



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES

Date of Application:22-12-2020

Department	MANAGEMENT STUDIES	Application No.	202020167
Area of Research	MARKETING	Research Mode	FULL TIME

Name :SARAVANAN K

Date of Birth / Age :24-04-1978 / 42 Years

Gender :MALE

Category :BC

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Father's/Husband's Name	S K KALIMUTHU (LATE)	Father's/Husband's Occupation	-
Family Income	240000	Residential Type	RURAL
Birth Place	S RAMACHANDRAPURAM	Mother Tongue	TAMIL
Religion	HINDU	Martial Status	MARRIED
Aadhaar No.	538751632018	PAN No.	AULPK5169K
Physically Challenged	NO	Type of Disability	-
Address for Communication: 4/356 NORTH STREET S RAMACHANDRAPURAM SRIVILLIPUTTUR VIRUDHUNAGAR DISTRICT TAMIL NADU INDIA Pin-626126		Permenant Address: 4/356 NORTH STREET S RAMACHANDRAPURAM SRIVILLIPUTTUR VIRUDHUNAGAR DISTRICT TAMIL NADU INDIA Pin-626126	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
MBA	MARKETING	M K UNIVERSITY	2000	63	FIRST	REGULAR
B.COM	GENERAL	M K UNIVERSITY	1998	59	SECOND	REGULAR

Experience					
Organization	Designation	Experience From	Experience TO	Work Nature	
SCAD COLLEGE OF ENGINEERING AND TECHNOLOGY	ASSOCIATE PROFESSOR	2018-08-01	2020-10-31	TEACHING	
KALASALINGAM UNIVERSITY	ASSISTANT PROFESSOR	2008-12-24	2017-05-24	TEACHING	
TNT INDIA PVT. LTD	CONTROLLING BRANCH MANAGER	2003-01-15	2008-11-30	INDUSTRY	

Payment Details				
Transaction ID	Reference	Date of transaction	Amount	Status
202020167_201222164118	VHD49584200034	22-12-2020	600	SUCCESS

RESEARCH PROPOSAL

Name of the Applicant : **K. Saravanan**

Program : **Ph.D. in Management**

Department : **Business Administration,
Kalasalingam Business School**



Kalasalingam Academy of Research and Education
ANAND NAGAR, KRISHNANKOIL-626 126

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**MEASUREMENT OF SERVICE QUALITY OF REVERSE LOGISTICS AND
ITS IMPACT ON CUSTOMER SATISFACTION AND LOYALTY
IN PHARMACEUTICAL SUPPLY CHAINS
WITH REFERENCE TO TAMIL NADU**

Introduction:

Indian Logistics Industry is largely unorganised and fragmented. It is playing vital role in facilitating trade and thereby contributing to the growth of Indian Economy. Due to improved infrastructure, channel alliances, urbanisation, adoption of technology, increased customer preferences, use of technology for fast delivery are the factors leading to the growth of Logistics industry in India. This industry like a lifeline connects various markets, suppliers across the country as well as across nations.

Returns are the part of business. Reverse Logistics can add great value to the company by reducing wastages and continuing profits from existing products. In Reverse Logistics the merchandise return back to the manufacturer from the retailer. Consumers' expectations are free return shipping and easy return makes impact on decisions regarding future sales. Reverse logistics is needed almost most for every sector namely FMCG, agricultural, automobile, pharmaceutical and others. In organised retail stores maximum space is occupied by unsold off-seasonal goods where they want to fill in fresh stocks. In order to overcome losses arising out of such unsold goods, the retailers require reverse logistics.

Reverse Logistics is required to decrease the use of raw materials, reduction of disposal costs, adding value to end-of-use products, environmentally responsible behaviour, and improved customer relations, as a legal obligation and due to increased social awareness. However there are challenges in reverse logistics such as high reverse logistics cost, inability to understand the rationale of returns, poor visibility into products received and inadequate labour resources. This research focuses on measurement of service quality of reverse logistics and its impact on customer satisfaction and customer loyalty.

