AYRA

AYRA Writer/Author Policy

Version 4.0

Effective Date: 12/4/2024

1. About Ayra Technologies Private Limited

Ayra Technologies Private Limited is a Bangalore based technology startup founded in 2023. Our mission is to build a social publishing platform - **AYRA**, that brings together readers and writers through rich, varied content. We have a special emphasis on promoting local content in regional languages to preserve and celebrate diverse cultures.

2. AYRA Platform

AYRA is a social publishing/digital publishing platform, designed to make it easy for readers to discover great reading content in their preferred language. **AYRA's** core differentiator is its focus on local content in regional languages besides English. **AYRA** also has a revenue-sharing model that compensates authors with a part of the revenue generated by their articles.

3. Content Guidelines

You have the flexibility to write on a wide range of topics, spanning from Technology and Automobiles to Cooking, Home/Interior Decor, Personal Experiences, Relationships, Lifestyle & Health, Finance, and beyond. Additionally, you have the option to write Short & Long Stories, as well as **Poems/Poetry**.

4. Unacceptable Content

We value creating a safe and respectful environment for our readers and authors. Therefore, we discourage any content that could potentially cause controversy, including topics related to **religion, politics, explicit sexual content** or any content that promotes hatred or discrimination. Any article violating our policy including copyright or plagiarism issues will be removed from AYRA. Further, any article having misinformation or trying to spread misinformation will also be removed. Repeated offenders will be banned from our platform.

5. Article Languages

Currently, we are accepting articles in English, Hindi, and Kannada. We intend to expand to other languages in the near future.

6. Length of Articles

We recommend that articles be **800 words** to maintain high standards of quality and depth. However, smaller articles with a **minimum of 150 words** are also acceptable. An exception to this rule is **Poems/Poetry** may contain a minimum of **10** words.

7. Short Form Content

Posts under 150 words are considered short-form content. These posts won't appear on the Home Page, Feed, or Notifications but will be searchable. Authors can share them directly, and they'll appear when users search by topic.

8. Compensation

Typically, authors on AYRA earn a portion of the revenue generated by their articles, currently set at **35%** (subject to change). Additionally, we are offering extra incentives based on article performance for articles published and read between **April 9th, 2024, and July 8th, 2024** (may be extended). We are committed to prioritizing quality over quantity, hence introducing the parameter of Overall Engagement Time **(Avg Engagement Time of Post X Number of Readers)** for incentives payout. This ensures that quality writers can earn more even with fewer readers. Incentives will be paid only when both the number of readers and Overall Engagement Time criteria are met for each slab.

Examples:

1. Publishing a Short Poem with 300 readers and an Overall Engagement time of 100 minutes will result in a total incentive payout of Rs 100.
2. Publishing an Engaging Article with 150 readers and an Overall Engagement time of 250 minutes will result in a total incentive payout of Rs 200.

Readers (Unique User Reads)	Overall Engagement Time (mins)	Payout based on Readers (INR)	Total Payout (INR)
75	100	Rs 100	Rs 100
150	200	Additional Rs 100	Rs 200
375	550	Additional Rs 300	Rs 500
750	1200	Additional Rs 500	Rs 1000
1500	2500	Additional Rs 1000	Rs 2000
2500	4000	Additional Rs 1000	Rs 3000

Note: The incentives & period for incentives are subject to change in the future, and the prevailing policy will apply at the time of payout. Additionally, any article/writer violating our policy will not be eligible for the incentive. Further, any article found to be generated using AI tools such as ChatGPT/Bard will not be eligible for the incentive. Number of Readers are calculated by Google Analytics or a similar tracking mechanism. Any user resorting to click farms, bots, or similar mechanisms to artificially boost their reads will not be eligible for any incentive payment and may be permanently banned from AYRA.

9. Verified Writer Tag / Blue Tick ✅

Accomplished writers, including book authors (with **10,000+** copies sold), editors, reporters, and journalists from leading national or regional newspapers, as well as national and state awardees for art and literature, can obtain the **Verified Writer Blue Tick** at **NO COST** by providing relevant information. Verified Writer articles receive higher rankings, ensuring increased engagement and earnings.

10. Payout Frequency & Minimum Payment

AYRA provides flexible payout schedules for authors. You can opt for monthly or quarterly payments, with a minimum payout threshold of **Rs 500**. Earnings accumulate in your AYRA account until reaching this threshold. We may adjust this threshold based on feedback and operational considerations in the future.

11. Payment Methods

Our default mode of payment is online, either via **UPI or IMPS or NEFT**. If you prefer to receive payment by cheque, please note that your accrued earnings must be at least Rs 5000.

12. Identification and Tab Liabilities

To comply with Indian tax laws, we need you to provide your Aadhaar and PAN details for payout processing. Rest assured, we will handle this sensitive information with utmost care and confidentiality.

Authors are responsible for all tax liabilities arising from their **AYRA** earnings and must report and pay taxes accordingly. We will accurately report all payments to Indian tax authorities.

13. Unpublishing/Deleting Articles

Once an article is published on **AYRA**, it cannot be deleted or unpublished if you have received any incentive for it unless it is violating our policy. This policy helps maintain the quality and consistency of our content for readers. However, for articles that have not been paid any incentive by us, authors retain the right to unpublish them.

14. Content Responsibility

As an author on **AYRA**, you are solely responsible for the content you create and publish. This includes ensuring the originality of your work, respecting copyright laws, and adhering to our community standards. While **AYRA** provides the platform for sharing your content, it does not claim any responsibility for the individual pieces of content published by its authors.