



# Performance Management Initiatives by Indian Customs

September 2019

# What gets measured, gets done... and what gets measured, gets important!

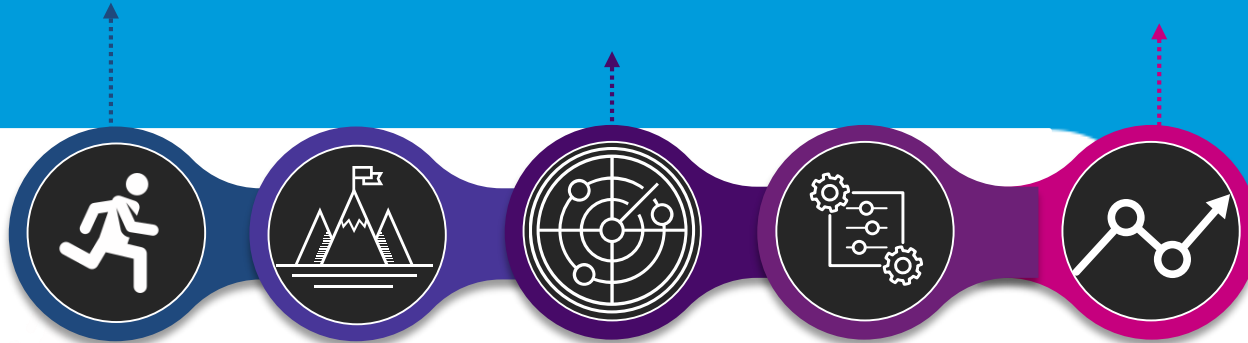
## Multidimensional monitoring and reporting framework for Trade Facilitation in India



Bespoke **#Agile** Tool for TFA  
implementation

National TRS defining  
**#360Efficiency Parameters**  
for whole of trade

**#Nudge Performance** through  
analytics and dashboard



**#Real Time**  
monitoring of cargo  
movement

**#Future State** live  
TRS for performance  
improvement



# Bespoke #Agile Project Management Tool for TFA implementation





We examined notifications under Article 1.4 (a) for the ten categories of general trade related information under subparagraphs 1.1 (a) – (j)

| Legend |                          |  |
|--------|--------------------------|--|
|        | Specific links/ document |  |
|        | Partially compliant      |  |
|        | No information submitted |  |

