



How to write a good story

Aparna Lall

Avoid Jargons

Write simple, short & conversational language. Be digital media friendly

Paradigm
Transformative Engagement
Stakeholder Catalyst
Intersectionality Silos
Best Constituent Innovative
Practices community
Infrastructure shift Capacity
Strategic Key mobility

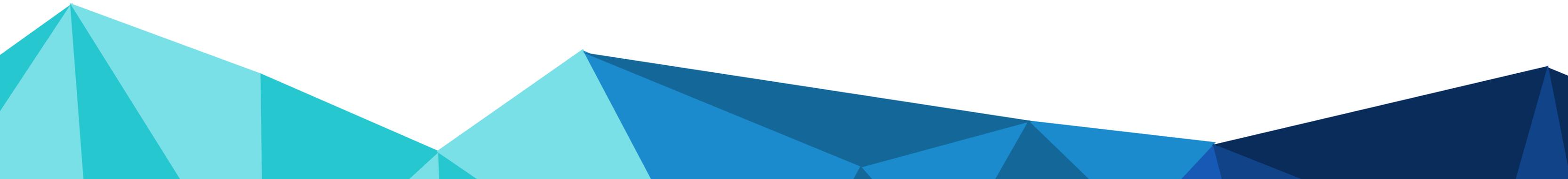
Consensus
Multidisciplinary Impactful
Empowerment Leverage
players impact
Sustainability
Transparency **building**



