

**GOVERNMENT OF TELANGANA
OFFICE OF THE PROJECT OFFICER
INTEGRATED TRIBAL DEVELOPMENT AGENCY (ITDA), ETURNAGARAM**

Rc. No. 5132 /ITDA-ETG/Sports-Pilot/2026

Date: 09/09/2026

EXPRESSION OF INTEREST (EOI)

For Identification of Agencies to Provide a One-Time Licensed, On-Premise AI-Enabled Athlete Technique / Posture Analysis Software Solution (Non-Subscription) on a Pilot Basis at Model Sports School, Kothaguda.

1. Background

The Integrated Tribal Development Agency (ITDA), Eturnagaram functions under the Tribal Welfare Department, Government of Telangana, as the nodal agency for planning, coordinating, and implementing development and welfare programmes for the Scheduled Tribe (ST) population within its jurisdiction. ITDAs derive their mandate from the Fifth Schedule to the Constitution of India, which provides for special administrative arrangements and the Governor's oversight responsibility in respect of Scheduled Areas, and from the Tribal Sub-Plan (TSP) strategy — now implemented as the Scheduled Tribes Component (STC) — which requires targeted, need-based investment in education, health, livelihoods, land rights, and infrastructure for tribal communities. In line with this mandate, ITDA Eturnagaram undertakes area-specific interventions aimed at bridging the developmental gap between tribal and mainstream populations, including in the domain of sports and youth development.

Model Sports School, Kothaguda, situated within the ITDA Eturnagaram jurisdiction, is a residential sports school catering exclusively to tribal students from Classes 5 to 10, with a total enrolment of 240 students as on date. The students admitted to the school predominantly come from socio-economically disadvantaged tribal households, many of them first-generation school-goers from remote and forest-fringe habitations, for whom the school provides residential education combined with structured sports training and exposure otherwise not available in their home environment. The school specializes in training students in Athletics (track and field), Basketball, and Handball, and regularly sends students to district, state, and national-level tournaments.

This Expression of Interest (EOI) is a market-survey exercise to identify capable, credible agencies/vendors offering AI-enabled technique/posture analysis solutions, prior to floating a formal bid on the Government e-Marketplace (GeM) portal. This EOI does not constitute a tender and does not bind ITDA Eturnagaram to award any contract to respondents.

2. Objective of the Pilot

Building on this background, ITDA Eturnagaram intends to implement a pilot initiative at Model Sports School, Kothaguda to support coaching of Under-15 (U-15) tribal athletes through technology-assisted technique and posture feedback.

- Provide coaches at Sports School, Kothaguda with a tool to identify technique/postural errors of U-15 athletes through video-based analysis.
- Improve coaching quality and athlete performance ahead of state and national tournaments.
- Build internal capacity through structured coach training on the tool provided.

3. Indicative Scope of Work

Respondents should note that the pilot is intentionally limited in scope. Proposals for an unrestricted, multi-discipline, custom-built platform are not sought at this stage.

1. Technique/posture analysis limited to a maximum of two (2) disciplines in the first phase, to be finalized from among: Athletics – Track (sprints/distance), Athletics – Throws, Athletics – Jumps, Basketball, Handball.

2. Solution should preferably be an existing, proven product/service (video comparison, pose-estimation-based overlay, or equivalent), adapted for the selected discipline(s) — not a ground-up custom build.
3. Solution must work reliably in a school environment with standard camera/mobile-device input; should function with the connectivity and power conditions available at Sports School, Kothaguda (stable power and internet are available at the location).
4. Structured training for Sports School coaches on use and interpretation of the tool's output. Instructions to be available in both English and Telugu languages.
5. Clear reporting output usable directly by coaches (not requiring a data scientist to interpret).
6. Solution must be deployable on-premise (locally installed at the school/ITDA office) under a one-time perpetual license. It must NOT require an ongoing subscription, or any periodic license renewal, to remain functional after delivery.
7. Solution must support local storage and retrieval of athlete profiles and technique data across multiple batches/years, enabling longitudinal tracking of the same athlete and reuse for new batches, without any additional per-batch or per-athlete fee.
8. An optional, clearly-separated Annual Maintenance Contract (AMC) for bug fixes/security patches/minor updates may be proposed, but must be optional and must not be a condition for the core software to keep functioning.

4. Eligibility Criteria for Respondents

- Registered legal entity in India (company/LLP/partnership/proprietorship) with relevant experience in sports technology, video analytics, or pose-estimation/computer-vision-based coaching tools.
- Minimum of one (1) prior deployment (in India or elsewhere) of a comparable technique-analysis solution, with a reference or demonstrable case study.
- Willingness to demonstrate a working proof-of-concept (not a mock-up) on request.
- Willingness to comply with applicable data protection requirements for minors' data, including the Digital Personal Data Protection Act, 2023, and to execute a data-handling agreement covering storage, retention, and deletion of athlete video/data.
- Willingness to undergo standard background verification for personnel who will have physical access to minor athletes during data capture/training sessions.

5. Information Sought from Respondents

1. Company profile and relevant experience.
2. Brief technical description of the proposed solution and how it applies to the selected discipline(s).
3. List of prior deployments/clients, with contact references where possible.
4. Indicative cost structure, broken down explicitly into: (a) one-time license/development cost, (b) any required hardware, (c) optional AMC cost, and (d) confirmation that NO component of the solution requires a recurring/subscription payment to remain functional — for planning purposes only; not a binding financial bid.
5. Confirmation of ability to comply with the data-protection and child-safety requirements in Section 4 of the Digital Personal Data Protection Act, 2023.
6. Confirmation of the underlying technology/framework used (e.g., open-source pose-estimation base or proprietary), and clarification on whether any third-party component within the solution itself carries a recurring licensing cost.

6. Submission Details

This EOI is being circulated directly by ITDA Eturnagaram — through direct communication to known vendors, publication on the Department/ITDA website or notice board, and outreach to relevant industry associations — and is NOT hosted or floated through the GeM portal/ Telangana State eProcurement Portal. It is a preliminary market-survey exercise; no submission through GeM/ Telangana State eProcurement Portal is required or sought at this stage.

Interested agencies may submit the above information in soft copy to the email address below, within 15 days from the date of issue of this EOI. Submissions received will be used solely to assess vendor availability and capability, and to inform the specifications of a subsequent formal bid to be floated on the GeM portal/ Telangana State eProcurement Portal.

Email: poitda.etn@gmail.com

Contact Office: Office of the Project Officer, ITDA Eturnagaram, Mulugu District

Last Date for Submission: 15 days from the date of issue.

7. Important Notes

- This is an Expression of Interest for market survey and vendor identification purposes only, circulated directly by this office. It is not a tender, is not hosted on the GeM portal/ Telangana State eProcurement Portal, and creates no obligation on ITDA Eturnagaram to procure from any respondent.
- A formal bid, incorporating a finalized scope of work based on responses received, will subsequently be floated through the GeM portal/ Telangana State eProcurement Portal in accordance with applicable procurement rules.
- ITDA Eturnagaram reserves the right to modify, withdraw, or cancel this EOI at any stage without assigning reasons.



Project Officer
ITDA, Eturnagaram