Problem Statement

Reverse logistics is unpredictable and complicates warehousing by making standard handling processes difficult to implement which in turn raise the cost of processing. The cost involved is not being fixed with one cost centre but spreads across entire supply chain. It offers better margin compared to freight forwarding. Major e-commerce companies like Amazon and Flipkart find it very difficult and prefer only organised supply chains. Derek Voigt et al. (2019) found that a detailed measurable metric should be applied in real case of Reverse Logistics. Empirical and quantitative research in this field based on theories need to be developed in the academic field¹. The literature review reveals that many researches have been made on measuring service quality of logistic services and not on Reverse Logistics. Hence this research aims at measurement of Reverse Logistics Service Quality among manufacturing companies in Tamilnadu.

Review of Literature

Ahmed Gamal Mohamed et al. (2015) found that there is significant impact of reverse logistics on customer satisfaction. Further they recommend that heavy machine sector shall follow Caterpillar's reverse logistics strategy for sustainability and to delight the customers. The companies who want to be environment friendly and apply green practices shall reverse logistics².

Agrawalet al. (2018) reveals that in electronic industry there is short product life cycle due to tremendous changes in technology coupled with huge demand and high e-wastage. The cost of product return is increasing in on line business in India. Due to environmental concern, government policies and corporate social responsibility, more attention is given to reverse logistics recently. The challenges and strategic issues in reverse logistics in countries like India are critical success factors, outsourcing decisions, disposition decisions and forecasting product returns³.

Nima Kazemi et al (2019) Green supply chain can be facilitated by using Closed Loop Supply Chain Management and Reverse Logistics. Many researches have been made in general and they are not industry specific. The Managerial decisions in reverse logistics create impact on the environment which will be a grey area for the researchers⁴.

Taknaz Alsadat Banihashemi et al. (2019) conducted a research to explore the relationship between reverse logistics and sustainable performance. They found that Reverse Logistics has significant influence of sustainable economic and environmental performance⁵.

Maria Varadinov, et al. (2018) states that socioeconomic, clinic-pharmacologic needs and legislative factors influence reverse logistics activities. The financial and economic motives, the quality of life, the patient risks and other specific items greatly influence reverse logistics⁶.

Murat Selim Selvi and Yasemin Kayar (2015) states that reproduction is made by obtaining cheap raw materials. The statement related to storage, damages encountered during shipping, wrong deliveries and incorrect returns, damages encountered during shipping, waste management, and no knowledge of environmental issues, customer returns were used for analysing reverse logistics problems⁷.

Ali, A. H., Zalavadia et al.(2018) reveals that the environmental performance is highly influenced by reverse logistics performance. Recycling efficiency and quality influences economic performance and recycling efficiency positively influence social performance⁸.

Noor Irdiana Binti Ngadiman (2016) found that in food industry customers return products with damage, products recall and poor quality. Implementation of reverse logistics is the benchmark in food and beverage industries. The customer returns the products because of several reasons such as end of life, expired, product damage, products recall, poor quality and non halal products. At the early stage, the organizations must introduce and give awareness to the employees. Besides that, with the clear picture of implementation reverse logistics practices, the organizations must provide the guideline as standard procedure to be followed and fulfill by their employees and customers. In addition, the agreement and regulations by government also influence the success of reverse logistics practices⁹.

Vlachos, I (2014) conducted a study to examine the reverse logistics factors and their impact on firm performance. Three streams of factors were considered namely Resource Based factors; strategy, operations management and customer loyalty, Relational Theory includes: supply chain efficiency collaboration for supply chain and Institutional Theory includes: government support and cultural alignment. For measuring customer satisfaction 5 measures namely profitability, cost, innovativeness, perceived competitive advantage and perceived customer satisfaction were used. It is found that there is significant relationship among the above factors. Joint venture and collaboration can bring flexibility and exploiting capacities¹⁰.

