



Dhīmahī Technolabs

AI Implementation Guide for Small Businesses

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AI Implementation Guide for Small Businesses

Step-by-step guide to implementing AI solutions in your business. Covers use cases, tool selection, and ROI measurement for SMEs in Gujarat, India.

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Part I — Foundations

1) Introduction

Artificial Intelligence (AI) is now practical for **small businesses in Gujarat** — not just tech giants. With affordable SaaS tools, WhatsApp automation, and plug-and-play integrations, SMEs can automate support, forecast demand, personalize marketing,

and speed up back-office tasks (GST, Tally reconciliation, payroll). This handbook is a **step-by-step playbook** to identify opportunities, execute pilots, measure ROI in ₹, and scale responsibly.

Who should use this guide?

- Owners/Directors, GMs, CA firms, Ops Managers, Sales/Marketing leads.
- Sectors: **Retail, Textiles, Ceramics, Clinics, Education, Pharma, Logistics, F&B, Construction, Professional Services, Hospitality, Gems & Jewellery.**

2) What AI Really Means for SMEs (Plain-English Primer)

- **Narrow AI:** Single-purpose models (chatbots, invoice readers).
- **Predictive AI:** Forecasts (sales, demand, churn, collections).
- **Generative AI:** Creates text/images (ad copy, catalogs, proposals).
- **Conversational AI:** WhatsApp/website chatbots for FAQs, bookings.
- **Computer Vision:** Quality checks on the shop floor; barcode/label OCR.

The “Digital Employee” Analogy

- Works 24×7, never tired, improves with data, handles repetitive tasks.
- Humans focus on relationship-building, escalation, and strategy.

3) AI Myths vs Reality in the Indian SME Context

Myth	Reality (Gujarat SME Lens)
AI is only for big companies.	SaaS starts at ₹1,000–₹5,000/month ; quick wins pay for themselves.
AI will replace my staff.	It removes mundane work; staff move to sales, service quality, new SKUs.
Too technical to implement.	Many tools are no-code ; vendors & local partners support onboarding.

Data quality isn't perfect, so AI won't work.

Start small, clean critical fields (mobile, GSTIN, SKU), iterate.

Gujarati/Hindi is a barrier.

Local language models + WhatsApp make it natural for customers.

4) Gujarat Business Landscape & AI Readiness

- **Surat:** Textiles/Diamonds → Demand seasons, export price sensitivity.
- **Morbi:** Ceramics → Large SKU catalogs, volatile freight/energy costs.
- **Rajkot:** Engineering/Auto parts → Downtime costs; preventive maintenance.
- **Ahmedabad:** Pharma/IT/Services → Regulatory, documentation, client SLAs.
- **Vadodara:** Chemicals/Power → Compliance, field operations, safety.

Readiness Enablers

- UPI adoption, GST systems, WhatsApp ubiquity → **data is already digital**.
- Affordable cloud, strong local IT talent, Indian SaaS (Zoho, Freshworks).

5) Self-Assessment: Digital & AI Maturity (Scorecard)

Score 0–3 per item (0 = Not in place; 3 = Strong). Sum to gauge maturity:

Data & Systems

- Customer master (names, phone, city)
- Sales/invoice history (monthly)
- Stock/SKU master (accurate)
- Tally/ERP usage (regular, reconciled)
- GST returns timely, accessible

People & Process

- Owner/GM sponsor for AI
- “AI Champion” identified

- Staff open to digital tools
- Training habit (monthly)
- Change communication practice

Technology

- WhatsApp Business API (or ready)
- Website/CRM exists
- Cloud storage (GDrive/OneDrive)
- Basic automation (n8n/Zapier)
- Security hygiene (password, backups)

Interpretation

- **0–15:** Start with basic digitisation & 1–2 AI quick wins.
- **16–30:** Pilot conversational AI + analytics forecasting.
- **31–45:** Scale across functions; integrate; formalise governance.

