



Tajikistan National Committee on Investments and State Property Management Women Entrepreneurship Support Taskforce

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Qualification of an Entrepreneur

- Capability to convert a business plan/dream into profit
- Organizational and managerial skills while being an employer and employee at the same time
- Prioritize the sustainability of the business over personal income
- Ensure good relationship with different network environments
- Consciousness and sense of responsibility at the start-up and the growth of the company

XX Factor

- ❖ Dreamer, capability to ask continuously for better
- ❖ Multitasker, skill to manage several tasks at the same time
- ❖ Manager of family/household budgets
- ❖ Ego-managers: skill in building empathy and building/maintaining relationships
- ❖ Self-improvers: capacity to renew one self continuously
- ❖ Natural networkers

Recognizing Women Entrepreneurship

• Women as successful microentrepreneurs

• First *data about gender finance*: (a) their contribution to their families and societies they live in, (b) less risky client

• Important impetus: *Donor funding and technical assistance* encouraging financial institutions to cater to women entrepreneurs

• *Commercial banks'* imitation of the success of microfinance institutions by the discovery of the potential of the women segment: relationship lending, capacity building programs, social collateral

• First lending activities: under *CSR practices* and adapting marketing and communications to this segment

• Seeing women as *strategic business opportunity*: adaption of loan products, lending methodologies, delivery and business models, and introduction of additional services

• Refining products and services according to the needs of women built on *holistic value proposition* :core business products with a link to personnel products

International Recognition of the Significance of Women to the Economy

Governments establish policies to support women as business owners and dedicate institutions/ministries to empower women

Corporations engaged in empowering women leaders within their organizations and community

G20 Financial Inclusion Action Plan

From Millennium Development Goal, #3: Gender Equality
To Sustainable Development Goal for 2030 Agenda #5

Multinationals Gender and Banking on Women programs (IADB, IFC)

WB: Women Business and Law*

IFC: Enterprise Finance Gap Assessment Database

The Economist Intelligence Unit's Women's Opportunity Index

The Women's Entrepreneurial Venture Scope Index

Women Entrepreneurs Globally

As of 2014 there are **9.34** million formal women SME's in more than **148** countries which form **34%** of all registered SMEs globally.

Highest East and Middle Asia, Latin America and
Eastern Europe

Lowest North and Sub-Saharan Africa, Middle East,
South Asia

IFC Enterprise Finance Gap Assessment Database (2011)



Size of Global Female Economy

Women=Biggest emerging market in the world	
Female income globally	USD 15.6 trillion by 2017 , from USD 9.8 trillion in 2007 (BCG)
Female income growth	8.1% annual growth in emerging markets (Hewlett Foundation)
Women-owned businesses	30-37% of all formal businesses (IFC)
Female representation in the workforce	40.8% of the total workforce in the formal sector (IFC)
Female decision making	64% of consumer decision (Silverstein- HBR)
Female purchasing power	>USD 20 trillion in consumer spending (Silverstein- HBR)
Woman SME Growth	More than the rate of all firms and 1,5 times more in USA (IFC)
One percentage point (ppt) increase in female education	Raises the average level of GDP by 3.37 ppt and annual GDP growth rates by 0.2 ppt on average. (Goldman Sachs, Women Half the Sky)
If Turkey was to have no gender inequality in labor force participation	Per capita income may be increased by 22% bringing it up from its current level of \$10,970 to about \$13,383 (The Globalist)



Constraints for Women Entrepreneurs and Solutions

- Access to Finance
- Access to education and Knowledge
- Access to national and International Markets
- Access to networks

- Understand “hybrid nature of women entrepreneurs” as individual and business centric and then create products and services accordingly – interlinked professional and personal needs
- Offer a mix of financial and non-financial products and services

Defining “Women Entrepreneur” in Tajikistan

- No legal definition of a “women’s business”
(Women as sole proprietor? Women as head of business/manager? Women making 30% of board?)
- SME’s defined according to their annual turnover
(No distinction for microenterprises, all individual entrepreneurs under small buss.)
- No official data
(Registered businesses are not sex-disaggregated, available figures not consistent.)
- Term “Women’s business”
 - In practice: enterprises owned by women, managed by women
 - In theory: enterprise with a majority of female employees

Women Entrepreneurs by Numbers

- Individual entrepreneurs: 21.3% of operating in basis of patent, or 38% of a certificate - considerable increase since 2010 , 14.7%
(Business Environment of Female Entrepreneurship in Tajikistan)
- Women managers: Top managers 9.7 % (World Bank Enterprise Survey, 2015)
1,862 women managers in 2014 (Gender Statistics Database)
- Some female participation in ownership 32.7% - generally family businesses *(World Bank Enterprise Survey)*
- Women employees in private sector: 22% , 30.200 women in total
(Gender Statistics Database, 2015)

