An Introductory Study of Dakghar Niryat Kendra in Post Office (With Special Reference to Kota District of Rajasthan)

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ABSTRACT

With a 30% GDP contribution, exports are essential for economic growth. With an emphasis on key enablers like ease of doing business, global scalability, semiconductor industry development, startup ecosystem support, capacity building for export promotion, reforms for agriculture and food processing, digital transformation, renewable energy, and physical infrastructure focus, India hopes to become Viksit Bharat by 2047. With 49% of export revenue going to the MSME sector, India's overall exports are considerably boosted by this sector. The Department of Posts and the Central Board of Excise and Customs work together to create the Dakghar Niryat Kendra (DNK), which makes it easier for the MSME Sector to export goods to foreign markets. Businesses can overcome the hurdles of international trade with the help of the DNKs, which provide complete support and accelerated procedures for export-related documentation, logistics, customs procedures, and packing. This research evaluates people's opinions of DNKs and uses qualitative and quantitative analysis to explore the feasibility of DNKs and their prospects and obstacles.

Keywords: Viksit Bharat, Customs, Export, Dakghar Niryat Kendra, MSME, Post Offices

INTRODUCTION

The Department of Posts (DoP) and the Central Board of Excise and Customs (CBIC) have partnered to create a Postal Bill of Exports (PBE) Automated System for postal exports. This system enables Micro, Small, and Medium Enterprises (MSME) to export to international markets through e-commerce or other regular channels, using the extensive network of post offices across India. The Dak Ghar Niryat Kendra (DNK) project allows small exporters to electronically file a Portal Bill of Export and deliver the package to Dak Ghar Niryat Kendra for export. There are currently 715 DNKs open in post offices, with most articles reserved for travel to the United States, Australia, Britain, Japan, and Canada. Dak Ghar Niryat Kendras provide complete support and expedited procedures for export-related paperwork, logistics, customs procedures, and packing. They provide firms with invaluable support, enabling them to easily negotiate the difficulties of international trade. The expansion of Dak Ghar Niryat Kendras in Rajasthan is a testament to India Post's dedication to promoting economic growth and easing trade. These centers facilitate easy access to export-related services, helping enterprises increase productivity by cutting costs and guaranteeing seamless operations.The new approach eliminates the need for exporters or their agents to physically visit one of the twenty-eight Foreign Post Offices (FPOs) to file the export declaration and turn over their consignment for export. The DoP will transport the export package to an FPO for clearance by customs. The export clearance system will be based on a digital platform that utilizes the nation's current post office

network. The PM Automated System is a platform for exporters to register and schedule their export articles. The process begins with OTP-based authentication, where exporters share an OTP on a registered mobile number. Mandatory identifiers such as Name, Address, IEC (Importer Exporter Code) number, and GSTIN are collected, and KYC documents are uploaded. Exporters must log in with their username and password to schedule an export article. Postal authorities designate specific post offices as the HPO's and equivalent FPOs. Upon receiving the export products, postal authorities confirm the package's intended country of delivery and implied weight, obtain required funds, and collect KYC documents from the consumer who brings the article to the BPO.The export package must be securely transferred from postal authorities to the relevant foreign Post Offices for additional processing and export. The export products must be presented to the appropriate officer at the Foreign Post Offices for clearance for customs. The appropriate officer can retrieve Postal Bill of Exports details from the Customs portal for evaluation and ultimate clearance. The exporter or their designated agent will pay the export duty on a good when necessary. Postal authorities designate the equivalent foreign post office to each and permit specific post offices to accept and book export goods after consulting with the Board. Exporters must show the export products to the postal authorities at a booking post office after completing an electronic declaration for export. They may also deliver the export items to the postal authorities at a foreign post office, unless otherwise specified.

