

TATA AI SAKHI IMMERSION PROGRAM

India AI Summit 2026 | Bharat Mandapam, New Delhi

MENTOR PLAYBOOK

DIGITAL ENTREPRENEURS — ADVANCED COHORT

Detailed Use Case Walkthrough Edition

Document Version	Detailed Mentor Edition — v1.0
Last Updated	12 February 2026
Cohort	Digital Entrepreneurs — Advanced (~166 participants)
AI Tool	Google Gemini (primary); ChatGPT secondary for unsupported devices; Canva (Use Case 3)
Input Mode	Voice input encouraged (typing as fallback)
Language	Hindi (pre-set on all devices before session)
Mentor Ratio	1 mentor: 5 participants

CONFIDENTIAL — For Mentor Use Only

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1. How to Use This Playbook

This playbook is your complete guide for facilitating the Digital Entrepreneurs — Advanced cohort during the Tata AI Sakhi Immersion Program on 17 February 2026. Unlike the Basic cohort, these women are digitally confident and already earning through digital services. The emphasis is on expanding their capabilities with AI, not introducing smartphones.

This document is self-sufficient. If you read and practise everything in this playbook, you will be able to guide your group of 5 participants through all use cases without needing any other reference.

Icons & Colour Coding Used in This Playbook

 Blue info box	Key information, context, or objective for a section
 Orange-bordered box	Hindi prompt text — the exact words to speak (voice) or type into Gemini
 Green text / green box	Mentor tips, celebration moments, and facilitation guidance
 Orange warning box	Privacy warnings, responsible AI reminders, or critical cautions
 Grey placeholder	Space reserved for screenshots (to be added after event dry run)
Numbered step boxes	Step-by-step walkthrough — follow these sequentially with your group

CRITICAL PREPARATION REMINDER

Read this entire playbook at least once BEFORE event day. Practise every activity on your own phone. You should be able to do each use case with your eyes closed before you guide participants through it. Voice input is the PREFERRED method for this cohort. Encourage participants to tap the microphone icon and speak prompts rather than typing them.

2. Cohort Profile & Context

Understanding your participants is essential for effective mentoring. This cohort is distinctly different from the Basic cohort.

Cohort Name	Digital Entrepreneurs — Advanced
Size	~166 women
Profile	Digitally confident women already earning ~₹20,000/month through digital services. They run digital seva kendras, provide community services, and are comfortable with smartphones and apps.
Mobilised Via	TCS, Tata Power, and Tata Chemicals partnerships
States	Jharkhand, Bihar, Odisha, Rajasthan, NCR, Gujarat
Digital Comfort	High — proficient with WhatsApp, Google Pay, Facebook, and basic government service portals. This is NOT a beginner audience.
Language	Hindi (primary). Pre-set on all devices before session.
Key Motivation	Expanding capabilities: learning English for professional growth, creating marketing materials for business expansion, and diversifying services through AI.
How They Differ from Basic	Basic cohort (~940) includes women early in their digital journey. Advanced cohort women are already digital entrepreneurs with established businesses and income streams.

⌚ WHAT THIS MEANS FOR YOU AS A MENTOR

These women don't need handholding on smartphone basics. They know how to install apps, switch between apps, and use WhatsApp confidently.

Your role is to show them the POWER of AI as a new tool in their existing toolkit — not to teach them how to use a phone.

They may ask advanced questions. That's great — encourage exploration and experimentation.

From the training video: "आप हैं, TCS की उद्यमी दीदी" (You are TCS entrepreneur didis) — reinforce their identity as capable professionals.

3. Pre-Session Checklist for Mentors

Your Personal Preparation (T-2 days before event)

- Read this entire playbook cover to cover.
- Practice all activities on your own phone — especially the AI persona conversations (Use Case 1) and poster creation (Use Case 2).
- Memorize at least 3–4 key Hindi prompts from each use case so you can guide participants without looking at the playbook.
- Try using voice input for all prompts. You need to be comfortable with this since it's the preferred method.
- Practice the English self-introduction: "Hello, my name is ___, I am from ___, I work as ___" — you'll lead participants through this.

Participant Device Check (On event day, during staggered entry)

- Confirm each participant's phone is charged (distribute power banks if below 30%).
- Confirm Gemini app is installed and opens correctly. If Gemini is not supported, install ChatGPT as fallback. Besides this, Canva will need to be installed and logged in before session starts.
- Confirm participant is signed into Gemini / Canva with a Google account. **NOTE:** Canva does not accept Hindi Prompts. But wait, there's work around ..!
- Confirm Wi-Fi connectivity (connect to the event Wi-Fi network).
- **CRITICAL — Pre-set preferred language:** Go to phone Settings → Language → set to Hindi. Then open Gemini and verify it responds in Hindi. This **MUST** be done before the session starts.
- Open Gemini once and test a simple voice prompt to confirm microphone works.

Materials to Carry on Event Day

- This playbook (keep it in your mobile without fail as a ready reckoner during the session at all times).
- Your own phone (fully charged, with Gemini and Canva ready).
- A portable power bank for emergencies which will be provided to each one of the mentors
- **For Use Case 2:** Have 2–3 sample images in your phone gallery showing a digital seva kendra or shop front. These will be used during the gallery-to-banner activity.

4. Opening Gemini — Universal Setup Guide

This section covers the basic setup. Since this cohort is digitally confident, you may only need this for participants who haven't installed Gemini yet.

Method 1 (Recommended): From Home Screen Search

1 Go to Home Screen

Press the home button to go to your phone's main screen.

2 Find the Search Bar

At the bottom of the screen, you'll see a search bar. Tap on it.

Mentor Tip

From the training video: "सबसे नीचे देखिए, सर्च का बार है।"

3 Type GE

Type just GE in the search bar. Gemini will appear as the first suggestion. Tap on it to open.

Method 2: From Play Store (for first-time install)

1 Open Play Store

Find the colourful triangle icon ("रंग-बिरंगा सा त्रिकोण") and tap it.

