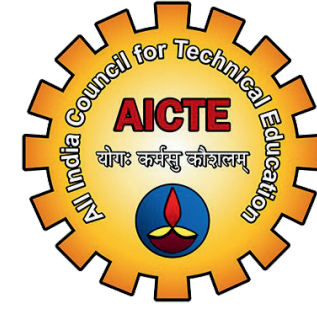


Recognized by:

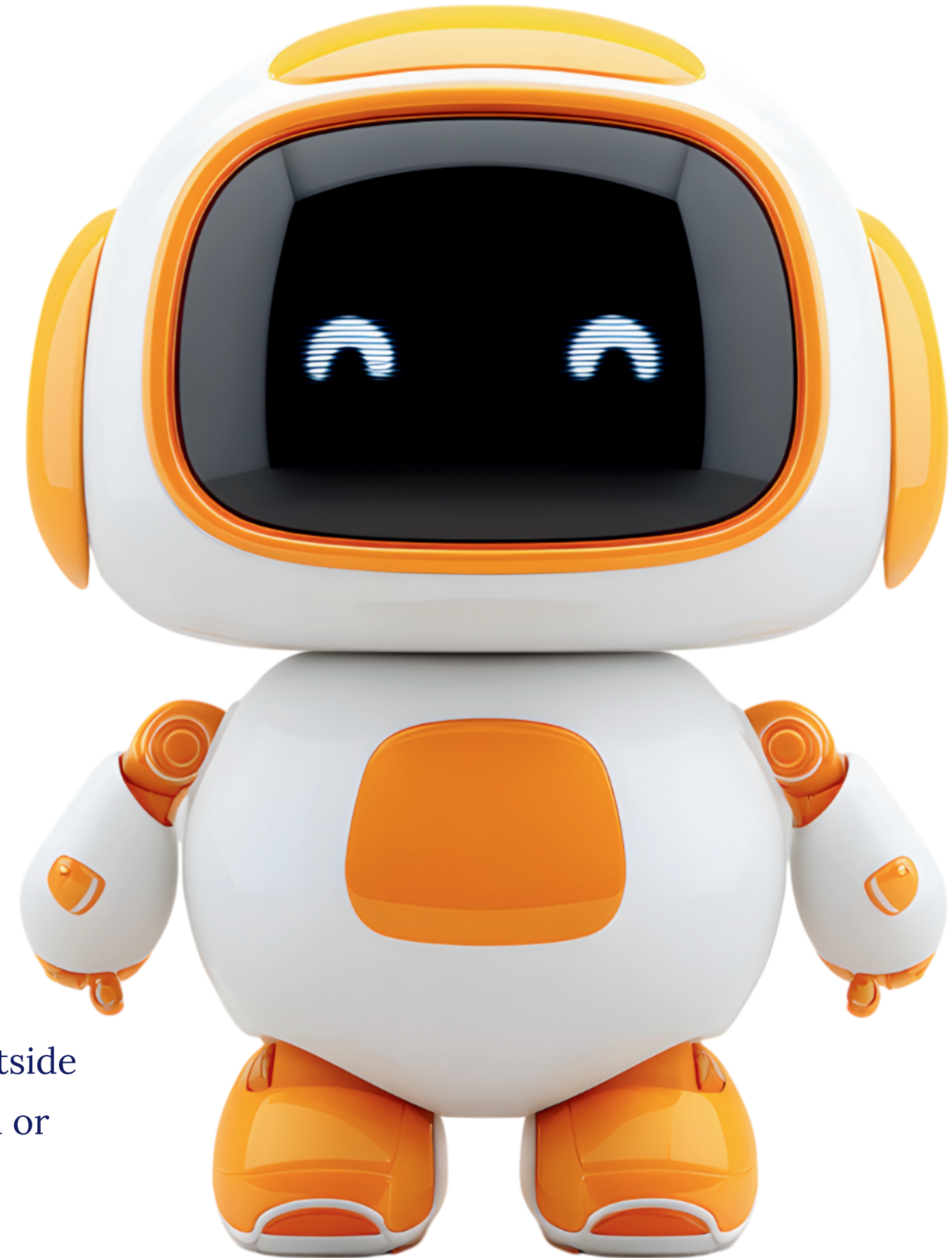
MSME
सूक्ष्म , लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES



AINDIANS

Statement of Confidentiality

Our services within our community are strictly confidential and should not be shared outside the community. We respect the privacy of our members and ensure that any information or services provided remain within our community.



