

siliconindia

SILICONINDIA.COM

Technology

THE ARTHI AI COLLECTIVE

recognized by **siliconindia** *Magazine as*

SI **AI COMPANY OF THE YEAR** **2026**
AI-POWERED MENTORSHIP SERVICES

*Through this Award, we acknowledge and applaud the company's
myriad services and its ingenuity in leveraging best
practices to present unique methodologies that
address complex business demands.*

Mandvi Singh

MANDVI SINGH
Managing Editor

THE ARTHI AI COLLECTIVE:

Making AI Practical Through Personalised Mentorship



Arthi Rajendran,
Founder & AI Educator

Artificial intelligence is rapidly becoming a workplace capability rather than a specialised technology limited to technical teams. Yet the speed at which AI tools, models, and applications are evolving has created a different challenge: knowing about AI is not the same as knowing how to use it effectively. Professionals need context, businesses need practical implementation, and learners need guidance that goes beyond tutorials and certifications. This is driving demand for personalised mentorship in practical AI, where human guidance, technology education, and real-world application come together.

The Arthi AI Collective addresses this gap through a personalised, application-led approach to AI education. Instead of placing learners through a standard curriculum, it helps students, professionals, career switchers, beginners, and founders identify relevant use cases and build capabilities around their specific objectives. Its live, one-to-one mentorship model combines learning, experimentation, project building, and accountability,

positioning AI as a practical capability rather than a subject to be studied in isolation.

Where AI Expertise Meets Human-Centred Learning

Founded by Arthi Rajendran, The Arthi AI Collective is shaped by more than a decade of experience across AI and data products at AstraZeneca, Pfizer, and Zoho. Her work has included recommendation systems, fraud detection, natural language processing, and computer vision applications. This industry experience exposed her to both the possibilities of AI and the difficulty many capable people face when trying to understand a rapidly changing technology landscape.

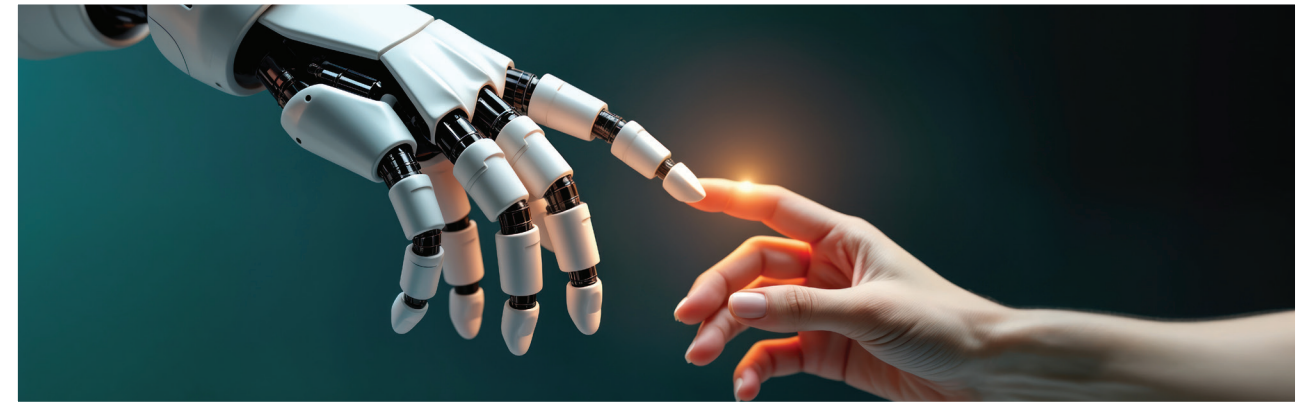
Arthi subsequently built the Collective around a clear objective: make AI accessible without oversimplifying it. She believes learners do not necessarily need to become machine-learning engineers; they need enough understanding to make better decisions, improve their work, build useful solutions, and participate confidently in an AI-enabled workplace. She has taught more than 10,000 people, delivered over 50 talks, and delivered an invited session on implementing large language models for PhD students at a Harvard University capstone meeting. In 2026, she was ranked eighth among India's Top 200 Women Creators in AI Education.

This philosophy is reflected in the Collective's "Translate, Build, Enable" framework: translating complex AI concepts into accessible language, building practical solutions, and enabling individuals and teams to apply AI with confidence.

Mentorship Built Around Real Outcomes

The Collective begins with the learner's objective rather than a fixed syllabus. A working professional may want to automate a repetitive task, a student may need a portfolio-ready project, a career switcher may want proof of AI capability, while a founder may be looking to improve a sales or operations workflow. The mentorship path is designed around that starting point.

Its five programmes – AI Launchpad for Students, AI Edge for Working Professionals, AI From Zero, AI Career Switch, and the AI Business Automation Program – serve distinct learner profiles while retaining the one-to-one format. Weekly live sessions combine explanation,



guided building, review, and accountability, allowing Arthi to adapt the pace and depth to the individual.

This approach also changes how technical concepts are introduced. Rather than beginning with terminology, Rajendran starts with a problem the learner already understands and introduces the technology required to address it. A non-technical professional may begin with prompting, verification, data privacy, and no-code automation, while a technical learner can progress into APIs, retrieval, agents, tool calling, evaluation, and deployment. The underlying questions remain consistent: what problem is being solved, what data is involved, where can the system fail, and how should the output be verified?



The Collective's long-term mission is to help one million people understand & use AI with confidence

From Learning AI to Applying It Responsibly

Hands-on work is central to the Collective's methodology. Learners build AI assistants, research systems, workflow automations, portfolio applications, or tools relevant to their existing roles. This exposes them to practical challenges that generic tutorials often overlook, including incomplete data, ambiguous requirements, unreliable outputs, privacy concerns, and the need for human oversight.

For Arthi, practical AI capability is therefore not simply the ability to operate a tool. It involves identifying

the right problem, selecting an appropriate approach, evaluating results, understanding limitations, and communicating those limitations clearly. Learners are encouraged to experiment, encounter failures, understand why they occurred, and improve their solutions.

"Responsible adoption is embedded into this process. The Collective emphasises protecting confidential information, recognising hallucinations and bias, documenting assumptions, verifying outputs, and knowing when not to automate. This perspective is particularly relevant as organisations move from experimenting with generative AI to integrating it into everyday business processes," says Arthi Rajendran, Founder.

Beyond its paid mentorship programmes, the Collective has developed a broader learning ecosystem that includes a free AI learning library, plain-English AI glossary, daily AI news brief, and podcast initiatives. Arthi's LinkedIn audience further extends its reach among professionals seeking practical perspectives on AI.

Scaling Access Without Losing Personalisation

The Collective's long-term mission is to help one million people understand and use AI with confidence. Its roadmap includes stronger learner diagnostics, reusable learning frameworks, project-based programmes, mentor-supported communities, and partnerships with universities and corporations. It also plans to deepen its work in AI automation, career transformation, responsible adoption, and sector-specific learning.

The ambition is not to make everyone an AI expert or encourage automation for its own sake. Instead, The Arthi AI Collective is building around a more useful proposition: helping people understand where AI can strengthen their capabilities, how to apply it effectively, and where human judgement must remain central. "I want people to understand AI well enough to build something useful, question its outputs, and know where human judgement matters," says Arthi Rajendran. **SI**