

Non-tariff measures and export of marine products from India: trends and future prospects

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Adherence to international norms of food quality and safety is paramount to enhance the export of marine products from India. The exporters have focused on compliance with the non-tariff measures to widen and deepen their exports. The present study analysed the trends and compliance status of quality standards in Indian marine exports to major importers and offers policy recommendations for enhancing the safety and quality of these exports. The study emphasises the role of regulatory bodies, industry stakeholders and international partners in promoting quality compliance.

Keywords: Compliance cost, fish export, fish value chain, non-tariff measures, SPS measures.

and the environment, NTMs have the potential to be used to promote protectionism and to selectively restrict trade.

Notwithstanding numerous hurdles, India largely complied with the quality and safety requirements of its major marine products' export markets, such as the European Union (EU) and the United States of America (USA). India has targeted to enhance its marine products exports to INR 1 lakh crore by 2025. However, the expansion and further value generation of India's marine products' exports need informed policy support and targeted actions to ensure safety and quality norms. In this background, this article examines the trend and status in the quality compliance of Indian marine products' exports, quality issues raised by the importers and suggests policies for improving the safety and quality of Indian marine products'