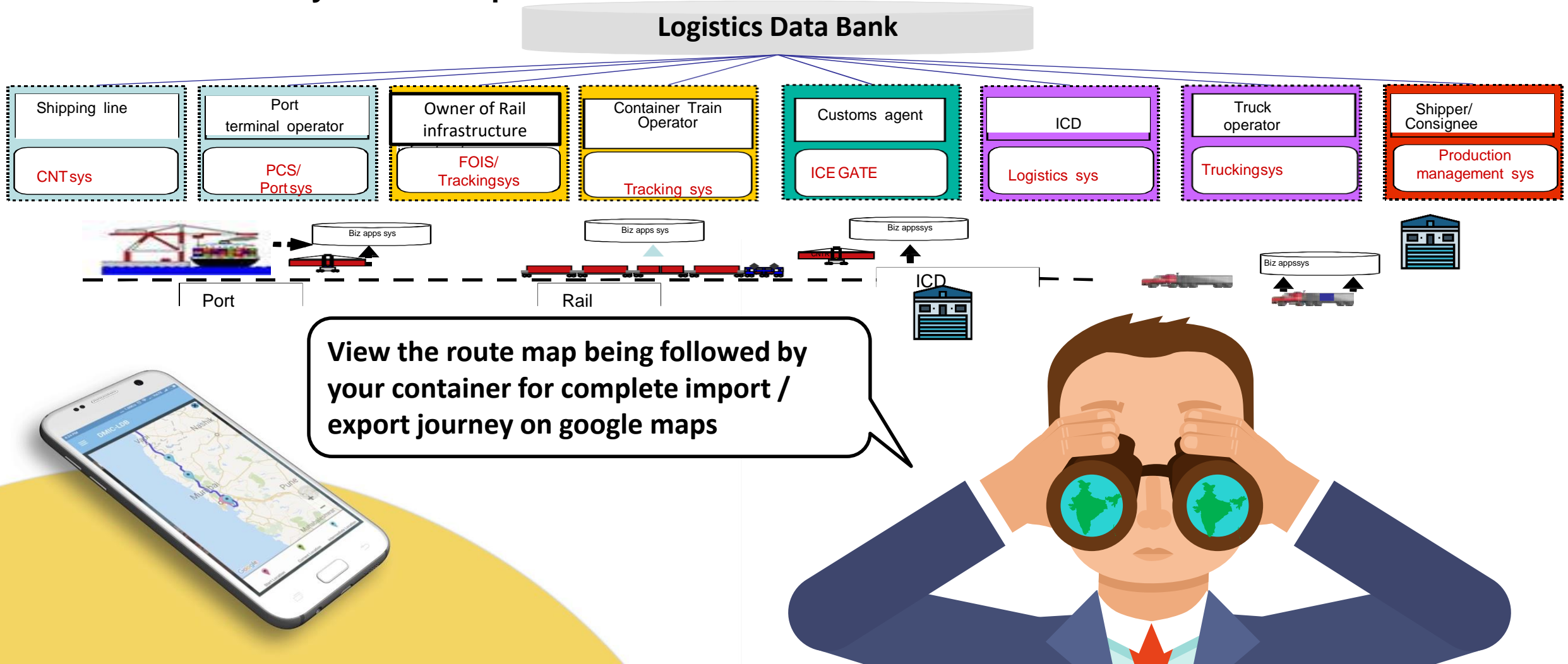
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