

REQUEST FOR PROPOSAL (RFP)
Telugu Transcriptions of Student Voice Recordings of Reading
Closing Date for Submission
October 11, 2025, at 23:59 PM

I. INTRODUCTION

LEHS is a charitable organization in India whose purpose is to offer basic health and education for the poor. LEHS in furtherance of charitable objectives through its flagship programs Wadhwani AI which aims to build equitable and sustainable systems by making quality primary healthcare available and accessible 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.

Wadhwani AI, a unit of LEHS, focuses on developing, deploying and evaluating artificial intelligence solutions to address critical social challenges in India, particularly in domains such as healthcare, agriculture, and education.

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

A significant number of students in Indian public schools (Grades 1–8) lack foundational reading skills, impacting their academic progression across all subjects. This challenge is compounded by the absence of scalable, data-driven tools for assessing reading in diverse languages and for identifying specific proficiency levels to enable targeted interventions.

In response, Wadhwani AI has developed an AI-powered tool that **automates the assessment of foundational reading skills**. The tool leverages highly contextualized and fine-tuned Automated Speech Recognition (ASR) models to analyze word and paragraph reading, generating key performance metrics and identifying specific reading miscues. Our

solution also applies an intelligent layer to cohort students into reading levels, providing teachers with actionable insights for planning targeted classroom interventions.

To date, Wadhvani AI has assessed **over 7 million students in Gujarat and Rajasthan**. We are now adapting the tool for Telugu language for the state of Andhra Pradesh, and to build a highly contextualized ASR model for Telugu, we need human generated transcripts of students' voice recordings reading words and paragraphs that we are collecting from different districts in AP in partnership with the AP Government.

III. Project Objectives:

To create timestamped human transcriptions of student voice recordings from Grade 1 and 2 reading sets of words and paragraphs in Telugu collected from 26 districts in Andhra Pradesh. Each individual word heard in the recording needs to be timestamped and transcribed as heard by the human annotator. In addition 4 special labels will be used to indicate fillers, noise, multiple speakers and accent influenced pronunciation.

Language: Telugu

Total Number of Hours to be annotated : **~100 hours**

IV. SCOPE OF WORK

The selected agency is expected to:

Human Transcription

- Each individual student recording needs to be transcribed in Telugu with timestamps for each individual word
- Annotators should transcribe exactly what they hear, including mispronunciations, partially read words, incorrectly read words etc.

Labels

- In addition to the speech transcript, wherever appropriate, labels are to be added to the audio - for denoting presence of Fillers, Noise, Long silence, Mumbling, Multiple Speakers and Accent Influenced Pronunciation.
- Whenever a word is read in a broken manner with pauses between sounds, a special label indicating intra-word pause needs to be marked at all instances of such pauses.

Quality Review

- An internal system of quality check should be in place for every transcription, both for quality of transcription and for quality of labels.
- The transcripts should be delivered to Wadhvani AI in batches of 20 hours each, and two rounds of quality check feedback might be given by Wadhvani AI on each batch. WIAI's review will include review of transcriptions as well as review of labels.

Data Policy

- Wadhvani AI will share anonymized data, stripped of PII uploaded in a bucket with the selected agency
- The agency needs to have processes in place to prevent download of data by individual annotators
- The agency needs to give an undertaking agreeing to not use this voice data for their own use

Formatting & Delivery

Delivering translations in a JSON format as specified by Wadhvani AI

```
JSON
{
  "id": 13945,
  "file_name": "audio_student_04195.wav",
  "annotations": [
    {
      "start": "0:00:00.519350",
      "end": "0:00:01.209974",
      "Transcription": [
        "పంపాడు"
      ],
    },
    {
      "start": "0:00:01.232074",
      "end": "0:00:01.651974",
      "Transcription": [
        "కొమ్మ"
      ],
    },
    ....
  ]
}
```

Note: Transcriptions should **strictly** adhere to the terminology provided in this JSON format. Entries will be rejected if not compliant.

Regional Representation

- Annotators should be native speakers of Telugu and be able to discern different accents of Telugu in speech

Total Number of Hours to be annotated: **~100 hours**

Sample Reading Tasks which will be recorded for transcription

మా ఊరి బడి లో ప్లిలు చేరారు. గురువు పాఠం చెప్పారే. గీత కథలు చెప్పింది. లత పాఠం రాసింది. రాము పాట పాడాడు. మాల ఆట ఆడింది. అన్న అక్క ఆనందంగా ఉన్నారు. మేము కూడా సంతోషంగా ఉన్నాము.

