3.9 For seasons 4 and 5 of the Supreme Chef reality series, SLRC will continue to support S4IG.
- 3.10 SLRC shall have the re-telecast right of the programme during two (02) years after telecast of 01st episode but without paying any payment to S4IG.

Article 4

Shared Roles and Responsibilities.

All four parties agree to:

- 4.1 Designate a point of contact within own organisation, who can give full attention to this project, is accessible to all parties, and can make decisions quickly.
- 4.2 All agencies make social media campaign a priority by using own social media pages and web pages to promote episodes.
- 4.3 Commit to any broader media responsibilities which may come about due to project (i.e. interviews, newspaper coverage, promotional events).

Article 5

5. General

- 5.1 All parties agree to collaborate on promoting awareness relating to the subject matter contained herein and agree to allow either party to publish awareness material that has been pre-approved in writing. Each Party authorizes the other to use its name, logo and/or trademark with notice to or consent by such Party, in connection with certain promotional materials that may disseminated to the public from time to time in connection with subject matter contained herein. Such promotional and awareness material shall include but not be limited to brochures, videos, internet websites, press releases, advertising in newspaper and/or other periodicals. Parties further agree to utilize social media platforms and media channels for purposes of awareness and information sharing as deemed necessary by both parties. Parties further agree that in the event of logo use such materials shall be furnished to the Owner for approval” Provided that S4IG shall have the right to use the name, logo and/or

trademark of SLRC only for this work and shall have no right to use the said name, logo and/or trademark of SLRC for income generating works and shall indemnify and hold harmless SLRC and its trustees, officers, employees, attorneys, agents, successors and assigns from and against any and all suits, demands, claims, causes of action, Costs and expenses including reasonable attorney's fees, arising out of or relating to use of SLRC name, logo and/or trademark by S4IG.

- 5.2 Further, this agreement should be signed both of the Chairman and the Director General of SLRC. Therefore amend said signatories as mentioned.
- 5.3 Each Party agrees to keep confidential all information it receives or is disclosed to it by another Party to this MOU unless agreed by both parties for public release.
- 5.4 No Party will be liable to another Party for indirect or consequential loss arising out of or in connection with or related to this MOU.
- 5.5 This MOU and all annexures and any additional documents referenced will constitute the entire agreement between the Parties. Any prior understanding or representation of any kind preceding the date of this MOU is hereby superseded.

6. TERMINATION

- 6.1 This MOU shall be amended by mutual agreement of both parties and evidenced in writing and signed by the authorized individual[s].
- 6.2 This MOU may be terminated by either party by giving the other party thirty (30) days' notice in writing.

7. DISPUTE RESOLUTION

The sequential procedure that is to be followed to resolve dispute as follows,

- 7.1 If a dispute arises, the aggrieved party shall give written notice to the breaching party requiring that to the said dispute be resolved in good faith, within thirty (30) days of the breaching party receiving the notice of dispute from the aggrieved party. If the dispute is not resolved by negotiation as aforesaid, the aggrieved party may seek legal redress under the laws of the Democratic Socialist Republic of Sri Lanka.

IN WITNESS whereof, the parties hereto have duly executed this MOU in Colombo on this 2nd June 2022.

Signed for and on behalf of the SRI LANKA RUPAVAHINI CORPORATION (SLRC) in the presence of:

Signature
Name : Mr. Sonala Digath Weerawickrama
Gunawardana
Designation : Chairman
Sri Lanka Rupavahini Corporation.

Sonala Gunawardana
Chairman
Sri Lanka Rupavahini Corporation
Independence Square

Signature
Name : Dr. Badullage Wijayaratne
Designation : Director General
Sri Lanka Rupavahini Corporation.

B. Wijayaratne
Director General

Sri Lanka Rupavahini Corporation
Colombo 07

Signed for and on behalf of the SKILLS FOR INCLUSIVE GROWTH in the presence of:

Signature
Name : Mr. David Ablett
Designation : Team Leader, Skills for Inclusive Growth

Skills for Inclusive Growth
National Office
Lee Hedges Tower
349/9/1, Galle Road
Colombo 03
(T) +94 11 257 4001

Witnesses

Signature
Name : Mr. Tharanga Naleen Gamlath
Designation : Chairman, National Apprentice, and Industrial Training Authority

Tharanga Naleen Gamlath
Chairman
National Apprentice & Industrial Training Authority
971, Sri Jayawardenapura Mawatha
Wellikada, Rajagiriya

Signature
Name : Mr. Eranga Basnayake
Designation : Chairman, Vocational Training Authority

Eranga Basnayake
Chairman / CEO
Vocational Training Authority of Sri Lanka
"Nipunatha Piyasa" 354/2, Elvitigala Mawatha,
Colombo 05.