

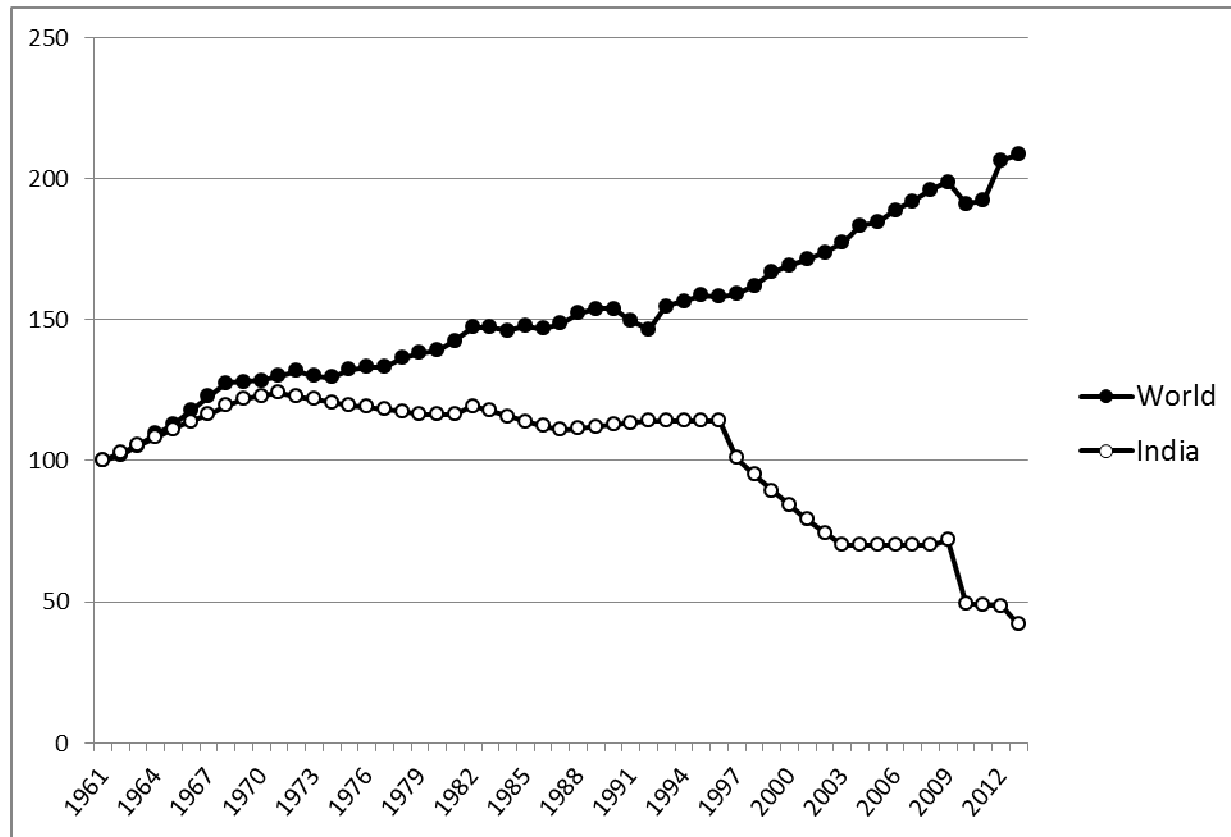


# Connecting nomadic camel milk producers to supermarkets in Indian metros: lessons learned

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# India is losing its camel population