2 Search for Gemini

In the "Search apps" bar at the top, type GE. Gemini will appear. Tap on it.

3 Install or Open

If it says "Install" — tap Install, then Open. If it says "Open" — it's already installed, just tap Open.

Mentor Tip

From training: "जिनको ये open नहीं मगर install दिख रहा है, आप install कर लीजिए। बाकी application की तरह जैसे Facebook किया होगा, Google Pay, PhonePay इत्यादि।"

4 Sign In

Sign in with Google/Gmail account. Simple process — same as any other app.

🔑 NEW CHAT SHORTCUT

Whenever starting a new activity or use case, always open a NEW chat in Gemini.

Tap the pencil+paper icon in the top-right corner, OR tap the three horizontal lines (≡) in the top-left and choose "New Chat".

This prevents confusion from previous conversations.

From training: "चैट close करके फिर दोबारा एक नए series से नई शुरुआत करनी है।"

🎙 VOICE MODE — ENCOURAGE OVER TYPING

Voice input is the PREFERRED method. It reduces friction and works naturally in Hindi.

How: Tap the microphone icon (🎙) next to the text box in Gemini. Speak clearly in Hindi. Gemini transcribes and responds.

Say to participants: "आपको टाइप करने की जरूरत नहीं है। बस माइक का बटन दबाइए और बोलिए!"

From training: "आप बोलकर भी अच्छी तरह से record कर सकते हैं... टाइप करने की आवश्यकता भी नहीं पड़ती।"

USE CASE 1

5. AI for Self-Learning Plans (अंग्रेजी सीखने का प्लान)

⌚ OBJECTIVE

Participants learn basic English words and sentences DURING the session itself, practise speaking with AI personas, and create a 30-day self-learning plan they can follow at home.

This is not abstract learning — they will speak actual English sentences before the session ends.

Primary focus: Spoken English. Optional modules: Financial awareness, kitchen garden, health/nutrition.

From the training video: "क्या सिर्फ ये अंग्रेजी भाषा सिर्फ शहर में रहने वाले लोगों के लिए है? या ये भाषा सिर्फ उनके लिए है जिनके पास चार पैसे ज्यादा हैं?"

Time Allocation	~25–30 minutes
Activities	A: Essential sentences B: Self-introduction C: Situational English D: AI personas E: 30-day plan F: Optional modules
What Participants Need	Gemini app open, microphone working
What Mentors Need	This playbook, confidence to speak basic English along with participants
Emotional Context	Many mothers want to learn English not just for themselves but for their children. This is deeply motivating.

⌚ TRAINER INSIGHT

"क्या मेरे बच्चे कभी अंग्रेजी के शब्द इस गाँव में रहते-रहते सीख पाएंगे? क्या वो किसी एक दिन फरटिदार अंग्रेजी बोल पाएंगे? इन सवालों से हर माँ को बहुत परेशानी होती है!" This emotional hook is powerful — use it to set context.

5.1 Activity A: Learn Essential English Sentences

Estimated Time: 5–7 minutes

Goal: Participant asks Gemini for 10 everyday English sentences with Hindi meanings and pronunciation. They practise saying them aloud.

Step-by-Step Walkthrough

1	Open Gemini → New Chat Start a fresh Gemini chat.	Mentor Tip Remind: voice input is preferred. Tap the mic icon and speak.
2	Speak or Type the Learning Prompt Use voice input (tap mic) or type the following:	Mentor Tip Read the prompt aloud first so everyone knows what to say. Then have each participant try on their own phone.

"मुझे अंग्रेजी सीखनी है। मुझे रोज़मर्रा के दस ज़रूरी वाक्य हिंदी में समझाइए"

(I want to learn English. Teach me 10 essential everyday sentences, explained in Hindi)

3	Read the Response Together Gemini provides sentences with: the English sentence, how to pronounce it (in Hindi script), and what it means in Hindi. Go through 3–4 key sentences together.	Mentor Tip From the training video, Gemini showed: How are you? = हाउ आर यू = आप कैसे हैं? What is your name? = व्हाट इज़ योर नेम = आपका नाम क्या है?
4	Practise Aloud Have participants say each sentence aloud — together as a group first, then individually. Make it fun!	Mentor Tip Say: "चलिए, सब साथ में बोलिए — How are you?" Clap and celebrate when they say it. "वाह! आपने अंग्रेजी बोल दी!"

💡 KEY SENTENCES FROM THE TRAINING VIDEO

How are you? (आप कैसे हैं?) | What is your name? (आपका नाम क्या है?) | Nice to meet you (आपसे मिलकर खुशी हुई)

Can you help me? (क्या आप मेरी मदद कर सकते हैं?) | Excuse me (माफ कीजिए) | See you later (फिर मिलेंगे)

Trainer's encouragement: "गलतियाँ उन्हीं से होती हैं, जो कोशिश करते हैं। जो कोशिश ही नहीं करेंगे, उनसे गलतियाँ कहाँ होती हैं?". Give them few moments to themselves and introduce themselves to Didis sitting next to them. Let the activity run for 5 to 7 mins giving each one of them to play around with these sentences.

5.2 Activity B: Self-Introduction in English

Estimated Time: 5–7 minutes

Goal: Participant learns to introduce herself in English: name, place, profession.

Step-by-Step Walkthrough

1	Continue in the Same Chat (or New Chat) Stay in the same conversation — Gemini remembers the English learning context.	Mentor Tip Gemini knows you're learning English. No need to remind it. Trainer noted: "उसे बार-बार बताने की जरूरत नहीं कि अंग्रेजी में लिखिए।"
2	Speak or Type the Introduction Prompt Use voice or type:	
	<p>"मुझे अपना परिचय अंग्रेजी में देना सिखाइए"</p> <p>(Teach me to introduce myself in English)</p>	
3	Review the Structure Gemini provides a format: Greeting (Hello/Hi/Good morning) → Name (I am ___) → Place (I am from ___) → Profession (I am a ___). Each with Hindi meaning and pronunciation.	Mentor Tip From training: "आपको बोलना है I am from और फिर आपके शहर का नाम। जैसे कि I am from राँची, I am from पटना।"
4	Each Participant Practises Their Introduction Have each woman in your group say her introduction aloud: "Hello, my name is [name]. I am from [place]. I am a digital entrepreneur."	Mentor Tip Go around your group of 5 — each person introduces herself. Celebrate each one! This is a WOW moment.