Recognized by: **MSME**
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES



VIBE
CODING



GRAPHICS
DESIGNING



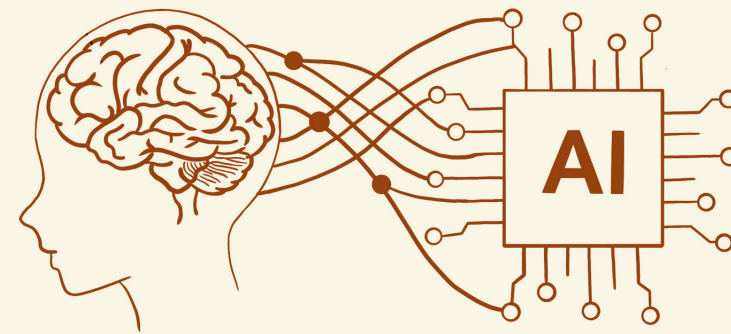
DIGITAL
MARKETING



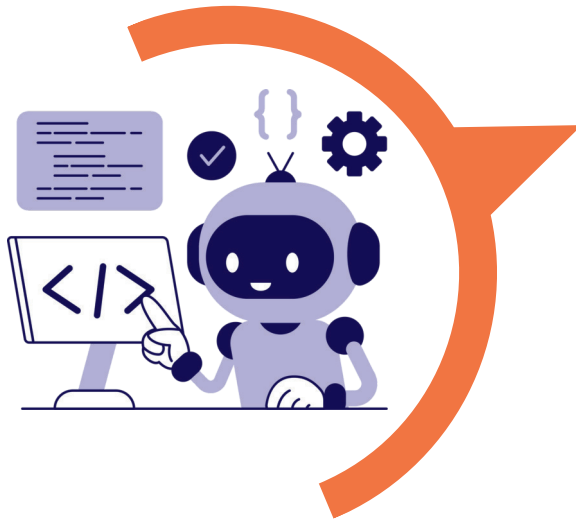
BUSINESS
ANALYTICS



AI Setu



PROMPT
ENGINEERING



PROJECT
MANAGEMENT



PROMPT ENGINEERING

(AI Interaction & Productivity)

Train learners to communicate effectively with AI systems for research, coding, content, analytics, and automation.

➔ **Duration :**
4-6 weeks

➔ **Final Deliverable :** Prompt
playbook (PDF/ Notion)



CURRICULAM STRUCTURE

Week 1 : Foundation of Prompting

- What is Prompt Engineering & why it matters
- How LLMs "understand" instructions
- Prompt anatomy :
Role - Context - Task - Constraints - Output
- Common beginner mistakes

Tools : ChatGPT , Claude (conceptual)

Week 2 : Prompt Patterns & Frameworks

- Zero-shot, Few-shot, Chain-of-Thought
- Instructions vs Conversational prompts
- Prompt turning for :
Summarization
Explanation
Decision making
- Prompt debugging & refinement

Week 3 : Domain-Specific Prompting

- Prompts for :
Coding
Marketing
Research
Analytics
- Prompt libraries & reuse strategies
- Ethical Prompting & hallucination control

week 4 : Advanced Usage + Mini Project

- Multi-step prompts
- AI as :
Tutor
Analyst
Reviewer
- Mini Project :
Create a reusable prompt pack for one profession

DIGITAL MARKETING (AI-Driven Growth)

Enable learners to plan, execute, and analyse digital marketing campaigns using AI tools.

➔ **Duration :**
6-8 weeks

➔ **Final Deliverable :** Marketing
strategy Deck + Content
Samples



CURRICULAM STRUCTURE

Week 1 : Digital Marketing Basics

- Marketing funnel & customer journey
- Channels overview :
SEO - Social - Paid Ads -
Email
- Role of AI in modern marketing

Week 2 : AI Content & SEO

- Keyword research using AI
- AI-assisted blog writing
- On-page SEO fundamentals
- Content calendars with AI

Week 3 : Social Media & Ads

- Social media strategy basics
- AI for :
post ideas
captions
Hashtags
- Ad copy basics (Google/ Meta)
- A/B testing concepts

week 4 : Analytics & Optimization

- Traffic & engagement metrics
- AI-assisted insights
- Campaign optimization logic

week 5-6 : Project

- Build a complete digital marketing plan for a brand
- Include :
SEO
Social Calendar
Ad copy
Metrics

VIBE CODING

(AI-assisted Development)

Teach non-hardcore coders to build functional applications using AI-assisted coding workflows.

