



**VELS** 

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)  
PALLAVARAM, THALAMBUR, PERIYAPALAYAM - CHENNAI



**PROCEEDINGS OF THE TWO-DAY  
NATIONAL SEMINAR  
ON  
INDIAN ECONOMIC PROGRESS  
TOWARDS ACHIEVING THE SDGs**

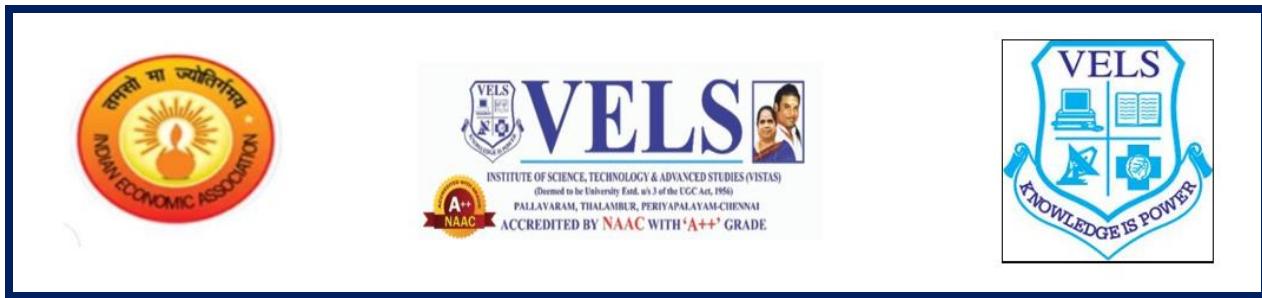
**IN COLLABORATION  
WITH  
INDIAN ECONOMIC ASSOCIATION**

**25<sup>th</sup> and 26<sup>th</sup> April 2025**

**Organized by  
Department of Economics**

**School of Commerce and  
Economics  
VISTAS**

**Pallavaram, Chennai - 600117**



**PROCEEDINGS OF THE TWO-DAY NATIONAL SEMINAR  
ON  
INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGs**

**April 25<sup>th</sup> and 26<sup>th</sup> 2025**

**in Collaboration**

**With**

**Indian Economic Association**



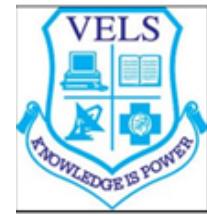
**Organized by**

**Department of Economics**

**School of Commerce and Economics**

**VISTAS**

**Pallavaram, Chennai - 600117**



## **EDITORS DETAILS**

### **2 DAYS NATIONAL SEMINAR ON INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGs**

#### **Editor – in – Chief**

**Dr.A.Jothi Murugan**

President - IEA 108 Conference

#### **Editors**

Dr. B.P.Chandramohan

Director, School of Commerce and Economics

Dr. S. N. Sugumar

Deputy Director, School of Commerce and Economics

Dr. S. Chandra Chud

Professor & Head, Department of Economics

#### **Editorial Team**

Dr.S. Preetha, Professor, School of Management Studies

Dr.S.Sudha, Professor, School of Management Studies

Dr.G.Amutha, Associate Professor, School of Management Studies

Dr.R.V.Suganya, Associate Professor, School of Commerce and Economics

Dr.Suvarna Raagavendaran, Assistant Professor, School of Commerce and Economics

Note: All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of the publisher. This book is sold subject to condition that it shall not be resold, lent, hired out or otherwise circulated without the express prior consent of the publisher.