REVIEW OF LITERATURE

As stated in The Economic Times, edition Dec. 12, 2022, "CBIC notifies automated system for postal exports; exporters need not visit foreign post office," exporters or their agents are currently required to turn over their package and file an export declaration at any one of the 28 FPOs in order to export a package via the postal route. The new procedure will not require the exporter to visit an FPO. He might get the Postal Bill of Exports (PBE) online from his home or place of business, and then mail the export package to a nearby post office. **V. Jothi Francina, V.P. Rameshkumaar, and K. Selvavinayagam (2018)** the need of efficient logistics for the expansion of postal services was widely recognised in their research paper, "Evaluation of the Logistic Performance Index of India in the Indian Postal Services." Increased postal service, export diversification, the ability to attract foreign direct investment, and economic growth have all been linked to better logistical performance, according to research. Their study attempts to pinpoint the logistical domains in which India has proven to be notably inefficient. Governments should take into account the disparity in the logistic performance index while enacting new laws and in order to highlight the logistical difficulties that Indian postal systems face. **Shikur, Z. H. (2022),** examines the impact of logistics performance on international trade, particularly in developing nations. It uses a pooled random-effects General Least Square model and transaction cost economics (TCE) as a theoretical framework. The results show that all six logistics performance dimensions, including international shipping, customs clearance, infrastructure, tracking and tracing, logistics quality, and timeliness, positively affect merchandised exports and imports. The study suggests continuous improvements in shipments, customs clearance, tracking and tracing, timeliness, and logistics service infrastructures, which could significantly increase the volume of imported and exported goods and services.**Kumar Sharma, N., and G. Singh Kushwaha (2017),** an examination of the impact of the Indian logistics network on economic growth. Journal of Supply Chain Management, IUP, 14(4).investigated the Indian logistics system and established that economic growth was fueled by the effectiveness of logistics. As to the report, the logistics network comprises four sub networks, namely the transportation, warehousing, institutional framework, and information and communications technology (ICT) networks, which together create a single, integrated system. Service providers can carry out operations including delivery, storage, and mobility thanks to these networks. The above-mentioned theories were derived from existing literature and then validated by thorough discussion of the information. The study found a

favorable correlation between India's economic growth and its logistics network, which is a function of the nation's logistical performance.

RESEARCH GAP

Till now, a great deal of research has been done on postal and logistical services; however, not much has been done on people's perceptions and awareness of India's most recent export promotion initiative, the "Dak Niryat Kendra." In Rajasthan, Kota is thought of as an industrial city. It is surrounded by sizable industrial centers, such as Chittorgarh (the Cement City) and Bhilwara (the Textile City). Because they are unaware of it, the majority of people or companies looking to export products and services overseas do not take use of India Post's and CBIC's first-rate small exporter facilitation services. Exports provide funding for imports. A key indicator of a country's capacity to boost trade is export promotion. That's why I chose this topic.

RATIONALE OF THIS STUDY

A nation's economic growth depends heavily on its exports because they open up new markets, bring in money, and boost productivity. Access to goods, services, and technologies that a nation might not be able to manufacture or meet owing to resource constraints is made possible by imports. It is anticipated that exports will contribute 30% of GDP by 2047, rising from USD 5.5 trillion in 2040 to USD 10.4 trillion. By 2047, India hopes to become Viksit Bharat, concentrating on important facilitators like business-friendly regulations, the ability of promising industries to scale globally, the growth of the semiconductor industry, support for startups and their ecosystems, capacity building, reforms in agriculture and food processing, digital transformation, renewable energy, and a physical infrastructure focus. With 49% of export revenue going to the MSME sector, India's overall exports are considerably boosted by this sector. Dakghar Niryat Kendra functions as an export hub for traders and entrepreneurs in remote or rural locations, facilitating exports for MSME Secor's exporters. Dakghar Niryat Kendra functions as an export hub for traders and entrepreneurs in remote or rural locations, facilitating exports for MSME Secor's exporters. To make it possible for people to use Dakghar Niryat Kendra for export services, more people should be aware of it.

OBJECTIVES OF THE STUDY

1. To know the awareness about Dakghar Niryat Kendra among people.
2. To study the opinion on the launch of Dakghar Niryat Kendra Facilitation Centres in India.
3. To introspect the scope and viability of Dakghar Niryat Kendra.

SCOPE OF THE STUDY

This study focuses only on assessing Dakghar Niryat Kendras' perception and awareness. The study's boundaries are restricted to Rajasthan State. The work mostly concentrated on significant DNK components, such as the advantages of facilitation centers for export promotion, significant DNK problems that exist in Indian trade and commerce, and current developments and trends in DNKS, among other things.

