

# ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes to Natural Goods, Food Stuff  
Manufactured Goods,  
Handicrafts or Agricultural Goods

GI based on uniqueness,  
weather, and terrain of the  
place of origin

Legal Protection from  
unfair usage

Registered by the Authorized  
community of the GI

GI Sign or symbol  
indicating Geographical  
Origin or location

Economic empowerment to  
Artisans, Producers, and  
Manufacturers

Social Uplifting and  
continuing the  
Legacy of the Nation

650+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



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# BANARAS GULABI MEENAKARI CRAFT

Varanasi, one of the world's oldest cities, is renowned for its Banaras Gulabi Meenakari, a unique art form featuring pink enamel strokes on white metal surfaces. Originally applied to gold, this delicate technique now adorns silver and copper, showcasing intricate motifs like lotus blooms. Generations of artisans create religious figures, traditional ornaments, and decorative items using this distinctive pink enamel, derived from the word "gulab" (rose).

## UNIQUENESS

Gulabi mina, or pink enamel, named after "gulab" (rose), features translucent pink designs on opaque white enamel, combined with champlevé techniques for a unique mixed style. Unlike the vibrant colours of Jaipur and Delhi, Banaras Gulabi Meenakari highlights delicate pink strokes on white, often with lotus motifs. Praised for its intricate designs, this craft involves meenakars creating ornate jewellery and decorative items, including richly adorned bangles with gemstones. The art is valued for its exceptional quality and use of natural, lead-free dyes.

## RAW MATERIALS

Salai (etching tool), Mortar and Pestle, Kiln, Metal Palette, Kalam / Taqva (tool used to apply enamel).

**Price**  
Approx.  
Rs. 1000 onwards

**Class of Goods**  
24, 25 & 27

**Proof of Origin**  
17<sup>th</sup> Century.



**No. of Families Involved**  
Approx.  
30 to 50 families

**Type of Goods**  
Handicrafts

**Geographical Location**  
Varanasi, Uttar Pradesh

## METHOD OF PRODUCTION

The Banaras Gulabi Meenakari craft involves creating unique designs on metal surfaces, typically brass or copper, by applying a layer of enamel. The process includes engraving the metal with detailed patterns, filling these patterns with coloured enamel, and then firing the piece at high temperatures to fuse the enamel to the metal, resulting in vibrant, durable designs.