➔ **Duration :**
4-6 weeks

➔ **Final Deliverable :** Live
Website + Source Code



CURRICULAM STRUCTURE

Week 1 : Coding Basics

- What is coding ? How AI changes coding
- HTML, CSS, JS overview
- Reading & understanding code

Week 2 : AI-assisted Coding

- Writing prompts for :
UI generation
Logic creation
Debugging
- Code iteration using AI
- Understanding errors

Week 3 : Frontend Mini Builds

- Landing page creation
- Forms & basic interactivity
- Styling with AI suggestions

week 4 : Project

- Build a simple web application (Portfolio site / Tool / Landing page)

GRAPHICS DESIGNING

(AI + Design Thinking)

Develop visual communication skills using AI-powered design workflows.

➔ **Duration :**
4-6 weeks

➔ **Final Deliverable :** Design
Portfolio (PDF / Drive)



CURRICULAM STRUCTURE

Week 1 : Design Fundamentals

- Color theory
- Typography
- Layout & hierarchy
- Branding basics

Week 2 : AI in Design

- AI for :
 - Concept generation
 - Image creation
 - Design variations
 - Prompting for visuals
- Tool : Canva, AI image tools
(conceptual)

Week 3 : Practical Design Work

- Social media posts
- Posters & banners
- Thumbnail & ads

week 4 : Branding Project

- Design a brand kit :
 - Logo
 - color palette
 - 5 creatives

BUSINESS ANALYTICS

(AI-assisted Decision Making)

Enable learners to analyse data and derive insights using AI, without heavy math or coding.

➔ **Duration :**
6-8 weeks

➔ **Final Deliverable :** Analytics
Report + Dashboard



CURRICULAM STRUCTURE

Week 1 : Analytics Basics

- What is business analytics?
- Types : Descriptive - Diagnostic - Predictive
- Data vs Information vs Insight

Week 2 : Data Handling

- Excel basics
- Data cleaning concepts
- AI-assisted data explanation

Week 3 : Visualization & Insights

- Charts & dashboards
- KPI identification
- AI-generated insights

week 4 - 5 : Business Use Cases

- Sales analysis
- Marketing performance
- Operations metrics

week 6 : Project

- Analyze a dataset
- present insights & recommendations

PROJECT MANAGEMENT

(AI-Enabled Execution)

Train learners to plan, execute, and control projects efficiently using AI tools.

➔ **Duration :**
4-6 weeks

➔ **Final Deliverable :** Project
Plan + Execution Report



CURRICULAM STRUCTURE

Week 1 : PM Fundamentals

- What is a project ?
- Roles & lifecycle
- Agile vs Waterfall

Week 2 : Planning with AI

- Scope definition
- WBS creation
- Timeline & milestones
- Risk identification

Week 3 : Execution & Monitoring

- Task tracking
- Resource management
- AI for progress tracking

week 4 : Project Simulation

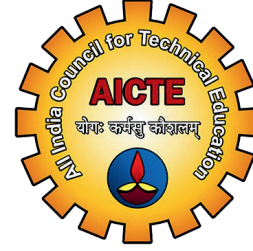
- End-to-end project planning
- Status reports
- Retrospective

Certification Criteria

- 80% attendance
- Project submission



Recognized by: **MSME**
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES



Thank You

FOR YOUR APPRECIATE

Join us at Ai4ALL_INDIANS and be part of a global community that is shaping the future of AI for the betterment of all. Whether you're a student, professional, educator, or AI enthusiast, there's a place for you in our community. Together, let's democratize AI education and create a brighter future for everyone.

CONTACT US :

 **Call**
[+91-7908680668](tel:+91-7908680668)

 **Mail**
ai4all.linkedin@gmail.com

 **LinkedIn**
www.linkedin.com/in/ai4all-indians

 **Web Address**
<https://ai4allind.vercel.app/>

UDYAM-WB-23-0031644