CELEBRATION MOMENT

This is where participants realise they just spoke English! Make it big. Clap, cheer: "वाह! आपने अंग्रेजी में अपना परिचय दे दिया!"

Remind them: "अंग्रेजी सिर्फ एक जरिया है अपनी बात कहने का, इसलिए डरने की जरूरत नहीं है। हमारी भाषा नहीं है, विदेशियों की भाषा है। हम सिर्फ सीख रहे हैं अपनी शौक से।"

5.3 Activity C: Situational English (Bank, School, Office)

Estimated Time: 5–7 minutes

Goal: Participant learns 5 practical English sentences for a specific real-life situation (bank, school, market).

Step-by-Step Walkthrough

1 Stay in the Same Chat

Gemini already knows you're learning English.

2 Ask for Situation-Specific Sentences

Speak or type:

"मुझे bank में काम आने वाले पाँच वाक्य लिखिए"

(Give me 5 sentences useful at a bank)

3 Review Together

Gemini provides sentences like: "I want to open a new account" = "आई वॉट टू ओपन ए न्यू अकाउंट" = "मुझे एक नया खाता खुलवाना है।" Each sentence has English, pronunciation in Hindi, and meaning.

Mentor Tip

From training: "मैंने यहाँ पे लिखा नहीं है कि अंग्रेजी में लिखिए, लेकिन उसे पता है कि हम अंग्रेजी की ही बात कर रहे हैं।" (Gemini remembers the English learning context.)

4 Practise 2–3 Key Sentences

Pick the most useful ones and practise together. Don't try to cover all 5 — focus on getting 2–3 right.

Alternative Situation Prompts

"मुझे स्कूल में टीचर से बात करने के लिए पाँच वाक्य सिखाइए"

(5 sentences for talking to a school teacher)

"मुझे दुकान में सामान खरीदने के लिए पाँच वाक्य सिखाइए"

(5 sentences for shopping at a market)

"मुझे सरकारी दफ्तर में काम आने वाले पाँच वाक्य सिखाइए"

(5 sentences for a government office)

5.4 Activity D: Practice with AI Personas

Estimated Time: 8–10 minutes

Goal: Participant has an actual conversation with Gemini playing the role of a bank manager, school teacher, or other professional. Gemini responds in character AND corrects pronunciation mistakes.

❖ THIS IS THE WOW MOMENT

This is where AI becomes magical. The participant speaks to a “bank manager” who responds, corrects, and encourages — all in a safe, judgement-free space.

From the training video: “जरूर, यह एक बेहतरीन तरीका है सीखने का। मैं बैंक मैनेजर की कुर्सी पर बैठ गया हूँ!” Gemini literally role-plays sitting in the manager’s chair.

Step-by-Step Walkthrough

1 Stay in the Same Chat or Open New Chat

Either works. The persona prompt will set the context fresh.

2 Speak or Type the Persona Prompt

This is the key prompt that transforms Gemini into a conversation partner:

“आप एक बैंक मैनेजर बनिए और मुझसे बात कीजिए। अगर मैं गलत हूँ, तो मेरा उच्चारण ठीक कीजिए।”

(Be a bank manager and talk to me. If I make mistakes, correct my pronunciation.)

3 Gemini Responds in Character

Gemini says something like: “Good morning, welcome to the bank. How can I help you today?” Now it’s the participant’s turn.

◆ Mentor Tip

From training: “आप क्या कहना चाहेंगे? आप sentence को या तो लिख सकते हैं... या फिर माइक का इस्तेमाल कर सकते हैं।”

4 Participant Responds

Help the participant say something simple: “Hello sir, I want to open account.” Voice or type. Gemini will respond AND gently correct mistakes.

◆ Mentor Tip

Encourage VOICE input here — this is the whole point of the exercise. Even if the pronunciation is imperfect, Gemini will understand and correct.

5 2–3 Exchanges

Continue the conversation for 2–3 exchanges. The magic is in the back-and-forth. Then move on.

6 Try a Different Persona (Optional)

Switch to another scenario if time permits:

“अब आप मेरे बच्चे के स्कूल टीचर बनिए। मैं आपसे अपने बच्चे की पढ़ाई के बारे में बात करना चाहती हूँ”

(Now be my child’s school teacher. I want to discuss my child’s studies.)

⌚ MORE PERSONA IDEAS

Doctor’s reception: “आप एक डॉक्टर के रिसेप्शनिस्ट बनिए। मुझे अपॉइंटमेंट लेना चाहिए।”

Shop: “आप एक दुकानदार बनिए। मुझे सामान खरीदना चाहिए।”

Government office: "आप सरकारी दफ्तर के कर्मचारी बनिए। मुझे प्रमाण पत्र बनवाना चाहिए।"

5.5 Activity E: 30-Day English Learning Plan

Estimated Time: 5 minutes

Goal: Participant gets a personalized 30-day plan they can follow at home. Save to WhatsApp so they have it permanently.

Step-by-Step Walkthrough

1 Open New Chat or Continue

Either works.

2 Speak or Type the Plan Prompt

This prompt personalises the plan to the participant's background:

"आप मुझे 30 दिन बेसिक अंग्रेजी सीखने का plan बनाइए। मैं एक ग्रामीण महिला हूँ। मैं बारहवीं pass हूँ और हिंदी medium में पढ़ी हूँ।"

(Make me a 30-day basic English learning plan. I am a village woman. I passed 12th in Hindi medium.)

3 Review the Plan Together

Gemini creates a week-by-week plan. Scroll through and highlight the structure.