రావణాసురుడు రాక్షసుడు. సీతను ఎత్తుకుపోవడానికి ఒక పథకం వేశాడు. మారీచుడును బంగారు లేడిగా అడవికి పంపాడు. రాముడు లేడి కోసం వృక్ష సమయంలో వచి సీతను అపహరించాడు. ఎదిరించిన జటాయువు రెక్కలను రావణుడు కత్తితో నరికాడు. జటాయువు కుప్పకూలిపోయాడు. సీత "రామా! రామా!" అని రోదించింది. హనుమ, సీతమ్మ ఆచూకీని కనుగొని రామునికి తెలియజేశాడు.

కోట, అంచు, ఆటో, యావ, జాబు, కొమ్మ, టక్కరి, పిమ్మట, ధూం, బాస్కెట్

కొడవలి, రూటు, కులం, మీగడ, దూత, ఎత్త, సమ్మది, వన్స, అక్కరు, కూరో నుట

Proposals should clearly outline methodology, data policy, team expertise, and pricing for the proposal.

The selected agency is expected to complete the transcription activity within 3 weeks and **submit the first batch of 20 hours within 1 week of finalization of contract.**

Payment eligibility will be linked to the successful submission of the entire scope of work. The agency may raise a single consolidated invoice after delivery. Additionally, the agency will be required to participate in weekly progress reviews to ensure timely completion and quality adherence.

V. Timeline and Rounds

S.No	Activity	Date
1	Release of the Request for Proposal (RFP)	7th October 2025
2	Last date for submission of the complete proposal	11th October 2025
3	Notification to the agency that has been selected	15th October 2025

VI. Required Deliverables

The selected agency will be responsible for delivering the following within the agreed project timelines and quality standards:

- **JSON files of transcriptions of recordings amounting to ~100 hours**

- **Each recording has a separate JSON file, format as specified by Wadhwani AI**

VII. Proposal Submission Guidelines

Your proposal must include:

1. **Technical Proposal**
 - o Understanding of scope and deliverables
 - o Process and tools proposed to be used for the task
 - o Team composition and qualifications
 - o Quality assurance mechanisms
 - o Data Policy
2. **Financial Proposal- Password Protected**
 - o Detailed cost breakdown
 - o Applicable taxes and contingencies
3. **Organizational Profile**
 - o Relevant project experience
 - o Sample of similar work

Criteria for Application

Applicants must meet the following criteria:

- **Mandatory:** Demonstrated team capacity to provide transcriptions in Telugu, clear quality check process
- **Preferred:** Prior experience in transcribing student speech

Submission Instructions:

- Both Technical and Financial Proposals must be submitted electronically to rfp.lehs@wadhwaniai.org **separately**.
- Financial Proposal must be password protected.
- All documents should be in PDF format.
- Subject line of the email:
 - o "Technical Proposal for Telugu Transcriptions of Student Voice Recordings of Reading – [Agency / Vendor Name]"
 - o "Financial Proposal for Telugu Transcriptions of Student Voice Recordings of Reading – [Agency / Vendor Name]" along with password.
- **Submission Deadline: [October 11, 2025 – 23:59 Hours]**
- Any proposals received after the deadline for submission of proposals prescribed in the timeline of this document are liable to be rejected.
- **Bidders who submit complete technical with password protected financial proposals and all mandatory enclosures (Section IX) will be considered only**

VIII. Evaluation Criteria for Technical Proposal

Criteria	Weightage
Experience in transcribing speech for training speech recognition models	20%
Experience in transcribing speech with miscues where miscues are transcribed verbatim.	20%
Technical soundness of approach (tools used to create timestamped transcripts, quality check process)	30%
Data Policies	20%
Experience in transcribing Telugu speech	10%

Only participants in RFP qualifying for technical evaluation will be eligible for financial evaluation. 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. Also, the participants should show demonstrated compliance with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023, ensuring responsible collection, storage, and use of the students' personal data.

IX. Mandatory Enclosure

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

- Company Profile, testimonials, work completion reports, purchase orders, reference (NGOs)
- GST registration certificate.
- PAN & TAN registration.
- MSME Certificate, if any
- Audited Financials or Income Tax Return with computation of Income for the last three years
- Cancelled cheque.
- Copy of registration documents/certificate and most recent renewal as a legal entity
- Preferably a Private Ltd company with the relevant experience.

This section is mandatory for consideration of the proposal.

Note: Only Technically shortlisted Bidders will be eligible for the opening of the financial proposal. Bidders selected by the LEHS could be asked for presentations and negotiations.

If bidders do not hear from LEHS within two weeks of closer 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.