Characteristics of Women Entrepreneurs in Tajikistan

- Fields: traditionally women specializations
- Size: small businesses, often at individual level
- Activities without need of large capital to start-up, investment and no real productive activity
- Tend to hire few workers, but hire more women
- Much lower performance in annual turnover /profits relative to men's enterprises (World Bank 2012)

Challenges Women Entrepreneurs Face

- Business climate: A2F, unfavourable tax rates, poor infrastructure, political instability and corruption + prevailing gender norms
- Tajik business law is gender neutral: no discrimination against women , BUT no measures to offset barriers women face
 - lack of access to networking, essential knowledge, marketing, training, information and confidence to deal with finances.
 - Lower internet usage, less access to email.
 - Limited access to credit due to lack of collateral, lack of experience, high interest rates and aversion to take risks. 26.7% of all microfinance loans (*Association of MFI, 2015*)
- Reported experiencing discrimination, greater bureaucracy , longer registration processes, harassment from public employees (*Business Environment Assessment of Female Entrepreneurship in Tajikistan*)
- *Rural entrepreneurs*: infrastructure problems, poor sanitary conditions, lack of alternative energy sources, lack of agricultural technology knowledge ; *Home based businesses*: energy intensive (*UNECE Policy seminar on WE development in Central Asia, 2011*)
- A2F: Women borrow money from relatives, OR rely on remittances
- Influence of family members, family support crucial

Supporting Female Entrepreneurship

- ✓ Microfinance is an important resource: less stringent collateral requirements , Group loans (social collateral)
 - Wrong data: men take loans on the name of their wives (reported bad practice in Turkey and Pakistan as well)
 - Women take training, but man make financial decisions on the loans
- Combining entrepreneurship training with loans
- Business incubators for high growth potential entrepreneurs, and small business support centers
- Raising awareness on the success of women entrepreneurs in the society and showcase role models



HeForShe
UN Women Cinsiyet Eşitliği için Dayanışma Hareketi

HeForShe

A solidarity movement for gender equality that brings together one half of humanity in support of the other of humanity, for the entirety of humanity .

Launched in 2014

- ✓ Goal: Engage men and boys as agents of change by encouraging them to take actions against negative inequalities faced by women and girls
- ✓ Geo-locator records global engagement in the campaign
- ✓ 10x10x10 Impact Champions : launched at WEF in Davos 2015 to engage Governments, Universities, Corporations:



 **empowerwomen**

TAJKISTAN



TAJKISTAN

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COMMITMENTS

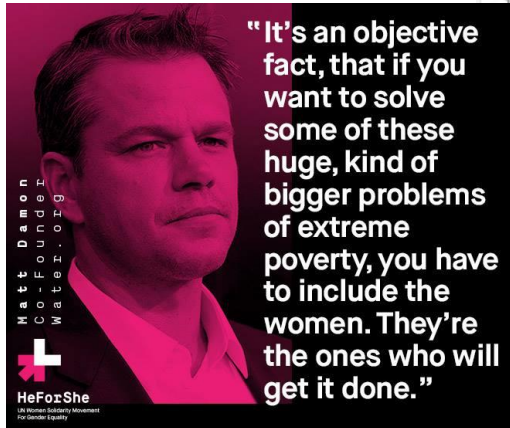
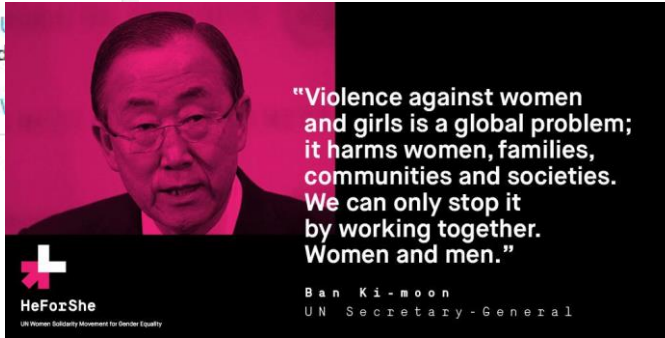
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Priority Issues

EDUCATION	<div style="width: 20%; background-color: #e91e63;"></div>
HEALTH	<div style="width: 10%; background-color: #e91e63;"></div>
IDENTITY	<div style="width: 10%; background-color: #e91e63;"></div>
WORK	<div style="width: 30%; background-color: #e91e63;"></div>
VIOLENCE	<div style="width: 15%; background-color: #e91e63;"></div>
POLITICS	<div style="width: 25%; background-color: #e91e63;"></div>