Mentor Tip

From training: Week 1 = household items names (रसोईघर = kitchen, बर्तन = utensils, पर्द = curtains). Week 2 = common phrases (please, thank you, sorry). Week 3 = basic grammar. Week 4 = confidence building.

4 Save to WhatsApp

Copy the plan (long-press or tap copy icon) → Open WhatsApp → "Message Yourself" → Paste → Send. Now they have it permanently.

Mentor Tip

This is the TAKE-HOME value. Emphasise: "ये plan आपके पास हमेशा रहेगा। रोज़ 10 मिनट निकालिए!"

💡 GOLDEN RULES FROM THE TRAINING

Gemini also provided golden rules which the trainer read aloud:

1. रोज़ 10 मिनट अंग्रेजी सुनिए — चाहे YouTube पर बच्चों की कहानियाँ ही क्यों न हो (Listen to English 10 min daily — even children's stories in English on YouTube)
2. बोलिए! बिना बोले आप सीख नहीं पाएंगे। शर्मना नहीं है। चाहे दरवाजा बंद करके शीशे के आगे अकेले में बोलना पड़े (Speak! Even alone in front of a mirror with the door closed)
3. लिखिए भी! शब्दों के साथ दोस्ती कर लें (Write! Make friends with words)
4. अपने आप को शाबाशी दीजिए! (Give yourself a pat on the back!)

Follow-up prompts: "मुझे 60 दिन का plan बनाइए" or "ये plan बहुत मुश्किल है, मुझे और सरल बताइए"

5.6 Optional: Financial Awareness, Kitchen Garden, Health

Estimated Time: 5–10 minutes (only if time permits, during deep-dive session)

The trainer demonstrated that Gemini can be used for self-learning in multiple areas beyond English. Show ONE example from any category to demonstrate the breadth of possibilities.

Financial Awareness (वित्तीय साक्षरता)

From the training: The trainer asked about the difference between loan and savings — even mixing Hindi and English words, even misspelling “loan” as “lon”. Gemini understood and responded perfectly.

“लोन और बचत में अंतर बताइए”

(Tell me the difference between loan and savings)

“घर का बजट कैसे बनाएं?”

(How to make a household budget?)

⌚ TRANSCRIPT INSIGHT: 50-30-20 RULE

Gemini explained the 50-30-20 budgeting rule: 50% needs (राशन, सब्जी, फीस, बिजली, दवाइयाँ), 30% wants (कपड़े, खोहार, मेला), 20% savings (बचत, बैंक डिपॉजिट, कमेटी). The trainer noted: “अगर सौ रुपए कमाते हैं तो 50 जरूरी चीजों में, 30 शौक में, 20 बचत में!”

Kitchen Garden (घर की बगिया)

“मैं घर पर सब्जी उगाना चाहती हूँ। इस महीने कौन सी सब्जी लगा सकती हूँ?”

(I want to grow vegetables at home. Which vegetables can I plant this month?)

Health & Nutrition (स्वास्थ्य और पोषण)

“गर्भवती महिला के लिए पौष्टिक आहार बताइए जो गाँव में आसानी से मिल जाए”

(Tell me nutritious food for pregnant women that is easily available in a village)

⚠ MANDATORY HEALTH DISCLAIMER — SAY THIS ALOUD

“AI से मिली जानकारी सिर्फ जानकारी के लिए है। दवाई या इलाज के लिए हमेशा डॉक्टर से सलाह लें।”

(AI advice is for awareness only. Always consult a doctor for medicines or treatment.)

The trainer acknowledged: “आंगनवाड़ी और आशा दीदी आपको ये सारी जानकारी बताती हैं, बिल्कुल। मगर कभी आपको खुद से जानना हो...” (Anganwadi and ASHA didis give great info, but you can also learn on your own.)

USE CASE 2

6. AI for Business Expansion (बिजनेस का प्रचार-प्रसार)

⌚ OBJECTIVE

Participants create professional posters, banners, and catalogues using Gemini to promote their digital services and homemade products.

From the training: "हमको अपने business को बढ़ाने के लिए social media में किस तरह से हम उसका फायदा उठा सकते हैं?" (How can we leverage social media to grow our business?)

Time Allocation	~20–25 minutes
Activities	A: Digital Seva poster B: Gallery photo → banner C: Festival/seasonal poster D: Service catalogue
What Participants Need	Gemini app open; ideally 1–2 product or shop photos in phone gallery
Key Concept	The word "इमेज" (image) is the MAGIC keyword. Without it, Gemini only gives text.
Hindi Text Warning	Gemini sometimes misspells Hindi text in images. Workaround: ask for English text or add Hindi text manually after saving.

⚠ KEY LESSON FROM TRAINING: HINDI TEXT IN IMAGES

The trainer discovered that Gemini sometimes writes Hindi text incorrectly in generated images (spelling errors in Devanagari).

Workaround 1: Ask Gemini to write text in English instead: "क्या आप इसे English में लिख सकती हैं?" — English text is always accurate.

Workaround 2: Take a screenshot and add Hindi text manually using your phone's photo editor.

Workaround 3: Start a fresh chat and give complete, clear instructions in the FIRST prompt. Once Gemini makes a mistake, it tends to repeat it.

Trainer's advice: "कोशिश किया कीजिए कि हिंदी के शब्दों को, देवनागरी को हम इसमें न डालें। अंग्रेजी में इसको कोई समस्या नहीं होती।"

6.1 Activity A: Digital Seva Kendra Poster

Estimated Time: 8–10 minutes

Goal: Participant creates a professional poster for her digital service centre, listing all services and pricing.