Part II — Opportunity Maps & Use-Case Playbooks

6) Cross-Functional AI Use Cases (Quick Wins)

Function	Problem	AI Solution	Data Needed	Cost /mo	KPI (90 days)
Support	Repetitive FAQs	WhatsApp/website chatbot	FAQs, hours, pricing	₹1,500– ₹4,000	–30% call volume
Sales	Slow lead follow-up	Auto-assign & nurture bot	Leads, last contact	₹2,000– ₹6,000	+15% conversion
Marketing	Content fatigue	Gen-AI ad copy & creatives	Product USPs, tone	₹1,500– ₹5,000	+20% CTR
Finance	GST/Tally reconciliation	OCR + rules engine	Invoices, GSTIN	₹2,000– ₹7,000	–60% manual hours
Ops	Stock-outs	Demand forecasting	Sales history, season	₹3,000– ₹8,000	–20% stock-outs

HR	Screening resumes	AI screening & scoring	JD, resume bank	₹2,000–₹5,000	–50% time-to-hire
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7) Industry Playbooks (Gujarat-Focused)

7.1 Retail (Apparel/Footwear/Grocery)

- **Pain:** Overstock/stockouts, promo wastage, staff training.
- **AI:**
 - **Forecasting** by category/size (reduce dead stock).
 - **Personalised offers** via WhatsApp.
 - **Vision** for shelf gap detection (simple camera + model).
- **Pilot (30 days):** Demand forecasting for top 50 SKUs.
- **Data:** Last 12–24 months sales, pricing, seasonality.
- **Budget:** ₹3,000–₹10,000/month.
- **KPIs:** –15% stockouts, –10% dead stock, +10% campaign ROI.

7.2 Textiles (Surat)

- **Pain:** Volatile seasonal demand, returns, catalog complexity.
- **AI:** Forecast by fabric/design/region; WhatsApp catalog bot; image tagging.
- **Pilot:** Forecast top 80 SKUs for Navratri/Diwali.
- **Budget:** ₹4,000–₹12,000/month.
- **KPIs:** –20% overstock, +12% on-time fulfilment.

7.3 Ceramics (Morbi)

- **Pain:** Batch quality variance, freight costs, channel conflicts.
- **AI:** Vision QC (tile surface defects), dealer score, pricing intelligence.
- **Pilot:** QC camera on 1 line; WhatsApp dealer bot for reorders.
- **Budget:** ₹6,000–₹20,000/month (QC SaaS) + low-cost camera.
- **KPIs:** +2% yield, –10% returns.

7.4 Healthcare Clinics

- **Pain:** No-shows, manual reminders, claim paperwork.
- **AI:** Appointment bots (Gujarati/Hindi/English), claim OCR, triage FAQ.
- **Pilot:** Reminders + follow-ups; integrate with Google Calendar.
- **Budget:** ₹2,000–₹6,000/month.
- **KPIs:** -30% no-shows, +15% patient satisfaction.

7.5 Education (Coaching/Colleges)

- **Pain:** Manual grading, parent communication, content creation.
- **AI:** Auto-grading MCQs/short answers, personalised learning plans, AI content studio.
- **Pilot:** Auto-grade weekly quizzes + WhatsApp progress updates.
- **Budget:** ₹2,000–₹5,000/month.
- **KPIs:** -60% grading time, +20% parent engagement.

7.6 Pharma Distribution

- **Pain:** Expiry losses, route inefficiency, scheme tracking.
- **AI:** FEFO alerts, route optimisation, scheme compliance bot.
- **Pilot:** Expiry alerting + WhatsApp reorder for top chemists.
- **Budget:** ₹3,000–₹8,000/month.
- **KPIs:** -25% expiry loss, -10% fuel cost.

7.7 Logistics

- **Pain:** Empty runs, fuel costs, dispatch delays.
- **AI:** Route planning, ETA prediction, driver scoring.
- **Pilot:** Optimise 3 high-volume routes (Ahmedabad ↔ Surat/Vadodara).
- **Budget:** ₹3,000–₹7,000/month.
- **KPIs:** -12% fuel, -15% delay.

7.8 F&B (Restaurants/Cloud Kitchens)

- **Pain:** Demand spikes, ad waste, review management.
- **AI:** Menu engineering, dynamic ad bidding, review sentiment, WhatsApp ordering.
- **Pilot:** AI-optimised Zomato/Swiggy campaigns + WhatsApp offers.
- **Budget:** ₹2,500–₹7,000/month.
- **KPIs:** +15% AOV, +10% repeat.

7.9 Construction/Real Estate

- **Pain:** Lead leakage, documentation, vendor risk.
- **AI:** Lead scoring, doc generation, site progress image logs.
- **Pilot:** Auto-respond + assign real estate leads in WhatsApp.
- **Budget:** ₹2,000–₹6,000/month.
- **KPIs:** +20% conversion, -30% lead SLA breach.

