



Rediscovering the Brass





Brass is not just a metal, its our history, culture and tradition,
now struggling for its existence

Brass is widely used in everyday items, from expensive art to simple locks, yet it often goes unnoticed. The craftsmanship and effort of the artisans who create these brass items are frequently overlooked.

Historical findings from the Indus Valley Civilization indicate that brass was used for utensils, tools, and ornaments, showing advanced knowledge of metals and trade in ancient times.

REAL STORY

The Alam family has carried forward the age-old craft of brasswork for generations. Five family members—grandfather, father, mother, son, and daughter—spend their days and nights shaping molten brass into beautiful art pieces.

The father and grandfather prepare the raw brass, melting and pouring it into molds, while the mother polishes each finished piece with patient hands. The children, though still young, help with detailed carvings, learning the craft as it has always been passed down—within the family.

Yet, despite this unity and back-breaking effort, the reward is painfully little. Their earnings barely cover daily needs. Customers often bargain ruthlessly, ignoring the sweat, heat, and hours of labor that go into every piece.

Still, The Alam family works hard out of love and hope that their craft will be valued.



Brass craft has more possibilities than you might think

Brass idols or brassware are popular among general people but, crafts made from Brass still waiting to shine

Gifting brass made art pieces could be a far better gift than common repetitive gifts. If you want to give something unique and memorable these kind of gifts are perfect:





*With time
modern tools
became popular
and important
metals like brass
forgotten*

Do you know?



For centuries, we
have used brass
made deities for
religious offerings

Brass is noted for its
high levels of
corrosion resistance.

Thousands of brass
artisans still working in
cities like Jamnagar and
Moradabad

A Heritage We're Losing

Some of these brass art pieces are not just handmade —

- Generations of skills and knowledge are invested in just one piece of craft.
- Recognised by Geographical Indications (GI), a legal recognition of their rich history and method.
- When you buy them, you're buying art, ancestry, and authenticity.

Here are a few Indian **GI-tagged** brass crafts you can still buy:



*Moradabad Metal Craft
(Uttar Pradesh)*



*Thanjavur Art Tri-Metal Plate
(Tamil Nadu)*



*Bell Metal Ware of Datia and
Tikamgarh
(Madhya Pradesh)*



*Budithi Bell &
Brass Metal Craft
(Andhra Pradesh)*

This Festival, Don't Just Celebrate



Choose the hands over machines



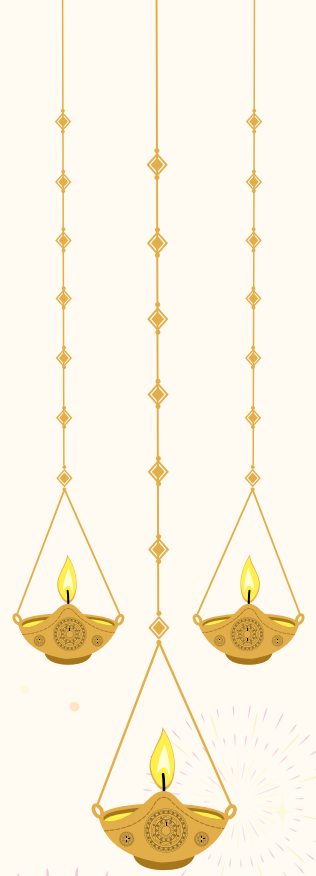
Choose brass over other metal



Choose India over imports



Choose emotion over money



“

पीतल है अनमोल,
सोना चांदी से मत तोल,
सदियों से जो था साथ,
उसका साथ मत छोड़।

”



Join the *#BringBackBrass Movement*

- ✓ Buy GI-tagged brass crafts
- ✓ Share a picture with your brass art piece
- ✓ Tag your brass craft with

#BrassInFestivals

#BringBackBrass

#BrassArtPiece

#BuyIndianThisFestival

#DiwaliWithIndia

#BringBackBrass

IF YOU WANT TO SUPPORT THIS
MOVEMENT



CONTACT US

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“पीतल से बनी शिल्प से घर सजाएं,
इस दिवाली पीतल कारीगरों को अपनी
दिवाली का हिस्सा बनाएं।”