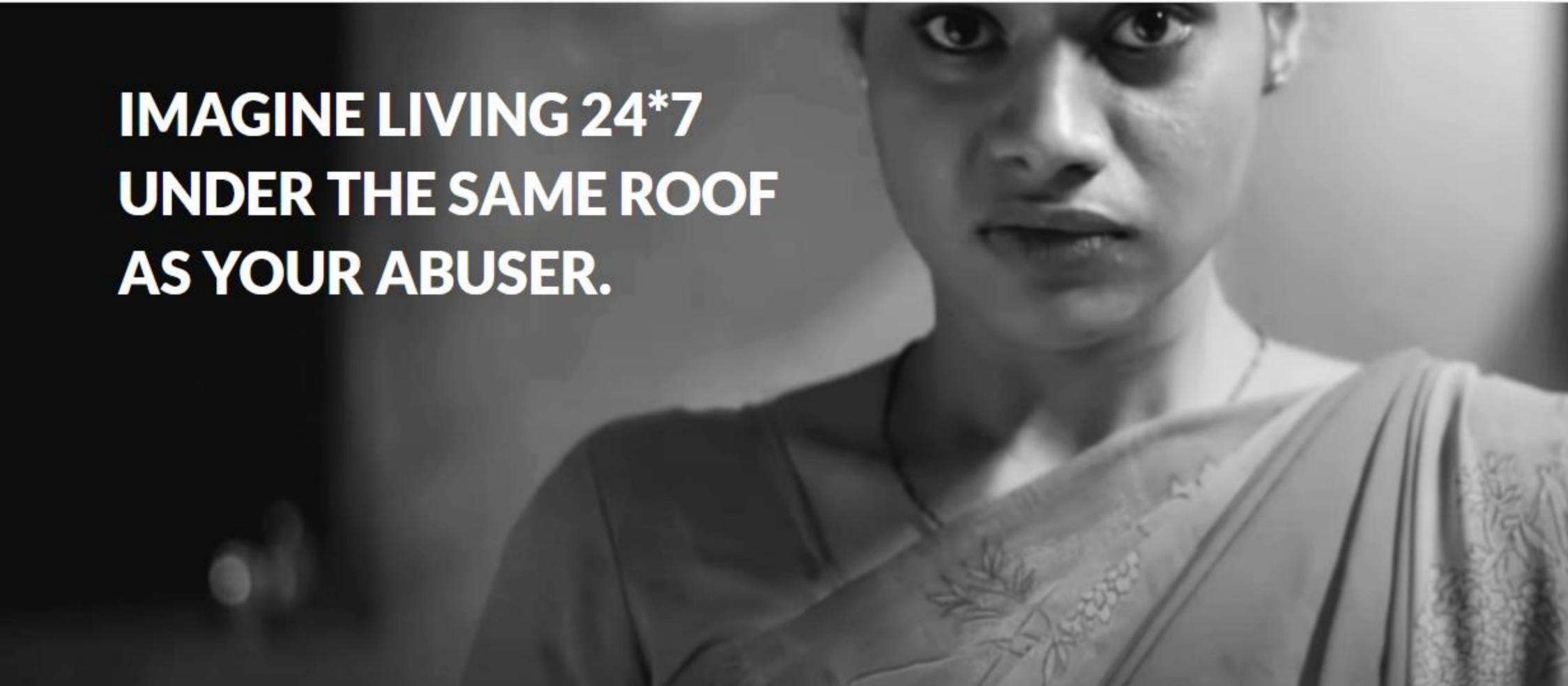
Methods to communicate need

QUALITATIVE DATA

- Stories
- Quotes
- Interviews
- Photos
- Videos
- Sound bites



**IMAGINE LIVING 24*7
UNDER THE SAME ROOF
AS YOUR ABUSER.**



ONE-TIME

MONTHLY

**YOU ARE ABOUT TO DO SOMETHING WONDERFUL
TO CREATE A MORE EQUAL WORLD**

₹3000

₹6000

₹9000

₹12000

₹24000

Other Amount

₹

DONATE

All donations to Breakthrough are eligible for 50% tax exemption under section 80G (DIT(E) 2007-2008/B-783/2849). All funds/donations raised by Breakthrough Trust are allocated to our different human rights endeavours depending on the need on the ground.



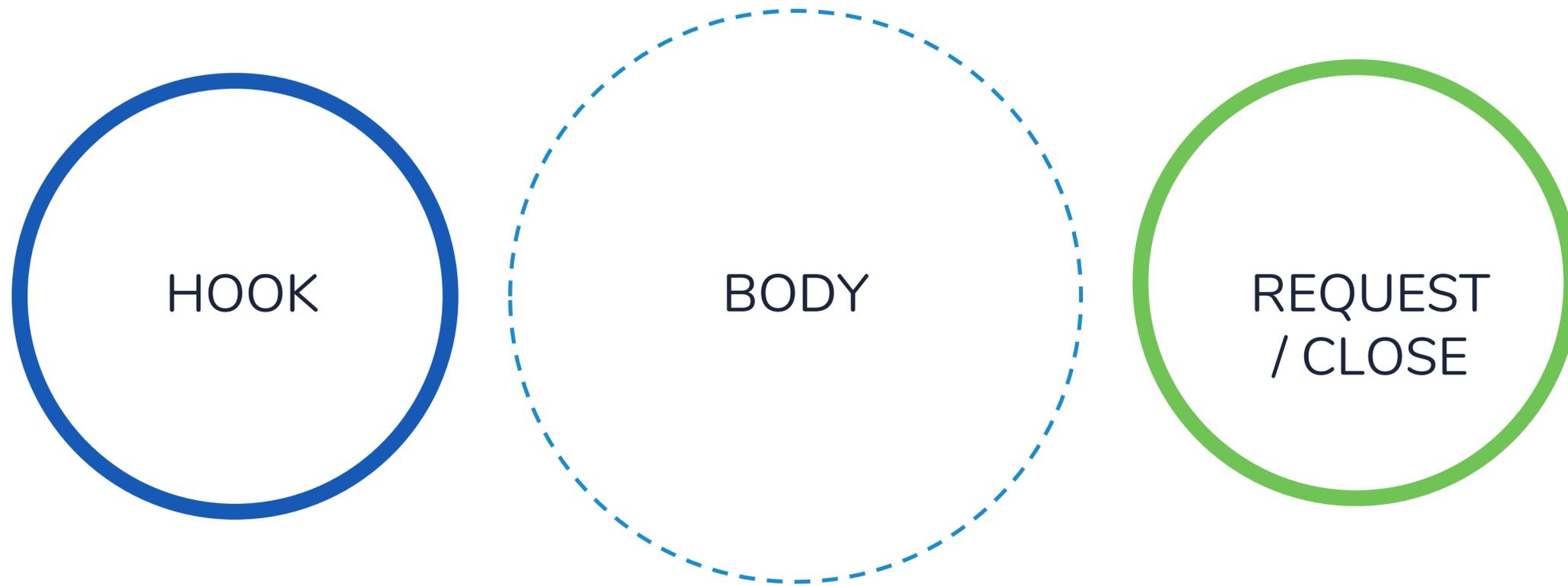
**1 in 3 women in India suffer sexual and physical violence at home.
This existing violence was worsened by the Covid-19 lockdown.**



**3 lakh children may die
of malnutrition in the
next 6 months**

[DONATE TO HELP](#)

Structure of a Story





What is a Hook

hook

verb [T] • **US**  /hʊk/

- ★ **to use something like a hook, or to put something so that it is supported at one end and hangs:**

She hooked her arm through his.

