



असूय भारता की असूय निधि  
Invaluable Treasures of Incredible India

**IBEF**  
INDIA BRAND EQUITY FOUNDATION

## BANARAS GULABI MEENAKARI CRAFT

Meenakari, also called enamelling, is the art of decorating a metal surface by fusing mineral substances on it. The process is often applied to kundan—articles of jewelry studded with gemstones 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 luster of the meena 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. The present meenakars in Varanasi claimed that the position of the art of meenakari was prosperous till about hundred years ago. Now, only a few artisans are involved in an otherwise flourishing industry of the past.

### Contact Details of Banaras Gulabi Meenakari Craftsmen

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9	Rajendra Singh	9415353170
10	Rajesh Kumar	9336339141
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