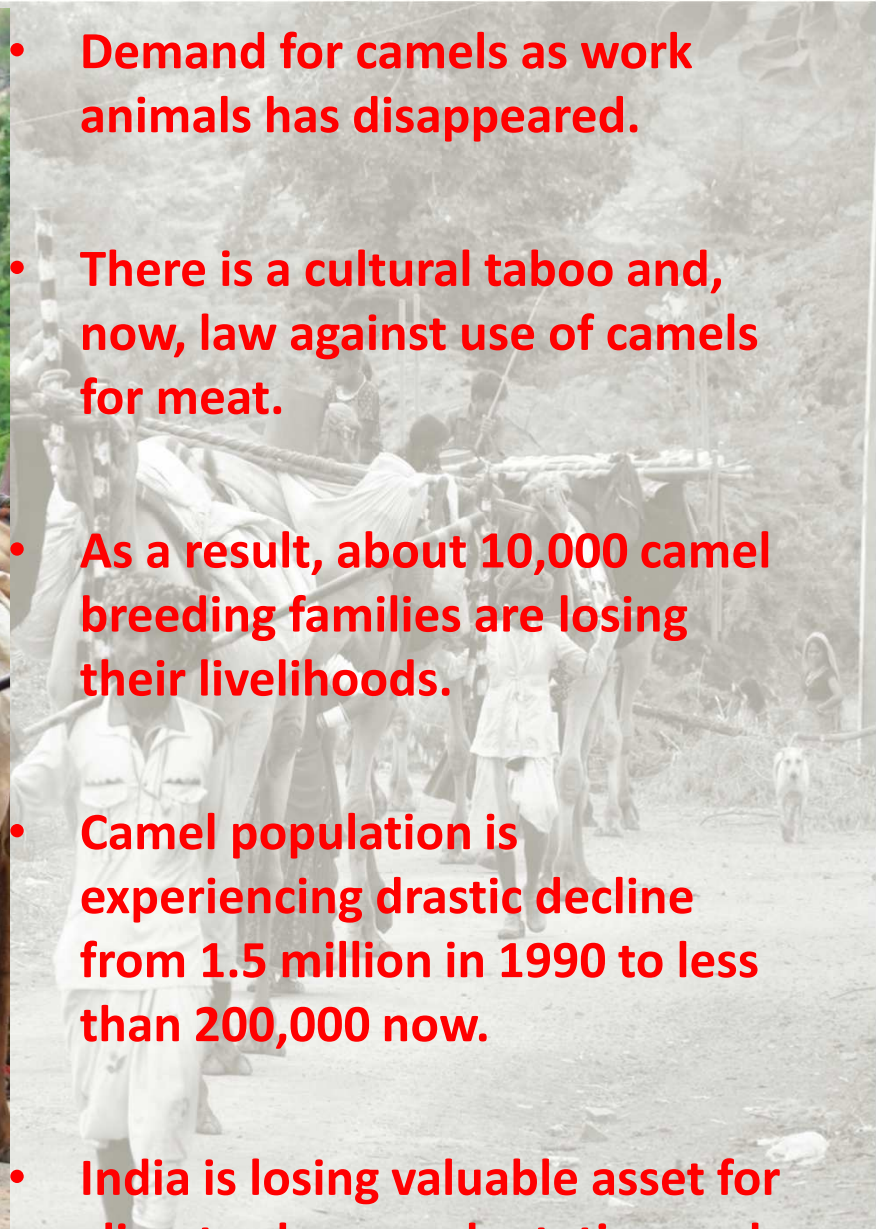




# The Problem



- Demand for camels as work animals has disappeared.
- There is a cultural taboo and, now, law against use of camels for meat.
- As a result, about 10,000 camel breeding families are losing their livelihoods.
- Camel population is experiencing drastic decline from 1.5 million in 1990 to less than 200,000 now.
- India is losing valuable asset for



# Rationale for Saving the Camel

- Conservation of a unique animal culture (biodiversity and livelihoods)
- Adaptation to rising temperatures and sinking groundwater levels
- Availability of unadulterated ASF with healing properties – autism
- Support for a fossil fuel free way of livestock production





Internationally camel milk is hyped as a healthfood, especially for treatment of autism



## On the other hand.... multiple challenges in India:

- Camel milk not officially approved as food item in India's Dairy Act (only changed in late 2017)
- No awareness about benefits of camel milk among consumers („disgusting“)
- Nomadic herds
- No infrastructure, no coldchain
- No government support



# But somebody had to do it...

So we set up Camel Charisma Pvt. Ltd in 2014 to develop and **market** products from living camels



In 2018, we were accepted as start-up by an incubation programme





# Long-term goal



- Daily collection of 35,000 l camel milk in Rajasthan thru a network of micro-dairies
- Provide sustainable livelihoods to 2000 rural families
- Provide a nutritional source of high value protein, iron, Vitamin C to 70,000-100,000 people per day
- Insure Rajasthan against climate change
- **Produce food without fossil fuel – climate change adaptation and mitigation !**



Our approach is not focused on production, but on livelihoods, camel conservation, and creating a holistic system using local resources.

