



PARTNERSHIP PROFILE

SAUJANNAYA GROUP
×
DiFi Digital Fashion Park Pvt. Ltd.
Partnership for Specialised Artificial Intelligence Technology Training



**Pan-India
Education & Skilling**



**Data, Analytics, AI &
Specialised Technology Training**



Practical



Scalable



Responsible



Purpose-Driven

AI CAPACITY BUILDING FOR A BRIGHTER, MORE INCLUSIVE INDIA

1. Partnership Overview

Saujannaya Group is partnering with DiFi Digital Fashion Park Pvt. Ltd. for specialised Artificial Intelligence Technology Training, bringing together the complementary strengths of two organisations with a shared commitment towards education, skilling, technology adoption and meaningful social impact.

Saujannaya Group brings its Pan-India education, skill development, capacity-building and social-impact ecosystem, while DiFi Digital Fashion Park Pvt. Ltd. brings specialised capabilities developed through decades of experience in Data Management, Analytics, Technology Applications, Technical Training and the emerging field of Artificial Intelligence.

To make Artificial Intelligence understandable, accessible, practical and purposeful for students, educators, professionals and institutions across India.

Rather than approaching AI merely as another software tool, the partnership aims to develop AI literacy, AI-enabled creativity, analytical thinking, responsible technology use and practical problem-solving capabilities among different categories of learners.

Through this association, Saujannaya's education, skilling and social-impact capabilities will be complemented by DiFi's specialised AI training expertise and its growing experience in applying Artificial Intelligence to educational, national, social and cultural initiatives.

2. A Partnership of Complementary Strengths

The collaboration creates a strong combination of Reach + Experience + Technology + Training + Social Purpose. Saujannaya Group provides the institutional framework, education and skilling ecosystem, outreach and experience of implementing socially and developmentally relevant programmes. DiFi complements this with expertise in Data, Analytics, Artificial Intelligence, technology implementation and hands-on technical training.

Together, the organisations propose to develop and deliver programmes ranging from basic AI awareness to practical AI creation, professional capacity building and purpose-driven applications of Artificial Intelligence.

School Students → College Students → Technical Graduates → Teachers & Educators → Professionals → Government Officers → Institutions

3. DiFi Digital Fashion Park Pvt. Ltd. – Specialised AI Technology Training Partner

DiFi Digital Fashion Park Pvt. Ltd. is a technology-focused organisation working at the intersection of Artificial Intelligence, Data, Digital Innovation, Education and socially relevant technology applications.

Its strength lies in combining a long-standing background in data and technology with extensive technical training experience and the rapidly expanding possibilities offered by Generative and Multimodal Artificial Intelligence.

4. Technology Legacy – From Embedded Creation to DiFi

Embedded Creation, Nagpur, is the parent organisation, with more than 20 years of experience in Data Management, Data Analytics, software development, technology consulting and implementation of technology-driven projects for Government departments, public institutions and industry.

DiFi Digital Fashion Park Pvt. Ltd. was established as a sister company in 2020 to extend this technology experience into emerging areas and new technology-led initiatives. Due to the disruption caused by the COVID-19 pandemic, the company's planned activities could not commence at the originally envisaged scale, and DiFi began its active operations from 2023 onwards.

Over the last two years, DiFi has progressively ventured into projects where Artificial Intelligence and emerging digital technologies are being used for initiatives having national, social, cultural and educational relevance.

DiFi therefore benefits from the 20+ years of technology and data expertise of the Embedded Creation ecosystem while building its own identity as a new-generation organisation focused on AI-enabled projects, training, research, creativity and innovation.

5. 20+ Years of Data Management & Analytics Experience

The foundation behind DiFi's approach to Artificial Intelligence is extensive practical experience with real-world data. For more than two decades, the technology team has worked on managing, structuring, analysing and interpreting large datasets and developing technology applications for Government and institutional requirements.

