

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.

JALESAR METAL CRAFT

Jalesar Metal Craft is a traditional brassware art from Jalesar, Etah district, Uttar Pradesh, known for its bells, ghungroos, temple ghantas, and decorative brass items. Crafted into animal bells, puja bells, wind chimes, and engraved idols, it reflects centuries-old casting techniques and is celebrated for its resonant sound and ornate detailing.

UNIQUENESS

This craft is admired for its use of Jalesar's unique yellow soil, ashtadhatu alloys, and handmade molds. Artisans create bells from 0.5 cm to 2,100 kg, including pieces for major temples like Ayodhya and Kedarnath. The community's multi-faith workforce, home-based production, and engraved motifs make it a symbol of heritage and harmony.

RAW MATERIALS

Brass Silli (70% Copper, 30% Zinc), Chaddari Pital, Jalesar Soil, Molasses, Suhaga, Cotton/Leather/Rexine Pads, Traditional Tools

Price

Approx. Rs. 500
to 25000

Number of Families Involved

Approx.
1500 families

Proof of Origin
18th Century



Class of Goods
06

Type of Goods
Handicraft

Geographical Location
Jalesar,
Uttar Pradesh

METHOD OF PRODUCTION

Brass scrap is melted in pit furnaces, then cast into molds made from Jalesar's pili mitti. Frames are filled with soil and metal goli, then sealed and poured with molten brass. Bells are ground manually or in drums, then polished and tuned. Pads for ghungroos are made from cotton, leather, or rexine, layered and stitched by hand.