Zhang Yu (2018) investigated the relationship between reverse logistics operation, environmental performance, and competitive advantage, financial and operational performance of pharmaceutical firms in India. It is found that all endogenous variables except competitive advantage are positively and significantly correlated with reverse logistics operations. Adoption of reverse logistics, firms may increase their overall performance by increasing the efficiency of manufacturing processes due to elimination of waste and reduce the supply chain cost¹¹.

Emy Ezura A. Jalil (2019) explored the relationship between customer satisfaction and reverse logistics practices in Ecommerce. Reverse logistics play a major role in increasing the confidence of the on line shoppers and customer satisfaction. The

situational factors such as advertisement and accessibility were related with customer satisfaction for this purpose. Accessibility is the most influential factor for customer satisfaction compared to advertisement. Further research need to be conducted for improvement¹².

From the reviews it is found that there are many researched carried out on logistics service quality but there is a gap on measurement of reverse logistics service quality. Reverse logistics service quality need to be studied in relation with customer satisfaction and their loyalty.

Research Objectives

1. To understand the reverse logistics practices in manufacturing industries in Tamilnadu.
2. To measure the effectiveness of service quality of reverse logistics practices.
3. To measure customer satisfaction towards reverse logistics practices.
4. To find out the relationship between Reverse Logistics service quality and Customer Satisfaction.
5. To find out the relationship between Reverse Logistics service quality and Customer Loyalty.
6. To find out the suitability of the conceptual frame work framed on Reverse logistics service quality, Customer satisfaction and Customer Loyalty.

Research Methodology

Descriptive research will be conducted to describe the current state of affairs in manufacturing industries related to reverse logistics practices and its influences on customer. Primary data will be collected from the medical retail outlets in Tamilnadu. Secondary sources like websites, Journals and text books will be referred to gather additional research inputs. A sample of 400 will be chosen using Multi- Stage sampling to collect primary data with the help of a structured undisguised questionnaire.

Analytical Tools

The primary data will be analysed using the software packages like SPSS and AMOS. Reliability and validity tests will be conducted to check the efficiency of the research instruments. Non- parametric analysis like chi square, Kalmogrov-Smirnov tests will be used to find out the association and normality. T test, ANOVA, Correlation and Regression will be used to test the relationship among the research frame work. Confirmatory Factor Analysis and Structural Equation Modeling will be utilized to conform the factor structure and to find out the model fit.

Conclusion

The research will focus on implementing the appropriate strategies to increase quality of revers logistics services and improving customer satisfaction and loyalty.

Reference:

1. Derek Voigt, Nelson Casarotto Filho, Mayara Atherino Macedo , Thais Guerra Braga and Rodrigo Ulisses Garbin da Rocha, (2019) Performance Evaluation of Reverse Logistics: Opportunities for Future Research”, Sustainability 2019, 11, 5291; doi:10.3390/su11195291
2. Ahmed Gamal Mohamed et al.(2015), “Impact of Reverse Logistics Applications on Customer Satisfaction” Proceedings of the 2015 International Conference on Operations Excellence and Service Engineering Orlando, Florida, USA, September 10-11, 2015.
3. Agrawal, Saurabh; Singh, Rajesh K.; Murtaza, Qasim (2018) : Reverse supply chain issues in Indian electronics industry: A case study, Journal of Remanufacturing, ISSN 2210-4690, Springer, Heidelberg, Vol. 8, Iss. 3, pp. 115-129, <http://dx.doi.org/10.1007/s13243-018-0049-7>
4. Nima Kazemi, Nikunja Mohan Modak & Kannan Govindan (2019) A review of reverse logistics and closed loop supply chain management studies published in IJPR: a bibliometric and content analysis, International Journal of Production Research, 57:15-16, 4937-4960, DOI: 10.1080/00207543.2018.1471244

