

## **IMPACT OF WTO TO INDIA'S BASMATI RICE EXPORT: OPPORTUNITIES AND CHALLENGES**

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### **ABSTRACT**

India is one of the largest producers and exporters of Basmati rice in global markets. Business development and review process for the promotion of economic development and basmati rice exports will increase foreign exchange earnings. Growth in the number, value and unit value realization significant positive trend for Basmati rice exports during the study shows. Efforts to improve production in order to meet future demand by importing countries within the WTO rules. Development of production and increasing the share of exports in international trade in the future.

Thus, strategy and government policy makers to identify potential markets for the export of Basmati rice exports to stabilize domestic food security and reliable enough to plan for the future. In the end, this paper shows that the approach of promoting exports and production development strategy to increase the drive to maintain domestic production of foreign exchange through export of Basmati rice.

**KEY WORDS:** opportunities, challenges, Indian Basmati Rice, WTO, Marketing.

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