

Bahula Camel Milk launched



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In a groundbreaking move towards sustainable agriculture and the preservation of indigenous livestock, Saras Dairy, under the guidance of Joraram Kumawat, Minister of Animal Husbandry, proudly unveils its latest offering: pasteurized camel milk. This initiative, achieved through collaboration with Bahula Food Pvt Ltd and Urmul Seemant Samiti, signifies a pioneering step in the realm of public-private partnerships dedicated to supporting herders and safeguarding the invaluable camel population.

Gratitude is extended to all stakeholders, including Mahant Pratap Puri, MLA Pokhran, and Dr. Bhawani Singh Rathore, Animal Husbandry Director, for their indispensable contributions. Recognition is also given to the leadership of Sushma Arora IAS, Managing Director of RCDF, and Shri Manish Kumar, Managing Director of Jaipur Dairy, whose guidance has been fundamental in realizing this vision.

Camel milk, renowned for its nutritional richness and unique health benefits, enjoys a revered status in traditional cultures. With lower fat and sugar content compared to cow's milk, it boasts higher levels of essential vitamins and minerals, including Vitamin C, B vitamins, calcium, iron, and potassium. Moreover, its digestibility makes it a promising option for individuals with lactose intolerance or sensitive digestion. Recognizing these qualities, the United Nations has declared 2024 as the Year of Camelids.

The launch of pasteurized camel milk underscores Saras Dairy's commitment to innovation and sustainability. Packaged in convenient 200ml pouches, the camel milk will initially be available at Saras' Booth Stalls in Jaipur and Bikaner, facilitated by Bahula Food Pvt Ltd and Urmul Seemant Samiti. Priced affordably at Rs 20 per pouch, this initiative aims not only to provide consumers with a healthy alternative but also to economically empower herders, thereby ensuring the preservation of the camel population.

During the launch event, notable dignitaries emphasized various aspects crucial to the success of this venture. Sushma Arora IAS highlighted the establishment of marketing principles for promoting camel milk and other dairy products. Sushila Ojha underscored the pivotal role of the herding community and emphasized the importance of synchronized efforts from all stakeholders. Mahant Pratap Puri drew attention to the challenges faced by camel herders and advocated for welfare schemes tailored to their needs. Joraram Kumawat concluded by outlining forthcoming schemes for herder welfare, including the introduction of a mobile dairy testing clinic, while extending his best wishes for the new product.

The introduction of pasteurized camel milk symbolizes a harmonious fusion of tradition and innovation, fostering health, sustainability, and economic empowerment. The community is invited to join this endeavor as we stride towards a healthier and more resilient future.

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