5. Taknaz Alsadat Banihashemi, Jiangang Fei, Peggy Shu-Ling Chen (2019), "Exploring the relationship between reverse logistics and sustainability performance: A literature review" *Modern Supply Chain Research and Applications*.
6. Maria Varadinov, Joao Miranda, and Cristina Dias (2018), "A study on reverse logistics for medicines supply in hospital pharmacies" *AIP Conference Proceedings* 2040, 110010 (2018); <https://doi.org/10.1063/1.5079174>.
7. Murat Selim Selvi and Yasemin Kayar (2015), "Problems encountered in the process of Reverse Logistics and their solutions" *International Journal of Current Research* Vol. 7, Issue, 10, pp.22046-22053.
8. Ali, A. H., Zalavadia, S., Barakat, M. R., & Eid, A. (2018). The role of sustainability in reverse logistics for returns and recycling" *Archives of Business Research*, 6(7). <https://doi.org/10.14738/abr.67.4645>
9. Noor Irdiana Binti Ngadiman, Mehdi Moeinaddini, Jamilahtun Binti Ghazali, Nuur Fathin Binti Roslan(2016), "Reverse Logistics in Food Industries:A Case Study in Malaysia" *Int. J Sup. Chain. Mgt* Vol. 5, No. 3.
10. Vlachos, I (2014) A Conceptual Framework of Reverse Logistics Impact on Firm Performance. In: *British Academy of Management (BAM) Conference*, 09-11 Sep 2014, Belfast. <https://eprints.whiterose.ac.uk/>.
11. Zhang Yu, Ma Tianshan, Muhammad Faheem Ud Din (2018) The Impact of Reverse Logistics on Operational Performance. *American Journal of Mechanical and Industrial Engineering*. Vol. 3, No. 5, 2018, pp. 99-104. doi: 10.11648/j.ajmie.20180305.14.
12. Emy Ezura A. Jalil (2019) "Customer Satisfaction and Reverse Logistics in Ecommerce: the case of klang valley", 9th International Conference on Operations and Supply Chain Management, Vietnam.

Madurai Kamaraj University

வணிகவியற் புலம்
FACULTY OF COMMERCE

கா. சீரவணன் —

மதுரை காமராசர் பல்கலைக்கழக ஆட்சிப்பேரவை

இப்பல்கலைக் கழகத்தில் இணைந்த தன்னாட்சிக் கல்லூரியான

அய்யநாடார் ஜானகி அம்மாள் கல்லூரி, சிவகாசி

விரித்திருந்த பரடப் பரீட்சையினையும் தேர்வுகளையும் நன்கு முடிந்த பின்னர்
1998 ஏப்ரல் இல் நடைபெற்ற தேர்வில் இரண்டாம்

வகுப்பில் தேர்வுற்றார் எனக் கல்லூரித் தேர்வு ஏற்புக்குழு பரிந்துரைத்தவாறு,
வணிகவியல் இணைப்பு பட்டப்பேற்றுக்கு உரியவர் ஆகின்றார் என இதன்வழி
அறிவிக்கின்றது.

பல்கலைக்கழக முத்திரையுடன் இது வழங்கப்படுகின்றது.

The Senate of the **MADURAI KAMARAJ UNIVERSITY**
hereby makes known that K. Saravanan —
has been admitted to the Degree of **Bachelor of Commerce**, he/she having
successfully completed the course of studies and examination prescribed
therefor by the Ayya Nadar Janaki Ammal College Sivakasi
(an Autonomous College of this University) and upon the recommendation
by the College Awards Committee and having been placed by them in
the Second Class at the examination held in April
1998.

Given under the seal of the University



பல்கலைநகர் Palkalainagar

மதுரை Madurai-625 021

நாள் Dated : 22nd November 2000

[Signature]

பதிவாளர்
Registrar

[Signature]

துணைவேந்தர்
Vice-Chancellor

Madurai Kamaraj University

வணிகச் செயலாட்சிப் புலம் FACULTY OF BUSINESS ADMINISTRATION

மதுரை காமராஜர் பல்கலைக்கழக ஆட்சிப்பேரவை

கா. சரவணன் —

வணிகச் செயலாட்சி நிறைஞர் பட்டம் பெறுதற்குத் தகுதியுடையவர் என முறையாக அமைக்கப்பெற்ற தேர்வீனோர் 19— / 2000 ஏப்பிரல் இல் நடைபெற்ற தேர்வுகளில் சான்றளித்தவராய், முதல் வகுப்பும் பெற்று, இப்பட்டப்பேற்றுக்கு உரியவர் ஆகின்றார் என இதன்வழி அறிவிக்கின்றது.