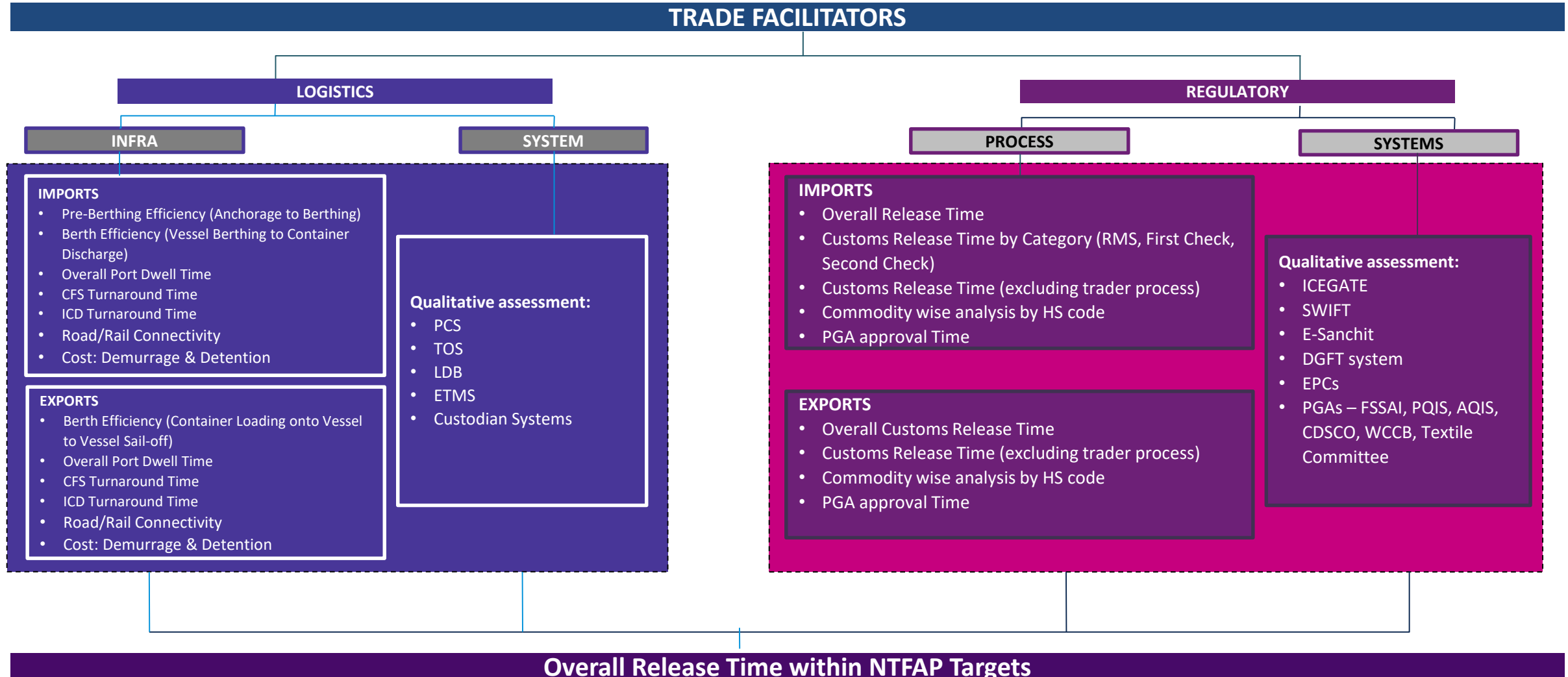
# #Real Time monitoring of cargo

