

ENTREPRENEURSHIP DEVELOPMENT MODEL FOR CAMEL MILK-A STUDY OF RAJASTHAN STATE

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ABSTRACT

Camel, state animal of Rajasthan, and camel rearing community need adequate entrepreneurship model to market the milk and milk products as it remains the only potential source of income, though still unexploited, in the backdrop of rapidly declining camel population, ban on camel meat, low demand of camel for transportation and farming activities etc. To develop possible social enterprise business model for camel milk and its products and entrepreneurship development model for the state, the key problem areas are identified through factor analysis technique. The appropriate business model selection depends on addressing the key problems of camel milk entrepreneurship. This is very important when competition from cow milk is quite strong and widespread. The sound business model will benefit all the stakeholders---camel rearers, consumers, and entrepreneurs. Most importantly, it will save the camel from becoming the “endangered animal” category as per International Union for Conservation of Nature (IUCN), France.

KEYWORDS: *Camel, Milk, Entrepreneurship, Business Model, IUCN*