



Cooperative Education Report
Introduction to Corporate Journalism at New Business Age

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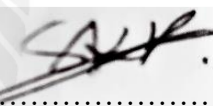
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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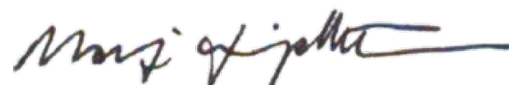
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Abstract

This Cooperative report entitled “Introduction to Corporate Journalism at New Business Age” incorporates details about professional content writing for business magazines. New Business Age Pvt. Ltd. is one of the leading monthly business magazines in Nepal. Its office is located in Thapathali, Kathmandu. It is also the parent company of the financial daily newspaper “Aarthik Abhiyan”.

The major objectives of the study include: (1) To find an interesting story-angle (2) To develop a questionnaire for the experts (3) To get in touch with the respective experts in the fields (4) To draft a skeleton report followed by the first draft. I was assigned to work in the Editorial Department of the magazine under the direct supervision of the Senior Sub-Editor. My main responsibilities included searching for interesting angles and writing articles for the monthly magazine as well as translating daily articles for the company’s website.

Upon the completion of the internship, it was evident that content writing for various other purposes differ greatly from the content writing for a news magazine. It is absolutely necessary for the content to be fact based and from a credible source.

Keywords: Article, News Report, Experts

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I would like to extend my gratitude to Siam University and Kathmandu College of Management for providing me with excellent education and for the subsequent mandatory internships, which have allowed to enhance my knowledge as well as gain experience in such a short period of time.

I would also want thank my company's Executive Editor Mr. Keshav Gautam for giving me a placement in New Business Age. Furthermore, I would like to show my gratitude to my work supervisor Mr. Sanjeev Sharma for his continuous guidance and support during the internship period. I am immensely grateful for the friendly environment that made my experience at New Business Age smooth and productive. I cannot forget to show my gratitude to New Business Age for understanding the severity of the pandemic and letting me adopt the "Work from Home" work-style.

I would also like to say thank you to my Dr. Tanakorn Limsarun and Dr. Maria Shrestha, who were my Academic Advisors from Siam University and KCM respectively for guiding me through the internship period and with the preparation of this report.

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Anugya Rijal

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Important note:**Impact of the Global Pandemic: COVID-19**

Corona Virus Disease (COVID-19) is a contagious disease caused by a novel Corona Virus, first found in the city of Wuhan, China. The virus is mainly transmitted through droplets from the coughs, sneezes or breathing of an infected person.

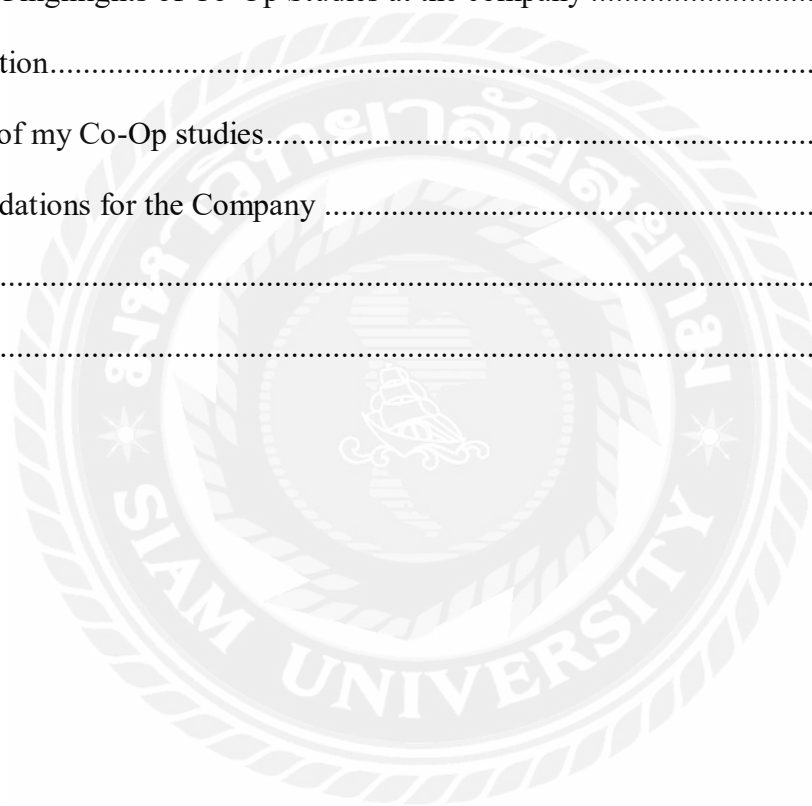
Considering the severity of the pandemic and the lack of immunization against the virus, the Government of Nepal enforced a nation-wide lockdown from March 24, 2020 to July 24, 2020. Even after lifting the lockdown, the Government has encouraged everyone to stay at home as much as possible and to maintain a proper social distance at all times.

Since our internship period was right in the center of the chaotic period induced by the virus, we were compelled to adopt a Work from Home work style during the lockdown. I was able to secure an internship in the Editorial Department of the Magazine, which allowed me to work easily from home by keeping proper correspondence with my supervisor. Due to the situations arisen by the pandemic, I was able to interview various experts through various media instead of a face-to-face meeting.

