# THE POLICYGRAM

# Guidelines for Contributing Authors
## Style Sheet

### About The PolicyGram

The PolicyGram is a content and education platform dedicated to demystifying public policy for young India. At The PolicyGram, we create visual and easy-to-understand breakdowns of complex policy issues at the centre of a democratic, developing country. Our efforts are geared toward highlighting unadulterated facts and much-needed context, jargon and judgement-free.

We also publish opinion and research pieces by members of our community. We aim to communicate in a visual, simple, yet information-rich language that appeals to our knowledge-hungry audience. For the last 3.5 years, we have built a 100,000+ strong community to help make policy issues more engaging and accessible for everyday Indians while enabling them to build meaningful careers in this space. The PolicyGram is an initiative by the same team that also runs Public Policy India and Proficy.

To learn more visit our website and our socials: **https://thepolicygram.com/.**

### About Public Policy India

Public Policy India (PPI) is India's largest knowledge and career navigation platform for early career professionals and those pursuing undergraduate or master's programs. For the last 3.5 years, we have built a 100,000+ strong community to support the everyday Indian in building meaningful careers in the growing policy and social impact space. At PPI, we cater to a burgeoning youth population interested in pursuing a career in Public Policy but lacking a background in the field.

Public Policy India was founded to fill a void in the market—a platform solely dedicated to meeting the unique needs of a thriving community. Our focus lies in Public Policy – Government Affairs, Policy Consulting, Development Sector/NGOs, and Policy Communications – which is on the cusp of a boom. We aim to support the collective success of the sector while promoting transparency, diversity and equal opportunity.

To learn more visit our website and our socials: **https://publicpolicyindia.com/.**

This Style Guide and Editorial Guidelines serve as the framework for maintaining a consistent and high-quality standard across our content. As valued contributors, your adherence to these guidelines ensures a seamless procedure for publishing your work on our platform.

Kindly refer to this document for editorial best practices, tone considerations, and formatting standards.

We appreciate your commitment to producing high-quality content and look forward to the impactful contributions that uphold the professionalism, integrity and calibre of our platform and also enhance the overall reader experience.

Thank you for your dedication to maintaining the integrity of our shared content.

# 1. Ownership and Exclusivity

## 1.1. Ownership

- The author continues to own all rights to the submitted article.

- Upon submission, you are providing PolicyGram/PPI with the right to host, advertise, market and attach visual elements to your writing.

- The PolicyGram is free to take down the piece from its website when necessary.

- The author may request the article to be taken down only three weeks after the publication of the article on the website.

## 1.2. Exclusivity

- Articles need not be exclusive to The PolicyGram, however, the author must disclose other publications where the article is published or is expected to be published. This information may be mentioned on the website when the article is posted by us.

## 2. Setting up the Article

### 2.1. Topic

- The article must be on one of the thematic areas that The PolicyGram works in - Agriculture, Climate, Economy, Education, Gender, Governance, Healthcare, and Legislature.

- We also welcome topics not in the above domains as long as they include a policy angle. Articles not tackling policy concerns will be rejected.

- The more novel and nuanced the topic of the article, the higher the chances for the selection team to approve your article.

- Ensure that the goal of the article is focused and not distracted.

### 2.2. Article Structure

- The article should follow the below flow:
  - Introduction
  - Body (subheads and flow are per the author's discretion)
  - Conclusion
  - References (if necessary)

- **Headings and Subheadings:** Use short and clear headings and subheadings to guide readers. Use Title Case for all titles, headings and subheadings.

- **Paragraphs:** Keep paragraphs concise and focused on a single idea. Start each paragraph with a clear topic sentence.

- **Conclusion:** Summarise your takeaway in the conclusion following the logical flow of your arguments in the paragraphs above.

- Please note that for an article to be considered well-founded and convincing, it would include credible sources, relevant and latest data, and anecdotal, textual or case-based evidence.

## 3. Style Sheet

### 3.1. Citations

- Your piece must cite all references and sources that were referred to in the research/writing process.

- A separate bibliography section will only be accepted in case of research and working papers.

## 3.2. Hyperlinks

- All references must be added as in-text citations and must be hyperlinked to a word in the article. Like [this](#).

- Check all hyperlinks to ensure they are active and lead to the intended content.

## 3.3. Grammar

- Use British spellings, such as "organise" instead of "organize," with exceptions for official spellings and direct quotations using American spellings.

- Clearly communicate meaning using active sentences, avoiding unnecessarily long and confusing passive constructions. **Example:** Instead of *"The policy recommendations were formulated by the committee in response to the emerging social challenges"* write, *"The committee formulated policy recommendations in response to the emerging social challenges."*

- Maintain a consistent tense throughout the article. The most preferable tense is simple past tense.

- In most cases, we expect your article to be in first-person perspective.

- Please ensure that you are using some kind of third-party spell-check or grammar software like Grammarly, Quillbot or ProWritingAid.

## 3.4. Punctuation

- Follow standard punctuation rules.

- Use the Oxford comma to avoid ambiguity.

- When introducing an abbreviation for the first time, provide the complete term followed by the abbreviation/acronym enclosed in brackets.

- Em Dashes and En Dashes: Em dashes (—) can be used to add emphasis or set off information within a sentence. En dashes (–) are used to represent ranges of values or connections between related items.

- Parentheses and Brackets: Use parentheses [ ] for additional, non-essential information and brackets ( ) for editorial comments or clarification within a quote. **Example**: "The policy (implemented in 2020) had a positive impact on the economy." "He stated, 'The policy is essential [for our nation's future].'"

## 3.5. Language

- Use formal or semi-formal language.

- Avoid jargon when possible, but provide clear explanations when specialised terms are necessary.

## 3.6. Tone

- Maintain a balanced and objective tone.

- Avoid biased language; present facts and arguments objectively.

- Be respectful, even when discussing opposing viewpoints.

# 4.   Writing Your Piece

- **Plagiarism:** We are strictly against plagiarism. Plagiarised content will lead to a permanent author ban for publishing on our platform.

- We only accept final submissions (not rough drafts/pitches). Co-authored and previously published pieces are also welcome, as long as you have the relevant permissions and provide disclosure.

- While there is no strict word limit, pieces ranging from 800-1500 words are optimal.

- Avoid unnecessary jargon and academic language. Your writing needs to be as accessible as possible.

## 5.    Submission

- Submit via **this form.**

- The form only accepts .doc or .docx file types.

- There's no deadline! We review applications all year long.

## 6.    Note

- We reserve the right to refuse publication if the article fails to meet our minimum editorial requirements.

- We do not permit authors to repurpose sentences or paragraphs published elsewhere without quotation marks or citations.

- In case the article needs minimal rework or edits, our team will reach out to the authors with specific directives.

- However, the team will not be able to provide feedback for rejected submissions.

**For any queries regarding article submission or guidelines please write to contact@thepolicygram.com.**