7.10 Professional Services (CA/Legal/IT)

- **Pain:** Drafting, reconciliation, proposal delay.
- **AI:** Auto-draft reports, reconcile GST, proposal generator, knowledge bot.
- **Pilot:** GST recon + proposal templates with Gen-AI.
- **Budget:** ₹2,000–₹6,000/month.
- **KPIs:** -50% cycle time, +15% win rate.

7.11 Hospitality/Tourism

- **Pain:** OTA ranking, variable demand, guest communication.
- **AI:** Dynamic pricing, OTA review bots, local-language concierge.
- **Pilot:** Dynamic pricing weekend/weekday; WhatsApp concierge.
- **Budget:** ₹3,000–₹7,000/month.
- **KPIs:** +8% occupancy, +10% RevPAR.

7.12 Gems & Jewellery

- **Pain:** Catalog management, certification docs, luxury CX.
- **AI:** Image tagging, certificate OCR, personalised WhatsApp showcases.
- **Pilot:** VIP customer WhatsApp curator + auto-catalog tags.
- **Budget:** ₹2,500–₹7,000/month.
- **KPIs:** +12% conversion among repeat buyers.

8) Gujarati & Hindi Language AI: Localisation Strategies

- **Voice of the customer:** Many prefer **Gujarati/Hindi**; keep tone respectful & concise.
- **Multilingual content:** Train FAQ bots with Gujarati + Hindi variants.
- **Spelling & transliteration:** Accept Hinglish/Gujlish (e.g., “booking karo”).
- **Sample WhatsApp templates (Gujarati):**
 - **Appointment Reminder:**
“નમસ્તે {name}, આપની એપોઇન્ટમેન્ટ {date} {time}એ છે. કૃપા કરીને ‘1’ દબાવીને કન્ફર્મ કરો.”
 - **Order Ready:**
“પ્રિય {name}, આપનો ઓર્ડર તૈયાર છે. પિકઅપ માટે સ્ટોર આવો અથવા ‘2’ દબાવીને હોમ ડિલિવરી પસંદ કરો.”

Part III — Implementation Method

9) The 7-Step AI Adoption Roadmap

1. **Discovery (Weeks 1–2)** — Problems, data, goals, constraints.
2. **Use-Case Prioritisation (Week 2)** — Impact vs Effort matrix.
3. **Tool/Vendor Shortlist (Weeks 2–3)** — Demos, trials.
4. **Proof of Concept (Weeks 3–4)** — Simulated data; success criteria.

5. **Pilot (Weeks 5–12)** — Real users; track KPIs weekly.
6. **Scale (Months 4–6)** — Add functions, integrate, automate.
7. **Optimise (Ongoing)** — Improve prompts, retrain, revise KPIs.

Success criteria (define upfront)

- Quantified targets (e.g., -30% no-shows, +15% conversion).
- Time bounds (90 days).
- Data availability & governance OK.

10) Project Roles, RACI & 90-Day Plan

Key Roles

- **Sponsor (Owner/Director)** — budget, unblock decisions.
- **AI Champion (Manager)** — day-to-day driver.
- **Process Owner (Function Lead)** — content/data.
- **IT/Partner (Dhīmāhi or in-house)** — setup, integration, security.
- **Finance/Compliance** — procurement, invoice, policy adherence.

RACI Snapshot (Pilot Chatbot Example)

Task	Spon sor	AI Champ	Process Owner	IT/Part ner	Fina nce
Approve pilot scope	A	R	C	C	I
Prepare FAQs	I	R	A	C	I
Configure bot	I	C	C	A/R	I
UAT & Go-Live	I	A/R	R	C	I
ROI review	A	R	C	C	C

90-Day Timeline (Example)

- **Days 1–10:** Discovery, success metrics, data check.
- **Days 11–20:** Tool trials, vendor shortlist, sign-off.

- **Days 21–30:** PoC with sample data.
- **Days 31–60:** Pilot in one function; weekly KPI review.
- **Days 61–90:** Fix issues, staff training, ROI calculation, scale decision.

11) Data Preparation for Indian SMEs

Where your data lives

- **Tally/ERP:** Invoices, ledgers, stock.
- **GST portal:** GSTR-1/3B filings.
- **Excel/Sheets:** Customer lists, SKU masters, price lists.
- **WhatsApp:** Conversations, quick replies.
- **CRM/Website:** Leads, forms.

