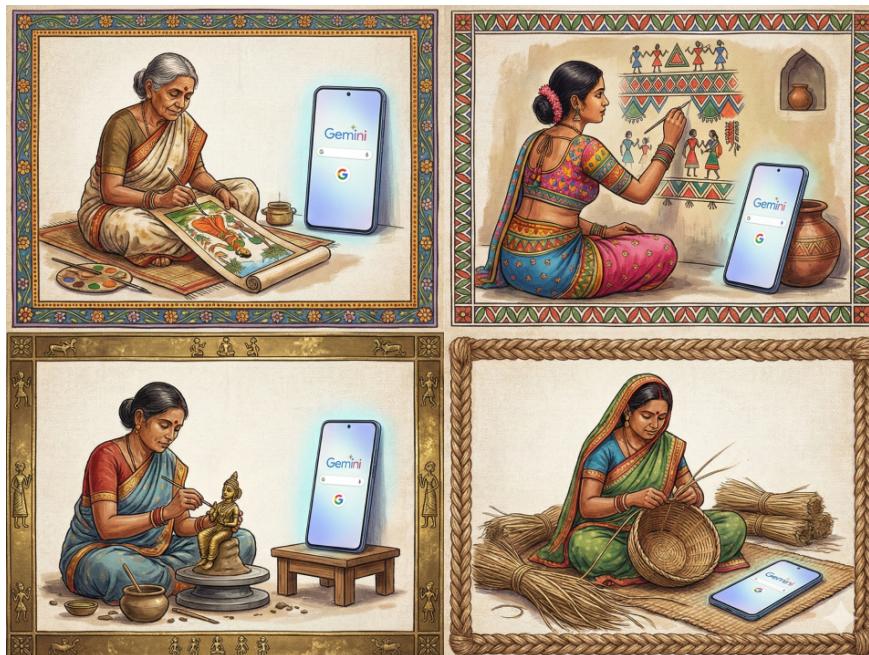


TATA AI SAKHI IMMERSION PROGRAM



ARTISAN COHORT MENTOR PLAYBOOK

Complete Guide to Three AI Use Cases
Product Ideation • Product Improvement • Business Development

India AI Summit 2026 | 17 February 2026
Bharat Mandapam, New Delhi

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Introduction & Overview

About This Playbook

This playbook is your comprehensive guide to facilitating AI learning for the **Artisan Cohort** (~400 traditional craftswomen) at the Tata AI Sakhi Immersion Program. As a mentor, you will guide 5 participants through three carefully designed use cases that demonstrate how AI can enhance their craft business without compromising their cultural heritage.

Each use case builds progressively on the previous one, moving from **inspiration (ideation)** to **visualization (improvement)** to **monetization (business development)**. By the end of the session, participants will have created tangible digital assets they can use immediately in their businesses.



Your Role as Mentor

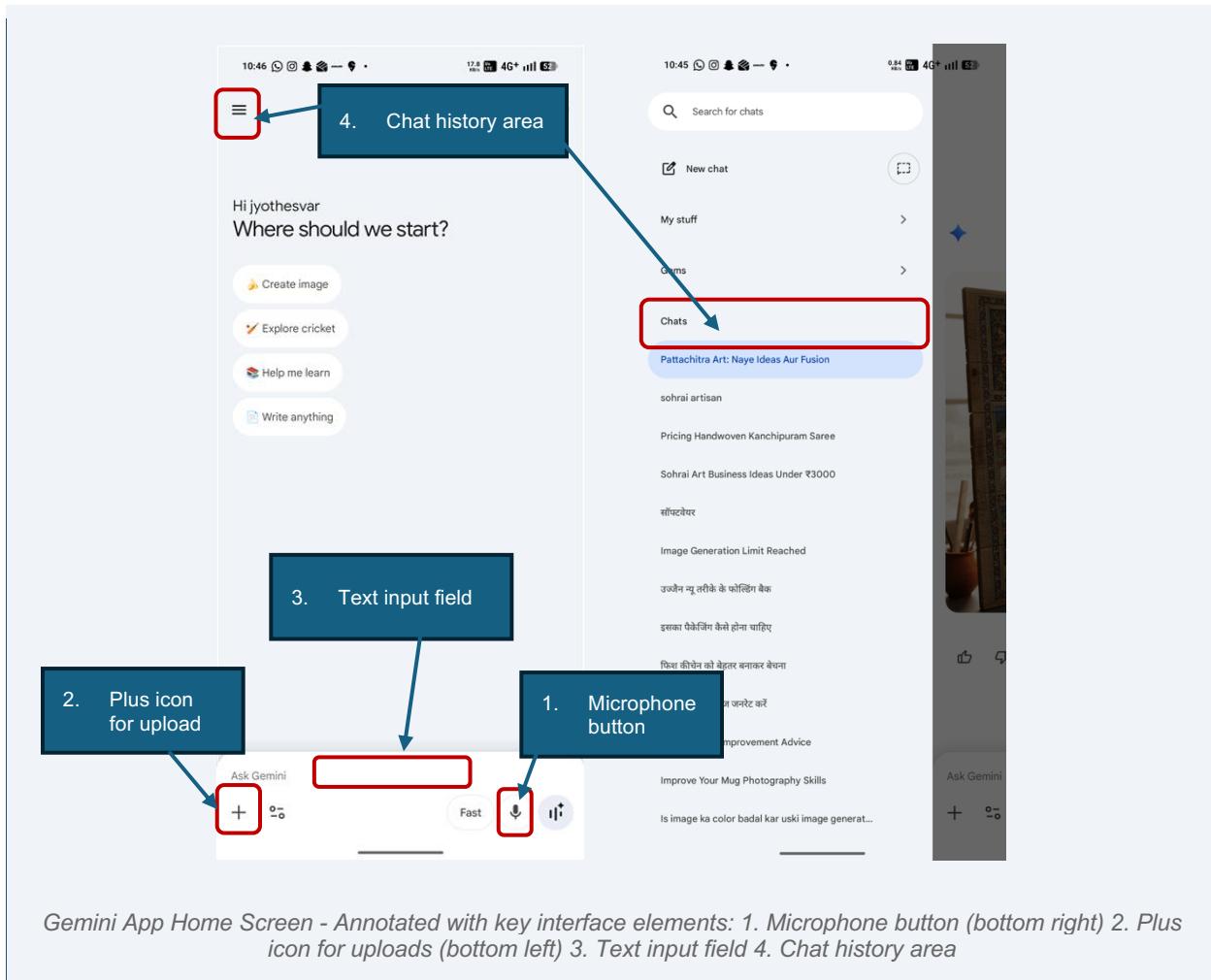
You are not just teaching buttons and screens — you are bridging centuries-old craft traditions with cutting-edge AI technology. Approach each interaction with respect for participants' expertise in their craft while gently guiding them into the digital world.

