

**PROJECT DISSERTATION REPORT ON
“SCOPE OF SELF E-PUBLISHING PLATFORM
IN INDIA FOR YOUTHS”**

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2K19/DMBA/115

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CERTIFICATE

The forgoing work is submitted in partial fulfilment of requirement for the degree of Masters in Business Administration (MBA) carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite to the degree for which it has been submitted.

Signature of Mentor

Signature of HoD

DECLARATION

This project is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. The work was done under the guidance of Dr. Archana Singh at the Delhi School of Management, Delhi Technological University.

ACKNOWLEDGEMENT

I am greatly thankful to Dr. Archana Singh for her help and guidance without which I could not have completed my research project. I am grateful to our Department Delhi School of Management, Delhi Technological University for providing me the opportunity and facilities to complete the project successfully.

EXECUTIVE SUMMARY

- **PURPOSE**

The main reason of this research paper is to find out how customers have switched to online reading mode over past years and, to find out are online self-publishing companies are growing over past years? Will it be profitable to establish a new online learning platform in India?

- **METHODOLOGY**

Secondary evidence gathered from findings in online social media and resources, websites, research papers, interview forms mailed to business development managers, and self-made questionnaires. Also case studies of companies who took help of social media to regain their lost audiences are there in this paper as well.

- **FINDINGS**

After completing my research paper I found that online self-publishing platform is new in India and there is a lot of scope in future. Online reading is the future of India, but it does not mean the physical books will lose its importance.

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1. INTRODUCTION

Online reading is reading a book or magazines available online or in digital format. Online reading has given rise to number of online publishing houses and self-publishing platforms. 2 general classes of independently publishing organizations are retailers and aggregators. Retailers will sell your book through their own online store. Amazon Kindle and Barnes & Noble Press are the two best retailers. Scholars get portion directly from the retailer for any books sold. And aggregator are the association that will course your book to a couple of book retailers all the while. This can give a book more broad spread, particularly to new business areas. Some autonomously distributing stages moreover offer a print-on-demand organization, which licenses journalists to have real copies of their books printed when referenced. It similarly holds journalists back from printing best measures.

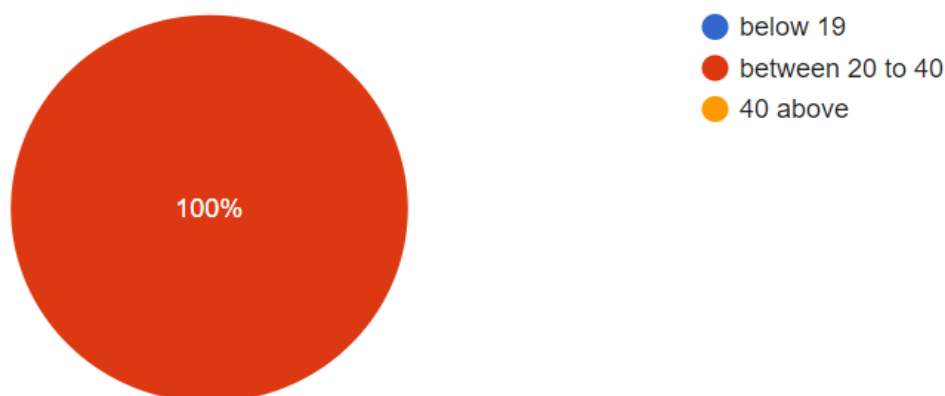
2. LITERATURE REVIEW

The quantity of books independently published in the U.S. saw more fast development in 2018, bouncing to 40% more than year 2017, as per Bowker's yearly study of the independently publishing market. In its report, "Independent publishing in the United States. Print and E-books," the complete number of print and digital books that were independently published in 2018 was 1.68 million, up from 1.19 million out of 2017. Bowker estimates the size of the market dependent on the number ISBN's enrolled and along these lines does exclude independently published digital books by Amazon's Kindle division, which utilizes an Amazon identifier.

Amazon kindle seems as largest distributor of independently published digital books. . Amazon's has acquired CreateSpace and rules the print of independently publishing market, with 1.4 million independently published print titles a year ago, up from 929.290 in 2017. Humdinger distributed the second most print independently published titles a year ago, with its yield ascending to 37,456 titles, from 36,651 of every 2017, as per Bowker. Writer Solutions, through its various engravings, delivered 16,019 print independently published print books a year ago and 10,585 digital books, with the two figures somewhat higher in 2018 more than 2017.

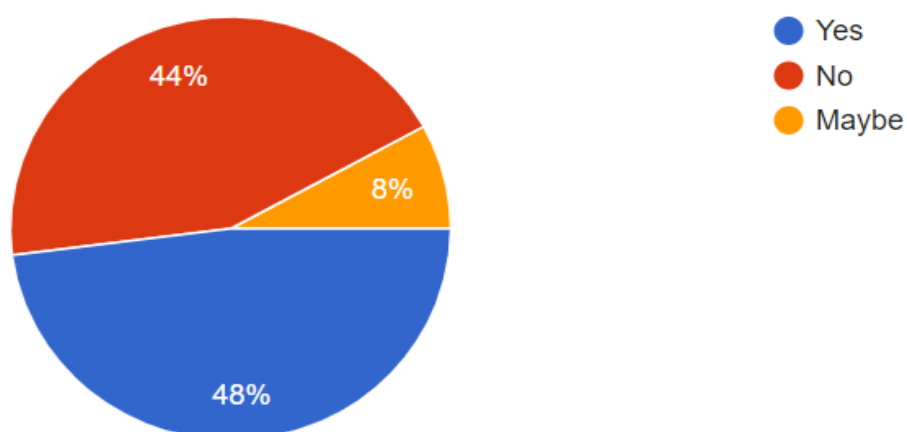
Income in the digital books section adds up to \$211 million out of 2020 and it is relied upon to show a yearly development rate (CAGR 2020-2024) of 8.8%, bringing about a market volume of \$295 million by 2024, as indicated by worldwide think-tank Statista.

