Kech

District Economic Profile





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Lahore

Small and Medium Enterprise Development Authority, 6st Floor, LDA Plaza Egerton Road,. Lahore 54792, Pakistan Tel: 92-42-111-111-456 Email: <u>helpdesk@smeda.org.pk</u>

Karachi

Small and Medium Enterprise Development Authority, 5th floor, Bahria Complex-II Moulvi Tameezuddin Khan Road, Karachi Tel: 92-21-111-111-456, 5610432, 5610536, 5610459, Fax: 92-21-5610572 Email: helpdesk-khi@smeda.org.pk

Peshawar

Small and Medium Enterprise Development Authority, Ground Floor, Statelife Building, The Mall, Peshawar Cantt. Tel: 92-91-111-111-456, 92-91-9213046-7 Fax: 92-91-286908, Email: <u>helpdesk-pew@smeda.org.pk</u>

Quetta

Small and Medium Enterprise Development Authority, Bunglow No.15-A Chaman Housing Scheme, Airport Road, Quetta Tel: 92-81-831702, 92-81-831623 Fax: 92-81-831922, Email: <u>helpdesk-qta@smeda.org.pk</u>

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1. INTRODUCTION TO SMEDA

The Small and Medium Enterprise Development Authority (SMEDA) was established with the objective to provide fresh impetus to the economy through the launch of an aggressive SME support program.

Since its inception in October 1998, SMEDA had adopted a sectoral SME development approach. A few priority sectors were selected on the criterion of SME presence. In depth research was conducted and comprehensive development plans were formulated after identification of impediments and retardants. The all-encompassing sectoral development strategy involved recommending changes in the regulatory environment by taking into consideration other important aspects including financial aspects, niche marketing, technology up gradation and human resource development.

SMEDA has so far successfully formulated strategies for sectors including, fruits and vegetables, marble and granite, gems and jewelry, marine fisheries, leather and footwear, textiles, surgical instruments, urban transport and dairy. Whereas the task of SME development at a broader scale still requires more coverage and enhanced reach in terms of SMEDA's areas of operation.

Along with the sectoral focus a broad spectrum of business development services is also offered to the SMEs by SMEDA. These services include identification of viable business opportunities for potential SME investors. In order to facilitate these investors, SMEDA provides business guidance through its help desk services as well as development of project specific documents. These documents consist of information required to make well-researched investment decisions. Pre-feasibility studies and business plan development are some of the services provided to enhance the capacity of individual SMEs to exploit viable business opportunities in a better way.

This document is in the continuation of this effort to enable potential investors to make wellinformed investment decisions.

2. DISCLAIMER

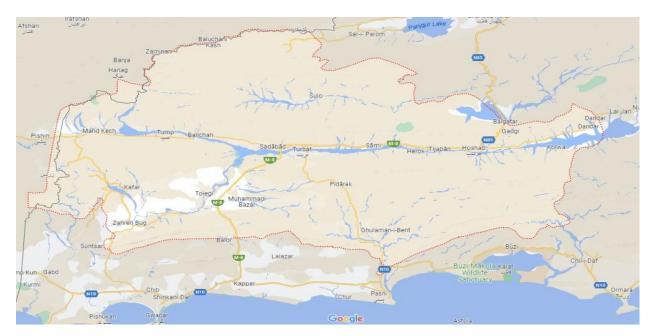
This information memorandum is to introduce the subject matter and provide a general idea and information on the said matter. Although, the material included in this document is based on data/information gathered from various reliable sources; however, it is based upon certain assumptions, which may differ from case to case. The information has been provided on as is where is basis without any warranties or assertions as to the correctness or soundness thereof. Although, due care and diligence has been taken to compile this document, the contained information may vary due to any change in any of the concerned factors, and the actual results may differ substantially from the presented information. SMEDA, its employees or agents do not assume any liability for any financial or other loss resulting from this memorandum in consequence of undertaking this activity. The contained information does not preclude any further professional advice. The prospective user of this memorandum is encouraged to carry out additional diligence and gather any information which is necessary for making an informed decision; including taking professional advice from a qualified consultant/technical expert before taking any decision to act upon the information.



