uplift
Connecting the Cargo Community

A Universal Platform for Logistics & Integrated Freight Transport
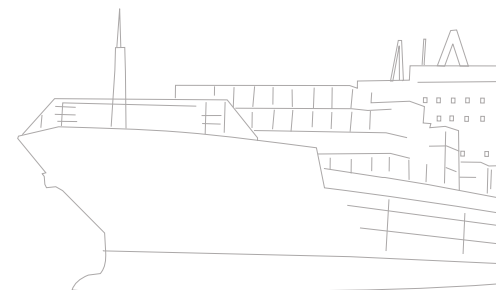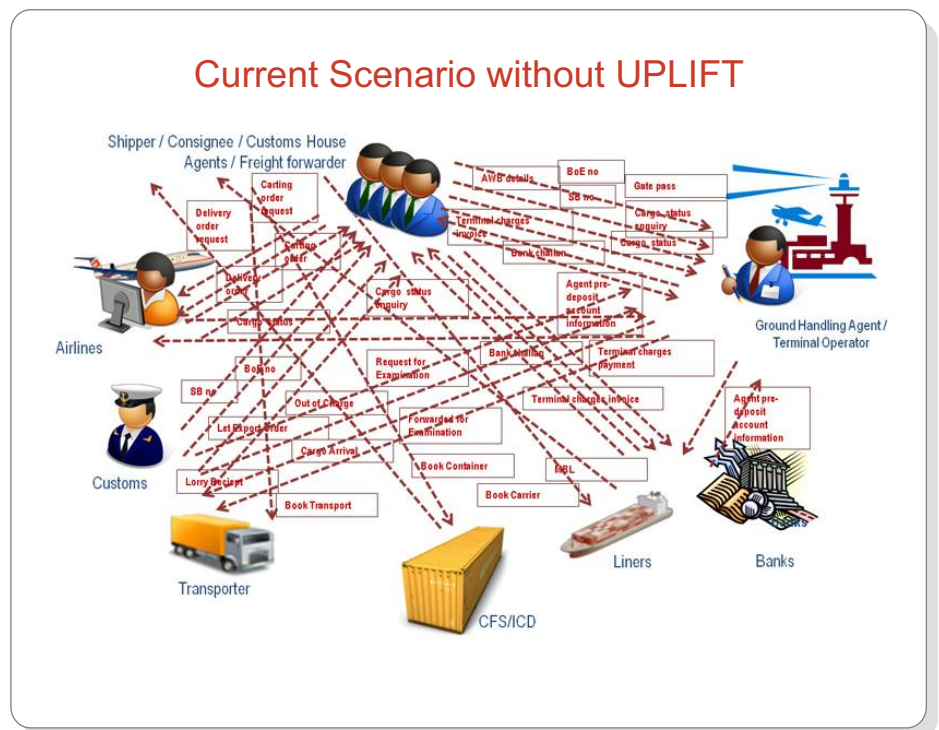
Industry Overview

The logistics supply chain entities work round the clock to move the cargo safely and on time. However, along with movement of cargo, there is a lot of complex documentation & data that gets exchanged between the entities. A study indicates that the shipment data gets re-entered in the supply chain at least 6 times by various stakeholders, bringing in inefficiency, delays, penalties and lack of shipment visibility, thereby resulting in higher cost of logistics. This higher logistics cost, pegged at around 13% of India's GDP, creates serious non-tariff barriers and reduces overall trade competitiveness.

