



**THE INSTITUTE OF
Company Secretaries of India**

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

Article Writing Competition by ICSI

**Please submit your article at your nearest Regional/Chapter office on
04th July 2022 to participate in Preliminary Round.**

Guidelines for submitting the articles

1.) Title

- 1.) It should contain main topics
- 2.) Should show the importance of the study
- 3.) Should be concise

2.) Abstract –

- 1.) It should provide summary of the study
- 2.) Should present research methodology, results and beneficiaries of the study

3.) Other Guidelines-

- Article must be original, well-written and adhere to the approved article topic
- Article should include introduction, Methodology and conclusion also.
- Submit article in Microsoft Word document format (.doc or .docx) only.
- Limit article to about 1000-1500 words.
- Use single spacing after punctuation.
- Regardless of submission style, all articles will post in the same format (Arial, size 10).
- If images are included, submit in jpg or gif format only
- References. References should be given

Team ICSI



Tips to submit an Article.

Articles

An article is a piece of writing written for a large audience. The main motive behind writing an article is that it should be published in either newspapers or magazines or journals so as to make some difference to the world.

It may be the topics of interest of the writer or it may be related to some current issues. The topic can either be serious or not-so-serious; Same goes for its tone and language.

Objectives of Article Writing

An article is written with the following objectives

It brings out the topics or the matter of interest in the limelight

- The article provides information on the topics
- It offers suggestions and pieces of advice
- It influences the readers and urges them to think
- The article discusses various stories, persons, locations, rising-issues, and technical developments

The Format of Article Writing

An article must be organized in a proper way so as to draw the attention of the readers. The basic outline for an article writing format is

1. Heading / Title
2. A line having the writer's name
3. Body (the main part of the article, 2 – 3 paragraphs)
4. Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal)



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Ingredient of Writing an Article

Title of the Article

Writer's name

Body (main part of the article)

- *Introductory Paragraph*
- *Descriptive Paragraph*
- *Additional Information (if needed)*

Conclusion (ending part of the article)

Steps for Article Writing Format

Think of the topic you want to write the article about. Only after you've decided your topic you can go ahead and undertake the further steps in the process one by one:

- **Target Audience:** Identify the concerning reading group
- **Purpose:** Find the objective or aim of writing the article
- **Collect & Select:** Gather as such information as possible. Also, identify the details that are most significant
- **Organize:** Arrange the information and the facts in a logical way

Once you've taken care of all the Above steps you move forward to the final step- **Writing**.

- While writing an article, always use proper [grammar](#), [spelling](#), and proper [punctuations](#)
- Use [vocabulary](#) skill
- Keep the introduction of the topic catching, interesting, and short
- Discuss the opinion and the matter in an organized and descriptive manner



Common Mistakes in the Article Writing Format

Now that you know the steps of article writing and the article writing format, the occurrence of mistakes becomes obvious. Some of the common mistakes are:

- Not using facts or quotes or similar cases
- The language should not be too [formal](#)
- The article must be in easy language for better understanding
- The title of the article must be catchy and clearly understandable
- No use of [paragraphs](#)
- Expressing personal views is fine but the author must never talk about himself/herself

Points to Keep in Mind for the Article Writing Format

- The topics of the articles should be unique and relevant
- The article has to get attention
- It has to be interesting
- It has to be easy to read
- The reader is identified
- Find the main goal of writing an article. The goal can be anything from providing information, entertainment, and advice or for comparing, etc.
- The title must be eye-catching, clear, and interesting
- The introduction or the starting paragraph must be highly attentive. Use your vocabulary skills or try to use some [interrogative](#) words for the start
- Use clear statements and make assertions
- Avoid repetition and over the top logic and reasons
- Use the style of [paragraph writing](#) and write the contents uniquely and unambiguously
- Avoid using the points which interest you only and not for the general public
- Write a good and logical ending



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Do's

Add the writer's name

The heading of the article should be short, clear and informative

Target the audience

The language and the style of writing should be according to the concerning readers

Use proper punctuations

Dont's

Write very lengthy articles

The title should be lengthy and clear

Only the introduction and the conclusion should be attractive and attention seeker

One can advise, suggest and give the solutions to a problem in any paragraph other than the starting one

There must be only three paragraphs in an article – introduction, middle one, and conclusion

Use any tense, person, voice, as many abbreviations, and self-made words while writing an article