

Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 79 dated 28th January, 2016

G.I. APPLICATION NUMBER – 398

Application Date - 24-01-2013

Application is made by The Banaras Metal Craft Development Society, represented by Secretary, CK.62/37, Kashipura, Varanasi, Uttar Pradesh, India facilitated by Human Welfare Association, represented by General Secretary, Human Welfare Association, S.15/116,2-AC, Mawaiya, Sarnath, Varanasi, Uttar Pradesh, India for Registration in Part A of the Register of **Banaras Metal Repouse Craft** under Application No - 398 in respect of Metal Repouse Craft falling in Class – 27 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

A) Name of the Applicant : The Banaras Metal Craft Development Society,

B) Address : The Banaras Metal Craft Development Society,
represented by Mr. Anil Kumar, Secretary,
CK.62/37, Kashipura, Varanasi, Uttar Pradesh,
India

Facilitated by Human Welfare Association,
represented by Dr. Rajani Kant, General
Secretary, Human Welfare Association, S.15/116,
2-AC, Mawaiya, Sarnath, Varanasi, Uttar Pradesh,
India

C) Types of Goods : **Class 27** – Metal Repouse Craft

D) Specification:

1. Banaras Metal repousse, the art of moulding showpieces, too, has its share of admirers across the globe. Repousse is raising a design in relief on metal from the back or inside using hammers and punches. Details are then generally done on the design from the front, using chasing or repousee. The whole technique is sometimes referred to as 'chasing', or embossing (Khal – Ubhar KaKam). The art has been preserved in the by lanes of Varanasi for generations by Kasera community.
2. The word repousse is French and means "pushed up", ultimately from Latin pulsare, which means "to push". Repoussage is actually the correct noun to refer to the technique, with repousse being an adjective referring to a piece to which the technique has been applied (e.g. "repoussé work", "repoussé piece"); however, in English it has become common to use repoussé as a noun,
The techniques of repousse date from Antiquity and have been used widely with gold and silver for fine detailed work and with copper, tin, and bronze for larger sculptures.
2. Repousse is done on all manner of articles, which are first moulded into the required shape and burnished; the engraver traces the design with a chisel, filling up the open ground with dots and spots produced by punching. The work is very light, and often little more outlines drawing; and the design is generally as common place as the

execution is hasty and careless. It is certain that formerly much more skill was exhibited by the Benares engravers,

4. The Banaras Metal repousse may be roughly divided into the religious, ritualistic items and objects of utility. The metals used are brass, copper and bell metal. From the limited domestic use it has moved to various directions, especially into the prestigious ritualistic field.

E) Name of the Geographical Indication:

Banaras Metal Repouse Craft



F) Description of the Goods:

Repousse is a metal working technique in which a malleable metal is ornamented or shaped by hammering from the reverse side. There are few techniques that offer such diversity of expression while still being relatively economical. It is used to work on the reverse of the metal to form a raised design on the front. The techniques of repousse utilize the plasticity of metal, forming shapes by degrees. There is no loss of metal in the process, as it is stretched locally and the surface remains continuous. The process is relatively slow, but a maximum of form is achieved, with one continuous surface of sheet metal of essentially the same thickness. Direct contact of the tools used is usually visible in the result, a condition not always apparent in other techniques, where all evidence of the working method is eliminated.

The city of Varanasi of Uttar Pradesh is famous for its Unique Metal Repousee Craft

- Traditional metal Products (Hauda, Chawar, Chhatra, Nalki-Palki, Door-plate, Walplates, Temple decoratives, Mukut, Trisul, Talwar and various type of products.
- Religious Figure of God & Goddess of on Metal Sheet:
- Decorative items
- Utensils

Banaras Metal repousse, the art of moulding showpieces, too, has its share of admirers across the globe. Repousse is raising a design in relief on metal from the back or inside using hammers and punches. Details are then generally done on the design from the front, using chasing or repousee. The whole technique is sometimes referred to as 'chasing', or embossing (Khal – Ubhar KaKam). The art has been preserved in the by lanes of Varanasi for generations by Kasera community.