3. PURPOSE OF THE DOCUMENT

The objective of the document is primarily to facilitate potential entrepreneurs in project identification for investment. The project may form the basis of an important investment decision and in order to serve this objective, the document/study covers various aspects of project concept development, start-up, and production, marketing, finance and business management. The purpose of this document is to facilitate potential investors, by providing them with a general understanding of the business with the intention of supporting potential investors in crucial investment decisions. The need to come up with reports for undocumented or minimally documented sectors attains greater imminence as the research that precedes such reports reveal certain thumb rules; best practices developed by existing enterprises by trial and error, and certain industrial norms that become a guiding source regarding various aspects of business set-up and its successful management. Apart from carefully studying the whole document one must consider critical aspects provided later on, which form basis of any Investment Decision

4. INTRODUCTION TO KECH



4.1 Map of District Kech

Figure 1: Map of District Kech

4.2 Introduction of Kech District

Kech District lies between 61°47'18"-64°30'59" East longitudes and 25°21'48"-26°38'50" North latitudes. Kech was notified a separate District on 1st July,1977, when Mekran was declared as division comprising of three District (Kech, Gwadar, Panjgur) and Turbat city became divisional headquarter. In the year 1994/1995 the district name was changed from Turbat to Kech, however, the District Headquarters' name remained intact as Turbat. The district is located in the south-west of Balochistan Province, sharing its boundaries in the

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east with District Awaran and Gwadar on the south. Iran is in north-west and Panjgur in the north-east.

Until 1977 Kech was a sub-division of Mekran. Kech District shares western border with Islamic Republic of Iran. Turbat, is the largest city, administrative center of Makran division and has also got an International airport which operates flights to Oman, Islamabad and Karachi. The road-network connects Turbat with Panjgur and Awaran in the north-west and north, Pasni and Gawadar in the south and also to Karachi in the south-east.

The total area of Kech district is 22,539 square kilometers. The major language of district is Balochi. The district of Kech is administratively subdivided into the following tehsils each of which contains several villages The Local Government of District Kech compromise of a District Council, a Municipal Corporation, 2 Municipal Committee, 41 Union Council in three sub-divisions.¹

4.3 History

Kech, being the home of Punnun the famous hero of the romantic saga (Sassi and Punnu), has always been a significant place owing to its geographical location. Socially, geographically and politically, Kech is the centre of Makran region. History of the area dates back to the time of prophet Dawood, when the people entombed themselves to avoid famine. The area was said to be possessed by Iranian King Kaus followed by Afrasiab of Turan and later by Kai Khusrau. After that, there is a long list of rulers, including Lehrasp, Gushtasp, Bahman, Huma and Darab, until 325 BC when an army contingent of Alexander the Great passed through Makran, it was then known as Gadrosia, on his way from India to Macedonia. Greek historian Arrian had commented on land, environment and people of the area. He found the climate as extremely hot, the soil sandy and the land inept for human settlement. Afterwards, the area was ruled by Seleukos Nikator, one of Alexander's generals, who lost it to Chandragupta in 303 BC. Then, the tract of history is lost in darkness for centuries and in the fifth century AD Christ, the area was found under Bahram-i-Gor as a part of dowry of Shermahs' daughter. An ascertained account of the area is found in 643 AD, when Islamic army under the command of Abdullah conquered Makran and wrote to the Caliph Umer about the barrenness of land. Arabs ruled the land one after the other. All the Arab geographers of that era, like Ibn Haukal, Ibn Khurdadba, Al Istakhri and Al Idrisi, described the country as "for the most part desert". In the 10th century, Ibn Haukal noticed that the ruler of Makran was an Arab, Isa bin Madan, who had established his residence in the Kech city, which was half the size of Multan. According to a local legend, Muhammad bin Qasim also passed through the area on his way to Sindh. Although many invaders, like the Deilamis, Seljuks, Ghaznivids, Ghorids and Mongols, conquered the land but most were local rulers, including Hoths, Rinds, Maliks, Buledis and Gichkis, who exercised authority in the area as the conquerors had no intention to reside there.

