

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

700+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting
and ensures
genuineness of products

Preservation of local Culture,
Tradition,
and Legacy



A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.

BANARAS METAL CASTING CRAFT

Banaras Metal Casting Craft is a traditional metalworking art from Varanasi, Uttar Pradesh, known for its utilitarian utensils, puja vessels, and decorative pieces made from brass, copper, bell-metal, and German silver. Crafted into karahis, jugs, betel boxes, wall plaques, and deity idols, this craft reflects ritual purity, durability, and ornamental finesse.

UNIQUENESS

This craft is admired for its Ganga-Jamuni lota, a brass vessel with a copper band symbolizing sanctity. Artisans use repoussé, sand casting, and darza techniques to shape and embellish items. The Kasera community has preserved this tradition for centuries, producing functional and ceremonial wares that are acid-resistant, culturally symbolic, and aesthetic in form.

RAW MATERIALS

Copper, Brass, Zinc, Tin, Nickel, Pewter, Lac, Kerosene, Charcoal, Black Clay, Tamarind Kernel Powder, Graphite,

Price

Approx. Rs. 500
to 15000

Number of Families Involved

Approx.
300 families

Proof of Origin
18th Century

Class of Goods
14

Type of Goods
Handicraft

Geographical Location
Varanasi,
Uttar Pradesh



METHOD OF PRODUCTION

Copper, brass, and alloys are melted in crucible furnaces, then cast in clay or graphite molds. Items are shaped, engraved, and polished manually. Repoussé involves hammering from the reverse side over lac to raise designs. Final products are lacquered, assembled, and finished with acid or oil treatments, combining ritual utility with artistic detail.