3. DEMOGRAPHIC VIEW OF READERS



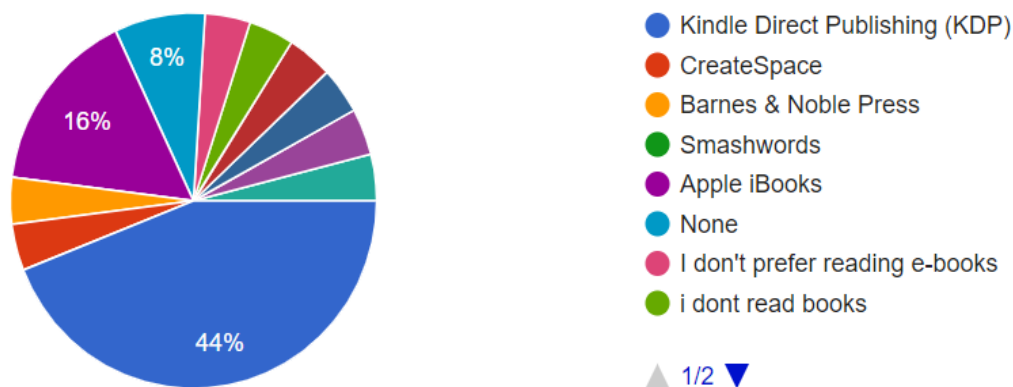
Much of the readers belong to age group of 20 to 40. And this shows more youth are engaged in reading habits now a days. Out of 100 respondents all were from age group 20 to 40 were interested in filling the questionnaires. That means they have interest in filling survey.

4. PERCENTAGE OF PEOPLE WHO LIKE TO READ EBOOKS IN INDIA



Out of 100 respondents, the percentage of people who prefer to read eBooks are 48 percent from India. And percentage of people who prefer physical books are 44 percent. And remaining are comfortable with both.

5. PLATFORMS USED BY EBOOK READERS



Over here we can observe that amazon kindle has topped the list in platforms used by e-readers. Out of 100 responses from indian students we have come across tht most of the readers prefer to read books from Amazon kindle.

6. APPLE IBOOKS IN THE UNITED KINGDOM

6.1 DEMOGRAPHIC PROFILE

With a user base of 15%, Apple iBooks is the second largest used ebook shop brand in the UK.

6.2 CONSUMER LIFESTYLE

- 62% of Apple iBooks users say that they prefer digital content as it is easier to manage.
- Apple iBooks has a higher share of 18 - 29 year old users than ebook readers in general.
- Apple iBooks users are more likely to have a high household income than ebook readers overall.
- Technology and computers stands out as an important interest of Apple iBooks users.
- 38% of Apple iBooks users are first to try out new technology.
- Comparing ebook readers overall to Apple iBooks users are more willing to sustain in small families.
- Success and career advancement are important aspects of life to Apple iBooks users.

With a user share of 15% Apple iBooks is the second most used ebook shop brand in the UK.

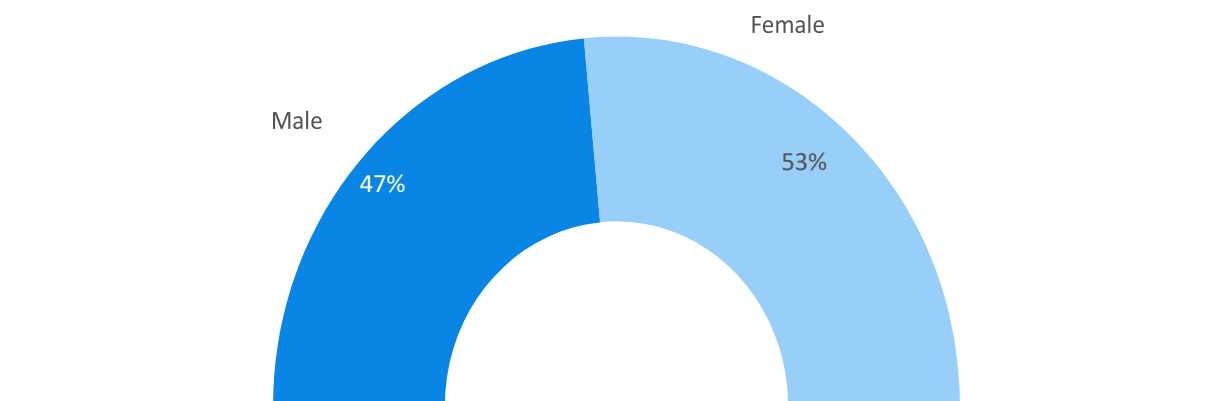
6.3 TOP 7 MOST USED EBOOK BRANDS IN UK

AMAZON	84
APPLE IBOOK	15
GOOGLE PLAYSTORE	14
WH SMITH	10
BLACKWELLS	7
KOBO	7
BARNES AND NOBELS	6

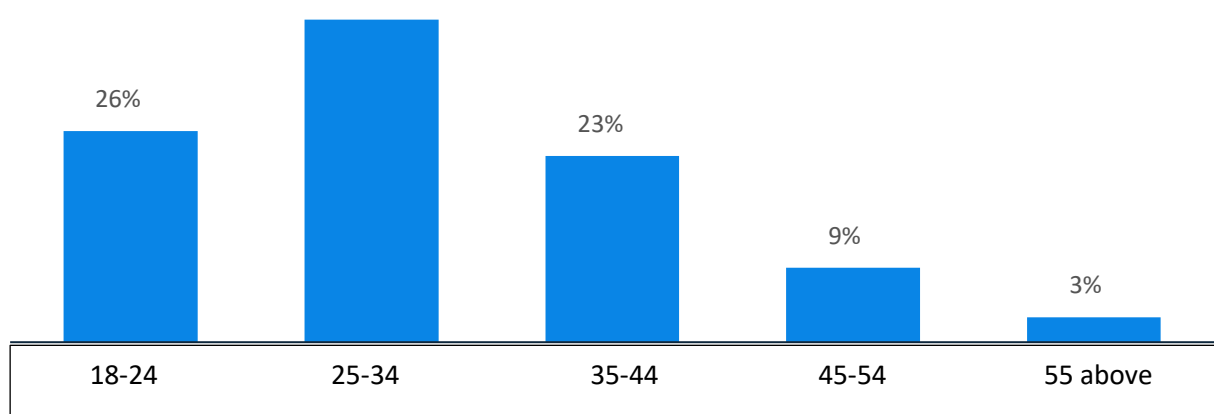
7. OVERVIEW OF APPLE IBOOKS USERS IN THE UNITED KINGDOM

