



UPES Centre for
Continuing Education

**STUDY ON IMPACT OF REVERSE LOGISTICS ON SUPPLY CHAIN
PERFORMANCE WITH REFERENCE TO FLIPKART**

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**A DISSERTATION REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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ABSTRACT

In recent years, reverse logistics has become a field of significance for all associations because of developing natural concerns, enactment, corporate social responsibility and supportable intensity. Reverse logistics refers to the grouping of exercises required to gather the pre-owned item from the clients with the end goal of either reuse or repair or re-manufacture or recycle or discard it. Scrutiny of the literature shows that research in the field of reverse logistics is in developing stage and issues relating to appropriation and execution, forecasting item returns, redistributing, reverse logistics networks from optional market point of view, and aura choices have not been reviewed widely.

In these research different problems worried about the area of reverse logistics has been completed. Reverse logistics shapes a significant space in store network the executives with reference to Flipkart. Due to developing worldwide rivalry, increased worry towards green condition and severe enactments, business associations of numerous nations are constrained to utilize reverse logistics as a piece of their logistics support in bringing back the products which have been provided to clients after at some point. Reverse logistics in a nutshell is about recycle reducing and reuse of products. In this problems are ordered into office area issue, logistics network issue, vehicle steering issue and different problems. Under every issue type, conversations are done used to take care of that issue.

This examination endeavors to fill the current hole through issues, and blueprint the future directions for research dependent on research analysis. Distributed articles were chosen, sorted, examined, and were distinguished to recommend for future research openings. The review might be valuable for academicians, researchers and specialists for better comprehension of reverse logistics and direction for future research.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The innovative period of the web has altered the manner in which organizations are directed as well as the strategies embraced with the management of the production network, for example, the manner in which organizations associate with one another and how every part in the store network is affected. The motivation behind the research paper is to comprehend production network management and its reverse logistics and its persuasions in Flipkart. The significant activities associated with store network and its legitimate management is fundamental for the achievement or the disappointment of the retailer. In a nation like India the internet retailing market has increased an extraordinary energy over the most recent couple of years.

Any appearance of Flipkart, have become the famous names in this market. In the large urban communities of India; the lesser time engaged with web based shopping, is a key driver for internet retailing. The customers from little urban communities and towns are additionally pulled in to the online course in view of the accessibility to an assortment of items in Flipkart. As there is improved seriousness in this division's different administrations viz. guarantees and trades for electronic goods, free home conveyance and adaptable payment strategies are furnished by the retailers with serious costs.

1.2 PROBLEM STATEMENT

The serious condition in this part calls of for the web based retailing company for incorporation inside a system of associations inside the supply chain. This has prompted place extra significance on Supply Chain Management which in itself is a test for the significant players. Supply Chain Management theory expresses that the upgrading all the associating joins in the supply chain lead to the improvement of the whole execution of the whole supply chain. Supply chain management assumes critical job while seeking after company objectives of Flipkart and its reverse logistics.

In this research paper supply chain management and afterward talk about the significance of dealing with an arrival arrangement if there should be an occurrence of reverse logistics firm Flipkart and the few challenges and its chances they face and discussed the problems in it. The

distribution established client regard at any rate cost by genuine management of upstream and downstream relations mix of key business forms. The total business forms inside the supply chain, from beginning of supply to the point of utilization, are grasped if there should be an occurrence of Supply chain management for the company.

1.3 NEED OF THE STUDY

Client relationship and administration management, request management, e-obtainment, fabricating stream management, product advancement are the reverse logistics process in Flipkart and its profits are 2.8% and it follows a multi-day merchandise exchange. This approach which is fundamentally meant to construct trust with the purchasers has prompted numerous customers tricking Flipkart. A few occurrences when a client purchases a product just to see it and afterward return it inside 30 days. Comparative occurrences have been seen with mobile phones also.

Flipkart, through its information management frameworks, has attempted to distinguish such fakes. Return of a product to Flipkart can occur if the outsider can't convey to the location or the client doesn't acknowledge the product. A few requests are dropped while the delivery is being forms by the courier company. Such requests are not reviewed however conveyed to the location and afterward dropped. Customers can call the client service and courier backs the product to Flipkart and the delivery cost is borne by Flipkart.

1.4 OBJECTIVES OF THE STUDY

- To explore the growth of e-commerce business and role of logistics in India
- To investigate the supply chain management performance in Flipkart India.
- To analyze the reverse logistics process and its impact on supply chain of Flipkart India

1.5 REVERSE LOGISTICS

The expression "Reverse Logistics" was first instituted by James R. Stock in 1992. That is the reason I had not heard it at all before in my career. I was absolutely acquainted with Repair, Recycling, Reclamation, Salvage and Reuse to that point yet Reverse Logistics appeared to be an odd expression.

Be that as it may, once clarified the expression Reverse Logistics appeared well and good. Essentially put it includes any action related with the retrogressive development of parts or merchandise or administrations back up through any stage, or stages, of the Supply Chain. The Reverse Logistics Association (RLA) characterizes it as "All movement related with an item/administration AFTER the retail location".

Wikipedia characterizes it as "the way toward moving merchandise from their common last goal to capture esteem, or appropriate removal ... on account of Reverse Logistics the resource goes in any event one stage back in the Supply Chain".

Furthermore, CSCMP characterizes it as "The way toward arranging, executing, and controlling the productive, financially savvy stream of crude materials, in-process stock, completed merchandise and related data from the purpose of utilization to the point of beginning to recapture esteem or legitimate removal."

I prefer the easier definition gave by the RLA. While it is honorable to feel that there ought to design, productivity, worth and cost adequacy inherent in reverse logistics these are, to me I would say, respectable goals of the procedure, not really given qualities of the procedure.

It is remarkable that Reverse Logistics is regularly called Aftermarket Services too. Whatever title is utilized it is an umbrella term which incorporates all exercises, for example, Repair, Refurbishment, Warranty Management, Recycling, Scrap Management, Remanufacturing, Reuse, Call Center Management, and the entirety of the physical exercises related with the development and handling of products in these areas.

Reverse logistics refer to checking the life-pattern of your products after they show up toward the end shopper. This could incorporate how your item might be reused, how it ought to be appropriately discarded after use, and whatever other way where your expired item can create esteem.

The reverse logistics that directly sway supply chains the most are the return of products from the end buyer back to the manufacturer. For the rest of the article, we'll clarify more about this procedure, and ways you can utilize it to further your potential benefit.



Reverse logistics is for all activities related to the reuse of products and materials. It is "the way toward moving merchandise from their average last goal to capture esteem, or appropriate removal. Remanufacturing and refurbishing exercises additionally might be remembered for the meaning of reverse logistics." Growing green concerns and progression of green supply chain the board ideas and practices make it all the more relevant. The quantity of productions on the subject of reverse logistics has increased essentially in the course of recent decades. The primary utilization of the expression "reverse logistics" in a production was by James R. Stock in a White Paper titled "Reverse Logistics," distributed by the Council of Logistics Management in 1992. The idea was additionally refined in ensuing productions by Stock another Council of Logistics Management book, titled Development and Implementation of Reverse Logistics Programs, and the Reverse Logistics Association titled Going Backwards: Reverse Logistics Trends and Practices. The reverse logistics process incorporates the administration and the offer of surplus just as returned gear and machines from the hardware renting business. Regularly, logistics manage occasions that bring the item towards the client. On account of reverse logistics, the resource goes at any rate one stage back in the supply chain. For example, merchandise move from the client to the wholesaler or to the manufacturer.

At the point when a manufacturer's item ordinarily travels through the supply chain network, it is to reach the merchant or client. Any procedure or the board after the conveyance of the item includes reverse logistics. In the event that the item is faulty, the client would return the item. The assembling firm would then need to compose delivery of the blemished item, testing the item, disassembling, repairing, recycling or arranging the item. The item would go in reverse through the supply affix network so as to retain any utilization from the faulty item. The logistics for such issues is reverse logistics.

Reverse Logistics Important

At the point when I was a little youngster I remember times at which my mom needed to return some item she had purchased, for an assortment of reasons. It was almost difficult to return something. The retailers would battle like there's no tomorrow to prevent anybody from returning anything. They would be out and out dreadful with their clients who attempted to return anything. Furthermore, my mom was not the only one in this experience.

Quick forward to today: In the exponentially developing E-Commerce commercial center clients expect, and request, an issue free returns arrangement. They will look at the returns strategy before making a buy. They will go elsewhere if there isn't a simple returns arrangement and practice. Furthermore, they will utilize the returns procedure, a great deal!

It is evaluated that the E-Commerce showcase in 2018 will be about \$1.5 Trillion around the world. Furthermore, as much as 30% of those buys will be returned. Add that to the returns rate in the physical retail industry and there are over \$650 Million worth of returns every year!

The Global Waste Management Industry is over \$300 Billion. The Global Recycling Industry is over \$200 Billion. Presently consider your Cell Phone or your Smart Phone. There are billions of these gadgets in the market. Practically 50% of individuals who own one of these gadgets will drop it, break it, harm it or in any case have it quit working or breakdown. Many (and by numerous I mean hundreds of a large number of) these gadgets will be returned somewhere for repair and refurbishment.

The expense and cost of the entirety of this is tremendous. The effect of a Company's Reverse Logistics procedure on Brand esteem, consumer loyalty, and friend's development and benefit can be the difference among progress and failure!

1.6 REVERSE LOGISTICS IMPACT THE SUPPLY CHAIN

The administration of products past assembling and into the last deal can bring cost and effectiveness advantages of reverse logistics to the supply chain.

Hardware ODMs, OEMs and EMS suppliers realize that a powerful supply chain is significant for their business. One methodology which is developing in significance is actualizing forward supply chain forms in areas; for example, forecast the board, replenishment systems, warehousing and logistics and electronic information trade (EDI).

Yet, this isn't the entire story. For a manufacturer to have a completely incorporated methodology they should likewise consider another component of the supply chain – 'reverse logistics'.

Reverse logistics or the reverse supply chain refers to the procedures related with overseeing products past assembling and the last deal. Ordinarily this incorporates repair, guarantee recovery, redistribution, esteem recovery, end-of-life recycling or any mix of these exercises. Truly, for some associations in the gadgets business, reverse logistics has been an idea in retrospect, regularly ignored for key interests in more customary forward supply chain forms.

In any case, this will change as organizations realize that viable administration of the reverse supply chain offers chances to reduce costs as well as create previously undiscovered revenue streams by improving effectiveness, limiting waste and recovering the hidden estimation of returned merchandise and materials.

1.7 REVERSE SUPPLY CHAIN COMMON ISSUES

Likewise with the forward supply chain, the initial phase in enhancing the reverse supply chain and, eventually, reducing the expense of (or creating revenue from) reverse logistics is to recognize and address process wasteful aspects. Regular wasteful aspects may incorporate the rejecting of returned materials in light of the fact that an organization has neither the time nor the resources to appropriately test or repurpose them. Information, for instance, has shown that up to 85% of specific sorts of returned electronic segments had 'no flaw discovered' (NFF), which means they could be reused for administration parts or, even, resale.

The issue of rejecting reusable parts might be additionally exacerbated in organizations that have one division taking care of item returns and another dealing with spare parts procurement for repair, however no proper correspondence between the two offices. The treatment of guarantee cases may likewise be inherently wasteful. In a run of the mill reverse supply chain,

for example, returned materials that despite everything fall under manufacturer guarantee are submitted back to the ODM for credit recovery in a procedure frequently referred to as return material authorization or RMA. In any case, the way that a segment is under guarantee doesn't imply that RMA is the most productive approach to deal with it. It might, for instance, be conceivable to recover more an incentive by reusing NFF-tried parts for spares, or even by remarketing them particularly as normal RMA turnaround time can take three to a half year.

The two principle openings inside any reverse logistics activity go under the areas of products return the executives (PRM) and administration parts the executives (SPM). The previous arrangements with the receipt, handling, and attitude of materials that return from the field or the end client, while the last spotlights on having the correct stock at the best possible area to help administration repair tasks with spare parts. PRM and SPM can be seen as 'banding together arrangements' with one quite often prompting the other.

A successful PRM program offers the open door for esteem recovery and cost reduction. It can even streamline procurement dynamic when the returned materials can be distinguished as NFF and afterward utilized in the repairs stream. At the point when this isn't a choice, it might be conceivable to remarket NFF item returns. For ideal proficiency, returned materials should be arranged, investigated, and tried to manufacturer determinations promptly so as to rapidly distinguish if worth can be recovered and, provided that this is true, which recovery arrangement will work best. The receipt component of the procedure is of specific significance as material returning from the field shows up in obscure condition legitimate recognizable proof and evaluating ensures a more effective reverse logistics process.

While generally saw as a fixed cost, a productive SPM program will treat administration parts stock as a variable cost that can be overseen, moderated, and reduced after some time. The key is to see the harmony between requesting as too scarcely any spare parts to fulfill client requirements and having a maturing stock of pointless segments occupying important warehouse room.

By utilizing techniques, for example, lean arranging, stock streamlining, and seller oversaw stock organizations, a great reverse logistics system can enhance this exchange off and ensure that the correct parts are in the opportune spot at the perfect time. While the reverse supply chain is a methodology that is yet to be addressed by numerous manufacturers, a developing number of organizations are searching for outside help to assist them with executing reverse

logistics forms. Also, likewise with the traditional forward supply chain, the dispersion channel has the chance to offer this help.

