

AI STRATEGY · TRAINING · CONSULTING

Lakshit Sethiya

I help **MSMEs, SMBs and corporates** put AI to work inside the business — as a working system, not a tool demo.

25,000+

PEOPLE TRAINED

100+

IN-PERSON WORKSHOPS

10 Lakh+

FOLLOWERS ACROSS
PLATFORMS

1 Mn+

MONTHLY VIEWERS





Most AI training stops at the tool. Mine starts at the problem.

A room full of business owners does not need another list of software. They need to know which of their own bottlenecks AI can actually remove this month — and exactly how to wire it up. That is the session I run. We start from the P&L, the team, the follow-ups that go cold, the hiring that eats a founder's week. Then we build the AI system that handles it.

APPROACH

Problem first, software second

Every session opens by mapping the real operating problems in the room — sales follow-up, hiring, reporting, content, collections. Tools get introduced only once there is a job for them.

OUTCOME

A system, not a screenshot

Participants leave with AI agents and workflows they can switch on — prompts, automations and a sequence of steps that fits the way an Indian business actually runs.

DELIVERY

Sharp, funny, and in plain language

Hard concepts land through everyday business examples, humour and a bit of satire. People stay awake, take notes, and remember it on Monday morning.



BUILT FOR

MSME clusters and trade bodies · Family-run manufacturing and trading businesses · Corporate L&D and leadership teams · Startup and incubation programmes · Business schools, universities and student cohorts.

WORKING LANGUAGES

Hindi, English and Hinglish — matched to the room. Most Indian business audiences follow AI far faster in the language they negotiate in, so the session flexes to fit.



02 — SCALE

Seven years of teaching this in public.

25,000+

PEOPLE TRAINED

Business owners, founders, teams and students taken through structured AI programmes.

100+

PHYSICAL WORKSHOPS

On-ground, in-room sessions delivered across institutions, corporates and business bodies.

10 Lakh+

FOLLOWERS ACROSS PLATFORMS

An audience built over seven years of consistent, practical business content.

1.5 Lakh

SUPER AI MIND CLUB MEMBERS

A live community where the AI systems taught in sessions keep getting used and refined.

MONTHLY REACH

1 Million+

people watch this content every single month.

The reach matters for one reason: a session is only as good as the feedback loop behind it. Running AI content at this scale means every workshop is built on what thousands of Indian business owners are actually struggling with right now — not on last year's playbook.



Workshops that organisations book on repeat.

Each one is rebuilt for the room before it is delivered — the structure stays, the examples come from your industry.

01 30 AI Super Strategies for Business Growth

Thirty deployable strategies across sales, marketing, operations, hiring and finance — each one demonstrated live, each one small enough to start on Monday.

BEST FOR · MSME & SMB OWNER AUDIENCES · HALF-DAY OR FULL-DAY

02 15 Super AI Business Ideas

Fifteen business models that AI has made viable for a small Indian team — with the economics, the tooling and the first ninety days mapped out for each.

BEST FOR · FOUNDERS, INCUBATORS, STUDENT COHORTS · HALF-DAY

03 Claude vs Codex — The Ultimate Winner for Business

A head-to-head, hands-on comparison of the leading AI systems on real business tasks, ending with a clear decision framework for what a company should actually standardise on.

BEST FOR · CORPORATE & TECH TEAMS · KEYNOTE OR WORKSHOP

04 30 Unknown AI Tools for Business

The tools that are not on every listicle — sourced, tested and mapped to specific business jobs, so teams walk out with a stack instead of a bookmark folder.

BEST FOR · OPERATING TEAMS & DEPARTMENT HEADS · HALF-DAY

05 Hire & Fire with AI Agents

Building AI agents that carry real job descriptions — screening, follow-ups, reporting, accountability — and knowing exactly where a human must stay in the loop.

BEST FOR · HR, L&D AND FOUNDER AUDIENCES · FULL-DAY OR MULTI-SESSION

Custom programmes: sessions are regularly built from scratch for a specific industry — manufacturing, real estate, education, retail, professional services — where the entire curriculum is written around that sector's own workflows. 04



04 — STAGES

Rooms this has already been delivered in.

Jio Haptik

ENTERPRISE · AI

IIT Indore

INSTITUTE OF TECHNOLOGY

IIM Nagpur

INSTITUTE OF MANAGEMENT

Government of India

PUBLIC SECTOR

Governor House

STATE ENGAGEMENT

ITM University

UNIVERSITY

JITO

BUSINESS NETWORK

JCI

LEADERSHIP ORGANISATION

100+ Organisations

CORPORATES · INSTITUTES ·
CHAMBERS

AUDIENCE TYPES

CORPORATE L&D

MSME CLUSTERS

TRADE BODIES

CHAMBERS OF COMMERCE

STARTUP INCUBATORS

B-SCHOOL COHORTS

GOVERNMENT PROGRAMMES

FAMILY BUSINESS FORUMS

FOUNDER COMMUNITIES

05 — RECOGNITION

Honoured for this work by

Chief Minister of
Chhattisgarh

STATE HONOUR

Deputy Chief Minister

STATE HONOUR

Ritesh Agarwal

FOUNDER & CEO, OYO

Multiple Industry
Bodies

INSTITUTIONAL AWARDS



How a session actually runs.

BEFORE

Discovery with the organiser

A short call to understand the audience — sector, seniority, size of business, and what the organisation wants people doing differently afterwards. The curriculum is then rewritten against that.

OPEN

Start from their problems, live

The room names its own bottlenecks in the first fifteen minutes. Those become the worked examples for the rest of the day, which is why the session never feels generic.

CORE

Build it on screen, together

Every strategy is demonstrated live — prompts written, agents configured, automations connected — so people watch the thing get built rather than hear it described.

THROUGHOUT

Humour as a teaching tool

Jokes, satire and sharp business analogies keep a technical subject moving. This is deliberate: a room that is laughing is a room that is still listening at hour four.

AFTER

Nothing ends at the door

Participants leave with prompt libraries, workflow templates and an implementation sequence — plus an open door into the Super AI Mind Club community for ongoing questions.



ENGAGEMENT FORMATS

Keynote

45–90 MIN

A high-energy opening or closing session for conferences and large gatherings.

Half-Day Workshop

3–4 HOURS

One signature topic, delivered hands-on with live builds and Q&A.

Full-Day Intensive

6–8 HOURS

Strategy plus implementation — teams leave with working systems in place.

Multi-Session Programme

ONGOING

A staged curriculum for a cohort, with review points and accountability between sessions.



07 — WORK TOGETHER

Let's build the AI system your people will use.

COMMUNITY

Super AI Mind Club

1,50,000+ members — business owners putting these systems into practice every week.

YOUTUBE

@Socialselleracademy

youtube.com/@Socialselleracademy

INSTAGRAM

@socialseller_academy

instagram.com/socialseller_academy

BASED IN

Raipur, Chhattisgarh

Available for sessions across India and internationally.

Book a session

Share your audience, date and objective — you will get back a session outline built specifically for that room, along with commercials, within two working days.

EMAIL

socialsellertechnology@gmail.com

PHONE / WHATSAPP

+91 88169 33028

WEBSITE

www.socialseller.in