



Crafting Resilience: The Challenges And Revival Of Gulabi Meenakari, Varanasi, Uttar Pradesh

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Abstract: Gulabi Meenakari is a unique type of enamel work that hails from Varanasi, famous for its pink (gulabi) shades, intricate floral motifs, and remarkable craftsmanship. This centuries-old art form thrived under the support of Mughal emperors and symbolizes a blend of Persian and Indian artistic traditions, carrying significant cultural and historical importance. Nonetheless, despite its rich heritage, Gulabi Meenakari is at risk of decline due to modern market challenges, a decrease in artisan interest and financial difficulties. The study examines the origins and development of Gulabi Meenakari, exploring the detailed crafting process and its special cultural significance in Indian traditions. It outlines the main challenges faced by artisans today, including a reduction in demand for traditional crafts, the high prices of raw materials and limited market opportunities. The study also looks into various efforts aimed at preserving this art form, such as interventions from government and NGOs, partnerships with contemporary designers, innovative marketing suggestions and the utilization of digital platforms to expand reach. Despite these endeavors, Gulabi Meenakari still struggles to regain its past prominence. The findings reveal that while increased visibility and market access have offered some financial relief to artisans, maintaining the craft requires ongoing innovation, strategic marketing and financial assistance. The case study concludes with suggestions for focused skill development, financial support and enhanced marketing strategies to ensure that Gulabi Meenakari not only survives but also thrives in the modern age.

Keywords: Gulabi Meenakari, Traditional Craftsmanship, Cultural Heritage Preservation, Artisanal Sustainability, Innovation

I. INTRODUCTION:

Metal craft is one of the oldest forms of traditional craftsmanship, involving artistic work on metals such as silver, gold, copper, and brass to create both decorative and functional objects. In India, it holds a rich cultural legacy, reflected through regional specializations such as Bidriware of Karnataka, Dhokra of West Bengal, and Meenakari work of Varanasi and Rajasthan. The Indian handicraft industry, which includes metal crafts, was valued at **USD 4.56 billion in 2024** and is projected to reach **USD 8.19 billion by 2033**, growing at a **CAGR of 6.39%**. Exports of art metal wares alone accounted for around **₹1,824 crore (USD 250 million)** in 2019–20, and the sector employs over **6.9 million artisans**, nearly half of whom are women. Despite its cultural and economic importance, traditional metal craft faces challenges such as declining demand, rising raw material costs, and limited market exposure. Revitalizing the sector requires design innovation, financial support, and stronger market linkages to sustain its artistic and cultural value in modern times.

II. ABOUT GULABI MEENAKARI:

Meenakari is a unique art form that involves ornamenting metal surfaces with vibrant colors and kundan stones. Meenakari art was once done on gold, but it is now done on other metals such as silver, copper, and so on. The term **“Meena”** refers to the specific enamel or colour used in this piece, whereas mina is the feminine version of **“Minoo”**, which means **“heaven”** in Persian, and Meena alludes to the **“blue color of heaven”**. During the 17th century, the Mughals introduced this unique art to India. Meenakars are those who practice meenakari art. Gulabi Meenakari is a distinctive and beautiful art form originating from Varanasi, India. It is renowned for its delicate pink enamel work, intricate floral designs, and the exceptional craftsmanship of its artisans. This craft is deeply rooted in the cultural heritage of the Mughal era, blending traditional Persian enameling techniques with Indian artistic traditions to create unique jewelry, decorative items and religious artifacts. Gulabi Meenakari, Varanasi was provided the GI (Geographical Indication) tag in 2016. The term **“Gulabi Meenakari”** comes from the signature **pink hue (gulabi)** that predominates its color scheme, setting it apart from other types of meenakari that typically incorporate a wider spectrum of colors. Artisans known for their detailed workmanship engrave intricate patterns onto metal surfaces, primarily silver and then fill these engravings with translucent pink enamel, which is put under fire to produce a glossy finish. The craft draws inspiration from a species of rose called **“Chaiti - Gulab”**. The pink pigment is difficult and costly to engrave on the metal therefore it is painted on the surface of the product. As the Gulabi Meena is obtained from the oxidation process of gold, it yields a pink pigment. The pink pigment is sourced from Germany. In the past, Gulabi Meenakari was highly esteemed among the nobility and regarded as a luxury art form. However, in the present day, this craft faces several challenges, including shrinking pool of skilled artisans, competition from machine-made goods and limited recognition among younger generations. The combination of decreasing demand and high production costs poses a significant threat to its continued existence.



