



सत्यमेव जयते

Ministry of Commerce & Industry
Government of India



**DHL Logistics Private
Limited**

**Best Customs House Agent/
Customs Broker**

Rank : 1st Runner Up

Summary of Best Practices across excellence themes

Operational Excellence	Sustainable practices	Certifications & compliance	Development & welfare	Customer services	Technology and Innovation
<ul style="list-style-type: none"> ✓ Going paperless in customs brokerage ✓ Centre of Excellence for Declaration Filing ✓ Digitalization • Ease of Doing Business Rating 4.8/5 by JNPT customs for last 6 months 	<ul style="list-style-type: none"> • Go Green (Tree Planting) ✓ Digital document retention • Go Teach (Employability) • Global Volunteer Day (CSR) • Building a resource pool for logistics – Logistic Skill Council – Interns / Trainees ✓ Driver training Programs 	<ul style="list-style-type: none"> ✓ AEO- LO Certified • Post Clearance Audit • Anti-Corruption / Code of conduct • ISO 9001:2015 • ISO 14001:2015 • ISO 22301 • GPTW (No 56) • TEC Certified • CT-PAT • Certification for handling goods – DGR Thermonet 	<ul style="list-style-type: none"> • Health & Wellbeing Focus • Ensured fair pay and job security during challenging times • Annual Employee Opinion Survey • IJP/EDR • Flexibility of Work • Diversity & Inclusion • Employee Assistance Program • Reward & Recognition for going beyond 	<ul style="list-style-type: none"> ✓ Empowering customers with changes in customs • My DHLi • Consistent Measurement of Feedback from Customers (NPA) ✓ Net Promoter Score / Annual Customer Satisfaction Survey ✓ Driving continuous Improvement through 6sigma (First Choice) 	<ul style="list-style-type: none"> ✓ ESP- External Supplier Portal ✓ Digital Invoicing • Product Classification Tool (WCO Standard) • Data Exchange between Terminals and Customs • AarogyaSetu API • Simplification & Ease of Operation – PDF Tools / Digital Signatures / API • Vendor Portal

Best Practice/initiative – I Digitalization – Going Paperless

Best practice initiative or activity

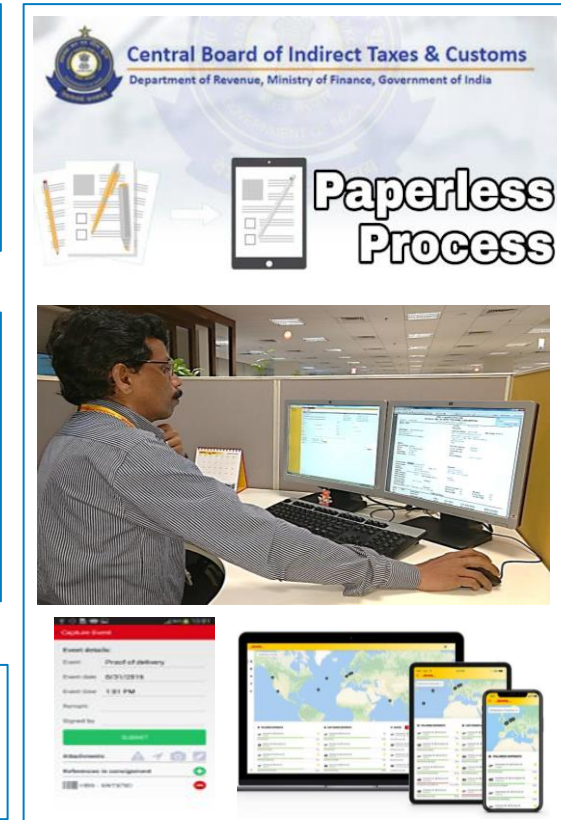
- Business process re-engineered and workflow based handovers deployed in our operational system along with documents required for Customs clearance process
- Eliminating / minimizing the use of paper to save costs as well as a green initiative.
- Integration with Airlines, Shipping lines Transporters and Customs using EDI, API and Smart phone apps capturing over 20 milestones for shipment life cycle.
- Bill of Entry / Shipping bills are uploaded in our operational system via API and same is available for our customer through Customer Portal (myDHLi)

Business impact created

- Elimination of submission of hardcopies of import - export documents during Customs clearance
- Electronic retention of documents leading to cost saving as well as better retrieval
- Creating Paperless environment for customers as documents is retained in our system
- 1.5 Million papers saved per annum, protecting 150 trees annually.
- Digital submission of invoices to customers
- Customers have visibility on the progress of the shipment on near real time basis
- Creating Paperless environment for customers as documents is retained in our system
- Single Tool across India for retrieval of documents for any shipment which falls under query FAG LEVEL for submission

Transformation potential and scalability

- Migrating into digital from physical paper mode
- Contribution to environment by reduction in consumption of paper
- Data and document accessibility any where and any time
- Improved efficiency and productivity



Best Practice/initiative – II COE - Import Custom Declaration

Best practice initiative or activity

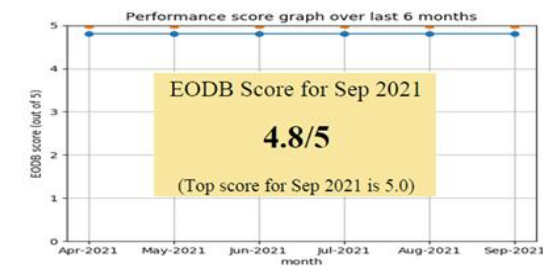
- Center of Excellence has been set up to centrally prepare checklists for import declarations, need was felt for filing of standardized Bills of Entry for Customers importing at multiple stations. The idea was to avoid contrary practices.
- Centre of Excellence provides the advantage of preparing accurate & compliant Customs declarations in the quickest possible time.

