

Application for

Registration of Banaras Gulabi Meenakari Craft
of Uttar Pradesh

Through

Geographical Indication of Goods
(Registration & Protection Act – 1999)

Applicant

Sahbhagi Welfare Samittee, Varanasi

Human Welfare Association, Varanasi

Samajik Vikas Sansthan, Varanasi

Supported By

NABARD, Lucknow

GOVT. OF INDIA Geographical Indications Registry
24 JAN 2013
DY No. 1329
CHENNAI.

Received on 23/1/13
at Varanasi

[Signature] 23/1/13

Remone Demand draft
and hand over to NABD

[Signature] 24/1/13

GI APPLICATION No.

397

GEOGRAPHICAL INDICATION OF GOODS
(REGISTRATION & PROTECTION ACT - 1999)

Received, Rs. 5000 in cash/
Cheque/DD/MO on 24.1.2018
Entry no. 1634 in the
register of valuables
24/1/2018
B.D.O.
Cashier

FORM GI - 1C


Application is hereby made for the registration in Part A of the
Register of the accompanying geographical indication
furnishing the following particulars

1A	Name of the Applicant	1. Sahbhagi Welfare Samittee, Varanasi represented by its, Kunj Behari Singh 2. Human Welfare Association, represented by its, Dr. Rajani Kant 3. Samajik Vikas Sansthan, Varanasi, represented by its, Rajesh Kumar Singh
1B	Address	1. Secretary, Sahbhagi Welfare Samittee K.9/30, Paththar Gali, Bhaironath, Varanasi-U.P. 2. General Secretary, Human Welfare Association, S.15/116,2-AC, Mawaiya,Sarnath, Varanasi-U.P. 3. Secretary, Samajik Vikas Sansthan, SA-18/25K, Baghwanala, Nakhighat, Tapovan Ashram,, Varanasi -U.P.
1C	List of association of persons/ producers/organization/ authority	A detailed list will be furnished if requested
1D	Type of Goods	Class-27: Gulabi Meenakari Craft
1E	Specification	The detailed specification of the different products is also attached in the Annexure-2
1F	Name of the geographical indication (and particulars)	Banaras Gulabi Meenakari Craft
1G	Description of the goods	Kashi, Benaras Or Varanasi, the oldest living city in the world is also famous for its Unique art and craft since generation and is an important trade center for heritage products in the world. A city of religious importance carrying 22 handicrafts and richest silk weaving culture with itself since thousand years with the evidence within it the Gulabi Meenakari has a unique craft of this place where the person from generation are engaged . ➤ Religious Figure of God & Goddess of on Metal silver and gold sheet: ➤ Various type of traditional ornaments and Decorative

		<p>excellent items.</p> <ul style="list-style-type: none"> ➤ Different type of motifs including floral and birds and animals on gold & silver metal. ➤ Ornaments of God & Goddess with Gulabi meena work. ➤ Unique type of gold & silver utensils. <p>Detail enclosed in annexure</p>
IH	Geographical area of production and map	<p>The prestigious product is originated in the Varanasi district of Uttar Pradesh. The Banaras city is considered as the origin point and the most important production centre of Gulabi meenakari craft.</p> <p>Varanasi is situated 83.0° E longitude and 25.20° N latitude.</p> <p>The details of the geographical area along with the map is attached and marked as Annexure...</p>
II	Proof of origin (Historical records)	<ol style="list-style-type: none"> 1. Pink painted enamel style is said to be brought in Varanasi by the enamelists, who had come to India, around early 17th century, when the Mughal Court was at its peak. This enameling style had attained the peak of perfection at the Persian Court at Isfahan during the Qajar dynasty (1795-1924). The present meenakar at Varanasi comment that the state of art of meenakari was prosperous till about hundred years ago. Today only about ten craft persons are working on gold enamel, and twenty five make silver enamel jewellery and objects. <i>Reference taken from Hindustan, 2009.</i> 2. Meenakari, also called enamelling, is the art of decorating a metal surface by fusing mineral substances to it. Meenakari was introduced to India by the Mughals. The process is often applied to kundan - articles of jewellery studded with gem stones set with a layer of gold foil between the stone and the mount on one side while the reverse is lavishly enamelled using the meena technique. The lustre of the meena, the enamelled reverse side, increases over time due to contact with the wearer's body and clothes. The brilliance of the diamonds and other stones is effectively complemented by the multihued enamel of the meena. Varanasi, Uttar Pradesh, is one of the oldest cities in India. It has a very rich culture and history. It was the capital of ancient Kashi region. <i>Reference taken from Ranjan, A and Ranjan M.P. Handmade in India. New Delhi.</i> 3. Enameling is the art of colorings or decorating a metal