Fig. 1 Gulabi Meenakri Products

2.1. Creation of the craft:

2.1.1. Raw materials used to create the craft:

- Wire and sheet of the base metal (gold/silver/copper/brass)
- Suhaga is an adhesive material
- Meena is a colored glass substance, which is powdered after rubbing on a stone called 'Hakeek Patthar' and later grinded in a mortar pestle
- Pomegranate Seeds - dried, grinded, and used as an adhesive

2.1.2. Tools used to create the craft:

- **Neda** - A triangular iron tool available in various sizes, used to create designs. It is used in moulding copper and other copper wire.
- **Khalni** - This tool is used to press in the moulds and create shapes that can hold the Meena.
- **Khalsa** - This tool is used to give a dome shape that is usually used in creating 'Jhumkas'.
- **Tilli** - The copper wire is encircled around it and helps in giving it a circular shape and design. This tool is available in various sizes.
- **Plier** - This tool is used to straighten up the wire.
- **Kainchi** - It is used in cutting the sheet according to shape.
- **Janti** - This tool is used in making the copper wire straight and gives it a desired shape.
- **Fire Cotton** – It gives padding & support to delicate meenakari designs, smoothenes the surface before applying colors and acts as an insulator.
- **Glass Wool** – Provides insulation and base material to hold the pieces.
- **Khalbhatta** - It is used to mix Meena with water.
- **Bhatti** - A little container like furnace that is powered by electricity and is used to set Meena. It is mobile in nature.
- **Hathodi** - It is used to make the copper wire and sheet straight.
- **Brushes** - They are used in the painting process.
- **Ring Rod** - This tool is used to give the metal wire, a round shape – basically used in making a ring.

2.1.3. Process to create the craft:

- **Design Creation:** The process starts with artisans creating intricate sketches, often showcasing floral patterns. These designs are carefully crafted to ensure accuracy.
- **Metal Shaping:** The base material, usually silver, is molded into the desired shape for items like jewelry, decorative pieces, or religious artifacts.
- **Engraving:** Artisans engrave the detailed designs onto the metal surface. This stage requires a high level of skill and attention, as the engraving quality significantly influences the final product.
- **Applying Enamel:** The distinctive translucent pink enamel, which characterizes Gulabi Meenakari, is prepared. Artisans meticulously fill the engraved designs with this pink enamel, requiring careful handling to achieve even distribution and prevent overflow.
- **Heating Process:** After the enamel is applied, the item is placed in a kiln and heated at high temperatures. This step allows the enamel to bond with the metal, resulting in a glossy finish and vibrant hue.
- **Final Touches:** Once the piece has cooled, artisans polish it to enhance its shine and bring out the details of the engraving and enamel work.
- **Quality Assurance:** The finished product undergoes a quality inspection to ensure it meets high standards of craftsmanship and visual appeal before being packaged for sale.