The Artisan Cohort Profile

Characteristic	Description
Cohort Size	~400 women from Jharkhand, Bihar, Odisha, Rajasthan
Craft Types	Pattachitra, Madhubani, Sohrai, Dokra, Terracotta, Jute, Sabai Grass, Crochet, Weaving (Tassar silk)
Digital Exposure	Limited — most use WhatsApp and phone camera; few have used AI before
Language	Hindi primary; regional languages (Odia, Bhojpuri, etc.) secondary
Key Concern	"Will AI replace my craft?" — Reassure that AI enhances, not replaces traditional skills
Mobilized Via	Tata Steel Foundation, State Craft Networks, JSLPS

Tool Overview: Gemini AI on Android

We use **Google Gemini** as the primary AI tool because: (1) it comes pre-installed on most Android phones, (2) it has excellent Hindi language support including voice input, and (3) it can generate images directly within the app. Participants will use their own smartphones.



⚠️ Pre-Session Check

Before starting, verify each participant has: (1) Gemini app installed and updated, (2) Signed into Google account, (3) Sufficient phone storage (at least 500MB free), (4) Data/WiFi connection active, (5) Main language has changed to Hindi, (6) Didhi's carry their 3-4 art photos

If Gemini isn't available, ChatGPT is the backup tool.

USE CASE 1

PRODUCT IDEATION

नए प्रोडक्ट आइडियाज जनरेट करना

Perquisites

On the day of the session, break the ice and understand which type of art or craft they belong to

Learning Objectives

By the end of this use case, participants will be able to:

- ✓ Open Gemini and use voice input in Hindi to communicate with AI
- ✓ Ask AI for new product ideas based on their specific craft (Pattachitra, Madhubani, etc.)
- ✓ Request AI to generate visual examples of those ideas
- ✓ Save generated images to their phone for future reference
- ✓ Request AI to create a step by step teaching guide for the generated design

Mentor Talking Points (What to Say)



MENTOR SCRIPT:

Hindi: "आज हम सीखेंगे कि आपका हूनर — चाहे वो पट्टचित्र हो, मधुबनी हो, या डोकरा हो— उसको कैसे नए-नए प्रोडक्ट्स में देखा जा सकता है। AI आपको नए आइडियाज देगा, लेकिन बनाना तो आपके हाथों से ही होगा!"

English: "Today we'll learn how your craft — whether Pattachitra, Madhubani, or Dokra — can be visualized on new products. AI will give you ideas, but the actual creation will always be by your skilled hands!"

Step-by-Step Walkthrough

Step 1: Open Gemini App

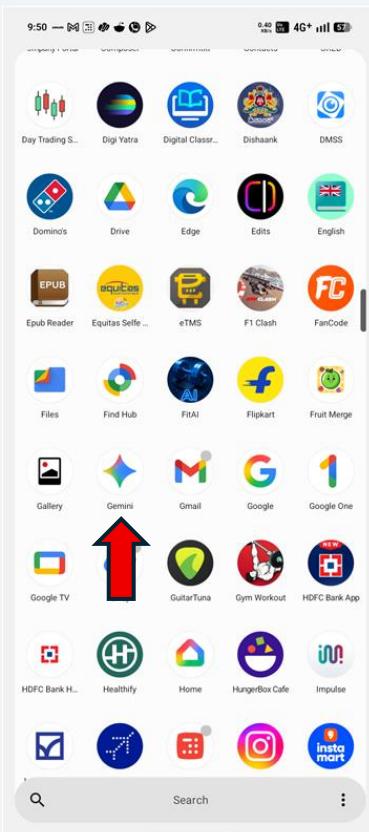
Instruction: Guide participants to locate and tap the Gemini app icon on their phone. The app icon looks like a colorful star/sparkle.



MENTOR SCRIPT:

Hindi: "सबसे पहले अपने फोन में जेमिनी ऐप खोलिए। यह आजकल हर मोबाइल फोन में होता है।"

English: "First, open the Gemini app on your phone. It's available on most mobile phones these days."



Phone home screen showing Gemini app icon highlighted with arrow

**If Gemini Not Found**

Some participants may have Google Assistant instead. Show them how to switch: long-press home button → tap Google Assistant → look for 'Switch to Gemini' option. Alternatively, use ChatGPT as backup.

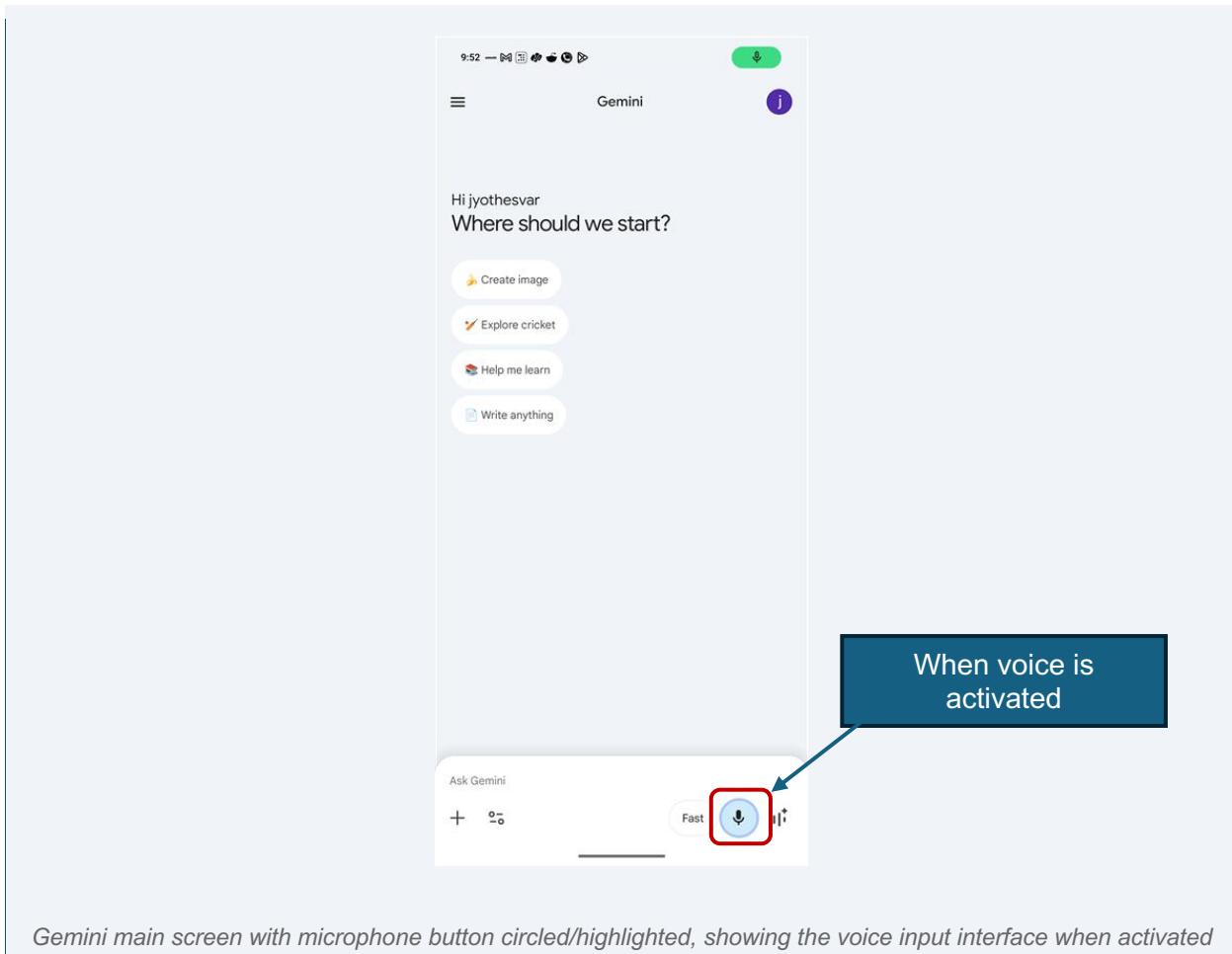
Step 2: Use Voice Input (Microphone Button)