The word repousse is French and means "pushed up", ultimately from Latin pulsare, which means "to push". Repoussage is actually the correct noun to refer to the technique, with repousse being an adjective referring to a piece to which the technique has been

applied (e.g. "repoussé work", "repoussé piece"); however, in English it has become common to use repoussé as a noun,

The techniques of repoussé date from Antiquity and have been used widely with gold and silver for fine detailed work and with copper, tin, and bronze for larger sculptures.

Repoussé is done on all manner of articles, which are first moulded into the required shape and burnished; the engraver traces the design with a chisel, filling up the open ground with dots and spots produced by punching. The work is very light, and often little more outlines drawing; and the design is generally as common place as the execution is hasty and careless. It is certain that formerly much more skill was exhibited by the Benares engravers,

G) Geographical Area of Production and Map as shown in page no.: 12

The product is produced in the Varanasi district of Uttar Pradesh. The Banaras city is considered as the origin point and the most important production centre of metal repoussé craft. However, with the increase in demand of the products, the artisan from neighbouring district Mirzapur & Chandauli are also engaged in this craft.

Varanasi is situated 83.00 E longitude and 25.200 N latitude.

Mirzapur is situated 82.580 E longitudes and 25.150 N latitude.

Chandauli is situated 83.160 E longitudes and 26.00 N latitude.

H) Proof of Origin (Historical records):

1. Winder fame has been gained by the brass work of Benares. There are over six hundred factories in the city, the large concerns employing twenty or more men; the owners are chiefly rich Baniyas or Kascras, who supply the operatives with materials and tools. In most cases there is considerable differentiation of labour, costing, burnishing, repoussé and polishing being done by different craftsmen. The skilled artisans command high wages, and are paid according to the amount of work done. The raw material is generally imported and the alloys made on the spot, the best markers religiously preserve the secret of the proportions of copper, zinc and other metals used to produce brass, and also of the fluxes, coloring matter and solders employed. Details are then generally done on the design from the front, using chasing or repoussé. The whole technique is sometimes referred to as 'chasing', or embossing (Khal - Ubhar Ka Kam). The art has been preserved in the by lanes of Varanasi for generations by Kaseria community.
2. Repoussé is done on all manner of articles, which are first moulded into the required shape and burnished; the engraver traces the design with a chisel, filling up the open ground with dots and spots produced by punching. The work is very light, and often little more outlines drawing; and the design is generally as common place as the execution is hasty and careless. It is certain that formerly much more skill was exhibited by the Benares engravers, and the decay of their art may be attributed partly to the influence of western ideas and partly for the ready sale which inferior brass work finds at Railway stations and similar places.
3. Various world famous temples and idols of Varanasi like Vishalakshi temple and idol of Goddess Vishalakshi of one quintle gold, gold idols of Goddess Annapurna, coral Ganesh idol, golden sun and silver moon surrounding the temple of Laxmanbalaji at

Balaghat, seven feet golden throne of Goddess Pitambara at siddheshwari alley, nine quintle golden dome on the apex of Kahsi Vishvnath temple.

4. The Indian handicraft and culture is as old as the inception of Indian civilization (even the famous archaeologist Rakhal Das Banerjee) had found so many evidence of handicraft products like dancing statue of Nataraj, big granaries etc in Harappan and Mohenjadaro in civilization. After the upcoming of Aryans the handicraft culture flourished in new horizons, such as use of iron in metal products.

(I) Method of Production:

The process of metal repouse craft has started up to the end is completely handmade using with the traditional tools in a home based atmosphere, it is a complete home based work where the artisans are working since generation.

