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SA-MUDRA Foundation - Succession Blues

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Abstract

The present case enunciates the journey of a women social entrepreneur and her social enterprise ‘SA-MUDRA Foundation’, which deals with the problems of youth and empowers them by various programs including 24x7 Yuva Helpline number. One of the major issues in front of the entrepreneur is fund raising and a sustainable corpus for future. Another biggest challenge before her is about succession planning of the organization beyond and after her. The case would be helpful for entrepreneurship students to discuss the issues in fund raising and to understand the difficulties in succession planning.

Keywords:

Fund raising, Entrepreneurship, Social Enterprise, Youth Problems, succession planning

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