He hooked his cane over the back of the chair.

- ★ **To hook fish means to catch them on hooks:**

We hooked some bass.

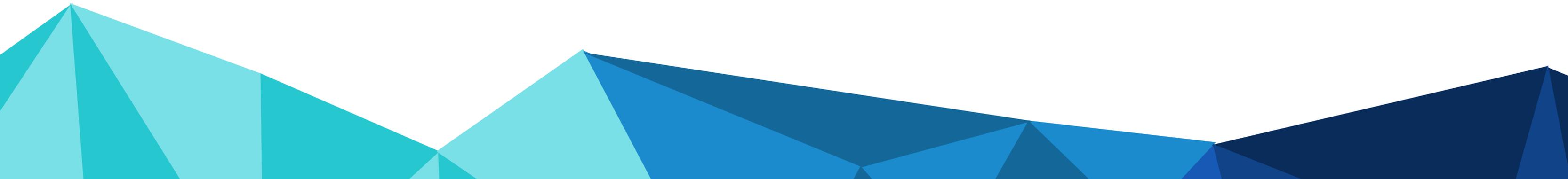
Hook in the context of writing

A strong opening sentence capturing readers' attention.

How to Choose a Good Hook for Your story. Before choosing the hook, answer the following questions -

1. Keep in mind the main idea of the story, its purpose. The hook should be relevant and underline this central idea.
2. Who is my audience? Whom do I want to target with my story?
3. What matters to your readers and what they expect to get from the story?
4. How do I want my readers to feel?
5. What do I want my readers to learn?
6. What is the type of your story?
7. What writing style and tone do you need to use?

A PRO TIP: Write a hook and introduction after you've finished the whole story. It will help you understand what type of hooks would fit your work better.



Opening with a Question

What's the single biggest way you can make an impact on global climate change?

“Talk to your friends and family, and make sure your representatives are making good decisions,” Haq says. By voicing your concerns—via social media or, better yet, directly to your elected officials—you send a message that you care about the warming world. Encourage Congress to enact new laws that limit carbon emissions and require polluters to pay for the emissions they produce. “The main reason elected officials do anything difficult is because their constituents make them,” Haq says. You can help protect public lands, stop offshore drilling, and more here.

What would happen if 50% of the workforce in the world and in India were women?

- . The world could add \$12 trillion to GDP in 2025, doubling the contribution of women to global growth in the coming decade
- . India alone can add \$2.9 trillion to its GDP by fully bridging the gender gap in the workplace
- . This means a 60% increase in GDP, than business-as-usual in 2025

What does this mean for Indian society?

- . Gender equality in society
- . Better education for future generations
- . Improved family well being

Through our primary and secondary research, we have found that there is significant business value in hiring women, especially in customer experience roles.

- . Gender-diverse business units have 14% higher revenue in retail and 19% higher average quarterly net profit in hospitality, as compared to less gender-diverse units.
- . Women account for 85% of all consumer purchases including everything from autos to health care

Having quality talent in customer facing roles has become a priority for the high growth industries with a B2C focus.

Opening with data/ statistics

TheWorldCounts, 16 July, 2014

What's it like to be really poor?

More than 3 billion people live on less than \$2.50 a day and an estimated 1.3 billion live in extreme poverty, making do with \$1.25 or less daily.

Can you imagine what it's like to not have enough food to eat and go to bed hungry at night?

Poverty is still a big problem in the world today, as you can see from the numbers. This is in spite of the progress that you see around you. The good news is that in 2010, only 18% of the world's population was living way below the poverty line as compared to 36% in 1990.

It's a small victory, but the progress is slow.

Posts

'Ambassadors of Change' create Nutrition Smart villages

Monday, June 3, 2019

100 volunteers create waves of change as they pledge to develop a malnutrition free state

More than 40 percent of the children under the age of five are underweight (weight-for-age) and stunted, and cases of intergenerational malnutrition are rampant in the state of Madhya Pradesh located in central India. The target areas where we work are remotely located and challenging because of high poverty, illiteracy, and social backwardness. However, to make food and nutrition security a reality, 100 self-motivated volunteers are playing a vital role in identifying and eradicating the 'hidden hunger' in Sheopur and Chhatarpur districts of Madhya Pradesh.