1.8 REVERSE LOGISTICS IMPORTANCE IN SUPPLY CHAIN NETWORK

Getting products under the control of paying clients is certain something yet giving smooth strategic stream if an item returns is another. Getting ready for this basic reseller's exchange procedure is called Reverse Logistics. More explicitly, reverse logistics is the procedure that happens once an item has reached the commercial center and is then returned back to the assembling organization.

For instance, a manufacturer's item travels through the customary supply chain network, at last reaching the client. On the off chance that the item should be returned in any capacity whatsoever, the client would return it. The item would go in reverse through the supply chain network, and the manufacturer would need to sort out the transportation notwithstanding any important testing, destroying, repairing, recycling, or discarding the item. The logistics for these exercises is referred to as reverse logistics.

The job of reverse logistics has gotten significantly more significant with the appearance and proceeded with development of web based business. In recent years, physical retailers have been replaced with online ones, resulting in fast development in the greatness of returns and pressuring supply chains to oversee item returns effectively. Organizations can no longer bear to treat reverse logistics as "the expense of working together" – there is a lot in question regarding brand reputation and gainfulness, also the superfluous cerebral pains that happen all through the supply chain when reverse logistics isn't enhanced.

Fortunately streamlining the manner in which products move back through your supply chain results in gigantic advantages, for example, cost reductions, more joyful clients, and less ecological waste, and can make your organization stand apart among the opposition. Additionally, the upsides of executing a reverse logistics methodology, as point by point beneath, far exceed the usage cost.

Decreased Costs and Increased Asset Utilization

The reason reverse logistics is so critical to organizations is the money saving advantages related with it. We as a whole realize stock costs cash, and manufacturers ought to consistently have the objective "to accomplish more with less". Limiting item return, repair and replacement

times reduces the stock requirements, along these lines, decreasing the capital tied up in stock. A streamlined reverse logistics arrangement additionally has the advantage of increasing resource use by broadening the item's life through repair or recycling, permitting manufacturers to extricate significantly more incentive from the item. Also, there are regularly other cost reductions as a result of a hearty reverse logistics framework, for example, transportation, delivery, organization, and specialized help costs.

Greater Customer Satisfaction and Higher Retention

Basically, cheerful clients are return clients. In the event that a client has a terrible involvement in an item, you should make it right. Effectively repairing or replacing products can directly influence how clients feel about your image. Likewise, as on-line buys keep on developing, clients are expecting returns that are helpful and bother free. Having a solid, client arranged reverse logistics process says "we go the additional mile"! Adequately overseeing return requests could be the difference between a one-time client and a returning one; hence, having effective reverse logistics framework impacts revenue! It is pivotal to put resources into reverse logistics forms that help keep up high consumer loyalty levels.

Less Environmental Impact

What number of your products is discarded inappropriately? Organizations keep on finding a way to reduce their natural impression, and it has never been more critical to execute supply chain programs that are earth feasible. One piece of the business with plentiful open door for ecological advantage is reverse logistics. Reverse logistics can assist you with recognizing approaches to reuse, resell or recycle materials that would somehow or another end up in a landfill – a success win answer for nature and your organization's reputation!

CHAPTER 2

COMPANY PROFILE

2.1 FLIPKART OVERVIEW



Flipkart was established in October 2007 by Sachin Bansal and Binny Bansal, who were the two graduated class of the Indian Institute of Technology Delhi and once in the past worked for Amazon. The organization at first centered on online book deals with nationwide delivery. Following its dispatch, Flipkart gradually grew in unmistakable quality; by 2008, it was receiving 100 requests for every day. In 2010, Flipkart acquired the Bangalore-based social book revelation administration we Read from Lulu.com.

In late 2011, Flipkart made a few acquisitions relating to advanced conveyance, including Mime360.com and the computerized content library of Bollywood entrance Chakpak. In February 2012, the organization divulged its DRM-free online music store Flyte. Be that as it may, the administration was fruitless because of rivalry from free streaming destinations, and shut down in June 2013.

In May 2012, Flipkart acquired Letsbuy, an online hardware retailer. In May 2014, Flipkart acquired Myntra, an online style retailer, for ₹20 billion (US\$280 million). Myntra keeps on working close by Flipkart as an independent auxiliary; the site centers around an upscale, "style cognizant" advertise, while Flipkart itself centers on the mainstream market and significant universal brands.

In February 2014, Flipkart partnered with Motorola Mobility to be the restrictive Indian retailer of its Moto G cell phone. Motorola additionally partnered with Flipkart on the Moto E—a telephone focused on basically towards developing markets, for example, India. Appeal for the telephone made the Flipkart site crash following its 12 PM dispatch on 14 May. Flipkart in this manner held elite Indian dispatches for different cell phones, incorporating the Xiaomi Mi3 in July 2014 (whose underlying release of 10,000 gadgets sold out in around 5 seconds), the Redmi 1S and Redmi Note in late-2014 (which saw also quickened sellouts), and Micromax's Yu Yunique 2 of every 2017.

On 6 October 2014, out of appreciation for the organization's commemoration and the Diwali season, Flipkart held a significant deal over the administration that it advanced as "Large Billion Day". The occasion created a flood of traffic, selling US\$100 million worth of products in 10 hours. The occasion received analysis by means of online life over specialized issues the webpage experienced during the occasion, just as stock deficiencies.



In March 2015, Flipkart blocked access to its site on cell phones and started requiring that clients download the webpage's versatile application. The next month, Myntra went further and stopped its site on all stages, for working solely through its application. The "application just" model, be that as it may, end up being ineffective for Myntra (reducing deals by 10%), and its fundamental site was reinstated in February 2016. The analysis with Myntra prompted proposals that Flipkart itself would play out a comparable move, however this didn't happen. In November 2015, Flipkart propelled another versatile site marked as "Flipkart Lite", which gives an encounter inspired by Flipkart's application that runs inside cell phone internet browsers.

2.2 FLIPKART AND ITS SUPPLY CHAIN MANAGEMENT

The organization structure of Flipkart is has 3 general classes.

- Product and Technology which manages Website Management ERP System,
- Business Development which manages deals and
- Operations which manages the supply chain the board of the organization which incorporates Procurement, Warehouse, Logistics and Customer Support

The research paper focuses on third viewpoint.

A) Procurement

With a commercial center model, Flipkart has a commercial center model wherein the imminent purchasers can manage dealers directly and the conveyance of the item or cooperative attitude be finished by Flipkart. They have added more than 50 merchants to its rundown. At present, the entire stock of Flipkart is being overseen by WS Retail which is Flipkart's pet undertaking. The sourcing at Flipkart is led at 2 levels i.e at Regional and Central levels. Procurement Teams deal with every one of these 2 levels. Each regional procurement group has a network of neighbourhood providers for made-to-stock just as on Just in-time procurement.

B) Warehouse Management System

Flipkart has 7 significant warehouses spread the nation over in the conditions of Pune, Mumbai, Chennai, Kolkata, Bangalore, Noida and Delhi. Additionally littler regional appropriation communities at more than 500 areas spread across Tier I and Tier II urban areas. Warehouse Management System (WMS) comprises of 3 significant sections viz.

1. Internal Processing - Physical in awarding: This is the area where physical conveyance of products from providers to the warehouse is taken.
2. Quality Check and Scan: Once the products are received, an underlying quality check is done at this stage.
3. Pressing of products: At this stage, pressing of every one of the item is finished.

C) Logistics

Flipkart dispatches more than 1Lakh products daily and the organization itself bars all the expense of conveyance .This makes the executives of the logistics an awkward assignment and a monetarily intricate issue for the organization. For this reason Flipkart, in April 2013 presented its in-house logistics known as eKart(EKL) which currently reaches buyers in around 150 urban communities. eKart currently offers administrations, for example, conveyance logistics, reverse logistics ,pay on conveyance, client service and innovation incorporation for request following, client warnings, reporting and analysis, charging and so on. While more than 90% of the Cash on conveyance (COD) shipments and around 60-70% of the general shipments are delivered by the EKL the rest of shipments are catered by 3PL specialist organizations.

D) Reverse logistics

Flipkart has a multi-day return strategy. This strategy is principally planned to construct trust with the purchasers. The return of products by clients follows any of the 2 ways

1. Replacement: Flipkart returns the item to the provider and acquires a replacement that is given to the client
2. Store credit: If the client isn't happy with the item they are given store credit of a similar sum.

E) Supplier Management

For an item in the new class Flipkart by and large beginning of by sourcing from neighbourhood providers and merchants. The greater manufacturers or wholesalers are directly drawn closer once there is sufficient age of interest. To put in a request with a provider costs, quality check and rates of returns are considered.

What makes Flipkart stick out?

Flipkart's prosperity is for the most part a direct result of their procurement model and its vigorous logistics that make its champion from other e-retailing locales.

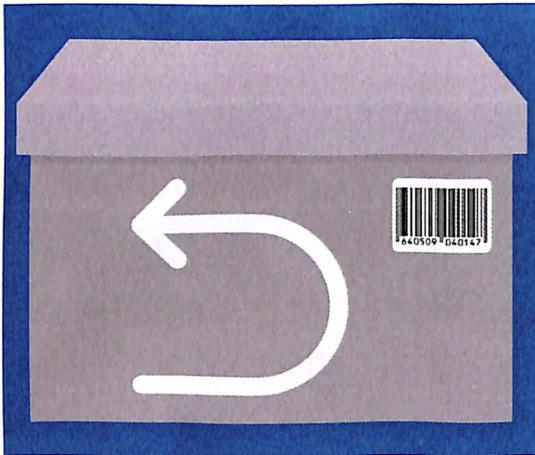
This sponsored up by an incredibly efficient warehousing and conveyance framework.

Key Challenges looked by Flipkart

- The web infiltration rate in India is as yet one of the most minimal on the planet.
- Average broadband speed in India is low compared to different nations.
- Competition from new participants
- Lack of value ability pool
- Increase in weakening rate.
- High client obtaining cost

2.3 CHANGE OF CUSTOMER EXPECTATIONS

Change of client desires and client amicable return approach has prompted an increase in return requests more than any time in recent memory. Everybody is feeling the torment of returns including retailers and manufacturers. Odds are you have purchased something from Amazon and returned it. In web based business, encouraging fast and simple returns is the expense of doing web based business. Web based business reverse logistics is the client confronted side of the web based business advertise.



Reverse logistics refers to all the procedures related with product returns, repairs, upkeep. By and large it implies running products in reverse through the supply chain. At the point when we consider web based business logistics, we consider forward moving procedure with the ultimate objective – getting the product satisfied to the client. In any case, the development of internet business and an ascent in customer awareness has created another test for retailers of moving products in reverse. The times of the straight supply chain are a distant memory, there is this subsequent cycle comes into the picture once the product is delivered to the client.

As web based shopping volumes develop, so do returns volumes

Returns are widespread in the online retail industry. The pace of product return in disconnected stores are nowhere in examination with the online retail stores. This has to do with the way that when individuals buy on the web, as a rule, they can just observe the pictures of the products and can get the product data by its portrayal. There is no difficult or testing. That is the reason returns are natural in retail web based business. They are normal!

Top Reasons for reverse logistics in online retail

Dissimilar to disconnected mother n-pop stores, online retailers can't put a board like "no returns". There are various reasons that make reverse logistics inescapable including conveyance of incorrect product, client conduct, and harmed product, delay all together satisfaction and some more. Product returns by the client: Some merchandise is unavoidably returned to the vender. It is valid if there should arise an occurrence of physical just as a web based business store. Clients return the products due to,

- Incorrect product or product size ordered

- When client no longer needs the product
- The product neglects to coordinate client desires
- When retailer dispatches wrong product or product size
- The product was harmed upon appearance
- When the client takes part in wardrobing
- Customer dropped the request
- Mal-working product

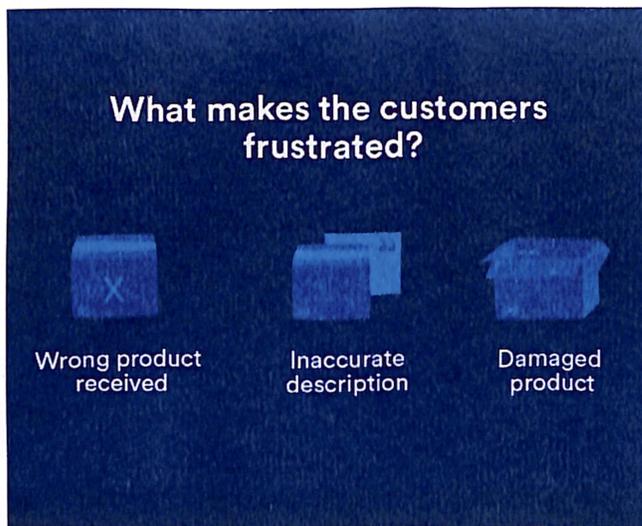
Wardrobing: Wardrobing is the point at which a client purchases a product, use it and endeavour to return the product for a full refund. For instance, work tracker who purchases suits for a meeting returns the suit after the meeting to set aside the cash. This strategy isn't constrained to garments and frill.

Product returns could be the shortcoming of the two dealers and clients.

While conversing with retailers, we could differentiate the client personas who return the product for bogus reasons. They are destructive to your brand.