Current Level: Low

Solidarity Movement for Gender Inequality



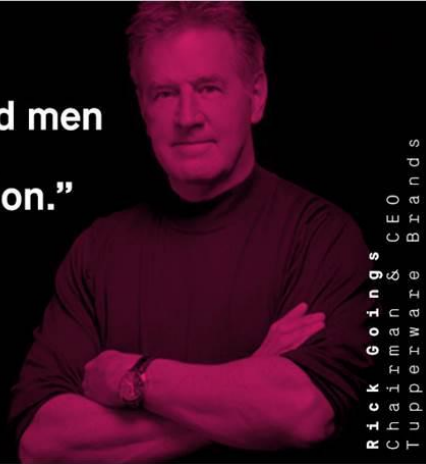
IMPACT 10x10x10

"I am thrilled to stand in solidarity with women and men around the world as a HeForShe IMPACT champion."



HeForShe

UN Women Solidarity Movement for Gender Equality



Rick Goings
Chairman & CEO
Tupperware Brands

- 10 Head of State
- 10 University
- 10 CEO)

"We are, as Koç Holding, proud to announce as an IMPACT 10x10x10 Champion. We are committed to using our influence within and beyond Koç, inviting men across Turkey to join us in taking action for gender equality."

Mustafa V. Koç
Chairman
Koç Holding



HeForShe

UN Women Solidarity Movement for Gender Equality



empowerwomen

The Women's Empowerment Principles

An integrated approach to gender equality

The Principles	
1	Leadership Promotes Gender Equality
2	Equal Opportunity, Inclusion and Nondiscrimination
3	Health, Safety and Freedom from Violence
4	Education and Training
5	Enterprise Development, Supply Chain and Marketing Practices
6	Community Leadership and Engagement
7	Transparency, Measuring and Reporting

Launched in 2010 by the UN Global Compact and UN Women following an extensive, international, multi-stakeholder consultation

A platform to mobilize business action for the Sustainable Development Goals (SDGs)

Framework to guide all businesses - regardless of size, sector or geography - how to empower women in the **workplace, marketplace and community**