Minimum viable data hygiene

- **Customer:** Name, mobile (verified), city, language.
- **SKU:** Code, name, category, MRP, cost, pack size, GST%.
- **Sales:** Date, SKU, quantity, price, channel.
- **Supplier:** Name, GSTIN, credit terms.

Practical clean-up tips

- Use Excel **TRIM/PROPER**, remove duplicates, standardise city names.
- Validate mobiles (10 digits) and GSTIN format.
- Create a **data dictionary** (field names, meaning, owner, source).

12) Tool Selection & Vendor Evaluation

Scorecard (rate 1–5)

- **Fit to Use-Case** (features you need)
- **Ease of Use** (non-technical staff)

- **Localisation** (Gujarati/Hindi, WhatsApp)
- **Integration** (Tally/ERP/CRM)
- **Support** (India timezone, SLAs)
- **Security & Compliance** (data in India preferable)
- **Total Cost of Ownership** (₹ setup + monthly + hidden costs)

Mini-RFP Template (copy & send to vendors)

- Company overview + sector.
- Use-cases & success KPIs.
- Data sources & sample dataset.
- Integration needs (Tally/WhatsApp/CRM).
- Language requirements (Gujarati/Hindi/English).
- Security & data residency expectations.
- Pricing (setup ₹, monthly ₹, users, overages).
- Implementation timeline & references.
- Support SLAs (response/resolution).

Collect responses, apply the scorecard, pick top 1–2.

13) Integration Patterns

SaaS-Only: Fastest; minimal IT load.

SaaS + n8n/Zapier: Glue tools together (WhatsApp → Sheet → CRM).

WhatsApp Business API: Conversational workflows; verified templates.

Tally Integration: Via ODBC/TDL/connectors; export CSVs for models.

eCommerce: Shopify/WooCommerce apps; order data to analytics.

Data Flow (Example — Clinic)

Patient form → CRM → Bot schedules → Calendar reminder → Visit outcome → KPI dashboard (no-show, satisfaction, revenue).

Part IV — Governance, Risk & Compliance

14) Data Protection & Privacy (Practical SME Lens)

- Treat customer data like **cash** — limit access; track usage.
- **Consent & Purpose**: Get consent for marketing via WhatsApp/SMS.
- **Data minimisation**: Only collect what you need.
- **Data residency preference**: Indian data centres where possible.
- **Breach playbook**: Who's informed, in what order, what to say.

(Note: This is a practical guide, not legal advice. Consult counsel for formal compliance.)

15) Security, Access Control, Backup & DR

- **Access**: Role-based; remove leavers immediately.
- **Passwords**: Use a manager; 2FA on all admin accounts.
- **Backups**: Weekly full, daily incrementals (encrypted cloud).
- **DR**: Document how to restore; test twice a year.
- **Vendor Security**: Ask about encryption at rest/in transit, audit logs.

16) Policies & SLAs (Templates)

AI Usage Policy (Excerpt)

- AI supports staff; does not make final legal/medical decisions.
- No upload of confidential data to public tools without approval.
- Prompts must avoid sensitive personal details unless required.
- All AI content reviewed by a human for accuracy & tone.

Data Retention

- Leads: 24 months; Customers: 7 years (for accounting)
- CVs: 12 months; CCTV/Images: 30–90 days (unless incident).
- Define deletion workflow & responsible role.

Vendor SLAs

- Uptime 99.5% monthly; P1 response < 2h; P2 < 8h.
- Support window IST 9–7; escalation contacts named.
- Exit/Portability: you can export your data (CSV/JSON) anytime.

Part V — ROI & Finance

17) Cost Models (Illustrative in ₹)

- **Chatbot:** Setup ₹15,000–₹50,000; Monthly ₹1,500–₹4,000.
- **Forecasting:** Setup ₹30,000–₹1,00,000; Monthly ₹3,000–₹8,000.
- **Vision QC:** Setup ₹60,000–₹2,50,000 (incl. cameras); Monthly ₹6,000–₹20,000.
- **Gen-AI Content:** Setup ₹10,000–₹40,000; Monthly ₹1,500–₹5,000.

18) ROI, Sensitivity & Break-Even

$$\text{ROI} = (\text{₹ Gains} - \text{₹ Costs}) \div \text{₹ Costs} \times 100$$

- **Scenario:** Chatbot @ ₹2,500/mo saves 40 hours staff time (₹12,000 value).
 $\text{ROI} = (12,000 - 2,500) \div 2,500 \times 100 = \mathbf{380\%}$.
- **Sensitivity:** If only 20 hours saved (₹6,000), ROI still **140%**.
- **Break-Even:** Setup ₹30,000 / (₹9,500 monthly gains – ₹2,500 costs) $\approx \mathbf{4.3}$ months.