RFID enabled real time monitoring of container movement information among all agencies in the Supply Chain accessible on your mobile phone.



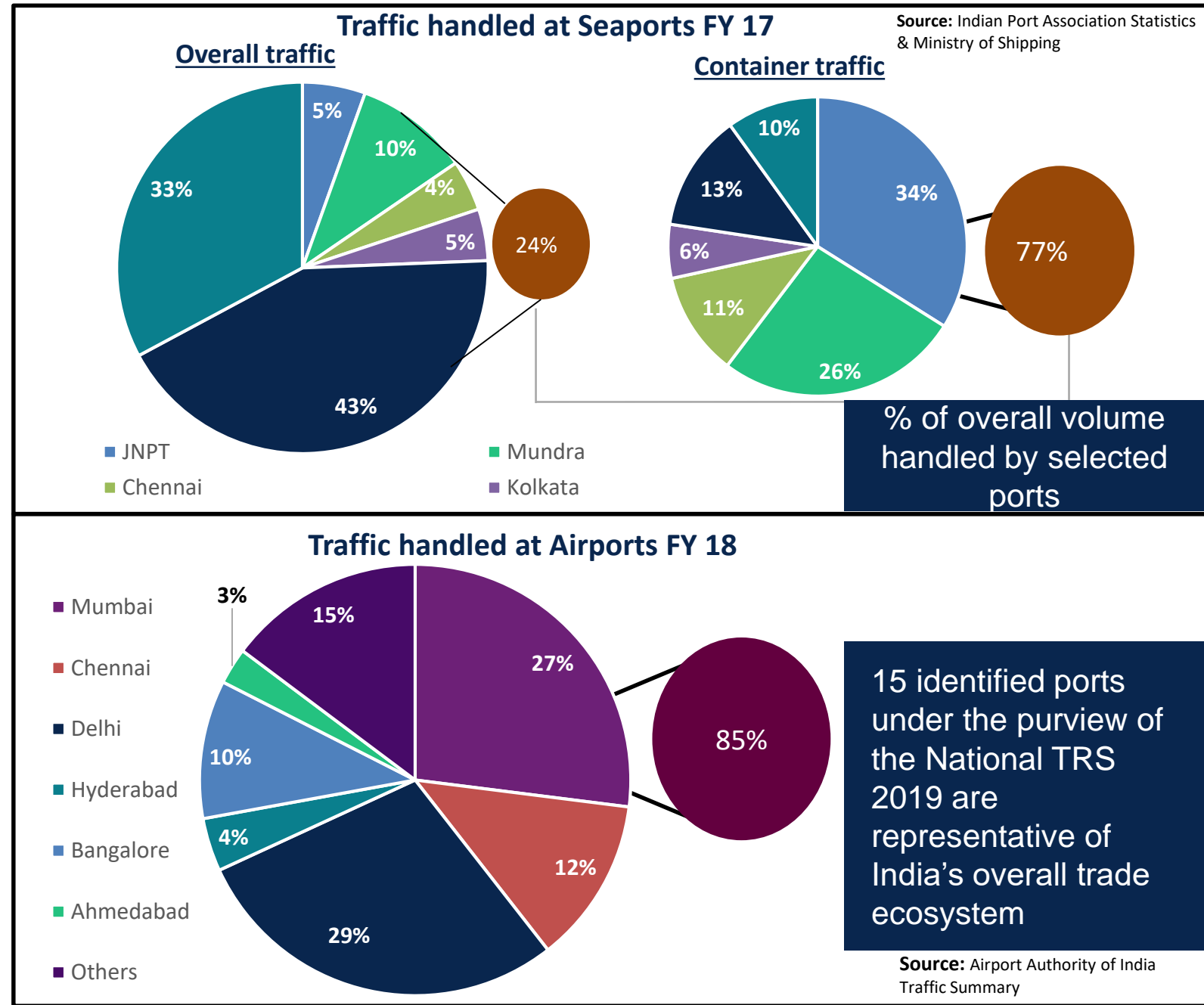
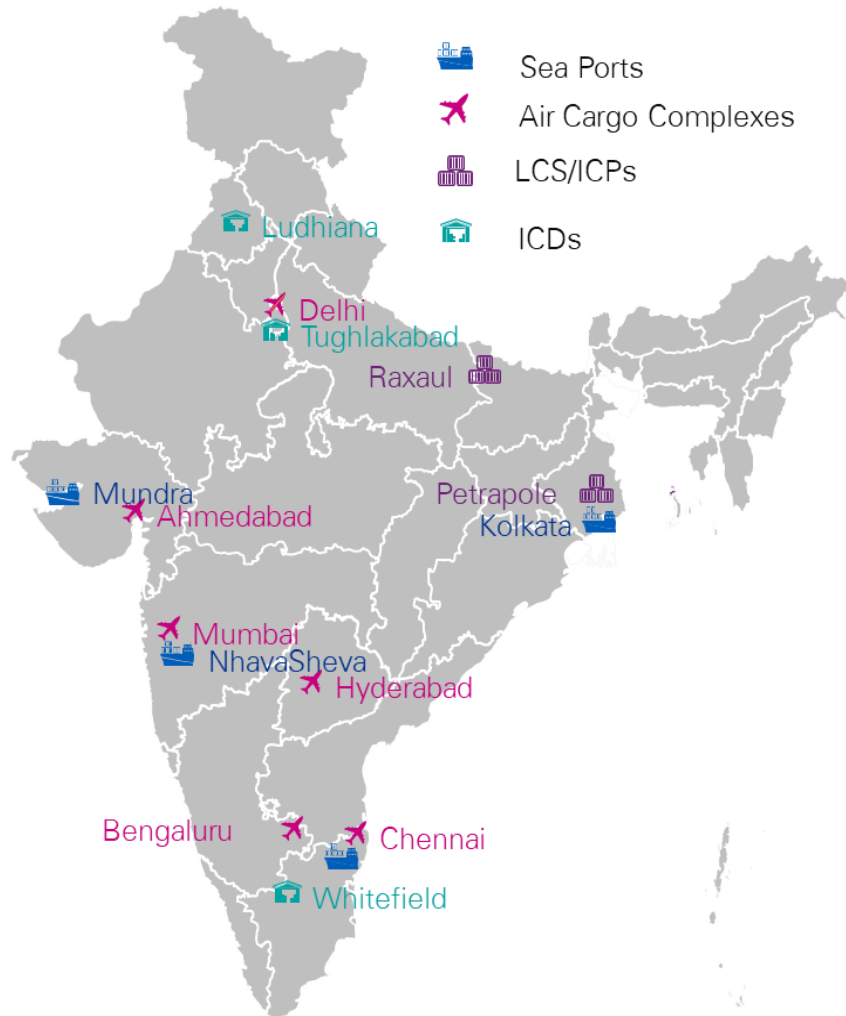


