

QASWA

Camel milk Ice cream



Brief Description

Camel is unique animal species and has lost its conventional usage due to mechanization. However, this animal species is best to face climate change and food security issues. Its milk is rich in nutrients and has medicinal properties. In Pakistan, major camel population (41%) is found in Balochistan. It is estimated that 166 ton camel milk of Rs. 16 m worth is produced on daily basis in this province however, not even a single penny is earned. Despite of this God gifted natural asset, camel farmers are living ultra-low level poverty ridden life. The major flaw lies in no existence of camel milk marketing at regional level which is due to the fact that general public do not like typical taste of camel milk. In order to solve this complex two-faced community problem (lack of camel milk marketing and taste acceptability of camel milk), the idea generated to develop unique product in the form of camel milk ice cream that may address both camel milk marketing as well as taste acceptability/likeness by the general public. This unique QASWA ice cream will have distinctive, pleasant taste and will only ice cream prepared from organic milk. Along with health benefits (rich nutrients and medicinal properties), it will have advantage of zero competition as no camel milk ice cream is being marketed in Pakistan. The exceptional character of QASWA ice cream of being organic in nature will make it even unique at international level as international market is lacking camel milk ice cream made from organic/pastoral camel milk. This huge potential of market will finally support poverty alleviation of ultra-low level poor pastoral camel farmers at regional as well as at national level.

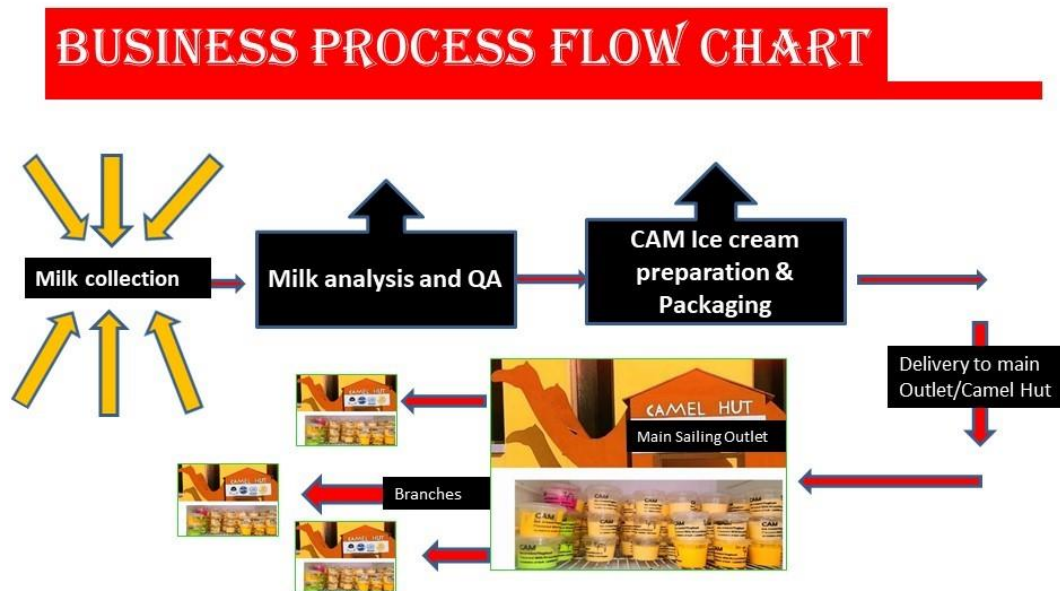
VISION Statement

To lead as patron brand of organic camel milk ice cream company

MISSION Statement

Provision of camel milk marketing opportunities for the pastoral camel farmers through development of organic camel milk value added QASWA ice cream for the unique taste and health benefits of general public.

General Model of Business/Start up



Present Status:

-At present, Minimum Viable Product (MVP) is ready and is being marketed in testing phase for the first time in Pakistan.

-QASWA is registered Startup with National Expansion Plan of NICs (National Incubation Centers) of NIC Lasbela Cohort –II. The documentation Process of company's registration with SECP (Securities and Exchange Commission of Pakistan) is in pipeline.

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