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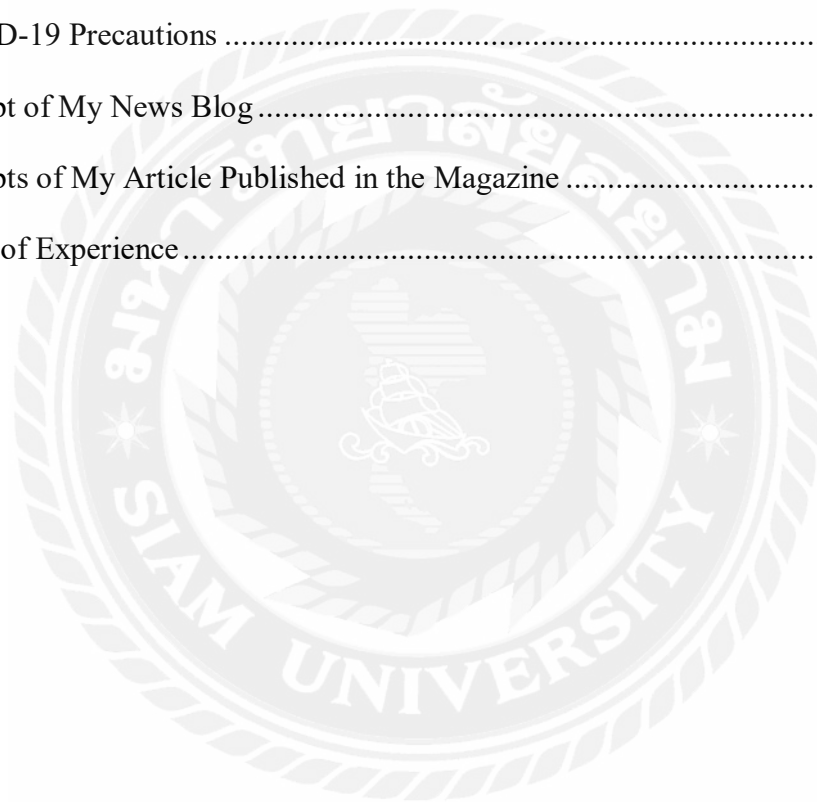
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List of Acronyms

KCM: Kathmandu College of Management

NBA: New Business Age

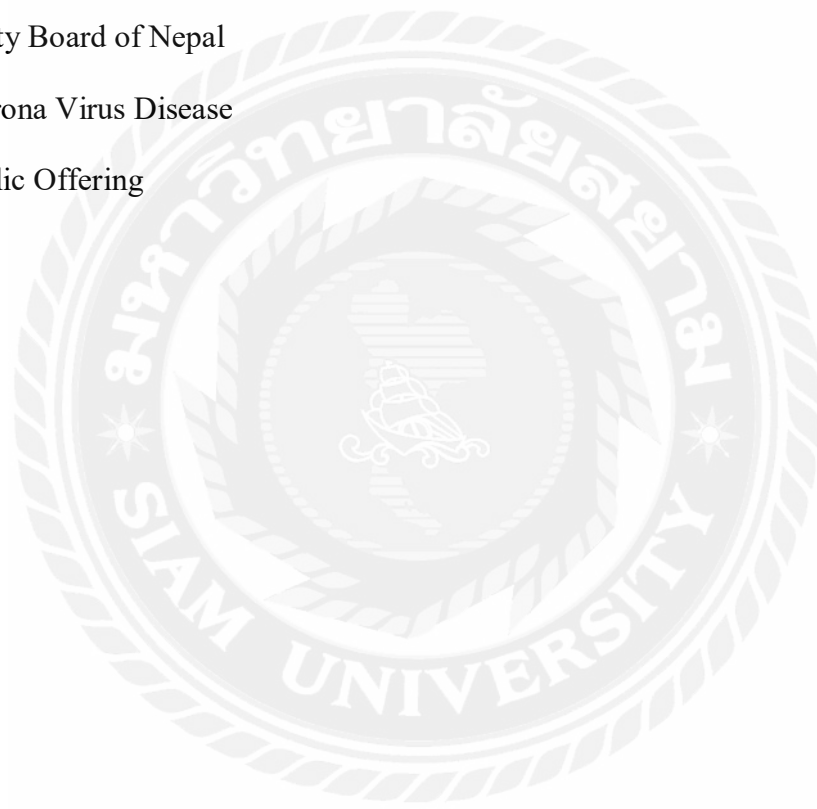
BBA: Bachelors in Business Administration

NEPSE: Nepal Stock Exchange

SEBON: Security Board of Nepal

COVID-19: Corona Virus Disease

IPO: Initial Public Offering



CHAPTER 1: INTRODUCTION

1. Company profile

New Business Age Pvt. Ltd. is one of the most reputed and renowned media house of Nepal. The first issue of the New Business Age magazine was published over 20 years go in the month of April of the year 2001. The company New Business Age Pvt. Ltd. was then incorporated in the year 2003. The company then expanded its product range by beginning to publish Aarthik Abhiyan, a weekly financial newspaper since the year of 2010.

New Business Age Pvt. Ltd. publishes materials for entrepreneurs, economic policy makers, economic and financial sector analysts and research capital and commodity market investors, development workers, students and the general public. These materials include and are not limited to domestic and international news about economy, politics, policy and market analysis.

New Business Age Pvt. Ltd. aims to be the most trusted media house in Nepal and to create a work environment which attracts the best talents of Nepal. Since its 20 years of inception, New Business Age Pvt. Ltd. values continuous improvement, team work, business conduct, innovation, creativity and result oriented work.

1.1. Mission of the company

“We are an independent voice in Nepal, providing news, views and analysis to support the growth of our customer: businesses, professionals and investors. In our work, we deserve global, ethical and journalistic standards” (About Us, 2017).

