

# ELMT brief guide to documenting stories of change

Case studies are a useful tool to understand and verify examples of change that have been cited during the evidence of change review. The primary audience for these case studies is the team, however if the team then decides they could be shared for wider learning and included in reports or for communication materials.

## Tips for good case studies:

### Process

- Make sure you interview people at a convenient time and location for them;
- Build a connection with them;
- Explain that you want to understand their lives better and whether and how the program has made a difference, explain how the testimonies will be used and ask the
- Actively listen and encourage them to express themselves and use anecdotes;
- Probe and cross check information or repeat what they have said to make sure you understand;
- Thank the person at the end of the interview and tell them what you have learnt;

### Content

- Write the case study as a story that convey the situation of the person, the challenges and the opportunities;
- Describe their life;
- Describe the change in their life as a result of the project;
- Provide as many quotes as possible or write in the first person;
- Provide a photograph of person engaged in their activity;

## Check list:

Introduce yourself, why are you there and how will you use the information;  
Record the persons name, where they live.

1. Please describe yourself and your livelihood/circumstances;
2. Describe how and when you became involved with the program?
3. Describe what support you received and what was useful?
4. How did you use the support you got (describe and probe)?
5. What difference did the support make on your activities?
6. What difference has the project made in terms of what you do, your life/ how have you used the benefits?
7. How do you see your activities developing in future?

## Example case study<sup>1</sup>

### **Yusuf Mia got the light at last..., recorded by Ali Ibrahim, 17<sup>th</sup> July 2007, Ulipur, Bangladesh**

12 years ago, Yousuf Mia lost his last possession to river erosion: a piece of land which he had inherited from his father. As he had no other means of making a living he came to Bajra village, Ulipur to restart his life. He was given a small plot of land by his uncle and he started cultivating again. However it was difficult for him to depend only on agriculture so he borrowed a cow to gain some income from milk sales. The cow gave birth to a calf on which Yusuf got half share. However the milk production was not good as he did not know how to manage the cow properly.

In 2008, CARE's "Strengthening the Dairy Value Chain (SDVC)" project started its operation in Uliper. The project aimed to improve dairy production by training groups of interested farmers. Yusuf formed a group with his neighbours and relatives. They were taught about the importance of de-worming cattle, how to care for pregnant cows, the good diet for high milk production, fodder cultivation and milk preservation and hygiene. Following the training he took a loan of grass and maize seeds from local BRAC (Bangladesh Rural Advancement Committee) office and cultivated grass and fodder on 3 ha of land. After 45 days he got his first fodder harvest which he fed to the cows. Their milk production immediately increased. Whereas the previous year they provided 1.5 liters of milk per day. Now the cow is giving 3 liters. As Yusuf described, *"The main key to the success is proper dairy management. When my cow was pregnant I used to go the LHW information center to give and receive updated information about his cow. Moreover I have confirmed de-worming, feeding concentrated feed and DCP powder and last of all green fodder. These were the technique that I have followed to increase production"*. Yusuf is now practicing UMB (Urea Molasses Block) for his cow to increase the production even more and to keep the cow healthy.

Now Yusuf is selling the milk through the group and getting Tk 100/day. Selling milk through group is a good technique as Yusuf said, *"I used to spend a lot of time and money for selling milk personally. Milk selling in group is saving my time and money. I can now spend more time for my cows and crops"*. He is generating additional income from selling cow-dung. He now has 5 cows. He is able to pay for expenses that he previously could not afford: *"I had to stop the education of my elder daughter due to economical problem when she was in class VIII. But now I am firmly determine to highly educate my younger daughter"* He can now provide good food to his family and his social status has improved. Village people now come to him for advice and motivation. Yusuf says, *"I feel honored when people comes to me for advice"*. Seeing the success of Yusuf some group members is also practicing the same. He is now a model farmer of that village.

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<sup>1</sup> Contributed by CARE Bangladesh.