Connecting communities to mitigate 'hidden' hunger

Mitigating malnutrition is a challenging process. In Sheopur district alone, approximately 55 percent of the children under five years of age are underweight and 52.1 percent stunted. In Chhatarpur, 41.3 percent of the children under five years of age are underweight and 42.7 percent stunted.

To address these issues of malnutrition at the grassroots level, Welthungerhilfe adopts a multi-sectoral nutrition-sensitive approach. It works closely with the local communities to bring out individuals and families from the shackles of malnutrition and create nutrition smart villages. It is a model village where communities understand and take charge of their nutrition requirements, integrating agriculture with natural resource management, water, sanitation and hygiene (WASH).

Opening with a personal story

Hard work doesn't guarantee success, but improves its chances

Deepak Kumar

Deepak comes from a village in Haryana called Gannaur. He has studied till Class 10th. He had to quit studies after that due to the financial constraints of his family. To make ends meet he started working as an informal apprentice to an odd job man. His earnings from this was meagre and he was always worried about his next meal.

One day as he was sitting with his friends in a tea shop, he met the mobilisation team of Ank TPDDL Badli VT center. He was oriented about the course. His friends did not pay heed to it, but Deepak wanted to explore the opportunity.

He went to the center and was impressed by what he saw and immediately took admission to the course. He was a dedicated student and came for his classes every day. He was also working at the time to earn and managed his learning and earning together with a lot of challenges.

But this hard work bore good fruit for him. He was able to secure a job with a contractor working with BSES Raidhani at Puniabi Bagh. With an assured income of Rs 15,000/- per month he is now able to take good care of



INDIA

When a mother takes charge

Story by : **Welthungerhilfe staff**

Written on : 5th December, 2018



 Print

Urmila Devi lives in Parasboni – a remote village of Jharkhand. Her husband Puran Rai shuttles between cultivating rice, maize and potato on their one-acre land and working as a labour in a grocery store during the months of adequate household food provisioning (MAHFP). With her three children and husband, Urmila Devi rather seemed to be leading a usual life until she found out that her youngest daughter Saraswati was severely malnourished.

At 28 months of age, Saraswati weighed only 7.4 kg. It was then when Urmila decided to be part of the 'Positive Deviance' camp with a hope to revive her daughter's health. Positive Deviance is a 15-day nutrition camp organised by Welthungerhilfe's partner organisation Pravah which helps children to come out of the malnutrition cycle and educates parents especially the mother on right consumption practices and dietary habits.

Opening with a Statement/Declaration

Posts

Matka filters - an indigenous solution to iron-free clean drinking water in rural India