RESEARCH METHODOLOGY

The goal of the study is to determine the number of export facilitation centers in India, as the idea of Dak Niryat Kendra is relatively new there. An endeavor's viability and potential success greatly depend on the target market segment's and

the competitors' points of view. Convenience sampling is the method used to select the sample respondents. A questionnaire that was distributed to 200 members of the target population was used to conduct the survey; 83 responses were obtained. Respondents comprise government employees, private sector workers, self-employed businessmen, students, and other individuals. The questionnaire is based on the Dakghar Niryat Kendra. Chi-Square testing and percentage data analysis were the techniques used. The survey instrument contained closed-ended questions to measure and gather demographic data. A few statistical tools, including Simple, Graphical Presentation, and Percentage Analysis, are utilized for the data analysis. The online Social Science Statistical Calculator is used to evaluate the hypotheses using the Chi-Square evaluates.

ANALYSIS AND INTERPRETATION

The respondents' demographic profile was broken down into a number of categories, including age, gender, education level, kind of occupation, and income level. The demographic details of the respondents are displayed in table no. 1 below:

S.No.	Demographic Detail	Variables	No. of respondents	% of total respondents
Table 1: Demographic Details of the Respondents				
1	Gender	Male	56	67.47
		Female	27	32.53
		Total	**83**	**100.00**
2	Age	Below 20 Years	18	21.69
		21-30 Years	45	54.22
		31-40 Years	18	21.69
		above 40 Years	2	2.41
		Total	**83**	**100.00**
3	Qualification	Secondary/10th	0	0.00
		Sr Secondary/12th	15	18.07
		Graduation	31	37.35
		Post-Graduation	35	42.17
		Others	2	2.41
		Total	**83**	**100.00**
4	Occupation	Govt/Public Sector	25	30.12
		Private Sector	10	12.05

		Self Employed	4	4.82
		Students	44	53.01
		Total	**83**	**100.00**
5	Annual Income	below 2,50,000/-	43	51.81
		Between 250000 to 300000	6	7.23
		Between 300000 to 500000	16	19.28
		Between 500000 to 1000000	15	18.07
		Above 10,00,000	3	3.61
		Total	**83**	**100.00**

Source: Author's self-compilation

The above table shows that, of the 83 respondents, 56 were male (or 67.47% of the total respondents) and the remaining 27 were female (or 32.53% of the total respondents). Regarding age, of the 83 respondents, 18 were found to be between the ages of 31 and 40 (21.69% of the total), 45 were reported to be under the age of 21 and 30 (54.22% of the total), and the remaining 18 were between the ages of 20 and 40 (21.69% and 02, respectively, (02.41% of the total). The table's output indicates that most of the respondents were found to be younger than the 21–30 age range. The respondents' educational backgrounds were categorized into five groups, namely secondary, senior secondary, graduation, post-graduation, and others, based on the classification of the tables. The undergraduate category had 31 respondents (37.35% of the total), followed by post-graduation with 35 respondents (42.17% of the total), and the other category with 2 respondents (2.41% of the total). According to the data, 42.17% of the respondents belonged to the education category, which includes postgraduates. The respondents' categories—Public Sector, Private Sector, Self-employed, and Students— are shown in the above table. Students and the public sector account for the majority of responders (53.01% and 30.12%, respectively). Additionally, it indicates that 43 percent of respondents had incomes below 2.5 lakhs, which is below the median for all respondents. Next in order of percentage are the income levels of 2.5 to 3 lakhs, 3 to 5 lakhs, and 5 to 10 lakhs, which are, respectively, 7.23%, 19.28, and 18.07%. The respondents with the lowest value were 03.61% who reported having an income level exceeding 10 lakhs. Descriptive statistics provide a concise summary of a dataset's key features without making generalizations. It includes measures like central tendency, dispersion, and distribution shape. Graphical representations like histograms, bar charts, pie charts, scatter plots, and box plots are used. This helps researchers communicate key characteristics, enhance understanding, and provide a foundation for further statistical analysis or decision-making processes.

