



सत्यमेव जयते

Ministry of Commerce & Industry
Government of India

National Logistics Excellence Award 2021



Allied ICD Services Ltd

**Category: Best Logistics
Infrastructure & Service
Provider**

Rank : 2nd Runner Up

Summary of Best Practices across excellence themes

Operational Excellence	Sustainable practices	Certifications & compliance	Employee Dvlpmnt & welfare	Customer services	Technology and Innovation
<ul style="list-style-type: none"> - Reduced Overtime Expense by 15%, despite a 12% growth in container handling volume (FY20-21) through innovative terminal management practices - Effective operations management has led to reduction in equipment/trailer idling time by 20% in FY 20-21 when compared with FY 19-20 	<ul style="list-style-type: none"> - First company in Banskopa region of West Bengal to install 100 KwP solar Plant - Over 250,000 litres of diesel saved annually by developing a transport hub in ICD Durgapur along with an empty container yard 	<ul style="list-style-type: none"> - AEO Certified by Indian Customs since 2014 - ISO Certified by Bureau Veritas since 2010 - 'Great Place to Work' certified since 2020 - Winner of all-India 'Digitalization' and 'HR Practices' contest by Confederation of Indian Industries in 2021 	<ul style="list-style-type: none"> - In- house Industrial Psychologists to focus on employee mental health (Employee Assistance Program) - Paternity and Maternity leave provisions - Employee Education Assistance scheme - Conducted inter-personal skill development sessions including Meditative Art Therapy, Adaptive Learning, and others for all employees 	<ul style="list-style-type: none"> - Utilized ICD infrastructure to fulfill eagerly awaited trade demand of connecting eastern India with JNPT - Achieved 1st containerized rake movement from Durgapur to Bangladesh for timely delivery of agricultural produce 	<ul style="list-style-type: none"> - Complete shift to cloud-based systems with focus on digital reports has led to reduction of paper usage to the tune of 8000 pages per month - Integrated digital system have completely eliminated duplication of work as data seamlessly flows across the different value chains

Best Practice/initiative – I

Best practice initiative or activity

Utilized ICD Durgapur infrastructure to undertake 1st containerized rake movement from Durgapur to Benapole, Bangladesh and from Durgapur to Nhava Sheva (Mumbai)

Business impact created

Exporters to Bangladesh were also in a fix during the COVID pandemic as congestion at land customs led to delays. Our ICD Durgapur is extended up to CTDI Terminal and we collaborated with CONCOR to perform 1st ever containerized rake movement from Durgapur to Benapole, Bangladesh. The usual transit time for the shipments is 15-20 days which was cut down to an overnight journey using ICD Durgapur infrastructure.

Due to the container/ vessel shortage issue at Kolkata Port, exporters in the Burdwan region were unable to meet their export commitments. As a result, they would have to send their cargo in loose form to CFSs in western India where the cargo would then be stuffed on containers and then shipped from Nhava Sheva Port. This would have led to increased cost and transit time.

However, ICD Durgapur utilized its infrastructure and service contract with Shipping Line wherein empty containers were sent to customer factory in Burdwan region and loaded containers arrived at ICD Durgapur. Here, customs clearance took place and loaded containers went directly to Nhava Sheva port; thereby ensuring timely vessel connectivity at reduced costing.

Transformation potential and scalability

Bangladesh is a key trade partner of India but congestion at Land Customs Stations leads to delay in export and increased logistics cost, as well as increased trailer idling time. Regular rake movements will help de-congest the Land Customs Stations and reduce transit time for exports. A similar operations module between Durgapur to Nepal would also help decongest the Land Customs Stations at the Indo- Nepal border.



Flagging off inaugural rake movement from Durgapur to Bangladesh



ICD Durgapur fulfils eagerly awaited

(Continued from page 2) entry to the gateway ports and helps exporters reduce their release. ICD Durgapur is owned and managed by Allied ICD Services Ltd (AISL). **Mr Anurag Sen, Deputy General Manager, AISL,** said, "Our government's vision of 'Atmanirbhar Bharat' (self-reliant India) promotes efficiency by seeking to integrate the logistics infrastructure of our nation. Recently, AISL has executed seamless export movement of 36x40' containers of Graphite India Ltd via ICD Durgapur to JNPT. We are eager to provide similar efficient services for all exporters in eastern India who wish to export through any gateway port in India. Allied ICD Services is AEO-LO certified by Indian Customs. The company also has an ISO 9001:2015 accreditation from Bureau Veritas. With over 15 years of industry experience, Allied ICD Services has a dedicated team of employees and is certified as a Great Place to Work Institute-Great Place to Work Institute-India, the release added.