At the point when we evaluated the returns we took care of for our retailers, we could locate the most widely recognized retailer's deficiency that reasons in product returns.



Product returns via bearer: Everything is fine. The product is in great condition, it is the specific product which the client has ordered, the client is certifiable and not wardrobing, yet it is being returned to dealer! Why?

There are various reasons where the product isn't reaching the client by any stretch of the imagination, and it is being returned back to the merchant. Here is the finished rundown of reasons why the bearer is returning the product to the merchant.

- The client gave an inappropriate or fragmented address
- Customer opened the bundle and refused to acknowledge it
- The client isn't accessible to gather the request
- There is a sum debate between the conveyance individual and client (for the most part occurs if there should be an occurrence of COD requests)
- Mis-delivered products
- The conveyance individual gave the phony remark (Fake conveyance endeavour)
- Product repairs

At the point when you are getting these reasons from clients and conveyance accomplice, it in the long run results in receiving the product back.

2.4 COST OF REVERSE LOGISTICS IN E-COMMERCE

The expense of reverse stream is normally high whereas by and large, the expense of returned merchandise is commonly low. The returns are exceptionally costly and gobble up the already pressured net revenues. Product returns add an expected 8 to 10% of the cost of the product. In

the apparel business, for instance, return rates are normally higher by 40% than others as we offer numerous sizes and various hues. Retailers are going to see the expense of reverse logistics go up significantly throughout the following decade.

The expense of Reverse Logistics is practically occasions of forward. There are a few components which decide the delivery cost which are,

- From and to Country/region/state/city
- Product weight
- Package size
- The cost of the product
- Base conveyance rate
- Fuel additional charge
- CGST and SGST
- Customer gathering

The genuine expense of product returns isn't just the logistics costs yet in addition the harm to the client experience because of the bother caused to the client. Each time the client returns the product, odds are high that they won't purchase again from your store. At the point when a client stirs, you lose the lifetime estimation of that client. You likewise lose the expense of gaining the client. Moreover, you are making your rival more grounded by giving your client a second rate product and administration.

Million-dollar question that should bear the expense of reverse logistics

Let's be honest. Product return cost is baffling for both authentic purchaser and certified vender. So the weight of reverse dispatch charges should fall on whom?

Purchasers' take

We overviewed not many online customers, and they feel that the product return expenses should bear by the merchant. Purchasers contended that while buying the product on the web, they can't see the genuine product, contact or feel. The product portrayals may neglect to depict the specific nature of the product. Nearby stores and shopping centres can execute no refund strategy as we can contact, attempt and afterward settle on a buy choice. I would rather not purchase a deficient or wrong product on the web in the event that I need to hold up under the reverse logistics charges, Says one purchaser.

Presently we should see what the merchants are stating.

Merchants guarantee that numerous purchasers put in counterfeit requests, return the product in a harmed condition, replaces the first product with the phony one. Dealers run over numerous such purchasers on a regular premise. Flipkart is making a better than average showing while at the same time characterizing the return transporting charges as appeared in the picture underneath. It has unmistakably clarified that if the merchant is to blame, he/she should bear the reverse delivery cost and the other way around.

What would sellers be able to do to reduce the expense of reverse logistics?

Shockingly, there is no unmistakable way you can dodge returns out and out. Nonetheless, there are approaches to reduce returns which thus can reduce the reverse delivery cost.

- Sellers should quit selling on merchant disagreeable commercial centres.
- Sellers ought to reveal all the correct insights regarding the products in product depictions.
- Inspect the returned product appropriately.
- Keep the evidence of requests transported and received.
- Source products from dependable providers.
- Discontinue products that have best yield rates.
- Always respond to your clients to keep away from negative reviews.

Both free returns assume an indispensable job in forming client desires and by and large involvement in your brand.

For some organizations, client amicable return arrangements are one of the significant segments of their branding.

One of our customers created an upper hand with offering free returns as long as 100 days from conveyance. They certainly captured a decent share in the market over contenders; be that as it may, they encountered a drawback where the returns have grown up to half. What I comprehend from this case is having a client well-disposed return arrangement is right, and yet, as an astute merchant, you additionally need to take a gander at the opposite side of the coin. The cost engaged with returns is huge. They are equivalent to (or more than) forward logistics. Alongside returns, reverse logistics additionally incorporates to and fro of things that

should be repaired or replaced. Be that as it may, the all-out number of repairs is very littler that returns. In any case, the rate can be different from industry to industry.

2.5 CHALLENGES FOR REVERSE LOGISTICS IN FLIPKART

Insights state that one of the three sold products will be returned. Because of movements in client conduct and request, specialists are foreseeing return rates to continue climbing. Because of adaptable return approaches, the weight of product returns falls to a great extent on retailers.

Reverse logistics face different challenges than forward logistics. They are, Reverse logistics can't forecast. Returns not at all like forward logistics start from numerous spots and wind up being in one spot. It is difficult to foretell who will return the product or what will be the beginning of the return. This makes the planning forecast, logistics forecast and revenue forecast troublesome. Reverse logistics is henceforth creating prevents for online retailers.

The overabundance time to process the deal once more

Returned products for the most part set aside more effort to be ready for the deal once more. Particularly if there should arise an occurrence of harmed and breaking down products. One the client punches return request, they must be gotten, reviewed, fixed and restored. This makes the resale protracted. At times, the cost may change in view of the received product is harmed or the embellishments with it is absent.

Moulding things for resale

At the point when a client requests a return, it is prudent to request that the client give the reason to the return. Other than "blemished" or "I adjusted my perspective", attempt to keep the reasons more explicit. This causes you to process the return viably. As a rule, clients are really interested in the product. Be that as it may, on account of the little data on the best way to trade the product with a comparable one, the client winds up returning the product to the merchant.

It is fitting to address your client over a call as opposed to merely asking the reason on the return page. On the off chance that you have a client service group, this can work really well to reduce returns. A one-minute call can spare all of you the time and cash handling the reverse logistics. Moreover, this likewise shows you care for your client and constructs solid relations with clients.

Absence of ideal strategies for web based business returns

To battle with the increasing return rates, a few retailers have fixed their return strategies. On the other hand, as I have given a case of Amazon above, having an unmistakable return arrangement can reduce a lot of agony both for purchaser and merchant. There is a difference between having an exacting return approach and an unmistakable return arrangement. An exacting return strategy can contrarily affect client faithfulness. An unmistakable and adaptable return approach really drive client steadfastness and retention regardless of whether they are returning a portion of your products.

Recover the worth

At times for retailers, it gets hard to recover the expense of returned products. Returned products become out of date, and as a retailer, you disregard the equivalent. Numerous periods the returns are accumulated and gets old for instance, hardware of chic attire will of no utilization once the trends are changed. In such a situation, it gets troublesome, somewhat difficult to recover the product esteem.

Reverse logistics useful under any conditions

Productive reverse logistics is basic to organizations for client retention. Steadfast clients have a lot higher incentive than one-time clients. At the point when a client goes to your store to cause a buy, to be pleasant to them. Nonetheless, when a client is returning the product, put forth additional attempts to make their experience awesome. Such occasions are where the client chooses whether he/she is going to return or not.

Client retention:

It's fundamental to retain your clients and keep them returning. Having a problem free return process is an approach to do this. Purchasers are more liable to pick your brand over rivals when you permit them to return the products with less obstacles. What's more, simple return procedure can draw in much more clients. Glad clients are probably going to share their accounts with others, and you know the rest of the story. Additionally, promoting a basic return procedure can urge first-time purchasers to make a buy structure your online store.

Return on speculation:

It takes a great deal to process the reverse logistics. Notwithstanding, you can get a decent return on your speculation. As per details, 40% of purchasers made an extra buy while handling the return on the site. On the off chance that you are making your returns smooth and agreeable for your clients, your benefits will be tremendous.

A vital favourable position:

The web based business is very intricate. There are fundamentally two different ways you can draw in clients one is the interface, and the other is the satisfaction procedure. In the event that on your internet business site both of these two discovered coming up short on, the client may lose the certainty to buy from your store. Reverse logistics is the other portion of the satisfaction procedure. Consequently a strong return procedure can be an additional key bit of leeway for your business.

Assists with distinguishing tricky products (high-chance products):

While handling the returns, analysis of client criticism can assist the retailer with identifying the products that are no progressing admirably and confronting the issue of noteworthy returns.

Assists with recognizing dangerous purchasers (high-chance purchasers):

- You can do this by sectioning your client and their input. Characterize the persona of high-chance clients by fitting the input gave.
- You can pass these bits of knowledge into your promoting group for the better focusing on.

2.6 MAKING REVERSE LOGISTICS EFFECTIVE IN FLIPKART

With a comprehension of the nature and components of reverse logistics, you can deal with this action more viably. The rule mantra here is the rearrangements. Longer the product remains in the supply chain; the more worth is probably going to decay. This isn't care for wine; it doesn't improve with age. Things which already are harmed, are probably going to get more harmed in the supply chain if remains longer. You can recapture more estimation of the product as quick it travels through the framework. In like manner, your speed characterizes your strength and responsibility towards your client. 92% clients will purchase again from you if the

return procedure is basic. You can make your reverse logistics viable by keeping some basic components into account while creating a reverse logistics process.

While deciding, you have to remember that you have to fulfill these two gatherings: Your business and your clients. You may think that it's hard to keep up a harmony between what advantages your business and what to your client; in any case, it isn't inconceivable. You can do this keeping a couple of key components in your psyche while managing returns and reverse logistics. To make your returns procedure effective, you should initially need to consider the reason why returns are made from the outset place. Two key components you have to consider is return approach and return preparations.

Return approach:

While creating your return arrangement, you have to consider how it can affect your general deals, your brand picture and discernment in the brain of your crowd. How your arrangements can urge your crowd to purchase from your store without hampering your general gainfulness. It is constantly prudent to affirm the conveyance address as opposed to rely on what clients have given. This can altogether increase your first-time conveyance achievement rate. Huge numbers of our customers have increased their conveyance achievement rate with this strategy. Contingent on the size of your business, and a normal number of requests every day, you can set up an online address confirmation apparatus or call clients to check their area.

Return preparations:

Make returns bother free for your clients however don't make it too simple that the quantity of returns increases altogether. Plan your return shapes in such a manner along these lines, that the client can make reference to the specific reason why they are returning the product. This will assist you with understanding how to deal with the return request. Incorporate the messenger address and scanner tag, if conceivable, this causes your group to receive and recognize the bundle rapidly.

Credit reconciliation:

Returns are not constantly standard exchanges. Credit procedure can be precarious and protracted now and again. Make the credit endorsements straightforward. Keep your client educated; about to what extent it will take to get the refund. On the off chance that the return is qualified in your return strategy, the transportation charged might be paid by you (the

retailer). Else, it will be deducted from the client's credit. The thought is to keep the return procedure as transparent and direct as could reasonably be expected. Clients don't care for jumbles. In spite of the fact that they are returning your product, attempt to save the general understanding as smooth as feasible for your clients to keep them returning. Offer them the chance to remember you, obviously positively!

Sort the returns:

Returns are made due to different purposes. When you recover the returned products, sort them dependent on whether it is saleable, unsalable, harmed, or repairs. Arranging encourages you to oversee returned products effectively. For instance, a returned stock having minor deformity can be sent to the manufacturer to get it corrected.

Tack your reverse logistics execution with these following measurements.

It is uber imperative to screen the progress against your reverse logistics plan. You have to have measurements to measure the money related effect of returns on your internet business. To do this, you have to build up the procedure where you can break down the return rates and recovering the returns to you.

Here is the rundown of measurements you ought to considering while at the same time estimating the general execution of your reverse logistics.

Reverse process duration: The general time to process the returns and reverse logistics can be a fundamental measure of reverse logistics. The more streamlined procedures are; lesser the process duration ought to be to process the reverse logistics.

The proportion of product returned and resold: Another significant measure the returns execution is what amount is your returns and what number of products from your returns you can resell.

Product/material squandered: Measure what number of products are moved to repairs and what number of are rejected as a waste. The goal to measure this is to limit the product squanders.

Products sent back to the manufacturer for repairs: The quantity of products dispatched back to the manufacturer or provider reason for deformity or repair. On the off chance that you are managing various providers, bifurcate them as needs be. On the off chance that you are getting huge returns from a specific provider, you comprehend what to do!

Level of cost recovered: what is the proportion of the real estimation of the product and the sum recovered from the return? Is the firm expanding the gainfulness structure the returned thing or making a misfortune out of the equivalent?

Taking care of cost: What is the per thing taking care of cost? This can be determined by jumping the complete expense of the reverse procedure by the quantity of returns handled. By doing this, you can measure the effectiveness of the procedure.

CHAPTER 3

LITERATURE REVIEW

3.1 REVERSE LOGISTICS MANAGEMENT

In a differentiation, reverse logistics in creating nations like India, notwithstanding having a worldwide assembling base, despite everything seems, by all accounts, to be at a baby stage in most industry areas. Notwithstanding having a broad local researches and a general accord that reverse logistics can help keep up practical turn of events and create extra benefits (Yuan, 2006) just a couple of manufacturers in the hardware business of India have actualized reverse logistics while others remain uninterested. It is therefore important to research whether the current firm put together hypotheses with respect to reverse logistics, for example, TCE and RBV that have effectively clarified the acts of organizations in created nations, are absolutely material in creating nations. What's more, outer full scale condition factors influencing reverse logistics execution in creating nations would likewise should be inspected and compared with those distinguished in created nations.