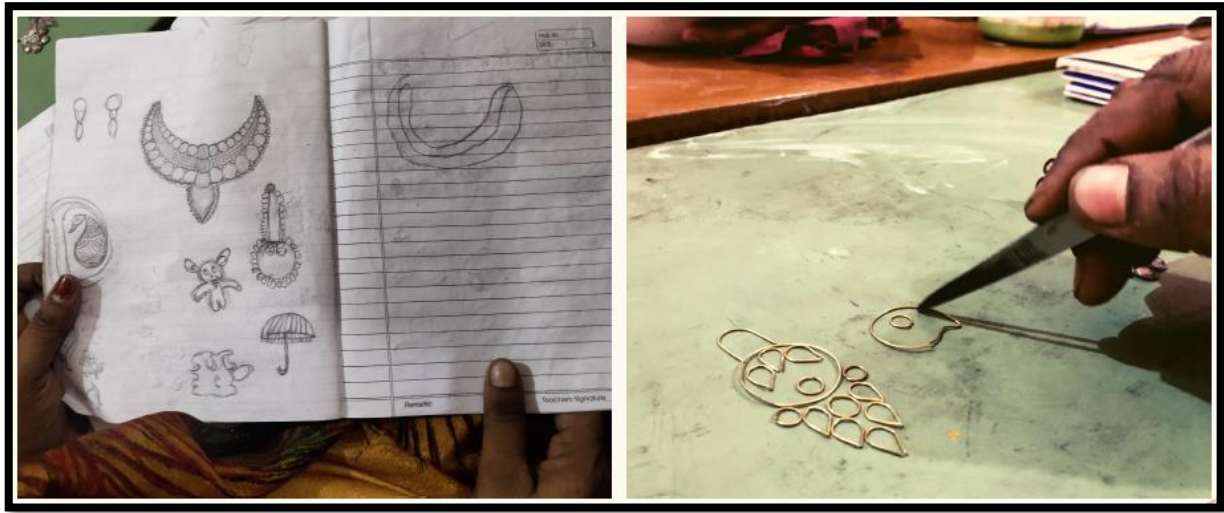


Fig. 2.1.3a Gulabi Meenakri Process



Fig. 2.1.3b Gulabi Meenakri Process



Fig. 2.1.3c Gulabi Meenakri Process

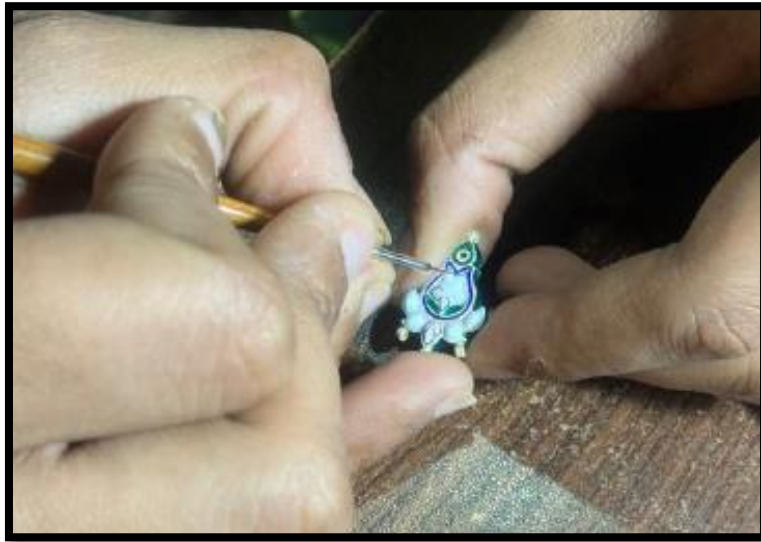


Fig. 2.1.3d Gulabi Meenakari Process



Fig. 2.1.3e Gulabi Meenakari Process



Fig. 2.1.3f Gulabi Meenakari Process

2.1.4. Difference between Meenakari & Gulabi Meenakari:

Meenakari and Gulabi Meenakari are both types of enamel art but have unique characteristics and origins. Here's how they differ:

Meenakari:

- **Craft:** Meenakari is a traditional Indian art form that involves applying colorful enamel to metal surfaces, primarily gold, silver, or copper. The name "meenakari" comes from the Persian word "meena," meaning enamel.
- **Color Palette:** It typically showcases a wide range of colors, such as vibrant reds, greens, blues, and yellows. The designs are often intricate, featuring floral motifs, animals and geometric patterns.
- **Crafting Techniques:** The process includes engraving designs onto the metal, applying enamel powders and putting the piece under fire to fuse the enamel with the metal. The quality of craftsmanship can vary significantly, depending on regional styles and methods.
- **Cultural Origin:** Meenakari has its roots in Persian art, introduced to India during the Mughal era. It is practiced in various Indian regions, including Rajasthan and Gujarat.