Friday, July 19, 2019

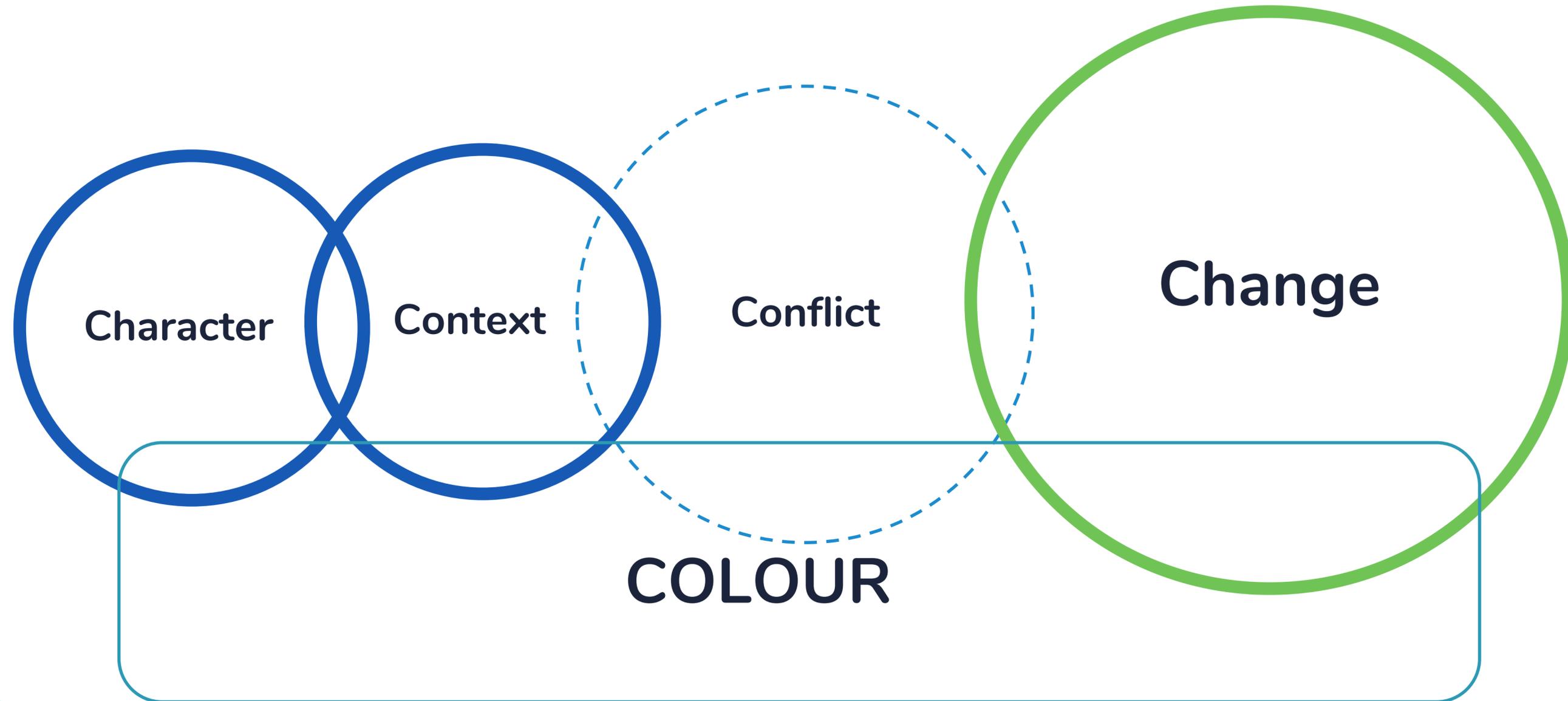
Safe and clean drinking water is an important aspect of healthy nutrition. Water contamination and lack of access to clean drinking water cause major health problems, particularly serious malnutrition in children living in rural India. To address the issues of malnutrition, Welthungerhilfe in Madhya Pradesh adopted an integrated approach working on various vital elements to create a nutrition smart village; and access to clean drinking water is one of the priorities.

The aim is to bring about a behavior change amongst the poor and vulnerable communities with identified malnourished children. Towards this, the concept of low-cost, locally sourced, environment-friendly 'matka filters' or earthen filters have been introduced in Sheopur and Chhatarpur districts of the state. The matkas not only filter iron contaminated water but also due to the transpiration from the earthen material of the filters, the water stored in it remains cool.



What Makes a good lead-in story (Body)

A GOOD STORY HAS FIVE FEATURES





CHARACTER

1

THE CENTRAL PROTAGONIST

CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

- ✓ REAL PERSON
- ✓ SOMEONE JUST LIKE YOU AND ME
- ✓ HAS A DREAM



BADKI

“Badki was determined to send her children to school. To earn a living, she sold toddy, worked on others’ fields, did manual labour, and gathered firewood from the forest.”





CONTEXT

THE BACK STORY

2

CHARACTER | **CONTEXT** | CONFLICT | CHANGE | COLOUR

BEFORE

The right amount of relevant detail

- Her level of education
- Her family background
- The family's various sources of income
- How hard they work to earn this income
- Challenges they face



BEFORE

Badki would travel to Bengal with other villagers in search of work, and save her earnings. But when she returned home, her father would spend it all on alcohol.

Badki was soon married to Lukhindu Marandi of Bajrisol village of Kathikund block, six km away. Things were not very different in her new home. Her husband had no occupation, and was drunk all day.



Not relevant

“My daughter had passed her 10th when I got her married to Bijay Soren from Horisingar village. But fate again ridiculed us as her husband came out to be liquor addicted too and also interested in another girl. I had given him 2 years of time before bringing back my daughter home.”