Knemeyer et al. (2002) proposed theoretical model of variables influencing the reverse logistics framework to recycle or potentially refurbish end-of-life PCs that are regarded not, at this point helpful by their proprietors which looks at both the inner and the outside components responding directly to the requirement for future research stated via Carter and Ellram's (1998). This theoretical model shows that outside condition includes four parts in particular information, regulatory, yield and serious. Inner condition contains key elements (vital costs, generally quality, client support, ecological concerns and so on.) and the operational variables (money saving advantage analysis, transportation, warehousing, supply the executives, bundling just as refurbishing and destroying). The discoveries of this investigation demonstrates that organizations will utilize recycled or refurbished products yet reluctant to acknowledge these products just for their natural advantages.

Sharma et al. (2006) recognized that bullwhip impact is an old wonder portrayed by Forrester et al (1961) and another term characterized by Lee et al. (1997). The researchers reported that data twisting and the purported bullwhip impact has been examined by numerous researchers (Disney and Towill, 2003; Jose and Barajas, 2005; and Towill and Mccullen, 1999) utilizing investigative model and control hypothesis including.

Sharma et al. (2006) firmly recommended the usage of a brought together data sharing system irrespective of any interest stock arrangement in the reverse supply chain so as to reduce the bullwhip impact. French (2002) gave a structure of reverse logistics literature isolating the entire scope of articles, research papers, research works and conversations into three general class's specifically broad conversation, recovery systems and reuse alternatives. General conversation incorporate the literature related with reverse appropriation, bundling materials, by and large procedures and reverse logistics models, recovery techniques incorporate literature related with network plan, product procurement and dismantling while the literature related with reuse choices remember conversations for direct reuse, remanufacturing, repair, recycling and removal.

Brito et al. (2004) have summarized the core of more than sixty contextual investigations and partitioned this gathered literature into five general classes specifically reverse logistics network structure, reverse logistics network relationship, stock administration, arranging and control of recovery exercises and IT for reverse logistics. If there should be an occurrence of reverse logistics network relationships, researchers recorded numerous apparatuses accessible in literature like refund choices, repurchase alternatives, expenses, take-backs, exchange ins, rent or rent contracts, raise frameworks, convenient and clear data, power, natural responsibility, social responsibility and obtaining cost. Based on their perception, they said that practically all the contextual analyses portrayed devices for invigorating the obtaining of merchandise for recovery except for Farrow and Johnson (2000).

While considering the reverse logistics activities of a retailer, Hsu et al. (2009) discovered that the most concerning issue that a Central Return Center (CRC) is confronting, was the time required to boost the measure of product, which was transported back to the seller for full recovery. For data sharing, the researchers have recommended to settle on the agreement data accessible to chiefs as real-time as could be expected under the circumstances, to streamline the arranging procedure and create a database of returned products utilizing advancements liker RFID and voice discovery framework, to have a two-way real time correspondence framework among CRC and Jobbers, to manage the harmed products at CRC level in contract arrangement so as to reduce vulnerability for both the gatherings.

Tonanont (2009) contemplated reverse logistics as a piece of Closed Loop Supply Chain (CLSC). The researcher included that CLSC is made out of five fundamental parts which are provider, fabricating plant, circulation focus/warehouse, retailers/clients and recovery office.

Singh et al. (2011) accepted into two kinds of reverse logistics frameworks specifically open-circle reverse logistics frameworks and shut circle reverse logistics frameworks. If there should be an occurrence of open-circle reverse logistics frameworks, the manufactured products don't return to the first manufacturers or providers. The products are removed by the outsider logistics party with the end goal of waste reduction, resale and so on. In the event of shut circle supply chains, products get returned to the first manufacturers or providers, using any and all means, with the end goal of repair, renovation or reuse. Reuse of products falls under this class.

Tibben-Lembke (2002) featured that that a reverse logistics will confront a wide range of challenges in every one of the existence cycle phases of a product, contingent upon whether the product represents another class of product, another type of a current product class or just another model of a current product structure. The researchers saw that reverse logisticians need not exclusively to watch out for their own marketing projections yet in addition to observe intently the general marketing projections for the product across manufacturers.

Bayus (1998) expressed their disagreement with the to a great extent held supposition that product lifetimes are contracting by saying that products lifetimes have not changed, rather organizations offer new models more frequently. The discoveries of this work will help the reverse logisticians in arranging and concentrating on their exercises at each phase of product's life cycle. Lau and Wang (2009) analyzed various reverse logistics rehearses in four Chinese electronic organizations. Other than posing numerous different inquiries, they approached the reasons for executing reverse logistics and significant challenges looked by them in its actualizing in India.

3.2 ISSUES RELATED WITH REVERSE LOGISTICS MANAGEMENT

As examined before additionally, there are a few issues related with the supply chains of each industry segment; be it assembling or administration. Other than these industry or division related issues, there are sure issues related with a specific program which are considered basic for the accomplishment of the program. The issues related with the reverse logistics the board incorporate the exercises to be a piece of, drivers, facilitators, obstructions, redistribute (self-versus others), network and stock administration. In this area, researcher has reviewed the literature relevant to some chosen issues of reverse logistics to be specific reverse logistics exercises, drivers for the execution and the boundaries obstructing the desired results.

Li and Olorunniwo (2008) attempted to explore the reverse logistics rehearses with an objective to recognize the reverse logistics process stream that might be considered as conventional. They additionally attempted to recognize the key vital issues that might be utilized by a firm for its upper hand. Brito and Dekker (2002) explored the basics of reverse logistics by dissecting the issue from four fundamental perspectives; why, what, how and who. Why the things are returned, what is being returned, how reverse logistics works by and by and who is executing the reverse logistics exercises?

Breen (2006) has advanced explicit facilitators affecting powerful returns conduct in B2B and B2C relationships. These facilitators incorporate the agreements, punishments, impetuses, store frameworks, trust, altruism, lawful commitment, corporate commitment and long haul coalition viewpoints. These numerous choices are given by the researchers to the professionals in dealing with their returns viably. Fleischmann et al. (2003) proposed that greater open doors could rise if organizations utilized data for effectively dealing with their returns. Advances in data innovation, including information logging, radio frequency ID, and remote detecting give perpetually incredible intends to seek after this street.

Dowlatshahi (2000) underscored upon the key and operational components influencing the execution of reverse logistics. These vital variables incorporate vital costs, generally speaking quality, client assistance, natural concern and administrative concerns while the operational components incorporate money saving advantage analysis, transportation, warehousing, supply the board, remanufacturing, recycling and bundling. Components influencing reverse supply chains incorporate enactment, client request, key cost/advantage, natural concern, volume and quality, motivation, resource, combination and coordination (Rahman and Subramanian, 2011).

Recycled volumes, recycling costs, all out assembling costs, increase of deals volume for new products, natural regulations and directives, purchasers ecological awareness, pressures with partners, reverse logistics the executives data framework, corporate social responsibility, serious pressures, publicizing advancement of picture, great recycling the board framework and recycling administration are the variables that are to be contemplated while actualizing reverse logistics program (Chiou et al., 2012).

Fleischmann (2001) summarized their entire conversation in three primary administrative issues that recognize the plan of reverse logistics networks from customary dispersion networks. These administrative issues incorporate centralization of testing and evaluating,

vulnerability and absence of supply control and reconciliation of forward and reverse streams (Fleischmann et al., 2003).

Li and Olorunniwo (2007) examined current reverse logistics rehearses in US utilizing instances of three organizations. The research addresses analyzed current practices with accentuation on systems, the board responsibility, returns handling, data innovation and data sharing, coordinated effort components, and execution measurements. The researchers likewise look at what comprises the significant drivers of Reverse Logistics just as how organizations design and satisfy Reverse Logistics exercises.

Verstrepen et al. (2007) explored the reverse logistics exercises in Flanders regarding the return reasons, recovery choices, redistributing, lifecycle length and the estimation of products. What's more, they planned for inspecting the hidden reasons for the relatively low reverse logistics exhibitions and calling attention to the issues requiring enhancements.

Guo (2009) arranged the reverse logistics of a venture into rejecting merchandise logistics and recovery logistics. Undertakings' interior reason to rejecting merchandise logistics and the supply chain reason to rejecting products logistics are the two principle reasons for rejecting merchandise logistics of endeavors. Recovery reverse logistics can be ordered into four gatherings to be specific direct reuse, repair, recycling and remanufacturing. Returns logistics exercises that the organizations have incorporate returns stream, remanufacturing, remarketing, recycling, and land-filling. Most returned products are prepared to return to stock rack without or with a little re-unit, repackage, repair, or refurbish while others are to offer to optional market, destroy to reap parts, recycle, or landfill (Li and Olorunniwo, 2007).

Business Returns, Repairable Returns, End-of-utilization Returns, End-of-life Returns, and Recalls are the five sorts of returning products (Janzen and Rosier, 2008). Contingent on the sort of returning product, it might experience all or a portion of the five reverse logistics exercises to be specific product securing, assortment, arranging, testing, attitude, recovery, redistribution and deals. Erol et al. (2010) talked about the idea of redistributing of reverse supply chain exercises. Warehousing and bundling, data framework and software utilized, offering types of assistance abroad, innovation utilized, the quantity of individuals utilized, office limit, administration cost, administrations gave, and level of skill are the significant measures which are to be thought about while choosing an outsider administrations for reverse supply chain exercises of an association.

Ritchie et al. (2000) pointed towards certain issues; provider evaluation, sourcing approaches dissemination (In-house/Contracted), capacity (Centralized/off-site) and greater utilization of IT-alternatives as EDI to accelerate and reduce the expense of request handling while at the same time stressing on the need of costs investment funds through better supply chain the executives. Subsequent to looking at the entire reverse logistics process at Manchester Royal Infirmary Pharmacy, the researchers recommended to review and improve the reverse logistics process by assortment and analysis of data, redesign the reverse logistics procedure to ensure the addressal of distinguished issues, and the advancement of a feeling of possession among staff. The following segment gives a review of previous investigations related with the drivers for reverse logistics.

3.3 DRIVERS FOR REVERSE LOGISTICS MANAGEMENT

Brito and Dekker (2002) have built up a general structure of reverse logistics where they declared that there may be different reasons regarding why the sold things return or return for different classes of products like client's return, wholesaler's return or the manufacturer's return. Client's return may incorporate B2C business returns (reimbursement ensures), guarantee returns, administration returns (repairs, spare-parts), end-of-utilization returns and end-of-life returns. Appropriation returns may incorporate product recalls, B2B business returns (for example unsold products, wrong/harmed conveyances), stock alterations and utilitarian returns (dissemination things/transporters/bundling). Assembling returns incorporate crude material excess, quality-control returns and production extras/results.

There is a considerable rundown of reasons for products' return. These incorporate repair/Service Codes (processing plant repair, administration/support, operator request mistake, client request blunder, passage blunder, dispatching mistake, inadequate shipment, wrong amount, copy shipment, copy client request, not ordered and missing part), harmed/blemished (harmed, dead on appearance, damaged), legally binding agreements (stock overabundance, stock change, outdated) and other (freight guarantee and different) (Zuluaga, 2006).

Genuine reasons for returns incorporate clients' choice, harmed product, requesting blunder, guarantee certification, wrong product, invalid reason, regular return, late conveyance, update and administration, overabundance return, equivocalness manual, finish of life, end of utilization and others (Dissanayake and Singh, 2008). Client return/disappointment, deficient product, incorrect thing received, repairs required, harmed, unsold units, reconditioning,

recycling, product recall, and others are the most well-known reasons for merchandize returns (Daugherty et al., 2001).

Wu and Cheng (2006) referenced different reasons for return which muddled product showcase situating, quality issue, structure and restricting problems, mistaken forecasting, unreasonable estimating, slow data stream, absence of advertising support, frail deals work, terrible store presentation, feeble logistics support, powerless transportation support, absence of authority over return frequency, amount, and things, genuine delay purchase and late conveyance because of the little request amount, long return process cycle, returned products in huge assortment yet in little amount, an enormous amount of returned products because of the fixed return time frame, huge increase in returns at the terminal time of deals for hits, income issue, oversupply of new book titles to the current market request, unseemly determination of a product blend, discrepancy between the return list and real things and amounts, long circulation channel, frequent limited time exercises resulting in heaps of returns toward the finish of advancement, different shopper preference among different geographic regions, high transportation costs because of trouble in transportation game plan ahead of time, no inflexible order in stock-taking and loading exercises and an excessive number of merchants included.

Handset design/settings issue, battling with usefulness/ease of use of gadget, telephone having hardware flaw, telephone having software issue, gadget mis-sold doesn't meet desires were the significant reasons for the returning sold versatile handsets (Mondragon et al., 2011). Stock modifications, wrong conveyances, product returned inside legally binding reclaim period for customers, products returned inside guarantee period, products returned after guarantee, product recalls, and return after use were the sorts of returned products which were considered by Janse (2008).

Tonanont (2009) separated the returns into two sorts; impromptu/undesired/customary returns and arranged/desired returns. The reasons for spontaneous product returns incorporate clients' difference in minds, product surrenders, clients' impression of a product to be deficient one, product harmed in travel, a seller blunder, (for example, wrong thing or amount dispatched), and guarantee returns or product recalls while exchange programs, organization take-backs, rented or rented products and administration work are the fundamental reasons for arranged returns. The researcher contended that arranged returns were a lot simpler for the organizations to predict and structure their reverse supply chain since they comprehend what is returning and when.