Instruction: Show participants the microphone icon at the bottom right of the Gemini screen. Explain that they can speak naturally in Hindi — no need to type!

**MENTOR SCRIPT:**

Hindi: "जैसिनी से बात करने के लिए नीचे माइक्रोफोन का बटन दबाइए। फिर आप जो कहना चाहते हैं, वो हिंदी में बोल सकते हैं।"

English: "To talk to Gemini, press the microphone button at the bottom. Then speak what you want to say in Hindi."



Step 3: Ask for New Product Ideas

Instruction: Guide participants to introduce themselves and their craft to the AI, then ask for new ideas. The prompt should mention their specific craft type.

Sample Voice Prompt (have participants repeat after you):

SAY THIS:

"मैं एक पट्टचित्र का कारीगर हूँ। मुझे अपने आर्टिस्ट काम के लिए कुछ नए-नए आइडियाज दो।"

(Replace 'पट्टचित्र' with participant's actual craft: मधुबनी, डोकरा, जूट, सवार्फ ग्रास, etc.)

Alternative Input Prompts

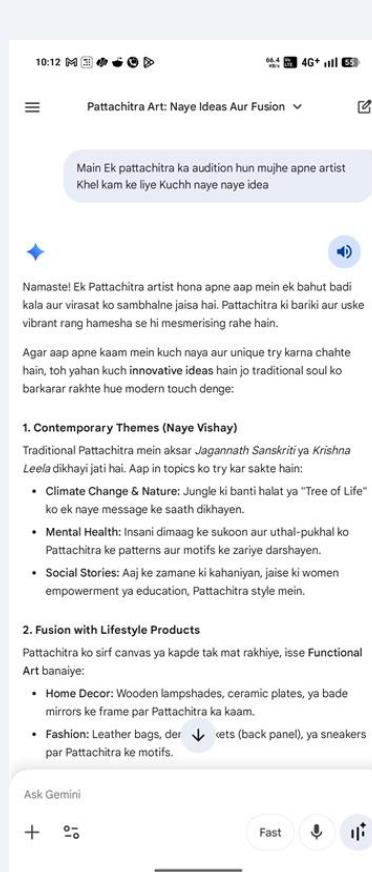
Try these variations:

- "[Craft Name] का उपयोग करके छोटे शहरी घरों के लिए 10 आधुनिक सजावट के विचार बताएं।"
- "ऑफिस डेस्क पर इस्तेमाल होने वाली [Craft Name] की 5 उपयोगी वस्तुएं बताएं।"
- "पर्यटकों के लिए [Craft Name] से बने 10 कम लागत वाले उपहार के विचार दें।"

Expected AI Response:

Gemini will respond with text suggestions organized into categories. For Pattachitra, typical suggestions include:

New Topics	Modern themes, contemporary stories, fusion designs
New Objects	Handbag, home decor, fashion accessories
New Markets	Corporate gifting, wedding favors, tourist souvenirs



Screenshot of Gemini response showing text-based product ideas for Pattachitra art organized in categories

Step 4: Generate Visual Examples (Images)

Instruction: Now ask Gemini to create visual examples of the ideas. This is where the magic happens — participants will see their craft visualized on new products!

 **MENTOR SCRIPT:**

Hindi: "अभी इसने कुछ आइडियाज दिए हैं। अब हम इसको बोलेंगे कि इन आइडियाज की तस्वीरें बनाओ।"

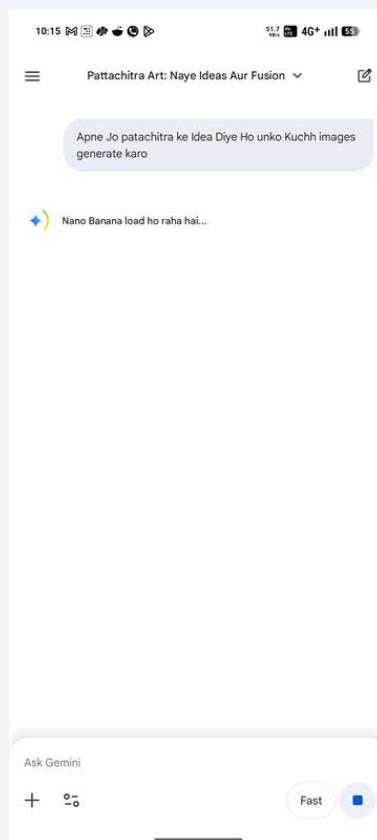
English: "Now it has given some ideas. Let's ask it to create pictures of these ideas."