The experience spans projects for organisations and sectors including the Textile Department, Municipal Corporations, Police Department and other Government and public institutions. Several technology applications developed through this ecosystem have received State and National-level recognition.

- Development of S.E.V.A., a technology solution for the Police ecosystem that received SKOCH national recognition in 2018.
- Technology applications for the Commissionerate of Textile, Government of Maharashtra.
- Data-management and digital solutions for Municipal Corporation and Government administration requirements.
- Research-oriented technology projects involving data collection, analytics, reporting and evidence-based decision support.
- Development of applications converting complex datasets into usable information systems, dashboards, reports and institutional workflows.

This experience is particularly relevant in the age of AI because meaningful Artificial Intelligence begins with an understanding of data, context, analysis and problem definition.

6. 25+ Years of Technical Training & Mentoring

Alongside its technology background, the team brings more than 25 years of experience in training and mentoring engineering students and technology learners. This experience has developed an important capability: the ability to take a complex technology and explain it in a manner appropriate to the learner.

Understand → Experience → Create → Analyse → Verify → Improve → Apply

This philosophy makes the programmes adaptable to learners ranging from school students encountering AI for the first time to technical graduates and experienced professionals exploring its application in their work.

7. Artificial Intelligence Training & Capacity Building

Since the rapid emergence of Generative and Multimodal AI, DiFi has expanded its training activities to help learners understand how Artificial Intelligence can become a practical tool for learning, research, creativity, communication, analysis and professional productivity.

- Generative and Multimodal Artificial Intelligence
- AI-assisted learning, research and verification
- Data analysis and interpretation
- AI-assisted writing and communication
- Image generation and editing
- Presentations and visual communication
- Audio, voice and narration
- Video, animation and AI-assisted storytelling
- AI-assisted coding and prototype development
- Prompting, workflow design and iterative improvement
- Responsible AI, privacy, copyright, verification and ethical use

The objective is not to make learners dependent upon a particular AI application. It is to help them understand transferable AI workflows and responsible ways of working with emerging technologies.

8. Growing AI Training Footprint

3,000+ School & College Students | 400+ Officers & Professionals

During the current academic year, DiFi's AI training initiatives have reached more than 3,000 school and college students and over 400 officers and professionals from diverse educational, administrative, scientific and technical backgrounds.

Training engagements have included participants from:

- VANAMATI, the research/training ecosystem associated with the Agriculture Department, Government of Maharashtra.
- Mining professionals associated with an NABL-accredited mining laboratory.
- Administrative staff associated with Rashtrasant Tukadoji Maharaj Nagpur University.
- Engineering and technical students.
- College students from different academic streams.
- School students receiving early exposure to Artificial Intelligence.

This diversity has enabled DiFi to develop AI training formats suited to different age groups, educational backgrounds, professional responsibilities and levels of technical familiarity.

9. Alpha AI Basics – Building AI Literacy for Generation Alpha

With the support of Corporate Partners, DiFi is conducting Alpha AI Basics, an initiative designed specifically to introduce Generation Alpha to Artificial Intelligence through age-appropriate, practical and responsible learning.

What AI can do → Communicate with AI → Create with AI → Question AI → Verify AI output → Use AI responsibly → Continue learning independently

The objective is to develop curiosity, creativity, critical thinking and responsible AI behaviour at an early age. Under the Saujannaya-DiFi partnership, such age-appropriate AI learning models can be adapted and expanded for a wider student ecosystem.

10. From AI Literacy to AI Creation

The partnership creates an opportunity to progress beyond introductory AI awareness. Programmes such as AI Creation Lab can expose students to a structured progression from understanding AI to actually creating with it.

Learning & Research → Writing → Images → Design → Storytelling → Audio → Video & Animation → Presentations → Coding → Problem Solving

Such programmes are particularly valuable because students experience AI as a creation and thinking partner while simultaneously learning the importance of verification, privacy, copyright, originality, misinformation and responsible technology use.

