

REQUEST FOR PROPOSAL (RFP)
For Impact Evaluation of AI-enabled Oral Reading Fluency solution in Rajasthan

Closing Date for Submission: November 18, 2025, at 23:59 PM

I. INTRODUCTION

Lords Education and Health Society (LEHS), registered under Societies Registration Act XXI of 1860 is a charitable organisation with its head office in New Delhi, India working in the health, agriculture and education domain for the poor. LEHS in furtherance of charitable objectives through its flagship unit i.e. Wadhwani AI aims to build equitable and sustainable systems to the underserved population and to bring the benefits of modern AI technology to underserved populations by building and deploying AI solutions for social impact across domains such as healthcare, agriculture, governance and education in India.

LEHS aims to promote the integration of technologies, particularly in emerging domains like artificial intelligence and innovations into the Indian mainstream primary healthcare, education, and agriculture systems through a partnership with the State and National Government, apex institutions, international agencies, and private sector partners e.g. innovators, social enterprises and other ecosystem contributors in line with its stated objectives for the betterment of society particularly focusing on projects of national and social significance. In line with its mission to support projects of national and social significance, LEHS also undertakes rigorous monitoring, evaluation, and learning (MEL) activities to assess the impact, usability, and scalability of different programmatic interventions.

II. BACKGROUND

Aligned with the Ministry of Education's visionary NIPUN Bharat mission on Foundation Literacy and Numeracy (FLN) and the National Education Policy 2020, which emphasize improving Oral Reading Fluency (ORF), recognizes that 'Learning to Read' enables 'Reading to learn'. Addressing the pressing challenge that about 60% of Grade 5 students cannot read Grade 2 level text remains a shared priority. While current reading fluency assessments offer value, they are often time-consuming, lack auditability and suffer from inconsistent administration. This presents opportunities for enhancement through standardization and automated systems that can provide more comprehensive reading proficiency insights.

Our collaborative partnership between Wadhwani AI and Directorate of Secondary Education (DSE), Rajasthan Government has successfully deployed an AI-powered ORF application in government schools across the state since May 2025. This innovative tool assesses students by analyzing their audio, generating fluency metrics, and categorizing them into four cohorts ranging from non-decoders to fluent readers. Based on the ORF results, the DSE has launched a targeted remediation program. The program is implemented from September- December, 2025. This program focuses on providing remediation sessions to students in cohorts one through three with guiding level-specific activities and focused practice.

Building on the successful deployment of the AI-powered ORF tool, there is a critical need to conduct an impact evaluation to systematically assess its effectiveness. While the tool offers an innovative, scalable approach to addressing foundational literacy challenges, its adoption at scale must be guided by credible evidence. A structured evaluation will help establish the tool's usefulness in measuring reading proficiency

across diverse demographic groups. Furthermore, it will assess its influence on student learning outcomes when used for targeted remediation. Moreover, evidence from the impact evaluation will not only strengthen confidence among educators and policymakers but also inform refinements in both technology design and implementation strategy.

III. EVALUATION OBJECTIVES

This Request for Proposal (RFP) invites qualified agencies to submit proposals for an independent, rigorous impact evaluation to assess the effectiveness of the AI-enabled ORF tool in Rajasthan in improving the students reading fluency of Grades 3-8.

The core objectives of the study are:

- **Measure student progress in oral reading fluency**
Assess changes in *Correct Words Per Minute (CWPM)* and *accuracy*, and determine the proportion of students showing improvement across proficiency cohorts after the remediation program.
- **Analyze differential program effectiveness**
Generate insights on variations in outcomes across student subgroups such as grade, district type, and baseline cohort.
- **Capture implementation learnings and stakeholder perceptions**
Document teacher and school-level experiences with the ORF tool, identifying enablers and barriers to adoption to inform future scale-up and policy dialogue.

The agency shall ensure that all data remain confidential and are used solely for the purpose of this evaluation, in accordance with data protection and privacy laws.

