

Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 187 dated December 15, 2023

**G.I. APPLICATION NUMBER – 941**

Application Date: 12-08-2022

Application is made by Mahanagar Udyog Vyapar Samiti at C.24/48, Piplani Katara, Kabir Choura, District: Varanasi - 221 001, Uttar Pradesh, India for Registration in Part A of the Register of **Banaras Tirangi Barfi** under Application No. 941 in respect of Milk Products falling in Class – 29 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** : Mahanagar Udyog Vyapar Samiti
- B) Address** : Mahanagar Udyog Vyapar Samiti,  
C.24/48, Piplani Katara, Kabir Choura,  
District: Varanasi - 221 001, Uttar Pradesh, India.

**Facilitated by:**

1. NABARD, Uttar Pradesh
2. Department of Dairy and Food,  
Government of Uttar Pradesh,

- C) Name of the Geographical Indication:**

**BANARAS TIRANGI BARFI**



- D) Types of Goods** : **Class 29 – Milk Products**

- E) Specification:**

Tirangi Barfi is very popular Mithai (Sweet) of Varanasi because it makes special appearance on National holidays such as Independence Day and Republic Day. Ironically, its creation too was rooted in Nationalism.

People of Banaras weave together the narrative of the Tirangi Barfi with these legends from history, this sweet has occupied a special space in hearts of people even years after these stories were said to have happened as a patriotic feeling.

- Tricolor Barfi (Tirangi Barfi), is good quality Barfi, however, is characterized by moderately sweet taste, soft and slightly greasy body and smooth texture with very fine grains.
- Khoya is basic ingredient for Tirangi Barfi .the product obtained from cow or buffalo. The milk fat content shall not be less than 30 percent on dry weight basis of finished product.
- It contain citric acid not more than 0.1 percent by weight.

- Khoa has a uniform whitish colour with just a tinge of brown, a slightly oily or granular texture, and a rich nutty flavor which is associated with a mildly cooked and sweet taste due to the high concentration of lactose.
- The traditional trade usually pays for milk on the basis of the yield of khoa (with 28% moisture). The quality of khoa produced from buffalo milk is superior to khoa produced from cow milk because khoa from cow milk results in moist surface, salty taste with sticky and sandy texture which is not considered suitable for the preparation of sweetmeats.
- Also, buffalo milk results in higher yield of khoa. Cow milk usually yields 17-19% of khoa by weight. The yield from buffalo milk is reported to be 21-23% by weight.
- Emulsifying capacity of buffalo milk fat is higher due to the presence of larger proportion of butyric acid-containing triglycerides and release of more free fat compared to cow milk which may be responsible for smooth and mellow texture of khoa.
- Making Buffalo milk is preferred for khoa and Tirangi Barfi making because it yields a whiter product with a soft, loose body and a smooth granular texture which makes it suitable for the preparation of high-grade khoa sweets. A minimum of 5.5% milk fat level.
- *Tirangi barfi* is made from *khoya*, powdered sugar, *desi ghee*, *kesar*, spices and nuts. First, the *khoya* is grated and kept aside. Saffron strands are soaked in milk for a few minutes.
- The grated *khoya* and powdered sugar are heated on low flame and constantly stirred till it has a smooth consistency. Cardamom powder is added and the mixture is stirred well. It is divided into three parts and kept aside.
- The white layer was similarly prepared using cashews and the green layer was made from pistachios.
- *Kesar* or orange food colouring is added to one part, finely ground pistachios or green food colouring is added to the second portion and grated coconut or coconut powder or finely ground cashews is added to the third part.
- The three batters are spread evenly on a greased plate one on top of the other with the Green layer in the bottom, the white in the middle and the Orange on top.

#### F) Description:

The Tirangi Barfi is a clear allusion to the proposed flag of Free India, was a tricolor pistachio and cashew sweet.

Tirangi Barfi, the Indian independence movement is said to be fought in a number of unique ways including street plays and artistic movements. But the sweet-loving city of Benaras decided to fight in its own unique way with desserts. The original tirangi barfi was called Rashtriya Barfi. It was a three layered dessert of the colors of the Indian flag. The upper layer was made of ground almonds fried in ghee and colored with saffron. The middle layer was made of ground cashew nut. And the bottom green layer was made of pistachios.

This sweet, was invented by Mr. Madan Gopal Gupta of Ram Bhandaar (founded in 1850).

It is located in Thatheri Bazaar. When it was first invented in 1945, the sweets became a symbol of asking people to join the independence movement. They became so popular that they began to be served in British kitchens.