1.2. Vision of the company

“We aim to be the most trusted media house in Nepal. We want to finance our growth through sustainable profits and we create a work environment which attracts the best talents in Nepal” (About Us, 2017).

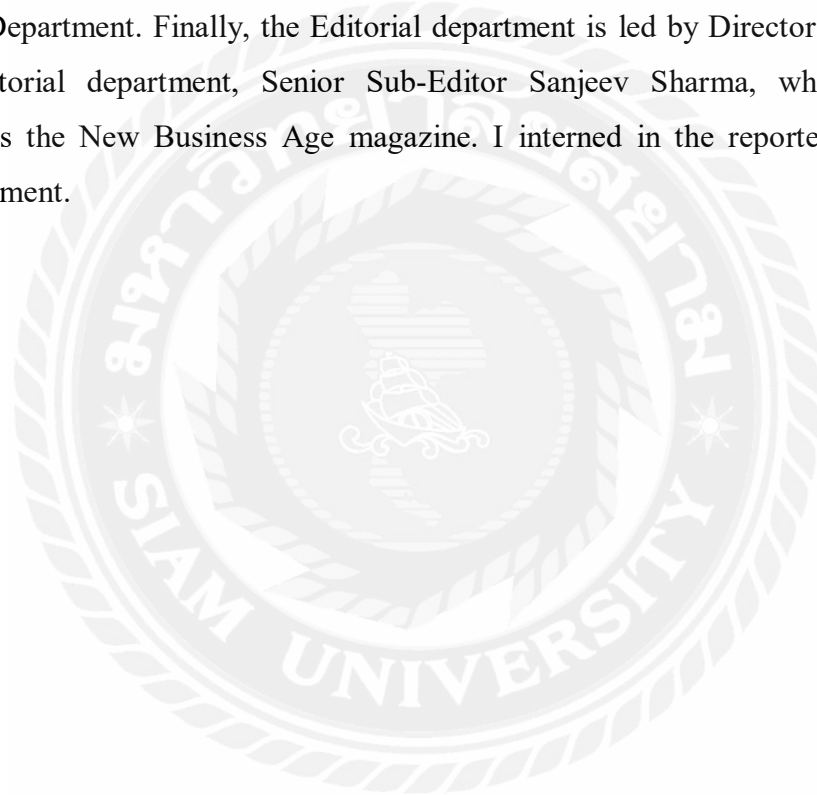
1.3. Strategy of the company

New Business Age’s strategy for achieving a competitive advantage aligns with its vision to be the most trusted media house in Nepal. New Business Age has to compete for the audience in the paper medium as well as the online medium. The strategy of New Business Age is to

retain its customer by creating a niche and providing them with quality business and corporate content. New Business Age aims to attract and hire the best talents in the country who can tirelessly provide the business content the audience is interested in.

2. Organizational structure

New Business Age Pvt. Ltd. is led by the CEO Madan Lamsal. The company is divided into three major departments: Finance Department, Operational Department and the Editorial Department. The finance department is led by Director Sabita Subedi. Similarly, COO Yam Bahadur Mahat leads the Circulation department, HR & Admin Department, IT Department and the Marketing Department. Finally, the Editorial department is led by Director Keshav Gautam. Under the Editorial department, Senior Sub-Editor Sanjeev Sharma, who was also my supervisor, leads the New Business Age magazine. I interned in the reporter position in the Editorial Department.



2.1 Diagram of the organizational structure



Figure 1: Diagram of the organizational structure

2.2. My job position

I worked as an intern in the Editorial Department of the New Business Age magazine published by New Business Age Pvt. Ltd. Under this position, I was responsible for finding topics that the audience would be interested in reading and writing 1700+ worded articles about them. I was also responsible for doing research to curate the appropriate experts in the related fields and interviewing them to get credible information for the articles. Furthermore, I was also assigned translation duties for the magazine.

2.3. My job position in the company's overall organizational structure

My position was that of a reporter in the magazine. Going hierarchically, I was working in the Editorial Department, which is led by Director Mr. Keshav Gautam. Furthermore, I worked primarily in New Business Age magazine, which was led by Mr. Sanjeev Sharma, who was also my direct supervisor. Within this department, I was among many reporters who worked for creating content for the monthly English magazine and the daily website updates.

3. Intention and motivation to choose New Business Age Pvt. Ltd.

I have been interested in writing since I was in high school. I have always aspired to be a journalist even though it is a difficult career to be very successful in, especially because of the countless online news outlets. The co-op studies seemed like the perfect time to explore my interest in written journalism, which is why I applied for an internship in the editorial department of one of the leading monthly English business magazines of Nepal. I was looking forward to learning writing techniques from real, successful journalists. Furthermore, having studied in English medium schools my whole life, I was also hoping to hone my communication skills, both written and spoken, in Nepali language. Last but not the least, with the internship in this company, I was hoping to make connections with various top professionals of different fields through interviews.

4. Strategic analysis of New Business Age Pvt. Ltd

Porter's Five Forces

- Threat of New Entrants

New entrants refer to the companies that are not currently competing in the industry but can do so if they choose. It is not very difficult to set up a new magazine or a newspaper

if the company has adequate investments. New Business Age has enough brand value to survive even with new entrants but it does not take away from the fact that the entry barrier for this industry is quite low.