		Table: 2 Descriptive Statistics on Features of DNKs		
Sl.No.	Question under consideration and its response		N	% Proportion with total Responses
1		Strongly Agree	22	26.51
		Agree	32	38.55

	Are you most likely to access Dakghar Niryat Kendra's facilities for exports of goods and services in future?	Strongly Disagree	1	1.20
		Disagree	0	0.00
		Neutral	28	33.73
		Total	83	100.00
2	Are you satisfied with the safety & security of transactions related to exports on Dakghar Niryat Kendra?	Strongly Agree	17	20.48
		Agree	38	45.78
		Strongly disagree	2	2.41
		Disagree	2	2.41
		Neutral	24	28.92
		Total	83	100.00
3	Are you most likely to feel advantageous from Dakghar Niryat Kendra, due to the	Ease of custom duty drawback/ GST Returns	9	10.84
		Mechanized Customs Clearance	6	7.23
		Digital Payments and Bill Generation through customer portal.	10	12.05
		Easy access to visit post office and low cost of service rendered	13	15.66
		Tie up with ecommerce shipping platform/aggregators with India Post.	10	12.05
		I can't say nothing	35	42.17
		total	83	100.00

Source: Author's self-compilation

Table 2 above indicates that most respondents strongly agree that DNK's provide more safety and security of transactions while exporting, with a proportion value of 45.88%; easy access to post offices and low cost of services rendered give more advantage to the people, with a proportion value of 15.66%. The majority of respondents are also likely to use Dakghar Niryat Kendra's facilities for exports of goods and services in the future, with a proportion value of 38.55%.

Hypothesis No .1

Null hypothesis (H0): Gender and degree of DNK awareness do not significantly correlate.

Alternate hypothesis (H1):- The degree of awareness of DNKs and gender has a significant correlation.

	Male	Female	Marginal Row Totals
Awareness	33 (31.04) [0.12]	13 (14.96) [0.26]	46
No Awareness	23 (24.96) [0.15]	14 (12.04) [0.32]	37
Marginal Column Totals	56	27	83 (Grand Total)

Source: Author's self-compilation

There is a 0.8569 chi-square statistic. We have a p-value of.354601. Not significant at p <.05.

After Yates adjustment, the chi-square statistic is 0.4761. .490184 is the p-value. Not significant at p <.05.

Interpretation

Because the Chi-Square statistic of 0.8569 and the corresponding p-value of.354601 are both more than the traditional significance level of 0.05, we do not reject the null hypothesis. The Chi-Square results demonstrate that there is insufficient data to suggest a relationship between gender and awareness of DNKs. As a result, the research indicates that there does not seem to be a statistically significant relationship between gender and DNK knowledge.

Hypothesis No .2

Null hypothesis (H0): There is no discernible correlation between educational background and degree of DNK awareness. Hypothesis alternative (H1): The degree of awareness regarding DNKs and educational background are significantly correlated.

Results					
Variable under Consideration	Sr Secondary	Graduation	PostGraduation	Others	Row Totals
Awareness	8 (8.31) [0.01]	15 (17.18) [0.28]	22 (19.40) [0.35]	1 (1.11) [0.01]	46
No awareness	7 (6.69) [0.01]	16 (13.82) [0.34]	13 (15.60) [0.43]	1 (0.89) [0.01]	37
Column Totals	15	31	35	2	83 (Grand Total)

Source: Author's self-compilation

There is 1.4544 in the chi-square statistic. The P-value for the data is.692832. If p is less than 05. The outcome is not significant.

Interpretation

We do not reject the null hypothesis because the Chi-Square statistic of 1.4544 and the corresponding p-value of 0.692832 are greater than the conventional significance level of 0.05. This implies that there is inadequate evidence to show a

relationship between education level and awareness of DNKs b, based on the Chi-Square results. Thus, this data suggests that sentiments regarding DNKs are not statistically significantly impacted by education level.

Hypothesis No .3

The null hypothesis (H0) states that there is no discernible correlation between occupation and degree of DNK awareness.

Alternative hypothesis (H1): Occupation and degree of DNK awareness are significantly correlated.