Step-by-Step Walkthrough

1	Open Gemini → New Chat Start a fresh chat. Remember: "इमेज" is the magic keyword.	Mentor Tip From training: " हम भी जब भी कोई चित्र की दरकार होगी तो हम image का इसेमाल करेंगे।"
2	Speak or Type the Poster Prompt Describe the business and ask for an image. The training video example:	

"मैं एक digital सेवा केंद्र चलाती हूँ, जिसमें आधार में address change करना, PAN card बनाना, जन्म आयु प्रमाण पत्र, voter ID card, राशन card, insurance और online आवेदन करते हैं। मेरे लिए एक ऐसी image बनाएं जिसमें सब सेवाएं दिखें और rate list भी हो। PAN card की कीमत दो सौ रुपया और बाकी सभी सेवाएं सौ रुपये मात्र।"

(Full prompt from the training video — digital seva kendra with services and rate list)

3 Gemini Generates the Image

It creates a poster showing services, rates, and a digital service centre visual. Celebrate: "देखिए! पलक झापकते ही डिजिटल सेवा कॉर्नर बन गया है!"

Mentor Tip

From training: Gemini added rate list, phone number (auto-generated), and service names. Check for Hindi spelling — it may have errors.

4 Customise the Shop Name

If you want a specific name on the poster:

"कृपया आप हिंदी में लिखा हुआ दुकान का नाम प्रगति सेवा केंद्र कर दें"

(Please change the shop name to Pragati Seva Kendra (written in Hindi))

5 If Hindi Text Is Wrong → Try English

If Gemini misspells the Hindi shop name, try: "क्या आप इसे English में लिख सकती हैं?" The English version will be spelled correctly.

Mentor Tip

Trainer insight: "अंग्रेजी में उसने अच्छी तरह से लिखा हुआ है।" Switching to English improved the output dramatically.

6 Share via WhatsApp

Tap Share → WhatsApp → Status or contacts/groups. Also take a screenshot for backup.

6.2 Activity B: Gallery Photo → Banner

Estimated Time: 5–7 minutes

Goal: Participant uploads an existing photo from her phone gallery and Gemini creates a professional banner around it.

Step-by-Step Walkthrough

1 Open Gemini → New Chat

Start fresh for this activity.

2 Attach Photo from Gallery

Tap "+" → Gallery → Select a photo of the participant's shop, products, or workplace. Attach it to the chat.

Mentor Tip

From the training: The trainer selected a didi's photo from the gallery. Important: Only use photos WITH the person's permission.

3 Ask for a Banner

With the photo attached, speak or type:

"कृपया एक बार फिर एक दुकान के लिए बैनर का इमेज दें। बैनर में लक्ष्मी डिजिटल सर्विस, ग्राम सेलू, जिला धनबाद, झारखण्ड लिखें। सभी सेवाओं की कीमत जरूर लिखें।"

(Create a shop banner with name, address, and service prices)

4

Review and Modify

If the image needs changes: ask for colour changes, different layout, or add/remove elements. You can also ask: "इस पर लिख दीजिए लक्ष्मी डिजिटल सेंटर" to add the shop name on top.

💡 Mentor Tip

From training: "इस पर लिख दीजिए लक्ष्मी डिजिटल सेंटर" — Gemini added the name on the banner board.

🔒 PRIVACY REMINDER — READ ALOUD

"किसी की भी फोटो बिना उनकी अनुमति के इसमें न डालें। हमारे पास इनकी अनुमति नहीं है।"
(Never upload someone's photo without their permission. We don't have their consent.)

6.3 Activity C: Seasonal / Festival Poster (Holi Example)

Estimated Time: 5–7 minutes

Goal: Participant creates a festival-themed promotion poster for homemade products.

Step-by-Step Walkthrough

1

Open Gemini → New Chat

Start fresh.

2

Speak or Type the Festival Poster Prompt

The trainer demonstrated a Holi snacks poster:

"होली का त्योहार आ रहा है। मुझे घर के बने हुए नाश्ते का विज्ञापन के लिए एक Instagram, WhatsApp वाला poster या image बनाइए!"

(*Holi is coming. Create an Instagram/WhatsApp poster for advertising homemade snacks.*)

3

Review of the Output

Gemini creates a colourful Holi-themed poster with snack imagery.

💡 Mentor Tip

The trainer noted: Gemini auto-added a phone number and Instagram handle. These are fake — add your own details separately after saving.

4

If Hindi Text Has Errors → Ask for English

From the training: "क्या आप इसे English में लिख सकती हैं?" The English version was perfect.

💡 Mentor Tip

Trainer reaction: "अंग्रेजी कैसे समझ गया? है ना कमाल की बात!"

Adaptable Festival Prompt Templates

"दिवाली आ रही है। मैं घर की बनी मिठाइ और नमकीन बेचती हूँ। इसके लिए एक image poster बनाइए"

(Diwali sweets/snacks poster)

"छठ पूजा के लिए मेहंदी और व्रत की सेवा का image poster बनाइए"

(Chhath Puja mehendi/fasting service poster)

6.4 Activity D: Service Catalogue with Pricing

Estimated Time: 5–7 minutes

Goal: Participant creates a service catalogue with individual pricing that can be shared with customers.

Step-by-Step Walkthrough

1

Open New Chat or Continue

Either works. The word "catalogue" also triggers image generation.

Mentor Tip

Trainer tested this: "देखते हैं catalogue लिखने से क्या ये वही जवाब देता है जो image लिखने से देता है?" Answer: Yes!

2

Speak or Type the Catalogue Prompt

List your services with specific prices:

"मुझे एक catalogue बनाइए जिसमें आधार कार्ड ₹50, पैन कार्ड ₹200, आय प्रमाण पत्र ₹30, इनका rate लिखा हो। इसका एक poster बनाकर दीजिए।"

(Create a catalogue with Aadhaar ₹50, PAN card ₹200, income certificate ₹30, with rates shown)

3

Review the Catalogue

Gemini generates a visual catalogue with all services and prices listed. It may also suggest a phone number and address section.

Mentor Tip

From training: "जबरदस्त catalogue! सब कुछ वहाँ पर इंगित है कि आपने जो नहीं भी कहा था, वो भी उसने ध्यान दिया है।"

4

Share via WhatsApp

Share the catalogue to customer groups, WhatsApp Status, Facebook.

