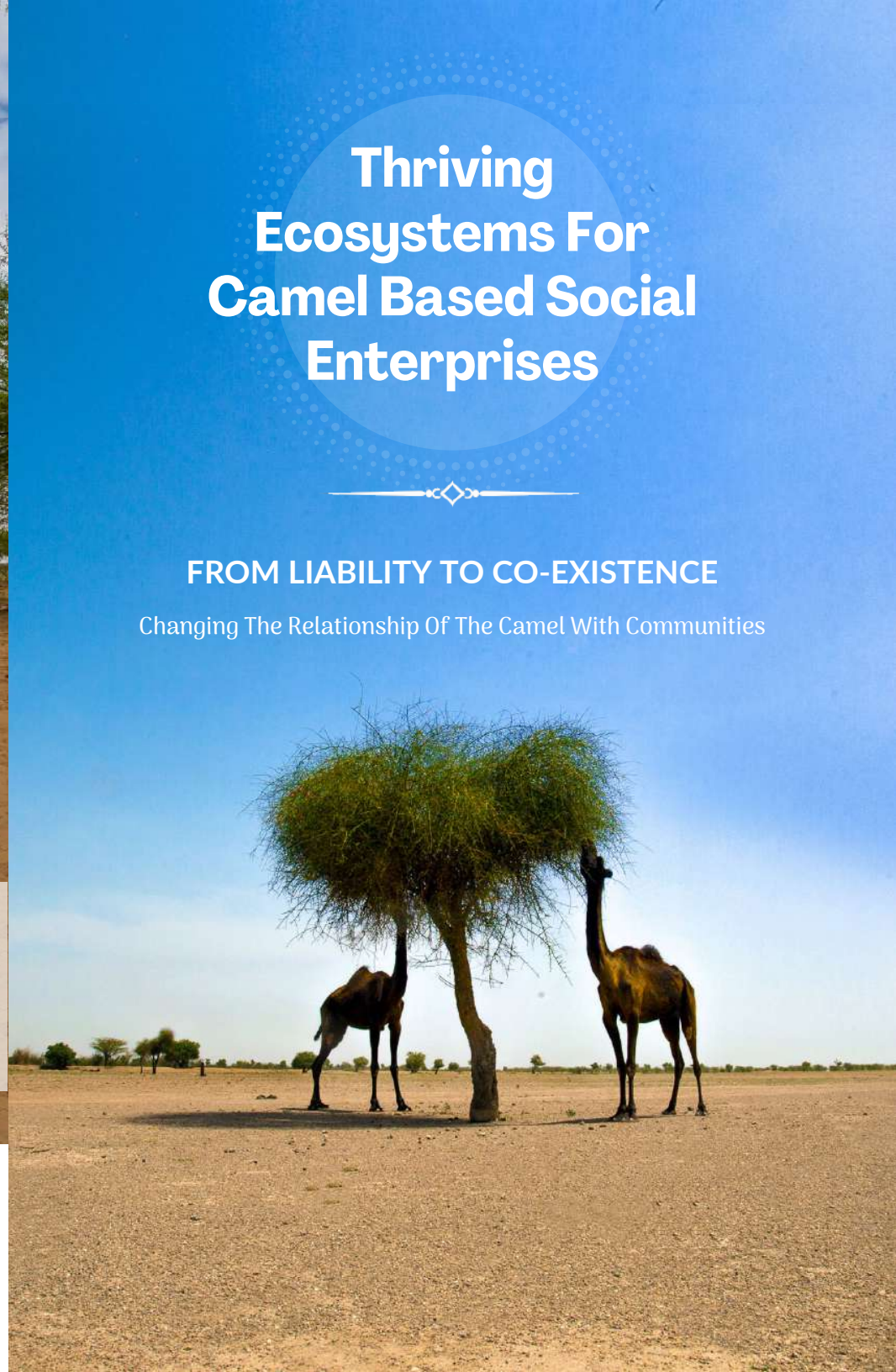




# Thriving Ecosystems For Camel Based Social Enterprises

FROM LIABILITY TO CO-EXISTENCE

Changing The Relationship Of The Camel With Communities



The Camel Partnership envisions to leverage the support of network organisations to build a thriving ecosystem for camel based enterprises

For more information: visit <http://tcp.urmul.org/>





# VISION

Empowering desert communities by enabling a thriving ecosystem for camel linked responsible enterprises.

0.25

MILLIONS

Camel population reported across the country reported in 20th Livestock Census Report in 2019

50%

Estimated contribution to income of small and marginal farmers from dairy and animal husbandry in arid areas of Rajasthan

85%

Camel population concentrated in the state of Rajasthan

34.7%

Decline in Camel population in Rajasthan compared to 19th Livestock Census Report in 2012

## THREATENED EXISTENCE

Camel's unique bio-physiological characteristics has become an icon of adaptation to challenging ways of living in arid and semi-arid regions. Camels have for millennia played an important role in preserving the agro-ecology of the arid regions by holding back desertification and enriching the soil.

Over the years, the historic economic functions of camel have faded away. There is an absence of alternative localized value chain built around camel derived products. Shrinkage of CPRs, loss of traditional revenue stream, and poor reach of support services have resulted in higher input costs. Further, different entities such as camel herders, local support institutions, etc. are not clearly linked resulting in survival challenge to the animal.

## INCEPTION OF THE CAMEL PARTNERSHIP

A full industry creation exercise, The Camel Partnership aims to mobilize the camel herding community, knowledge & potential. To arrest the declining numbers we aspire facilitating herders to take charge of their livelihood and drive an inclusive, accountable, collaborative, and, sustainable enterprise ecosystem. This partnership with resource, technology and knowledge support from multiple stakeholders and by forging diverse market linkages would develop a resilient camel derivatives value chain and ecosystem in deserts.

The Camel Partnership is a network to develop a new socio-political and economic ecosystem in coherence with the changing scenarios to support a sustainable camel based industry. The industry creation will build a large and capable interest group who will take care of the different aspects of the ecosystem in which camel and camel based production system can sustain and thrive.

## OUR APPROACH

The principles of cluster development have been adopted to ensure a wholesome connectivity of all the actors in the ecosystem. TCP aims at working in three core verticals - community, enterprises and policies - engaging with 6,000 households in the first phase across the three camel milk clusters- Bajju, Chimana and Pokaran spread across Rajasthan.

Across the three focus verticals, the Partnership plans to systemically engage with stakeholders, design scalable enterprise models, promote market creation and foster cadre of leadership and micro-entrepreneurs.



## OUR LOCATION



6,000

Camel herding households in first phase

3

DISTRICTS

Bikaner, Jaisalmer and Jodhpur

3

CAMEL MILK CLUSTERS

in Bajju, Chimana and Pokaran

25,000

Individuals