IV. SCOPE OF WORK

The selected agency is expected to conduct a comprehensive, independent impact evaluation in government schools of Rajasthan. The primary objective is to assess students' progression in Oral Reading Fluency scores (CWPM, accuracy) and their movement across the four established proficiency cohorts from baseline (May-August 2025) to endline (January 2026), with the study concluding by March 2026.

Note: The ORF deployment was pan-state and simultaneous.

Coverage (Till October 2025)	
Number of districts where the ORF tool has been deployed	41
Number of schools where student assessments are conducted	63,786
Number of unique students assessed	3,543,788

Number of teachers who conducted students assessments	110,942
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The agency will be responsible for:

1. **Study Design and Sampling:** Designing the overall evaluation study, ensuring appropriate statistical representation through a robust sampling methodology, and finalizing the execution workflow and analytical plan in consultation with Wadhvani AI.
2. **Use of Secondary Data: Wadhvani AI will provide student-level outcomes data** (CWPM, accuracy, and cohort movement) for sampled schools. The agency will be responsible for analyzing this data to assess student progression and learning gains.
3. **Primary Data Collection:** Conduct a mixed method study in the sampled schools to explore implementation experiences, usability, and perceived impact of the AI tool. The study will also assess stakeholder awareness, acceptance, and satisfaction of the AI tool. The research design can be informed by frameworks such as the *Technology Acceptance Model (TAM)*, *UTAUT*, or *Brinkerhoff's Success Case Method*.

Furthermore, the agency must develop a detailed quality assurance protocol, train field teams, and execute the study under strict ethical considerations. Institutional Ethics Committee (IEC) clearance is required.

Following the data collection, the agency will conduct a comprehensive analysis, which will include, but not be limited to, :

- Pre-Post Comparisons of CWPM and accuracy estimated using mixed-effects regression model.
- Subgroup Analyses, stratified by grade, gender, district type (rural/urban), and baseline cohort.
- Estimation of the Effect Size
- Application of causal-inference sensitivity analysis around the ORF cohort assignment cut-offs to estimate the causal impact of being assigned to remediation.
- Creation of Cohort Transition matrices to estimate the proportion of students moving between cohorts from baseline to endline.

The contract period will be till March 15, 2026.

V. Required Deliverables

Deliverables include:

1. **Inception Report:** Approved final proposal, finalized data collection tools, and IRB approval letter.
2. **Cleaned Datasets and Analysis document:** Complete, final, and anonymous datasets, syntax/analysis log, along with the analysis table.
3. **Draft Evaluation Report:** Comprehensive report for internal review.
4. **Final Evaluation Report and Presentation:** The final report and a presentation summarizing key findings and actionable recommendations for Wadhvani AI and the State Education Department.

V. Proposal Submission Details

Your technical proposal should include:

1. **Technical Proposal** (*Proposals should reflect the applicant's understanding of this specific scope and context. Submissions that appear generic or not customized may not be scored favorably*):
 - **Understanding of Scope:** A brief description of the intervention's context, objectives, and key evaluation questions.
 - **Execution design and methodology:** Outline the study design, including sample size estimation, sampling strategy, areas of enquiry, and indicators of assessment. Describe the analysis plan with triangulation of mixed methods and data quality assurance mechanisms to ensure validity and reliability.
 - **Implementation Plan and Feasibility:** Comprehensive workplan and timeline, risk identification and mitigation, and ethical considerations
 - **Team Composition and Qualifications:** Details of key personnel with relevant expertise in undertaking impact evaluation. ***CVs of all experts who will be responsible for executing the study are mandatory.***
 - **Sample Reports:** Provide one or two sample reports of similar impact evaluations demonstrating relevant work.
2. **Financial Proposal**
 - a. Detailed cost breakdown
 - b. Applicable taxes and contingencies
 - c. Timeline-based payment schedule
3. **Organizational Profile**
 - a. Relevant project experience

Applicants must provide a detailed, itemized budget covering all activities. The budget must clearly justify that costs are directly attributable to this project and not part of the applicant's business-as-usual operations.

