

Ujjivan Case Study Taught in Harvard Business School

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Last month, Ujjivan's case study was taught at Harvard Business School. It was featured in an executive training offered in association with ACCION. The training was attended by microfinance practitioners from around the world.

The case was presented as a teaching material for risk and fraud management. Pam Freed, currently studying at Harvard University and former Ujjivan intern, attended the course and remarked that, "There was quite lively discussion, with the overall consensus being that Ujjivan's rapid growth strategy would benefit it in the long run, and that Ujjivan was operating on a sustainable model. Participants were impressed by Ujjivan's attempts to serve the urban market and aggressive plans for growth. They also debated Ujjivan's centralized structure and talked about the need for strong controls in the future."

The case was prepared by Professor V.G. Narayan of Harvard Business School and assisted by Pam Freed.