People of Banaras weave together the narrative of the Tirangi Barfi with these legends from history, this sweet has occupied a special space in hearts of people even years after these stories were said to have happened as a patriotic feeling.

Making Buffalo milk is preferred for khoa and Tirangi Barfi making because it yields a whiter product with a soft, loose body and a smooth granular texture which makes it suitable for the preparation of high-grade khoa sweets. A minimum of 5.5% milk fat level.

Tirangi Barfi is most popular khoa based milk sweet, white to light cream in colour with firm body and smooth to granular texture. Sugar is added in different proportion and other ingredient incorporated according to demand by consumer.

Various forms of barfi are made with varying types of additives depending upon regional preferences.

Several varieties of Barfi are sold in market as such plain, mava, pista, nut, in buffalo milk is essential to meet the FSSAI minimum fat requirements and to obtain a desirable body and texture in khoa.

Tirangi Barfi retains its quality for considerable long period at atmospheric temperature due to its low moisture content and higher concentration of sugar.

The method of preparation also ensures the destruction of almost all microorganisms present in raw material. During preparation, handling, packaging and storage, contamination from undesirable micro-organisms is avoided.

Khoa (mawa, khoya, khawa) is a heat desiccated milk product used as a base material for a large variety of sweetmeats like Barfi, Cow milk usually yields 17–19% of khoa by weight. The yield of khoa from buffalo milk is reported to be 21–23% by weight.

Traditional dairy products like Tirangi Barfi have great commercial significance as they account for over 90% of all dairy products consumed in the country.

Tirangi Barfi is also called as Indian cheesecake, as the dessert exudes a hint of cheese and also resembles different kinds of hard cheeses, even though these sweets taste entirely different from any cheese recipes.

Tirangi Barfi is characterized by moderately sweet taste, soft and slightly greasy body and smooth texture with very fine grains.

The Tirangi *barfi* of Varanasi has derived over the other sweets by getting a special place on the plate that is offered to deities.

The reason for this choice of sweet is the purity of the ingredients. *Ghee*, sugar and milk are all in the pure form and thus these make Tirangi Barfi the food for gods and food for goods because of the quality, purity, test texture and color.

During the Freedom struggle, the government could censor newspapers and it wasn't easy to plaster walls with posters. This is when Banaras created sweets that served as slogans.

Tirangi Barfi on display substituted for the tricolor flag beloved of the freedom fighters.

The shelf life of Tirangi Barfi is much appropriate like 7 to 12 days without Refrigerator. Khoa is the major constituent as raw material for the preparation of Tirangi Barfi, Traditional dairy products have great commercial significance as they account for over 90% of all dairy products consumed in the country.

**G) Geographical area of Production and Map as shown in page no:**

Varanasi, one of the holiest and oldest Cities of India, is unrivalled for its sanctity as a place of pilgrimage. It is situated in the eastern part of Uttar Pradesh on the bank of river Ganga on the junction of Northern and Eastern Railway at 25° 25' north latitude and 82° 57' east longitude. The Grand Trunk road also runs through the city. The district lies on both sides of the Ganga between the parallel 24° 56' and 25° 35' north latitude and 82° 14' and 83° 34' east longitude. It is bounded on the north and north-west by district Jaunpur, on the east and north-east by district Ghazipur on the south by district Mirzapur and on the South-East by district Shahabad of Bihar. The river Karamnasa separates district Varanasi from district Shahabad. The previous name of the city was Banaras but in 1958 it was renamed by the State Government as Varanasi after the two rivers Varuna and Asi, which flow within its boundaries.

The geographical area of Production of Banaras Tirangi Barfi lies within Varanasi District of Uttar Pradesh is situated situated 25°.20' N Latitude & 83°.00' E Longitudes

**H) Proof of Origin (Historical records):**

The fight for Indian Independence was fought at many levels – from the boycott of foreign made clothes, to making salt and by making statement through food. Banaras (Varanasi) led the way by creating special mithai (sweets) during the Independence movement and the most famous of that is the Tirangi Barfi of Banaras.

The commonly known *Tirangi Barfi* (tri-colour sweet) was an Independence Day and Republic Day staple and many institutions follow this norm even today in many parts of the country.

The tri-colour sweet is famous in freedom movement of that time were invented around 1945 by Shri Madan Gopal Gupta in his attempt to contribute to the cause of India's freedom. The original *tirangi barfi* of Banaras was called *Rashtriya Barfi* and the Shop was located in the old city of Banaras in an area known as Thatheri Bazaar.

