
Sector Report

Women Entrepreneurship in Balochistan



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2 SCOPE OF WOMEN ENTREPRENEURSHIP IN RURAL AREAS OF BALOCHISTAN

Entrepreneurship is a rapidly rising concern of a modern competitive economy and its contribution in an economy is viably recognized worldwide but unfortunately entrepreneurship in Balochistan is generally perceived as a male-gendered concept which is why the women who start up their businesses have to face some teething problems in Balochistan. Common Observation and the researches done in Balochistan on Women Entrepreneurship highlight Family, self and societal factors as highest obstacles while factors like financial and economic, political and environmental and marketing and mobility are ranked as second, third and fourth respectively.

It is also generally seen that Women in Balochistan are hindered to take up Entrepreneurship by Family, self and societal factors while once they take up Entrepreneurship they are hindered to continue with their enterprises by factors that include competition in the market especially from national brands/large companies; lack of access to the market ,lack of access to raw material ,lack of capital or finance, lack of marketing knowledge; lack of production/ storage space; poor infrastructure; inadequate power supply and lack of business training.

It is also seen in Balochistan that mostly the women entrepreneurs are not the ones who have been forced to take up entrepreneurship in order to earn to support their poverty stricken families but are women who come from middle to upper middle class, the daughter/wife of a self-employed father/husband; educated; married with children; forty to forty-five at start-up; and with relevant experience, exposure and support from their family. The businesses that they take up mostly are traditionally Embroidery, Boutiques, Beauty Parlors, Schools, and Tuition Centers.

Major enterprises that exist in Balochistan are in the sectors of:

- (i): Minerals
- (ii): Horticulture
- (iii): Fisheries
- (iv): Livestock
- (v): Handicrafts

But unfortunately women entrepreneurs working in these sectors are only a handful and thus these sectors with enormous potential to contribute to Baluchistan's GDP till to date are untapped due to many reasons including dearth of women entrepreneurs working in these sectors.

In Handicrafts, as a matter of fact, the most number of women entrepreneurs are working in. The reason behind this being that women do not have to go out of comfort of their homes to work and if they do it is not very often. Unfortunately, even this portion of Creative industry in Balochistan has not been exploited to the fullest due to the fact that women entrepreneurs require support in the form of training in strategic business development, access to credit funds, and assistance with marketing skills, product design and development, access to processing units and finishing units and lack of access to top

clothing and apparel brands of Pakistan. This whole value chain needs to be developed fully in order to exploit this sector's potential.

Women Entrepreneurship in rest of the sectors is not taking off because of no support in the form of training and awareness about profit potential of these sectors, no assistance with marketing skills and lack of credit funds primarily.

Organizations along with SMEDA Balochistan, since its inception has been geared towards promotion of Women Entrepreneurship in the region. Its WBIC provided great facilities to women entrepreneurs of the region for successful launch and operation of their businesses.

Along with SMEDA Balochistan provincially Directorate of Industries (Balochistan) oversees the development of small and cottage enterprises in the province. Ngo's that are working to promote Women entrepreneurship in the province are BRSP and NRSP. These Ngo's promote entrepreneurship in the region as their lively hood support programmers. FAO and UNDP are working in the province towards promotion of entrepreneurship by focusing their efforts in value chain development in different sectors. Ahan in Balochistan is working in the rural areas of Balochistan to promote entrepreneurship in the region by training women of the region on embroidery and handicrafts.

2.1 Directorate of Industries (Balochistan):

Balochistan is the largest province of Pakistan and it has the smallest population (around 5 per cent of the total). The provincial government has no corporation or board catering to the small-scale sector and cottage industry. The Directorate of Industries under the Department of Industries, Commerce and Minerals looks after the development of small and cottage enterprises. Owing to the size of the province it has 63 training centers that teach traditional skills. These centers have trained 2,750 persons in carpet weaving; 450 in Balochi embroidery; 500 in leather embroidery; 375 in tailoring and cutting; 350 in handloom weaving; 200 in woodwork; 225 in marble work, and 1,500 in other skills. There is hardly any history of special projects for women entrepreneurs, but a majority of trainees in carpet weaving have been women. Presently 361 women are being trained in these centers.

2.2 Vocational Dastkari School, Bait ul mal

Vocational Dastkari Schools have been established throughout the country including Azad Kashmir & Northern Areas since 1995. These schools are providing free training to widows, orphans & poor girls in different skill i.e. Drafting, Cutting, Sewing, Knitting, and Hand & Machine Embroidery. 18 training centers in Balochistan where Low-income group of women/girls are trained in two shifts of 60 trainees, bi-annually. Also in Balochistan 2 training institutes have been diversified, where training is added in Computer, use of Office Equipment's like Fax, Photocopiers, Printers, Interior Decoration, Beautician, Cooking, Tie & Dye and Glass Painting etc., according to the requirement of area. Local skills are also being imparted in these schools all with the emphasis to generate income through these skills by setting up Small enterprises of their own.

