

REQUEST FOR PROPOSAL

Design, Development and Support of a Website for Anantapur Sports Academy (ASA)

Issued by Rural Development Trust (RDT), Anantapur, Andhra Pradesh on 12 October 2026

RDT invites proposals from experienced agencies to design, develop, launch and support a new bilingual website for Anantapur Sports Academy. The selected agency will be expected to provide a user-friendly, mobile-first and secure website that strengthens ASA's engagement with athletes, families, partners, sponsors, donors, sports bodies, media and alumni.

1. About RDT and ASA

Established in 1969, Rural Development Trust (RDT) works across 3,900+ villages in Andhra Pradesh and Telangana through integrated programmes in education, healthcare, housing, infrastructure, environment and sport, with a focus on children, women and persons with disabilities.

Anantapur Sports Academy (ASA), established in 2000, is RDT's sport-for-development initiative, creating opportunities for children and young people from rural and marginalised communities through access to sport, quality coaching, education and pathways to higher opportunities.

2. Project Objectives

- Explain ASA's mission, programmes and impact clearly to audiences who may be unfamiliar with the Academy.
- Provide athletes and families with accessible information on sports, trials, camps, eligibility and contact information.
- Build credibility with partners, sponsors and donors through stories, results and impact evidence.
- Direct supporters to RDT's donation page (rdtfvf.org), with appropriate tracking.
- Provide an easy-to-manage content platform for ASA staff, with English and Telugu available at launch.

3. Key Audiences

Primary audiences include:

- Aspiring athletes and families, particularly mobile and Telugu-first users.
- Corporate and institutional partners and sponsors.
- Individual donors and supporters.
- Sports bodies, media and ASA alumni.

4. Key Dates

Milestone	Date
RFP issued	12 October 2026
Vendor questions	20 October 2026, 17:00 IST
Answers shared	23 October 2026
Proposal deadline	31 October 2026, 17:00 IST
Shortlisted presentations	9–13 November 2026
Selection and notification	By 27 November 2026
Target project start	December 2026
Target launch	Within 12 weeks of project start

RDT reserves the right to amend the above dates.

5. Scope of Work

5.1 Discovery and Information Architecture

- Kick-off with RDT and ASA communications teams.
- Review and refine the indicative sitemap in Annex A during discovery.
- Review existing ASA content and recommend what should be migrated, rewritten or retired.
- Define the information architecture and reusable page/template structure.

5.2 UX/UI Design

- Custom UI/UX aligned with RDT/ASA brand guidelines, to be shared with the shortlisted vendor.
- Mobile-first, responsive design for phone, tablet and desktop.
- Design of the homepage and key page templates for review and approval.
- A concise visual style guide covering typography, colour, components and image treatment.

5.3 Website Development and CMS

- A robust, maintainable CMS that enables non-technical ASA staff to manage pages, text, images, events, profiles, galleries and blogs.
- Vendors may recommend the CMS and implementation approach. WordPress is preferred, provided performance, accessibility and security requirements can be met.
- Appropriate user roles and permissions for administrators, editors and contributors.
- A maintainable technology stack with clear disclosure of third-party plugins, themes, licences and recurring costs.

5.4 Core Website Features

News/blog with categories, tags, authors, featured images and social sharing.

- Event calendar for tournaments, trials and camps, including list/calendar views and add-to-calendar functionality.
- Photo and video galleries, with video hosted on an appropriate external platform.
- Sponsor and partner showcase with editable logos and links.
- Newsletter signup and contact/enquiry forms with appropriate spam protection and routing.
- Support/Donate calls to action linking to rdtfvf.org with appropriate tracking.
- Social media links and sharing functionality.
- Basic site search.
- Optional 360-degree campus experience, priced separately.

5.5 Multilingual Website

- English and Telugu at launch.
- Clear language switching and appropriate URL structure.
- Correct Telugu typography and rendering across supported devices.

5.6 Content Migration and Launch Content

- ASA will provide final copy, photographs and video.
- The vendor will load agreed launch content into the CMS and migrate agreed existing content.
- Appropriate redirects should be implemented for relevant legacy URLs.
- Any copy editing, photography, video production or translation support should be priced separately.