7.1 GENERAL DEMOGRAPHICS

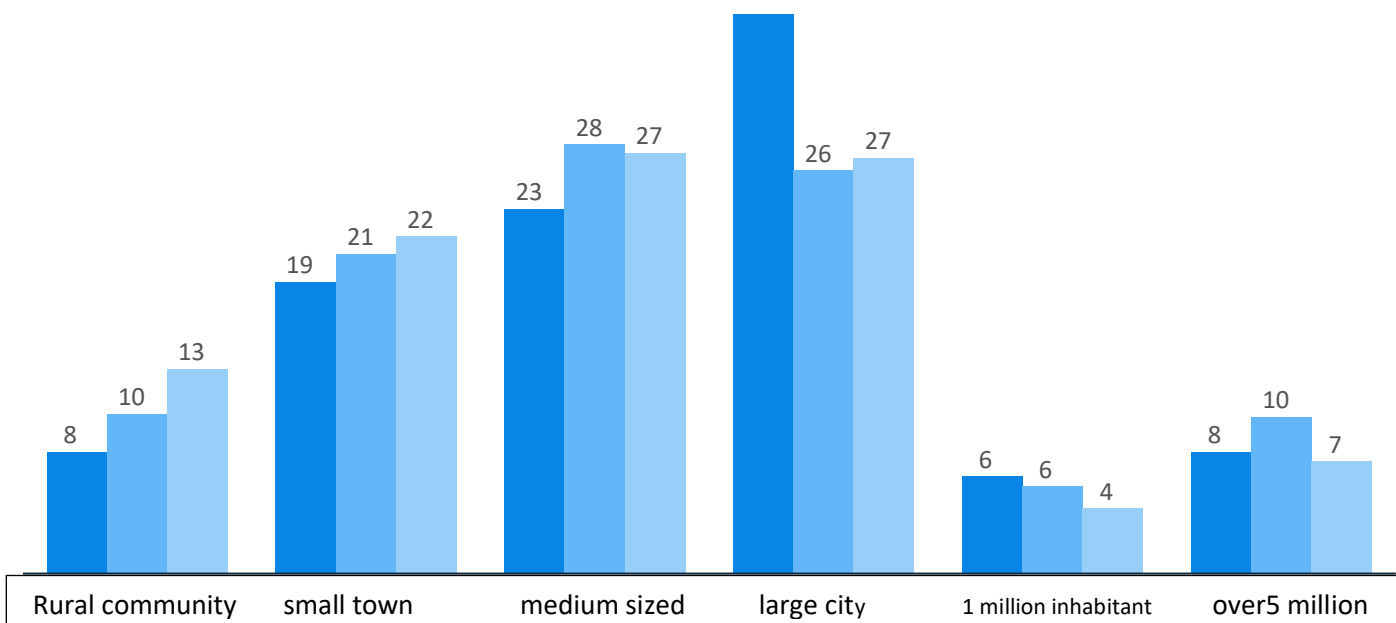
- GENDER



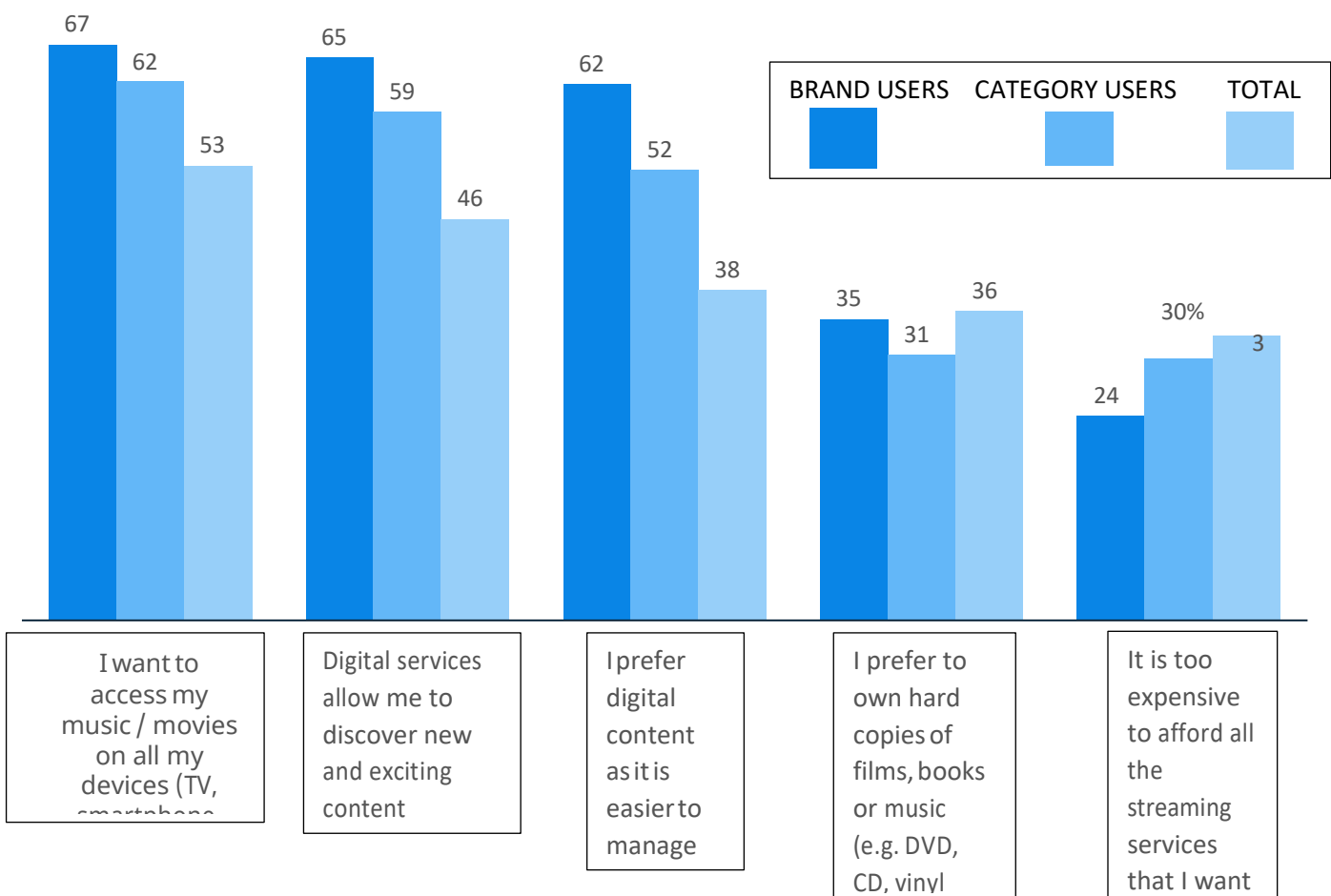
- AGE



- Apple iBooks users are more likely to live in a large city than ebook readers in general.



- 62% of Apple iBooks users state that they prefer digital content as it is easier to manage.



8. SCOPE OF EBOOKS IN INDIA

Though Ebooks seems to be a miniscule segment in India, it has seen a good growth in number of readers over past 5 years. This is a niche market but still it can be seen that its growth in coming years will be in double digits. It is the youth who have shown a great interest in the digital version of books. The reasons are already well known, that eBooks are much more portable and compact means of reading then physical books. What is even more interesting is that the greater proliferation of ebooks has not led to a decline in sales of printed books. On the contrary, booksellers state the emergence of eBooks has only acted as a catalyst towards an even greater acceptance of books in the traditional format. Booksellers confirm they have witnessed the segment growing at 10-15 per cent, which they largely attribute to the eBooks.

9. REASONS FOR EBOOK BECOMING FAMOUS BETWEEN STUDENTS

9.1 PORTABLE: eBooks are easy to carry from one place to another as it is in digital form and can be assessed in pdf form in your mobile phones or laptops. It can be read anywhere and anytime. You does not have to take the burden of extra physical componenets. You don't even required to carry bags for ebooks.

9.2 COST FRIENDLY: For students it is still difficult to afford costly books, but ebooks are economical as compared to physical books. It can be downloaded for free from few websites. And students require a lot of books for preparations so it becomes very expensive for them to carry or purchase physical books.

9.3 AVAILABILITY: Study material on fine arts isn't readily available in bookstores in the city. On Google, we can get a lot of information but the reliability of those is questionable. So, one can download ebooks of world-renowned artists and their art and art shows on desktop and then transfer these to his phone, which has an Android reader. It's also easier to search particular portions from ebooks by typing out some keywords instead of having to read the entire books.”

9.4 EASILY ASSESSABLE: eBooks are easily assessable. You only need application and good internet connectivity.

10. EFFECT OF EBOOKS ON PHYSICAL BOOKS AND OTHER GADGETS

EBooks has not led to decline of physical books, instead it has helped in growth of physical books. It has acted as catalyst in growth of physical books. Ebooks have drawn attention of readers towards number of books available in market. They come to know about the latest books in the market by a particular author. Not only ebooks have increased the sale of physical books but it also has increased the sale of gadgets in the market, like tablets and mobile phones. Many individual prefer to buy tablets for better reading this has led to growth of gadgets in the market.

