



ASQURR & CAPER

Eco-smart honey & herb value chain in Gilgit-Baltistan empowering women, restoring land & promoting healthy, green lifestyles.



www.asqurr.pk.com





- **Land degradation, biodiversity loss, and unsustainable practices in GB.**
- **Limited income for women/youth.**
- **Consumers rely on adulterated honey & unregulated herbs.**



The Problem





- First women led honey brand in Pakistan
- Asqurr + Caper Naturals: community-driven, climate-smart value chains.
- Modern beekeeping + sustainable herbal harvesting.
- Value-added honey & herbal wellness products.
- Land restoration + biodiversity mapping.

Solution

**The most Powerful Antibiotic.
Honey+Turmeric+pepper**



Smart, Accessible, and Scalable

Competitive Advantage

✓ First national Women Beekeepers Association.

✓ Climate resilience + biodiversity restoration at the core

✓ Integrated honey + herbs model.

✓ Media partnerships for awareness & inclusion.

✓ Maintaining a sustainable value chain

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Impact Potential

- **100+ women trained; 1500+ indirect beneficiaries.**
- **30–40% income growth.**
- **25% increase in biodiversity projected.**
- **Green villages → eco-tourism + sustainable livelihoods.**



Achievements



- **First Women led honey brand in Pakistan**
- **Shark tank pakistan: First women from from Gb**
- **Daraz:Best emerging seller award 2022**
- **Sponsored Football team to create awareness regarding physical and mental health**
- **Collaborated with PARC to train women beekeepers in GB**



Financial stability

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✓ **Diversified revenue: honey, herbs, value-added products.**

✓ **Long-term: eco-tourism, export.**

✓ **Partnerships with NGOs/government.**

✓ **Clear path to scale across Pakistan and beyond.**





Go-To-Market Strategy

Cooperative Partnerships

Working with farmer co-ops, agri and forest Dept, Youth, women and local leaders.

Mobile Outreach

Train youth and women in beekeeping and herbal value chain





Nausheen Barkat

CO-Founder & CEO –
Asqurr & Caper



Shams ul mulook

Co-Founder
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Tahir Rana

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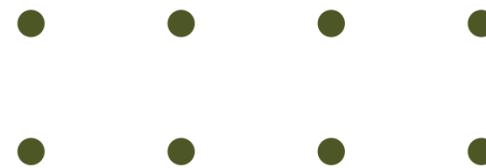


Khadim Hussain

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The Team





We're excited about building a sustainable future for agriculture.

Let's grow together.

 <https://asqurr.pk/>

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Thank You