- Threat of Substitutes

The world is getting more digitalized every second and companies that do not keep up with this exponential growth of technology are becoming obsolete. The publishing and journalism industry is also affected hugely by this wave of technology. Websites and apps for new news companies are sprouting like mushrooms as it requires minimum capital and a few talented writers/ speakers. The switching cost is zero unless the customer has committed themselves to a yearly subscription. Advertisements is also one of the major revenue streams for the company but the high number of online news mediums and the lack of need of any published media for advertisements indicates that the threat of substitutes is also high for New Business Age Pvt. Ltd.

- Bargaining Power of Buyers

The bargaining power of the readers/ subscribers has increased relatively has a great deal of content is now available online for free. In fact, the entire content of the monthly magazine as well as the daily newspaper is easily accessible in their respective websites for free.

Another big buyer for NBA are companies that want to advertise through them. The bargaining power of these advertisers has also increased hugely with the availability of cheap and trackable online marketing. NBA needs to be able to convince such advertisers that advertising their company through NBA will give them a branded mass-marketing unlike taking the online route.

- Bargaining Power of Suppliers

Suppliers refers to the organizations that provide inputs to the company. These suppliers can provide the companies with raw materials, services or labor with a charge. The major supplier for NBA is the printing company responsible for the print of the daily newspaper and the monthly magazine. Due to the abundance of such suppliers, the bargaining power of suppliers can be considered low for NBA.

- Intensity of Competitive Rivalry

The intensity of competitive rivalry can influence the products sold by an organization. There are two aspects for New Business Age Pvt. Ltd. To consider regarding this. Firstly, for the NBA magazine, there are a number of business magazines like Business 360, VenturePlus, etc. However, New Business Age Pvt. Ltd. Has been able to exert dominance over this market with its quality content and loyal customers of the NBA magazine. The daily newspaper “*Arthik Abhiyan*” also has its share of competitors in the form of reputed websites like Sharesansar, Merolagani, etc. The intensity of the competition can be considered average for New Business Age Pvt. Ltd. Due its brand value and loyal customers.

5. Objectives of the co-operative studies

This report is based on my internship tenure at New Business Age Pvt. Ltd. This report covers the roles I performed and the experience I gained as an intern in the Editorial Department of New Business Age Pvt. Ltd. The Editorial Department is responsible for creating, curating, and editing of various articles of the magazine. In this report, I have addressed the process of creation of content for the monthly magazine as well as news blogs for the website of the company. The major objectives of choosing this topic for the co-operative report can be summarized in the following points

- i. To explain the process of writing professional business articles
- ii. To shed light upon the process of curating and editing content to be published
- iii. To show how writing daily news articles differs from writing longer news reports
- iv. To show how I went from being an amateur writer to publishing my own articles in a reputed magazine

CHAPTER 2: CO-OP STUDY ACITIVITIES

1. Job description

I had chosen to intern in the Editorial department of New Business age because I always had a passion for writing and an interest in journalism as a career. Upon hearing my aspirations, my supervisor gave me responsibilities that would help me grow as a writer. Since New Business Age is a monthly magazine, I was given the duty to write a detailed news report for the magazine. My interests and expertise lied with the capital market and banking sector of Nepal, which is why I was responsible to cover these areas to write articles as well as daily blogs. Since I am only a Bachelors level student, I do not have the required level of knowledge or authority to voice my own opinions in articles as they have the power to influence the readers.

2. Job responsibilities

The duties and responsibilities that I carried out during my internship can be further broken down as follows:

i. New Business Age Magazine: The main job was to write articles to be published in the monthly magazine. New Business Age is a highly reputed business magazine that curates many topics before settling on those that will interest the readers the most. The articles written have to be of a certain standard to be published on the magazine. So, I was involved in finding relevant topics, getting approval for the topic as well as to write interesting and educational article on the approved topic.

ii. New Business Age Website: The main job was to translate curated articles published in the daily business newspaper 'Abhiyan'. Abhiyan is published by New Business Age Pvt. Ltd. in Nepali language. Selected articles are then translated to be published in the website of New Business Age.

3. Activities in coordinating with co-workers

Journalism is a very challenging career as it requires the journalists to coordinate with a lot of people. It requires a curious mind and a strong yet friendly personality. I believe I had these traits but due to the pandemic, I was unable to utilize these traits or apply them in my workplace. Nepal was already under tremendous caution by the time our internship period started. In fact, we were encouraged to find Work-From-Home jobs to ensure our safety as well

as to make sure that our internship wouldn't be affected by any lockdown. This is why I was unable to maintain any communication with any of my coworkers except for my direct supervisor, Mr. Sanjeev Sharma. We were in communication every morning where he would send me my work for the day. We also communicated during the day if I had any problems or if I needed any help from my supervisor.

4. Job Process Diagram

The work process that I had to follow for writing an article before submitting it to get approved and edited are listed below:

- a) Research interesting topics to be explored about the capital market
- b) Get approval of the chosen topic and story angle from the supervisor
- c) Create a skeleton draft of the article highlighting key points to be addressed
- d) Research various experts who can give their opinion and answers on the chosen topic
- e) Prepare a questionnaire for each expert
- f) Reach out to the experts to get an appointment for an interview
- g) Prepare the first draft of the article and show it to the supervisor
- h) Prepare the final draft of the article before sending it for editing

The work process that I had to follow for translating articles are given below:

- a) Receive articles from my supervisor daily
- b) Read the articles to understand what it says so to ensure that the meaning of the article doesn't get lost in translation
- c) Translate the articles
- d) Submit it for editing and publishing

5. Contributions as a Co-Op Student

My specific contributions to the company as a Co-Op student were the many article that I published and translated. Since the company that I interned at was in a magazine and newspaper publishing business, my input as an intern could be easily seen with the final product i.e. the article that I submitted to my supervisor. I was able to be a useful member of the Editorial Department by actively working on articles to be published in the magazine as well as on the company website.