🔓 PRIVACY REMINDER — READ ALOUD

"अपना mobile number, email या अपनी कोई photo, आधार कार्ड, PAN card या कोई भी ऐसी जानकारी जेमिनाई में मत डालिए। आपका data आपकी जिम्मेदारी है, उसको सुरक्षित रखना।"

(Never enter your mobile number, email, personal photo, Aadhaar, PAN, or bank info into Gemini. Your data is your responsibility.)

From the training: "ये data जो आपका है, वो कितना सुरक्षित है जेमिनाई दीदी के पास, इसका कोई भी पता नहीं है।"

USE CASE 3

7. AI for Portfolio Diversification (Canva)

🎯 OBJECTIVE

Participants create short AI-generated promotional videos and images using Canva's Magic Media feature, to promote their businesses on WhatsApp Status, Instagram, and Facebook.

KEY CHALLENGE: Canva only understands English. Solution: Use Gemini as a translator — ask in Hindi, get an English prompt, paste into Canva.

From the training video: "कैनवा मौसी सिर्फ अंग्रेजी समझती हैं। जेमिनाई दीदी का सहयोग इसमें जरूरी है।" (Canva mausi only understands English. Gemini didi's help is essential here.)

Time Allocation	~15–20 minutes
Activities	A: Install Canva B: Get English prompt from Gemini C: Create Magic Video in Canva D: Alternative prompts
Apps Required	BOTH Gemini AND Canva must be installed and logged in
What Mentors Need	This playbook. Practise the Gemini→Canva flow on your own phone beforehand — it involves switching between two apps.
Free Version Limits	Canva free allows only ~4–5 Magic Media generations. Use them wisely!
The “Didi–Mausi” Metaphor	Gemini = दीदी (elder sister, speaks Hindi). Canva = मौसी (aunt, speaks only English). Didi translates for Mausi.

7.1 The Didi–Mausi Bridge: Gemini → Canva Workflow

This is the core concept participants MUST understand before touching Canva:

▣ THE TWO-STEP BRIDGE

STEP 1 (दीदी): Open Gemini. Describe what you want to create IN HINDI. Ask Gemini: "मुझे कैनवा में इस्तेमाल करने के लिए एक अच्छा प्रॉम्ट बता दें।" Gemini gives you an ENGLISH prompt.

STEP 2 (मौसी): Copy that English prompt. Open Canva → Magic Media → Paste → Generate. Canva creates the video/image.

From the training: "हम दीदी से मौसी के लिए प्रॉम्ट माँग रहे हैं, तो दीदी को बताना पड़ेगा कि आपको प्रॉम्ट बनाकर देना है।"

Say to participants: "जेमिनाई दीदी को हम हिंदी में बोलेंगे, दीदी हमें अंग्रेजी में बता देंगी, हम उसे कॉपी करके कैनवा मौसी को दे देंगे और मौसी हमारे लिए वीडियो बना देंगी!"

7.2 Activity A: Installing & Opening Canva

Estimated Time: 3–5 minutes (should be pre-installed on event day)

Goal: Confirm Canva is installed, logged in, and ready.

Step-by-Step Walkthrough

1 Open Play Store

Same process as Gemini: tap the Play Store icon (रंग-बिरंगा त्रिकोण). Tap Search at the bottom.

2 Search for Canva

Type CAN in the search bar. "Canva: Photo & Video Editor" will appear. Tap on it.

Mentor Tip

From the training: "कैनवा डाल दिया और सर्च पर सबसे दाईं तरफ कोने में लैंस का इस्तेमाल कर सकते हैं।"

3 Install or Open

If "Install": tap Install → wait → Open. If "Open": it's already installed.

Mentor Tip

Trainer: "बहुत ही सिंपल है। जैसे कि Facebook, Google Pay, RuPay किया होगा, इसी तरह से।"

4 Login with Gmail

Same Gmail account used for Gemini. One-tap login.

⚠ FREE vs. PAID (CROWN ICON)

When browsing Canva, you'll see a ताज (crown) icon on some items. Crown = Paid (Canva Pro).

Items WITHOUT a crown are FREE to use.

From the training: "ये जहाँ पर आपको एक ताज सा दिखाई दे, तो समझ लीजिएगा वो पैसों वाला है। जहाँ पे ताज नहीं, वो आप इस्तेमाल कर सकते हैं।"

7.3 Activity B: Getting an English Prompt from Gemini

Estimated Time: 5 minutes

Goal: Participant asks Gemini in Hindi for a Canva-ready English prompt and copies it.

Step-by-Step Walkthrough**1 Open Gemini → New Chat**

Start a fresh Gemini chat.

Mentor Tip

Remind participants: we're going BACK to दीदी first, not Canva.

2 Speak or Type the Bridge Prompt

Describe what you want AND tell Gemini you need it for Canva:

"मैं कैनवा पर अपनी डिजिटल सेवा केंद्र का एक छोटा सा प्रचार या प्रसार का वीडियो बनाना चाहती हूँ। मैं आधार कार्ड में डाउनलोड या एड्रेस चेज, आय प्रमाण पत्र, पैन कार्ड, जाति और आवास प्रमाण पत्र इत्यादि डिजिटल सर्विसेज देती हूँ। मुझे कैनवा में इस्तेमाल करने के लिए एक अच्छा प्रॉम्प्ट बता दें।"

(I want to create a promotional video of my digital seva kendra on Canva. I offer Aadhaar download/address change, income certificate, PAN card, caste and residence certificates etc. Give me a good prompt for Canva.)

3 Gemini Responds with English Prompts

Gemini provides one or more ready-to-use English prompts for Canva Magic Media. It may also suggest

Mentor Tip

From the training: Gemini gave prompts like "A vibrant rural Indian digital service centre

	video script text (slide-by-slide text overlay suggestions).	background video with warm lighting and professional look." It also suggested slide text: Slide 1: "क्या आपको आधार या पैन कार्ड से जुड़ी परेशानी है?"
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4	Copy the English Prompt Long-press on the English prompt text in Gemini. Drag the selection handles (दो सफेद बिंदु दिखेंगे, उनको खींचें) to select just the English prompt. Tap COPY.	Mentor Tip This is the trickiest step — help participants select ONLY the English prompt, not the Hindi explanation. Practise this yourself!
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💡 COPY-PASTE TIP

Long-press on the text → Two blue dots (handles) appear above and below → Drag to select the prompt → Tap “Copy” that appears above.

