

Practical Exercise 18

Case study

Objective: *To acquaint with the case study method.*

Introduction

Case study is an important method of social science research which focus on deep intensive study of particular social unit. It is recognised as a versatile device for research in providing an insightful explanation about a phenomenon or story.

This method is not necessary with successive study and may be failure stories also studied in order to find out the reasons or situations for the same.

Charles H Cooley says that ‘Case study deepens perception and gives a clear insight into life.’

According to **F.L. Whitney**, “Case study is a complete analysis and report of the status of an individual subject with respect as a rule to specific phases of his total personality.”

Characteristics

Some of the important characteristics of the case study method are listed below:

- Case study is a deep, detailed and intensive study of a social unit/individual household.

- It is a method of qualitative analysis
- It is a comprehensive study of research problem
- In case study complex factors like individual character (trait) are studied
- In this study all the variables and traits are linked/interrelated with one another
- In case study, there are changes for wide variety of units to be selected;
- It preserves wholeness of the units i.e. it is an approach which views any social unit as a whole;

Steps involved in case study Method

Generally the steps involved in the case study method are:

- I. Determining the present status
- II. Collecting background information
- III. Testing the suggested hypothesis(es)
- IV. Instituting remedial action

Uses

1. It helps to collect detailed & comprehensive information about the social unit and gives impetus to new ideas and further research
2. Importantly as an analytical tool, it helps to ascertain a number and variety of traits, qualities and habits confined to a particular instance
3. It helps to identify the peculiarities of a case for observation
4. Case Study method shows the way to deepen our perception and sharpen insights to understand biographies, background & present status of the unit.
5. It is often useful to advance a new interpretation for concrete conclusion.

How to write case study of an dairy entrepreneur

The following steps can be considered to write the case study of Dairy Entrepreneur.

- Dairy sector - present status & overview (means of production, growth, employment potential for rural livelihood)
- Aim of case study - Explore the opportunities for smallholder dairy farming and importance of Entrepreneurship
- Background of individual household - Past history of youth (school dropout, migration, vicious cycle of poverty etc..)
- Institutional intervention & technological exposure (Contact with field functionaries & training etc..)
- Initiation of small venture with minimum obtained capital
- Gestation period (Persistent attempt to run the firm, marketing of product and membership in cooperative society)
- Scaling up of the firm (Expansion and preparation of value added milk products)
- Business diversification - Front end linkage
- Highly esteemed entrepreneur in the locality

Activity

Prepare one case study on successful dairy cooperatives.

STUDY QUESTIONS

- 1) Explain the significance of case study method.
- 2) Write the aim of case study.
- 3) What are existing the sources of case study?

Note: i) Write your answer in the space given below.

ii) Check your answer with the answers given at the end of the Unit.