 **SAY THIS:**

"आपने जो पट्टचित्र के आइडियाज दिए हैं, उन सबका इमेजेस जनरेट करो/बनाओ।"

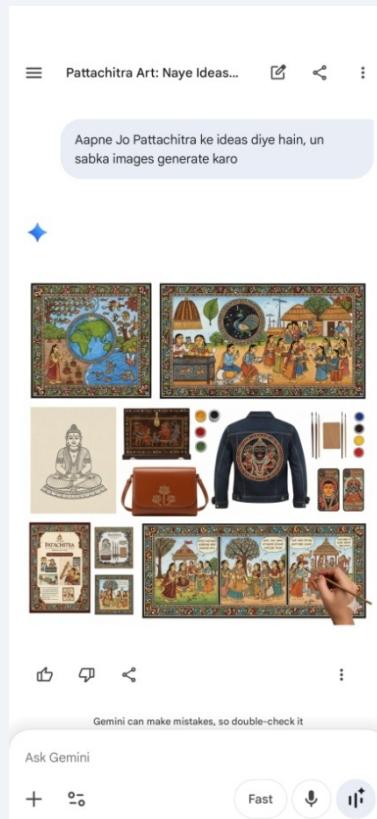
What to Expect During Image Generation:

- Screen will show "नैनो बनाना" or similar loading text — this means images are being created
- Wait 10-30 seconds for images to appear
- Multiple images may be generated (typically 2-4)



Screenshot showing 'नैनो बनाना' loading state while image generates

Sample Generated Images:



Screenshot showing an AI generated image of the ideas

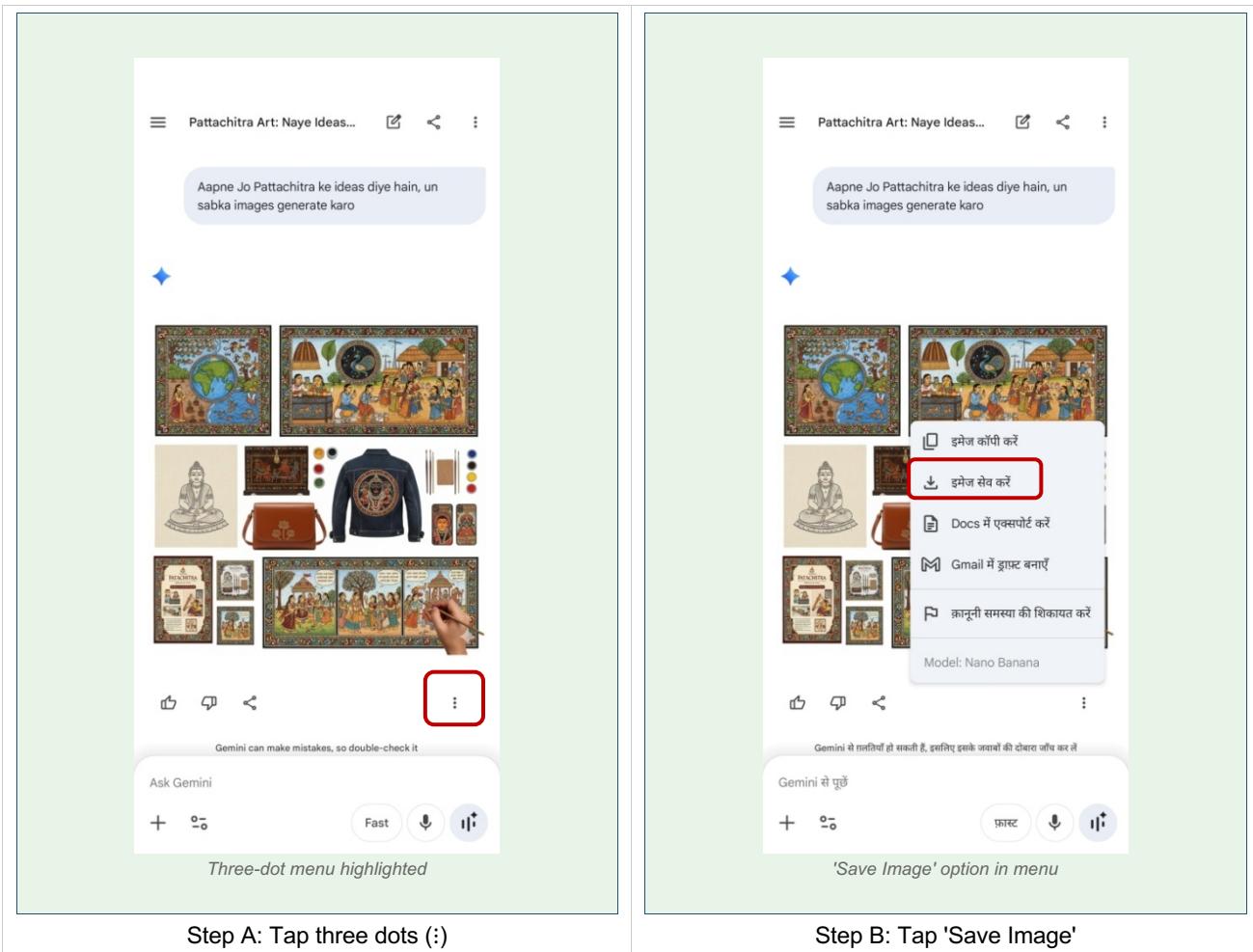
Step 5: Save Image to Phone

Instruction: Show participants how to save their generated images so they can reference them later when actually creating products.

MENTOR SCRIPT:

Hindi: "इसको अपने फोन में सेव करने के लिए, नीचे जो तीन डॉट हैं या तीन बिंदु हैं, उस पर दबाइए। फिर 'सेव इमेज' दबाइए।"

English: "To save this to your phone, tap the three dots at the bottom. Then tap 'Save Image'."



💡 Verify Save

After saving, ask participants to open their phone's Gallery/Photos app to confirm the image is there. This builds confidence that they can access it later.

Step 6: Generate Step by Step Instructions

Instruction: Show participants how to create the step by step instructions to make the product.