5.7 Optional Services

- 360-degree photo-based virtual tour and/or guided video walkthrough.
- Extended maintenance and support beyond the initial warranty period.
- Additional languages.
- AI-assisted features such as alt text, FAQ/search, or draft Telugu translation, subject to human review and appropriate child-data safeguards.
- Photography and video production.

5.8 Out of Scope

- Online donation/payment processing. Donations will continue through rdtfvf.org.
- Changes to rdtfvf.org, except for links and tracking required for the ASA website.
- Ongoing content creation after launch unless separately commissioned.

6. Technical and Quality Requirements

The selected solution should be designed for reliable use on mobile devices and lower-bandwidth/rural connections. Vendors should propose how they will achieve the following outcomes:

- Fast, responsive and mobile-first user experience.
- Good performance against recognised web performance standards and practical optimisation for low-bandwidth users.
- Accessibility-conscious design and implementation.
- Search-engine-friendly structure, editable metadata, clean URLs, XML sitemap and appropriate structured data.
- GA4 and Google Search Console implemented using accounts owned by RDT, with appropriate conversion/event tracking.
- Secure implementation using HTTPS, strong access controls, backups, software updates and appropriate vulnerability protection.
- Staging environment for testing before production changes.
- Hosting, domain, CDN, analytics and other core accounts owned by RDT or transferred to RDT at handover.
- Compatibility with current mainstream browsers and mobile devices, including lower-cost Android devices.
- Compliance with applicable data protection and child safeguarding requirements. ASA works with children and youth, so vendors must explain how their solution will protect personal data and support safeguarding.

Vendors should describe their proposed technical approach, hosting recommendation, expected recurring costs and any material assumptions. RDT is open to well-justified alternatives that improve usability, performance, security, accessibility or long-term cost.

7. Deliverables, Testing and Launch

- Approved information architecture and sitemap.
- Approved UX/UI designs and reusable page templates.
- Configured CMS and completed website.
- Agreed launch content loaded and migrated.
- Testing across agreed browsers and devices, including mobile performance and accessibility checks.
- User acceptance testing with ASA/RDT and resolution of critical launch issues.
- Launch plan covering domain/DNS, redirects, analytics and rollback arrangements.
- Post-launch monitoring for an initial period agreed with the selected vendor.

8. Training and Handover

- Training for ASA/RDT administrators and editors.
- A concise editor guide covering routine content updates.
- Technical handover covering hosting, CMS, plugins, backups, accounts and maintenance.
- Transfer of relevant administrator credentials, source code, design files and licences to RDT, subject to applicable third-party licence terms.

9. Warranty and Support

- Minimum 90-day warranty after acceptance covering defects in delivered work at no additional cost.
- Vendors should quote separately for annual maintenance and support and clearly state what is included.
- Vendors should describe their support model, response times, maintenance activities, backup/monitoring approach and rates for additional work.

Detailed service levels and support obligations will be agreed with the selected vendor as part of the final contract/SOW.

10. Timeline

The target launch is within 12 weeks of project kick-off. Vendors should propose a realistic delivery plan covering:

- Discovery and sitemap approval.
- Design and design approval.
- Development, integrations and content loading.
- Testing and user acceptance.
- Launch and handover.

Final ASA content is a key project dependency. Vendors should identify dependencies, risks and mitigation measures in their proposal.

11. What Vendors Should Include in Their Proposal

- Company profile: legal name, registration/GST details, years in operation, team size and office location.
- Understanding of ASA's objectives and audiences and proposed approach.
- Proposed solution, CMS/technology and hosting approach.
- Indicative sitemap/template approach, with comments on Annexes A and B.
- Named project team, including project manager, and disclosure of subcontractors.
- Relevant experience: at least three relevant live websites, including at least two for NGOs, nonprofits or sport-for-development organisations.
- Two client references that RDT may contact.
- Project plan, milestones, dependencies and risks.
- Pricing in the format below, including recurring costs and optional services.

- Assumptions, exclusions, warranty and support proposal.
- Proposal validity of at least 90 days from the submission deadline.