Brito et al. (2004) consented with the way that products, parts, materials, hardware and even total specialized frameworks may go in reverse in the supply chain. Products may reverse direction in the supply chain for an assortment of reasons which incorporate assembling returns, business returns (B2B and B2C), product recalls, guarantee returns, administration returns, end-of-utilization returns and end-of-life returns. Reverse appropriation arranging, dismantling, production arranging (direct reuse, material recycling and refurbishing) and stock control are the issues which were nitty gritty by Kassem (2011). Guarnieri et al. (2006) partitioned the idea of reverse logistics into two areas of activity to be specific the post-deal reverse logistics and the post utilization reverse logistics. For the post-deal reverse logistics, products with or without use, are returned to conveyance chain for a few reasons like return by ensure problems, transport harm, stocks overabundance, substantial time expired, and different reasons. For the post-utilization reverse logistics, the pre-owned products are returned with recovery probability (bundles) and the modern residues.

Inmar report (2009) presented a few elements contributing towards these returns. These incorporate poor data stream, numerous networks that inadequately interface with each other, different numbering plans for a similar replacement parts, information passage request mistakes, incorrect shipments, mis-conclusion, over requesting, and guarantee/deficient parts. To present the point of view from the perspective of agents, they referenced the examination led by Counterman Magazine which demonstrated that their returns included cores, wrong part ordered, guarantee/damaged, wrong part delivered and others.

Enactment (natural enactment, buyer rights), Customer Service (seriousness, changes in business sectors and new markets, product removal, product recall and guarantee returns), Corporate social responsibility (Customer retention/Loyalty to showcase, benefits for society and Savings of resources) and Economic advantages (reduction in removal costs, revenues and reserve funds from reuse, recover resources and worth) are the four basic drivers for the usage of reverse logistics (Janse, 2008). Guo (2009) additionally surrendered upon financial and ecological drivers of reverse logistics.

A report by Cognizant (2011) stressed that the significance of reverse logistics was increasing for various reasons. Organizations are centering at substantial advantages, for example, critical reductions in inventories, improvement in income, reduced work and improved consumer loyalty. Different reasons remember an increase for serious pressure, increase in index and e-business shopping and advancement of return arrangements.

Product lifecycle compression and an increased accentuation on presenting new and fresh products has created a need to clear the dissemination channel more frequently, requiring a proficient way to bring back out of date, obsolete or leeway things. Additionally the increased regulatory requirements regarding recycling and product air particularly around products having ecological risks has increased the requirement for precision record keeping and following (Cognizant, 2011).

Client care, vital issues, retail return approach, serious reason, client security law, clean channel, recapture esteem, lawful removal law (Grafton and Howe, 2008), ensure edge, recover resource and condition assurance are the major constraining driving the organizations to execute reverse logistics program (Dissanayake and Singh, 2008). Geethan et al. (2011) recorded down four significant drivers to be specific monetary variables, enactment, business methodology and client care activities for the execution of reverse logistics program.

Erol et al. (2010) explored six significant reasons for organizations' inclusion in products return exercises. These incorporate client's desire to change the product, contender's procedures, picking up cost focal points, serious reasons, and administrative liabilities (national just as global being the most grounded reason). Koetz et al. (2004) revealed that legitimate issues were the prime wellspring of inspiration driving the selection of reverse logistics by GKN. The rundown of the board drivers for reverse logistics for return of business products incorporated the consumer loyalty, cost reduction, enactment, esteem recovery, stock reduction, speed and adaptability, morals and biology, process quality, execute worldwide system, picture, and procedure reliability.

Chan and Chan (2008) analyzed the significant drivers; recapture esteem and recover resources, reverse logistics as a key weapon, and great corporate citizenship. They found that dominant part of returned products as opposed to returning benefits include additional expenses. They additionally found that reverse logistics is still in the newborn child stage, so first mover may pick up the upper hand and subsequently it might be a vital move. The examination likewise reveals that however social responsibility could be utilized to pick up exposure, yet firms are probably not going to consolidate reverse logistics in their business as a result of natural advantages as it were.

Ramezani et al. (2013) likewise recognized that in addition, because of the execution of government enactment, natural concern, social responsibility and client awareness, organizations have been constrained by clients not exclusively to supply ecologically agreeable

products yet additionally to be responsible for the returned products. Laws and regulations, rivalry and hilter kilter rivalry are the three key main thrusts behind the execution of reverse logistics programs (Xu and Jiang, 2009). Enactment, economy and client desires are the three significant drivers for the product recovery process (Kassem, 2011).

Lau and Wang (2009) analyzed five significant main thrusts to be specific the help from government approaches and enactment, the advancement of corporate picture, reduction in production cost, satisfaction of commitment for condition assurance, and the improvement of client care. The satisfaction of commitment for condition assurance and the improvement of client support were seen as the main thrusts in all the four organizations under examination. Sahyouni et al. (2007) bifurcated the entire rundown of drivers into two gatherings to be specific the drivers for Commercial returns (push returns) and End-of-life returns, exchange, replacements (pull returns). Product surrenders, unfulfilled client desires, absence of clients' awareness about products' use, wrong products' conveyance, and relaxed return arrangements are the drivers for push returns while short products life cycles and new product presentations resulting in exchange ins, enactment, showcasing efforts for recycling, and product stewardship through resource recovery administrations are the key drivers for pull returns.

Aside from the customary and set up drivers like enactment which go about as outside powers, there are numerous interior drivers that lead to product returns (Bernon and Cullen, 2004). These inner drivers incorporate forecast exactness and request changeability, limited time action, new product presentation, product range and security stock strategy, product life cycles, logistics exchange offs, buying strategies, high on-rack accessibility, income the board, clients "no deficiency found", and administrative variables. Enactment, corporate citizenship, client assistance activities and financial activities were the four significant drivers behind the usage of reverse logistics and therefore considered fitting to know the similar significance of every one of these drivers (Yellepeddi, 2007).

Dissanayake and Singh (2008) recorded down a few reasons for organizations' association in reverse logistics tasks which incorporate method of leading business exercises (e-business), vital advertising and liberal return strategies, business and guarantee returns, end of life and end of utilization returns, natural assurance and lawful regulations, monetary increases, and client dependability and retention rate.

Cespon et al. (2009) in their examination inspected a few reasons for the reception of reverse logistics. These incorporate significance allowed to the opposition, the natural reason, and

recapturing esteem. They likewise referenced some hidden destinations like goal to expand esteem included of residuals, goal to decrease the expense of residuals returns, goal to decrease the production costs, goal to improve the customer administration rate, goal to boost the worth added to returns, goal to limit the ecological effect of residuals and target to decrease the expense of devolution returns.

There are two sorts of drivers for the retuning expired prescriptions; request and stock related and product related drivers (Healthcare Distribution Management Association, 2009). Drug store stock pivot, arrangement of manufacturer and wholesaler boat life strategies with manufacturer production and stock administration rehearses, retail drug store rehearses for short-dated products, drop sought after for regular Rx products, warehouse stock revolution, speculation purchasing/forward purchasing at retail and by foundations are the interest and stock related drivers while new product failures, unit of apportioning isn't normalized, nonexclusive product presentations, national medication code (NDC) transformations and government activities, for example, FDA implementation activities are the product related return drivers.

3.4 INFRASTRUCTURAL BARRIERS TO THE IMPLEMENTATION OF REVERSE LOGISTICS

Halldorsson and Skjøtt-Larsen (2007) asserted that most logistics frameworks were not well-prepared to deal with reverse product streams, as the strategies for transportation; stockpiling and taking care of were frequently altogether different from those utilized in the forward stream, and as a result had cost suggestions. They referenced "enormous varieties in timing, quality and amount of product returns", "absence of formal procedures for product returns", "deferred product returns causing reduction in advertise esteem especially for time-touchy things, for example, apparel, books and electronic hardware", "absence of neighborhood skill in investigation, assessment and manner of returns so as to limit the expenses and vehicles kilometers", "danger of cannibalization of market for new products", and "absence of execution measurement of the productivity of reverse logistics" as the significant challenges to survive.

Dissanayake and Singh (2008) distinguished nine significant hindrances for the administration of returns in e-business. These incorporate absence of significance, data the executives, numerous alternatives for return, absence of money related resources, organization approaches, absence of work force resources, legitimate issues, the board mindlessness and poor association. Their examination revealed that absence of significance is the significant

obstruction in the method for reverse logistics. Individuals in the business despite everything focus on the forward supply chain. Rogers and Tibben-Lembke (1999) found that significance of reverse logistics relative to different issues was the significant boundary followed by the organization approaches, absence of frameworks, serious issues, the board heedlessness, budgetary resources, work force resources and legitimate issues.

An UPS Supply Chain Solutions White Paper (2005) asserted that there were various hindrances to a viable reverse logistics program which incorporate inadequately characterized procedures and absence of framework bolster causing the absence of perceivability of the current expenses related with reverse logistics, variable nature of returns, obstacles to attitude that a product's creation can bring, an absence of away from of budgetary obstacles and repercussions, absence of preparing, counter-organization arrangements and hardly any motivating forces.

Erol et al. (2010) referenced eight significant snags for reverse logistics while analyzing the present status of reverse supply chain the board activities in Turkish car, white merchandise, electric/gadgets products and furniture enterprises. These snags comprise of organization arrangement, issues with respect to rivalry, money related resources, the significance of reverse supply chain the executives as compared to the forward supply chain the board, framework insufficiencies, administrative issues, absence of interest among top administration and the HR. They discovered that the most significant prevention coming into the way is the framework insufficiencies.

CHAPTER 4

RESEARCH METHODOLOGY

Introduction

This part traces the methodology utilized in the investigation. It contains the different methodologies that were utilized to gather information during the research. These ideas were

utilized to acquire the relevant information and interpret it to reflect the research question. These techniques incorporate the research system, inspecting, target populace, information assortment strategies, strengths and restrictions of the research, moral contemplation, information analysis, and legitimacy and reliability. The consolidated methodology of the above methodologies ensured that the information be gathered and investigated adequately with reference to the subject being referred to.

4.1 RESEARCH DESIGN AND STRATEGY

Research design is a ground breaking strategy that indicates the techniques and procedures for gathering and investigating the required data. A research design gives a system or strategy for the research. The investigation set out on distinct examination as the kind of research that portrays attributes of objects, people, gatherings, associations, or conditions and attempts to "paint a picture" of a given circumstance. The examination aspired at depicting the conditions designing to reverse logistics; challenges and effects just as components to improve rehearses in the executives of reverse logistics.

Research Instruments

The researcher utilized questionnaire as a research instrument. The sort of questionnaire was utilized was a self-administered questionnaire, specifically, a 'conveyance and assortment questionnaire'. The questionnaire was delivered by hand to every respondent and gathered later. The investigation left on this sort of questionnaire since it offered respondents sufficient opportunity to response inquiries at their free time so they may make some enough memories to experience the questionnaire and answer questions as needs be. To defeat the deficiencies of the questionnaire, an interview was utilized so as to gather more data that can be adequate in addressing research address and accomplish research objective.

Flipkart managers of the supply chain work were tested to give data regarding to the reverse logistics of products, which gave more data regarding to research questions

4.2 POPULATION OF STUDY

The population of the investigation was 100 managers. This comprised managers and their subordinates responsible in overseeing supply chain capacities and exercises. This population has been picked in light of the fact that managers of supply chain capacities have more

extensive information on how forward and reverse logistics are worked. The data that can be gotten from them is critical in responding to research questions and address objectives of this investigation.

4.3 SAMPLING PROCEDURE

The population of the investigation was 100 managers of supply chain work and their subordinates. These representatives were chosen from the accompanying capacities [department]; buying, logistics, stores, production, and showcasing and deals. The examination set out on non-likelihood sampling. A sampling technique where units of the example are chosen based on close to home judgment or accommodation the likelihood of a specific individual from the population being picked is obscure.

Critical sampling empowers a researcher to utilize their judgment to choose cases that will best empower the person in question to answer your research question(s) and to meet your objectives. Since the examination wells on reverse strategic challenges, it was proper to purposively choose respondents who work in the supply chain capacities. The utilization of purposive sampling fit this examination. The example size utilized in the investigation 50 workers represents 20% of the population. Test of 10% is considered to be adequate for an investigation. Therefore, results from a 20% example ought to be considered to be a more representative of the entire population.

4.4 DATA COLLECTION

To gather data, the research designed and administrated questionnaires. The research likewise led top to bottom interviews. Then again, the researcher likewise utilized optional data in data collection process. The following is a clarification on how the research utilized the above data collection techniques.

Questionnaire Design and Administration

Questionnaires were circulated by submit offices responsible in reverse logistics the executives [logistics, buying, and production, showcasing and sales]. Here the researcher utilized structured inquiries dependent on literature and discoveries from different researchers. Questionnaires were submitted.

Interviews

Then again, the researcher additionally interviewed a portion of the employees responsible in the board of reverse logistics. Here an inside and out up close and personal interview with target members of 5 employees. Here the research tested on data regarding to challenges and effects of reverse logistics on Flipkart supply chain. The researcher likewise utilized a recorder to record interviews and ensures data presentation precision. The interview was done on 2019.