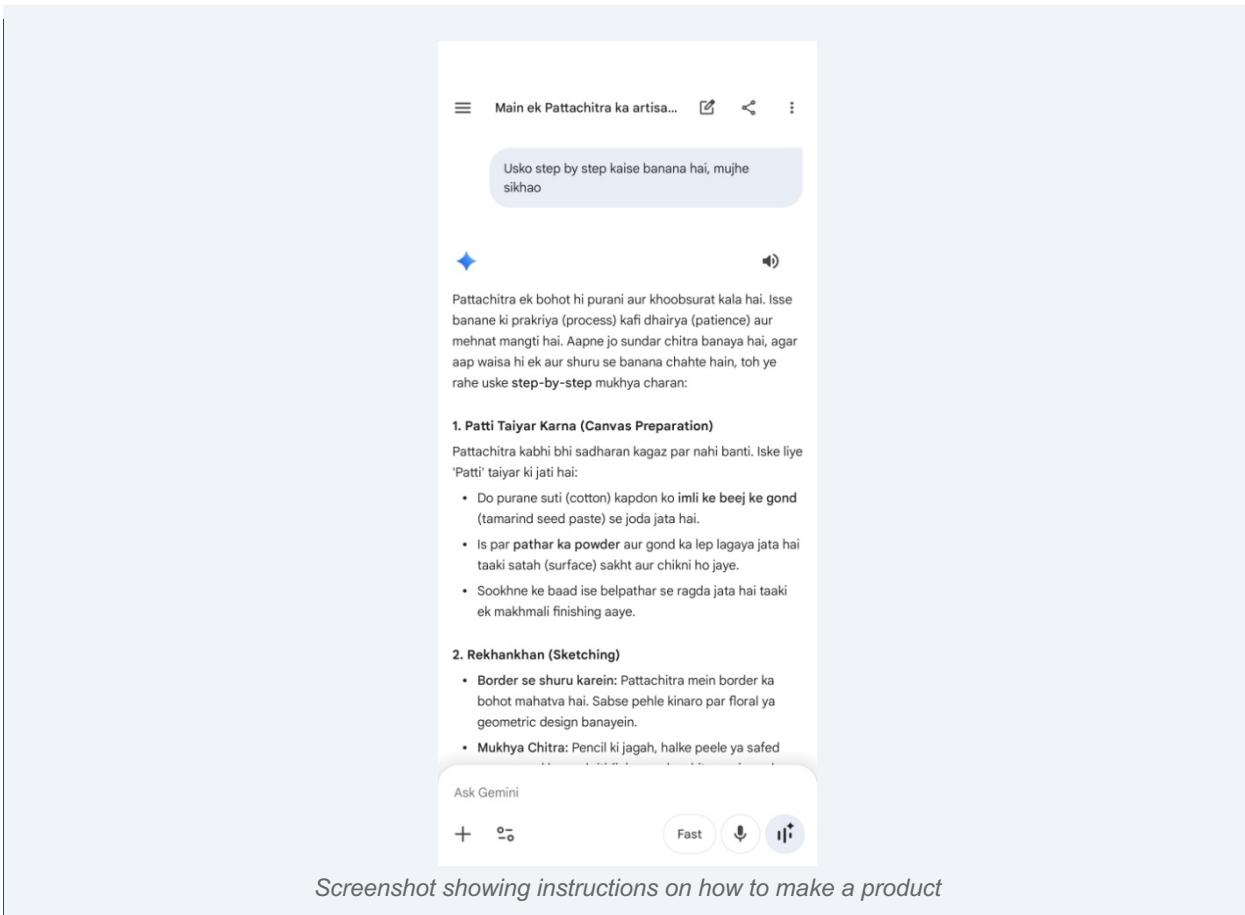
✍️ MENTOR SCRIPT:

Hindi: "अभी हम सीखेंगे कि इस चीज़ को कैसे बनाना है। AI एक एक करके बताएगा कि क्या करना है।"

English: "Now we will learn how to make this product. AI will tell us step by step what to do."

🎙 SAY THIS:

"मुझे स्टेप बाय स्टेप सिखाएँ कि वह प्रोडक्ट कैसे बनाना है।"



Screenshot showing instructions on how to make a product

Troubleshooting & Common Issues

Problem	Solution
Voice input not working	Check if microphone permission is enabled. Go to Settings → Apps → Gemini → Permissions → Microphone → Allow
Images not generating	Check internet connection. If slow, wait longer. If fails repeatedly, try typing 'generate image' or 'इमेज बनाओ' in the prompt
Gemini responds in English	Start the prompt with Hindi to set language context. Say 'हिंदी में जवाब दो' if needed
Participant confused/frozen	Don't rush. Demonstrate on your phone first, then guide their hands gently. Encourage peer help from more confident participants

USE CASE 2

PRODUCT IMPROVEMENT

अपने प्रोडक्ट को बेहतर बनाना

Prerequisites

- Participants must have photos of their craft saved on their mobile phones
- If participants do not have their own photos, ensure that sample craft photos are downloaded from Google in advance as backup

Learning Objectives

By the end of this use case, participants will be able to:

- ✓ Upload a photo of their existing artwork to Gemini
- ✓ Ask AI to visualize their artwork on different products (mugs, bags, frames, on a model.)
- ✓ See how their craft would look in real-world settings (modern apartment, packaging)
- ✓ Generate variations with different colors, styles, or festival themes

Mentor Talking Points (What to Say)

MENTOR SCRIPT:

Hindi: "अब हम सीखेंगे कि आपने जो पहले से बनाया हैं — आपकी पेंटिंग, आपका क्रोश, आपका डोकरा — उसका फोटो लेकर AI से पूछ सकते हैं कि यह अलग-अलग चीजों पर कैसा दिखेगा। AI आपका विजुअलाइज़र बन सकता है!"

English: "Now we'll learn how to take a photo of something you've already made — your painting, your crochet, your Dokra — and ask AI how it would look on different products. AI can become your visualiser!"

Step-by-Step Walkthrough

Step 1: Open Gemini App

Instruction: Same as Use Case 1. If continuing from previous use case, start a new chat for cleaner context.

Fresh Start

Tap the '+' or 'New Chat' button to start fresh. This prevents confusion from previous conversation context.