CHAPTER 3: LEARNING PROCESS

1. Problems faced during the Co-Op studies

The problems incurred during my tenure as intern are as follows:

- a) COVID-19 Pandemic: The biggest and the most uncertain problem encountered during my internship was the pandemic caused by the Corona Virus. Journalism is all about meeting people and searching for interesting stories. The pandemic largely affected this as the Government of Nepal enforced a lockdown as soon as my internship began. Even with the lockdown loosened, it was still not safe all parties involved to meet for interviews.
- b) Dealing with Experts: If we want a better, more inclusive economy, we need a new, more demanding form of business and economic journalism, one that questions the assumptions our organizations, industries, and economies are built on (Bell, 2021). As I am just a BBA student, I was not allowed to write articles giving my point of view. Articles published by a reputed magazine like New Business Age have credibility and so, I was given the task to discuss with various experts in various branches of Finance and Banking before writing my article. Dealing with people from NEPSE, SEBON as well many brokers was an intimidating task. This problem was amplified as my level of education and work position wasn't high enough to easily get time from such professionals.
- c) Writing Style: It was quite evident since the day I got my orientation that the writing pattern and style in a news article is very different from writing other content. It wasn't just about using the proper technical terms but it was very tricky to balance it with the writing the articles in such a way that everyone can understand it even without a background in finance or business.
- d) Translating Articles: Even though Nepali is our mother tongue, I have become more comfortable with communicating in English. It had a lot to do with our education system, which is taught primarily in English. There were many technical Nepali words that were difficult to understand and hard to translate. It was also very important to be alert while translating because many times, the real meaning of the sentences tend to get lost in translation, especially if you used translator apps like Google Translate to help yourself.

2. Solving of problems

Some problems were comparatively more difficult to solve but I tried my best to not let these barriers stop me in the following ways:

- i. The problems risen by the COVID-19 pandemic was rather easy to overcome because of the department I interned in. My chosen field of work allowed me to do my work from home, without having to take any breaks during the lockdown. While many of my fellow classmates were going through problems arisen from not being able to go to work when the nation-wide lockdown was announced, I had no issues with it as my job could be done remotely by staying in correspondence with my supervisor through email regularly.
- ii. Even though it was very intimidating to approach various top professionals, it was a mandatory task at hand. Thankfully, studying at KCM had exposed me to various people from various fields during talk programs, workshops, seminars, etc. The alumni network of KCM is also widespread. I was this able to approach people easily by identifying myself as a student of KCM. Furthermore, the presence of online media like LinkedIn, Messenger, Zoom, as well as phone calls helped me take the interview easily without having to meet the experts face-to-face. When I was assigned to write my first article to be published in the magazine, I was doing research about the oversubscription of IPOs in the Nepali Primary Capital Market. I needed to get the opinions of 4 to 5 professionals in the field. I was able to approach Dr. Manoj Shahi, the Chairman of Association of Investment Professionals in Nepal as I had acquainted myself with him when he was invited as a guest for a program held at KCM.
- iii. I tackled the problem regarding the writing style by reading many old publications of New Business Age. My job supervisor, Mr. Sanjeev Sharma provided me with many previously published New Business Age magazines on my orientation day and also told me how to access the e-magazines through the website of the company. I developed my writing style by observing how the previous articles were written. I also received guidance from my supervisor. Seeing how the articles written or translated by me were being edited and the changes that were brought to them before being published also helped me pinpoint on the mistakes that I was making.
- iv. The problem arisen by the language barrier was solved to an extent by getting help from many translating tools in the internet. I also used Nepali to English dictionaries to understand

some uncommon Nepali words. For words that were beyond my technical understanding, I asked for help to my supervisor.

3. Recommendations to the Company

The experience that I gathered during my internship period at New Business Age Pvt. Ltd. are very valuable. I was able to swiftly solve the problems that I faced during the Co-Op studies with help from my job supervisor as well as my supervisor from KCM. Upon working for the company for so many weeks, I got to understand its strengths and saw some room for improvements. Some recommendations that I have for the company are as follows:

- Creating yearly slots for internships: I was the first student from KCM/Siam Partnership to get an internship at New Business age. Considering the fact that it is a strictly business magazine, conducting yearly internship programs dedicated to business/ commerce students will help the company attract potential talented individuals that they can employ after the completion of internships.
- Charging for the e-magazine: While having the free access to the company's new as well as previously published magazines made things a lot easier to me, from a strictly business point of view, it is acting as a cannibal for their printed magazine. The online magazine is free and can be accessed easily through an electronic device, which may decrease the sales of the printed magazine. So, I think the company should charge the e-readers at least half the price of the printed magazine with the help of online payment gateways.

4. Learnings of the Co-Op studies

There were so many things that I learned during this period of internship that I will take with me forever. First and foremost, I learned about how uncertain this world is and how important it is to quickly adapt to changes if one wants to survive. Just like how KCM and Siam University adapted to the unprecedented things happening in the world by switching the semesters of the final year, I also learned to adapt to the new working style. In the internships I had done during the summer vacations of previous years, I went to the office physically every day and learned from my peers and supervisors. The virtual nature of the work itself was challenging but I learned the ways to maintain good communication through it.