4.5 SECONDARY DATA COLLECTION

The research likewise utilized optional data. Data utilized for a research venture that were initially gathered for some other reason. Auxiliary sources included articles, books, diaries, Newspapers, scholastic studies and the Internet. The researcher gathered data through literature review; from other literature authored by different scholars who are relevant to the highest point of study this included diaries, and books.

Data Analysis and Interpretation

Data was broke down utilizing Microsoft-exceed expectations and Statistical Package for Social Sciences. The two were utilized with different objectives. The following is a clarification on how data was broke down utilizing SPSS and Microsoft-exceed expectations.

Measurable Package for Social Sciences

The data gathered was quantitative so elucidating analysis was led to test for reliability, and to produce tables and charts to clarify and address the research questions. In creating the real results, frequency tables will be produced to decide the quantity of respondents who expressed their supposition on a specific thing with charts related to them.

CHAPTER 5

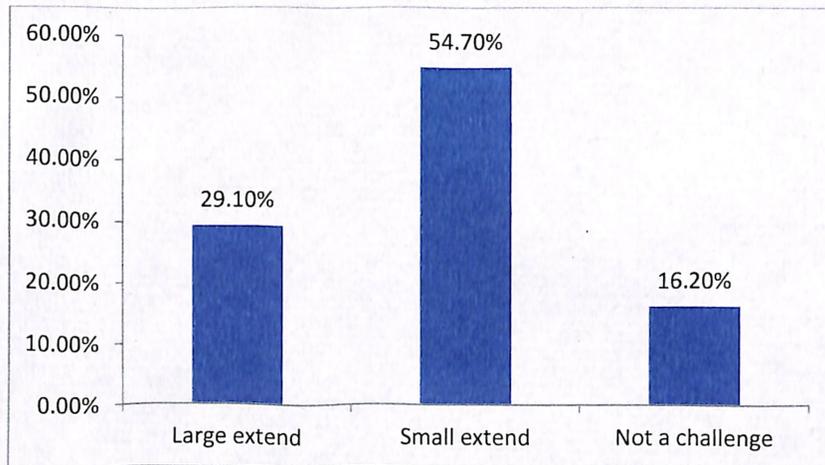
DATA ANALYSIS AND INTERPRETATION

Table 5.1: High Cost with Reverse Logistics

Options	Percentage
Large extend	29.1%

Small extend	54.7%
Not a challenge	16.2%
Total	100%

Chart 5.1: High Cost with Reverse Logistics



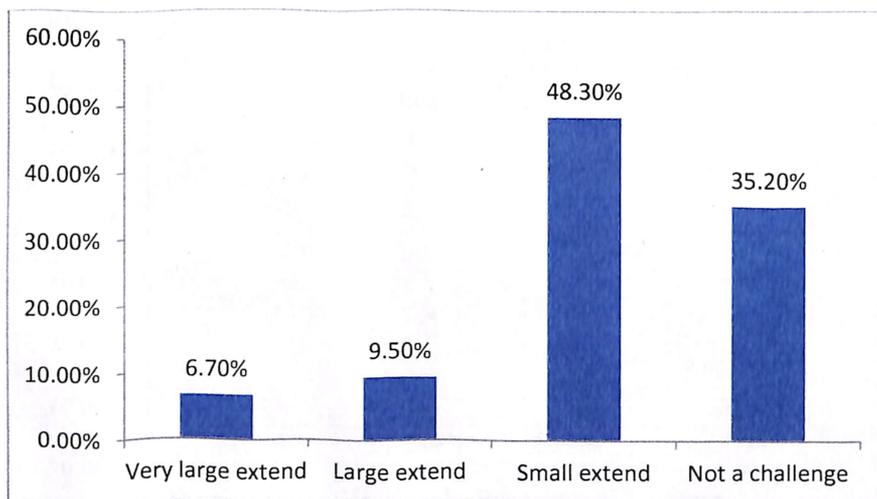
Interpretation:

Figure 5.1 shows that 29.1% of the respondents accepted that high reverse logistics cost is a challenge in reverse logistics managers to a large extent, 54.7% of the respondents accepted that reverse logistics is a challenge in reverse logistics management to a small extent while 16.1% denied that high cost with reverse logistic is not a challenge in reverse logistics management. This implies that high reverse logistics cost is a challenge to a small extent as indicated by the majority.

Table 5.2: Inability to reduce cost

Options	Percentage
Very large extend	6.7%
Large extend	9.5%
Small extend	48.3%
Not a challenge	35.2%
Total	100%

Chart 5.2: Inability to reduce cost



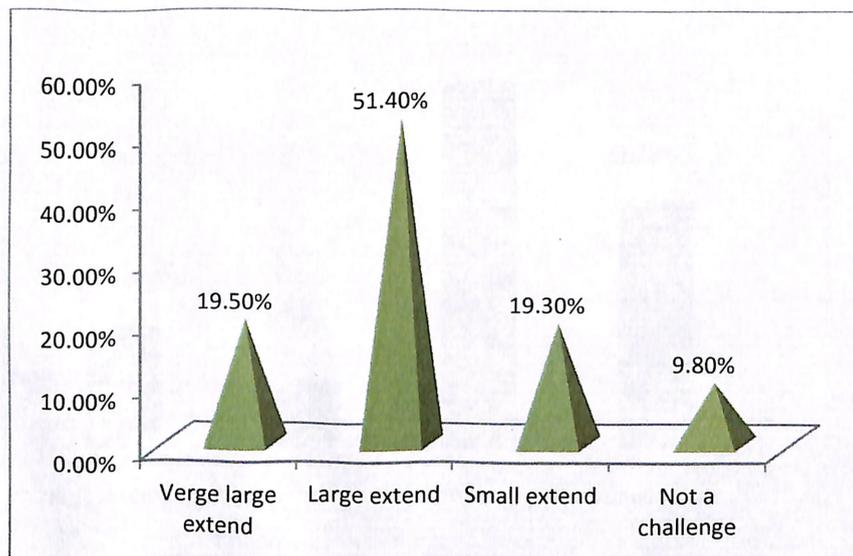
Interpretation:

Figure 5.2 above shows that only 6.7% of the respondents perceive that inability to reduce cost as a challenge to a very large extent and 9.5% of respondents perceive that inability to reduce cost as a challenge to a large extent. On the other hand, the figure 5.2 also shows that 48.3% of respondents perceive that inability to reduce cost as a challenge to a small extent, and 35.2% of respondents perceive that inability to reduce cost as not a challenge in Reverse logistics management. This means that the inability to reduce cost is a challenge to small extent as indicated by the majority (48.30%).

Table 5.3: Lack of Awareness of Hidden Reverse Logistics Cost

Options	Percentage
Verge large extend	19.5%
Large extend	51.4%
Small extend	19.3%
Not a challenge	9.8%
Total	100%

Chart 5.3: Lack of Awareness of Hidden Reverse Logistics Cost



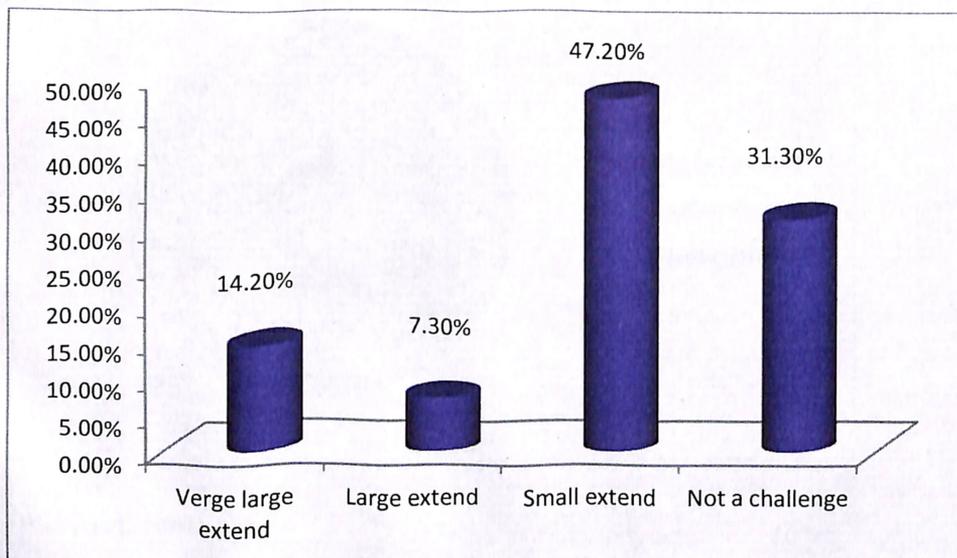
Interpretation:

Figure 5.3 above shows that only 19.5% of the respondents perceive that lack of awareness of hidden reverse logistics cost as a challenge to a very large extent and 51.4% of respondents perceive that lack of awareness of hidden reverse logistics cost as a challenge to a large extent. On the other hand that 19.3% of respondents perceive lack of awareness of hidden reverse logistics cost as a challenge to a small extent, and 9.8% of respondents perceive that lack of awareness of hidden reverse logistics cost as not a challenge in reverse logistics management. This means that lack of awareness of hidden reverse logistics cost is a challenge to a large extent as indicated by the majority (51.4%).

Table 5.4: Lack of expertise in reverse logistics management

Options	Percentage
Verge large extend	14.2%
Large extend	7.3%
Small extend	47.2%
Not a challenge	31.3%
Total	100%

Chart 5.4: Lack of expertise in reverse logistics management



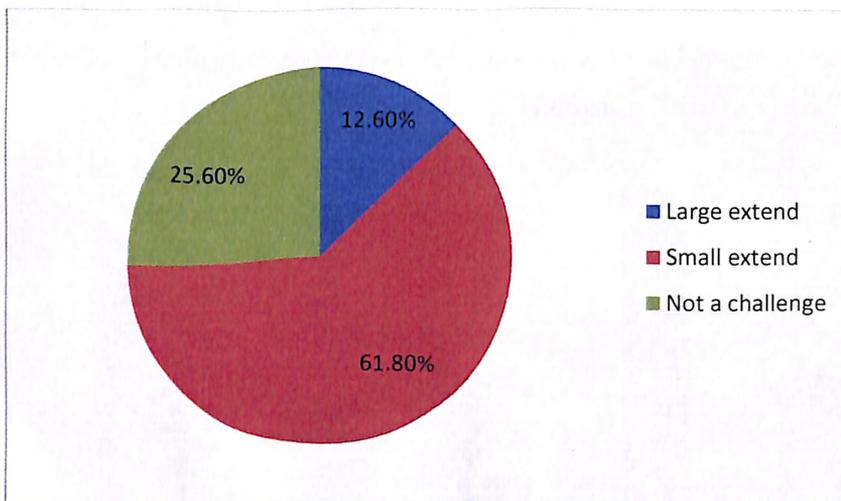
Interpretation:

Figure 5.4 above shows that 14.2% of the respondents perceive that lack of expertise in reverse logistics cost as a challenge to a very large extent and 7.3% of respondents perceive lack of expertise in reverse logistics as a challenge to a large extent. On the other hand, that 47.2% of respondents perceive lack of expertise in reverse logistics as a challenge to a small extent, and 31.3% of respondents perceive lack of expertise in reverse logistics as not a challenge in reverse logistics management. This implies that lack of expertise in reverse logistics is a challenge to small extent as indicated by the majority (47%).

Table 5.5: Top management commitment to reverse logistics in Flipkart

Options	Percentage
Large extend	12.6%
Small extend	61.8%
Not a challenge	25.6%
Total	100%

Chart 5.5: Top management commitment to reverse logistics in Flipkart



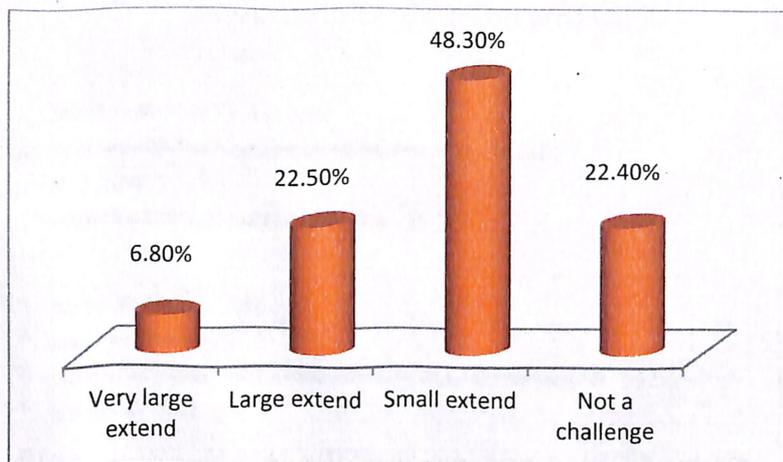
Interpretation:

Figure 5.5 above shows that 12.6% of respondents perceive that lack of top management commitment to reverse logistics as a challenge to a large extent. On the other hand, that 61.8% of respondents perceive lack of top management commitment to reverse logistics as a challenge to a small extent, and 25.6% of respondents perceive lack of top management commitment to reverse logistics as not a challenge in RL management. This suggests that lack of top management commitment to reverse logistics is a challenge to small extent as indicated by the majority (61.8%).