CONFLICT

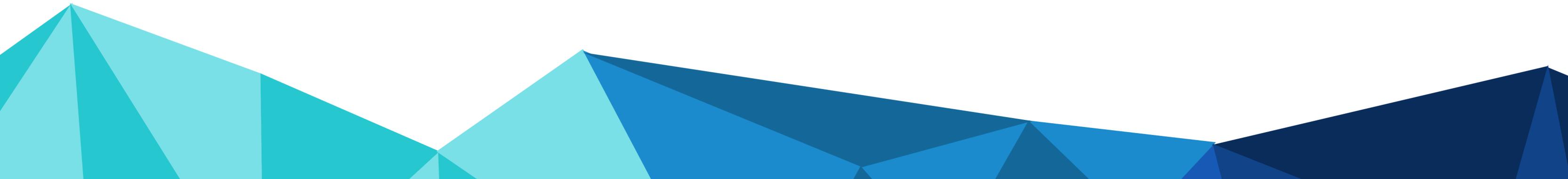
THE STRUGGLE

3

CHARACTER | CONTEXT | **CONFLICT** | CHANGE | COLOUR

THE STRUGGLE

- The struggle is the story.
- Let the character speak.
- Show. Don't tell.



THE STRUGGLE

Badki saw that *tasar* sericulture could bring in extra money, but no one else in her village was willing. She attended the training on her own and took a packet of DFL. She carefully reared the worms and in 2004, harvested 10 *kahun* cocoons, which she sold for Rs 12,800. “I had never seen so much money before,” says Badki. With this, she got her children admitted to a good school and bought two charpoys for the family. She decided to learn more about *tasar* rearing.



CHARACTER | CONTEXT | **CONFLICT** | CHANGE | COLOUR

THE STRUGGLE

Budhinath and his father would travel 100 km to Giridih to source seed cocoons. But production was uncertain, and varied from year to year. As returns were very low, Budhinath stopped tasar rearing when he got married.

Instead, in January-February, he would travel to West Bengal for harvesting the monsoon paddy and sowing the summer paddy; in March-April to North Bihar, for harvesting wheat and getting one-sixteenth of the harvested crop as wages; and in August to North Bihar again, for transplanting the monsoon paddy. In September, he would manage by selling wood and tendu leaves.

The cycle of migration continued till Budhinath heard about commercial disease-free laying (DFL) rearing.



CHARACTER | CONTEXT | **CONFLICT** | CHANGE | COLOUR

LET THE CHARACTER SPEAK

“My neighbors were full of curiosity and doubt. How will gas come from that pit? Some women said it wouldn’t work and that the land on which we built the biogas unit would be taken away from us. But all the doubts melted away the first day we got gas through the pipe and into the kitchen!” Padmavati says.



CHARACTER | CONTEXT | **CONFLICT** | CHANGE | COLOUR



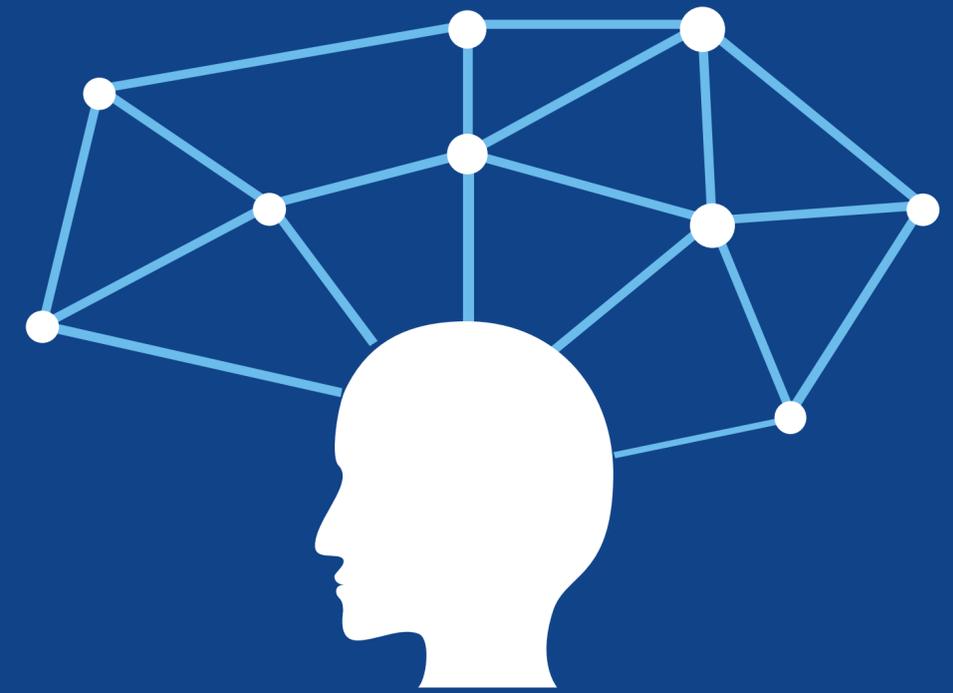
SHOW. DON'T TELL.

