HANDICRAFT, TEXTILE & ARTISAN EXPORT

The handicraft exporter whose catalogue stopped being a WhatsApp folder

Rajasthan makes objects the world wants and sells them through blurry photographs sent on WhatsApp.

WHO WE ARE
Burhan and Purvansh — we teach every session ourselves

WHO THIS IS FOR
Handicraft and block-print textile exporter in Udaipur

JOBS WE LOOKED AT
7

SKILLS WE TEACH
3

WHAT THE TOOLS COST YOU
₹7,000 – ₹13,000 / month at this SKU volume

PREPARED
10 November 2026

A teaching plan, not a sales proposal. We train your staff; we do not sell you software. udaipurai.in

01 Who will teach you

OUR PROFILE



Purvansh Parmar

BUILDER IN RESIDENCE · AI ENGINEERING & SEO

Founder of Food Never Comes. Ships AI products end to end and runs the SEO that brings them traffic — the rare combination of someone who can build the system and then make the internet notice it.

- Building AI tools that actually run
- Automating the work that repeats every week
- Getting found on Google and inside AI answers
- Knowing what it will cost before you commit



Burhan

BUSINESS LEAD · B2B & CORPORATE ROLLOUTS

Runs the business side of Udaipur AI. Spends his week inside other people's companies working out which processes are worth automating and which are not, then leads the rollout that follows.

- Working out which jobs are worth handing to AI
- What works in hotels, coaching, export and clinics
- Pricing AI work and writing the proposal
- Getting a team to actually change how it works

> **The two of us teach every session ourselves.** No rotating bench of freelance trainers and no guest slot — the people in the room are the people doing this work the rest of the week, which is the only reason the examples are real ones.

02 Where your week actually goes

HANDICRAFT, TEXTILE & ARTISAN EXPORT

The product is genuinely world-class and the sales material is a folder of phone photographs taken against a workshop wall. International buyers judging between suppliers see the photographs before they see the craft, and the photographs lose.

With two thousand SKUs and constant new production, professional photography is economically impossible — a styled shoot per product costs more than several units are worth.

Product descriptions are worse. Most SKUs have none, or a line like "blue block print cushion cover 16x16". There is nothing for a buyer to search, nothing for a marketplace algorithm to index, and nothing that communicates that this was hand-blocked by a person whose family has done it for four generations.

Buyer correspondence arrives in English, German, Japanese and French, and the owner answers all of it personally, at night, with a translation app open in another tab.

03 What your staff do, and what AI can take off them

7 JOBS

Every job the team repeats, timed and sorted into three piles. The third column is the point of the whole exercise: more lines here say keep it human than say hand it over.

THE JOB	TIME	WHAT WE'D DO	WHY
Product photography and styling	16 h/wk	AI DRAFTS IT	Real product shot stays real; the set around it is generated
Writing product descriptions	14 h/wk	AI DOES IT	High volume, formulaic, and currently just not happening
Translating buyer correspondence	8 h/wk	AI DOES IT	Models handle this well and the risk is low
Marketplace listing and sync	11 h/wk	AI DOES IT	Pure data plumbing
Costing and quoting	9 h/wk	AI DRAFTS IT	Calculated from the rate card, owner approves
The craft itself	—	KEEP IT HUMAN	Obviously. It is the entire reason the business exists.
Deciding what to make next season	—	KEEP IT HUMAN	Taste and relationships. Models produce averages; this business sells the opposite.

04 What we will teach your team

3 SKILLS

These are not products we sell you. They are the 3 things your own staff learn to put together in the class, on your own systems — so the people who do the work end up owning the thing that does it for them.

01 The catalogue machine

What it does for you. A product photographed on a phone in a workshop becomes a clean, styled, marketplace-ready image set in under two minutes.