Gulabi Meenakari:

- **Craft:** Gulabi Meenakari is a distinct style of meenakari unique to Varanasi, India. It is noted for its signature pink (gulabi) color, which sets it apart from other meenakari styles.
- **Color Palette:** The hallmark of Gulabi Meenakari is its distinctive pink hue, produced using special enamel mixed with metal oxides. While it may include other colors, pink is the dominant shade, making it easily identifiable.
- **Crafting Techniques:** Similar to traditional meenakari, the crafting process involves engraving, applying pink enamel, and putting the piece under fire. However, the motifs and designs in Gulabi Meenakari often feature intricate floral patterns influenced by Persian art, with an emphasis on achieving a glossy finish.
- **Cultural Significance:** Gulabi Meenakari not only reflects the artistic traditions of the Mughal era but also represents the cultural heritage of Varanasi. It has historical ties to nobility and boasts a rich legacy in the region.

III. RESEARCH OBJECTIVES:

The study aims to explore the **Gulabi Meenakari** craft, including its history, artisans, techniques, and distinctive motifs that set it apart from other metal crafts. It also seeks to understand meena techniques and identify potential interventions to support artisans, enhance sustainability, and strengthen the craft's market relevance.

IV. RESEARCH METHODOLOGY:

The study focuses on stakeholders involved in the Gulabi Meenakari, Varanasi, including artisans, supervisors, retailers, suppliers, bankers, and customers. Problem identification was carried out through a **structured questionnaire**, designed to capture insights from key stakeholders. **Cluster sampling** was employed to collect data from artisans and supervisors, while **purposive sampling** was used to gather information from customers, retailers, suppliers, and bankers. This approach ensured comprehensive insights from all key stakeholders involved in the Gulabi Meenakari craft.

V. PROBLEM AREAS:

Despite its significant historical importance and unique craftsmanship, Gulabi Meenakari from Varanasi is facing a range of challenges that threaten its survival in the modern market. Once celebrated for its detailed pink enamel artistry and royal patronage, this craft is now struggling due to several key issues:

1. **Decreased Demand and Market Presence:** Modern consumer preferences have shifted toward machine-made, mass-produced jewelry and decor, which are typically less expensive and quicker to manufacture. Consequently, the demand for traditional handmade crafts like Gulabi Meenakari has sharply declined, limiting its market presence and lowering its perceived value among potential buyers.
2. **Economic Struggles for Artisans:** Many artisans involved in Gulabi Meenakari are facing significant financial difficulties. The rising costs of raw materials, such as silver and enamel, have increased production expenses. Combined with low sales and restricted earning potential, these factors have led many artisans into financial distress, forcing some to abandon the craft for more reliable sources of income.
3. **Lack of Awareness and Appreciation:** There is a notable lack of awareness about Gulabi Meenakari among younger individuals and within the broader Indian art market. The uniqueness of this craft is often eclipsed by more popular art forms, resulting in diminished appreciation and a reluctance to pay premium prices for handcrafted items.
4. **Decline of Traditional Skills:** As opportunities dwindle and incentives to engage in this labor-intensive craft decrease, younger generations of artisans are increasingly disinterested in learning the necessary skills to continue the tradition. This loss of expertise poses a significant threat to the future of Gulabi Meenakari, with many artisans fearing that their craft may not endure for future generations.
5. **Limited Support and Recognition:** Government and institutional backing for Gulabi Meenakari is minimal, with inadequate funding available for training, marketing and preservation efforts. This lack of recognition and structured support exacerbates the challenges artisans face in maintaining their livelihoods and the craft itself.