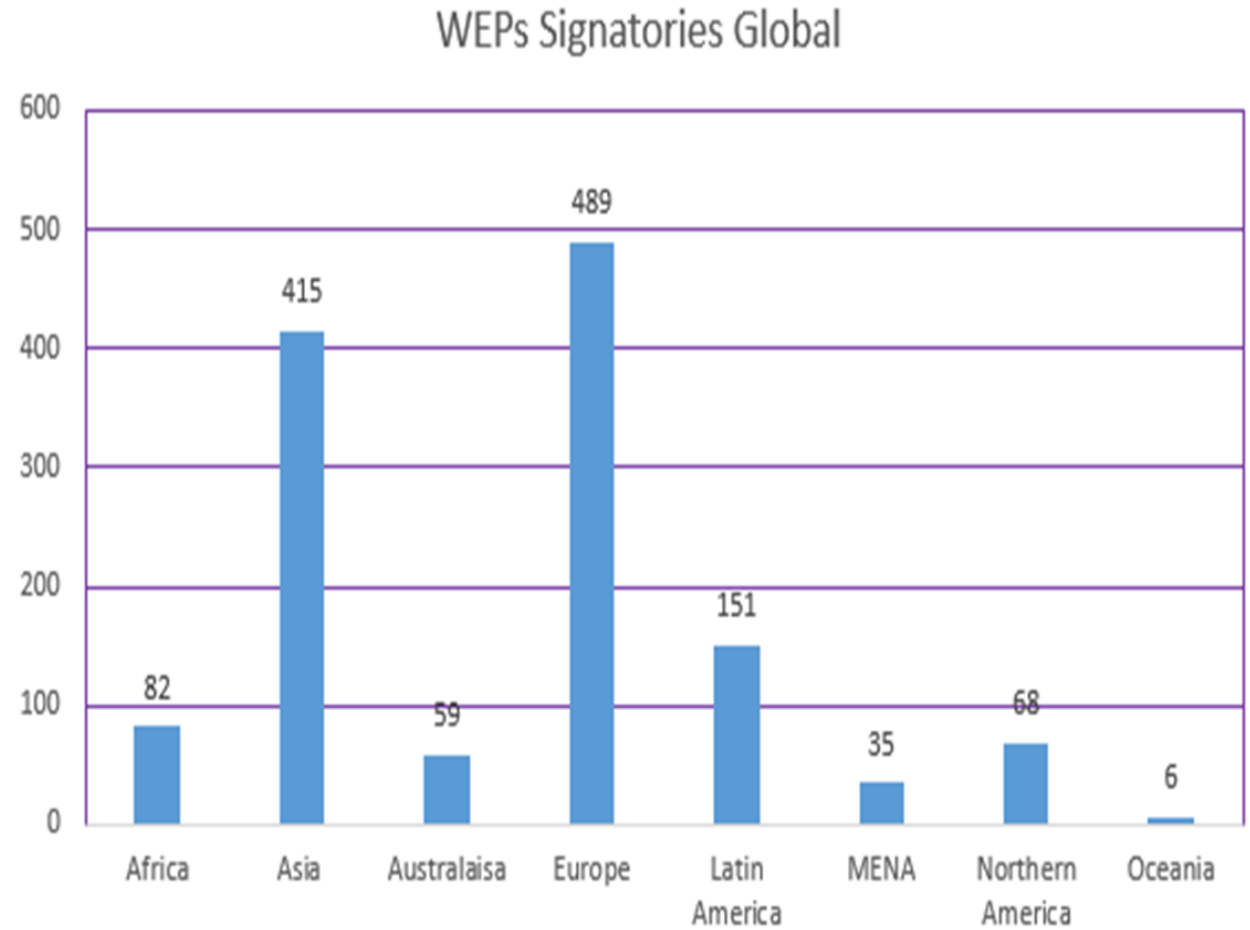
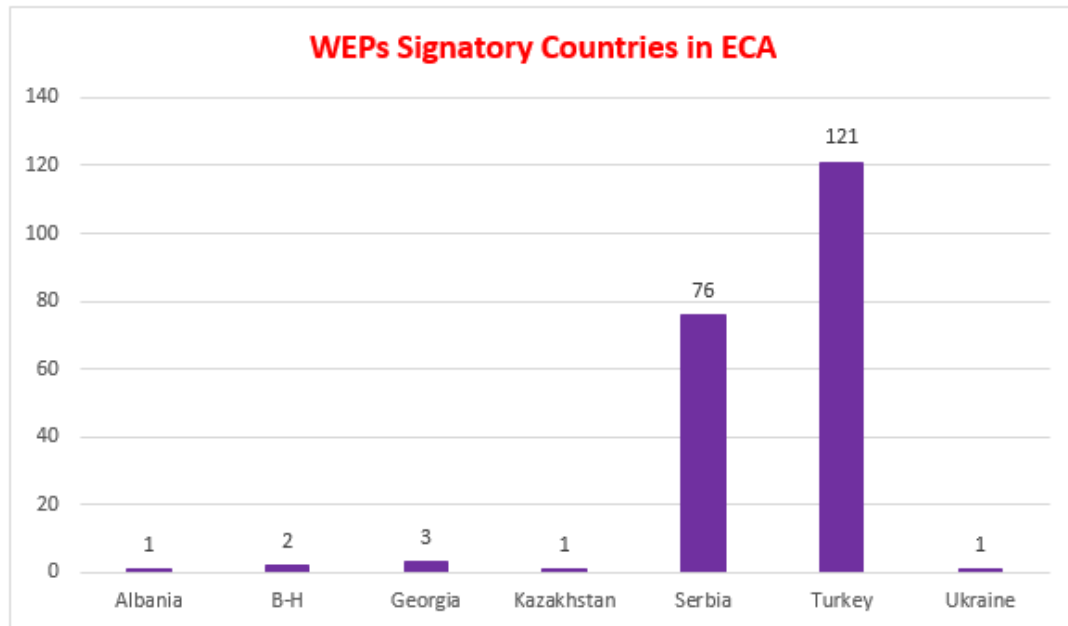
Signatories: corporate entities w. > 10 employees

“When you embrace these Principles, you join a great and gathering movement to unleash the power of women and change the world...By working together based on shared values, we can advance the common good.”

- UN Secretary-General Ban Ki-moon



WEPs Signatories in Europe and Central Asia



Business Profile



MAS Holdings

SRI LANKA

Sector: Personal Goods
69000 employees



About

MAS Holdings, a Sri Lankan company founded in 1986, produces fine apparel worthy of the most respected international brand names in the world. A leading manufacturer of intimate apparel, sportswear, performance wear and swimwear, MAS leverage on an eco-system of design offices, apparel manufacturing plants, fabric mills and component manufacturing facilities to provide a unique solution to its customers. The 41 state-of-the-art facilities spread over 10 countries provide employment to 69,000 people. MAS's apparel customer portfolio include global brands Victoria's Secret, Nike, Marks and Spencer, DBA, lululemon, Soma, Columbia Sportswear and Ralph Lauren. MAS has broadened its focus beyond apparel to the fashion and lifestyle space, providing SAP-based IT solutions to the global apparel & footwear industry, privately owned industrial parks and launching Sri Lanka's first international lingerie brand - amanté.

