

Format for submitting projects under Project Varanasi. (Do not change the serial no and headings of the items. If the headings are not relevant to your project then say so. The proposal document must not exceed 5 pages.)

1	Project type (Strike off those not applicable, refer to the policy document for project types)	(i) Technology Development or Prototype Development. (ii) Faculty Projects (Innovation and application Projects) (iii) Project (Student Nurturing)
2	Title of the Project	Study of Banarasi paan with special reference to pandariba.
3	Duration of the project	6 months
4	Total Cost	
5	Name address and phone numbers of PIs and Co-PI's	PI-- Prof. R. K. Mishra Head, Deptt. of Humanistic Studies IIT(BHU) Varanasi-221005, Mo.no.--- 9450950265 CO-PI – (1) Dr. Swasti Mishra Deptt. of Humanistic studies, IIT(BHU), Varanasi-5, Mo.no.—9389156777 CO-PI – (2) Dr. Amrita Dwivedi Deptt. of Civil Engineering, IIT(BHU), Varanasi-5, Mo.no.—9415694366

6. General Description of the project:

In order to restore our cultural heritage, the collection and documentation of every important aspect of our rich culture and tradition is necessary. Paan (Betel leaf) has its significant place in Indian culture. India is famous for the tradition of chewing paan (betel leaf). From the very ancient time paan was considered as the part of the sacred Hindu rites and is offered to the deities of Hindus. In Sanskrit paan is known as Tambula, the inscriptions of Mandasor, Madhya Pradesh shows the significance of Paan.

The art of processing betel-leaf or, 'Banarasi Paan' is a traditional culinary practice characteristic of Varanasi City. Banarasi paan is very popular all over the world because of its awesome taste. Processing of betel leaf is the speciality of Banaras which makes "Banarasi-Paan" unique. In spite of having no production in the region, the traditional knowledge of processing held at household level qualifies it as a cultural industry.

There are two levels of function of this industry—

1. **Marketing--** Betel-leaves are sourced from the various parts of India such as West Bengal, Odisha and Bihar; sold in the wholesale market of "Paan-Dariba" in Chetganj area. It is one of the largest markets in eastern Uttar Pradesh (or Purvanchal). More than two thousand people are registered with the society 'Barai Sabha'. All of them are engaged either with the conduct of processing of leaves or marketing of the leaves. Whereas about 500 more are operating

unregistered. 'Barai Sabha'- a registered body looks after the welfare of the workers who are engaged in this industry. Indirectly, about 2,000 – 3,000 retailers ('beoda-waley') are selling dressed leaves (paan) at numerous sale-points spread all across the city of Varanasi.

2. **Processing**— Processing of betel leaf is the specialty of Varanasi which makes "Banarasi-Paan" unique. From "Paan-Dariba" market raw betel-leaves (haraa-paan) are bought by individuals/ families who process these leaves at household level at various city-quarters in Varanasi within a radius of about 10-12 km (particularly, Khojwa, Nawabganj, Ishwargangi, Hukulganj, Suriya, lallapura, Jaitpura and Aurangabad etc.). The processing involves smoking of betel leaves with wood-charcoal in a closed chamber for a period of about 20 – 25 days; which renders the leaf soft, less bitter and paler in color; thus, enhancing its value. Processed leaves are sold back to the wholesale market for distribution across the country. This processing has taken the shape of a household industry engaging families in these various city-quarters.

Business / Turnover:- The wholesale trade ("satti" in Hindi) operates twice in a week: Tuesdays and Saturdays. Each day, transactions of about 40-50 lac rupees are made. Therefore it is an important cluster of creative economy in Varanasi.

So looking forward to these findings it is required to have a comprehensive study on the socio-economic perspectives and tradition of Banarsi-Paan.

In this project, we study the art of processing of betel-leaves and issues related to its marketing, understanding socio-economic conditions of Barai-Samaj of Varanasi, documenting the whole process and analyzing this cultural-industry and its community.

7. General Description of experience/ expertise of team on such/ similar projects:

The team has sufficient experience in the various socio-economic and cultural aspects of Varanasi.

8. Deliverables (The deliverables are to be described in each section. If there is no deliverable in a particular section then say the same clearly.):

(a) Prototype -nil-

(b) Process Prototype -nil-

(c) Design/ Technical Document -yes-

(d) Software -Nil-

(e) Document (audio, visual, write ups web sites etc) -yes-

(f) Any other -nil-

9. Method/ Technology to reach the deliverable. (A detailed description of method or technology may be described):

1. Literature Review
2. Primary survey : Visit all the areas related to the processing & marketing of banarasi paan.
3. Detail survey : It will include interviews, documentation, photography & videography.

10. Time line / mile stones for achieving the deliverables:- 6 months.

(Prof. R. K. Mishra)
Principal Investigator

(Dr. Swasti Mishra)
Co-PI

ta Dwivedi)
PI