VI. ANALYSIS:

This analysis examines the factors that have led to the decline of this traditional art form and the current initiatives aimed at revitalizing it.

1. **Current Challenges:**
 - **Market Competition:** The market has become saturated with machine-made, mass-produced jewelry and decorative items, making it difficult for handcrafted pieces like Gulabi Meenakari to compete, especially given their higher production costs and time requirements.
 - **Economic Instability:** Many artisans work in small, family-owned workshops with limited financial stability. The fluctuating prices of raw materials, especially silver, contribute to their economic vulnerability. Without consistent demand or fair pricing, artisans often struggle to sustain their livelihoods.
 - **Cultural Disconnect:** Many modern consumers, particularly the younger generation, are detached from traditional crafts, favoring contemporary designs over heritage art forms. This cultural shift diminishes the perceived value of Gulabi Meenakari, leading to its further obscurity.
 - **Skill Erosion:** The specialized skills necessary for Gulabi Meenakari are typically passed down through generations, but fewer young artisans show interest in learning them. The declining number of skilled craftsmen poses a significant threat to the continuity of the craft, as reviving lost techniques may be challenging.
2. **Efforts for Revival:**
 - **Government and NGO Initiatives:** Various organizations have acknowledged the threats to this heritage craft and initiated support for artisans through training, financial aid and exposure at national and international exhibitions. However, these efforts often lack the necessary scale and consistency for a substantial impact.
 - **Design Collaborations and Innovations:** Collaborations with modern designers have introduced Gulabi Meenakari into contemporary fashion and home decor, merging traditional techniques with trendy designs. This strategy not only helps keep the craft relevant but also attracts a wider audience.

- **Digital Platforms and E-commerce:** The growth of e-commerce has provided new opportunities for Gulabi Meenakari, allowing artisans to sell directly to global consumers. Online platforms enhance visibility and enable artisans to access markets that were previously out of reach.
3. **Cultural and Economic Impact:** Gulabi Meenakari embodies not just a craft but also the cultural identity of Varanasi and holds significant economic importance for its artisan community. Its decline would result in the loss of a unique art form and adversely affect the livelihoods of those committed to preserving this heritage. Thus, revitalization efforts for Gulabi Meenakari are vital for maintaining India's cultural diversity and artistic legacy.

VII. SOLUTION IMPLEMENTATION:

To address the challenges faced by Gulabi Meenakari and ensure its continued existence, various strategies have been employed by government bodies, non-governmental organizations (NGOs), designers and the artisan community. These initiatives focus on preserving the craft, improving market access and providing economic and social support to artisans. Here's a summary of the key implementations:

1. Government and NGO Initiatives:

- **Skill Development Programs:** Government agencies and NGOs have organized workshops focused on training both current and new artisans. These programs aim to refine traditional techniques while introducing artisans to modern design trends, helping them innovate while maintaining the craft's heritage. Some of the schemes are National Handicrafts Development Programme (NHDP), Crafts Village Scheme, Skill India Mission, One District One Product (ODOP) Initiative, Development Commissioner for Handicrafts (DCH) Schemes etc.
- **Financial Support and Subsidies:** Some initiatives like Micro Finance Institutions (MFIs), Cooperative Societies and Self-Help Groups (SHGs), Subsidized Participation in Fairs and Exhibitions etc., offer finances & subsidies for raw materials like silver and enamel to help reduce production costs, making it easier for artisans to continue their work. Additionally, government grants and low-interest loans are available to support small workshops and cooperatives.
- **Exhibitions and Craft Fairs:** Artisans are encouraged to take part in national and international exhibitions and craft fairs, providing them with platforms to showcase their work, connect with buyers and gain recognition. These events help expand their market reach and gather direct customer feedback.

