
AN ANALYSIS OF SELF-PUBLISHING PLATFORMS: A STEP TOWARDS UNDERSTANDING THE DIGITAL CONCEPT FOR YOUNG WRITERS

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Abstract: The digital era has provided a lot of tools to print media, and publishing has become cost-free with global exposure to budding writers. Amazon's, Kindle Direct Publishing (KDP) and Notion Press are two popular platforms that are used by Indian Writers. Followed by Poti.com, White Falcon Publishing, Clever Falcon Publishing, and Clever Fox Publishing are a few of them that are to be highlighted. The mechanism of Self-Publishing platforms is very simple and free of cost. The author has to keep his work ready and just upload the work by registering on the platform. Once the book is published it will be available for sales worldwide within two days after the content is uploaded. The royalty of the sales will be shared with the author as agreed, ranging from 30 to 70 percent usually. The following article will discuss the Self-Publishing Platforms' work culture and its significance to budding authors who want to publish their work of any kind such as fiction, non-fiction, novels, etc. on such platforms.

Key Words: Self-Publishing Platforms, Books, Indian Authors

Introduction: The digital era of print technology online has helped many authors to publish their work and get recognized globally for free of cost. But earlier writers didn't get a publisher to publish their work especially for beginners it was not easy. Technology has helped writers of the digital era to publish and promote their books in various multidisciplinary like Academics, Health and Hygiene, Investment and Banking, Sports, and many more, including Mythology. In the opinion of Alisha Kay, the author of The Maharaja's Fake Fiancée novel, the KDP has provided his livelihood. It has also helped him to establish himself as an independent author. E L James who self-published his book in 2011 "Fifty Shades of Grey" has sold over 125 million copies worldwide. Ashwin Sangi the most successful Indian author commonly known as "Dan Brown of India" has penned mythology as well as thrillers based on Indian history. Chanakya's Chant and The Krishna Key are her top best sellers who started from self-publishing platforms. Canadian-Indian poet Rupī Kaur

is the author of Best Seller of her debut novel 'Milk and Honey' which has been worldwide recognized published on a self-publishing platform.

Literature Review: With digital publishing publisher's role has become smaller compared to the writer. Anyone who is interested in writing can publish books on such platforms forming niches and launching customer-centered products (Hal Robinson 2019). Digital media nowadays has a wider coverage compared to print media as per the survey conducted(Sanket Raman Et al 2019). Lulu Direct, Book Baby, Ingram Spark, Blurb, Acutrack, Kindle Direct Publishing, Barnes and Noble Press, Contrado, Gelato and Printify are the world's top self-publishing platforms (Braveen Kumar). Word-wide e-book market at the end of 2024 is expected to make USD 14.61 million and readers are considered to grow by 1.1 billion by 2027 (Saisuman Revankar 2025)

Methodology: The sources used for contributing this article are secondary. Websites, journals and articles on the Internet will be the major sources for the article content developing as sources.

Analysis: Anyone who wants to become an author with the help of self-publishing platforms. Amazon KDP is trusted by many authors who are beginners in the book publishing industry. Certain steps are to be followed in the process. First, they have to visit the Amazon KDP website and go to KDP. Then they have to register with details like name, e-mail, mobile no, and country details are to be provided. Books can be published in e-books and paperback format. In the KDP website a Book shelf will be there where the content can be uploaded. Details like fiction, non-fiction, novels, children's books are to be provided after the title is entered. Age suitable to read the content has to be provided. Then the content can be loaded in PDF format. If there are photos they should be included in JPG format. Selection of categories and sub-categories will be provided to reach the audience responding for the reader's search. Select categories like education and in sub-category can be selected like Science, Literature, History, etc. There will be two options for selecting royalties one will be 35% and another will be 70%. Beginners should select 35% category as there are certain conditions for 70%. So, once the book is uploaded making cost will be displayed, then you can add your profit over that. Then price will be finalized and your share of the royalty is also finalized. But before that, the cover page option is provided where you can upload the designs available or you can also design your own. A mail will be dispatched to you when the book uploading is completed once you follow the procedure and submit. Within two working days the book will be available for sale in dollars across the world with different languages. In the KDP page your account will be maintained where you can check the sales at anytime you want. Mails are also sent to your e-mail address when sales are occurred. Even at the making cost you can order the author copies. For the whole process, they will not charge any money. For payment details information like Bank Account, IFSC code and PAN card details will be asked at the time of registration.

Findings:

1. Self-publishing platforms are very useful for the budding authors who are going to make their debut.
2. New trends include tourism, cooking, and stock market information as categories and sub-categories are included for niche.
3. Self-publishing is cost-free and provides a vital experience of publishing.
4. Authors get worldwide recognition and promotion options do exist in social media.
5. Once the book is published customer reviews can be seen by the author if any one has added on the KDP page.

Suggestions:

1. Writers who are willing to write should understand the technicalities by visiting various platforms.
2. Awareness as well as training programmes should be provided to the students at their Post Graduate level who study literature.
3. Sub-categories are most important as niches can be formed very easily.
4. Studying trends is most important when a book is to be written, as Indian Mythology is more popular among foreign readers.
5. Biographies, Sports, Cooking, Mythology, and Fairy tales are a few of the examples that are more popular among the readers of masses.

Conclusion: The article has uniquely analyzed self-publishing platforms,. The process of publishing books is also discussed with its significance. It helps emerge authors who enter into the field of publishing with new ideas. E-books are more popular among younger generations because they have android mobile to read them. Amazon has also launched a subscription for readers on Kindle. Kindle is a device just like an android mobile where the content is uploaded for the reader. It is only useful for reading and not for any other purpose.

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