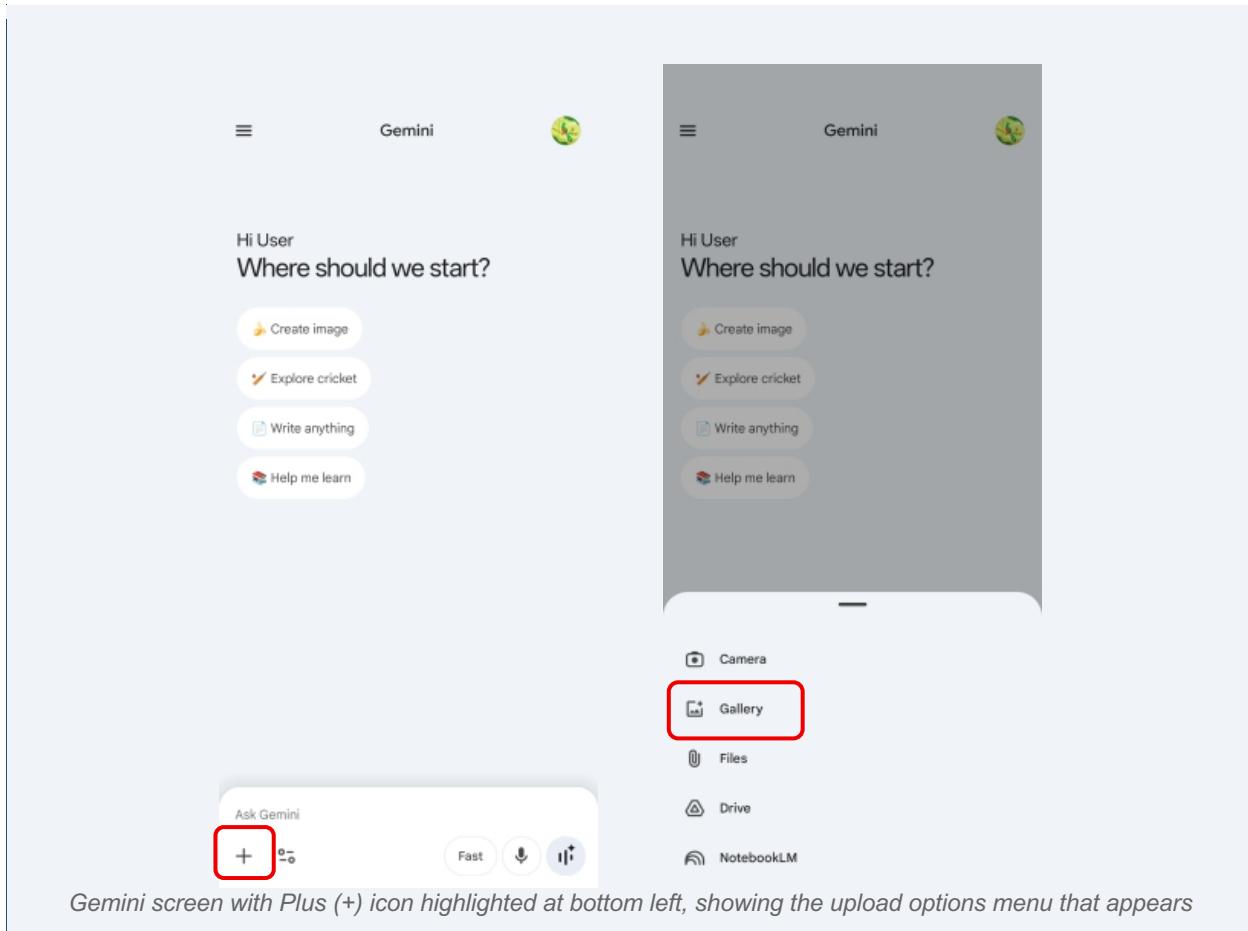
Step 2: Upload Existing Artwork Photo

Instruction: This is the key new skill in this use case. Show participants how to upload a photo of their own artwork — either by taking a new photo with the camera or selecting from their gallery.

📝 MENTOR SCRIPT:

Hindi: "अभी हम अपनी कलाकृति का फोटो जेमिनी को भेजेंगे। नीचे बाईं ओर जो प्लस (+) का आइकन है, उसको दबाइए।"

English: "Now we'll send a photo of our artwork to Gemini. Tap the plus (+) icon on the bottom left."



Upload Options Menu:

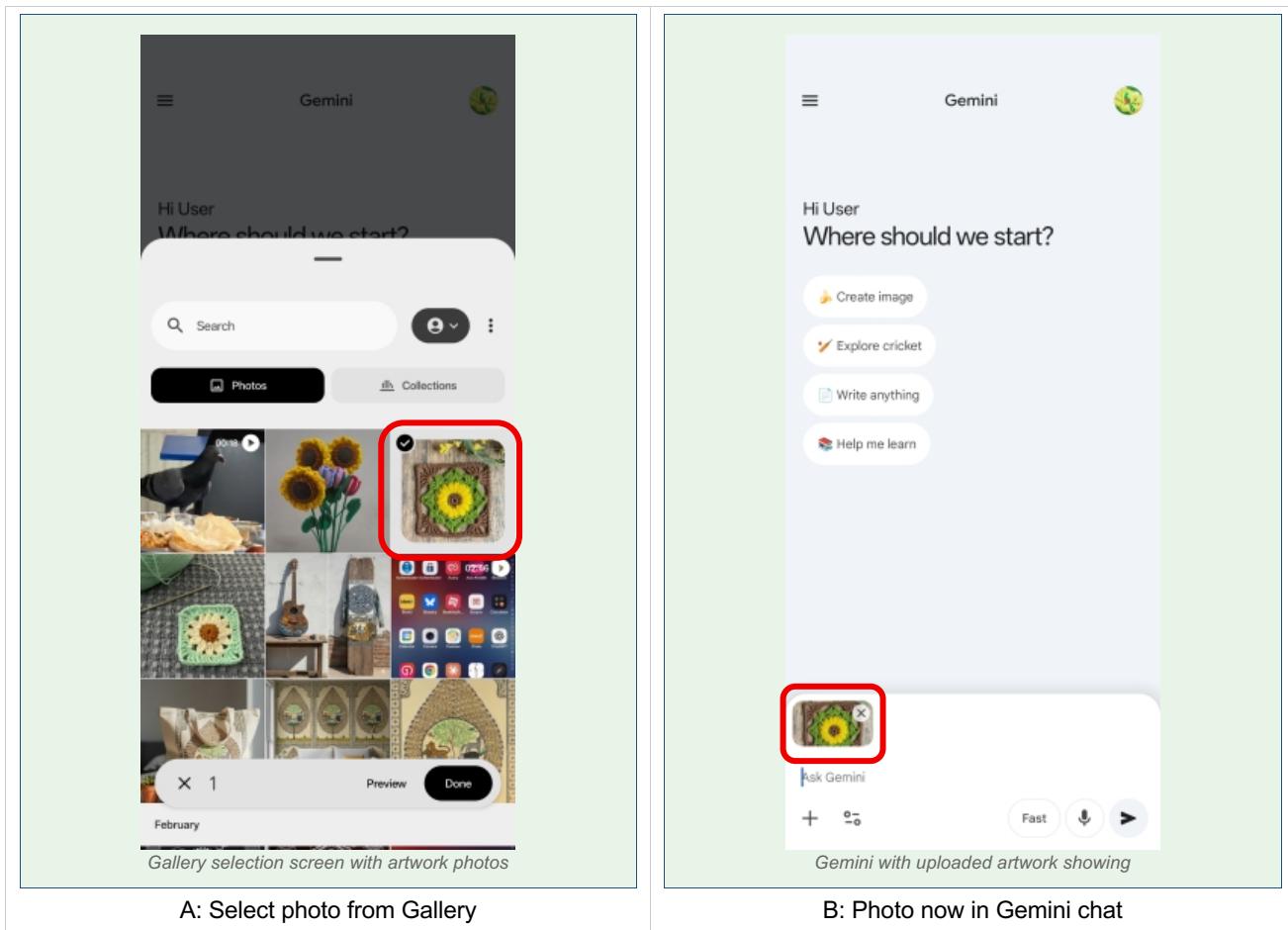
Camera	Take a new photo of your artwork right now. Best for live demonstrations.
Gallery	Select an existing photo from your phone. Use this if participants have photos of their work saved.