From the training: "अंगूठे से लंबा दबाएंगे। जैसे ही पेस्ट लिखा हुआ आ जाएगा, आप सभी जानती हैं पेस्ट का मतलब है चिपकाना।"

If participants struggle with selection, the mentor can copy on their phone and share the English prompt via WhatsApp for participants to copy.

7.4 Activity C: Creating a Magic Video in Canva

Estimated Time: 7–10 minutes

Goal: Participant pastes the English prompt into Canva's Magic Media to generate a promotional video.

Step-by-Step Walkthrough

1	Open Canva Switch from Gemini to Canva. Find it on home screen: type CAN in search.	
2	Go to Templates On the bottom navigation bar, tap the “+” or “Create” button. Then tap “Templates.”	Mentor Tip From training: "सबसे नीचे देखिए, More लिखा होगा। हम Create पे जाएंगे।"
3	Choose Instagram Story or Reel From the template options, select “Instagram Story” or “Instagram Reel.” This gives the right video format.	Mentor Tip Trainer: "इंस्टाग्राम स्टोरी को चुन लिया है... काफी आसानी हो जाती है इस तरह का टेम्पलेट चुनने से।"
4	Find Magic Media At the bottom of the editing screen, you'll see: Design Elements Text Gallery etc. Scroll RIGHT (← swipe left) to find “Magic Media” at the end.	Mentor Tip This is often hidden! You MUST scroll right to find it. From training: "उंगली के माध्यम से लैपट की तरफ अपनी उंगली को घुमाइए। जैसे आप मोबाइल में घुमाते हैं, रील्स देखते वक्त।"
5	Tap Magic Media → Choose “Videos” Magic Media has 3 tabs: Images Videos 3D. Tap “Videos” for promotional video.	Mentor Tip Trainer: "तीसरे स्थान पर यानी जहाँ पर वीडियोज लिखा हुआ है, चलो वहाँ चलते हैं।"

6	Paste the Prompt Long-press in the text box → “Paste” appears → Tap Paste. The English prompt from Gemini appears.	Mentor Tip Help participants: "अंगूठे से जोर से दबाएंगे, पेस्ट लिखा आएगा। उसे चुन लीजिए!"
7	Tap “Generate Videos” Tap the purple “Generate Videos” button. Wait 30–60 seconds for Canva to create the video.	Mentor Tip Trainer: "थोड़ा समय ले रही है कैनवा मौसी। जेमिनाई दीदी तो फटाफट बता देती हैं। ये थोड़ा समय लेती हैं।" Be patient!
8	Preview & celebrate! The video plays automatically. Watch it with your group. Celebrate!	Mentor Tip Trainer reaction: "अरे वाह! क्या जबरदस्त वीडियो बनाया है कि नहीं?"
9	Download & Share Tap the download/share icon. Save to phone gallery. Share on WhatsApp Status, Instagram, Facebook.	

⚠ FREE VERSION LIMITS — IMPORTANT

Canva free only allows ~4–5 Magic Media generations per day.

If you see a message asking for payment (Canva Pro), STOP. Do NOT pay. Wait until tomorrow for free credits to refresh.

From the training: "अड़ोसी-पड़ोसी से कचौड़ी, समोसे वगैरह खाने हैं तो भैया पैसे दीजिए। मौसी के पास तो सिर्फ चाय मिलेगी।" (For extras you'll need to pay. With Mausi, only chai is free!)

Tip: Use your limited generation wisely. Perfect your Gemini prompt BEFORE pasting into Canva.

On laptop: Try canva.com in a browser — it may have fewer restrictions.

Navigation Cheat Sheet: How to Reach Magic Media

STEP	ACTION
1	Open Canva app
2	Tap “+” or “Create”
3	Tap “Templates”
4	Choose “Instagram Story” or “Instagram Reel”
5	At bottom bar: scroll RIGHT → find “Magic Media”
6	Tap “Videos” tab
7	Long-press → Paste prompt → “Generate Videos”

7.5 Alternative Prompts & Business Ideas

The Gemini→Canva bridge works for any business. Here are more prompt ideas to share with participants:

Digital Seva Kendra (Primary Example)

"मैं कैनवा पर अपनी डिजिटल सेवा केंद्र का वीडियो बनाना चाहती हूँ। मेरी सेवाएं हैं: आधार, पैन, आय प्रमाण, जाति प्रमाण। मुझे कैनवा के लिए English में prompt दीजिए।"

(Tell Gemini: I want to make a Canva video for my digital seva kendra. Give me an English prompt.)

Homemade Food Business

"मैं घर पर बने अचार, पापड़ और नमकीन बेचती हूँ। मुझे कैनवा के Magic Video के लिए English में prompt दीजिए।"

(Homemade pickle, papad and namkeen business video)

Beauty Parlour / Boutique

"मैं एक ब्यूटी पार्लर चलाती हूँ जिसमें मेहंदी, फेशियल, हेयर कटिंग होती है। मुझे कैनवा के लिए English prompt दीजिए।"

(Beauty parlour video with mehendi, facial, hair cutting)

Tailoring / Stitching Service

"मैं महिलाओं के सूट डिज़ाइन और सिलाई करती हूँ। मुझे कैनवा के लिए English prompt दीजिए।"

(Tailoring and stitching service video)

Wedding / Greeting Cards

"मुझे शादी का कार्ड बनाना है। मुझे कैनवा के लिए English prompt दीजिए।"

(Wedding invitation card video)

₹ INCOME OPPORTUNITY

The trainer highlighted real income potential from Canva videos:

- Wedding card videos — charge per card
- Greeting card videos for festivals — share and charge
- Promotional videos for local businesses — offer as a service

Trainer: "अगर आपको यह काफी पसंद आता है कि आप इसे वाकई में ग्रीटिंग कार्ड वीडियो बनाकर या वेडिंग कार्ड वीडियो बनाकर आप भेज सकती हैं और पैसे कमा सकती हैं, तो आप इसके बारे में भी जरूर सोच सकती हैं।"

🔑 PHONE NUMBER SAFETY TIP FROM TRAINING

If you add a phone number to your promotional video or poster, use a SEPARATE business number.