Press clipping of containerized movement from ICD Durgapur to Nhava Sheva, Mumbai

Best Practice/initiative – II

Best practice initiative or activity

Setting up empty container yard at Durgapur which had led to savings of over 250,000 LTR of diesel annually and reduced logistics cost by over 30%

Business impact created

Allied ICD has created a transport hub in Durgapur region and tied up with multiple Shipping Lines for keeping empty container stock at the premises. Earlier, exporters in Burdwan region had to arrange empty containers from Kolkata/ Haldia depots which led to a one-way empty container transportation of around 200 KM per trip. Importers had to send empty trucks back to Kolkata/ Haldia after off-loading the containers at their premises in Durgapur region.

By creating a transport hub in Durgapur and by having an empty container depot, customers now can arrange for pick up and drop off of their containers at ICD Durgapur itself which is at a 50 KM radius from all exporters in Burdwan region. This has led to a substantial reduction in logistics cost and has saved the nation's fuel of over 250,000 LTR per year since empty trucks no longer have to be brought from Kolkata/ Haldia region

Transformation potential and scalability

Exporters in the Jharkhand region as well as the Burdwan region of West Bengal have always faced high logistics cost due to movement of empty containers/ trucks all the way from Kolkata/ Haldia to their factories. There is scope for establishing more empty container yards in the region with effective yard management tools to ensure elimination of one-way empty transportation.



Empty Container Yard at Durgapur with 24/7 operations

Best Practice/initiative – III

Best practice initiative or activity

Complete transformation of digital infrastructure to ensure service maintenance throughout the COVID pandemic

Business impact created

A comprehensive and integrated cloud-based system has been created during the last 24 months where data flows seamlessly across the various value chains. This has eliminated duplication of data and reliance on manual excel sheets.

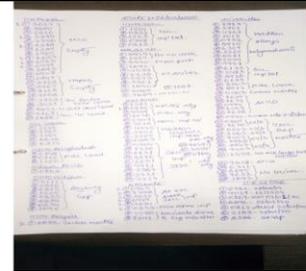
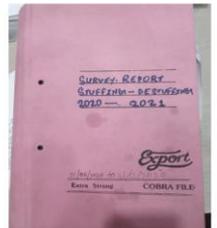
Customers now receive cloud-generated reports which are reliable and free from human errors.

Due to seamless integration across value chains, employees do not have to feed the same data multiple times and are therefore having more time available to serve additional requirements of clients. There is no break in service anymore even if a key employee is on leave, and customers get information in real time

Transformation potential and scalability

After shifting to an integrated cloud software during a two year period, we are now monitoring our operations in a better manner. Our in-house cloud system has been recognized by ‘Confederation of Indian Industries’ and can be scaled up to all logistics service providers.

Before/ After Situation

Before		After	
			
Daily trailer arrival details managed by 1-2 persons manually		Trailer Arrival Details now available in real time on integrated cloud platform	
Before		After	
			
File based system for maintaining container stuffing- destuffing reports		Complete data available on integrated cloud software, at user's fingertips	

Best Practice/initiative – IV

Best practice initiative or activity

Effective manpower utilization through transformative Human Resource management and hiring of in-house Industrial Psychologists

Business impact created

Employee motivation is a key factor in the service industry. Our employees are in constant touch with customers and we have focused on their interpersonal skill training. Sessions have been conducted on stress management, meditative art therapy, effective communication, etc.

One on one counselling sessions are held by Industrial Psychologists with employees to understand and resolve any work/ non-work related issues which may be affecting employee mental health.

Transformation potential and scalability

Effective HR management is essential in the Industry 4.0 era and employee mental health must be treated on a priority basis. Industrial Psychologists are professionals who can help logistic companies across the nation to have a motivated workforce which prioritizes employee well being. This would have a positive effect on the workplace environment as well as manpower efficiency.



Workshop of Time Management held with employees from Operations department



Workshop on Meditative Art Therapy with employees in a Work From Home setup

<Cross-category best practices and impact>

This additional slide is only for applicants who have been shortlisted for both category and cross-category awards

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illustrations/infographics/ images*