It goes without saying that my communication skills through writing has improved immensely because of the Co-Op studies. I found out that professional writing is much different the free style writing that I was used to doing. The rough draft is a must in article writing (DuCarpe, 2018). The Co-Op studies taught me how professional writing has a specific kind of flow, where one topic has to fit right in with another topic in an organized manner. While discussing about two different opinions, they should be juxtaposed in a way that is unbiased and understandable by a reader.

I also learned the importance of networking and making notable connections with new people. The alumni network of KCM as well as the personalities that I had met during various events conducted in KCM turned to be my strongest assets. I understood that I should introduce myself to people I meet at professional events because I might need their help or coordination in the future.

5. Application of coursework knowledge

Initially, I had thought that the internship experience will be particularly more challenging for me because I had chosen a different field as compared to what I was studying. However, I came to learn that the knowledge I had gathered through the course of 3 years perfectly aligned with the work I was doing as an intern. Since New Business Age is a business magazine, it was extremely important for the writer to have a good understanding of the business and the finance field of Nepal. It was also equally important to be well acquainted with various financial and business-related jargons.

Fortunately, I did not have to struggle when it comes to basic knowledge required to write articles in a business magazine. Since I am a Finance & Banking major, my supervisor made sure that I was writing about the financial, especially the investment sector of Nepal and was translating articles concerned with the banking sector of Nepal. I could literally use the knowledge that I had gained through college courses like Business Finance, Investment, Money, Banking and Financial Markets, International Finance and Banking, Credit Management, and Risk and Insurance Management and apply them directly into my every day work. The techniques I had learned in the Research in Finance course also came in very handy when I had to find and review literatures to understand the topics better. Lastly, the two semesters of English

that we had to take as a part of the general education before picking our majors also played a role in the proficiency of my writing.

6. Special skills learned

This period of internship was educational and useful in so many ways. Characteristics like integrity, commitment, and self-motivation are several traits that are learned through an internship (The Importance of Internships in College, n.d.) The major things that I learned besides work ethics, self-motivation and commitment during my internship period at New Business Age are explained below:



CHAPTER 4: CONCLUSION

1. Summary of highlights of Co-Op Studies at the company

I was lucky enough to get the internship at New Business Age Pvt. Ltd. even during the COVID pandemic. After my interview, I was asked about the field of business that I had interest in and knowledge about. I was very happy to be given an option to pick the area to explore. After exploring the capital market of Nepal during the innovate stock investment program in the 3rd year of college, I had become curious about this area of finance. This is why I chose the capital market of Nepal as my area of research. Getting to write about the area that I was interested in was one of the highlights of my Co-Op studies.

My supervisor, Mr. Sanjeev Sharma helped me ease into this area by always hearing my ideas out and by nudging me into a better direction and story angles. The guidance that I received in terms of research as well as actual writing really helped me hone my skills and made me a better communicator.

Another highlight for me during my Co-Op studies was meeting so many new people even though it was virtually. In order to write an article, I had to interview many professionals to get their views in the topic. I had to reach out to many people and get their opinions. The people that I interviewed were very influential people of the finance industry of Nepal like CEO of a top stockbrokerage firm, CEO of an Investment firm, equity analysts, Chairman of the Association of Investment Professionals of Nepal, etc. Getting the opportunity to network with such professionals was definitely a highlight of the Co-Op studies.

The biggest highlights of my Co-Op Studies definitely was being published in the reputed monthly magazine. I realized that in journalism, the biggest achievement is being able to write amazing pieces that can get people to read it and be influenced by it. It was a very proud moment for me to see my article being published. It was an even happier moment to see that it had gotten many views e-magazine available from the website of the company. Seeing my first article published encouraged and motivated me to work even harder for my second one.

2. Self-evaluation

Ever since I was a kid, I always had an interest in writing. I have wanted to become a journalist for a long time. However, with the increase in news portals in online media and the

decrease in the viewership of news through Newspapers, Televisions, etc. I had felt discouraged and wary about taking this career path. With the opportunity to try my luck at journalism before graduating, I was able to learn a lot about journalism and my career as a business journalist.

Before starting this internship, my knowledge of journalism was minimal. I only knew the surface level of how things worked in an actual magazine. After the end of the Co-Op studies, I can honestly say that I have learned a lot. I knew how to write well before starting the internship but I learned ways to make my writing style more interesting, concise and professional. I became more familiar with the steps required to successfully writing a piece that is worthy to be published. I didn't just learn how to write professional articles but also experienced the amount of work done behind the scenes while finishing one.

I chose to get a degree in Business Administration instead of journalism because I wanted to set the path to join the corporate journalism world. After finishing the sixth semester, I think it was the perfect time for me to apply the knowledge I had gained over the years in college into my dream career. I can definitely say that the experience and the knowledge that I gained from the Co-op studies is very valuable for my career. Not only did I get to learn how to write professionally, I got the opportunity to meet so many professionals of Nepal while working on my articles. Even with restrictions created by Coronavirus pandemic, this internship helped me overcome my shyness and introversion by pushing me to approach and talk to new people. I have grown as a person and as a professional during my Co-op studies.

By the end of my Co-op studies, I was extremely happy and proud of what I accomplished and learned. There are things that I didn't get to learn and experience due to the lockdown enforced because of the pandemic and would definitely look forward to in the future as my career develops.

3. Limitation of my Co-Op studies

While the knowledge and the experience I received during the internship were immensely valuable, there were some unavoidable limitations that I experienced during this period. They have been briefly explained below:

- a) Coronavirus pandemic: This was a problem that the whole world faced. All the other limitations that I experienced were born out of this huge problem that wrecked the entire

world. Finding an internship was especially hard as it was difficult to conduct interviews or any face to face meetings.