It is still too early to predict the future of printed books in India as an even greater popularity of eBooks may ultimately lead to the demise of their printed counterparts. But there can be any uncertainty, what is not is that ebooks are already here and is poised for an even greater acceptance in the coming days. Device like tablets are expected to make a big splash in the coming days and eBooks are a likely beneficiary of such a development.

11. WHAT IS SELF-PUBLISHING?

Independently publishing is the distributing of books or articles by distribution of media by its writer without the including any settled distributor. The term typically alludes to composed media, example: mazines or books or as an actual duplicate utilizing print on request innovation. It may likewise apply to collections, leaflets, pamphlets, video substance, and magazines.

In the customary distribution model, the distributor needs to bears every one of the expenses and dangers of distribution however he holds the greater part of the benefit if the book is fruitful. In independently publishing, the creator bears every one of the expenses and dangers, however procures a higher portion of the benefit for each deal.

The market of independently publishing has contacted 1 billion and has changed in the previous twenty years with new innovations giving an expanded options in contrast to conventional distributing. Independently publishing has been expanding and turning into the best option for journalists. The greater part of the independently published books have sold not very many duplicates. Those which sell huge numbers are newsworthy in light of the fact that they are so uncommon. The nature of independently published works differs extensively, on the grounds that there is no hindrances to distribution and have no control on quality.

11.1 HISTORY OF SELF-PUBLISHING

Independently publishing is definitely not another wonder. While most books were disseminated by set up distributors, there have been writers who decided to independently publish their own press. British in 1759 humorist Laurence Sterne independently published the two volumes of *Tristram Shandy*. In 1908, Ezra Pound sold for six pence each. Franklin Hiram King's book *Farmers of Forty Centuries* was independently published in 1911, and in this way distributed monetarily. In 1931 the writer of the book called *Joy of Cooking* paid a printing organization to print 2000 copies. The Bob-Merrill Company had obtained the rights, and from that point forward the book has sold more than 18 million duplicate copies. In 1941, author Virginia Woolf decided to independently publish her last novel *Between the Acts* on her Hogarth Press, essentially beginning her own press.

The launch of digital books and innovation, most independently published books were put to distribute through vanity. Often required a one-time instalment. .

