



The Catalyst

A Blog on Development by Young Nepali



Introduction and Guidelines

Overview

Bikas Udhyami is a social innovation hub led by young Nepali professionals from different backgrounds, who share an entrepreneurial spirit when it comes to seeking ways to do development differently.

The Catalyst, a blog on development by young Nepali, is a signature initiative of Bikas Udhyami, which aims to enable young people to contribute to Nepal's development discourse by providing them with a platform to share their views on the current political, economic, and social affairs of Nepal with a wide audience. At the same time, the initiative seeks to develop young Nepali potential as future thought leaders through networking, guidance and mentoring to strengthen their critical thinking, analytical and writing skills.

Based on suggested themes, Bikas Udhyami will feature one selected blog that addresses Nepal's critical development challenges on the our official website.

Thematic Areas

- Social Innovation in Nepal
- Politics in Nepal
- Young Nepal
- Entrepreneurship

Submission

Submit your blog and Personal Information Form (Appendix 3) to catalyst@bikasudhyami.com by the 10th of every month. Selected blogs will be published in Bikas Udhyami website www.bikasudhyami.com and <https://www.facebook.com/thecatalystblog/>

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For more details, please contact:

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Writing Guidelines

Style

Bikas Udhyami encourages the bloggers to think a lot, do background research, meet people and collect stories in order to write understandable, original and analytical pieces.

- Each blog should describe ONE idea or topic.
- The blog can be written as a regular article, case study, interview or photo-blog.
- The topic must be well-researched, using the most recent available and reliable resources, such as peer-reviewed research articles, development reports, policy briefs, books and news articles. An easy way to search for such resources is to type keywords relevant to your topic in Google Scholar <https://scholar.google.com/>
- At least three resources should be included and referenced accordingly.
- If you are quoting someone, do not forget to give credit.
- The blog piece should be analytical and written in a journalistic as opposed to an academic paper style.

Format

File/Format	Blog files can be in the following formats: DOC, DOCX, RTF, or PDF. Microsoft Word documents should not be locked or protected.
Length	Words of a blog should count at least 700 up to 900.
Font	Times New Roman (Size-12)
Footnotes	Please add footnotes, if you are using any secondary data and information
References	Follow APA 6 th Edition
Language	English

General Structure

All blogs, articles, case studies and interviews should have:

1. Appealing Title
2. Introduction
3. Main body
4. Conclusion

Note:

For more information on Case Study see Appendix 1.

For more information on Interview Proposals see Appendix 2.

For photo-blog template download the [PowerPoint “PhotoBlogsTemplate”](#) from our website.

1. Appealing Title

Headline is the first thing that readers will see. After briefly glancing at it, the readers will decide whether to invest their time in reading the piece or not. An effective heading should be catchy and reflect the whole piece. The title, just as your whole piece has to be specific:

Too broad – need to be more specific! ☹	Oh, this is specific and interesting ☺
Nepalese and Mental Health	Combating culture shock: Information Technologies help Nepali migrants abroad
Social Innovation Helps Nepal's Environment	Clean Baghmati River: a naïve dream or a real entrepreneurial opportunity?

2. Introduction

Introduction puts the heading into context. It should clearly express the main idea or view point the writer wants to discuss and make the reader curious to keep on reading.

3. Main body

Here you should present specific evidence, examples and other information to support your main idea or topic in different paragraphs. Feel free to include analysis, discussion, figures, and tables, data and facts, images, stories, quotations, answers to interview questions. Think carefully of the sequence of ideas to create the most convincing argument.

4. Conclusion

Conclusion is a short summary of the whole write-up that connects the ideas you expressed and places them in a larger context. Usually, a good conclusion contains disclaimers, limitations, unanswered questions and suggests next steps to the reader. Powerful conclusion makes the blog strong and vice versa. Do not introduce completely new ideas in the conclusion.

Appendix 1: Additional Information on Case Study

A case study is an in depth analysis of a success story, an event or a problem. It is different from other types of blogs, because it focuses on ONE specific example that you contextualize and analyze well. Examples:

http://www.simpact-project.eu/evidence/BCS/BCS_LiberaTerra.pdf

http://www.transitsocialinnovation.eu/content/original/Book%20covers/Local%20PDFs/190%20SlowFood_summary.pdf

- Keep your audience in mind and stay focused on your topic and main message.
- Tell the story from start to finish. Make sure to mention the background of the project, initiative or product.
- Structure the case study based on these questions:
 1. What was the context?
 2. What problems were addressed and why?
 3. What were the goals and methods?
 4. What was the process and what challenges were resolved on the way? How?
 5. What were the immediate results?
 6. What is the current situation? Who is affected? Future projections?
 7. What have the initiators learnt and what recommendations would they give to others?
- Include details and explain outcomes well. When you describe a situation or results, include specific numbers or examples as a proof.
- Make it easy to read. Use formatting elements such as bullet points, tables, images, graphs and lists.

Appendix 2: Interview Proposal Template

If you would like to introduce an issue or an argument by conducting an interview and tell someone's story, we would like you to submit an interview proposal **BEFORE YOU REACH OUT TO THE PERSON**. We will train you and provide tips before you conduct the interview.

Selected theme and proposed interview description: what would you like to write about? (max 250 words)	
Proposed title	
Proposed interviewee's name and designation	
Do you know the interviewee personally? If so, describe your relationship (Max 50 words)	
Interviewee's credentials: why is it important to interview this person? Read published articles by them or about them, review information on Facebook, etc. (Max 150 words)	
Proposed interview date and location	
10 suggested interview questions focused on your topic	
Anything else we should know? (Max 100 words)	

Appendix 3: Personal Information Form

Full Name	
Organization/College	
Age	
Updated Image	
Phone	
Email	
Selected Thematic Area	
Proposed Sub-Theme	
Title	
Word Count	

How did you learn about the Catalyst?

- Introduction at university by Bikas Udhyami
- Website
- Facebook
- Referred by a friend/professor
- Other

Are you interested in receiving guidance, mentoring, and interacting with Bikas Udhyami team or other bloggers?

- Yes
- No

If selected, can you collaborate (*be available for next 15 days of your selection through Calls/Emails/Meetings*) to The Catalyst team?

- Yes
- No

“The Catalyst” will disclose **full name and short profile of the original writer of the respected blog** in visible space of the publication. If selected for “The Catalyst”, do you agree to give publication rights to Bikas Udhyami?

- Yes
- No