



राष्ट्रीय पुस्तक त्वास, भारत  
भारत संसाधन विकास मंत्रालय, भारत सरकार  
NATIONAL BOOK TRUST, INDIA  
Ministry of Human Resource Development, Govt. of India

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## **Request for Proposal (RFP) for setting up AR / VR / AI Zone at NDWBF 2025 (1 – 9 February)**

National Book Trust, India (under Ministry of Education, Government of India) has been working towards promotion of books and developing the habits of reading in the country since the last 68 years. NBT-India organizes book fairs, seminars, conferences, activities for children, workshops etc. and also participates in International Book Fairs. NBT-India is the organizer of New Delhi World Book Fair, one of the largest B2C events in the world, organized annually at Bharat Mandapam, New Delhi.

The NDWBF, spread over an area of about 45,000 sq.mtr., with over 1000 exhibitors from across India and abroad, includes participants from more than 30 countries. The Fair has had a record footfall of about 18-20 lakhs visitors annually, and is visited by booklovers, students, teachers, parents, etc. The Next edition of NDWBF is scheduled to be organized from **1 to 9 February 2025** in Halls 2 to 6, at Bharat Mandapam, New Delhi.

NBT-India invites RFP from professional and reputed agencies/firms who are actively engaged in the field of providing AR / VR / AI experiences in events/fairs. Interested Agencies/Firms/Vendors are requested to please [CLICK HERE](#) to submit an online application form latest by 23 October 2024.



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### **1. Scope of Work for setting up AR/VR/AI Zone:**

- Setting up one AR/VR/AI Zone in Hall 6 at Bharat Mandapam, for the duration of the book fair, i.e. from 1 to 9 February 2025.
- The Barespace would be about 60 – 80 sq.mtr. approx..
- Setup unique and engaging AR/VR/AI experiences that align with the theme and goals of the New Delhi World Book Fair 2025.
- Create interactive elements that enhance the visitor's connection with the books, authors and reading.
- Ensure seamless integration of AR/VR/AI technology within the book fair infrastructure.
- Develop high-quality AR/VR/AI content, including animations, interactive interfaces, experiences zone etc.
- Design user-friendly and intuitive AR/VR/AI experiences that cater to a diverse audience.
- Ensure a smooth and enjoyable visitor experience.

### **2. Submission Date:**

- The last date of submission of Application Form is 23<sup>rd</sup> October 2024.
- The selected agencies/firms/vendors, who fulfill the eligibility criteria will be informed about the presentation and time through e-mail and/or phone.

### **3. Decision of the Director, NBT will be final and binding.**