

### Annexure 10.1 Guide to Prepare Case Study

Journey of an entrepreneur or an enterprise can be captured through case studies or short stories. It should focus on how the life of the person has changed because of the enterprise. The impact it has created on the socio-economic life of the entrepreneur's family.

***Refer to the below mentioned guideline for capturing case studies or short stories***

Full name of Entrepreneur:

Age:

Name of SHG:

Name of SHG member (*in case entrepreneur is not a SHG member*):

Village:                      Block:                      District:

Nature of business:

#### **Family and location background of Entrepreneur:**

*It should cover details on family size, what do her family members do for a livelihood? Personal background of entrepreneur? Her life before marriage, her education and family. Her current lifestyle. Does the entrepreneur's family have a traditional business/livelihood? Do they follow it?*

*A bit of context on the village/locality where the entrepreneur lives/owns a business. What is the major economic activity there? Is it near/away from the highway or any other important landmark? Did this trigger any ideas for the entrepreneur?*

#### **Why did she decide to become an entrepreneur?**

*This section should cover her current socio-economic background. Overall situation of her family, their income, existing prospects of livelihood and why did she decide to become an entrepreneur? Highlight a specific incident (if any) entrepreneur can relate to which convinced her to do this.*

#### **How did she become an entrepreneur?**

*This section should come in flow with the previous one. It should capture her story of deciding to run an enterprise.*

- *In what ways did the BRC provide support? (Orientation, Triggering, Trainings)*
- *The role of CRP-EP should be highlighted – (business plan, viability check, monthly reports, follow up)*
- *Role of SHG network in supporting the upcoming entrepreneur – (credit check, BEPC)*
- *Support received from her family to start the business*

### **Information on Enterprise**

Name of the shop:

Nature of business:

Amount invested in starting the shop (Own/SHG/Bank linkage):

Date of starting the enterprise:

Monthly revenue:

Monthly income:

Monthly profit:

Any subsequent investments made:

Records maintained by her:

Skill training received (apart from GOT and EDP, if any):

### **Challenges**

*Challenges faced by her in starting the enterprise and while running it. How did she overcome those challenges?*

### **Impact**

*Changes after running a business: life at home, support from family, life outside household work, responsibility of handling a business, changes in her and her family's lifestyle. Her thoughts on herself as an 'entrepreneur?'*

### **Entrepreneur's plan for her business**

*This should cover her business expansion plans, any further support required by entrepreneur. Her aspirations and what are her expectations for her family.*

**Points to note:**

*This is a broad outline to be followed while writing the story. All the sub-points mentioned under each head should be followed. Furthermore, quotes from entrepreneurs should be taken under each head. The writer has the liberty to mould the story in anyway desirable but it should be ensured that the story being written is able to tell entrepreneur's life, her business, challenges, social-economic-cultural impact and her aspirations. Moreover, the objective of the story should not be diluted.*

**Photographs:** *Individual Portrait of Entrepreneur and one with Enterprise.*

*Photographs should be captioned with the following-*

- *Entrepreneur's name and name of the Enterprise*
- *Date, time and location of the photo taken*
- *A brief quote from the person*