Table 5.6: Departmental collaboration, cooperation and communication in reverse logistics of Flipkart

Options	Percentage
Very large extend	6.8%
Large extend	22.5%
Small extend	48.3%
Not a challenge	22.4%
Total	100%

Chart 5.6: Departmental collaboration, cooperation and communication in reverse logistics of Flipkart



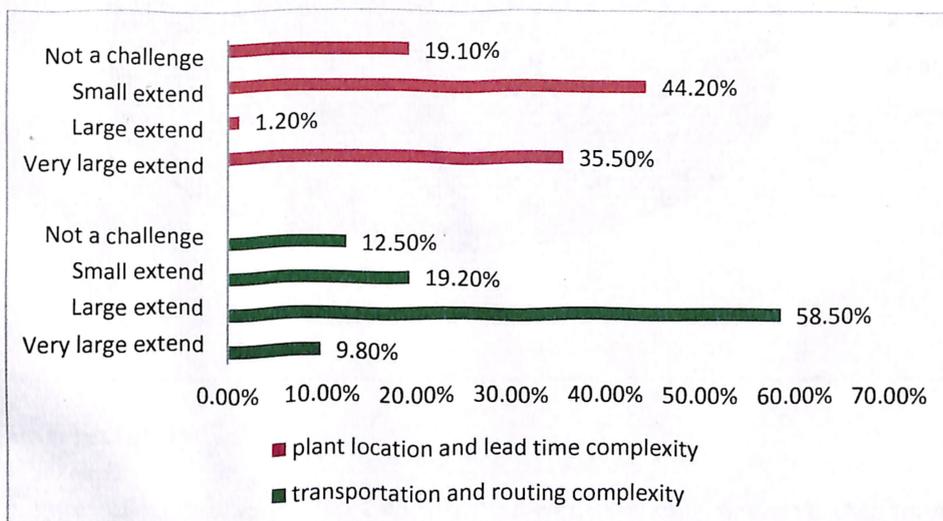
Interpretation:

Table 5.6 above shows that only 6.8% of the respondents perceive lack of departmental collaboration, cooperation and communication in reverse logistics as a challenge to a very large extent and 22.5% of respondents perceive lack of departmental collaboration, cooperation and communication in reverse logistics as a challenge to a large extent. On the other hand, 48.3% of respondents perceive lack of departmental collaboration, cooperation and communication in reverse logistics as a challenge to a small extent, and 22.4% of respondents perceive lack of departmental collaboration, cooperation and communication in reverse logistics as not a challenge in RL management. This implies that lack of departmental collaboration, cooperation and communication in reverse logistics is a challenge to small extent as indicated by the majority (48.3%).

Table 5.7: Transportation, routing complexity, plant location and lead time complexity in reverse logistics of Flipkart product

transportation and routing complexity	Percentage	plant location and lead time complexity	Percentage
Very large extend	9.8%	Very large extend	35.5%
Large extend	58.5%	Large extend	1.2%
Small extend	19.2%	Small extend	44.2%
Not a challenge	12.5%	Not a challenge	19.1%
Total	100%	Total	100%

Chart 5.7: Transportation, routing complexity, plant location and lead time complexity in reverse logistics of Flipkart product



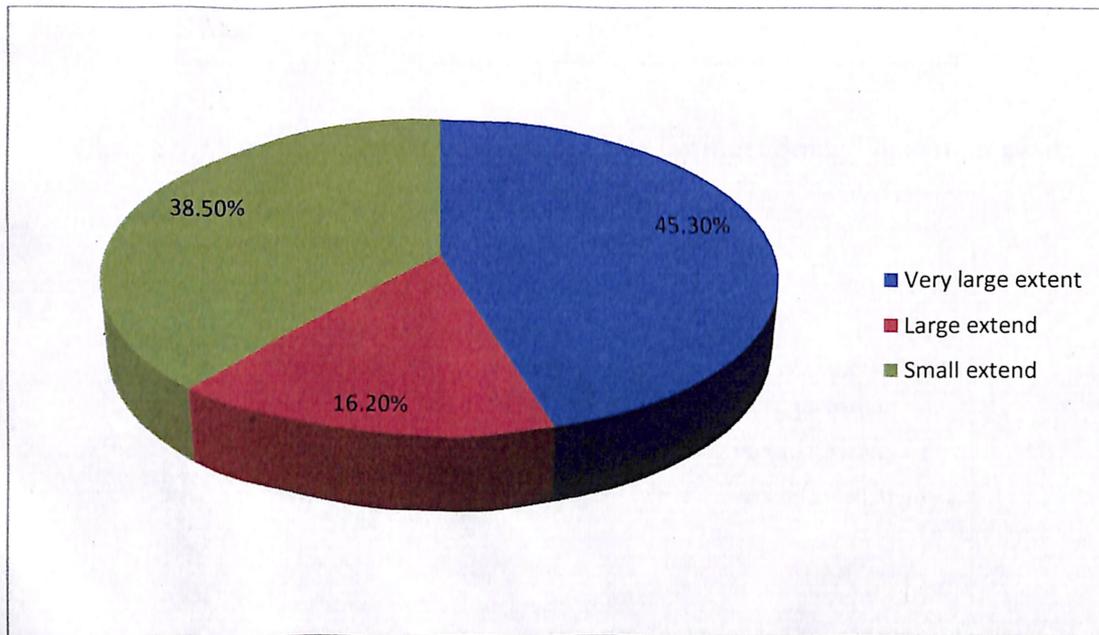
Interpretation:

Figure 5.7 above shows that 44.2% of respondents perceive that that plant location and lead time complexity as a challenge to a small extent, and 19.1% of respondents perceive that t that plant location and lead time complexity as not a challenge in RL management. This means that that plant location and lead time complexity is a challenge to small extent as indicated by the majority (44.2%). This means that that transportation and routing complexity is a challenge to a large extent as indicated by the majority (58.5%).

Table 5.8: Return dynamics and forecasting complexity in Flipkart products

Options	Percentage
Very large extent	45.3%
Large extend	16.2%
Small extend	38.5%
Total	100%

Chart 5.8: Return dynamics and forecasting complexity in Flipkart products



Interpretation:

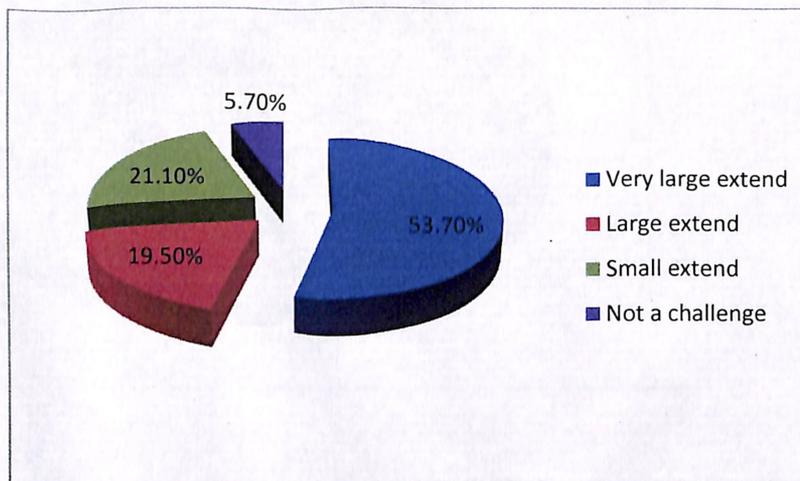
Figure 5.8 above shows that 45.3% of the respondents perceive that return dynamics and forecasting complexity as a challenge to a very large extent, and 16.2% of the respondents perceive return dynamics and forecasting complexity as a challenge to large extent. On the other hand shows that 38.5% of the respondents perceive return dynamics and forecasting complexity as a challenge to a small extent. This means that return dynamics and forecasting complexity is a challenge to very large extent as indicated by the majority (45.3%).

Primary data on challenges with supply chain partners in Flipkart products reverse logistics

Table 5.9: Customer negative perception and delay in returning Flipkart products

Options	Percentage
Very large extend	53.7%
Large extend	19.5%
Small extend	21.1%
Not a challenge	5.7%
Total	100%

Chart 5.9: Customer negative perception and delay in returning Flipkart products



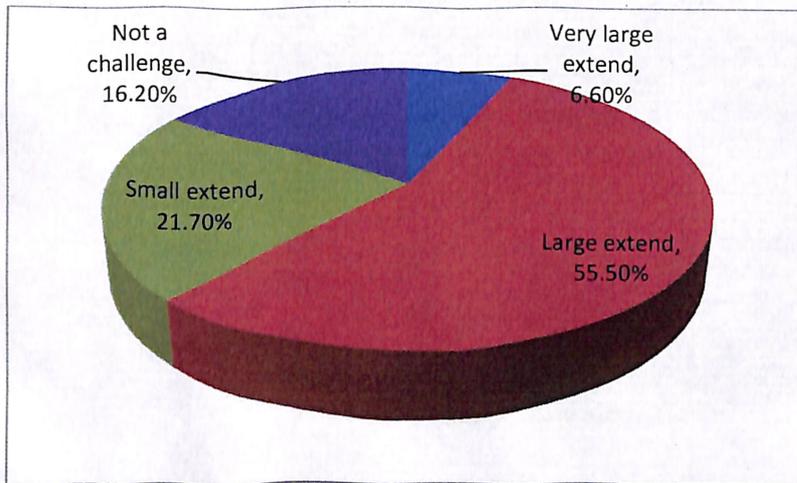
Interpretation:

Figure 5.9 above shows that 53.7% of the respondents perceive Customers' negative perception and delay in returning used products as a challenge to a very large extent and 19.5% of respondents perceive Customers' negative perception and delay in returning used products as a challenge to a large extent. On the other hand, shows that 21.2% of respondents perceive Customers' negative perception and delay in returning used products as a challenge to a small extent, and 5.7% of respondents perceive that inability to reduce cost as not a challenge in reverse logistics management. This implies that Customers' negative perception and delay in returning used products is a challenge to very large extent as indicated by the majority (53.7%).

Table 5.10: Communication and cooperation with supply chain partners by Flipkart

Options	Percentage
Very large extend	6.6%
Large extend	55.5%
Small extend	21.7%
Not a challenge	16.2%
Total	100%

Chart 5.10: Communication and cooperation with supply chain partners by Flipkart



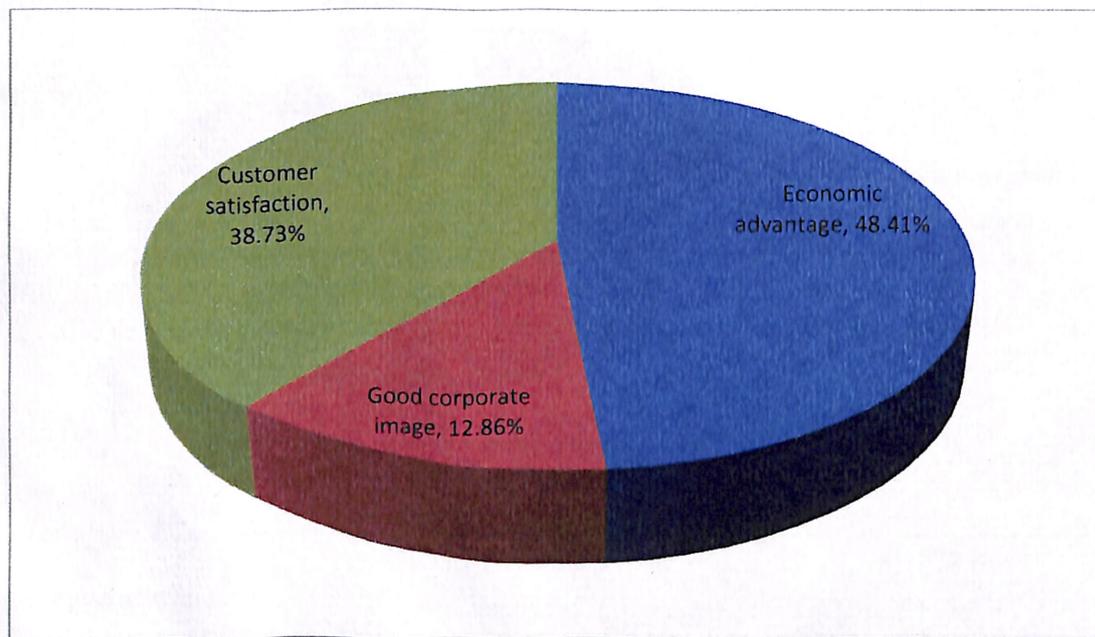
Interpretation:

Figure 5.10 above shows that only 6.6% of the respondents perceive lack of communication and cooperation with supply chain partners such as retailers and distributors as a challenge to a very large extent and 55.5% of respondents perceive lack of communication and cooperation with supply chain partners such as retailers and distributors as a challenge to a large extent. On the other hand, 21.7% of respondents perceive lack of communication and cooperation with supply chain partners such as retailers and distributors as a challenge to a small extent, and 37.9% of respondents perceive lack of communication and cooperation with supply chain partners such as retailers and distributors as not a challenge in reverse logistics management.