**Emirates model**



**Our aspiration**







Camel  
Charisma

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# THE CAMEL WAS ONCE THE PRIDE & JOY OF RAJASTHAN

Now it's becoming Extinct!





Our principles: 1. Maintenance of traditional nomadic system, grazing on natural vegetation. No stall-feeding!







36 camel forage plants may make Rajasthan's camel milk the best in the world



Principle 2: No separation of mother and calf, ensuring adequate milk for baby:



Principle 3: Milk accepted only from registered and trained herders





# Principle 4: We combine traditional knowledge with modern hygienic requirements



# Kumbhalgarh Camel Dairy







# Our product range



**camel charisma**

**Introducing Premium Camel Milk**

**NATURE'S MOST WHOLESOME DAIRY BEVERAGE**

100% PURE & NATURAL  
DIRECT FROM KUMBHALGARH  
GOODNESS OF 25+  
AYURVEDIC PLANTS

The magic of Rajasthan

NOW AVAILABLE IN FOODHALL & BIG BAZAAR NEAR YOU

WWW.CAMELCHARISMA.COM

The advertisement features a vibrant orange background with a white splash of milk at the bottom. Three bottles of Camel Charisma Premium Camel Milk are shown, labeled 'pasteurized', 'cold brew coffee', and 'PREMIUM CAMEL MILK'. A caravan of camels is depicted in the lower left, and a small green and white logo is in the bottom right corner.



We are turning around perceptions.....




# High-level support










# Included in the „Ark of Taste“



## Slow Food Foundation for Biodiversity

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### Raika Camel Milk

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The Raikas are a specialized caste of pastoralists from northwestern India, particularly the arid and semi-arid parts of Rajasthan. Although they also raise goats, cattle, sheep, and water buffalo, the most important animal for Raika cultural identity is the camel (*Camelus dromedarius*). Traditionally, the Raikas gained much of their income from the sale of male camels as draft animals; camels (the “ships of the desert,” as they are often called) are essential for transporting people and goods in arid regions. Unlike all other camel pastoralists in the world, the Raikas have a strict taboo against killing camels and eating their meat. They also do not traditionally sell camel milk, which is considered a gift from God: If there is a surplus of milk, it should be given away for free, and selling it is sometimes equated with selling children.

According to Raika traditional knowledge, camels feed on 36 different plants (mostly trees and shrubs), which affect milk yield and flavor. The majority of these plants are known for their medicinal properties, many of which are likely retained in the milk of camels that feed on them. The Raikas use camel milk to treat various diseases, including tuberculosis. It is consumed fresh or used to make tea, and can also be turned into *kheer* (rice pudding). Raikas traditionally drink camel milk from a folded *aak* leaf; *aak* (*Calotropis procera*) produces a milky resin and, sometimes, the tip of the leaf is broken so that this resin will mix with the camel milk, improving its health effects. Raika herdsmen may subsist on camel milk for weeks at a time during long



Territory

State India

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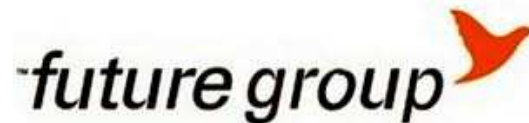
# Camel Conservation Menu





# But.....

- Sales and marketing remains a huge challenge
- Marketing advisors suggested tie-ups with supermarket chains to reach scale
- Interest and offers by major players are there, but costs are beyond our means - store-in-store concept, freezers necessary, sales teams, logistics, etc.



# Lessons learnt

- Camel herders on their own can't do it!
- Besides infrastructure development, major resources have to be made available for packaging design, branding, etc.
- Marketing costs to reach the scale necessary to benefit larger number of camel milk producers are huge and require social impact investors, or a public-private partnership.
- Well meaning development agencies support the idea of linking smallholders to markets, but do not understand the difficulties involved.



With the right kind of investment, enormous benefits could be achieved, but development agencies have no experience in marketing.



# Acknowledgments

**MISEREOR**  
IHR HILFSWERK

villgro

**Startup**   
AN INITIATIVE BY RIICO & CIIE **Oasis**



Our team with  
celebrity chef  
Ranveer Brar





# Thank You for Your Attention!

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