Photographic artist Max Boni told that "putting resources into an undertaking shows that you put stock in it". Nevertheless, part of the justification the negative disgrace is that numerous independently published books are of questionable quality, since they are composed by writers who are still learning their specialty, and have never been corrected or even edited. For instance, in 1996, a resigned TV repairman independently published his life account in which he portrayed that he had been stepped on by a pony when he was a kid, how he had been nearly killed by his stepfather when he was a youngster in Mexico, and how his ex-had torn his face with her fingernails. The repairman burned -page showed stopper printed up and he sent duplicates to a nearby library, to the White House, and to everyone with the repairman's equivalent last name. These mistakes didn't lead anywhere. Today, the book is to a great extent forgot.

Independently publishing is now seems as a feature of disappointment by many while others feel it actually has a best approach to develop respect. Book pundit Ron Charles in the *Washington Post* griped that "No, I would prefer not to peruse your independently published book", referring to worries that independently published books needed quality and were distributed by writers with minimal comprehension of the crowd or the market. However uncommon break away blockbusters, for example, *Fifty Shades of Grey* and *The Martian* were first independently published, there are more freedoms for writers to get through straightforwardly to crowds.

11.2 TECHNOLOGY ADVANCEMENT

An immense force to independently publishing has been quick advances in innovation, especially the remarkable development of Internet and an overall change from simple to computerized technology. Internet has been measured as an extraordinary thing in the distributing scene, since it gives power to writer to stand out in world being different. Change in digital book per users and tablet PCs has improved clarity. Such gadgets permit per users to convey various books in a little compact device. These advances make it conceivable to have a book printed or carefully conveyed after a request has been put, so there are no expenses for putting away stock. Print-On-Demand innovation, which is opened up during the ninties will create a top notch item equivalent to those delivered by customary distributers. One could without much of a stretch recognize an independently published title by its absence of quality. Print-on-request is simple since a writer can j transfer a composition and pick an inside document design and a cover, and the book could be printed on a case by case basis, abstaining from warehousing expenses, and diminishing the danger of being left with a colossal unsold inventory. Further, the Internet gives admittance to worldwide appropriation channels through online retailers, so an independently published book can be immediately accessible to book purchasers around the world. A Canada-based firm named Wattpad offers web based video creations dependent on the tales of independently published creators as of 2017.

Web transmission of advanced books was joined with print-on-request distributing with the creation of the Espresso Book Machine which was first exhibited at the New York Public Library in 2007. This machine prints, examines, covers, and ties a solitary book. It is in libraries and book shops all through the world, and it can make duplicates of no longer available versions. Little book shops now and then use it to contend with huge book shop chains. It works by taking two Internet-conveyed pdf documents, one for the content and one for the cover, and afterward prints a whole soft cover book surprisingly fast, which at that point drops down a chute.

Presentation of the amazon Kindle and its independently publishing stage, Kindle Direct Publishing I has been depicted as a point in independently publishing, why It was an solely electronic independently publishing stag which was digital book just, free for writers to transfer their books, and gave writers power over how their books were estimated just as admittance to a similar dispersion channels as significant distributers.

11.3 SELF-PUBLISHING TODAY

Lately the distributing business in general is in a lot of motion, in a kind of "Wild West" state. The web based retailing goliath, Amazon, tremendously affects the book-selling industry, driving numerous physical book shops bankrupt and making advances into distributing also. Amazon has allured perusers away from book shops and into an online climate, and its KDP and CreateSpace dispersion channels have generated an enormous development in independently publishing. Therefore, the quantities of independently published creators are ever-increasing.

There is an anarchistic angle to independently publishing, in that it has been seen verifiably as an approach to resist authority or oppose oppression. The independently publishing development can likewise be seen as a piece of the Do-it-yourself culture which "thrives in conditions of communitarian support. An essayist who is dismissed by the standard framework can discover comfort in self-publishing. Some striving writers whined that the conventional distributing model was excessively separate keeping out various thoughts regarding stories just as ones with strange characters or plotlines, or which managed minorities, and independently publishing was a route for these in the past outsider scholars to interface with readers. Libraries have additionally gotten associated with independently publishing; the Library Journal and Biblioboard cooperated to make an independently publishing stage called Self-e in which writers submit books online which are made accessible to perusers. These books are explored by Library Journal, and the best ones are distributed cross country; writers don't bring in cash along these lines however it fills in as an advertising tool.

The emotional changes have affected the standard distributing industry too, which is controlling a more modest portion of the general distributing market, compelling numerous conventional distributors to merge to decrease costs. The crush has been applied to such creators, some of whom have whined that conventional distributors have frequently requested the creator to contribute part of the beginning up costs actually, essentially straying from the typical model of the distributor giving all forthright expenses.

Independently publishing is as yet a "troublesome and requesting approach to go" yet is progressively turning into a good, if elective, decision for a composing career. Self-distributors who are keen, inspired and persevering, can construct crowds and bring in cash.

11.4 FUTURE TREND

The distributing business, including independently publishing, is changing quickly to the point that it is difficult to make precise expectations about where it is going. Almost certainly, independently publishing will proceed to develop, and that writers will request increasingly more information about their per users just as how well their books are selling. Self-distributing is filling in promoting refinement and desire, as indicated by one view.

Concerning digital book market, there are expectations that free writers will snatch an expanding cut of this market. Customary distributors are losing ground in the digital book market, as indicated by a few sources. digital books distributed by conventional distributors declined by 12% from 2015 to 2016. The drop in digital book deals was truly even more a wonder in which set up distributors were raising the costs of their digital books, and saw an overall decrease in deals contrasted with their print offerings. interestingly, deals of independently published digital books have been increasing. An expanding number of digital books are being perused on tablets rather than devoted E-book readers. One estimate was that computerized deals would keep on expanding over the long haul, and paper-based distributing would turn into a magazines and paper .

A report in 2017 recommended that Amazon was chipping away at a framework to change unknown dialect fiction into English with its Amazon Crossing service .Amazon represented 10% of all deciphered unfamiliar fiction books, as per one report.