This business number should NOT be linked to your Aadhaar, PAN card, ration card, or bank account.

From the training: "आप mobile number वही दें, जो आपके आधार से न जुड़ा हो, पैन कार्ड से न जुड़ा हो, राशन कार्ड से न जुड़ा हो, ताकि आपके साथ किसी प्रकार का कोई धोखा न हो।"

8. Responsible AI Reminders

Weave these naturally during activities. Don't lecture — drop them at the right moment.

Privacy First

Never share personal photos, Aadhaar numbers, PAN card, bank details, mobile numbers, or email in AI tools. Add contact info to posters separately after downloading.

Verify Important Info

AI can make mistakes. The trainer noted: "हमको इस पर आँख मूँदकर भरोसा नहीं कर लेना है" (Don't blindly trust this). Always verify.

Hindi Text Errors

AI-generated images often have Hindi/Devanagari spelling mistakes. Ask for English text or add Hindi manually.

No Personal Photos on AI

Do not upload selfies, family photos, or ID photos. We cannot guarantee how these are stored. Never upload others' photos without permission.

Free Does Not Mean Unlimited

Gemini is free but has daily limits. If it stops generating images, wait a few hours.

Health Disclaimer

AI health/nutrition info is for awareness only. Always consult a doctor for medicines or treatment.

Don't Believe Everything

AI-generated images are NOT real photos. Do not use as evidence or claim they are real.

9. Troubleshooting Quick Reference

PROBLEM	SOLUTION
Gemini does not open	Check internet. Try Wi-Fi/mobile data switch. Restart app. Update from Play Store if needed.
Gemini responds in English	Type: "कृपया हिंदी में जवाब दें" OR check Settings → Language → Hindi as primary.
Camera/microphone does not work	Settings → Apps → Gemini → Permissions → Camera/Microphone → Allow.
Image generation fails	Daily limits reached. Try simpler prompts or wait and retry. Adding "इमेज" in the prompt helps.
Gemini gives only text, not image	Type: "इसका एक इमेज बनाइए" — keyword "इमेज" triggers image generation.
Hindi text in images has spelling errors	Ask for English: "क्या आप इसे English में लिख सकती हैं?" Or take screenshots and edit manually.
Phone very slow	Close other apps. Clear Gemini cache: Settings → Apps → Gemini → Storage → Clear Cache.
Battery running low	Distribute power banks. Reduce brightness. Close background apps.
Wi-Fi not connecting	Forget network and reconnect. Switch to mobile data as backup.
Voice input not working	Check mic permission. Close other apps using mic (Google Meet, calls). Try typing as fallback.
Participant cannot type in Hindi	Use VOICE INPUT first (tap mic in Gemini). If that fails, switch keyboard: globe icon → Hindi.
Gemini repeats mistakes	Close the chat. Start a new chat. Give clear, complete instructions in the first prompt.

10. Mentor Quick-Reference Prompt Cards

Bookmark this page. All key prompts at a glance.

Voice first: All prompts below can be SPOKEN using the microphone icon. Encourage participants to tap 🎤 and speak.

USE CASE 1: AI for Self-Learning Plans

"मुझे अंग्रेजी सीखनी है। रोज़मरा के 10 वाक्य हिंदी में बताइए"

(10 everyday English sentences with Hindi meaning)

"मुझे अपना परिचय अंग्रेजी में देना सिखाइए"

(Teach me self-introduction in English)

"मुझे bank में काम आने वाले पाँच वाक्य लिखिए"

(5 sentences for a bank visit)

"आप एक बैंक मैनेजर बनाइए। अगर मैं गलत हूँ तो सुधारिए"

(Be a bank manager. Correct my mistakes.)

"30 दिन बेसिक अंग्रेजी सीखने का plan बनाइए"

(Create a 30-day English learning plan)

USE CASE 2: AI for Business Expansion

"मैं digital सेवा केंद्र चलाती हूँ... इसका एक image बनाइए"

(Digital seva kendra poster (describe services + rates))

"इसका एक इमेज बनाइए"

(Create an image of this (if Gemini gave only text))

"क्या आप इसे English में लिख सकती हैं?"

(Switch to English text (if Hindi has errors))

"मुझे एक catalogue बनाइए जिसमें आधार ₹50, पैन ₹200..."

(Catalogue with pricing)

USE CASE 3: AI for Portfolio Diversification (Canva)

Remember: ALL Canva prompts go through Gemini first. Ask in Hindi, get English, paste into Canva.

"मैं कैनवा पर अपनी डिजिटल सेवा केंद्र का वीडियो बनाना चाहती हूँ... मुझे कैनवा के लिए English prompt दीजिए"

(Digital seva kendra video — ask Gemini for English Canva prompt)

"मैं घर पर बने अचार, पापड़ बेचती हूँ... कैनवा के लिए English prompt दीजिए"

(Homemade food video)

"मैं व्यूटी पार्लर चलाती हूँ... कैनवा के लिए English prompt दीजिए"

(Beauty parlour video)

"मुझे शादी का कार्ड बनाना है... कैनवा के लिए English prompt दीजिए"

(Wedding card video)

OPTIONAL: Self-Learning Modules

"लोन और बचत में अंतर बताइए"

(Financial awareness)

"घर का बजट कैसे बनाएं?"

(Household budgeting)

"घर पर सब्ज़ी उगाना चाहती हूँ"

(Kitchen garden)

End of Playbook — All 3 Use Cases Complete

Tata AI Sakhi Immersion Program | 17 February 2026

"आपका मोबाइल, आपकी ताकत, आपकी भाषा में— AI सबके लिए!"

(Your phone, your power, in your language — AI for everyone.)