

## **Role of NRCC in the journey of Aadvik**

Hi, I am **Hitesh Rathi** and I am the founder of “Aadvik Foods” – India’s 1<sup>st</sup> and foremost brand of camel milk products supplying across the globe.



We had started with plain camel milk and now we have many products like milk powder, chocolates, ghee, cheese, skincare, etc., made from camel milk. We are among the top global brands of the world which are dealing in camel milk-based products.

We are proud of the fact that we are India’s 1<sup>st</sup> company dealing in many value added products made from camel milk and supplying across pan India and abroad. I am also proud of the fact that our efforts have created a market which was nonexistent before and this has helped directly and indirectly the camel breeders and the camels of the country. We have procured more than 10 lakh liters of camel milk since our inception and have more than 30 SKUs made from camel milk.

In our journey we had the support of many well-wishers and stake holders. NRCC has also been playing an important role in the success of Aadvik.

It was around 7 years back, when I was doing market research and feasibility with camel milk as a business idea, I came to know about the **National Research Center on Camels** better known as NRCC located in Bikaner. It was not that I was not aware of it before, but my knowledge was limited to it being a tourist place not as a research institute dedicated to camels.

I visited there to meet scientists over there and gauge the actual medicinal benefits of Camel milk and their encouraging words and conviction regarding the camel milk benefits played a very vital role in starting this business.

From then on, I had been a frequent visitor on the campus and met many people from scientists to supporting staff and all of them were very supportive and excited as someone is actually working on camel milk.

I am grateful to the institute to listen and respond from time to time to my queries and suggestions. They have also been giving us platforms where we have showcased our products and meet important people. I had also undergone 2 days training at NRCC where I Learnt about the properties of camel milk and various products that can be made from it.

In conclusion I will say that for making a change specially in the agricultural/farming sector it is very important that all 4 stakeholders – Farmers, Businesses, and research institutes like NRCC and governments should work together. I also believe that like NRCC all other ICAR institutes should support startups and farmers alike.