

The pandemic has shifted the focus of people around the world towards quality products, and thus India need to match global standards to raise exports.

Foreign Trade Policy of India aims to make India super player of international trade. And thus quality is a must to achieve 25% export share in \$ trillion economy.

Recent incidents like

↳ Finding salmonella microbe in Indian product USA,

↳ most of the honey products failed magnetic resonance test.

hurts India's image as a brand.

(i) SPS measures - countries like China does not allow India's milk product on quality grounds.

(ii) similarly, USA, Europe and Australia's

Indian products.

Thus government took several

initiatives like

- (i) ISI marks for silver & gold.
- (ii) ISI marks for industrial products.
- (iii) Agmark for agricultural products.
- (iv) participatory guarantee scheme to ensure quality organic products.
- (v) FASSI Norms

however, India still struggles to create a quality brand to enter developed market because

- (i) lacking world class laboratory - for example only Dabur honey had mmr test facilities.

→ other test laboratory are either obsolete or too expensive.

- (ii) government regulation - loopholes & malpractices, compromise India's image

as quality market.

(iii) unorganised sectors dominate India, which lacks all means like HRD, technology regulation etc to ensure quality.

way forward

① Private Investment for capital building to raise quality standards.

② strengthening QCI to take suo motto cognisance & even punish with finer.

④ Effective monitoring in consonance with WTO & WCO rules.  
→ using digital means can help achieve this.

India is signatory to Basel convention on transboundary product movement thus it is liable to ensure quality checks.

Trust and value both depend upon quality there should be zero tolerance approach to realise PM's call of zero effect - zero defect.