

# 16 GI-tagged crafts of Varanasi region steal the show at all-India fair in G Noida

Aug 31, 2022, 08.36 AM IST

Varanasi: The Geographical Indication (GI)-tagged crafts of Varanasi region of east UP stole the show at the recently-concluded India Geographical Indication (GI) Fair-2022 with highest participation from one region.

The fair was organised by the Export Promotion Council for Handicrafts (EPCH-India) in Greater Noida from August 26 to 28.

“Out of 310 stalls of GI crafts at the fair, 16 belonged to Varanasi and one stall from Gorakhpur,” said Padma Shri awarded GI expert from Varanasi, Dr. Rajni Kant, who was felicitated with Life Time Achievement Award by the Export Promotion Council for Handicrafts (EPCH) on the occasion.

“Banarasi artisans not only sold GI certified goods worth around Rs 5 lakh, but also received orders worth about Rs. 20 lakh during the fair,” he told TOI.

He said that the GI is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

The GI tagged products are ‘Invaluable treasures of Incredible India’ and aims to build confidence amongst the buying community.

According to him, the fair was attended by the oldest artisan of Banaras Gulabi Meenakari, Amarnath Verma (65) of Bhairav Gali, while Sandeep Vishwakarma was the youngest artisan of wood carving craft.