**ISBN: 978-93-342-7864-4**

Published and Printed by School of Commerce and Economics, VISTAS, Chennai

205	ANALYSING THE COMPLEXITY OF EXIM DOCUMENTATION IN THE INTERNATIONAL BUSINESS AND ITS IMPACT MR.R VIJAY KUMAR & Dr B KALAIYARASAN
206	Indian Economic Progress Towards Achieving the Sustainable Development Goals MRS.T.Krishnaveni
207	Workplaces that Work: How DEI is Fuelling India's Progress Toward the Sustainable Economic Growth Ms.Meenatchi M.B. & Dr. D. ANITHA KUMARI
208	A STUDY ON IMPORT & EXPORT PROCEDURE AND DOCUMENTATION Mr. SIVARAJ. S & Dr. D. ANITHA KUMARI
209	Redefining Security Guarding Roles in Tourism: A Post-Pandemic Perspective Mr.ANEESH K.S.
210	OPTIMIZING INBOUND AND OUTBOUND LOGISTIC TO IMPROVE WAREHOUSE EFFICIENCY LOHITHA .V & MRS. P.C. SARANYA
211	ANALYZING THE IMPORTANCE OF FREIGHT FORWARDING DOCUMENTATION IN FACILITATING SMOOTH CUSTOMS PROCESSES Ms.ARJUN M & Dr. D. ANITHA KUMARI
212	A COMPREHENSIVE OF INDIA CEMENTS AND ITS INTERNATIONAL LOGISTICS OPERATIONS Ms.SIBI CHAKKARAVARTHY P & Dr. D. ANITHA KUMARI
213	AIR CUSTOMS CLEARANCE PROCESSING TIME ANALYSIS Mr.R BUVANESH & Dr D ANITHA KUMARI
214	UNLOCKING FINANCIAL INDEPENDENCE: A CATALYST FOR WOMEN'S EMPOWERMENT AND SUSTAINABLE DEVELOPMENT Mrs. SHEENA V R & DR. M.MURUGANATHAN
215	Reviving India's Manufacturing Sector: A Key to Sustainable Development Goals Ms.Dayana Lalan K & Dr. V Shanthi
216	IMPACT OF WORKING CAPITAL MANAGEMENT IN FINANCIAL PERFORMANCE WITH REFERENCE TO TAMILNADU NEWSPRINT AND PAPER LIMITED Mr. Harenavaneeth D & Dr. Amutha G
217	INDIA'S PATH TO ENVIRONMENTAL SUSTAINABILITY: A REVIEW OF SDG 13 AND SDG 15 IMPLEMENTATION Mr.S. Rajesh Khanna ,A.Omprakash & A.Abdulraheem
218	A STUDY ON SERVICE QUALITY PROVIDED BY FREIGHT FORWARDER IN IMPORT AND EXPORT OPERATIONS Mr.KIRAN KUMAR R & Dr. D. ANITHA KUMARI
219	DIGITAL TRANSFORMATION OF AIR CUSTOMS CLEARANCE.A STUDY ON REDUCING DELAY THROUGH TECHNOLOGY Mr.B ASWIN & Mrs. P C SARANYA
220	Gender equality integration: How HRM Promotes Women's Empowerment and SDG Achievement Ms.Divya Chandran & Dr.P. Vijayashree
221	A STUDY ON CHALLENGES FACED BY FREIGHT FORWARDERS SAIRAM K & MRS P.C.SARANYA
222	CALLENGESS FACED BY THE EXPORTERS Mr.DHARSHAN S & Dr. D. ANITHA KUMARI
223	A Study on Challenges and Opportunities in the Digital Transformation of SMEs in India Ms.S. Rajeswari & Dr. D. Anitha Kumari

# **A Study on Service Quality Provided by Freight Forwarders In Import and Export Operations**

*Kiran Kumar R<sup>1</sup>, Dr. D. Anitha Kumari*

*<sup>1</sup>MBA -2<sup>nd</sup> YEAR, <sup>2</sup>ASSOCIATE PROFESSOR AND PROGRAMME COORDINATOR*

*<sup>MBA SHIPPING AND LOGISTICS MANAGEMENT, VISTAS</sup><sup>2</sup>*

## **Abstract**

Freight forwarders play a crucial role in global logistics, impacting supply chain efficiency, customer satisfaction, and business competitiveness. Key service quality aspects include reliability, timeliness, cost-effectiveness, transparency, customer support, and regulatory compliance. Reliable freight forwarders ensure safe, on-time deliveries, minimizing disruptions and financial losses. Technology, such as tracking systems and digital documentation, enhances transparency and real-time communication with clients. Cost-effectiveness is achieved through optimized routing and strong carrier partnerships, while customer service ensures tailored solutions. Compliance with trade regulations and effective risk management further elevate service quality. Forwarders adopting AI, IoT, and blockchain improve efficiency and accuracy, contributing to smoother global trade and maintaining a competitive edge.

**Keywords:** Reliability, Timeliness, Cost-effectiveness, Transparency & Compliance.

## **Digital Transformation of Air Customs Clearance. A Study On Reducing**

### **Delay Through Technology**

*B Aswin<sup>1</sup>, Mrs. P C Saranya<sup>2</sup>*

*<sup>1</sup>mba- 2<sup>nd</sup> Year, <sup>2</sup>associate Professor And Programme Coordinator*

*<sup>Mba Shipping And Logistics Management, VISTAS</sup>*

## **Abstract**

This study examines the role of digital technologies like automation, AI, blockchain, and data analytics in enhancing air customs clearance processes. By replacing paper-based methods, digital systems reduce clearance times, minimize human error, and improve transparency. The research analyzes how these technologies streamline communication, reduce bottlenecks, and improve data accuracy. Case studies from airports that have successfully implemented digital tools highlight both challenges and benefits. The study aims to propose strategies for accelerating the adoption of digital solutions in air cargo customs, enhancing global supply chain efficiency and reducing logistics costs for stakeholders and policymakers.

**Key words:** Digital transformation, Air customs clearance, Automation, Artificial intelligence, Blockchain, Data analysis, Supply chain, Customs automation