- b) **Work from Home Work-style:** We were encouraged to find internships that would allow us to work remotely. While it was certainly beneficial for me when I could keep continuing to do my job regularly even with the whole country on lockdown because of this work-style, it had many more disadvantages. I could not experience the organization culture of New Business Age. While I had great hopes of being mentored by supervisor face-to-face and forming bonds with other employees in the office, I could not do that because I had to work from home.
- c) **Unable to experience journalism to the fullest:** From what I've imagined and heard of, the office of a magazine is busy and bustling. The job requires both office work and field work. Especially for the kind of articles I was supposed to be writing, I was required to do a lot of research, interviews with experts and so on. However, due to the lockdown, I wasn't able to meet anyone and thus couldn't form real connections and network with the people that I virtually contacted during my internship.

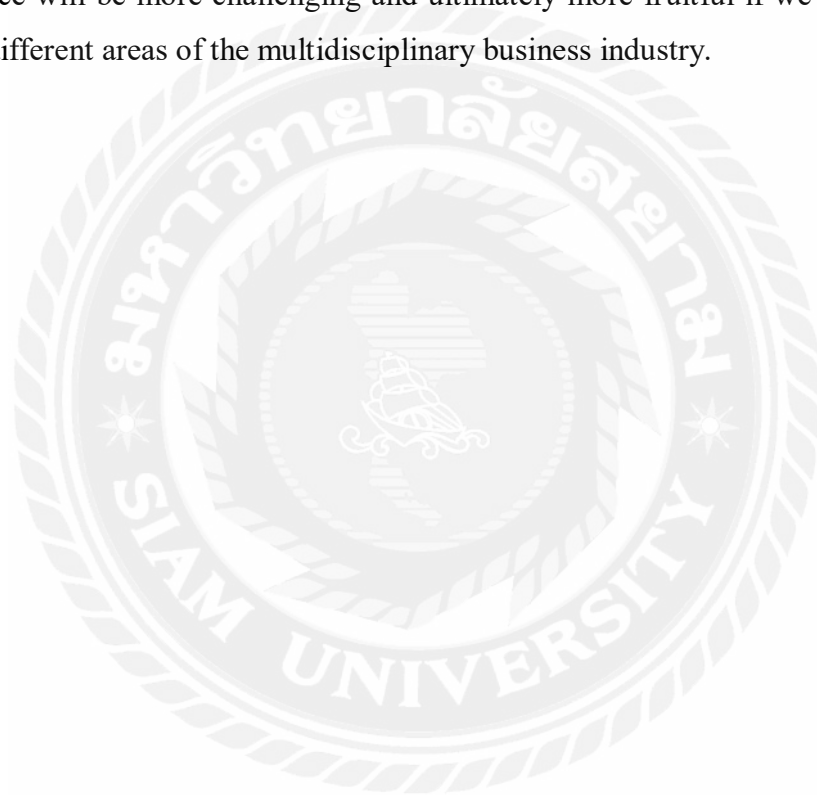
4. Recommendations for the Company

I was the first student from KCM/ Siam University to intern at New Business Age Pvt. Ltd. This was definitely because we're all pursuing a degree in Business Administration while the company that I worked for is a magazine and daily newspaper company. I am sure that there will be more people in the future who would like to fulfill their Co-Op studies by interning at New Business Age. Some recommendations that I think will help in the improvement of the Co-Op experiences have been explained below:

- a) **Introducing a buddy system:** I think that the Co-Op studies can become more interactive if a buddy system was introduced between two interns. It wasn't possible since I was the only person from my college interning at the time but I felt that my skills could've been honed and challenged further if I had another intern who was working alongside me
- b) **Providing assistance with networking:** As I have mentioned multiple times in this report, I had to interview various professionals along the course of my internship for my articles. This was probably the most challenging part as I had to find knowledgeable people on my own. I was fortunate enough to have met people during many events at KCM but

another intern taking a similar Co-Op study may not have had the same opportunities as me.

- c) Involvement with the newspaper: I was only involved with the monthly magazine and the website of New Business Age. I think that the Co-Op studies experience can be made further informative if we are directly involved with the daily newspaper too even though it is published in Nepali language.
- d) Variations in topics and research area: While I felt immensely lucky at the time to get to research about the area that I am comfortable with and interested about, I think the experience will be more challenging and ultimately more fruitful if we are compelled to look at different areas of the multidisciplinary business industry.



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Annex



Figure 2: New Business Age Building



Figure 3: New Business Age Office



Figure 5: Archives of Old Publications



Figure 4: Office Workspace

NEWS

What is Book Building System?

Nov 17, 2020 — 207 Times Read — 3 Min 52 Sec To Read



Figure 6: COVID-19 Precautions

November 17: The general public has been found to be confused about what a book building system is in the stock market. Last July, the Securities Board of Nepal (SEBON), the regulatory body of the Nepali stock market, had sought opinions and suggestions on the draft of its book building directive.

Figure 7: Excerpt of My News Blog

Queues to Computers

This digitalisation of NEPSE has unarguably brought some changes in the investment techniques of Nepali investors.

BY ANUGYA RIJAL



structure comprises of the government, Nepal Rastra Bank, Employees Provident Fund, Rastriya Banijya Bank, Laxmi Bank Ltd, Prabhu Bank Ltd, and others.