2. Design Collaborations and Modernization:

- **Collaborations with Designers:** Partnerships with modern designers and fashion brands have resulted in trendy products that blend traditional techniques with contemporary styles. These collaborations have led to innovative designs, including modern jewelry, accessories and home decor items that attract modern and style-conscious consumers.
- **Product Diversification:** Artisans are encouraged to expand their product offerings beyond traditional jewelry, creating items like wall art, decorative plates, key-chains etc. This diversification allows them to explore new markets and reduce dependence on a single product line.
- **Adapting to Modern Tastes:** By incorporating modern color schemes, minimalist designs and simpler patterns, the craft becomes more accessible and appealing to contemporary consumers, ensuring that Gulabi Meenakari remains relevant without compromising its artistic values.

3. Digital Marketing and E-commerce:

- **Online Marketplaces:** The emergence of digital platforms like Amazon Karigar, Etsy and other artisan-focused marketplaces has enabled Gulabi Meenakari artisans to connect directly with global customers. Online sales have opened new revenue streams, allowing artisans to bypass traditional middlemen and sell their products at fairer prices.
- **Social Media Promotion:** Artisans and cooperatives leverage social media platforms such as Instagram, Facebook, Pinterest etc. to showcase their work, share their stories and engage with potential buyers. These platforms serve as effective branding and marketing tools, helping artisans build a loyal customer base.
- **E-commerce Training:** Training programs focused on digital literacy and e-commerce management equip artisans with the skills necessary to navigate online selling, manage orders and understand digital marketing strategies, empowering them to operate their businesses independently.

4. Art and Craft Revival Projects:

- **Cultural Preservation Projects:** Initiatives aimed at documenting the history, techniques and narratives of Gulabi Meenakari helps preserve this craft for future generations. These projects often involve collaboration with art historians, museums and cultural institutions.
- **Educational Outreach:** Workshops and demonstrations in schools and universities seek to educate young people about the significance of traditional crafts. By engaging the youth, these programs aim to spark interest in preserving and potentially learning the craft.
- **Creating Heritage Trails:** Varanasi is promoting heritage tourism by establishing craft trails that include visits to artisan workshops, allowing tourists to experience the making of Gulabi Meenakari firsthand. This initiative helps artisans earn directly from tourism while fostering appreciation for the craft.

5. Economic and Social Support:

- **Artisan Cooperatives:** Forming cooperatives allows artisans to collaborate, share resources and market their products collectively. Cooperatives strengthen bargaining power and help artisans' secure better prices for raw materials.
- **Fair Trade Initiatives:** Promoting fair trade principles ensures artisans receive equitable compensation for their work. By establishing direct trade relationships and fair pricing policies, these initiatives aim to enhance the economic status of artisans.
- **Health and Social Benefits:** Some NGOs offer healthcare support and insurance schemes for artisans, addressing the social and economic challenges they encounter. These benefits improve the quality of life for artisans and their families, making the craft a more sustainable career choice.

VIII. RESULTS:

The implementation of various strategies aimed at preserving and promoting Gulabi Meenakari has resulted in several significant outcomes, showcasing both successes and ongoing challenges. These impacts highlight the effectiveness of targeted initiatives while identifying areas that still require attention. Here are the key results from the efforts to sustain and revive Gulabi Meenakari:

1. Increased Visibility and Recognition:

- **Enhanced Market Presence:** The participation of Gulabi Meenakari artisans in national and international craft fairs, exhibitions, design collaborations and exports has notably increased the visibility of this art form. Many artisans have reported a rise in demand for their products, especially those that integrate traditional techniques with modern designs.
- **Geographical Indication (GI) Tag Recognition:** The initiative to obtain a GI tag for Gulabi Meenakari has enhanced its recognition as a distinct and culturally significant craft. This tag

protects the art from imitation, ensuring that only authentic products from Varanasi are marketed under the Gulabi Meenakari label.