To address this, ACAAI - the apex trade association of IATA recognized Indian air cargo agents and Kale - a leading IT solutions provider to the Logistics industry have developed UPLIFT - an electronic collaboration platform for the Indian Logistics industry.
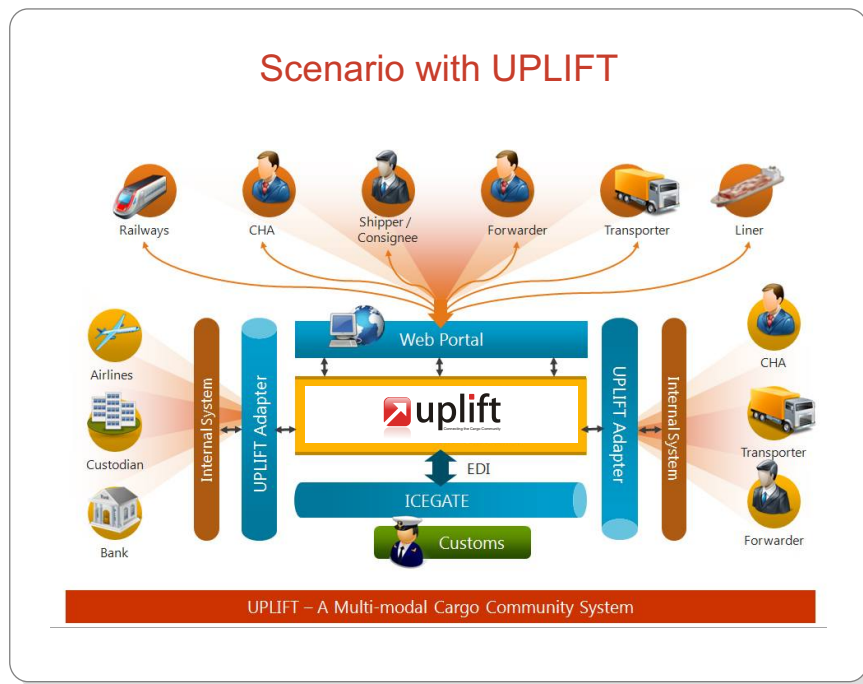
What is Uplift?

UPLIFT is a pioneering initiative in creating a cargo community platform which will enable 15000+ strong Indian Freight Forwarding (FF) and Custom House Agent (CHA) organizations to electronically communicate within themselves and with other stakeholders like Shippers, Consignee Airports, Seaports, Airlines, Transporters, Customs etc.

UPLIFT eliminates the manual operations, paperwork, redundant data entry and brings in the much needed shipment visibility across the value chain. India's first web-based electronic communication platform that enables filing of Shipping Bill and Bill of Entry on ICEGATE (ICES ver 1.5)

Current Scenario without UPLIFT

UPLIFT features for the Cargo Community

Scenario with UPLIFT

UPLIFT – A Multi-modal Cargo Community System

UPLIFT Benefits to Cargo Community

Shipper
- A 'Single point for data entry' saves shippers time, efforts & costs
- Helps float multiple RFQs at a single click to multiple service providers
- Helps schedule automatic emails/SMS/status updates

Forwarder/CHA
- Helps connect with multiple Airlines & multiple Custodians
- UPLIFT interfaces with Forwarder's internal systems

Airlines
- Online receipt of queries reduce handling efforts
- e-Submission of AWBs reduces the need for double data entry
- Airlines remain compliant to global initiatives such as e-Freight / C2K

Customs
- Enables validation of SB/BoE before uploading to ICEGATE, thus reducing efforts
- One-time transmission of SB/BoE to ICEGATE eliminates re-loading of same documents, thus reducing load on ICEGATE servers

Custodian
- Get proactive alerts fo preventing service failures
- Better Customer Satisfaction by bringing better visibility to trade
- Online intimation of e-Payments made for TSP and Demurrage

What's unique in UPLIFT?

UPLIFT eliminates multiple levels of data entry efforts across the supply chain. A multi-modal unified electronic collaboration platform, it enables interactions between not only forwarders & airlines, but between all other entities of the value chain like Carriers, Shippers, Custodians & Customs.

In the past, global systems have mostly been pioneered by carriers. UPLIFT is a unique platform pioneered by air cargo industry which will facilitate electronic exchange between all the stakeholders in the cargo value chain.