The securities market of Nepal has gone through various changes since the day it opened its trading floor. The stock-market has progressed and grown since then with the establishment of more stock brokerage firms, credit rating agencies, merchant banks, investment firms, the Mercshare online platform and many more. From standing in long lines all day to apply for an IPO to sitting in the brokerage firm all day to make one's orders, Nepali investors

Investors have been observing some system glitches and errors in the recent days. Stock market is a very sensitive market and any flaws like these can lower the confidence and cause a behavioural change in the investors.

NEPSE now, which was just a dream pre-digitisation.”

SEBON has also been adapting to the gradual advancements in order to properly monitor and regulate the stock market. Niraj Giri, the executive director of SEBON says that the investors are still getting used to the online trading system. “Three months ago, there were only 30,000 investors who were using the online trading system but now that has increased to 80,000. The ones who have used this system have realised the ease with which they can place their order and the subsequent settlement once the trade is executed,” he says. He also believes that

market too. “The usage of technology has increased the intensity of regulation of the market. The more fintech is introduced in the market, higher is the risk. So as a regulator, we have to be more vigilant to ensure that the trade is fair and transparent,” he says, “We are currently in the process of having a digital market supervision system to monitor the market, as has been the practice of the developed markets. We have also amended several regulations and even put forward to the government our proposal to amend the current Securities Act.”

Another downside to the digitisation, as Phuyal notes is the chances of system

its downsides. It has been almost two years since the online trading system has come to operation and there have undoubtedly been lots of changes and amendments during this time. Similarly, the system will keep on updating and developing in the future. The journey of Nepali investors from standing in queues all day, to placing their orders with a few clicks on their computers has definitely been a long one and we can only hope for better changes in the future. ■

Rijal is a final year student at Kathmandu College of Management with finance and banking as her majors.

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Figure 8: Excerpts of My Article Published in the Magazine

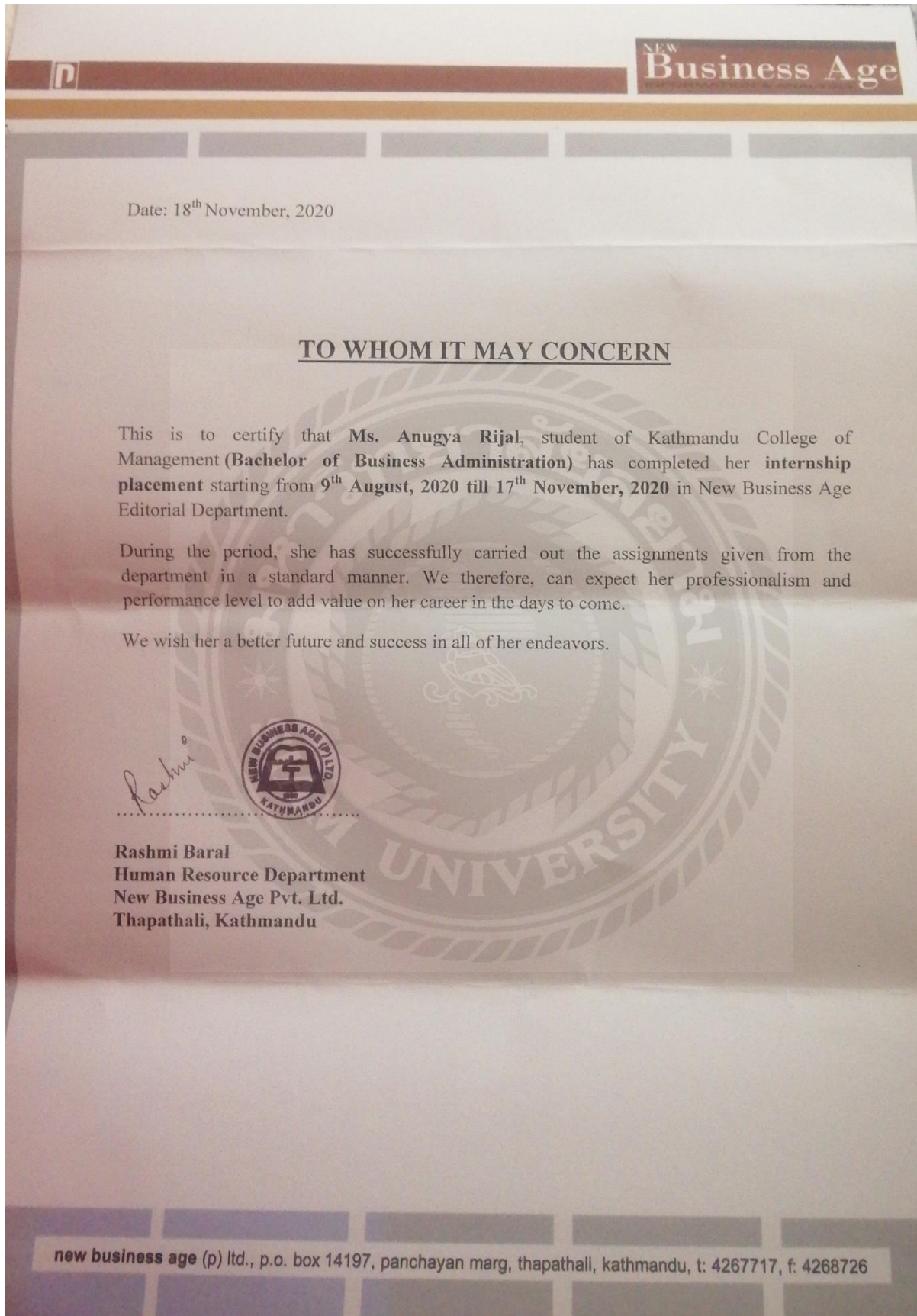


Figure 9: Letter of Experience