3 WOMEN BUSINESS CHAMBERS:

There are currently three women Chambers working in Quetta and one women Business Association called BWBA (Balochistan Women Business Association), The Members altogether of all these Chambers are around 300 belonging to different Sectors, all members are not active .Also most of these members are working in Handicrafts business

4 WHAT SHOULD SMEDA DO TO PROMOTE WOMEN ENTREPRENEURSHIP IN THE REGION?

A couple of changes have been suggested by all the stake holders of Women entrepreneurship in the region.

SMEDA should focus on training women in the primary sectors of the regions like Agriculture, Mines and minerals (Processing and Jewellery designing), livestock as well as farming so that the province could contribute to the national GDP according to its potential.

SMEDA should work in collaboration with different public as well as private sector organizations with the same goals (the ones that are mentioned above), to gain synergies in the area of women entrepreneurship as well to increase SMEDA's outreach to all areas of Balochistan.

A sector mapping and intensive research all across Balochistan on Women Entrepreneurship is very crucial by involving all departments of priority sectors, SMEDA and then devising strategies would prove to be effective.

Provision of Soft loans with no interest is a great strategy to promote women in the regions as mostly startups here fail or people don't take initiative of starting up because of financial restrains.

- Rural economic development should focus on the unique strengths of each area, rather than concentrating on ameliorating generic weaknesses
- Enhancing activities in the non-farm sector, including agro -processing, provision of agricultural inputs, mining and minerals machinery.
- Facilitating private sector participation and involvement in value addition of agricultural/livestock products.
- Promoting rural industrialization, including "One Village, One Product" movement. (Should not only be limited to local handicrafts like Ahan but be diversified to other sectors like agriculture, dairy and mining & minerals).
- Deepening and intensifying market development, including input, output and rural financial markets.
- Provide training to women on exports to different countries, their demand trends and quality regulation specifically about countries like Afghanistan and Iran and

Middle Eastern countries be targeted more than any other country due to proximity and try reaching these markets.

- Training devised to train entrepreneurs and workers to make products that are accepted worldwide and get international ISO certification in order to reach international markets.
- Business incubation centers for women must be established to properly counsel and guide potential women entrepreneurs in rural areas.
- Women entrepreneurs should be given more exposure to enlarge the scope of their businesses by providing them the chances to learn from the successful entrepreneurs of other regions/ countries. The concerned authorities must be held accountable for creating such occasions.
- Separate markets should be established for women entrepreneurs to encourage them. Transportation and other facilities of mobility should be ensured on subsidized rates.

Some specific areas in which women entrepreneurship in Balochistan will be feasible and be promoted:

5 HORTICULTURE:

- Establishment of Value Added Processing Facilities E.g. Meat processing facilities etc.
- Wool chain strengthening from processing, shearing techniques, spinning to marketing.
- Leather Processing (Hide and skin also)
- Idea of introducing milk cooperatives in Livestock rich districts.

6 MINERALS:

- Introduction of mineral related training courses for women on the whole value chain with cooperation with Technical Training Colleges (TTCs) or Pakistan Gems and Jewellery to give a boost to women entrepreneurs enter Gems and Jewellery markets.

7 AGRICULTURE SECTOR:

- Introducing the idea of Agri women entrepreneurs
- Fruit Packaging and Processing of international standards (esp. Apple, apricot and Plum).
- Date Processing and Packaging of international standards
- Certified Seed Production/Processing
- Certified Seed Nurseries
- Fresh juice manufacturing.
- Jam and pickle manufacturing.

- Medicinal herb Gardens introduction.
- Introduction of new varieties for Horticulture produce

8 ESTABLISHMENT OF ENTREPRENEURSHIP PROMOTION CELLS:

- Establishment of Women entrepreneurship for promotion of entrepreneurship in priority sectors like agriculture, mining, fisheries and horticulture cells all across Baluchistan.
- Make the information regarding potential Business opportunities in different regions with maximum profit potential available to people of Baluchistan.
- Device lending Schemes/internal loan facilities for people of Baluchistan to help start new enterprises.

9 COMMON FACILITY CENTERS:

Promote all these sectors that women entrepreneurs are working in by Establishing CFC in public private partnership but with a good reinvestment plan and profit sharing mechanisms in Rural areas.