

Journal of Case Research

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2. Swabhiman: A Social Entrepreneur's Struggle for Disability Equality
[Teaching Note is available on request]
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3. Alternative Rural Livelihoods: Bada family in Sundargarh, Odisha
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Shringarika Prasad and Srishti Sharma

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Dear Readers,

Greetings !!

We are happy to bring out the December 2021 issue of the Journal of Case Research, Journal of Xavier University with the three teaching cases.

- Hectare Wild Artisan Cheese: Pricing and Price Elasticity Conundrum by *Rupika Khanna*
- Swabhiman: A Social Entrepreneur's Struggle for Disability Equality by *Tania Saritova Rath*
- Alternative Rural Livelihoods: Bada family in Sundargarh, Odisha by *Shringarika Prasad and Srishti Sharma*

As the year 2021 comes to an end, in a year darkened by the pandemic, there was also hope that was brought about by the availability of vaccines that were made freely available to the citizens. In a year filled with despair due to ill-health and loss, hope was kindled through the compassion and kindness displayed by employers, policymakers and governments. The year reminded of us the basic goodness of human nature. As the new year dawns, there is promise, hope and optimism of the pandemic coming to an end. Our cases in this issue are themed around hope and optimism- the hope of an equal world, of sustainable livelihoods and businesses.

The first case is based on an artisan cheese making business battling the aftermath of demand slump generated by the pandemic. The business is affected by the rising prices of fuel and changing demand dynamics. It is in this context that the owner must make a decision relating to the pricing. The case can be used in undergraduate and post graduate courses on Microeconomics and Managerial economics. The case can help to generate class discussion around factors affecting demand and supply of a product. While so doing, contemporary factors such as the impact of social media and vloggers can also be discussed. The case can also be used to discuss price elasticity. It will help readers to analyse and discuss the impact of price on demand of a product.

The second case is an NGO Swabhiman set up with the motto of establishing a life of self-respect, dignity equal opportunities for disabled people that. The case focusses on the initiatives taken by the organization to break down the barriers that exist for people with disabilities and create a world without discrimination from initiatives such as their enumeration in the Census to setting up of the post of Disability Commissioner. The case can be used in courses on Diversity and Inclusion, Human Resource Management, Social Entrepreneurship. The case can be used to make the students aware of the subtlety of the problem of invisibility that besets the provision of benefits for the weaker sections. It can be used to discuss policies and practices that can be introduced in the corporate sector for a more equal workplace

The third case is an interesting case of a tribal family- the Bada family living in a rural area and their life and livelihoods. The case study can be used in programmes of Agri-Business Management, Sustainability Management, and Rural Management in courses such as Natural Resource Management, Rural Production and Livelihood Systems etc. Dealing with the interweb of livelihoods, socio-economic setting, and resource management it can be used to generate dialogues on multiple livelihoods in resource crunch economies.

Wishing you all Happy Reading!

With Warm Regards,

Prof. Mousumi Padhi

Editor

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