Through word of mouth these sweets became famous around the whole city so much so that they started to be served in the kitchens of Britishers. The tirangi barfi caught the imagination of many across others cities of India and started being made at other places.

It was relished by Indians and Britishers alike, with its colour scheme that included saffron at the top, almonds and cashew nuts for the middle layer and pistachios for the bottom.

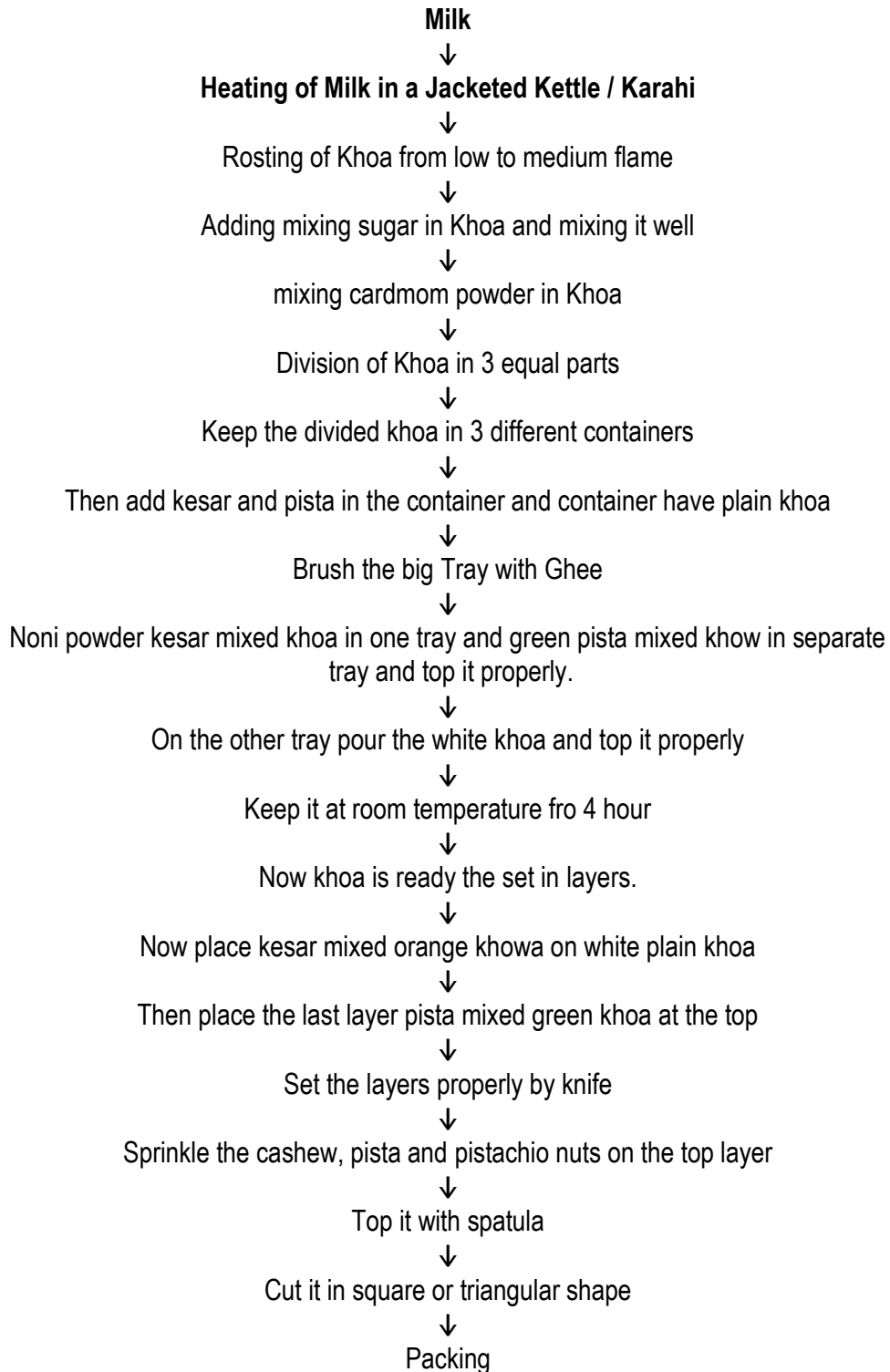
To answer Gandhi's call of "do or die", the Banaras sweet shops came up with their own way to be supportive of the movement.