4.4 Population

Following are the population details of Kech district:

ADMN - UNIT	POPULATION			
	Total	Male	Female	Trans Gender

¹ https://commissionermekran.gob.pk/district-kech/



Kech District	907,182	492878	414202	102
Balinigore Sub-Tehsil	44,595	23,222	21,373	
Bulaida Sub-Tehsil	77,148	41,872	35,265	11
Dasht Sub-Tehsil	76470	41,008	35,459	3
Hoshab Sub-Tehsil	52,947	30,389	22,549	9
Kech Tehsil	416,608	228,779	187,771	58
Mand Sub-Tehsil	50,995	27,158	23,835	2
Tump Sub-Tehsil	146,008	79,412	66,580	16
Zomran Sub-Tehsil	42,411	21,038	21,370	3

Source: PBS²

4.5 Climate

The climate of Kech is hot in summer and mild in winter. Summer is not merely hot but also long. Summer continues from March to November; however, winter begins from December and continues till February. June is the hottest while January is the coldest month.

The overall monthly temperature in the hottest month remains above 32° C. However, the highest temperature at Turbat ever recorded is 53.7° C (128.66 F°) in 2017³. In the coldest month, January, the monthly temperature remains in between 10° C to 21° C. Sometimes it drops below 10° C. In winter a cold wind, locally called 'Gorich', makes the environment as of a hill station. Although in rare comes, sometimes the temperature reaches at 0° C specially when there are strong Gorich winds.⁴

4.6 Education

The Census-2017 results show that the literacy ratio in Balochistan is 43.58%, which is below the national average of 58.92%. Literacy ratio for males is higher 54.15% than that of females 31.89% and of transgender 34.23%⁵. Kech district has the highest literacy rate (62.66pc) in Balochistan, followed by Panjgur (59.22pc), Quetta (58.76pc), Pishin (52.97pc), Gwadar (51.97pc) and Nushki (51.67pc), as per the 2017 census.⁶ According to EMIS, as of march, 2023 there are 714 schools in district Kech. ⁷ In 2012, University of Turbat (UOT) was founded. University of Turbat is the second General University in public sector, chartered by the Government of Balochistan vide Act 2012 passed by the Balochistan Provincial Assembly in May, 2012. There is also a medical college, Makran Medical College (MMC) in Turbat.

Degree	Inter	Grand
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² https://www.pbs.gov.pk/sites/default/files/population/2017/results/11201.pdf

³ https://en.wikipedia.org/wiki/List_of_extreme_weather_records_in_Pakistan

⁴ https://cms.ndma.gov.pk/storage/app/public/plans/September2020/KLvR6hklDmpVJbZPo540.pdf

⁵ https://www.pbs.gov.pk/sites/default/files/population/census_reports/pcr_balochistan.pdf

⁶ https://www.dawn.com/news/1706872

⁷ http://www.emis.gob.pk/RTSMS/Home.aspx#



District	Boys	Girls	Total	Boys	Girls	Total	Total
Kech	1	1	2	3	0	3	5

Source: EMIS

5. ECONOMIC SIGNIFICANCE OF KECH

Kech has emerged as a model for urban transition in southern Balochistan in which forced and voluntary migrations have also played a role. These changes are shaping an urban culture in the province and pressurizing the government to provide more and better educational and health facilities and economic opportunities. The ongoing change in the Makran region has the potential of bringing about a massive socioeconomic and political shift in the province, where one could see an agro-pastoral economy give way to small-scale trade and commercial activities. From within a previously largely classless society, a rapidly growing middle class is emerging, with norms and values almost incompatible with the traditional tribal mores of Baloch society.