19) KPI Library & Dashboards

Support: First response time, resolution time, deflection rate, CSAT.

Sales: Lead velocity, conversion %, AOV, repeat %.

Ops: OTIF (on-time in-full), deficit stock days, waste %.

HR: Time-to-hire, training hours, retention %.

Finance: DSO, reconciliation hours saved, error rate.

Part VI — Change, Training & Adoption

20) Change Management (ADKAR-Style)

- **Awareness:** Why we're adopting AI (owner note + town hall).
- **Desire:** Incentives for early adopters, recognition.
- **Knowledge:** Short trainings (English/Gujarati), SOPs, cheat sheets.
- **Ability:** Shadowing, office-hours with AI Champion.
- **Reinforcement:** Weekly wins mailer; metrics on TV dashboard.

21) Training Curriculum

Level 1 (All Staff): Using bots, privacy basics, escalation.

Level 2 (Power Users): Prompting, dashboards, basic automation.

Level 3 (Champions): Vendor admin, UAT, troubleshooting, analytics.

22) Communication Plan

- **Internal:** Kickoff memo, FAQs, weekly updates, feedback form.
- **External:** "We now offer WhatsApp support in Gujarati/Hindi," privacy link, opt-out option.
- **Templates** provided in Appendices.

Part VII — Case Studies (Gujarat)

Case A — Rajkot Furniture Retailer

- **Baseline:** Missed follow-ups, 20% lead leakage, manual WhatsApp replies.

- **Solution:** WhatsApp bot (Gujarati + English) for follow-ups, catalogs, EMI FAQs.
- **Cost:** Setup ₹35,000; Monthly ₹2,500.
- **Outcomes (90 days):**
 - +18% repeat sales; +14% appointment bookings; -30% manual hours.
- **ROI:** Estimated monthly gains ₹40,000 vs cost ₹2,500 → **>1,400%** (ex-setup).
- **Learning:** Short messages, clear CTAs (“1. Book”, “2. Call”).

Case B — Ahmedabad Physiotherapy Clinic

- **Baseline:** 25% no-shows; reception overloaded.
- **Solution:** AI reminders + intake bot; triage FAQs.
- **Outcomes:** No-shows -30%, admin time -40 hrs/month.
- **Patient Sentiment:** Higher trust due to proactive reminders.

Case C — Surat Textile SME

- **Baseline:** Overstock ₹8–10 lakh/season.
- **Solution:** Demand forecasting (design/size/region); dealer reorder bot.
- **Outcomes:** -22% overstock; -12% stockouts; +9% dealer satisfaction.
- **Finance:** Working capital freed ~₹5.5 lakh within a season.

Case D — Morbi Tile Plant (Vision QC)

- **Baseline:** 4% defect returns; manual QC fatigue.
- **Solution:** Camera + model detects chips/glaze issues.
- **Outcomes:** +1.8% yield; returns -25%; payback in ~7–9 months.

Case E — Vadodara Coaching Institute

- **Baseline:** Teachers spend 10 hrs/week grading.
- **Solution:** AI grading + parent WhatsApp progress bot.
- **Outcomes:** -70% grading time; +20% parent engagement.
- **Reinvestment:** Extra teacher time moved to mentoring.

Case F — Gandhinagar IT/Consulting

- **Baseline:** Proposals take 1–2 days.
- **Solution:** Gen-AI proposal drafts + knowledge base.
- **Outcomes:** 3–4 hour turnaround; +11% win rate.

Part VIII — Toolkits & Appendices

24) Prompt Libraries (Copy-Paste; customise with your data)

Sales (English)

- “You are a sales assistant for a {industry} SME in Gujarat. Using this lead note: {lead_text}, write a concise WhatsApp reply (in Gujarati) offering {top_product}, include price ₹{price}, delivery time {time}, CTA to ‘Reply 1 to confirm’.”

Sales (Gujarati)

- “તમે ગુજરાતની એક {industry} SME માટે સેલ્સ સહાયક છો. આ લીડની નોંધ પરથી {lead_text}, {top_product} માટે ટૂંક અને વિનમ્ર WhatsApp જવાબ લખો, કિંમત ₹{price}, ડિલિવરી {time}, CTA: ‘કન્ફર્મ કરવા 1 લખો’.”

