

“UDAYAN CARE - Transforming Lives”

Prof. Anita Tripathy Lal
Professor
FORE School of Management
New Delhi
Email: anita@fsm.ac.in

Abstract

“She dwells in the hearts of those special children; Besides the busy lanes of Delhi; A maid whom there were none to praise; And very few to love, when in 1994 she dreamt of starting a home for all those children who have been orphaned and abandoned at a very young age”. Since 1994, Dr. Kiran Modi has been transforming lives by just not providing them shelter, but also nurturing their childhood days with education and grooming them to take up a job and excelling both at professional and personal front. The very purpose of this research has been to present and discuss the success story of Dr. Kiran Modi’s ‘Udayan Care’ a start-up in the mid -1990s. This case study narrates the entrepreneurial journey of this successful woman entrepreneur where one can witness the reasons that prompted her to start- up the social enterprise and assess how with the requisite entrepreneurial traits one can deal with the challenges with respect to ‘Udayan Care’s success story.

Key Words: Udayan, Children Homes, Education, Start-up Story, Career, Fellowship.

Acknowledgment: The Infrastructural support provided by FORE School of Management, New Delhi is gratefully appreciated.