Greater numbers of SME's are associated with Dates, Livestock, Agriculture, Trading and other businesses. At present there is a lot of business activity going on in the district. Capital investments have been done in the following major sectors in terms. These are,

- Agriculture Sector
- Live Stock Sector
- Trade (Import / export).
- Embroidery
- Real Estate

5.1 Agriculture Sector

The district falls in sub-tropical zone, the potential major crops are wheat, barley, fodder, chilies, mung and mash bean, moth, onion, vegetables, tobacco, and cotton. The potential fruits in the districts are dates, mangoes, guava, pomegranate, grapes, melons, citrus, bananas, papaya, and Chickoo.. Agriculture and Horticulture is a vital sector of the district as far as investment and SME's are concerned, however, local population invest a part of their earning in this sector mainly to obtain fodder for the livestock.

In addition, Abundant Water is the available in the district. The major source of irrigation in Kech (Turbat) is Mirani Dame and springs etc. Other significant sources open surface wells from where water is used for irrigation. Economic and development contribution of the said crops in agriculture sector of the district is minimal.

5.1.1 **Crops**

District Kech valley has two cropping seasons

Rabi Crops: Rabi crops include; Wheat, Barley, vegetable. These crops are sown in winter or during early summer and harvested in the late summer.

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Kharif Crops: Kharif crops include; Mung bean, Mash bean, Moth, fruit, Onion, vegetable, Melon, Chilies, Fodder and Cotton. All these crops are considered cash crops and they are sown in summer and harvested in the late summer or early winter.

5.1.2 **Dates**

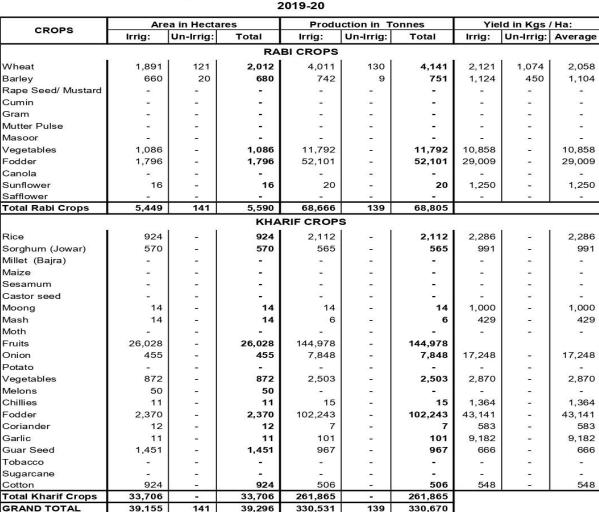
Date is main agricultural produce of the district which has a role in economic development of the farmers, date produce is sold in local markets in Kech (Turbat) and it is also exported to other parts of the country as well. Kech (Turbat)'s date production contribution is as follows.

Table 3.1.4. Annual Date Production of District Kech (Turbat) (2019-20)

Name of Area	Area in Hectares	Production in Tonnes	Yield in Kgs/Hectare
Kech (Turbat)	23,992	141,195	5,885

*Source: Agricultural Statistics of Balochistan (2019-20).

5.1.3 Agriculture Production Statistics



TURBAT (KECH) DISTRICT
AREA, PRODUCTION AND YIELD OF ALL CROPS
2019-20

(31)

 GRAND TOTAL
 39,155
 141
 39,296
 330,531
 139
 330,670

 During the year area and production of mash, Kh vegetables, melons, kh fodders & cotton crops decreased due to locust attack.