11. AI for National, Social, Cultural & Educational Initiatives

An important differentiator in DiFi's AI journey is its focus on applying technology to purpose-driven initiatives. DiFi is progressively exploring AI-enabled workflows for education and skill development, research and documentation, data-driven decision making, digital storytelling, cultural documentation, heritage interpretation, social initiatives, institutional applications and creative communication.

This orientation complements Saujannaya Group's broader emphasis on education, skilling, capacity building and socially meaningful programmes. The partnership therefore creates the possibility of moving from simply teaching Artificial Intelligence towards helping participants understand where and why Artificial Intelligence can be meaningfully applied.

12. DHAROHAR AI – Artificial Intelligence for India's Heritage

DHAROHAR AI represents an important example of this philosophy. The initiative demonstrates how emerging Artificial Intelligence technologies can be channelled towards a meaningful national objective by encouraging students, professionals and content creators to discover, document, interpret and creatively communicate India's cultural and heritage assets.

***Research + Script Writing + Image Creation + Animation + Video + Voice +
Storytelling + Human Creativity***

The objective is not to allow AI to replace human creativity or historical understanding. Rather, AI becomes a technology through which participants can research, interpret and communicate heritage in engaging contemporary formats.

From "Learn an AI Tool" to "Use Artificial Intelligence for a Meaningful Purpose."

13. Taking DHAROHAR AI to a National Platform

The partnership between Saujannaya Group and DiFi Digital Fashion Park Pvt. Ltd. creates a strong opportunity to take the vision of DHAROHAR AI forward on a national platform.

Saujannaya's Pan-India outreach, education and skilling capabilities can provide the ecosystem required to reach diverse learners and institutions, while DiFi can contribute the AI technology framework, specialised training, mentoring, creative workflows and project-oriented learning methodology.

***Researchers • Creators • Critical Thinkers • Storytellers • Problem-Solvers •
Innovators • Responsible Digital Citizens***

14. The Saujannaya × DiFi Value Proposition

The partnership combines Saujannaya Group's Pan-India outreach, education, skilling, capacity building, digital learning and social-impact capabilities with DiFi Digital Fashion Park Pvt. Ltd.'s strengths in Data, Analytics, Artificial Intelligence, Technology, Training and AI-enabled innovation.

***Pan-India Outreach & Capacity Building × Specialised AI Technology Training =
Scalable, Practical & Purpose-Driven AI Capacity Building***

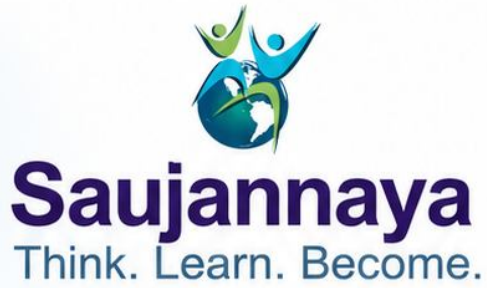
The partnership can support structured AI initiatives for schools, colleges, universities, Government organisations, professionals, corporate institutions and community-based programmes, while adapting content and delivery methodology to the requirements of each audience.

15. Our Shared Direction

The Saujannaya-DiFi partnership seeks to make Artificial Intelligence accessible without oversimplifying it, practical without making learners tool-dependent, and innovative without losing sight of responsibility and human judgement.

It combines Saujannaya's capacity to take education and skilling programmes to a wider ecosystem with DiFi's experience of working at the intersection of Data, Technology, Training and Artificial Intelligence.

The shared objective is to help create an AI-ready generation capable not only of using emerging technology, but of applying it thoughtfully to education, professions, society, culture, heritage and India's future development.



SAUJANNAYA GROUP × DiFi DIGITAL FASHION PARK PVT. LTD.

Pan-India Education & Skilling × Specialised AI Technology Training

— OUR POSITIONING —

FROM **DATA** TO **INTELLIGENCE**
FROM **LEARNING** TO **CREATION**
FROM **TECHNOLOGY** TO **PURPOSE**