12. CHALLENGES FACED BY DIGITAL PUBLISHERS

12.1 HOLDING YOUR AUDIENCE

The biggest challenge that digital publisher need to have is to hold its customers. Internet has eased the process of publishing books. This has drawn in practically all distributing houses and independently published creators to track down their own limits. With regards to eBooks, regardless of whether fiction, verifiable, research or some other classification, the per users are ruined for decision. The test for advanced distributors is then to make their books stand apart to draw in pe rusers. One approach to accomplish this is personalization.

12.2 FAKE REVIEWS

Counterfeit audits have arisen as one of the best worldwide issues in 2020. Most per users depend on audits prior to buying an online book. Shockingly, a few programming programs are fit for composing great phony audits that stay undetected and therefore, considered solid by clients. The issue of phony surveys is immense to the point that in any event, distributing majors, for example, Amazon can't manage it viably. Appraisals show that somewhere in the range of surveys on Amazon are phony. That phony news can have serious repercussions for computerized distributors is very much outlined by Hilary Clinton's diary, which had 1500 phony audits inside hours of the book being distributed. Inside the following 48 hours, Amazon found and erased. Unmistakably the impacts of phony news on advanced distributors are obliterating. To begin with, if the clients don't confide in your surveys, they won't buy the book. Second, a great book can succumb to a noxious mission, costing advanced distributors seriously as far as income.

12.3 MARKETING THE BOOKS

As said over, the Internet gives a level field to creators and distributors to distribute their substance. Notwithstanding, with such a lot of substance on the web, the test for computerized distributors stays to showcase their books. Web-based media is an incredible method to get and hold clients

12.4 DEMOGRAPHICS

Likewise with different items and administrations, computerized distributors need to approach data about their intended interest group, or individuals they are offering to. Straightforward socioeconomics are not, at this point enough. A genuine test is to gather information explicit to what in particular draws in your crowd in a specific segment for example, data, for example, pay fragment and buy plan. Advanced distributors can utilize this data to contact their crowd and furthermore their promoters, who are more inspired by the crowd than the distribution fundamentally

12.5 HOLDING COPYRIGHT

Another incredible test advanced distributors keep on confronting is that of keeping up copyright to their distributed material. The Internet makes it simple for individuals to share, DRM utilizes innovation that exchanges control of the advanced substance from the substance proprietor to a PC program. With DRM, computerized distributors can limit admittance to duplicating and printing of their substance. Nonetheless, while DRM enables advanced distributors to ensure their IPR, it can make burden the perusers. As a case point, most perusers would lean toward admittance to their eBooks or records on numerous gadgets yet with DRM this may not generally be conceivable. So for a computerized distributor, the challenger stays to offset IPR with clients' admittance to content.

12.6 PRINT VERSUS DIGITAL

It isn't unexpected to expect that computerized distributing has made print old. Nonetheless, in spite of this conviction, an investigation has shown that 58% of online endorsers like to peruse their books in the print design. Truth be told, most distributors keep on creating anything between 60 to 80 percent of their income from print deals. It is critical for distributors to comprehend the current real factors and how their perusers respond with their site and what they need. So print-first endorsers may likewise be keen on advanced eBooks and the other way around. Computerized distributors can do well to examine this hybrid information and utilize both media admirably.

12.7 CONSUMPTION FORMATS

Another test for the computerized distributors is to decide how individuals need the conveyance of their eBooks. For instance, measurements show that individuals go through around 8 minutes perusing every day contrasted with

around 6 hours of perusing on the web. The test for advanced distributors is to give content in various configurations. One approach to address this difficulty is to give content in the sound, video or the content configuration. On the other hand, it is seen that a few perusers like to dig directly in while others like to peruse an abstract prior to diving in. It is thusly critical to comprehend the different utilization modes and keep side by side to retrain your crowd.

While the Internet has evened the odds for new creators and distributors, all things considered, and types to transfer their substance, the test stays to track down the correct crowd, stand out for them and convince them to make a buy. The second greatest test for computerized distributors in 2020 is shielding copyright of their substance from unapproved use. While conventional intellectual property laws are of little use in the online field, DRM has come as help to secure IPR. In any case, DRM somewhat limits perusers' opportunity as far as the occasions they can get to the eBooks or even perused them on their preferred gadget. So the test stays for advanced distributors to navigate a precarious situation, adjusting copyright issues without debilitating their perusers. Notwithstanding, likewise with all the other things, computerized distributing is an advancing field and to endure distributors should keep themselves refreshed to the developing topics and practices.

13. WHAT IS THE COST OF SELF-PUBLISHING A BOOK?

- **PROFESSIONAL EDITING:** There are a few distinct degrees of altering your book may require. A formative supervisor does a top to bottom, 10,000 foot view alter, zeroing in on generally structure, character improvement, and substance. In view of a 60,000-word composition you'll burn through \$1,400 for formative altering. Duplicate altering (fixing mechanical issues like punctuation and sentence structure) will cost around \$1,000. An editor frequently does a last pass for errors, and their expense is in the ballpark of \$600.
- **COVER DESIGN:** Individuals do pass judgment flippantly, so ensure you discover a book cover architect who catches the substance of your story and comprehends the realistic components that a cover needs to get the attention of a peruser. Book cover configuration midpoints \$500 yet can cost somewhere in the range of \$250 to \$1,500 and up. A decent originator who is capable will comprehend the job a book cover plays in book deals.
- **BOOK FORMATTING:** Organizing is basically making the inside plan of a book. This incorporates typesetting, which includes adjusting text and pictures to the dimensional necessities of both printing and digital books. Most creators pay formatters somewhere in the range of \$500 and \$1,000, plus or minus a few hundred dollars. Cost will rely upon their experience, the length of the book, and how much visual material is remembered for the book.
- **MARKETINGMARKETING COSTS SHIFT:** A few journalists have an internet following and report their book dispatch over online media and their writer site, and their book promoting costs are zero. Writers, on normal burn through zero to \$2,000 in the event that they handle the showcasing themselves or utilize online retailers to advertise their book.
- **DISTRIBUTION:** There are for the most part no forthcoming appropriation costs with independently published books. In the event that you sell your book through an online retailer, they will take a level of the deals.
- **ISBN:** A worldwide standard book number, or ISBN, is a 13-digit number, with going with standardized identification that is allocated to each distributed book. Getting your own ISBN costs \$100 for one or \$295 for 10 codes. authors who independently publish on Amazon through KDP likewise acquire a 70 percent sovereignty on books valued somewhere in the range of \$2.99 and \$9.99, and a 35 percent eminence on books that cost pretty much than that.

