



राष्ट्रीय पुस्तक न्यास, भारत
शिक्षा मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Education, Govt. of India
5 इंस्टीट्यूशनल एरिया, फेज-2, वसंत कुंज
नई दिल्ली-110070

Advt. No. 127 /2026/Estt.

02.09.2026

WALK-IN INTERVIEW

Walk-In interview will be held in the National Book Trust, India's Book Promotion Center 1st Floor, Shop No. 06, VV-01, Concourse Floor, University Metro Station, Lucknow on 04th September, 2026 between 02:00 p.m. to 05:00 p.m. for the engagement of Youths for 12 days from 09th to 20th September, 2026 for making reels related to Gomti Book Festival-2026 including cultural, Literary and children's activities for uploading on Social Media during the Book Fair with their personal social media handle.

The opportunity is for young boys/girls who are Creative/ Energetic / Quick / Trend-Aware / Good Storytellers / Smartphone Videographers / Reel Creators.

Students pursuing Mass Communication, Journalism, Media, Film, Advertising, Design, Digital Media or related fields will be preferred. Candidates are to bring their resume/profile at the time of interview.

All selected candidates will be paid a stipend of Rs. 500/- per day. Working lunch and a participation certificate will also be provided. Details pertaining to eligibility criteria/scope of work/ Deliverables/ Content Expectations are attached.

Student Content Creators & Influencers – Gomti Book Festival 2026

Location: BOOK PROMOTION CENTRE, LUCKNOW

Organised by: National Book Trust, India (NBT-India)

National Book Trust, India is looking to collaborate with **Lucknow-based student content creators and social media influencers** for the digital promotion and on-ground coverage of the **Gomti Book Festival 2026**.

Eligibility / Requirements

- Must be **based in Lucknow**.
- Minimum **1,000 followers on Instagram**.
- Should have an active Instagram profile with regular content.
- Good at **shooting videos using a smartphone**.
- Should be able to **edit Reels/videos on mobile**.
- Good understanding of Instagram Reels, trends, hooks, transitions and storytelling.
- Creative, energetic and comfortable with **on-camera/on-ground content creation**.
- Preference will be given to creators with good-quality previous Reel/video work.

Scope of Work

1. Pre-Event Promotion

Before the festival, selected creators will be required to create promotional content to build awareness and excitement around the event.

Deliverables:

- **4-5 Reels per day** during the pre-event campaign period.
- Festival announcement and countdown Reels.
- Content highlighting:
 - Gomti Book Festival
 - Venue & dates
 - Book stalls and reading
 - Authors and literary sessions
 - Children's activities
 - Cultural programmes
 - Special attractions
 - Festival theme/message
- Trend-based and creative promotional content suitable for Instagram.
- Stories/posts as required for amplification.

2. During the Festival

Selected creators will be present at the festival venue for **daily on-ground content creation and coverage**.

Deliverables:

- **At least 10 Reels per day** during the festival.
- Daily event highlights and quick recap Reels.
- Coverage of:
 - Opening/inauguration
 - Literary sessions
 - Author interactions

- Children's activities
- Workshops
- Cultural programmes
- Book stalls & visitors
- Special moments and audience reactions
- Behind-the-scenes content
- Festival atmosphere and crowd engagement
- Short interviews/interactions with authors, speakers, visitors and participants, wherever required.
- Instagram Stories for real-time updates.
- Quick-turnaround editing and posting of content.

Content Expectations

Creators should be able to:

Shoot → Edit → Deliver → Post

with a quick turnaround, particularly during the festival.

Content should be:

- Engaging and Instagram-friendly
- Visually appealing
- Trend-aware but appropriate for a literary/cultural festival
- Informative as well as entertaining
- Shot in good lighting and stable framing
- Edited with suitable music, text, transitions and captions

Preferred Creator Profile

We are looking for students who are:

Creative | Energetic | Quick | Trend-Aware | Good Storytellers | Smartphone Videographers | Reel Creators

Students pursuing **Mass Communication, Journalism, Media, Film, Advertising, Design, Digital Media or related fields** may be preferred.

Interested?

Bring your resume/Profile in walk in-Interview at **BOOK PROMOTION CENTRE, LUCKNOW** 1st Floor, Shop No. 06, VV-01, Concourse Floor, University Metro Station, Lucknow, Uttar Pradesh - 226 007

Visit with Following details :

1. Name
2. College/University
3. Instagram profile/link
4. Follower count
5. Contact number
6. City/Area in Lucknow
7. 3-5 samples of your best Reels/videos
8. Brief description of your content creation experience

Note: Selection will be based on the creator's profile, quality of previous work, creativity and ability to deliver the required content consistently.