Padmavati was very happy to get biogas in her house.

That day was festive. All the neighbors had crowded into her small kitchen, eager to see if it would work! Padmavati checked the pipe near the dome to confirm that gas was indeed flowing through it. She then lit a match, turned the knob and when the burner was lit, the kitchen hummed with excitement. Within minutes she had heated up a pot of milk, allowed it to slightly overflow (as a symbolic gesture or abundance) and made coffee for everyone!

what types of
conflict can a
person face

BRAINSTORM



CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

- Negative reactions
- Opposition
- Barriers
- Failures
- Ups and downs





CHANGE

4

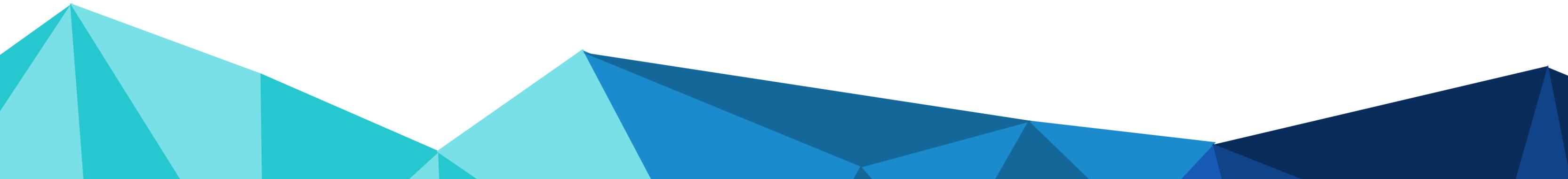
THE POSITIVE TRANSFORMATION YOUR
WORK BRINGS ABOUT

CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

CHANGE IS A PROCESS

“At the very first training session, I was shown the different parts of a stove; I knew what a stove looked like of course, but this was the first time I had paid attention to the parts. The trainer showed me how to identify various problems. If no gas comes through the pipe, then what could be wrong?”

She learned to troubleshoot through simple examples. “To detach the knob, you need to turn it clockwise; it feels tight when you try to turn it anti-clockwise,” she says. It was also the first time she held a wrench in her hand. “It was tricky, because I had to hold the valve with the wrench, and simultaneously tighten it. I had not even used a screwdriver till then,” she says.

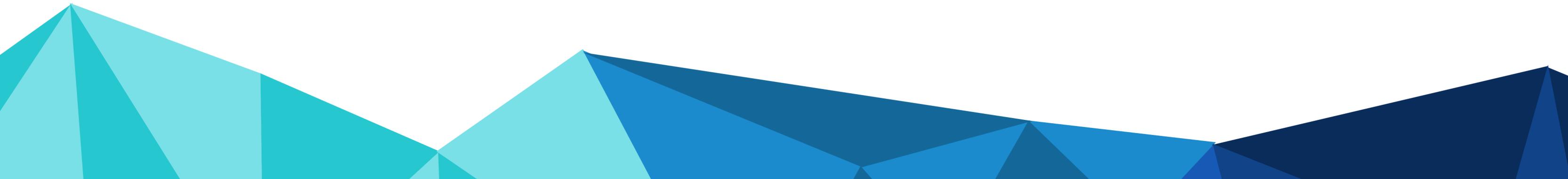


CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

CHANGE HAS MANY DIMENSIONS

In 2008, Badki earned Rs26,880 from harvesting 14 *kahun* of cocoons and in the very next year, was awarded the Best in Agriculture Award at Ranchi. Many villagers approached her to learn about *tasar*. In 2011, she decided to start a grainage, instead of selling her harvest of 13 *kahun* in the market. Together with other villagers, she set up a grainage.

She would travel to other villages to motivate people to do *tasar* sericulture instead of migrating to Bengal in search of work. She also encouraged them to stop drinking and getting into fights and instead to focus on *tasar* work. Soon, in the jungles where she alone had started *tasar* sericulture, 30-35 others too joined in.



CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

CHANGE HAS MANY DIMENSIONS

Badki then built a total of four rooms in her house for her three sons and herself, and tiled the roof. Her home now has electricity and running water. She has also bought a motorbike. Badki invests some of the money in LIC, and after the expenses on the children's education, saves the rest in her SBI account.



CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

- **INDIVIDUAL:** mindset, behaviour, personality, gender roles
- **FAMILY:** quality of life, livelihoods, education, health, savings, assets, roles within family, role in community
- **COMMUNITY:** attitudes, shifts in social, cultural and economic practices



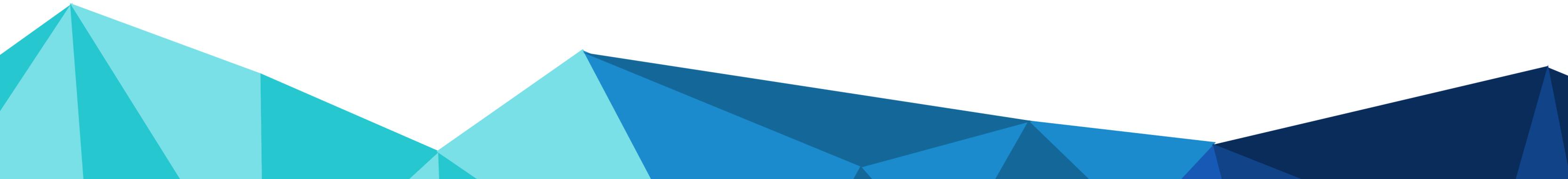


COLOUR

5

CHARACTER | CONTEXT | CONFLICT | CHANGE | COLOUR

- Details that bring a story to life
- Help a reader imagine the setting







**APPEAL/ ASK
CALL TO ACTION**

5

Every story should end with a call to action for the Target Audience

- Educating the audience
- Advocate or spread awareness about your cause
- Donate to your cause
- Asking them to be a volunteer
- Ask them to follow you on your Social Media pages
- Survey or quizzes
- Ask for opinion
- Promotion of events/ causes
- Ask for tips

Six elements of writing an ASK

WHY IS IT IMPORTANT

WHY IS IT URGENT

HOW MUCH DO YOU
WANT

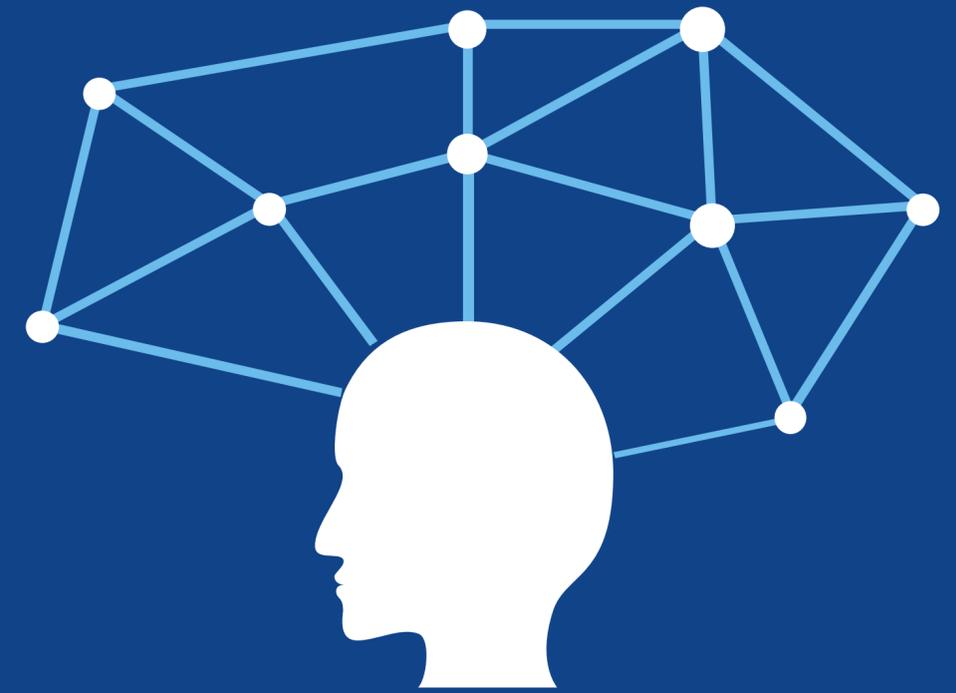
THE OPTION TO GIVE
MONTHLY

HOW CREDIBLE ARE YOU

WHAT WILL I GET

storytelling template

EXERCISE: STORY WRITING FORMAT



KEY MESSAGE

Headline
Story lead-in
Full story
Other information

HEADLINE

STORY LEAD-IN (Character, Context, Conflict, Change & Colour)

OTHER INFO

CALL TO ACTION

Thank You