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5.2 Livestock Sector

District Kech has enormous potential in livestock sector which provides livelihood to many poor families. The nomadic population mostly depends on livestock that resides in the northern part of the district. Livestock farming is a traditional activity in the district and comprises mostly of Goats, Sheep, Cows, Buffaloes, Cattle, Camels and Asses. Goat constitutes the major portion of the livestock population in District Kech. Traditionally, the whole families are involved in the livestock sector, especially women and children are engaged in supervision and management of livestock by traditional methods; however, children's involvement affects their schooling. Women are also involved in making home dairy products such as yogurt, butter and ghee, which are mostly used within the family.

Livestock sector is constantly contributing to the economy of the district and province. It not only provides rich food such as meat, milk, eggs, poultry meat but also produces essential raw material such as manure, offal, trotters, hides and skins, wool and blood for various kind

⁸ Agriculture Statics of Balochistan (GOB) 2019-20



of industries. However, the district itself lacks processing units and marketing system for dairy products and other industries. If essential steps were taken for promotion of research, the improvement of the sector would have been enhanced. Domestic poultry is more pronounced as compared to commercial poultry farming in the district.

5.3 Trading

The remoteness of these areas and the government's inability to provide efficient governance drive the local population to engage in illegal trade and smuggling activities. Due to the lack of jobs in Balochistan, people living in border districts rely on trade along with Iran for their livelihoods. People use Iranian pick-up trucks called Zamyad to transport oil from Iran to Pakistan and make a living in the process. This trade is informal and does not take place through official channels. It is a source of livelihood for thousands of people across Balochistan. The survival of locals is on illegal border trading and they earn their bread and butter from border trading. There are also many products which are being imported legally from Iran. ⁹

The most prominent feature of southern Balochistan highways are the blue Iranian pick-up trucks known locally as Zamyads. Their presence shows how the new highways have given a boost to the scale of the informal economy in the province. Mostly non-custom paid, these Zamyads are solely used for oil and diesel smuggling in Balochistan as well the illegal transport of other Iranian goods such as cooking oil and soap. Loaded with blue barrels in the back, they can be spotted across the province. The M-8 highway has made it easy to access the Iranian border towns as a significant portion of the highway passes near the border.

Apart from the Frontier Corps (FC) and the customs department, levies, excise and police personnel have also established check posts on major highways of Balochistan from where Zamyads pass to reach their destinations. At times, the provincial government bans the smuggling of oil. The smugglers often complain that they have to pay half of their income at different security check posts and to Arbabs. A story published earlier in this very magazine, elaborated the role of the Arbab: "The Arbab are Baloch on both sides of the Pak-Iran border who are in direct contact with each other. When a Pakistani Arbab receives an order through his Iranian counterpart, he sends his Zamyads to the border. The Pakistani Arbab can make around 40,000 rupees off one truck full of oil or diesel."

From time to time, the government imposes a ban on the illegal trade of oil and groceries, but a large population depends on these goods. Due to border closer, time to time the transporters and the local population launched protests against such ban.

5.4 Embroidery

Kech is famous for its unique kind of hand embroidery. Pakistan is home to many amazing handiworks but the Balochi embroidery deserves a special mention. According to different sources the Balochi embroidery is regarded as an ancient handicraft that passes from one generation of women to the succeeding. The craft is native to the barren lands of Balochistan celebrating nomadic lifestyle. Most of the motifs and designs of Balochi embroidery have been inspired by nature, some of the patterns take inspiration from the

⁹ https://www.dawn.com/news/1508935



pottery of the Mehrgarh civilization, one of the oldest civilizations of the world, which once existed in the Bolan district of Balochistan.

The crafts basically belong to women as artisans and also as a wearer. It is said that Balochi women practice the embroidery every day to keep their skills polished. Although machine embroidery is also now available but handcrafted and customized shirts (kameez) hold more value. The embroidery covers the front of the kameez, along-with the cuffs of the sleeves and shalwar (open trousers). Bright-colored threads, tiny mirrors, and stitching are part and parcel of the final product. Hand embroidery is not only famous nationally, but is revered in the Gulf countries. The most extravagant dresses are made for the brides; which can sell for as much as Rs 70,000 and could take several months to a year to complete. Simple everyday wear is quiet affordable to the extent that many believe the women responsible for producing such work of art are not being given their due share for the hard work. Many women run their home from embroidery in Kech district.