		<p>surface by attaching or fusing pieces of different mineral substances, over it. Enameling is considered the most alluring and technical of all metal decorations. In the past enameling was only done on gold, but presently it is done other metals like silver, copper etc. <i>Reference taken from Indian Jewellery- M.L.Nigam.</i></p>
IJ	Method of Production	<p>The process of Gulabi Meenakari craft has completed manually since generations without using any form of electricity but now a days the last process (heating) is now used by electric furnace. Rest all the process of production is still manually.</p> <ol style="list-style-type: none"> 1. Making of traditional and modern designs on paper by hand is the first step of work. 2. Preparation of gold and silver metal sheet from 18 to 30 gauge thickness only on gold, silver, 3. Prepare the different type of shape of motifs for transferring the design 4. The meenakar (enameller) applies colours, beginning with those most capable of resisting fire. White is normally applied first, followed by pink, green, red and blue. The colour is applied onto the grooves in the form of enamel dust, stored in water. 5. The piece of metal on which Meenakari is to be done is fixed on a lac stick. 6. It passes on to the chhatra who engraves the salai (pattern) onto the gold object using steel styli; the surfaces of the depressed patterns are serrated to secure the enamel and to increase the play of light and shade in the finished product. Delicate designs of flowers, birds, fish, etc. are etched or engraved onto the surface. This leads to the creation of walls or grooves, to hold colour. 7. Preparation of lah (a organic powder prepared manually with the help of heat) for the base of metal work. 8. Putting the lah in the product in side for the support. 9. Using fire for entering the lah in the product. 10. Then the product goes to the trader, to show room, then consumer. 11. The details process with photo is enclosed in Annexure --
IK	Uniqueness	<ol style="list-style-type: none"> 1. One shilp guru, 2 National awardee are in this craft from old lane of Varanasi and 4 persons

		<p>from one family are State Awardee in this craft and residing in the nearly 125 years old house.</p> <ol style="list-style-type: none"> 2. In Benares at Raman Shankar Pandya's, one can see the craftsmen at work. Pandya also takes orders. Though antique pieces are a closed market; check at these jewellers who sell antique as well as new pieces. <i>Reference taken from The Taj Magazine, volume 30 No 2 July, 2001.</i> 3. "Banaras stands next to Jaipur in the art of enamelling and the nature of Banaras pink is similar to Jaipur red. in the 19th century and early 20th century pink enamel was prized throughout the land and was much sought after by princes and the aristocracy." By-Rai Krishndas, founder director of Bharat kala Bhavan of BHU (TOI news-25th May, 2012) 4. The detail about some Banaras pink enamelling jewellery items like pair of ear ornaments (page no 52), enamelled gold set ring (page no 96) was founded in the book "A Golden Treasury: Jewellery from the Indian Subcontinent" written by Susan Stronge, Nima Smith and J.C. Harle 5. The picture of antique piece of pink enamelled parrot and peacock of Varanasi was given a specific space and coverage (page 8 & 9) through Arcade magazine which is published from Delhi and Mumbai. (page enclosed) 6. Genealogy: A number of people have been indulging in metal repousee art since 4th generation adopting it their major resource of livelihood and the current 4th or 5th generation is indulging in this art currently. 7. Shilp Guru awardee: Mr Mohan Prasad Verma one of the national awardee in 1984, received the Shilp guru award in 2004 for the unique art of gulabi meenakari. (certificate enclosed)
1L	Inspection Body	<ol style="list-style-type: none"> 1. The Department of Industries, Government of U.P. 2. O/o Development Commissioner (Handicraft), Govt. of India having office at Varanasi. 3. Consortium of Handicraft and Artisans Society 4. District Administration Concern Department 5. Human Welfare Association, 6. Apex body of concern federation and export association. 7. Group of Mastercraftman and Awardees.

IM	Others	<p>The Gulabi Meenakari craft is culturally associated with the people of Banaras since generations for the preservation of traditional heritage; nearly 100 artisan families are earning their livelihood through the production of these unique products. The details of the artisans is attached in Annexure-<i>List enclosed</i></p> <p>The sector is facing problem due to the high price of gold and silver and fake and cheap fiber products which is coming from various countries and due to it, the artisans are facing severe crisis for their livelihood. The Govt. of India, O/o D.C. Handicrafts and Department of Industries and MSME is also supporting through various interventions for the promotion of this craft.</p>
	Logo	<p>Logo of Banaras Gulabi Meenakari Craft</p>  <p>BANARAS GULABI MEENAKARI CRAFT</p>

Along with the Statement of Case in Class 27 in respect of the name(s) of whose addresses are given below who claim to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use in respect of the said goods.

2. The application shall include such other particulars called for in rule 32(1) in the Statement of Case:

The statement of case with detail particulars is attached.

1. All communications relating to this application may be sent to the following address in India.

1. **Kunj Behari Singh**
Secretary,
Sahbhagi Welfare Samittee K.9/30, Paththar Gali, Bhaironath, Varanasi-U.P.

2. **Dr. Rajani Kant**
General Secretary,
Human Welfare Association,
S.15/116,2-AC, Mawaiya,Sarnath, Varanasi-U.P.
Mob.9415304759

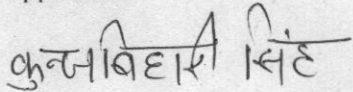
3. **Rajesh Kumar Singh,**
Secretary,
Samajik Vikas Sansthan,
SA-18/25K, Baghwanala, Nakhigat, Tapovan Ashram,, Varanasi -U.P.

4. In the case of an application from a convention country the following additional particulars shall also be furnished.

Designation of the country of origin of the Geographical Indication.

Evidence as to the existing protection of the Geographical Indication in its country of origin such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration and copies of such documents.

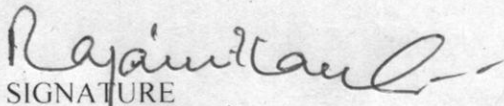
Not Applicable



SIGNATURE
NAME OF THE SIGNATORY

1. **Kunj Behari Singh**
Secretary

Dated this 22nd day of January, 2013


SIGNATURE

NAME OF THE SIGNATORY

Dr. Rajani Kant

General Secretary

Dated this 22nd day of January, 2013

GI APPLICATION No.

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SIGNATURE

NAME OF THE SIGNATORY

**Rajesh Kumar Singh,
Secretary**

Dated this 22nd day of January, 2013