12. Pricing Format

Item	Type	Price (INR, GST separate)
Discovery and information architecture	One-time	
UX/UI design	One-time	
Development and integrations	One-time	
Multilingual setup	One-time	
Content loading and migration	One-time	
Testing and optimisation	One-time	
Training and handover	One-time	
Project management	One-time	
Total one-time cost		
Hosting and CDN	Annual recurring	
Plugin/licence renewals	Annual recurring	
Maintenance and support	Annual recurring	
Three-year total cost of ownership		
360-degree photo-based tour	Optional	
360-degree video walkthrough	Optional	
AI-assisted features	Optional	
Telugu translation	Optional	
Photography/video production	Optional	
Additional template/page	Unit rate	

13. Evaluation

Proposals will be assessed on overall suitability, quality, value and ability to deliver the required outcomes. RDT may shortlist vendors for presentations and clarification before final selection.

Criterion	Weight
Technical approach and quality of solution, including performance, accessibility and data protection	35%
Relevant portfolio and NGO/sport-for-development experience	20%
Cost, including three-year total cost of ownership	20%
Timeline realism and delivery method	15%
Post-launch support and maintenance	10%

14. Commercial and Contractual Principles

- The selected vendor will enter into a formal agreement with RDT covering the final scope, deliverables, payment schedule, intellectual property, confidentiality, data protection, warranty, support and other applicable terms.
- Pricing should be fixed for the defined scope, in INR, with GST shown separately.
- RDT will retain ownership of project deliverables upon final payment, subject to applicable third-party licences.
- Core project accounts such as domain, hosting and analytics should be held in RDT's name.
- The selected vendor must comply with RDT confidentiality, data protection and child safeguarding requirements.
- Any subcontracting must be disclosed and approved by RDT.
- Detailed termination, liability, service-level and governing-law provisions will be addressed in the final contract.

15. Submission

Vendor questions: asa_communications@rdt.co.in by the deadline in Section 4. Questions and responses will be shared with all vendors without identifying the vendor who asked.

- Proposal submission: rdtprocurement@rdt.co.in. (With no one else copied)
- Submit one PDF, maximum 15 MB, with links to portfolio work where appropriate.
- Email subject: "ASA Website RFP: [Vendor name]".
- Late proposals will not be considered.
- RDT will acknowledge receipt within two working days.

16. General Conditions

- RDT may accept or reject any proposal or cancel/amend the RFP at its discretion.
- Vendors bear the cost of preparing and presenting proposals.
- Vendors must declare any actual or potential conflict of interest involving RDT or ASA staff, trustees or representatives.
- Information provided by vendors must be accurate. Misrepresentation may result in disqualification.
- Information shared as part of this RFP should be treated as confidential and used only for preparing the proposal.

Annex A: Indicative Sitemap

The sitemap is indicative and may be refined during discovery. Approximately 35 pages are envisaged in English, mirrored in Telugu. Individual athlete profiles, stories, events and gallery albums are CMS entries built from templates and are not counted as individual pages.

Section	Indicative pages	Count
Home	Homepage	1
About	About ASA; Our approach (sport for development); History and milestones; Team; RDT and ASA	5
Programmes	Programmes overview; one page per sport/programme (estimated 8; final list confirmed at kick-off)	9
Campus	Campus and facilities; 360-degree tour	2
Athletes	Athletes and alumni listing; Success stories listing	2
Impact	Our impact; Reports and publications	2
Events	Event calendar	1
Media	News and blog; Gallery; Media kit	3
Get involved	Partner with us; Support us; Visit or volunteer; Trials and admissions; FAQs	5
Contact	Contact and enquiries	1

Policies	Privacy notice (including cookies); Terms of use; Accessibility statement; Child safeguarding statement	4
Total		35

Annex B: Expected Reusable Templates

- Homepage
- Standard content page
- Programme or sport page
- Listing page with filters (athletes, stories, news)
- Athlete or alumni profile
- Story or blog post
- Event detail and calendar view
- Gallery album
- 360-degree tour page
- Form page (contact, enquiry, trials)
- Policy or long-text page
- Search results and 404 error page

END OF RFP



B. Pushpalatha

Director, Central Procurement Department
Rural Development Trust, Anantapur

**Signed on behalf of the Rural Development Trust*