Mas Holding's Good Practices

Since its inception in 1986, the empowered employee lies at the centre of MAS Holdings' organizational strategy, reveling in a culture geared towards excellence. Under the guidance and direction of Co-founder and Chairman Mahesh Amalean, the company has nurtured associates to be equally exceptional in both their job roles and role in society.

In recognition of the need to widely address gender equality and women's



Your Personal Profile



Mpume Mqwebu

Chef at Nguni Foods NPO and Africa Meets Europe Cuisine

Durban

[Connect on social media](#)

About



Female



Joined: 24 February 2015



Lives in: Durban

Country: South Africa



Nguni Foods NPO and Africa Meets Europe Cuisine
Business owner or entrepreneur



Food and Nutrition security

Biography

Passionate about teaching rural women about healthy eating using what they grow in their own gardens as childminders who feed children and their families. Supporting the local producer, cooking in season, growing women from small growers to food artisans and preserving food.



"The current model for working mothers does not work - their professional and personal goals are not aligned, and too often, women are forced to sacrifice one for the other." - Manon DeFelice



Ring the bell around the world

The "Ring the Bell for Planet 50/50 by 2030" event is a global collaboration between the UN Global Compact, UN Women, the Sustainable Stock Exchanges Initiative, International Finance Corporation (IFC), the World Federation of Exchanges, and Women in ETFs. It aims to raise awareness about the importance of women's economic empowerment to business and sustainable development. About 40 stock exchanges have

already joined the campaign.

[More](#)

Building a bankable startup!

On 2 April 2016, Empower Women and BznsBuilder organized a Business Planning and Financial Modeling workshop for entrepreneurs and start-ups in Cairo. The workshop aimed to help aspiring entrepreneurs answer core questions: "Is my business plan bankable? Can I defend my idea and project in front of investors?"



[More](#)



Empowered women transform lives in Ethiopia

The UN Joint Programme on Gender Equality and Women's Empowerment launched in 2011 has benefited over 19,500 women in Ethiopia. Kimiyaa Umar, a middle-aged energetic mother of six, who is leading a group of 13 women benefiting from the programme has demonstrated that access to



Welcome to iLearn – a global mobile learning platform. Women entrepreneurs share with you the decisions that led to their success. Learn about their strong motivation, personal drive, knowledge and skills. Join these women on their learning paths and make it yours!

mySELF

myMONEY

myCOMPANY

myPRODUCTS

myPEOPLE

myCOURSES

Separate private and business finances to help your business grow.

Bio



Olvia Ogbuaku - Nigeria

Olvia Ogbuaku is the CEO and Founder of Olvia's Juices in Nigeria.

Story

My company, Olvia's Juices, makes 100% natural fruit juices. To make this company successful, I had to get training to manage my company's finances.

I am very passionate about what I am doing but there were lots of things I didn't know, especially about financial management. I didn't have any bookkeeping. I was not keeping any records. I was recording my daily sales and

I had a bank account, but maybe in a whole month, I didn't go to the bank. I was using money from my sales on myself and my family. There was no separation between the business account and my personal account. Every

I did not know how to manage my staff. Even though I had just one person, I didn't know how to manage her.

After receiving training, I became more focused. Now my bookkeeping is excellent. We put the day's money in the bank every evening before the bank closes, no matter the amount. I have separated the business from my salary.

I have created a brand and I have a label on my boxes called Olvia's Juices. I have two people in production and I have one marketing executive who goes out to get events for us. I am planning to employ more people this year.

I now have a structure. I contact my customers by SMS. They come, and they refer people.

Questions to the reader:

1. Do you keep records of all your business transactions?
2. Do you separate your private money from the money generated by your company?
3. Do you have a bank advisor who can explain how to manage your bank account?

Lessons

1. Bookkeeping: To successfully manage your company, keep track of your cash flow (revenue and all expenditures). Careful bookkeeping is necessary to track the growth of your business and know when your sales are falling.
2. Decision making: Keeping good financial records allows you to make decisions on business expenses, such as paying yourself a regular salary, hiring staff, buying equipment, and paying for marketing and publicity.
3. Banking: A bank will be more willing to give you credit and loans when you have records that are in good shape. This will also help to attract investors.

العربية

বাংলা

English

Español

Français

हिंदी

Kiswahili

தமிழ்

I am (wo)man

1 Year Campaign

300+ Stories EW community – women & men > 60 countries





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