 **Files** Browse phone storage. Less commonly used for this exercise.

✍ MENTOR SCRIPT:

Hindi: "इसमें 'गैलरी' दबाइए। फिर अपनी कलाकृति का फोटो चुनिए और 'Done' दबाइए।"

English: "Tap 'Gallery'. Then select a photo of your artwork and tap 'Done'."

**⚠ No Artwork Photo?**

If a participant doesn't have a photo of their artwork, they can: (1) Take a quick photo now if they brought samples, (2) Use a sample image you provide, or (3) Pair with another participant who has photos.

Step 3: Ask AI to Visualize on Different Products

Instruction: With the photo uploaded, now ask Gemini to show how this artwork would look on various products. This demonstrates AI's ability to transform and visualize.

**SAY THIS:**

"नमस्कार, मैं एक पट्टचित्र का कारीगर हूँ। मुझे अपने इस पट्टचित्र को अलग-अलग आइटम्स पर कैसा दिखना चाहिए, मुझे दिखाइए, इमेज जनरेट करके/बनाके।"

**Alternative Input Prompts**

Try these variations:

- दिखाओ कि यह डिजाइन एक सादे सफेद टी-शर्ट पर प्रिंट होकर कैसा लगेगा।
- इस डिजाइन को दिवाली के लिए खास बनाने के लिए मैं इसमें क्या जोड़ूँ?
- इस [Object] का एक क्रिसमस थीम में बनाएं, जिसमें लाल रिबन और घंटी लगी हो।

Expected AI Response — Sample Generated Products:

Framed Artwork



Kettle



Ceramic Mug



Pillow Cover



Tote Bag



Decorative Plate



Grid of AI-generated images showing Pattachitra art on: Frame, Kettle, Pillow Cover, Ceramic Mug, Tote Bag, Plate

Step 4: Visualize in Real-World Settings

Instruction: Take it further by showing how the artwork would look in a real setting — like hanging in a modern apartment. This helps participants imagine their products in customers' homes.



SAY THIS:

"मेरा पट्टचित्र पेंटिंग एक आधुनिक शहरी घर के दीवार पर एक फ्रेम के रूप में कैसा दिखेगा, यह मुझे दिखाइए।"



AI-generated image showing Pattachitra framed and hanging in a modern living room with contemporary furniture

Step 5: Save Images

Instruction: Same process as Use Case 1. Tap three dots → Save Image. Encourage participants to save multiple variations.



MENTOR SCRIPT:

Hindi: "यह इमेज बहुत अच्छा है! इसको सेव करने के लिए नीचे के तीन बटन दबाइए और 'सेव इमेज' दबाइए।"

English: "This image is great! To save it, tap the three dots at the bottom and tap 'Save Image'."

Pro Tip for Participants:

These AI-generated visualization images can be used to show potential customers how your art would look on different products — even before you make them! It's like having a free product photographer.

Troubleshooting & Common Issues

Problem	Solution
Photo won't upload	Check file size (very large photos may fail). Try taking a new photo with camera option instead of gallery.
AI doesn't recognize the artwork	Add more context in prompt: 'This is my handmade Pattachitra painting. Show it on...' Be specific about what the photo shows.
Generated images look distorted	AI image generation isn't perfect. Try asking again with 'better quality' or 'more realistic'. Explain to participants this is normal.
Art details lost in visualization	Use clearer, well-lit original photos. Ask AI to 'preserve the details' or 'keep the intricate patterns visible'

USE CASE 3

BUSINESS DEVELOPMENT

बिजनेस को बढ़ावा देना

Perquisites

- Participants must have photos of their craft saved on their mobile phones
- If participants do not have their own photos, ensure that sample craft photos are downloaded from Google in advance as backup

Learning Objectives

By the end of this use case, participants will be able to:

- ✓ Use AI to calculate fair pricing for their handmade products
- ✓ Generate WhatsApp marketing posters with their product images
- ✓ Create social media captions and status messages
- ✓ Draft professional customer replies including discount offers

Mentor Talking Points (What to Say)

MENTOR SCRIPT:

Hindi: "अब हम सीखेंगे कि जेमिनी आपका बिजनेस पार्टनर कैसे बन सकता है। आप इससे अपना सही दाम पूछ सकते हैं, WhatsApp पोस्टर बनवा सकते हैं और कस्टमर को प्रोफेशनल रिप्लाई लिखवा सकते हैं।"

English: "Now we'll learn how Gemini can become your business partner. You can ask it for fair pricing, get WhatsApp posters made, and have it write professional replies to customers."

Step-by-Step Walkthrough

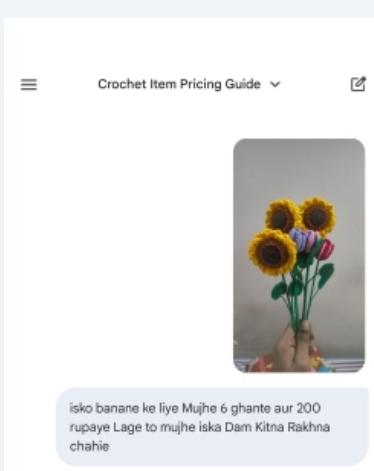
Step 1: Upload Product Photo

Instruction: Start by uploading a product photo. Same process as Use Case 2 — tap plus icon, select Gallery, choose product photo.

MENTOR SCRIPT:

Hindi: "पहले अपने प्रोडक्ट का फोटो अपलोड करिए। नीचे बाईं ओर प्लस आइकन दबाकर, गैलरी चुनिए और अपने प्रोडक्ट का फोटो चुनिए।"

English: "First, upload your product photo. Tap the plus icon at the bottom left, select Gallery, and choose your product photo."



