

16.02.2023

## To whom it may concern,

I am pleased to provide a reference for Mr Yuvarasen Gounden based on his work at the South African Qualifications Authority (SAQA). I can confirm that Mr Gounden worked full-time as a Deputy Director (Communications and Public Relations) at SAQA between 1 July 2008 and 31 January 2011.

During his time at SAQA, Mr Gounden was responsible for a range of tasks, including the management of staff in Communication and Public Relations, content management, events management, customer care call centre management, media briefings with the National Press Club, and proactive media engagement and media relations with relevant journalists. He also played a crucial role in publicising SAQA's achievements and highlights to critical stakeholders and promoting initiatives on media platforms.

Additionally, Mr Gounden was responsible for publicising articles on fake qualifications and unaccredited and unregistered providers, conducting customer satisfaction surveys, and developing strategies aligned with the organisation's overall strategy and business plan. He was also responsible for coordinating international speakers for a career development series of lectures and facilitating partnership agreements with local stakeholders.

One of Mr Gounden's notable achievements during his time at SAQA was his responsibility for preparing the Annual Reports and their distribution to SAQA's stakeholders and clients. He also organised public events to showcase SAQA's annual achievements and topics of national interest related to the development and implementation of the National Qualifications Framework.

Overall, Mr Gounden's work at SAQA was of the highest standard, and his dedication to his role was evident in his ability to perform his duties effectively and efficiently. His communication and public relations skills, as well as his ability to manage staff and coordinate events, were outstanding. I highly recommend Mr Gounden for any future opportunities in his field.

Yours sincerely



Joe Samuels

Former Chief Executive Officer

South African Qualifications Authority

2023-02-16

I, , hereby confirm that Mr. Yuvarasen Gounden worked at SAQA (South African Qualifications Authority) between 01.7.2008 and 31.1.2011 as a Deputy Director (Communications and Public Relations) on a full-time basis.

His tasks were as follows:

- Management of the staff in Communication and Public Relations,
- Publicise achievements and highlights to key stakeholders and promote initiatives on media platforms;
- Content management;
- Events management;
- Customer care call center management;
- Media briefings with the National Press Club
- Proactive media engagement and media relations with key journalists
- Publicise articles on fake qualifications as well as bogus colleges
- Conduct a customer satisfaction survey
- Strategy development in line with business plan
- Coordination of international speakers for a career development series of lectures
- Coordination of information sharing sessions with qualification authorities in other countries
- Facilitation of partnership agreements
- Preparation of Annual Reports which coincided with themes at gala events

Yours sincerely,

Name

Position

Email address and/or Phone number