

Ayra Writer/Author Policy

Version 5.0

Effective Date: 11/7/2024

1. About Ayra Technologies Private Limited

Ayra Technologies is a Bengaluru based startup with a vision to provide a global platform, **Ayra**, where regional/vernacular writers can showcase their writing and earn from it while offering readers diverse and culturally rich local content in their native language.

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 do not allow 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. Repeat 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.

8. Earnings, Incentives & Subscription

Typically, authors on Ayra earn a portion of the revenue generated by their articles. Additionally, they are eligible for incentives as outlined below, depending on their subscription plan (Free, Basic, or Premium). Paid subscriptions can be canceled at any time by users and they will not be charged from the next billing cycle.

Features\Plan	Free Tier	Basic Tier	Premium Tier
Blue Tick	No	Yes	Yes
Minimum number of Readers for article to start earning incentives	10 unique readers	10 unique readers	None
Incentive per Article	One Rupee for every 2 Readers and 2 minutes of total Read Time	One Rupee and Fifteen Paise for every 2 Readers & 2 minutes of total Read Time (+15%)	One Rupee and Thirty Paise for every 2 Readers & 2 minutes of total Read Time (+30%)
Number of Articles eligible for Incentives per Month	4	6	8
Number of Articles eligible for Revenue Share per Month	No Limit	No Limit	No Limit
Maximum Incentive per Article	Rs 500	Rs 750	Rs 1000
Revenue Share from Ads & Subscription generated by article	35%	40% (+5%)	45% (+10%)
Article Boost for Maximizing Revenue	Not Applicable	10%	20%
Pricing	FREE	Rs 79 / month (Early Bird Offer: Rs 59 / month or Rs 149 / 3 months)	Rs 149 / month (Early Bird Offer: Rs 129 / month or Rs 299 / 3 months)

Note: Incentives are only applicable for articles published between July 11th, 2024, and October 31st, 2024. The incentives, revenue share, period for incentives, subscription pricing, etc., are subject to change in the future, and the prevailing policy at the time of payout will apply. Writers subscribing to Ayra will be eligible for additional benefits for articles published from the date of payment. Articles or writers violating our policy will not be eligible for incentives. Articles found to be generated using AI tools such as ChatGPT/Bard or plagiarized will not be eligible for any incentive. The number of readers is calculated by Google Analytics or a similar tracking mechanism. Users resorting to click farms, bots, or similar mechanisms to artificially boost their reads will not be eligible for incentive payments and may be permanently banned from Ayra. News articles and articles that have won prize money in Ayra writing contests are not eligible for any incentives whatsoever.

Disclaimer: In the event of any dispute regarding incentives or earnings etc., Ayra's decision will be final and binding. The interpretation of this writer's policy is at the sole discretion of Ayra.

9. Verified Writer Tag / Blue Tick

Accomplished writers, including book authors, editors, reporters, 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 5% higher rankings, ensuring increased engagement and earnings. Additionally, writers who subscribe to Ayra also receive the Blue Tick automatically.

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. **All earnings accrued & eligible until the last day of the month will be paid before the 10th of the subsequent month.** We may adjust this threshold and frequency 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 and the payment will be processed within 14 working days of the request.

12. Identification and Tax Liabilities

To comply with Indian tax laws, we need you to provide your **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. A **10% TDS** will be deducted for any writer earning more than **Rs 25,000** in a financial year for the full earnings, and a tax statement will be provided for such writers at the end of the year.

13. Unpublishing/Deleting Articles

Once an article is published on **Ayra**, it cannot be deleted or unpublished if you have received and withdrawn 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 or delete 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.