14. REVENUE FROM E-PUBLISHING SEGMENTS

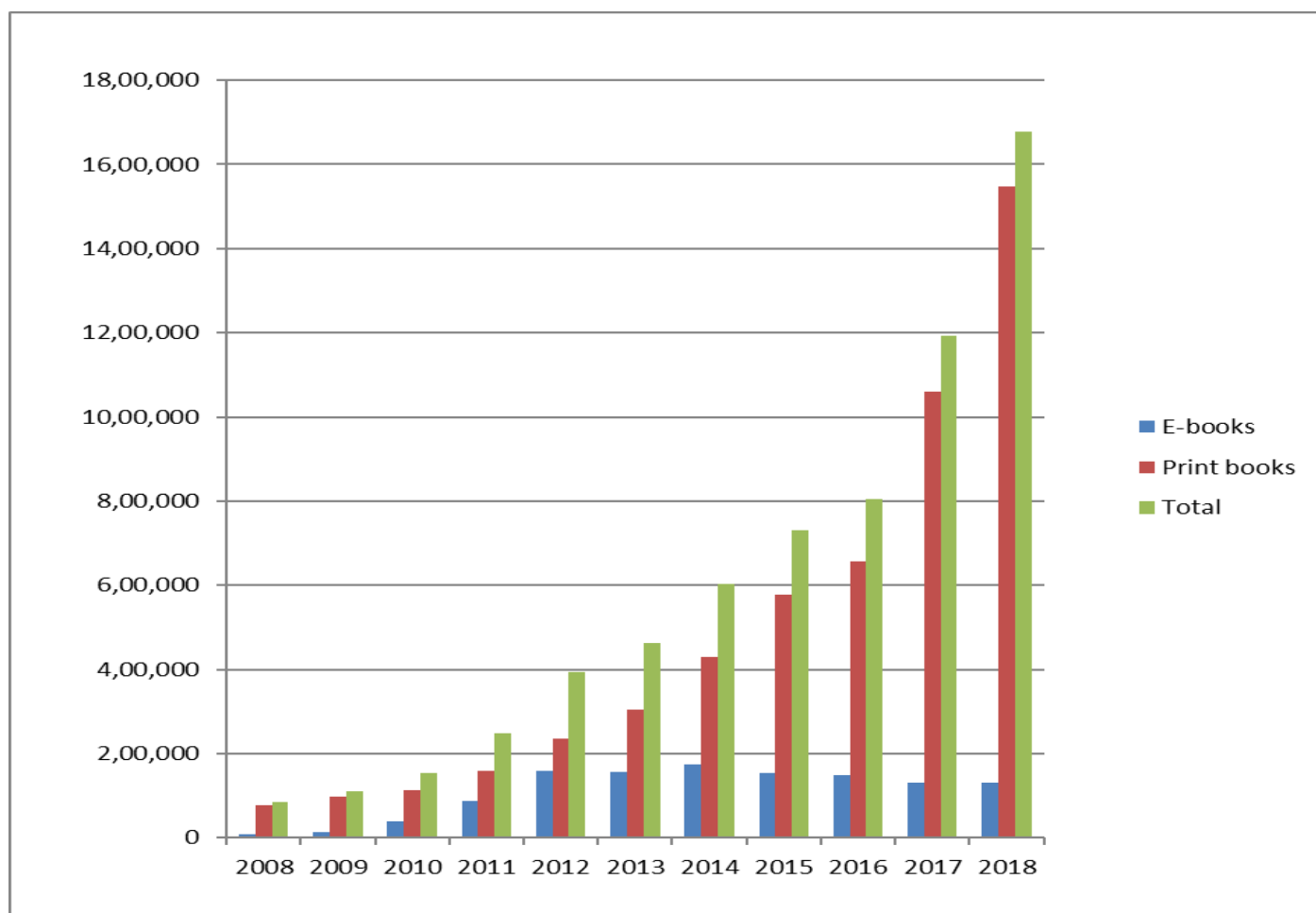
- Revenue in the ePublishing portion is projected to US\$730m in 2021.
- Revenue is relied upon to show a yearly development rate (CAGR 2021-2025) of 10.07%, bringing about a projected market volume of US\$1,071m by 2025.
- The market's biggest portion is ePapers with a projected market volume of US\$298m in 2021.
- User infiltration will be 8.0% in 2021 and is required to hit 9.5% by 2025.
- The normal income per client (ARPU) is relied upon to add up to US\$6.52.

ePublishing is characterized as paid publication/composed substance disseminated over the web, including eBooks (fiction, verifiable and scholarly eBooks), advanced releases (imitations) of purchaser and exchange/business magazines (eMagazines), and day by day or week by week papers (ePapers). Open access content, paid substance of paper or magazine sites and print or packaged memberships where computerized versions come as a free extra and are excluded.

15. NUMBER OF SELF-PUBLISHED BOOKS IN US FROM YEAR 2008 TO 2018

BELOW IS THE TABLE SHOWING NUMBER OF SELF PUBLISHED BOOKS IN US FROM 2008 TO 2018. THIS TABLE WILL HELP US TO KNOW THE DEMAND OF EBOOK AND ALSO HELP COUNTRY LIKE INDIA TO FIND A NEW SCOPE IN DIGITAL PUBLISHING INDUSTRY. U.S WHICH HAS POPULATION FAR LESS THEN INDIA ARE GROWING IN DIGITAL WORLD SO WE CAN MAKE AN ASSUMPTION THAT WHAT CAN BE THE GROWTH OF DIGITAL PUBLISHING AND SELF PUBLISHING PLATFORMS IN INDIA.