பல்கலைக்கழக முத்திரையுடன் இது வழங்கப்படுகின்றது.

The Senate of the MADURAI KAMARAJ UNIVERSITY

hereby makes known that K. Saravanan —
has been admitted to the Degree of Master of Business Administration, he/she having been certified by duly appointed Examiners to be qualified to receive the same, and having been by them placed in the First Class, at the Examination held in April 19— / 2000—.



Given under the seal of the University.

K. S. Gopal

P. K. Ponnusami



Ayya Nadar Janaki Ammal College, Sivakasi.

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

B. Com., Degree Examinations, November '97

STATEMENT OF MARKS

NAME : SARAVANAN, K. (24.4.78).

REGISTER No. : 50245

MAJOR : COMMERCE

ADMITTED IN : JUNE 1995

SUB MARKS R MYr				SUB MARKS R MYr				SUB MARKS R MYr			
I E T				I E T				I E T			
PART-I HINDI				PART-II ENGLISH				PART-IV			
HCO11	35	48	83 P N95	ECO11	25	23	48 P N95	SHS11	33	33	P N95
HCO21	27	40	67 P A96	ECO21	24	26	50 P A96	VAS21	24	24	P A96
								PAS21	20	20	P A96
								PAS41	21	21	P A97
								GAS51	59	59	P N97
TOTAL (PART-I) CLASS				TOTAL (PART-II) CLASS							
150/200(75%) FIRST(D)				98/200(49%) THIRD							

PART-III											
GROUP-A :						GROUP-B :					
ACO21	27	32	59 P A96	FEM11	19	26	45 P N95	MCO51	26	48	74 P N97
ACO22	20	31	51 P A96	FST11	22	23	45 P N95	MCO52	29	36	65 P N97
ACO31	22	31	53 P N96	MCO11	24	34	58 P N95	MCO53	25	40	65 P N97
ACO41	21	27	48 P A97	MCO21	26	33	59 P A96				
				MCO31	23	30	53 P N96				
				MCO32	21	29	50 P N96				
				MCO33	23	27	50 P N96				
				MCO34	28	34	62 P N96				
				MCO41	24	29	53 P A97				
				MCO42	24	39	63 P A97				
				MCO43	25	34	59 P A97				
				MCO44	25	29	54 P A97				

GROUP-C :			
MCL51	27	50	77 P N97
MCL52	23	39	62 P N97

PART-III (GROUP B & C)
 TOTAL MARKS : 994/1700(58.47%)
 CLASS : 40%

(Signature)
 Signature of the Candidate

PASSING MINIMUM : 35% 45% in External and 35% 50% in aggregate of External & Internal put together.
 CLASS : FIRST (60% and above, D-Distinction for 75% and above); SECOND (50% and above but below 60%); THIRD-UG only (35% and above but below 50%).
 ABBREVIATIONS : Sem-Semester, I-Internal, E-External, T-Total, R-Result, M-Month, Yr-Year, P-Pass, F-Fail, aa-Absent, np-Not Permitted, A-April, N-November
 J-Repeat Examination in June/July.
 Comprehension papers are not included for classification



(Signature)
 Dr. G. Sivasubramanian
 PRINCIPAL

(Signature)
 Dr. D. Chandramohan
 CONTROLLER OF EXAMINATIONS
 (UG COURSES)



MADURAI KAMARAJ UNIVERSITY

ARS 172186

MASTER OF BUSINESS ADMINISTRATION (SEMESTER)