2. Improved Artisan Livelihoods:

- **Economic Benefits from E-commerce:** The shift to digital platforms and direct online sales has enabled artisans to access a global market, leading to increased sales and better profit margins. Many artisans have indicated that selling through online marketplaces has provided them with a more stable income than traditional sales methods.
- **Access to Financial Support and Subsidies:** Financial assistance programs and subsidies for raw materials have offered essential relief, allowing artisans to sustain their craft despite variable costs. Access to low-interest loans has enabled some artisans to grow their workshops and invest in superior tools and materials.

3. Preservation of Skills and Knowledge:

- **Training and Skill Development:** Workshops and training sessions have assisted artisans in enhancing their skills and adapting to modern design trends, ensuring that traditional techniques are preserved while evolving to meet current market demands. These programs have also motivated younger members of artisan families to continue the craft, addressing skill erosion.
- **Documentation and Educational Outreach:** Efforts to document the history, techniques, and personal stories of Gulabi Meenakari artisans have created valuable resources for education and promotion. This documentation acts as a cultural archive, preserving knowledge for future generations and increasing awareness of the craft's importance.

4. Social Impact on Artisan Communities:

- **Formation of Artisan Cooperatives:** The establishment of cooperatives has empowered artisans with a collective voice, enabling them to negotiate better prices, access markets more effectively, and share resources. This community support cultivates a collaborative environment that boosts productivity and innovation.
- **Improved Quality of Life:** Social initiatives such as healthcare support, insurance schemes, and access to fair trade networks have enhanced the overall quality of life for artisans and their families. These programs have stabilized the economic conditions of the artisan community, making Gulabi Meenakari a more sustainable livelihood.

5. Persistent Challenges:

- **Sustaining Market Demand:** Despite increased visibility, maintaining consistent demand continues to be a challenge. The market for traditional crafts remains niche and competition from cheaper, machine-made alternatives poses a significant threat. Ongoing marketing efforts are necessary to build a stable customer base that appreciates and values handcrafted Gulabi Meenakari products.
- **Retention of Young Artisans:** While some younger artisans are entering the craft, many still pursue alternative careers due to the financial instability linked with traditional crafts. More comprehensive efforts are needed to make Gulabi Meenakari a desirable career choice, including improved income opportunities, recognition and social support.
- **Dependency on External Support:** Many artisans still rely heavily on external support from government grants, NGOs and cooperative structures. Achieving long-term sustainability will require the development of a self-sufficient ecosystem where artisans can thrive independently, without depending solely on subsidies and aid.

IX. RECOMMENDATIONS:

To ensure the long-term sustainability and growth of Gulabi Meenakari, several strategic recommendations can be implemented. These strategies aim to enhance market presence, support artisans, preserve traditional skills and raise consumer awareness. Here are the key recommendations:

1. Strengthening Marketing and Branding:

- **Develop a Strong Brand Identity:** Create a cohesive branding strategy for Gulabi Meenakari that emphasizes its cultural heritage, craftsmanship and uniqueness. This branding should be consistently reflected across all marketing materials, packaging and online platforms to enhance recognition and appeal.
- **Leverage Storytelling in Marketing:** Utilize storytelling to convey the history, significance and artistry behind Gulabi Meenakari. Engaging narratives can emotionally connect consumers to the products, making them more likely to appreciate and purchase handmade items.
- **Target Niche Markets:** Identify and focus on specific consumer segments that value traditional crafts, such as eco-conscious buyers, luxury consumers and cultural enthusiasts. Tailored marketing campaigns can effectively reach these audiences and foster a loyal customer base.