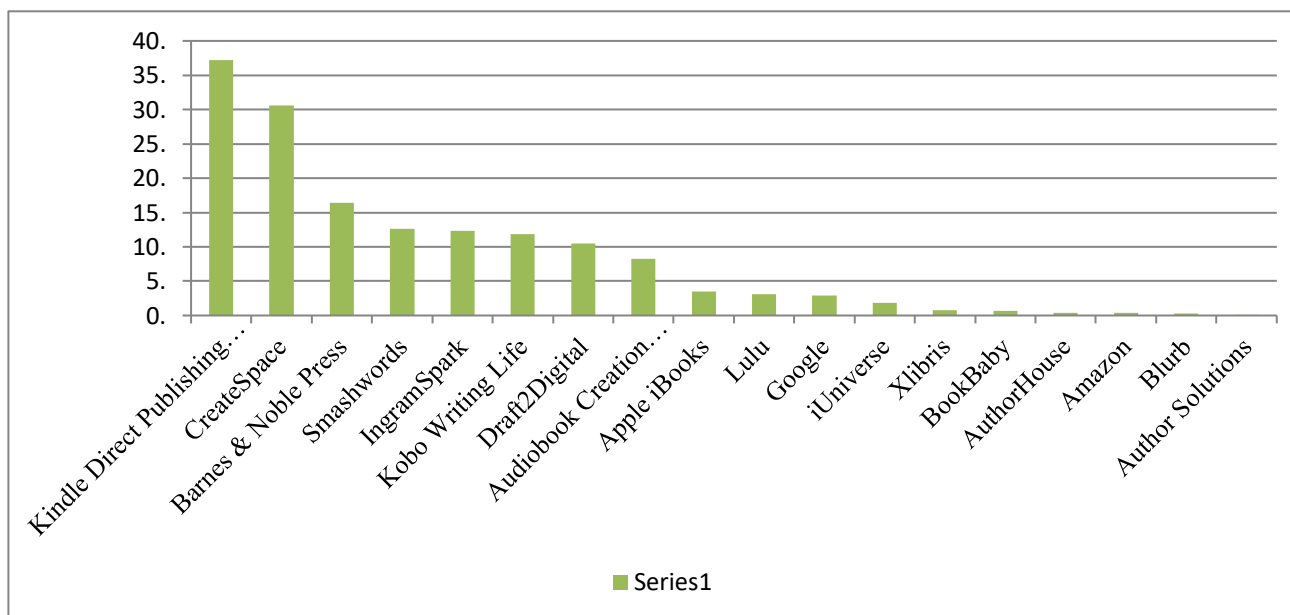
Number of self-published books in the	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
E-books	8,336	14,635	38,763	88,238	1,58,493	1,56,278	1,73,156	1,54,236	1,48,769	1,31,524	1,30,440
Print books	77,132	96,724	1,14,215	1,58,972	2,35,639	3,05,160	4,29,240	5,77,213	6,57,062	10,60,821	15,47,341
Total	85,468	1,11,359	1,52,978	2,47,210	3,94,132	4,61,438	6,02,396	7,31,449	8,05,831	11,92,345	16,77,781



Self-publishing platforms used by authors in the U.S. 2018

Most popular self-publishing platforms among authors in the United States in 2018

	US	
Kindle Direct Publishing (KDP)	37.2	
CreateSpace	30.6	
Barnes & Noble Press	16.4	
Smashwords	12.6	
IngramSpark	12.3	
Kobo Writing Life	11.8	
Draft2Digital	10.5	
Audiobook Creation Exchange (ACX)	8.3	
Apple iBooks	3.5	
Lulu	3.1	
Google	2.9	
iUniverse	1.8	
Xlibris	0.8	
BookBaby	0.7	
AuthorHouse	0.4	
Amazon	0.4	
Blurb	0.3	
Author Solutions	0.1	



16. GROWTH OF AMAZON KINDLE

The deals of Amazon's Kindle tablets rose 80% to Rs 113.28 crore in the year to March in India, as per reports documented by the US based online retail monster's fundamental nearby unit Amazon Seller Services.

In October, Amazon declared the securing of distributing house Westland, an auxiliary of the Tata gathering's retail arm for rupees 40 crore.

Number of Jobs, 2019 (creators) India 1,31,200. The quantity of books independently published in the U.S. saw more quick development in 2018, hopping 40% more than 2017 books distributed in India in year 2017 62.93333333 million.

Print Publishing	Print + Ebook Publishing	Free Self-Publishing	Print+ Ebook Publishing and Print-on-Demand Publishing
Writers Workshop India	Blue Hill Publications	Lapsus Creations	Cinnamon Teal
Goya Publishing	Become Shakespeare	Author's Ink	Pothi
Orange Publishers	BUUKS	Quignog	Manojvm Publishing House
Publishing Xpress	Inkart Publishing	Starlet Publishing	White Falcon Publishing
Wordsbrew	Evince Publishing	Happy Self Publishing	Online Gatha
Author's Tree Publishing	Notion Press	Writer's Pocket Publishing	Only Digital Publishing
	Partridge Publishing	Author's Channel	Bibliofili
	Power Publishers	BFC Publications	Juggernaut Publishing
	Blue rose Publishers	The Write Place	Storymirror
	Damick Publications	Ukiyoto Publishing	Readomania
	Pencil Publishing	Zorba Books	Readict Novel
			Wattpad

17. CONCLUSION

At last I want to conclude by saying that, India has a huge scope of improvement when it comes to reading book in online mode. And also the self-publishing platform is new in India. So there is a lot of scope of improvement. This pandemic has really helped to grow online readers. But now we want more writers to go online and publish their book on online platforms. This will help to encourage a lot of people who are not able to publish their book due to several factors. Amazon kindle is one such platform which has grown tremendously over the years.

This project helped me to get insights whether online platform for book publishing can be next source of generating employment.

Source: <https://www.statista.com/outlook/dmo/digital-media/epublishing/india>

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1 of 1

2 Attachments



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 approved for viva but final marks will be given only when you submit the properly formatted report as per the guidelines.
 Archana Singh

Dr. Archana Singh