STATEMENT OF MARKS

NAME OF THE CANDIDATE		REGISTER NO.	DATE OF PUBLICATION							
SARAVANAN K		98901270	20-OCT-2000							
COLLEGE OF STUDY		CENTRE NO.	EXAM M. & YR.							
A.K. COLLEGE OF ENGG., KRISHNANKOIL		503	APR 2000							
SUB CODE	SUBJECT DESCRIPTION	MAX MARKS			MARKS OBTAINED					
		I	E	T	I	E	T	R	M./YR.	
B11	MANAGEMENT - THEORY AND PRACTICE	040	060	100	026	029	055	P	N98	
B12	MANAGERIAL ECONOMICS	040	060	100	029	038	067	P	N98	
B13	QUANTITATIVE METHODS	040	060	100	030	029	059	P	A99	
B14	ORGANISATIONAL BEHAVIOUR	040	060	100	029	027	056	P	N98	
B15	MANAGEMENT ACCOUNTING	040	060	100	034	038	072	P	N98	
B16	FUNDAMENTALS OF COMPUTERS	040	060	100	029	027	056	P	N98	
B17	VIVA-VOCE	--	050	050	--	033	033	P	N98	
B18	WORKSHOP ON MANAGERIAL SKILLS-I	050	--	050	029	--	029	P	N98	
B21	MANAGEMENT INFORMATION SYSTEM	040	060	100	026	028	054	P	A99	
B22	MARKETING MANAGEMENT	040	060	100	026	032	058	P	A99	
B23	FINANCIAL MANAGEMENT	040	060	100	031	027	058	P	A99	
B24	OPERATIONS MANAGEMENT	040	060	100	031	031	062	P	N99	
B25	HUMAN RESOURCE MANAGEMENT	040	060	100	030	032	062	P	A99	
B26	BUSINESS ENVIRONMENT AND LAW	040	060	100	031	035	066	P	A99	
B27	PROJECT WORK	--	100	100	--	058	058	P	A99	
B28	VIVA-VOCE	--	050	050	--	029	029	P	N99	
B29	SEMINAR ON RESEARCH METHODOLOGY	050	--	050	035	--	035	P	A99	
B31	OPERATIONS RESEARCH	040	060	100	031	052	083	P	N99	
B32	ENTREPRENUERSHIP	040	060	100	030	034	064	P	N99	
B33	RELATIONAL DATABASE MANAGEMENT SYSTEM	040	060	100	026	034	060	P	N99	
B34	VIVA-VOCE	--	050	050	--	032	032	P	N99	
B35	WORKSHOP ON MANAGERIAL SKILLS-II	050	--	050	028	--	028	P	N99	
B41	STRATEGIC MANAGEMENT	040	060	100	029	037	066	P	A00	
B42	SOFTWARE ENGINEERING	040	060	100	031	029	060	P	A00	
B43	PROJECT WORK	--	100	100	--	070	070	P	A00	
B44	VIVA-VOCE	--	050	050	--	037	037	P	A00	
B45	SEMINAR ON MANAGEMENT OF ENVIRONMENT	050	--	050	042	--	042	P	A00	
CNA	MARKETING RESEARCH	040	060	100	028	027	055	P	N99	
CNC	PRODUCT MANAGEMENT	040	060	100	029	041	070	P	N99	
CME	ADVERTISING AND SALES PROMOTION	040	060	100	029	033	062	P	N99	
DMA	INDUSTRIAL MARKETING	040	060	100	031	030	061	P	A00	
DMC	INTERNATIONAL MARKETING	040	060	100	030	035	065	P	A00	
DND	SERVICES MARKETING	040	060	100	030	035	065	P	A00	
<<< END OF STATEMENT >>>										
CLASS	FIRST	TOTAL MARKS			1829/2900					


Signature of the Candidate



Any alteration or overwriting makes this Statement of Marks invalid

PASSING MINIMUM - EXTERNAL - 45%,
AGGREGATE - 50% (M&YR - A00 = A2000)

Palkalai Nagar
Madurai 625 021

K. CHIDAMBARAM-1/c
Controller of Examinations

Other Abbreviations - R - Result; P - Pass; F - Fail; AAA - Absent; SUB - Subject; M - Month;