Results					
	Govt/PSC Sector	Private Sector	Self Employed	Student/unemployed	Row Totals
Awareness	16 (13.86) [0.33]	5 (5.54) [0.05]	4 (2.77) [0.54]	21 (23.83) [0.34]	46
No awareness	9 (11.14) [0.41]	5 (4.46) [0.07]	1 (2.23) [0.68]	22 (19.17) [0.42]	37
Column Totals	25	10	5	43	83 (Grand Total)

Source: Author's self-compilation

There are 2.8408 chi-squares. A p-value of.416835 is found. If p is less than.05., the outcome is not significant.

Interpretation

Because the Chi-Square statistic of 2.8408 and the associated p-value of 0.416835 are higher than the customary significance level of 0.05, we do not reject the null hypothesis. Based on the Chi-Square results, this suggests that there is not enough evidence to show a connection between occupation and DNK knowledge. Thus, it appears from these data that occupation has no statistically significant effect on DNK awareness.

Hypothesis No .4

Null hypothesis (H0): There is no discernible correlation between annual income and DNK awareness.

Alternative hypothesis (H1): Annual income and degree of DNK knowledge are significantly correlated.

Results						
	Below 2.5 Lakh	2.5 to 3.0 Lakh	3.0 to 5.0 Lakh	5.0 to 10.0 Lakh	Above 10.0 Lakh	Row Totals
Awareness	20 (23.83) [0.62]	4 (3.33) [0.14]	8 (8.87) [0.08]	13 (8.31) [2.64]	1 (1.66) [0.26]	46

No Awareness	23 (19.17) [0.77]	2 (2.67) [0.17]	8 (7.13) [0.11]	2 (6.69) [3.28]	2 (1.34) [0.33]	37
Column Totals	43	6	16	15	3	83 (Grand Total)

Source: Author's self-compilation

It comes out to 8.3988 on the chi-square. P-value for the data is.078014. If p is less than.05., the outcome is not significant.

Interpretation

Because the resulting p-value of 0.416835 and the Chi-Square statistic of 8.3988 are more than the traditional significance level of 0.05, we do not reject the null hypothesis. The results of the Chi-Square test suggest that there is not enough information to prove a connection between yearly income and DNK awareness. Therefore, our research indicates that there does not seem to be a statistically significant association between Annual Income and Awareness of DNKs.

Hypothesis No .5

Null hypothesis (H0): Age group and degree of DNK awareness do not significantly correlate.

Alternate hypothesis (H1):-The degree of awareness of DNKs and age group are significantly correlated.

Results					
	Below 20 Years	21-30 Years	31-40 Years	Above 40 Years	Row Totals
Awareness	9 (9.98) [0.10]	22 (24.39) [0.23]	13 (9.98) [0.92]	2 (1.66) [0.07]	46
No Awareness	9 (8.02) [0.12]	22 (19.61) [0.29]	5 (8.02) [1.14]	1 (1.34) [0.09]	37
Column Totals	18	44	18	3	83 (Grand Total)

Source: Author's self-compilation

It comes out to 2.9476 on the chi-square. The P-value for the data is.399768, If p is less than.05. The outcome is not significant.

Interpretation

Given that the Chi-Square statistic of 2.9476 and the associated p-value of 0.399768 are more than the typical significance level of 0.05, we do not reject the null hypothesis. According to the Chi-Square statistics, this indicates that there is

insufficient data to suggest a connection between age group and DNK knowledge. Based on our research, it seems that Age Group has no statistically significant effect on Awareness of DNKs.

CONCLUSION & SUGGESTIONS

Dakghar Niryat Kendra is one of the Department of Post and CBIC's unique projects. Kota, Rajasthan, residents are less aware about DNKs. To spread awareness, India Post or CBIC ought to host an ongoing session on Dakghar Niryat Kendra. Furthermore, it is found that the respondents' opinions and level of awareness of DNKs were unaffected by their demographic traits, including gender, qualification, age group, occupation, and annual income. Implementing agencies will run marketing and advertising efforts aimed at increasing public awareness of DNKs.

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●   Appendixes : Research Questionnaire on "Dakghar Niryat Kendra"Research Questionnaire on "Dakghar Niryat Kendra" : A New Initiative of India Post (Responses), https://docs.google.com/forms/d/e/1FAIpQLSdA0uFZmd3QxyHT9Z1JQy0D2gHEQOeKt1ohlZpyH5qiAgJr-g/viewform?usp=sharing