# National TRS defining #360Efficiency Parameters for whole of trade



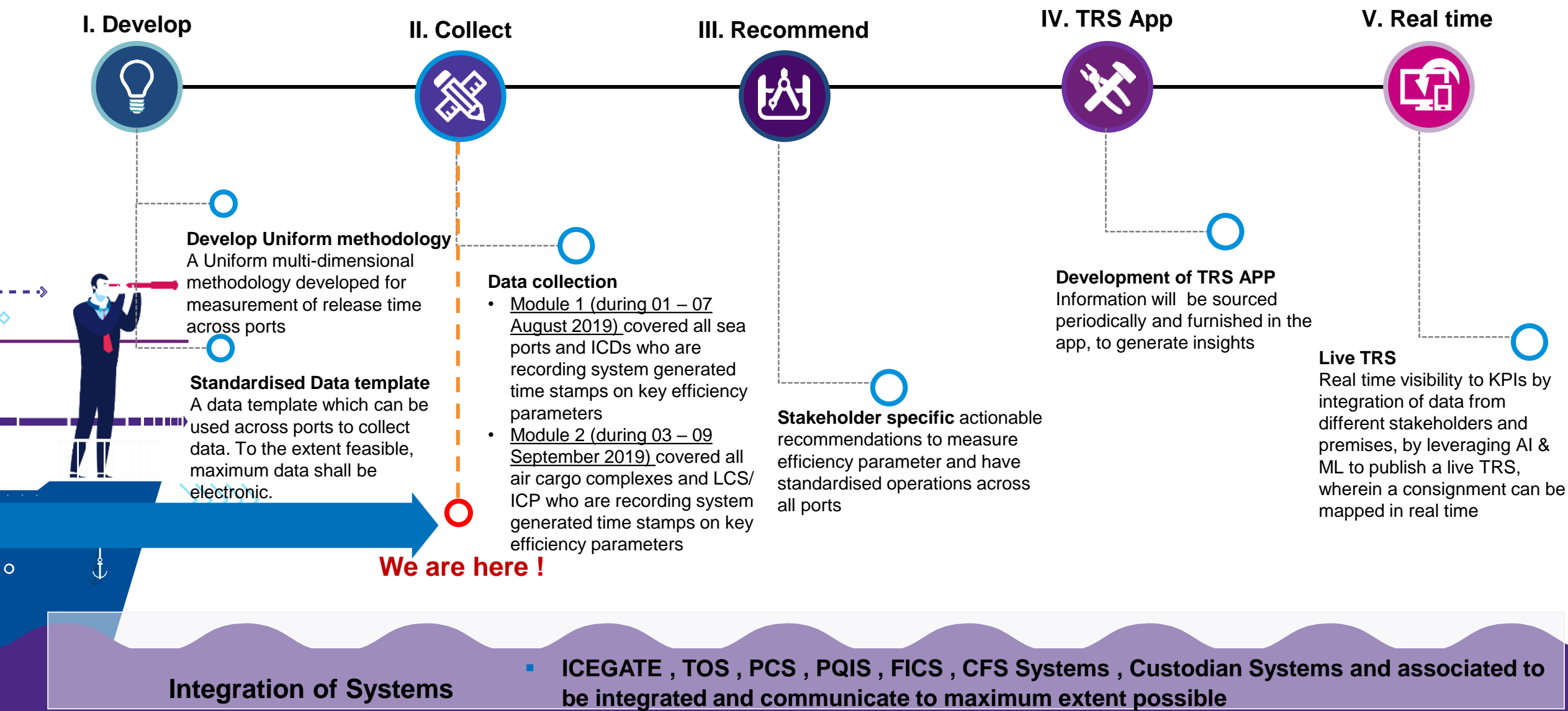


# A #RepresentativeSample of India's trade





# #FutureState - National TRS with enhanced use of technology

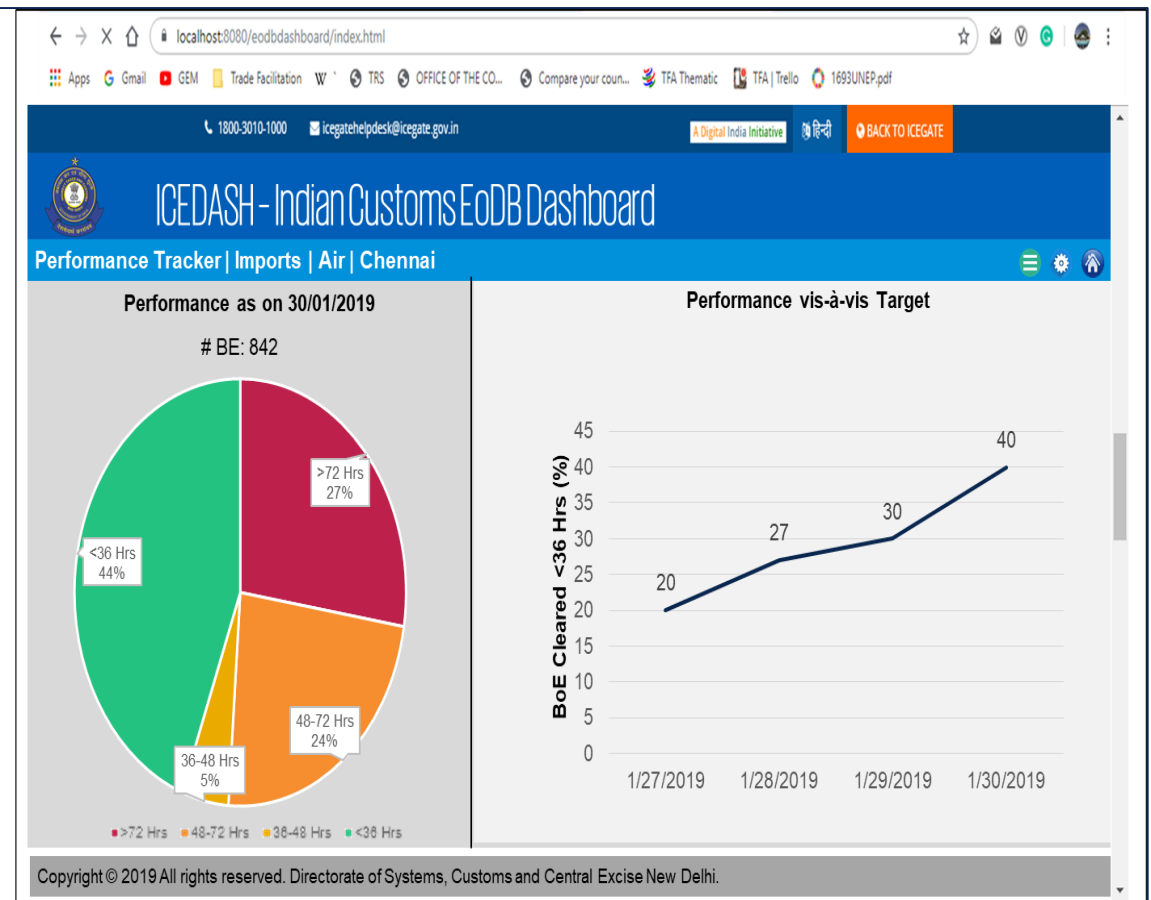