**Reference: "Banaras Tirangi Barfi"**

1. News Amar Ujala, Varanasi, dated 25h August, 2018 and News Amar Ujala, 15 Aug 2021- Tirangi barfi of Banaras, popular during the Independence movement of India symbolising the unity and diversity of the country. Made earlier from kaju (cashews), badam (almonds), saffron, and pista (pistachios), the cost and the diet both prohibitive today,
2. Hindustan Times, Aug 17, 2010 By Akanksha Sarraff / HTC, Varanasi - Ram Bhandar, 'sweet shop at Thatheri Bazar has been famous for introducing sweets named after luminaries of country's freedom struggle. Tirangi Barfi were introduced by this sweet shop by Late Madan Gopal Gupta in 1942, the year of Quit India Movement.

## I) Method of Production:

Raw Material: Buffalo milk, Sugar, Cashew(kaju), Cardamom, Pistachio nuts (pista), Kesar, Ghee  
Tools: Karaha, Chholani, Cotton cloth, Bhatti, Kishti, Knife.



## Process of Making:

Khoa, the principal heat desiccated dairy product, is used as a base material for a huge variety of sweet delicacies. It is also called as khoya, kava or mawa. Its exact origin is not known but it has

been prepared for centuries in Indian sub-continent as the base material for milk-based confections by milk traders and halwais.

The original Tirangi barfi was called Rashtriya Barfi. It was a three layered dessert of the colors of the Indian flag. The upper layer was made of ground almonds fried in ghee and colored with saffron. The middle layer was made of ground cashew nut. And the bottom green layer was made of pistachios.

#### **Making Process:**

- Making Buffalo milk is preferred for khoa and Tirangi Barfi making because it yields a whiter product with a soft, loose body and a smooth granular texture which makes it suitable for the preparation of high-grade khoa sweets. A minimum of 5.5% milk fat level.
- *Tirangi barfi* is made from *khoya*, powdered sugar, *desi ghee*, *kesar*, spices and nuts. First, the *khoya* is grated and kept aside. Saffron strands are soaked in milk for a few minutes.
- The grated *khoya* and powdered sugar are heated on low flame and constantly stirred till it has a smooth consistency. Cardamom powder is added and the mixture is stirred well. It is divided into three parts and kept aside.
- *Kesar* or orange food colouring is added to one part, finely ground pistachios or green food colouring is added to the second portion and grated coconut or coconut powder or finely ground cashews is added to the third part.
- The three batters are spread evenly on a greased plate one on top of the other with the orange layer in the bottom, the white in the middle and the green on top.
- The white layer was similarly prepared using cashews and the green layer was made from pistachios.
- The almonds were soaked, grinded and roasted in ghee (clarified butter) to be used for saffron and sometimes for white layer – original saffron was mixed for the said colour, similarly cashews for white layer in between, and grinded pistachios for the green bottom layer. Producers have used badam (almonds), Kaju (cashews) and pista (pistachios).
- It was a three layered dessert of the colors of the Tiranga flag. The upper layer was made of ground almonds fried in ghee and colored with saffron. The middle layer was made of ground cashew nut and the bottom green layer was made of pistachios.
- These almonds, saffron, pistachios, cashew nut Tirangi Burfi is available nearly Rs.1800 - 2000/- per Kg. on the premium sweets shop at Varanasi
- Nowadays, the producers are using edible color in Khoya and making Tirangi Burfi which is highly demand in the market with the good price as Rs.450 – 600 per Kg.

#### **J) Uniqueness:**

##### **Most famous sweet of Benaras delivered from Benaras (Varanasi)**

The fights for Indian Independence were fought at many levels. Special Tirangi Barfi of Banaras played a small but revolutionizing role in Indian Independence. The original tirangi barfi of Banaras was called Rashtriya Barfi and was invented by Ram Bhandar founded around 1850 and located in the old city of Banaras in an area known as Thatheri Bazaar.

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Tirangi Barfi on display substituted for the tricolor flag beloved of the freedom fighters.

Tirangi Barfi as is very popular mithai (Sweet) of varanasi because it makes special appearance on National holidays such as Independence Day and Republic Day. Ironically, its creation too was rooted in Nationalism.

The Tirangi Barfi is a clear allusion to the proposed flag of Free India, was a tricolor pistachio and cashew sweet. To answer Gandhi's call of "do or die", the Banaras sweet shops came up with their own way to be supportive of the movement.

It was relished by Indians and Britishers alike, with its colour scheme that included saffron at the top, almonds and cashew nuts for the middle layer and pistachios for the bottom.

