

Chitra Sahayak

Powered by Humica AI

A voice-first AI being built to help rural artisans across India brand their craft in their own language, and reach the premium and export buyers who pay what it is truly worth.

THE PROBLEM

In Sualkuchi, Assam, a weaver often earns far less for her handwoven Muga silk saree than it finally sells for in a city boutique or export market, because she rarely meets that buyer. She may not speak his language, cannot afford a branding agency, and has no path onto premium shelves. The skill is here; the access, branding, and right buyer are not.

HOW IT WILL WORK

01

Speak

She talks to the assistant in her own language. No literacy or app skills needed.

02

Capture

She photographs her product, with CSC help if needed.

03

Brand

The AI builds a polished listing, catalogue, and packaging.

04

Reach the buyer

We line up buyers first, then match the branded product to real demand.

THE MODEL

Buyer-first

Most platforms list a product and hope. Chitra Sahayak is designed the other way: secure the buyer first, then help the artisan brand and produce for real demand.

The artisan never pays

The model is built to be funded by institutions (state handloom bodies, CSR) and a buyer-side fee, so income flows to the maker, not a middleman.

PROOF OF BUILDER

Humica AI · Registered MSME

Has already shipped and sold GymOS, a B2B SaaS, to paying clients it supports today.

VBYLD 2026 Finalist

Represented Assam; the Chitra Sahayak concept featured in the master presentation shown to the Hon'ble Prime Minister.

Felicitated by the Hon'ble Governor of Assam

Raj Bhavan, Guwahati, 7 January 2026.

THE FOUNDER

Khanjan Jyoti Sandilya, 20, is a self-taught founder and designer from Guwahati, Assam, building for the region and the artisans that opportunity usually overlooks. He brings the rare mix this needs: design and branding skill, AI, and the resolve to put artisans first.

Now: talking to artisans, cooperatives, and buyers in Assam.

Next: a focused pilot with one silk cluster.