## STREAMLINING CUSTOMS BROKERAGE PROCESSES ENHANCING EFFICIENCY AND COMPLIANCE

Kishore kumar.S,MBA (SLM), Dr.D.Anitha Kumari,Assistant Professor SCHOOL OF MANAGEMENT STUDIES,

VELS INSTITUTE OF SCIENCE TECHNOLOGY AND ADVANCED STUDIES CHENNAI-600117

ABSTRACT

The significance of customs brokerage in the current global economy cannot be overstated. It is essential to maintaining compliance with various laws and tariffs while enabling the seamless movement of commodities across international borders. But if it's not properly simplified, the customs brokerage process may frequently be difficult, drawn out, and error-prone. This is the point at which improving compliance and efficiency becomes necessary.The overwhelming amount of paperwork and data required for the process is one of the main obstacles customs brokers must overcome. There are several jobs that must be done precisely and quickly, ranging from filing import/export documents to figuring out tariffs and taxes. Any hiccups or mistakes in this procedure could lead to shipments being delayed, expenses rising, and possible

## INTRODUTION

The expert service of easing the import and export of products across international borders is known as customs brokerage. It entails handling the intricate paperwork, legal regulations, and logistical issues related to customs clearance. Government- licensed individuals or businesses known as custom brokers represent importers and exporters by ensuring that customs laws are followed and enabling the efficient flow of commodities. Customs brokers are important because Customs brokers are essential to international trade because they offer businesses involved in importing and exporting professional knowledge and support. Here are various justifications for the need for customs brokers:

## OBJECTIVE

* To improve the speed, accuracy, and efficiency of customs clearance
* To raise customer satisfaction levels when managing customs clearance;
* To comprehend the function of the customs procedure
* To be aware of the bespoke brokerage's automation and digitalization processes.

## NEED FOR THE STUDY

* Non-compliance can lead to delays, fines, and other penalties, making it essential for brokers to understand and adhere to regulations.
* Customs processes involve various risks, including compliance risks, financial risks, and operational risks. A comprehensive study helps identify and manage these risks effectively.
* Understanding the efficient movement of goods in the global transaction

# SCOPE OF THE STUDY

* + To know about the EXIM process
  + To know about the B/L types
  + To observe the custom clearance in EXIM process.
  + To learn how the price will be negotiated.
  + To interpret the different product related certificate.

# STATEMENT OF THE PROBLEM

Customs brokerage processes often face inefficiencies, hindering smooth international trade flow. Simplifying these processes is crucial to optimize supply chains and reduce delays, costs, and regulatory compliance issues. Key problem areas, Communication Gaps, customs delays, fines, the lack of automated systems, data sharing platforms, and real-time tracking tools hinders the ability to respond promptly to changes and updates in customs regulations

# REVIEW OF LITERATURE

**G Leadership – (2012)"**Operation Streamline" was a 2005 initiative by the Del Rio Border Patrol to turn over non-Mexican migrants for criminal prosecution. Since then, the Yuma, Laredo, and Tucson sectors have also adopted this paradigm, and by 2010, all sectors along the U.S.-Mexico border—aside from California—had adopted "zero- tolerance" policies. Currently, the federal government is anticipated to spend $1.02 billion a year incarcerating immigrants; however, new budget projections call for spending more on both prosecution and incarceration. The Corrections Corporation of America and GEO Group are two examples of private prison companies that the Bureau of Prisons depends on.

**S Sitisara, W Rattanawong- (2023)** Thailand is building digital infrastructure and improving connections to become a key hub for trade, investment, and logistics. Customs brokers play a vital role in facilitating seamless shipments and managing government agency requirements by serving as a middleman between businesses and customs. They have embraced new technologies, such as digitization and sophisticated customs declaration systems, to make clearance procedures more effective and contemporary even though they must deal with complicated procedures and paperwork. A game-changer for the customs brokerage sector, the "Easy Paste" approach streamlines processes and establishes brokers as essential players in the international trade ecosystem.

**AM Rbehat, HB Marafi - Saudi J Bus Manag Stud, (2024)** As the gatekeeper of global trade, customs processes every transaction and makes sure that goods are released quickly. When properly executed, trade facilitation initiatives boost commerce while cutting down on administrative expenses and bureaucratic red tape at the border. Customs officials supervise the import and export of commodities, uphold trade laws, levy taxes and charges, and guarantee accurate product classification. Through the implementation of border control procedures and the prevention of illegal commerce, they also play a critical role in ensuring security.

**A Pasichnyk, V MALLNOW, V KUTYREV – (2021)** The operation of Customs limited facilities, their classification, the best logistics for transportation, and the intricate Customs structure are all examined in this article. It highlights how crucial contemporary information technologies are to maximizing the coordination of regulatory bodies involved in customs processing. The implementation of electronic services increases the quality of customs control, expedites the flow of cargo, and shortens processing times. The integration of Ukraine's transport and logistics system into the European system is guaranteed by the organization of the country's customs and transportation systems.