5.5 Real Estate

The real estate boom in Gwadar is no more the only "success" story in the region. Turbat city is following in its footsteps. Real estate in Turbat is attracting investment from not only the Makran region, but also from other parts of the province, which has transformed the whole city and become a symbol of the urbanization of Baloch towns.

Turbat city has grown. Turbat University's beautiful campus on the highway and billboards of new housing societies that frequently pop up along the route tell the story of expansion of a city which has welcomed a number of inhabitants from neighbouring towns. Five degree colleges affiliated with Turbat University offer better opportunities of higher education to students in the adjoining districts of Panjgur, Gwadar and Awaran. Apart from the university, the Makran Medical College, smaller elementary colleges and other public and private educational and health institutions have made Turbat a major urban center in Balochistan after Quetta. These facilities are not yet comparable with those in major cities of Punjab and Sindh, but they have reduced the locals' dependence on Karachi and Quetta in terms of educational and employment opportunities.

The credit for this development goes to the former Chief Minister of Balochistan Dr. Abdul Malik Baloch, who diverted development funds to the region and envisioned these new townships. "Growing insecurity [in small towns of Makran] and growing economic activities in Turbat are attracting the migrants towards Turbat," says Abdul Hameed Baloch, a political figure from Turbat.¹⁰

5.6 Kech (Turbat) Industrial Estate

The Government of Balochistan has developed an industrial estate in Kech (Turbat) to meet the demand for industrial plots in the city which is expected to have a substantial potential for industrial investment in view of the opportunities offered in region and construction of major highways linking Kech (Turbat) with Karachi, Quetta.

5.7 Mirani Dam

Mirani Dam is a major dam located in Turbat, Balochistan, Pakistan. Its 302,000 acre-feet (373,000,000 m3) reservoir is fed by the Kech River and the Nihing River. Mirani Dam was

¹⁰ https://www.dawn.com/news/1508935



completed in July 2006 and began impounding the Dasht River in August 2006. The construction of the Mirani Dam has played a significant role in the economic development of Turbat and the surrounding regions. The dam has improved the overall water supply situation in the region, and as a result, the agricultural sector has experienced significant growth. The dam has also helped to mitigate the impact of droughts on the local community by providing a reliable source of water for irrigation.¹¹

6. POTENTIAL PROJECTS FOR INVESTMENT

Development projects of Mekran coastal highway and Gwadar Port have a special significance with reference economic development of this region and future trade links with Central Asian Countries, Persian Gulf, East Africa, United Arab Emirates and North Western India. There are number of potential areas for investment and development that include

6.1 Cross-border Trade:

Kech's proximity to the Iranian border provides an opportunity for cross-border trade. The border is used for the import and export of various goods, including food products, construction materials, and consumer goods. There is potential for investment in transport and logistics infrastructure to facilitate cross-border trade, such as the development of warehouses and trucking services.

6.2 Currency Exchange

The border area is a hub for currency exchange, as traders from Iran and Pakistan use the area for exchanging currencies. Investing in currency exchange services can be a profitable venture, especially for those with experience in the financial sector.

6.3 Import-Export Business

Kech's location near the Iranian border also provides an opportunity for import-export businesses. Entrepreneurs can establish businesses that specialize in importing goods from Iran or exporting goods to Iran. Investing in transport and logistics infrastructure will be important for the success of such businesses.

6.4 Tourism

Kech has many natural attractions. Investment in the tourism sector can include the development of hotels, resorts, and other tourism-related infrastructure. The potential investment opportunities in the tourism sector include the development of ecotourism activities, cultural tourism activities, and adventure tourism activities. Additionally, investing in the development of cultural and adventure tourism activities can provide opportunities for tourists to explore the local culture and natural attractions in the border region.

