Indian Economy · GS - III

Examine how crisis-driven entrepreneurship can help Indian businesses expand into international markets. Discuss the opportunities and challenges involved in building globally competitive Indian brands.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 22/10/2026	GS - III	Indian Economy

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Crisis-driven entrepreneurship; innovation; MSME development; global value chains; export promotion; brand building; supply-chain resilience; regulatory compliance; access to finance; international market diversification

Model Answer

Introduction

Entrepreneurs can identify unmet needs during crises and convert them into viable business opportunities. The reported journey of an Indian food brand illustrates how emergency supply efforts can create visibility and potentially support international expansion.

Opportunities

- **Market identification:** Crises reveal urgent demand for essential goods and alternative supply channels.
- **Innovation:** Flexible sourcing, logistics and product adaptation help businesses respond to changing consumer needs.
- **International expansion:** Digital platforms and export networks can connect Indian brands with overseas markets.

- **Economic contribution:** Successful enterprises can generate employment, foreign-exchange earnings and opportunities for local suppliers.

Major Challenges

- **Supply-chain uncertainty:** Geopolitical conflicts can disrupt transport, procurement and payments.
- **Finance and scale:** Expanding production and distribution requires capital and skilled personnel.
- **Regulatory compliance:** Food, beverage, taxation and licensing requirements differ across countries.
- **Brand sustainability:** Long-term success requires consistent quality, consumer trust and responsible marketing.

Way Forward

India should strengthen export facilitation, affordable credit, logistics infrastructure, product certification and market intelligence for emerging businesses. Entrepreneurs should diversify suppliers and markets while maintaining quality standards.

Conclusion

Crisis-driven entrepreneurship can open international opportunities, but sustainable global brands depend on innovation, operational resilience, regulatory compliance and long-term consumer confidence.

BECOME IAS
AI POWERED UPSC PREP