Payment Terms: Outline proposed payment milestones linked to deliverables.

CSR Clause: All fund utilization must comply with the provisions of the Companies Act, 2013, and CSR Rules.

VI. Proposal Submission Guidelines

Who Can Apply

Non Profit Organizations, Business firms/for Profit Organizations with:

- Proven prior experience in conducting large-scale impact evaluations in the education sector, preferably in government school systems.
- Strong expertise of quantitative and qualitative evaluation methodology
- Adequate human resources, technical expertise, and institutional capacity to carry out statewide study.
- Experience with government or donor-funded education projects
- Data security and privacy protocols in place.

Submission Details

- All responses to this RFP must be received no later than **November 18, 2025**.
- The technical and financial proposal should be submitted separately only through e-mail in PDF in the below-given e-mail id: rfp.lehs@wadhwaniai.org.
- The email's subject line must contain the reference number and title of the RFP: Technical Proposal for ORF Impact Evaluation (Rajasthan) and Financial Proposal for ORF Impact Evaluation (Rajasthan). Only those who submit complete technical with password protected financial proposals and all mandatory enclosures (Section VII) will be considered.

VII. Schedule for the Bidding Process

The Wadhvani AI team intends to complete the selection process in a time bound manner as per the timelines indicated below. All the potential agencies are required to extend necessary support in this regard.

S.no	Activity	Date
1	Release of the Request for Proposal (RFP)	November 10, 2025
2	Last date for submission of queries for clarifications by email	November 13, 2025
3	Pre-Proposal FAQs session	November 14, 2025
4	Last date of submission of complete proposal	November 18, 2025

VIII. Mandatory Enclosure <This section is mandatory for consideration of the proposal>

Please submit the following as enclosures or attachments with your quotation. The agency must provide all the information requested above. Quotations that do not provide the required information and certificates, or do not follow the submission requirements, may not be reviewed.

- Organization Profile, Testimonials, Work Completion Reports, Purchase Orders, and NGO References
NGOs need to provide valid CSR-1 issued in favor of the NGO by the MCA.
- Registration Certificate / Incorporation Certificate and Latest Renewal
- Memorandum of Association & Articles of Association (or Trust Deed / Bye-laws as applicable)
- List of Governing Body members/ Board Members of the organization.
- TAN Registration Copy
- PAN Registration Copy.
- CSR-1 Registration Certificate
- 12A and 80G Registration Certificates and Revalidation Documents

- FCRA Registration Certificate (if applicable)
- GST registration certificate (if applicable)
- PF, ESI, and Professional Tax Registration Certificates (if applicable)
- Audit Report in Form 10B/BB for the last 3 years
- Consolidated Audited Financial Statements for the last 3 years
- Foreign Contribution (FC) Audited Financials for the last 3 years (if applicable)
- Income Tax Returns with full schedules for the last 3 years
- FCRA Returns (FC-4) for the last 3 years (if applicable)
- Latest TDS Return filed (Form 26Q and 24Q)
- GSTR filings for the last 3 returns (if applicable)
- Sample Audited Utilization Certificate (UC) submitted to any donor for CSR Funding. (If applicable)
- Cancelled Cheque (for bank verification)
- Any Third-Party Evaluation or Impact Assessment Reports (if available)

Note: Only Technically shortlisted Bidders will be eligible for the opening of the financial proposal. Financial proposals will be evaluated on criteria including total cost, cost breakdown, cost reasonableness, cost-effectiveness, payment terms, and financial stability of the participating organization.

Bidders selected by the LEHS may be asked for their presentations after reviewing technical proposals and negotiations.

If bidders do not hear from LEHS within two weeks of closing of the RFP, consider your proposal not selected. LEHS reserves the right to reject any or all proposals at any given time without giving any justification or response to the bidders.