2. Expanding Market Access:

- **Enhance Online Presence:** Encourage artisans to create and maintain strong online profiles across various e-commerce platforms. Training in digital marketing, photography and product listing can help artisans effectively showcase their work and reach a wider audience.
- **Participate in Global Craft Fairs:** Regular participation in international craft fairs and trade shows can provide artisans with opportunities to showcase their products to global buyers, retailers and wholesalers. These events offer valuable networking opportunities and exposure to new markets.
- **Collaborate with Influencers and Designers:** Partnering with influencers, designers and brands to promote Gulabi Meenakari products. Influencer marketing can significantly enhance visibility and attract new customers who may not be familiar with the craft.

3. Supporting Artisan Development:

- **Establish Apprenticeship Programs:** Implement programs that pair experienced artisans with young learners to ensure the transmission of skills and techniques. This mentorship can motivate young individuals to engage with the craft while preserving traditional methods.
- **Provide Financial Literacy Training:** Offering training in financial management and business skills can empower artisans to manage their finances better, invest in their craft and navigate market dynamics. This training can lead to improved economic stability and self-sufficiency.
- **Encourage Cooperative Models:** Support the formation and strengthening of artisan cooperatives, allowing artisans to pool resources, share knowledge and access markets collectively. Cooperatives can enhance bargaining power and foster a supportive community for artisans.

4. Fostering Cultural Awareness:

- **Educational Programs and Workshops:** Implement initiatives in schools and community centers to raise awareness about Gulabi Meenakari and its significance. Engaging workshops can help cultivate appreciation among younger generations and instill pride in traditional crafts.
- **Promote Cultural Tourism:** Develop cultural tourism initiatives that include guided tours of artisan workshops and interactive sessions where visitors can learn about the craft. This

not only provides artisans with additional income but also increases awareness and appreciation for their work.

- **Document and Archive Craft Techniques:** Create comprehensive documentation of Gulabi Meenakari techniques, history and artisan stories. This archive can serve as a valuable resource for future generations, aiding in the preservation of the craft's heritage.

5. Building Supportive Infrastructure:

- **Government Policy Support:** Advocate for policies that provide long-term support to traditional crafts, including tax incentives, grants for artisans and initiatives to promote handmade products in government procurement.
- **Create Dedicated Craft Hubs:** Establish dedicated craft centers in Varanasi that serve as incubators for artisans, providing workspace, access to resources, training and a platform to display and sell their products.
- **Facilitate Research and Development:** Encourage research into innovative materials, techniques and designs that can modernize Gulabi Meenakari while maintaining its traditional essence. This can lead to new product lines and expanded market opportunities.

CONCLUSION:

Gulabi Meenakari is a traditional art form from Varanasi that reflects the region's rich cultural heritage and craftsmanship. Despite encountering significant obstacles such as market competition, a decline in the number of artisans and the need for modernization, collaborative efforts from various stakeholders have established a solid foundation for its revival and sustainability. The initiatives launched to support Gulabi Meenakari have produced encouraging results, including heightened visibility, improved livelihoods for artisans and increased recognition of the craft at both national and international levels. The growth of e-commerce platforms and social media marketing has enabled artisans to connect directly with consumers, resulting in better profit margins and a more reliable income. Furthermore, collaborations with designers and the introduction of contemporary designs have opened up new market opportunities that resonate with younger audiences. However, the journey ahead necessitates ongoing dedication and innovative strategies to confront the persistent challenges. Sustaining market demand, retaining skilled artisans and nurturing appreciation for traditional crafts among younger generations are vital for the long-term survival of Gulabi Meenakari. The recommendations outlined in this case study—such as enhancing marketing efforts, supporting artisan development and fostering cultural awareness—provide a comprehensive framework to ensure that this exquisite art form not only survives but flourishes. In conclusion, the future of Gulabi Meenakari depends on a collective effort among artisans, government bodies, NGOs and consumers. By valuing and investing in this unique craftsmanship, we can preserve a significant aspect of Varanasi's cultural identity for future generations, celebrating the artistry and narratives that characterize Gulabi Meenakari.

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