GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
STARRED QUESTION NO. *232
ANSWERED ON 16/12/2025

NON-TARIFF MEASURES TO SUPPORT INDIAN EXPORTERS

*232 SHRI MANICKAM TAGORE
SHRI SURESH KUMAR SHETKAR

Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

(a) whether the Government has initiated a comprehensive mapping of mandatory and voluntary Non-Tariff Measures (NTMs) across global markets to support Indian exporters, if so, the scope and time taken by the Government for this exercise;
(b) the mechanisms that have been put in place to collect inputs from exporters, commodity boards and industry bodies and the manner in which these will be prioritized to ensure effective export support;
(c) whether the Government has identified NTMs that act as Non-Tariff Barriers (NTBs) raising costs or compliance burdens for Indian exporters and the steps taken to address them;
(d) the manner in which the Government plans to assist exporters in meeting technical standards, certifications and testing requirements abroad to improve product quality and competitiveness; and
(e) whether any special measures are envisaged for sectors or countries where stringent NTMs have caused shipment delays, if so, the details thereof.

ANSWER

वाणिज्य और उद्योग मंत्री (श्री पीयूष गोयल)
THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

(a) to (e): A Statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 232 FOR 16.12.2025 REGARDING 'NON-TARIFF MEASURES TO SUPPORT INDIAN EXPORTERS'

(a) & (b) Monitoring of Non-Tariff Measures (NTMs) is a dynamic and continuous process. It is being undertaken particularly for those relating to Sanitary and Phytosanitary (SPS) and Technical Barriers to Trade (TBT), to identify and address measures that may act as Non-Tariff Barriers (NTBs) affecting Indian exports.

Regular consultations are held with line Ministries, Commodity Boards, Export Promotion Councils, and other stakeholders to monitor and address Non-Tariff Measures. Notifications by member countries to the World Trade Organization (WTO) are regularly tracked and shared with stakeholders. India actively participates in WTO SPS and TBT Committee meetings where Specific Trade Concerns (STCs) are reviewed. It also engages through bilateral mechanisms such as Joint Working Groups, technical consultations, and ongoing Free Trade Agreement (FTA) negotiations, reaffirming the Government's commitment to protecting the interests of Indian exporters.

(c) to (e) The Government adopts a multi-pronged strategy to assist exporters in complying with international NTMs and enhance export competitiveness through technical collaborations, institutional capacity building, and various scheme-based support measures.

To address information asymmetry and ensure timely access to updated details on technical and certification requirements in foreign markets, the Directorate General of Foreign Trade (DGFT) has launched the Trade Connect e-Platform (https://trade.gov.in)**.** The platform serves as a digital interface for exporters, including MSMEs, by providing information on trade agreements, country-specific market access requirements, certification and compliance norms, buyer–seller connect services, and global e-commerce guidance. It also integrates inputs from the Department of Commerce, Indian Missions abroad, Export Promotion Councils, Commodity Boards and other agencies to enable continuous engagement and sector-specific supports.

Government is continuously strengthening its export quality management ecosystem from the ground up, starting at the farm and production levels. The concerned agencies such as Export Inspection Council (EIC), Agricultural & Processed Food Products Export Development Authority (APEDA), Marine Products Export Development Authority (MPEDA), other Commodity Boards, Export Promotion Councils (EPCs) etc. regularly undertake appropriate measures including capacity building of exporters, pre-export controls, laboratory testing and stakeholder sensitisation to strengthen quality management and ensure compliance with the standards of importing countries.

Further, Export Inspection Council (EIC) is strengthening certification and testing systems and has entered into Mutual Recognition Arrangements (MRAs) with several countries, including the United States, European Union, Russia for various products. These initiatives promote international acceptance of Indian certifications, improve product quality, and facilitate smoother access to global markets.

Apart from the product related interventions, the Government undertakes multiple initiatives to strengthen India's integration into global value chains and reduce trade frictions. BharatTradeNet (BTN), announced in the Union Budget, aims to streamline cross-border trade through digitalisation of trade documents, cross-border data exchange, and hence facilitating improved access to trade finance for exporting to foreign markets. In addition, schemes such as the Trade Infrastructure for Export Scheme (TIES) and the Market Access Initiative (MAI) are being implemented to address infrastructural and market access barriers, while Rebate of State and Central Levies and Taxes (RoSCTL) Scheme and the Remission of Duties and Taxes on Exported Products (RoDTEP) Scheme enhance export competitiveness by neutralising embedded taxes and levies. A Common Digital Platform for Certificate of Origin has also been introduced to facilitate trade and improve utilisation of Free Trade Agreements. Further, the PM GatiShakti National Master Plan and the National Logistics Policy focus on integrated infrastructure development and logistics efficiency to support exports.

At the grassroots level, the Districts as Export Hubs (DEH) initiative is being implemented to promote exports competitiveness from districts by identifying products and services with export potential and strengthening local value chains. District Export Action Plans (DEAPs), prepared in coordination with State Governments, focus on addressing gaps in infrastructure, logistics, standardisation, branding, market access, quality control, testing and capacity building, thereby enabling wider participation of exporters, including MSMEs, in global markets.

Additionally, to strengthen export competitiveness, particularly for MSMEs, the Government has recently approved the Export Promotion Mission (EPM) with an outlay of ₹25,060 crore for the period 2025-26 to 2030-31. The Mission comprises two sub-schemes: Niryat Protsahan, which enhances access to export finance, and Niryat Disha, which supports key trade enablers such as quality compliance, branding, logistics, warehousing and trade intelligence.

Under Niryat Disha, targeted financial assistance is envisaged through the sub-component on Support for Export Quality and Technical Compliance for sectors facing high compliance costs arising from SPS, TBT and other NTMs. The support is intended to assist exporters, particularly MSMEs, in meeting raising costs related to testing, certification and audits, thereby improving compliance, reducing rejections, and minimising shipment delays at foreign ports.

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