NS FORMS, MDU-4, P.H. : 601 415, 601 810 (F-28981)

Admission No.M9821/98-99/

Serial No. 3421



ARULMIGU KALASALINGAM COLLEGE OF ENGINEERING
(An ISO-9001:2000 Certified Institution)

ANAND NAGAR, KRISHNANKOIL-626 190
Srivilliputtur (TK), Virudhunagar District, Tamil Nadu



TRANSFER CERTIFICATE

1	Name of the pupil	K. SARAVANAN
2	Nationality, Religion, caste	INDIAN, HINDU, SALIYAR
3	Date of Birth (in words) as entered in the Admission Register	24.04.1978
4	Date of Admission to the College	27. 08. 1998
5	Class in which the pupil was reading at the time of leaving	FINAL YEAR MBA
6	The course studied by the pupil	BUSINESS ADMINISTRATION
7	Whether qualified for promotion to a higher Class	Refer the Mark Sheet
8	Whether the pupil has paid all the fees due to the institution	Yes
9	Date on which the pupil actually left the Institution	04.07.2000
10	Date on which application for Transfer Certificate was made on behalf of the pupil by his/her parent or guardian	27.06.2018.
11	Date of the Transfer Certificate	27.06.2018.

Date: 27.06.2018.




PRINCIPAL

**ARULMIGU KALASALINGAM
COLLEGE OF ENGINEERING
ANAND NAGAR
KRISHNANKOIL - 626 190**



KALASALINGAM

Academy of Research and Education

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"Kalvavallal"
Thiru. T. Kalasalingam
Founder Chairman

"Ilayavallal"
Dr. K. Sridharan
Chancellor

Dr. S. Saravanasankar
Vice-Chancellor

Date: 16-10-2017

SERVICE CERTIFICATE

This is to certify that **Mr. K. SARAVANAN** has served in this University as **ASSISTANT PROFESSOR -I** in the Department of Business Administration from **24.12.2008 to 24.05.2017.**




VICE CHANCELLOR



SCAD
COLLEGE OF ENGINEERING & TECHNOLOGY



(Approved by AICTE, Affiliated to Anna University)

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Email : principal@scadengineering.ac.in

Date: 16.11.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Saravanan K** has worked as Associate Professor in the department of Management Studies at SCAD College of Engineering and Technology from 01.08.2018 to 31.10.2020. During his tenure, he was found pro-active, committed and loyal to the Management and also held the additional responsibility of Prof. EDC (Entrepreneurship Development Cell). The Management wishes him all success in future.



Principal

PRINCIPAL
SCAD COLLEGE OF ENGINEERING AND TECHNOLOGY
CHERANMAHADEVI - 627 414.

आयकर विभाग

INCOME TAX DEPARTMENT



सत्यमेव जयते

भारत सरकार

GOVT. OF INDIA

K SARAVANAN

KALIMUTHU KARUPPUSWAMI

24/04/1978

Permanent Account Number

AULPK5169K



Handwritten signature

Signature



सत्यमेव जयते
भारत सरकार



आधार

இந்திய தனிப்பட்ட அடையாள ஆணைய அமைப்பு

இந்திய அரசாங்கம்

Unique Identification Authority of India
Government of India

பதிவு அடையாளம் / Enrollment No. : 1110/93203/31819

29/08/2015

To
Saravanan K
சரவணன் கா
S/O: Kalimuthu
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உங்கள் ஆதார் எண் / Your Aadhaar No. :

5387 5163 2018

ஆதார் - சாதாரண மனிதனின் அதிகாரம்



सत्यमेव जयते

இந்திய அரசாங்கம்

Government of India



சரவணன் கா
Saravanan K
தந்தை : காளிமுத்து
Father : Kalimuthu

பிறந்த நாள் / DOB: 24/04/1978

ஆண்பால் / Male

5387 5163 2018



ஆதார் - சாதாரண மனிதனின் அதிகாரம்