During the Freedom struggle, the government could censor newspapers and it wasn't easy to plaster walls with posters. This is when Banaras created sweets that served as slogans.

A number are prominent sweet shop including Shri Rajbandhu Sweets, Krishna bhandar, Madhur Milan, Kshirsagar, Gopal bhandar, Basant Bahar, Rajshree Sweet, Jaljog, Sharad Bahar, Banaras (Varanasi), and many more are very old and reputed famous Mithai (sweet) shops in this ancient city.

People of Banaras weave together the narrative of the Tirangi Barfi with these legends from history, this sweet has occupied a special space in hearts of people even years after these stories were said to have happened as a patriotic feeling.

- Tricolor Barfi (Tirangi Barfi), is good quality Barfi, however, is characterized by moderately sweet taste, soft and slightly greasy body and smooth texture with very fine grains.
- High-intensity low-fat and protein enriched Tirangi Barfi provides consumers with many benefits, both psychologic and physiologic.
- Health professionals and consumers believe that lowfat and protein enriched food product are effective in weight maintenance, weight reduction, reduction of dental cavities and reduction in the risks associated with obesity.
- This is a must-have delicacy from the old city of Banaras (Varanasi). It is made from the best quality Cashews, Pista, Badam and Khoa (mawa), Kesar,
- Tirangi Barfi of Banaras which also stems from a significant event in history.
- Tirangi Barfi is also called as Indian cheesecake, as the dessert exudes a hint of cheese and also resembles different kinds of hard cheeses, even though these sweets taste entirely different from any cheese recipes.
- Tirangi Barfi is characterized by moderately sweet taste, soft and slightly greasy body and smooth texture with very fine grains.
- The Tirangi Barfi of Varanasi has derided over the other sweets by getting a special place on the plate that is offered to deities.
- The reason for this choice of sweet is the purity of the ingredients. *Ghee*, sugar and milk are all in the pure form and thus these make Tirangi Barfi the food for gods and food for goods because of the quality, purity, test texture and color.
- Tirangi Barfi retains its quality for considerable long period at atmospheric temperature due to its low moisture content and higher concentration of sugar.
- The method of preparation also ensures the destruction of almost all microorganisms present in raw material. During preparation, handling, packaging and storage, contamination from undesirable micro-organisms is avoided.

**K) Inspection Body:**

1. One Representative from the Department of Foods & Dairy, Government of U.P.
2. One Representative from Department of Small Scale Industries
3. One Representative from District Administration.
4. One Representative from DDM-NABARD, Varanasi
5. One Representative from Traders and Producers Association of GI Product.
6. Representative of related Applicant organization and local Facilitator of this product.

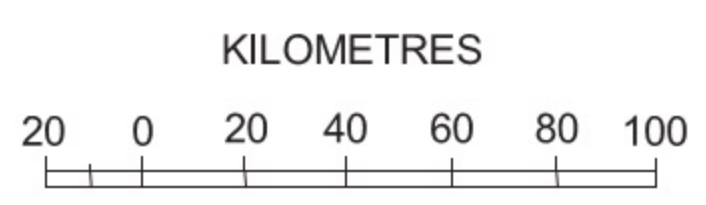
**L) Others:**



GEOGRAPHICAL AREA OF PRODUCTION OF BANARAS TIRANGI BARFI



**UTTAR PRADESH**  
ADMINISTRATIVE DIVISIONS 2011



**BOUNDARIES:**

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

**HEADQUARTERS:**

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

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

Varanasi District of Uttar Pradesh is situated situated 25° 20' N Latitude & 83° 00' E Longitudes

- |                     |                         |
|---------------------|-------------------------|
| 1 - Chandausi       | 12 - Chauri Chaura      |
| 2 - Garhmukteshwar  | 13 - Tamkuhi Raj        |
| 3 - Sikandra Rao    | 14 - Bhatpar Rani       |
| 4 - Bakshi Ka Talab | 15 - Nizamabad          |
| 5 - Chakamagar      | 16 - Ghosi              |
| 6 - Ramsanehighat   | 17 - Madhuban           |
| 7 - Sirauli Gauspur | 18 - (Maunath Bhanjan)  |
| 8 - Sohawal         | 19 - Muhammadabad Gohna |
| 9 - Domariyaganj    | 20 - Belthara Road      |
| 10 - Shohratgarh    | 21 - Sikanderpur        |
| 11 - Campierganj    | 22 - Mohammadabad       |

Where the district name differs from its headquarters name, the latter is given within brackets.