1. Drawing making of traditional and modern designs by hand on the paper.
2. Preparation and cutting of metal sheet from 18 to 26 gauge thickness (gold, silver, copper brass, white metal). In the ancient time, the artisans prepare the sheet by using heavy iron hammers, but now a days the readymade sheet are available in the market or they are using belay technique for sheet making especially for silver and gold.
3. Preparation of lah (an organic powder prepared manually with the help of heat) for the base of metal work.
4. Putting the sheet on lah base.
5. Transferring the paper design to metal sheet with the use of traditional small tools.
6. Removing the paper design from metal sheet.
7. Starting the Khalai work (chasing work).
8. Using fire for removing the lah from the metal sheet
9. Reverse the sheet and work for embossing (Ubhar Ka Kam)
10. Again using fire for removing the lah from the metal sheet.
11. The same process repeated 3 to 4 times for a perfect product
12. After that the product has washed by acid through traditional technique for cleaning.
13. Then the specialised artisan of police work involved for policing of the product.
14. Then the product goes to the trader, then show room, then consumer.

(J) Uniqueness:

The basic characteristics of the Banaras metal repousee crafts distinguish it from other contemporary products and make it unique.

All the steps are made by hand only means the human skill has involve in this craft from beginning to end,

Traditional motifs of flowers, sikargah, figures and various type of symbols used on the products

- Heavy metal repousee work on very thin sheet of metal.
- Figures have minute details on the copper sheet.

5th generation is working this time in this craft – 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.

A silver tribute to lord jagannath, siblings: Rajkumar, State Awardee artisan of Varanasi was assigned the job of putting back the ancient Kalinga designs in silver before the holy trinity returns to Srimandir in Puri.

Banaras metal artisans contributed their repousee gold tribute to Lord Shiva temple(world famous Kashi Vishvnath Temple) for preparing the apex part with 100 Kgs. gold metal donated by king – Ranjeet Singh after the victory on Kabul (presently in Afganistan).

Various artisans of Varanasi has worked in the prestigious temples, gurudwaras in the country and recognised by the media and certified by the concerned places.

For taking the royal bath in Mahakumbh, a lot of mathadhish, mahamandleshwar and akhara heads ordered the Banaras metal repousee artisans for preparing prong (trishul), damru (drum) and throne before 4 or 5 months and they have taken first royal bath in it.

K) Inspection Body:

To regulate the use of GI in the territory, it is proposed that the Inspection Committee shall consist of the following members:

1. The Department of Industries, Government of Uttar Pradesh;
2. O/o Development Commissioner (Handicraft), Govt. of India having office at Varanasi;
3. One representative from Human Welfare Association;
4. Two National/State Award winner - Banaras Metal repousee Craft;
5. One Banaras Metal repousee Craft– Master craftsman;

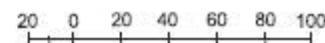
L) Others:

The Banaras Metal repousee craft is socio - culturally associated with the people of Banaras due to its generational legacy. About 500 families of artisans are earning their livelihood through the production of these unique products.

Geographical Area of Production of Banaras Metal Repouse Craft

UTTAR PRADESH

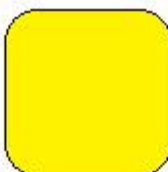
KILOMETRES



- JPN - JYOTI BA PHULE NAGAR
- GBN - GAUTAM BUDDHA NAGAR
- KRN - KANSHIRAM NAGAR
- AMB - AMBEDKAR NAGAR
- SID - SIDDHARTH NAGAR
- SKN - SANT KABIR NAGAR
- KUS - KUSHINAGAR
- SRNB - SANT RAVDAS NAGAR (BHADOHI)

BOUNDARIES:

- INTERNATIONAL..... ————
- STATE..... ————
- DISTRICT..... ————
- TAHSIL..... ————



Geographical Area of Production of Banaras Metal Repouse Craft

HEADQUARTERS:

- STATE..... ★
- DISTRICT..... ●
- TAHSIL..... •

- * Varanasi is situated 25.20° North Latitude and 83.00° East Longitude
- * Mirzapur is situated 25.15° North Latitude and 82.58° East Longitude
- * Chandauli is situated 26.00° North Latitude and 83.16° East Longitude