Support

- “Act as a support agent. Summarise the customer’s last 5 messages and propose a friendly, step-by-step resolution in Gujarati. Ask one clarifying question and end with ‘Reply 1 if solved, 2 if not’.”

Marketing

- “Write 5 ad headlines for {product} in Gujarati and 5 in English. Target audience: {persona}. Emphasise {USP}. Keep each under 60 characters. Add 3 WhatsApp broadcast variants.”

HR Screening

- “Score this resume for {role} out of 10 against JD: {jd}. Highlight red flags and propose 3 interview questions. Suggest Gujarati/Hindi versions of questions.”

Finance

- “Reconcile these invoices vs sales report. List mismatches with invoice no., GSTIN, date, amount, and a suggested note for the accountant.”

Ops / Inventory

- “Using the last 12 months of SKU sales, forecast next 8 weeks’ demand for category {cat}. Return a table with Week, SKU, ForecastQty, MinStock, ReorderPoint.”

25) SOPs, UAT & Checklists

SOP — WhatsApp Bot Change Request

1. Raise request (owner/manager).
2. AI Champion drafts message variants (EN/GU/Hi).
3. Review by process owner.
4. Update template in console; test sandbox.
5. UAT with 10 customers/employees.
6. Go-live + monitor errors for 48 hours.

UAT Script — Chatbot

- Greeting in Gujarati/Hindi/English works.
- Business hours & address responses correct.
- Booking flow completes; confirmation received.
- Handover to human tested; SLA < 2 mins in hours.
- Opt-out (“STOP”) works and recorded.

Security Checklist

- Admin 2FA enabled.
- Vendor export tool tested (data portability).
- Quarterly access review done.
- Backup restore test logged.

26) Forms & Worksheets (Print-Ready)

Use-Case Prioritisation (Impact vs Effort)

- List 10 ideas → Score Impact (1–5), Effort (1–5), Data Readiness (1–5).
- Pick top 3 highest (Impact + Data readiness – Effort).

Pilot Charter (One-Pager)

- Objective, Scope, Owner, Timeline, KPIs, Risks, Budget (₹), Success criteria.

ROI Calculator (Table)

Item	Month 1	Month 2	Month 3
Staff hours saved (₹/month)			
New revenue (₹/month)			
Tool cost (₹/month)			
Net benefit (₹)			
Cumulative (₹)			

Training Log

- Date, Topic, Attendees, Trainer, Quiz Score, Follow-ups.

27) Glossary (60+ Terms)

AI, ML, Deep Learning, NLP, LLM, Prompt, Fine-tune, Embedding, OCR, Computer Vision, Forecasting, Churn, Lead Score, Generative AI, RAG, Bot Handover, SLA, UAT, DR, RBAC, Data Minimisation, PII, Hashing, Encryption, Token, KPI, OKR, A/B test, Cohort, CLV, AOV, OTIF... *(extend as needed in your PDF)*

28) Vendor Directory (India-Centric)

- **Zoho (Chennai)** — CRM/Desk/Books/Recruit.
- **Freshworks (Chennai)** — Freshdesk, Freshchat AI.
- **Tally Solutions (Bengaluru)** — Accounting; partner ecosystem.
- **CleverTap (Mumbai)** — Lifecycle marketing analytics.
- **Mad Street Den (Chennai)** — Retail AI (vision/personalisation).
- **Arya.ai (Mumbai)** — BFSI AI (if needed for finance).
- **Quick Heal (Pune)** — Endpoint security.
- **n8n/Zapier** — Automation connectors.
- **WhatsApp Business API providers** — India-ready BSPs.

29) About Dhīmahī Technolabs & How We Help

- **Services:** Web Development, Digital Marketing, **AI & Automation Consulting**.
- **Approach:** Start small, measurable pilots in ₹, Gujarati/Hindi-enabled, integrate with your stack (Tally, WhatsApp, Shopify).
- **Engagement Models:** Fixed-fee pilot, retainer for scale & support, training packages.

Closing Note

AI is the **new operational muscle** for Gujarat SMEs. Start with one high-impact pilot, measure gains in ₹, and scale with discipline. With Gujarati/Hindi localisation and WhatsApp-first experiences, you can **delight customers, reduce costs, and grow faster** — without needing a big-company budget.

● Ready next step: Pick **one playbook** above, fill the **Pilot Charter**, and begin a 90-day sprint.