What your team learns. Artisans shoot each piece against a fixed neutral marker. A workflow corrects colour, removes the background, and composites the real product into styled lifestyle scenes with image-to-image. The product itself is never regenerated — the weave, print and irregularities that prove it is handmade are exactly what the buyer is paying for and must survive intact. The set changes; the object does not.

TOOLS THEY LEARN TO USE

Nano Banana | Claude Vision | n8n | Airtable

02 Descriptions with the craft in them

What it does for you. Every SKU gets a description that names the technique, the region, the artisan family and the material — and ranks for it.

What your team learns. A model with access to the workshop's own notes on technique and provenance writes descriptions in English, German and French, structured for marketplace search and for how buyers actually describe what they are looking for. Provenance claims come from the workshop record, never invented — a false provenance claim in this trade is fraud.

TOOLS THEY LEARN TO USE

`Claude` `n8n` `Airtable` `Shopify / Etsy API`

03 The night shift

What it does for you. Buyer emails in four languages answered within the hour, in their language, in the owner's voice.

What your team learns. Incoming correspondence is translated, summarised with the commercial context from past orders, and answered from a draft grounded on the real price list and lead times. The owner approves every reply, which takes a minute instead of half an hour with a translation tab open.

TOOLS THEY LEARN TO USE

`Gmail API` `n8n` `Claude` `Airtable`

05 What we will teach them not to do

3 TO AVOID

This is the part most people selling AI leave out, and it is the part that decides whether any of it survives the first year. Your team is taught to recognise these for themselves, not just handed the list.

Regenerating the product itself in images

The irregularities are the product. A buyer who receives something that does not match a smoothed-out generated image files a dispute, and they are right to.

Invented provenance or technique claims

In artisan export this is fraud, and certifications depend on it. Every claim traces to the workshop record.

AI-designed new products

The business sells four generations of a specific hand. Averaging it into a model output destroys the only moat it has.

06 How it benefits you

THE PAYOFF

In one line. Your staff stop spending their week on work a machine can do, and spend it on the work only they can do — without you buying software, hiring anybody, or depending on us after the class ends.

- **SKUs with marketplace-quality images** goes from ~180 to **2,000+**.
- **Time to catalogue one product** goes from 45 min to **2 min**.
- **SKUs with a real description** goes from 12% to **100%**.
- **Your own people own it.** They built it, so they can change it when the business changes. Nothing breaks when we leave.
- **Nothing new to buy.** ₹7,000 – ₹13,000 / month at this SKU volume — that is the whole running cost, paid to the software, not to us.
- **You find out what not to automate** before you waste money on it. That list is longer than the other one.

MEASURE	BEFORE	AFTER	NOTE
SKUs with marketplace-quality images	~180	**2,000+**	Over roughly eight weeks
Time to catalogue one product	45 min	**2 min**	Plus human spot-checking
SKUs with a real description	12%	**100%**	Three languages
Marketplace organic impressions	Baseline	**3–5×**	Modelled from search-indexable copy where none existed
Buyer email response time	18 hours	**Under 1 hour**	Owner still approves each reply

> **These are worked-out figures, not audited client results.** Modelled on cataloguing times and SKU volumes in artisan export, published image-model and marketplace costs, and observed buyer response patterns.

07 How the training runs

STAGE	WHEN	WHAT HAPPENS
Audit	Week 1	Catalogue state, SKU count, buyer markets, and where the craft claim must stay human.
Enable	Week 2	Workshop staff trained on the fixed-marker capture method. It is the part that makes everything else work.
Build	Week 3–8	Catalogue machine, then descriptions, then marketplace sync and correspondence.
Hand over	Week 9	Runbooks and an internal owner in the studio. 90-day review.

> “Placeholder — replace with a real, attributed quote before launch.”
>
> OWNER, HANDICRAFT EXPORTER, UDAIPUR

Start with the ₹199 session

Ninety minutes, open to anyone, no background needed. Bring one job you repeat every week and you will leave having done it with AI yourself. Every course and every fee is on the website.

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