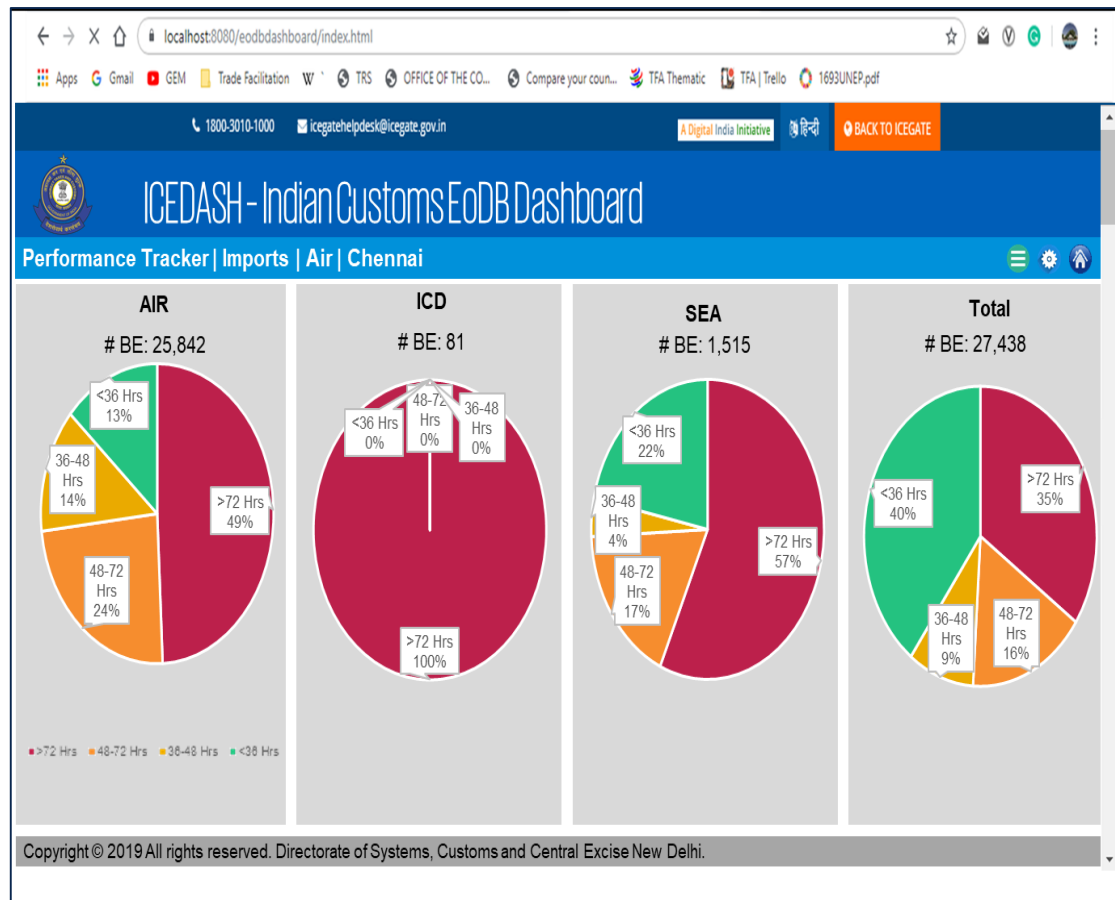






# #Nudge performance through analytics

Consolidated view of clearance time across ports and port specific monitoring of targets



ICEDASH promotes **performance driven behavioral change** with real time visibility to clearance time across formations



## 2. Promote competitiveness between field formations

### 3. Sensitize and improve performance of all stakeholders



# **NUDGE**

**.... And teach them to Dance?**

**Thank You**