



NATIONAL BOOK TRUST, INDIA
(Ministry of Human Resource Development)
Nehru Bhavan, 5 Institutional Area, Ph-II, New Delhi-110070
Website: www.nbtindia.gov.in

Expression of Interest (EOI) for development of e-books and e-store

NBT India is an apex body established by the Government of India in the year 1957 to develop reading habits and creation of book culture in the country. As a part its outreach programme targeting young readers, the NBT India has decided to develop e-books and make it available to the public.

EOI is invited from professional software development agencies/ firms who are actively engaged in the field and experience of providing similar services to the reputed publishers in India and abroad for the creation, development of ebooks in English, Hindi and other Indian languages and maintenance of e-store.

The detailed terms and conditions for the EOI is available at NBT website www.nbtindia.gov.in. Interested parties fulfilling the eligibility conditions may send their EOI with complete information and documents in a sealed cover to Shri Pradip Chhabra, Deputy Director, NBT India HQrs office, New Delhi latest by 12th September 2012 upto 5.00 p.m.



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2. Scope of work:

- 2.1. Creation of e-books: Preflight checking of hard copy books, Scanning, converting it into latest ePub version i.e. ePub 3.0 version with all its features enabled (includes TOC link, preview of chapters, highlighting facility, annotation etc.), validating the ePub and making it compatible with all latest devices like iPad, kindle, iPhones, Android devices as validated by International Digital Publishing Forum (IDPF).
- 2.2. Creation and conversion of hard copy books into interactive e-pubs with all multimedia features including Flip mode.
- 2.3. Development and Maintenance of e-Store: The e-Store should essentially include the features like content gateway, store front, payment process including payment gateway integration, catalogue management with e-ISBN, user management, client management, shopping cart, analytics & reports, social elements (includes sharing annotations, snippets of book content, rating & reviews etc) Ad-engine, Sync server etc. with Digital Rights Management (DRM) enabled.
- 2.4. Facility for distribution of e-books: The developed e-books should have the facility of supply to other distributors of the Trust through API solutions with Digital Rights Management (DRM) features.

3. Eligibility criteria:

- 3.1. The Firm should be in existence for minimum of three years and actively engaged in creation of e-books/e-pubs for catering the clients in India and abroad.
- 3.2. The Firm should be catering at least two-reputed publishing house in India and should have digitalized books, magazine etc. including children books.

- 3.3. The Firm should have an annual turnover of two crore rupees.
- 3.4. The Firm should be capable to provide end-to-end solution i.e. scanning, eBook/ePub conversion, DRM, e-store, e-commerce and delivery of books digitally to the Trust.
- 3.5. The Firm should be capable of developing Apps for iOS, Android, and other Tablet devices especially for Children book with Read-to-Me with multi media features.
- 3.6. The Firm should be capable of providing ePub formats compatible with kindle, iPad, iPhone, Android and other hand held latest electronic devices.
- 3.7. The Firm should have multi-media expertise for converting children books.
- 3.8. The Firm should be complying with all labour laws in force like PF and insurance benefits.
- 3.9. The Firm should be Quality certified by any external agency for its systems and procedures i.e. ISO certification, six sigma etc.
- 3.10. The Firm should capable of undertaking the entire work in house and transfer the entire or part of the work to any other firm or person is not permitted.
- 3.11. The work will be awarded in phases as per the requirement of the Trust and the contract would be initially for a period of two years, which can be extended for a similar term on mutual basis.
- 3.12. The Agency/Firm is required to submit a detailed proposal about the proposed e-store architecture and content gateway for the Trust.

4. Leading agencies/firms meeting the above eligibility criteria and capable of undertaking the job of e-books may send their proposal to the Sh. Pradip Chhabra, Deputy Director , NBT HQrs, New Delhi with the following information:

- (a) Complete profile with infrastructure to carry out the job and clientele list.
- (b) Documentary proof of conditions wherever applicable (as mentioned at para 3 above)
- (c) Copy of certificate of incorporation and registration with certified copies of audited financial statement/balance sheet for the last three years.

5. The last date of submission of EOI is 12th Sep 2012 upto 5.00 p.m. The agencies fulfilling the above eligibility criteria would be required to give brief presentation in NBT office, New Delhi on 19th Sept 2012 morning. The selected agencies who fulfill the eligibility criteria will be informed individually by email about the presentation and time. Based on the presentation, detailed Request for Proposal (RFP) will be issued to the selected agencies/firms.