



# CHANDIGARH UNIVERSITY

Discover. Learn. Empower.

## Project Report

### Art-Is-An-AI

**Subject Name- Project Based Learning in  
Java**

**Subject Code-23CSP-333**

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**Class- KRG-2B**

# **Art-Is-An-AI: Project Report**

## **1. Introduction:**

Art-is-an-AI is an AI-driven platform connecting NGOs (e.g., AIACA, Dastkar) with local artisans in India to promote empowerment via upskilling, business development, and market access. Using tools like Google's Gemini, it transforms crafts into sustainable enterprises, preserving heritage while enhancing economic viability. Core modules: ArtisanBuild, Artisan Academy, ArtisanEarns, and ArtisanBazaar. Impacts include 200-400% income growth, reduced migration, and scalable NGO support. Pilot launch: Q1 2026 in Rajasthan and Uttar Pradesh.

In an era of modernization, traditional artisan skills—such as weaving, pottery, and embroidery—face extinction due to limited market access and economic pressures. Art-is-an-AI addresses this by creating a digital ecosystem connecting NGOs with artisan communities. Supported by AI, the platform enables upskilling, design innovation, financial inclusion, eco-friendly production, and direct market linkages. It empowers backward communities, particularly women-led groups, turning "magic in their hands" into profitable, organized businesses.

## **2. Objectives:**

- Economic Empowerment: Formalize artisan groups into cooperatives, enhancing income and access to finance.
- Skill Enhancement: Deliver personalized training via AI to build business, production, and digital competencies.
- Market Expansion: Optimize product showcasing and sales through AI-driven marketplaces and exhibitions.
- Cultural Preservation: Document and sustain indigenous techniques while adapting to modern demands.
- Scalability: Automate NGO processes to reach thousands of artisans nationwide, reducing dependency on manual interventions.

### **3. Key Components:**

- i. ArtisanBuild: AI Enterprise Development  
AI interface for building business:
  - Forms cooperatives and handles registration.
  - Trains in Finance, Production and Marketing.

AI role : Automates plans and compliance for efficiency.
- ii. Artisan Academy: Learning Platform  
AI-Personalised training:
  - Adaptive paths based on skill assessments.
  - Real-Time translation, feedback, and session planning.

Impact: Inclusive workshops accelerating skill development.
- iii. ArtisanEarns: Financial Access Platform  
AI for inclusion:
  - Matches the needs to schemes via Natural Language Processing.
  - Scores credit using alternative data (e.g. Attendance data).
  - Auto-generates the applications

AI Integration: Gemini (2.5 flash) aligned with RBI rules.  
Outcome: Enables Formal Finance for underserved artisans.
- iv. ArtisanBazaar: Marketplace Assistance  
AI for promotion:
  - Enhance photos, descriptions, SEO, and trends.
  - Chatbot for marketing; dashboard for analytics.
  - Event Listings and ROI tracking.

Benefits: Boosts visibility and sales.

### **4. Implementation Plan**

- **Tech Stack:** Built on Google Cloud AI (Gemini Pro, Vision API, Translation API); web app for low-literacy users.
- **Phased Rollout:** Pilot with 200 artisans in 2 NGOs (Q1 2026); scale to 5 states by 2027.
- **Partnerships:** Collaborate with NGOs for on-ground validation; integrate with e-commerce (e.g., Amazon Karigar).

- **Challenges & Mitigations:** Data privacy via GDPR-compliant protocols; digital literacy via bundled training.
- **Metrics:** Track income growth, enterprise registrations, training completion rates, and sales uplift.

## 5. Conclusion

Art-is-an-AI reimagines artisan empowerment as a tech-enabled, inclusive journey, blending tradition with innovation. By automating barriers in enterprise building, learning, finance, and marketing, it promises sustainable livelihoods for millions. Next steps: Secure seed funding and NGO endorsements. For deeper dives (e.g., prototypes or pilots), contact [project lead]. This initiative not only revives crafts but ignites community-led progress.