

REQUEST FOR PROPOSAL (RFP)

Pedagogically Aligned Content Creation for All Regions in India

Closing Date for Submission

<November 19, 2025>

1. INTRODUCTION

Wadhvani AI is the flagship Artificial Intelligence (AI) initiative of LEHS, a charitable organization dedicated to building equitable and sustainable systems that bring modern technology to underserved populations in India. Our core mission is to develop, deploy, and rigorously evaluate AI-powered solutions for social impact across domains, including healthcare, agriculture, governance, and education.

In alignment with our objective to support projects of national and social significance, Wadhvani AI promotes the integration of cutting-edge technologies like AI into the Indian mainstream systems. We execute this through strategic partnerships with State and National Governments, apex institutions, international agencies, and key ecosystem contributors.

This Request for Proposal (RFP) has been issued by Wadhvani AI, under the umbrella of LEHS, to find a dedicated partner to execute a critical project in the field of education.

2. BACKGROUND

A significant number of students in Indian public schools (Grades 1–8) lack foundational reading skills, impacting their academic progress 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, Wadhvani AI has developed and successfully deployed an **AI-powered tool** for Reading Assessment and Remediation designed to help teachers achieve universal attainment of foundational reading skills. The tool has three components:

1. **Assessment:** The tool leverages highly contextualized and fine-tuned Automated Speech Recognition (ASR) models to analyze letter, word, non-word, paragraph and comprehension reading in different languages.
2. **Diagnostics:** It generates key performance metrics, identifies specific reading miscues, and applies an AI layer to categorize students into reading levels cohorts. This provides teachers with actionable insights necessary for planning targeted classroom interventions.

3. **Remediation:** We plan to integrate a cutting-edge Generative AI module to produce practice worksheets tailored for each student's cohorts. This will provide teachers with customizable, context-specific remediation materials for use in the classroom.

To date, Wadhvani AI has successfully assessed over **7 million students** in two major states - Gujarat and Rajasthan, with this tool. Wadhvani AI is now adapting and contextualizing the tool for deployment across India. We are seeking organizations, region-wise, with expertise in creating pedagogically aligned literacy content.

3. PROJECT OBJECTIVES

We are seeking to on board six agencies corresponding to the regions outlined in the table below. These agencies must have proven experience in developing pedagogically aligned content in line with the respective State SCERT frameworks and in the languages of their assigned regions.

Details of specific regional languages are provided in the Language Mapping Sheet, and separate content banks and assessment banks will have to be developed accordingly.

Sr. No.	Region	States	Languages
1	North	Jammu and Kashmir	Urdu
		Ladakh	Ladakhi
		Punjab	Punjabi
2	Central	Uttarakhand	Sanskrit
3	East	Odisha	Odia
		West Bengal	Bengali
4	Northeast	Assam	Assamese, Bengali, Bodo, Manipuri, Mhar, Karbi, Nepali & Garo
		Manipur	Manipuri
		Meghalaya	Khasi & Garo
		Mizoram	Mizo

		Tripura	Bengali & Kokborok
		Sikkim	Nepali
5	West	Dadra and Nagar Haveli + Daman and Diu	Gujarati
		Goa	Konkani & Marathi
		Gujarat	Gujarati
		Maharashtra	Marathi
6	South	Andhra Pradesh + Yanam	Telugu & Urdu
		Karnataka	Kannada
		Kerala + Mahe	Malayalam
		Telangana	Telugu
		Puducherry + Tamil Nadu	Tamil, Malayalam

4. SCOPE OF WORK

Summary of Activities

S.No	Activity Description
1	Content Creation for Data Collection: Create textual items for data collection of students' reading in all languages for Grades 1-8.
2	Content Creation for Assessments for Grades 1-8 for all languages.

Each activity is detailed below:

1. Content Creation for Data Collection: Create textual items for data collection of students' reading in all languages for Grades 1-8.

- Text complexity framework which will show the progression of letters, words and paragraphs across grades as per the language textbooks prescribed for the state.
- Create a corpus of textual assessment items in all languages (Grades 1-8) for use in fine-tuning the Automated Speech Recognition (ASR) models.
- **Total corpus per language:**
 - **Letters:** All letters to be included.
 - **Words:** 500–750 words per grade, developed in alignment with the text complexity framework for the respective language.
 - **Non-words:** 500–750 non-words per grade, developed in accordance with the text complexity framework for the respective language.
 - **Paragraphs:** 90 unique paragraphs per grade level, aligned with the text complexity framework.
- **Comprehension Questions:**
 - **Grades 1–5:** 3 factual multiple-choice questions (MCQs) based on the paragraphs.
 - **Grades 6–8:** 2 information retrieval MCQs, 2 factual MCQs, and 1 application-based MCQ based on the passages.

The overall corpus across all languages must cover ≈8,000–10,000 unique words to ensure robust ASR model training.

- The items must cover four distinct types, contextualized for all languages: **Sets of Letters, Sets of Words, Sets of Non-Words, and Comprehension items based on the reading paragraphs.**
- All item types must be leveled for each grade (1-8) to allow students to attempt reading them appropriately. Leveling parameters will be finalized in consultation with the Wadhwani AI team.
- Item-specific requirements:
 - Sets of Letters: Include individual letters only (no diacritic combinations in all languages).
 - Sets of Words: Must have a good balance of familiar and unfamiliar words

- Sets of Non-Words: Must be generated using the phonotactic rules of all languages, and proper nouns must be excluded.
- Paragraphs: Leveled paragraphs for each grade
- Ensure the corpus includes a **balance of familiar and non-familiar words** for each grade/language to optimize ASR model exposure. Exact set composition will be finalized with the Wadhvani AI team.