Product photo (e.g., Crochet flower bouquet) uploaded in Gemini chat, ready for business-related prompts

Step 2: Ask for Pricing Guidance

Instruction: This is often the most valuable skill for artisans — learning to price their work fairly. Guide participants to share their time and material costs, then ask AI for pricing advice.

🎤 SAY THIS:

"इसको बनाने के लिए मुझे छह घंटे और ₹200 लगे, तो मुझे इसका दाम कितना रखना चाहिए?"

(Adjust hours and cost based on participant's actual work)

Expected AI Response:

Gemini will typically provide:

📊 Pricing Formula from AI:

Material Cost: ₹200

Labor (6 hours × ₹50-75/hour): ₹300-450

Overhead (10-15%): ₹50-100

Profit Margin (20-30%): ₹100-200

Recommended Price: ₹650 (minimum) to ₹850 (for external/premium sales)

💡 Pricing Discussion

This is a great moment for discussion! Many artisans undervalue their work. Emphasize that AI considers their TIME as valuable. Ask: 'आप अपने एक घंटे की मेहनत का कितना दाम लगाती हैं?' (How much do you value one hour of your work?)

Step 3: Generate WhatsApp Marketing Poster

Instruction: Now create a visual marketing asset. This poster can be shared on WhatsApp status, groups, or sent to potential customers directly.



SAY THIS:

"इसके लिए एक WhatsApp पोस्टर का इमेज जनरेट करो/बनाओ।"



AI-generated WhatsApp poster showing: - Product image prominently displayed - 'New Arrival' or 'Handcrafted' text - Contact number placeholder - Attractive background design

⚠ Phone Number

The AI-generated poster will likely have a placeholder phone number. Remind participants to add their REAL phone number when sharing. They can edit in their gallery app or mention it when sharing.

Step 4: Generate WhatsApp Status Messages

Instruction: Get AI to write catchy text captions that participants can copy and use with their poster or photos.

**SAY THIS:**

"इसके लिए एक स्टेटस स्टेटस भी जनरेट करो/बनाओ WhatsApp के लिए।"

Sample AI-Generated Captions:

Emotional	"हर फूल में छुपी है मेहनत और प्यारा/ हाथ से बना, दिल से सजा/ Order करें: [Phone]"
Professional	"Handcrafted with love. Perfect gift for any occasion. Limited stock! Contact: [Phone]"
Festive	"त्योहारों पर दें कुछ खास! घर की सजावट हो या गिफ्ट, सब के लिए परफेक्ट! DM करें"

**Copy Text**

Show participants how to long-press on the AI's text response to copy it. They can then paste directly into WhatsApp status or messages.

Step 5: Draft Customer Replies (Bonus Skill)

Instruction: Show how AI can help with professional customer communication — including offering discounts to encourage bulk purchases.

**SAY THIS:**

"अंग्रेजी में कस्टमर को रिप्लाई लिखो कि अगर वह पांच सामान खरीदेंगे तो उनको 10% का डिस्काउंट मिलेगा।"

Sample AI Response:**✉️ Customer Reply:**

"Thank you for your interest! We have a special offer for you. If you purchase five items, you will get a 10% discount on your total order. Let me know if you would like to place an order."

Other Customer Reply Scenarios to Practice:

Scenario	Prompt Example
Price negotiation	"कस्टमर ने कम दाम मांगा, उसको politely मना करने का रिप्लाई लिखो।"

Delivery time inquiry	"कस्टमर ने पूछा कब मिलेगा, उसको बताओ 7 दिन में"
Custom order request	"कस्टमर special design चाहता है, उसको हाँ बोलने का रिप्लाई लिखो"

Step 6: Download and Use

Instruction: Same as before — save images using three dots → Save Image. For text, long-press to copy.

MENTOR SCRIPT:

Hindi: "अब इस पोस्टर को डाउनलोड करने के लिए, नीचे के तीन डॉट दबाइए, फिर 'सेव इमेज' दबाइए/ अभी आप इसे WhatsApp पर शेयर कर सकते हैं!"

English: "Now to download this poster, tap the three dots at the bottom, then tap 'Save Image'. Now you can share it on WhatsApp!"



Quality Check

After downloading, open the image in Gallery and zoom in to check quality. AI-generated images are usually high resolution and look professional. Point out: 'देखिए कितना अच्छा quality है!'

Troubleshooting & Common Issues

Problem	Solution
Pricing seems too high/low	AI gives guidelines, not rules. Encourage participants to adjust based on local market. Ask AI: 'मेरे गांव में यह सही दाम है?'
Poster text not in Hindi	Specifically request: 'पोस्टर में सारा text हिंदी में होना चाहिए'
Poster has wrong phone number	Ask AI: 'इसमें मेरा नंबर डालो: [actual number]' or manually add when sharing
Customer reply too formal	Request: 'Simple aur friendly language mein likho' or 'Hinglish mein likho'

Quick Reference Cards

Print these cards for quick reference during the session:

USE CASE 1: PRODUCT IDEATION

1. Open Gemini → 2. Tap Mic  → 3. Say craft name + ask for ideas
4. Ask to generate images → 5. Save (three dots → Save Image)

Key Prompt: "मैं [craft] का कारीगर हूँ। नए आइडियाज दो।"

USE CASE 2: PRODUCT IMPROVEMENT

1. Open Gemini → 2. Tap + (plus) → 3. Select Gallery → 4. Choose artwork photo
5. Ask to show on products → 6. Ask for room visualization → 7. Save

Key Prompt: "इसको अलग-अलग आइटम्स पर दिखाओ, इमेज जनरेट करके/बनाके।"

USE CASE 3: BUSINESS DEVELOPMENT

1. Upload product photo → 2. Ask for pricing (mention time + cost)
3. Generate WhatsApp poster → 4. Generate status captions → 5. Draft customer replies

Key Prompts:

- Pricing: "इसको बनाने में [X] घंटे और [Y] रुपये लगें। दाम क्या रखूँ?"
- Poster: "WhatsApp पोस्टर का इमेज जनरेट करो/बनाओ"
- Caption: "WhatsApp स्टेटस मैसेज जनरेट करो/बनाओ"

MENTOR SUPPORT CONTACTS

Technical Issues: [Floor Support Team Number]

Content Questions: [Lead Mentor Number]

WiFi/Connectivity: [IT Support Number]

Remember: If stuck, demonstrate on YOUR phone first, then guide participant.

— End of Playbook —

Thank you for being part of India's largest AI literacy initiative for rural women!

Together, we are bridging tradition and technology.