# RESEARCH METHODOLOGY

The present study is based on primary data collected from 200 respondents as well as from secondary data collected from various articles, research papers and RBI‘s website. To study the consumers' perception about digital payment a questionnaire of 10 questions and 6 subquestions were designed to collect data from respondents.

**Sample size**: The sample size decided in this research was 200.

Sampling procedure: For the collection of primary data a well-structured questionnaire was floated among different sects of population in different parts of India

# RESEARCH DESIGN

The reception of a legitimate procedure is a basic and significant advance in directing study (or) any examination. In this investigation the scientist has embraced an engaging examination technique. Engaging exploration contemplates are those investigations which are worried about portraying the attributes of a specific individual or of a gathering..

# DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a reality discovering examination which is gone for portraying the qualities of individual, circumstance or a gathering (or) depicting the situation as it exists of present. Theory might be framed with the current data.

## DATA COLLECTION METHOD

Primary Data:

Primary data refers to information gathered first hand by the researcher for the specific purpose of the study. It is crude information without understanding and speaks to the individual or authority conclusion or position. Essential sources are most legitimate since the data isn't separated or altered. Information accumulation from people can be made through surveys.

Secondary Data:

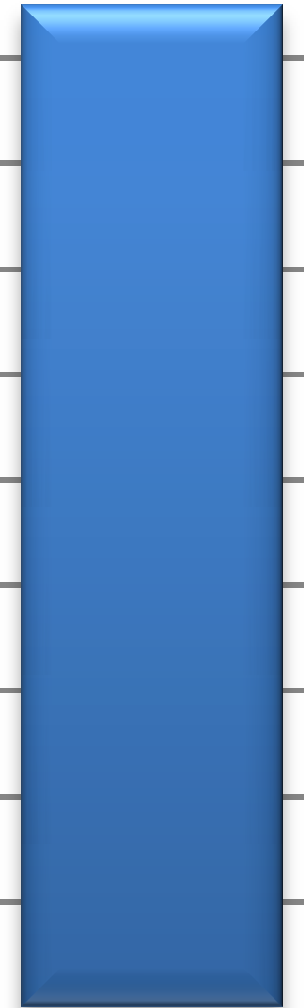
The information was collected from the company magazines, various books and also from the internet.

## LIMITATION OF THE STUDY

* The survey response is low for this research
* Only network facilities can respond.
* Study confined in Chennai city
* Period of study was restricted to three months

## TABLE-1

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Statement** | **Frequency** | **Percentage** |
| 1 | Yes | 19 | 67.9 |
| 2 | No | 3 | 10.7 |
| 3 | Maybe | 6 | 21.4 |
| Total |  | 28 | 100 |



**Frequency**

20

18

16

14

12

10

8

6

4

2

0

Frequency

Yes No Maybe

**Interpretation**

From the above

table, it is inferred that the 67.9% of the respondent are

saying yes, 10.7% of the respondent are saying no and 21.4% of the respondent are saying maybe. Hence, we conclude that the majority of the respondent are saying yes for and ETA the customs will charge fine

## TABLE-2

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Statement** | **Frequency** | **Percentage** |
| 1 | Agree | 13 | 46.4 |
| 2 | Disagree | 4 | 14.4 |
| 3 | Neutral | 5 | 17.8 |
| 4 | Strongly Agree | 6 | 21.4 |
| Total |  | 28 | 100 |

14

12

10

8

6

Series1

4

6

2

4

0

Agree

Disagree

Neutral

Strongly Agree

13

5

**Interpretation**

From the above table, it is inferred that the 46.4% of the respondent are saying agree, 14.4% of the respondent are saying disagree, 17.8% of the respondent are saying neutral & 21.4% of the respondent are saying strongly agree. Hence, we conclude that the majority of the respondent are saying agree for export and import customs clearances is delayed for every shipment.

# Finding of the study

* + 67.9% of the respondents are known with filling bill of entry after ETA, the customs will charge fine
  + 46.4% of the respondents are agree with For export and import customs clearances is delayed for every shipment. Do you agree with this statement

# Suggestion

* + - Utilize solutions like cloud-based messaging systems, collaboration software, and shared web portals to promote smooth information flow and coordination in order to build a new warehouse to increase our business and lease to earn money in the market
    - Provide regular training sessions for customs brokers and staff to ensure they are up-to-date with the latest regulations and compliance requirements.

# Conclusion

In conclusion, companies involved in international trade must streamline the customs brokerage process to improve efficiency and compliance. Companies may drastically cut processing times, decrease errors, and guarantee regulatory compliance by embracing automation, utilizing technology, and collaborating with customs officials. Customs brokerage businesses can streamline their processes and provide clients with better service by using continuous improvement efforts like training programs, performance monitoring, and feedback mechanisms. A strong framework for effective and compliant customs clearance procedures is further enhanced by centralized data management, risk-based compliance strategies, and frequent audits. In the end, customs brokerage companies can lower costs and delays for companies involved in international trade by putting these tactics into practice. They can also increase their own operational efficiency.