2. Content Creation for Assessments for Grades 1-8 for All Languages

- Create a robust, grade-specific framework for writing test items that governs the structure, difficulty, and pedagogical focus of all assessments.
- The framework must explicitly take into account and aligned with:
 - State Textbooks, Pedagogy, and Curriculum.
 - Established Foundational Literacy Frameworks such as Early Grade Reading Assessment (EGRA) and Global Proficiency Framework for Reading (GPF-R).
- The final assessment framework must be mutually validated and formally approved by the Wadhvani AI internal pedagogy team.
- Design and write the required volume of assessment items for Grades 1–8, strictly adhering to the approved framework. The number of assessment items will be decided in consultation with Wadhvani AI.

5. TIMELINES & ROUNDS

Sr. No.	Stage	Milestone Date
1	RFP Issue	November 11, 2025
2	Q&A Date	November 14, 2025
3	Proposal Submission Deadline	November 19, 2025

6. DELIVERABLES - APPLICABLE FOR ALL LANGUAGES

1. Content Creation for Data Collection: Create textual items for data collection of students reading in all languages for Grades 1-8

- A CSV file, and Word or Excel files for all languages with ~750-900 data collection items, divided across 4 different task types.
- Format of the CSV will be provided by Wadhwani AI

2. Content Creation for assessments for Grade 1-8 for all languages

- A CSV file, and Word or Excel files for all languages with required number of assessment items, divided across multiple task types
- Format of the csv will be provided by Wadhwani AI
- A new csv will need to be created for every round of assessment.
- A document of the worksheet review rubric, this rubric will be co-defined with the Wadhwani AI team
- ~5000 worksheets reviewed by expert teachers employed by the partner. The review will be done on a tool provided by Wadhwani AI

7. PROPOSAL SUBMISSION GUIDELINES

Your proposal must include:

1. Technical Proposal

- Understanding of scope and deliverables.
- Details of process for each activity linked to deliverables.
- Team composition and qualifications.
- Quality assurance mechanisms.

2. Financial Proposal

- Detailed cost breakdown.
- Applicable taxes and contingencies.

3. Organizational Profile

- Relevant project experience including technical and operational expertise.
- Geographic coverage.
- Staffing Plan.
- Risk Management Plan.
- Detailed Budget Format.
- Sample of similar work.

Proposals should include a timeline **ensuring project completion by December 2025, and fund utilization report by end of January 2026.**

Criteria for Application

Applicants must meet the following criteria:

1. Mandatory:

- Demonstrated experience in content creation across all languages by engaging expert linguists.
- Ability to engage expert teachers for pedagogical alignment and content items for each language.
- Project management ability to coordinate diverse activities and deliver in stipulated timelines.
- Robust monitoring, evaluation, and reporting capabilities.
- Technology-enabled, and ready in terms of applications required to achieve deliverables.
- Financial stability: Annual corpus.

2. Preferred:

1. Prior experience in creating assessment items to test foundational reading using specific criteria for Grades 1-8.

Submission Details

- All proposals to this RFP must be received no later than < **November 19, 2025**>. The proposal should be submitted only through e-mail in PDF format addressed to the Procurement Team 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: **Pedagogically Aligned Content Creation for [Specify region] in India**
- Any proposals received by Wadhvani-AI after the deadline for submission of proposals prescribed in the timeline of this document are liable to be rejected.

8. EVALUATION CRITERIA FOR TECHNICAL PROPOSAL

Evaluation Matrix

Criteria	%
Understanding of Objectives	3.5%
Technical soundness and methodology for each activity outlined in the Scope of Work)	14%%
Expertise in pedagogy & content creation Experience in the creation of textual assessment items in specified languages that is aligned to SCERT framework	28%%
Evaluation Mechanism	7%
Quality Assurance & Risk Mitigation	3.5%
Team Composition & Capability	14%
Technical Total	70%

Weighted Scoring Method
70% weightage for technical score and 30% weightage for financial score.

9. MANDATORY ENCLOSURES

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. Company Profile, testimonials, work completion reports, purchase orders, reference (NGOs).

- NGOs need to provide valid CSR-1 issued in favor of the NGO by the MCA. NGO's having valid FCRA registration shall disclose the same in their proposal and provide a copy of the registration certificate and relevant supporting documents along with the application.
- GST registration certificate.
- PAN & TAN registration.
- Audited Financials for the last three years.
- Income Tax Return for the last three years.
- Cancelled cheque.
- Copy of registration documents/certificate and most recent renewal as a legal entity.
- Preferably Private Ltd company and has sound business records.
- Authorized signatory letter.
- Conflict of interest declaration.
- Contact person details.
- Memorandum of Association & Articles of Association (or Trust Deed / Byelaws as applicable).
- List of Governing Body Members/Board Members of the organization.
- 12A and 80G Registration Certificates and Revalidation Document.
- PF, ESI, and Professional Tax Registration Certificates (if applicable).
- Finance Policy, HR Policy, Anti-Sexual Harassment Policy, Procurement Policy, and any other relevant internal policies.
- List of Pending Litigation/Cases against the Entity (if any).

- 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.
- Audit Report in Form 10B/BB for the last 3 years.
- Foreign Contribution (FC) Audited Financials for the last 3 years (if applicable).
- FCRA Returns (FC-4) for the last 3 years (if applicable).

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.