Business impact created

- Better overall control of a Customer’s regulatory filings, allowing them to optimize on duty liability as well as avail of duty exemptions/concessions to the maximum extent, leading to increased Customer satisfaction.
- Use of CTH Master Data Base has resulted in improvements in accuracy of declarations as well as in meeting the TAT commitments with regard to customs clearance
- Use of technology such as Optical Character Recognition (OCR) & Robotic Process Automation (RPA) has improved efficiency
- Centre of Excellence provides extended coverage, taking care of late night arrivals and weekend clearances. It also helps in meeting the changes in Customs guidelines
- Ease of Doing Business Rating 4.8/5 by Nhava sheva customs for last 6 months

Transformation potential and scalability

- Improved turnaround time of custom clearance
- Scalable to 24 x 7 operations in line with customs roadmap



Best Practice/initiative – III Knowledge Enhancement – Customers / Customs

Best practice initiative or activity


- Providing training on customs compliance and Allied Acts to our customers for adhering to Customs procedures and legal requirement to optimize “Ease of Doing Business” in India.
- Providing updates to customers about recent changes in Customs .
- Collaborating with NACIN on training to newly appointed officers on Customs process

Business impact created

- Current regime of self-assessment is contingent on compliance
- Creating awareness about the changes in customs processes
- Reap the benefits of customs facilitation by discharging the obligation of compliance
- Assist customers with certification as AEO
- Assisting customers in obtaining licenses/permits/certificates/authorizations
- Proactive measures in respect of TBT & SPS results in improvement in TAT
- Being a connect between trade and regulatory bodies
- Proving customs brokerage and trade consulting under one roof

Transformation potential and scalability

- Upskilling team members through cascading of information and trainings to better equip them to discharge their obligation as subject matter experts
- Promoting Ease of Doing Business (EODB) driven by Government of India



भारत सरकार GOVERNMENT OF INDIA
 वित्त मंत्रालय MINISTRY OF FINANCE
 राजस्व विभाग DEPARTMENT OF REVENUE
 राष्ट्रीय सीमा शुल्क, अप्रत्यक्ष कर एवं नार्कोटिक्स अकादमी
 NATIONAL ACADEMY OF CUSTOMS, INDIRECT TAXES & NARCOTICS [NACIN]
 3/86-E, ATC Road, Ambattur Industrial Estate, Chennai-58
 Telephone No: 26250157 / 26250159
 email: nacin.chennai@gov.in

F.No. NACIN/TRNG/MAND/INSP/4/2021-TRNG Dated 23.02.2021

To

Shri R. Bharadwaj,
 Guest Faculty,
 Regional Manager, Customs & Field Formations,
 DHL Logistics Pvt. Ltd., Chennai

Sir,

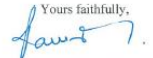
Sub: Request for a faculty support – Reg.

The National Academy of Customs, Indirect Taxes and Narcotics, Chennai is conducting an online Mandatory Training programme for promotion of Inspectors (Examiners) to the post of Appraisers of Customs, from 01.03.2021 to 20.03.2021.

This Academy would be grateful if you could kindly deliver a lecture on the following subject on the date & time mentioned below:

Date/Day	Time	Name of the Subject
02.03.2021 (Tuesday)	10.15 am – 11.30 am	Customs Tariff Act - An overview. Salient features of Customs Tariff
	11.45-am – 01.00 pm	Classification on Chapter 84.85 & 90 of Customs Tariff Act
18.03.2021 (Thursday)	11.45-am – 01.00 pm	Overview of Bureau of Indian Standards w.r.t. Customs procedures.

This issues with the approval of Additional Director General.

Yours faithfully,

 (C. RAMA PRASADA REDDY)
 ASSISTANT DIRECTOR

Best Practice/initiative – IV Continuous Improvement Culture

Best practice initiative or activity

Continuous Improvement ○ – striving to do a little bit better every day, by everyone and everywhere, supports us to be THE most customer-centric Quality Leader by continuously improving the way we work. We drive Continuous Improvements using world class tools as

- **Team Huddles or Performance Dialogues (PD)** to discuss the current performance, areas of improvement and engaging everyone
- **Problem Solving** using the 5Whys to identify root causes and implementing sustainable solutions and improve our customer deliverables,
- **Customer Improvement Program(CIP)** - It is a solid framework around using effective continuous improvement tools by engaging customers which help us to address any customer specific issues or to pro-actively delight our customer experience with a laser-sharp focus.

Business impact created

- Overall Employee engagement scores improved by 6 Points **to 98%** in 2020 vs 2019.
- Continuous Improvement has improved efficiency by driving the objective of **Right First Time**
- **Net Promoter score** improved by 51% (37 points in 2019 to 56 points in 2021).
- Continuous improvement has helped our business with optimizing our processes, Digitalization and Automation to meet the current demand

Transformation potential and scalability

- Data driven scientific approach
- Employee engagement and ownership to resolve issue
- Improving process efficiency
- Enhancing productivity



PERFORMANCE DIALOG
FIRST CHOICE

PROBLEM SOLVING
FIRST CHOICE

CIP
FIRST CHOICE

GEMBA
FIRST CHOICE

DGF INDIA VIRTUAL PD

EVERYBODY. EVERYDAY. EVERYWHERE. A LITTLE BIT BETTER.
FIRST CHOICE

FIRST CHOICE

Thank You

Q & A