6.5 Agriculture

Kech is an agricultural district with vast land suitable for growing various crops, including dates, fruits, and vegetables. Investing in the agriculture sector can be a profitable venture. The potential investment opportunities in the agriculture sector include the development of

¹¹ https://en.wikipedia.org/wiki/Mirani_Dam



greenhouses, irrigation systems, and transportation infrastructure to improve the distribution of agricultural products to the markets.

6.5.1 Date Processing

Dates are widely consumed in Pakistan and are also exported to other countries. The demand for dates is increasing due to their health benefits and their use as an ingredient in various food products. The global market for dates is expected to grow at a CAGR of 3.6% between 2020 and 2025. Turbat is a major producer of dates in Pakistan, and the district has a favorable climate for date farming. The dates produced in Turbat are of high quality and are in high demand due to their taste and texture.

6.5.1.1 Processing Facility

Investing in a processing facility for dates can provide an opportunity to produce various value-added products such as date syrup, date paste, and chopped dates. The facility can also include sorting, grading, and packaging equipment to ensure that the final products meet the quality standards of the local and international markets.

6.5.1.2 Cold Storage

Dates have a short shelf life and require proper storage to maintain their quality. Investing in cold storage facilities can provide an opportunity to store and preserve dates for longer periods, ensuring a consistent supply of high-quality products.

6.5.1.3 Packaging and Branding

Investing in packaging and branding can provide an opportunity to create a unique brand identity and attract customers. The packaging can be designed to cater to the local and international markets, and the branding can be used to differentiate the products from competitors.

6.5.1.4 Distribution and Marketing

Investing in a distribution network can provide an opportunity to reach a wider customer base. The marketing strategy can be designed to target both the local and international markets, and the products can be marketed through various channels, including online marketplaces and social media platforms.

6.6 Livestock

6.6.1.1 Sheep and Goat Farming

Sheep and goat farming is another traditional livestock business in Kech district, and investing in this business can provide an opportunity to produce high-quality meat, wool, and leather products.

6.6.1.2 Cattle and Dairy Farming

There are only few dairy farms established in the district. Due to the perishable nature of the product and high demand milk prices are comparatively much higher in the district. Investing



in this business can provide an opportunity to produce high-quality milk and dairy products. The business can also include the production of other cattle products such as meat and leather.

6.6.1.3 Poultry Farm

Poultry farming in the district has got great scope for improvement. Poultry farming is a rapidly growing business in Kech district, and investing in this business can provide an opportunity to produce high-quality eggs and poultry meat. The business can also include the production of other poultry products such as feathers and manure.

6.7 Renewable Energy

Kech district of Balochistan has great potential for renewable energy development due to its favorable weather conditions and abundant natural resources. Investing in renewable energy projects in Kech district can provide an opportunity to contribute to the economic development of the region while also promoting environmental sustainability.

6.7.1.1 Solar Energy

Kech district has an abundance of sunlight throughout the year, making it an ideal location for solar energy projects. Investing in solar energy can provide an opportunity to produce electricity and reduce reliance on fossil fuels. This can include the installation of solar panels for residential, commercial, or industrial use.

6.7.1.2 Wind Energy

Kech district has strong wind resources, especially in the coastal areas. Investing in wind energy can provide an opportunity to produce electricity and reduce reliance on fossil fuels. This can include the installation of wind turbines for residential, commercial, or industrial use.

6.8 Embroidery

Embroidery is a traditional handicraft in Kech district, and investing in an embroidery business can provide an opportunity to produce high-quality embroidered products such as clothing, handbags, and home décor items. Embroidery work is the main handicraft done by women of the area with excellent skill and craft. Mostly it is done on women's dress for personal use. Some more skilled women receive orders to make dress for other women. The business can also include the production of other textile products such as bedspreads and cushion

6.9 Pictorial View









SMEDA Balochistan