Table 5.11: Attaining Competitive Advantage through Reverse Logistic

Options	Percentage
Economic advantage	48.41%
Good corporate image	12.86%
Customer satisfaction	38.73%
Total	100%

Chart 5.11: Attaining Competitive Advantage through Reverse Logistic



Interpretation:

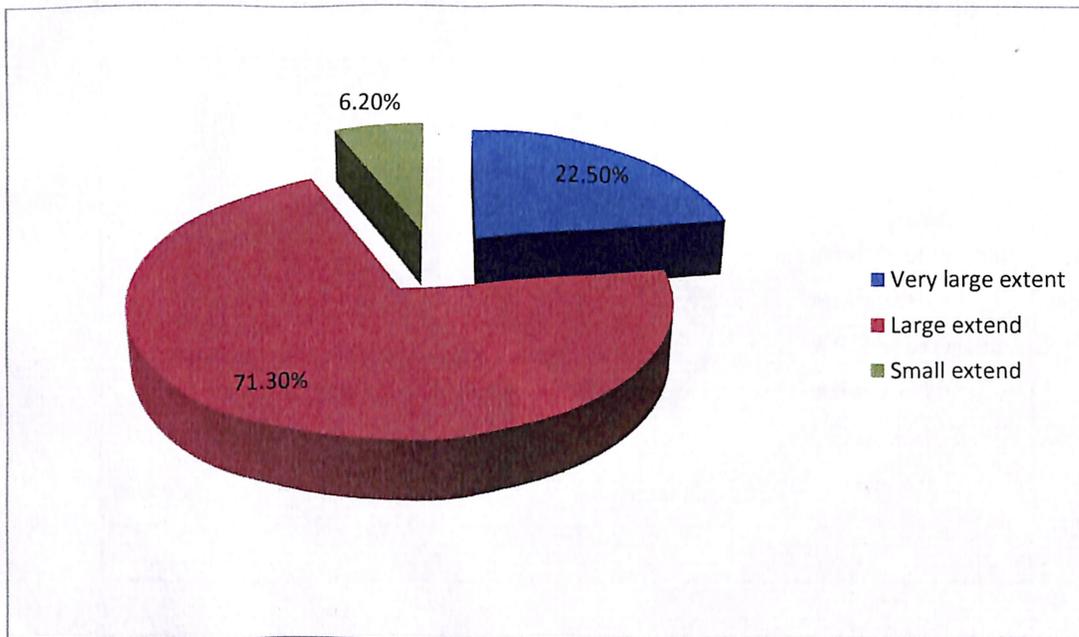
Figure 5.11 above shows that 48.41% of respondents indicated economic advantage as an area of competitive advantage attained through reverse logistics, 12.86% of respondents indicated that good corporate image is an area of competitive advantage attained through reverse logistics, and 38.73% indicated that customer satisfaction as an area of competitive advantage. This implies that the economic usage of material (economic advantage) is mainly the area of competitive advantage attained through reverse logistics as indicated by the majority (48.41%).

Table 5.12: Conducting training of employees in Flipkart involved in reverse logistics

Options	Percentage
Very large extent	22.5%

Large extend	71.3%
Small extend	6.2%
Total	100%

Table 5.12: Conducting training of employees in Flipkart involved in reverse logistics



Interpretation:

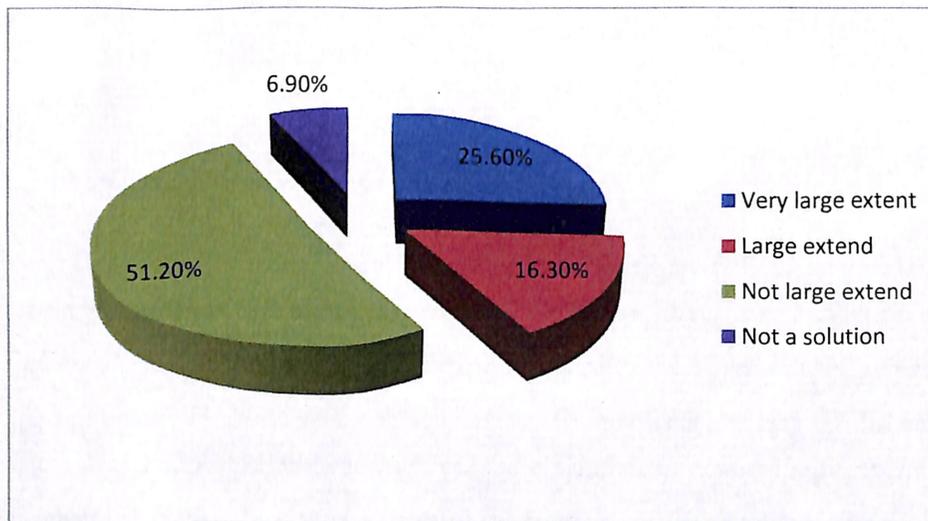
Figure 5.12 above shows that 22.5% of the respondents perceive conducting training of employees in Flipkart involved in reverse logistics as a solution to management of reverse logistics to a very large extent, and 71.3% of the respondents perceive conducting training of employees in Flipkart involved in reverse logistics as a solution to management of reverse logistics to a large extent,. On the other hand, shows that 6.2% of the respondents perceive conducting training of employees in Flipkart involved in reverse logistics as a solution to management of reverse logistics but not to large extent. This implies that conducting training of employees in Flipkart involved in reverse logistics as a solution to management of reverse logistics to a large extent as indicated by the majority (71.3%).

Table 5.13: Top management that demonstrate commitment to reverse logistics

Options	Percentage
Very large extent	25.6%

Large extend	16.3%
Not large extend	51.2%
Not a solution	6.9%
Total	100%

Chart 5.13: Top management that demonstrate commitment to reverse logistics



Interpretation:

Figure 5.13 above shows that 25.6% of the respondents perceive management demonstration of commitment to Flipkart products reverse logistics as a solution to management of reverse logistics to a very large extent, and 16.3% of the respondents perceive management demonstration of commitment to glass bottle reverse logistics a solution to management of reverse logistics to a large extent. On the other hand, 51.2% of the respondents perceive management demonstration of commitment to Flipkart products reverse logistics as a solution to management of reverse logistics but not to large extent and 6.9% of respondent perceive management demonstration of commitment to reverse logistics as not a solution to management of reverse logistics of Flipkart products. This implies that management demonstration of commitment to Flipkart products reverse logistics is a solution to management of reverse logistics but not to large extents as indicated by the majority (51.2%).

Table 5.14: Solutions with reverse logistics network challenges

Extend of being solution	Shift part of collection to channel partners (%)	Adopt appropriate forecasting technologies (%)
Very large extent	12.8%	35.6%
Large extent	61.1%	55.6%
Not large extent	12.6%	3.1%
Not a solution	13.5%	5.7%
Total	100%	100%

Interpretation:

Shift part of collection to channel partners

Table 5.14 above shows that 12.8% of the respondents perceive shifting part of collection to channel partners as a solution to management of reverse logistics networks to a very large extent, and 61.1% of the respondents perceive shifting part of collection to channel partners a solution to management of reverse logistics networks to a large extent. On the other hand, 12.6% of the respondents perceive shifting part of collection to channel partners as a solution to management of reverse logistics networks challenges to a large extent and 12.6% of the respondents perceive shifting part of collection to channel partners as not a solution to management of reverse logistics networks challenges. This implies that shifting part of collection to channel partners is a solution to management of reverse logistics network challenges as indicated by the majority (61.1%).

Adopt appropriate forecasting technologies

Table 5.14 above also shows that 35.6% of the respondents perceive adoption of appropriate forecasting technologies as a solution to management of reverse logistics networks to a very large extent, and 55.6% of the respondents perceive adoption of appropriate forecasting technologies as a solution to management of reverse logistics networks to a large extent. On the other hand, 3.1% of the respondents perceive s adoption of appropriate forecasting technologies as a solution to management of reverse logistics networks challenges to a large extent and 5.7% of the respondents perceive adoption of appropriate forecasting technologies as not a solution to management of reverse logistics networks challenges. This implies that adoption of appropriate forecasting technologies is as solution to management of reverse logistics network challenges as indicated by the majority (55.6%)

Primary data on solutions with challenges associated with supply chain partners

The arrangements with challenges related with supply chain accomplices like drawing in supply chain accomplices as key accomplices, and teaching clients on the significance of product return.

Secondary Data solution with supply chain partners

Regarding to cost arrangements the researcher found from optional data that reverse logistics cost can be limited through arranging, improving innovation at door continuing, re-appropriating reverse logistics exercises, and connecting with government to give financial focal points, for example, charge reduction. Regarding to the executives arrangements the research found from optional data that administration arrangements include: creation of a comprehensive arrangement for reverse logistics, direct preparing on employees associated with reverse logistics, and foundation of cross-useful groups for reverse logistics. These arrangements were seen as answers for great degree. Regarding to network arrangements, the researcher found from optional data that network arrangements incorporate; moving piece of collection to channel accomplices, and reception of fitting forecasting advances.

Response Rate of research

A savvy based methodology was utilized to gather data using questionnaire. The population of the example in this examination was 50 employees. Over the span of social affair data, the researcher figured out how to get questionnaires finished by a sum of 30 employees representing 75.8% response rate. The researcher therefore recommends that the discoveries ought to be acknowledged and are representative of the underlying population test of the investigation.

CHAPTER 6

FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 Findings

- It is found in study done found that inability to reduce cost is a challenge to a great extent.
- It is found in study Reverse Logistics of Flipkart which found that lack of awareness of hidden reverse logistics cost is perceives as a challenge to a great extent.
- It is found that contrary to studies which found that lack of expertise in reverse logistics management is a challenge to a great extent.
- It is found that lack of top management commitment in reverse logistics management is a challenge to a great extent.
- It is found that lack departmental collaboration, cooperation and communication in reverse logistics management are a challenge to a great extent.
- It is found that arguments which claim that plant location and lead time complexity are challenges in reverse logistics in Flipkart management challenges faced in one organization may not be the same to all organizations and these findings found that transportation and routing complexity is a challenge to a great extent.
- It is found that return dynamics and forecasting complexity is a challenge to a great extent.
- It is found that customer negative perception and delays in returning products is a major challenge are contrary to those found that customer challenges such as information were not significant challenges in reverse logistics.
- It is found that lack of communication and cooperation with supply chain partners is a challenge in reverse logistics management.

6.2 Conclusion

Cost challenges engaged with reverse logistics, it was discovered that powerlessness to reduce cost and significant expense with reverse logistics are challenges to little degree in Flipkart products. Then again it was discovered that absence of awareness of reverse logistics cost is a test to a huge degree in reverse logistics of products.

Regarding to the executives challenges in reverse logistics, it was discovered that absence of ability, absence of departmental coordinated effort and correspondence just as absence of the board promise to reverse logistics are challenges to little degree in reverse logistics of Flipkart products.

Reverse logistics network structure, it was discovered that Plant area and lead time complexities is a test to a little degree while transportation and steering complexities was seen as a test to huge degree in reverse logistics of products. Furthermore return elements and forecasting multifaceted nature was seen as a test to a huge degree.

Supply chain accomplices, it was discovered that Customers negative discernment and postponement in returning utilized products is a test to a huge degree in reverse logistics of products. Then again both absence of government green arrangement requirement to help reverse logistics of Flipkart products and absence of correspondence and collaboration with supply chain accomplices, for example, retailers and wholesalers are challenges to an enormous degree in reverse logistics of reverse logistics of products.

6.3 Recommendations

- Flipkart needs to connect with supply chain accomplices as vital accomplices in reverse logistics of products.
- Flipkart needs to prepare its employees include in reverse logistics on viable and effective administration of reverse logistics and cross capacity groups should be set up in the board of reverse logistics of products.
- Flipkart needs to receive fitting forecasting innovations and move some portion of collection to supply chain accomplices.
- Flipkart need to created remanufacturing abilities for broken products to manufactures for re-fabricating in light of the fact that landfill is anything but a best removal alternative in situation where remanufacturing is conceivable
- The legislature needs to turn into a functioning accomplice with associations setting out on reverse logistics and bolster reverse logistics through green arrangement implementation products and reduce negative ecological effects.
- Government has likewise to offer monetary advantages, for example, charge reduction to associations setting out on reverse logistics to empower green supply chain the board in Flipkart.

- Government should likewise concoct components to reduce illicit fare of products which prompts loss of logistics and come as an expense to associations reverse logistics.
- The examination can be utilized in powerful and productive administration of reverse logistics in light of the fact that there acclamations and discoveries from this investigation emphatically adds to viable and successful administration of reverse logistics.
- The examination adds to green condition the executives on the grounds that leaving on reverse logistics by Flipkart supply chain division can reduce negative ecological effects through recycling and remanufacture of waste which is unsafe to nature.
- The investigation adds to development since creating remanufacturing capacities by association, for example, return products can empower neighborhood firms send out products and reduce imports.
- The examination likewise adds to social financial matters since foundation of cooperatives and foragers can set up private ventures which can improve the social monetary status of national residents.

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Declaration by the Guide

This is to certify that the Mr Atal Kumar, a student of MBA in Logistics and Supply Chain Management, SAP ID 500065514 of UPES has successfully completed this dissertation report on "STUDY ON IMPACT OF REVERSE LOGISTICS ON SUPPLY CHAIN PERFORMANCE WITH REFERENCE TO FLIPKART" under my supervision.

Further, I certify that the work is based on the investigation made, data collected and analyzed by him and it has not been submitted in any other University or Institution for award of any degree. In my opinion it is fully adequate, in scope and utility, as a dissertation towards partial fulfillment for the award of degree of MBA.

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