



Perspective on Camels from the Wellness Sector

Yogendra Singh Mertiya
Godwar Farmers Collective and Fabindia

The Future of Camels in India
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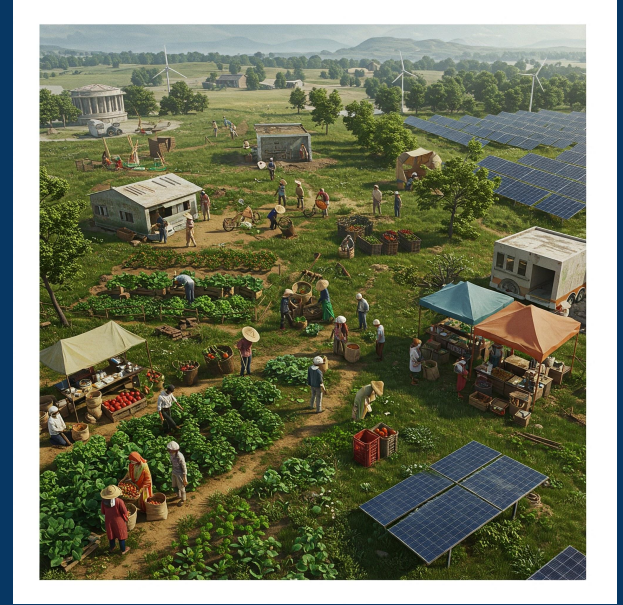
Wellness in Current Times

- Health and Wellness Industry - \$1.5 trillion valuation
- 5 to 10 percent growth each year
- Shift from a luxury to a fundamental necessity
- Amalgamation of ancient Ayurveda and modern nutrition wisdom
- A turning point for lifestyle choices, genetic predispositions, and environmental factors
- Tailored wellness retreats - a new development
- Consumers look to avoid “healthwashing”, healthcare provider recommendations are important



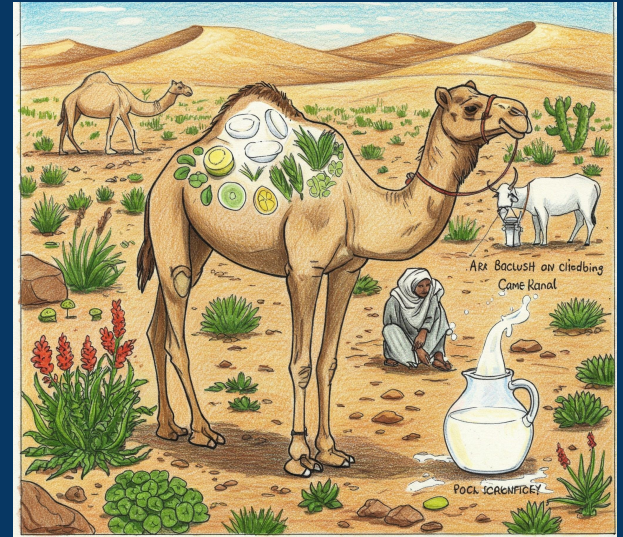
A path to a Conscious Future

- Post-pandemic era – Not an isolated world!
- Outward approach and a reflection of the impact of our consumption on environment
- People are reading a lot more labels
- Conscious consumers
 - Prioritization of ethical and eco-friendly products
- Conscientiousness will fuel the growth of ethical wellness brands and the adoption
- Wellness – not just about counting calories but also your carbon footprint
- India's philosophy of 'the world is one family', advocating wellness in harmony with nature



Camel and Wellness

- Environmental conditions – Camels, which have a slower reproduction cycle, and traditional ways of keeping them, which are less common than other dairy animals.
- New Scope of wellness tourism
 - Camel and its relevance in the natural habitat
- A sustainable livelihood for pastoralists and a sustainable dependence of vegetation
- Transformation of other vegetations into milk – A way of creating balance of vegetation and a diverse nutritional scale for humans



Camel and Wellness

- Camel Milk
 - Mention in indigenous knowledge
 - Scientific reports
 - Immune-boosting compounds like lactoferrin and immunoglobulins
- In 2023, the global camel dairy market was valued at \$7.5 billion, driven by wellness trends and demand among lactose-intolerant populations
- An array of diseases
 - Diabetes, autism, tuberculosis (TB), hepatitis C, gut health, heart health, hypercholesterolemia, asthma, respiratory diseases, common skin infections, etc.
- From ice-creams to soaps - Potential of lifestyle shifts



Thank you!