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Editorial

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Teaching Case

1. Tinyshiny Miniature Cooking: How can it Have a More Effective Social Media Presence?
[Teaching Note is available on request]
Nirali Shah
2. Financing a Producers Organisation: Dilemma of an NGO Head *[Teaching Note is available on request]*
Pradeep Kumar Mishra

<https://xim.edu.in/jcr/>

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Dear Readers,

Greetings !!

We are happy to bring out the June 2022 issue of the Journal of Case Research, Journal of XIM University with the two teaching cases.

- **Tinyshiny Miniature Cooking: How can it Have a More Effective Social Media Presence?**

By Nirali Shah

- **Financing a Producers Organisation: Dilemma of an NGO Head**
By Pradeep Kumar Mishra

In 2020, with the pandemic raging, restaurants closed, and lockdowns imposed, the kitchen was one space that saw a spurt of activity. Home cooking went up as even novices were compelled to cook. While cooking shows had always been around, newer formats emerged and the ease of social media posting and broadcasting made led to the rise of number of cookery channels. The first case focusses on one such channel which was based on the miniature cooking format. The viewers interest in these shows gets piqued not only by the recipe itself but also by the equipment and utensils used which are toy sized but can be used for real cooking. The case presents an interesting dilemma of increasing viewership and engagement on social dilemma. It is a case that can be used to raise discussions in courses in post graduate and undergraduate courses in business management for students in courses such as Social Media Marketing, Marketing Management etc.

The second case is another interesting case that revolves around an NGO, Progress Foundation. This case delves into the lesser written and lesser known case of practical issues in implementing development projects. While poverty alleviation through member empowerment adopted by NGO's seems to be a much-adopted route, however, implementation of such programmes becomes tough in the face of policy related and organizational problems. One such problem is the issue of funding such programmes by through seed investment to avail

the financial support from funding agencies. The problem in such policy provisions is as an NGO that cannot get involved in profit making how do these facilitating agencies get back their seed money? The case in can be used to drive discussions for management students and students of development studies in courses such as Entrepreneurship, Management of Cooperatives etc. As students discuss alternatives to the issue and alternate ways of financing, it can expose them to various perspectives of dealing with a case problem.

Wishing you all Happy Reading!

With Warm Regards,

Prof. Mousumi Padhi

Editor

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