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Navigating Challenges, Inspiring Change: Stories of Triumph from Leading Businesswomen of Uzbekistan

CASE STUDIES:





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BREAKING BARRIERS: THE INSPIRING JOURNEY OF A WALL STREET POWERHOUSE



- **FOUNDER AND CEO OF FINTELLECT, INVESTMENT EDUCATION**
- **CO-FOUNDER & CEO OF TWELVE STARS CAPITAL INVESTMENTS PREVIOUSLY WORKED AT JULIUS BAER MIDDLE EAST, PRIVATE BANKING IN DUBAI, UAE AS A RUSSIA CENTRAL EASTERN EUROPE (RCEE) RELATIONSHIP MANAGER, DIRECTOR**
- **WORKED AS AN EMEA EQUITY RESEARCH SALES, ANALYST AT MORGAN STANLEY, INSTITUTIONAL EQUITY DIVISION IN NEW YORK**
- **GRADUATED FROM UNIVERSITY OF PENNSYLVANIA, THE WHARTON SCHOOL**

**TAMILLA
KURBANOVA**





Who is Tamilla? What are her current duties?

The woman entrepreneur in focus is Tamilla Kurbanova, the founder and CEO of fIntellect Investment Education, the Co-Founder & CEO, Director of Twelve Stars Capital, a prominent investment firm based in Tashkent, Uzbekistan. Her leadership has been instrumental in guiding the company towards achieving significant milestones in the investment sector. Tamilla, a successful woman in finance, is dedicated to enhancing the financial intellect of the Uzbek-speaking public. Her commitment to this endeavor is reflected in her creation and delivery of personal finance and investment courses designed to empower individuals to make informed financial decisions. To ensure widespread accessibility, she diligently produces finance-related educational content in Uzbek, which is publicly available on Instagram @tamilla.uzb and YouTube. A key message that Tamilla strives to convey is the fact that financial literacy is a learnable skill that paves the way for financial stability and security. Through her teachings, she introduces the concept of the compound effect, enlightening individuals about the potential for long-term financial prosperity through small but regular investments.



Furthermore, Tamilla is passionate about educating the public on the risk-reward trade-off, emphasizing the importance of correct assessment and management of investment risk. She places significant emphasis on teaching the proper construction of investment portfolios tailored to individual risk tolerance and diversified across various asset classes, equipping her audience with the necessary knowledge to make sound investment decisions.



In addition to her educational initiatives, Tamilla actively engages in speaking at forums, universities, and social projects, where she shares her personal story and imparts financial wisdom, particularly focusing on empowering youth and women. Through her efforts, she aims to inspire and educate, nurturing a community equipped with the knowledge and confidence to navigate the world of finance and secure their financial futures.

Tamilla has taken on the ambitious role of raising awareness and educating foreign investors about the immense market potential that Uzbekistan offers. Her efforts are aimed at attracting funds from outside Uzbekistan to invest in medium-sized projects spanning various sectors, while meticulously sourcing and selecting high Return on Equity (ROE) projects with optimal risk profiles. Additionally, she is dedicated to ensuring that the legal, tax, and execution aspects of investment projects are managed with precision, guaranteeing a seamless and compliant investment process.



Tamilla's mission is to shed light on Uzbekistan's burgeoning market opportunities, making it an attractive prospect for foreign investors. Her strategic initiatives encompass a comprehensive approach to secure external funding and identify lucrative investment projects, all while prioritizing the legal and financial intricacies involved in the investment process. Through her commitment, Tamilla endeavors to bolster Uzbekistan's investment landscape and drive sustainable growth across diverse sectors, laying the foundation for a prosperous economic future.



Educational background



“When women are educated, their countries become stronger and more prosperous.” – Michelle Obama



How did the journey start?

At the age of 16, Tamilla was awarded with FLEX (Future Leaders Exchange Program) scholarship. FLEX is a highly competitive, merit-based scholarship program funded by the U.S. Department of State that operates in Armenia, Azerbaijan, the Czech Republic, Estonia, Georgia, Greece, Uzbekistan and many other countries. Over 35,000 students compete annually in multiple rounds of testing to earn a FLEX scholarship, which provides for them to spend an academic year in the United States living with a volunteer host family and attending a U.S. high school. Even though Tamilla was young, she was ambitious and brave. Her parents allowed her to study at school in the US because they strongly desired their daughter to receive high-quality education. In 2000, with only \$108 in her pocket, she went to the US because of her thirst for knowledge and her parents' desire for a brighter and successful future for their daughter. Tamilla always highlights that the main reason for her success is her parents' investment in her education and knowledge.



After finishing high school, Tamilla applied to 44 US universities. She was accepted to 40 of them, Among 4 which rejected her was Wharton School of the University of Pennsylvania. In 2001, she started her studies at Drexel University, Drexel University is a private, research institution with its main campus in Philadelphia, Pennsylvania. Studied at Drexel 2 years, Tamilla's dream finally came true. Wharton accepted her with full scholarship.



The Wharton School of the University of Pennsylvania, often referred to simply as Wharton, is one of the most prestigious business schools in the world. The school is best known for its rigorous finance program.

KEY TAKEAWAYS

- The Wharton School of Business, part of the University of Pennsylvania, is one of the world's foremost business schools.
- Its finance program has long been considered the gold standard internationally.
- It is associated with a noteworthy series of founders and senior executives in the financial sector.

The Wharton School not only imparted high-quality knowledge to Tamilla but also facilitated valuable networking opportunities and paved the way for a successful career.

What do you know about the most prestigious business school?

FAST FACT

Some of the notable figures who have attended Wharton are Donald Trump; Warren Buffett, CEO of Berkshire Hathaway (BRK.B); Sundar Pichai, CEO of both Alphabet (GOOG) and Google; and Elon Musk, founder of Tesla (TSLA) and SpaceX and co-founder of PayPal (PYPL).





*“The only way to fail
is to stop trying”*

In the summer of 2005, Tamilla secured an internship at Morgan Stanley, where she worked for 10 weeks. Reflecting on her experience, she recalls, "It was very, very rigorous as it was a rotation program. Every day we were at a different desk on the trading floor. And every day, you met 6 to 10 people who you had to impress, because at the end of the program, everyone gave feedback on you. And only those people who got a lot of positive feedback got offered a job. So out of, I think, 50-plus people, only 12 or something got a full-time offer. I also got a full-time offer because I had two sponsors who said that they would hire me for their desk to come back in one year. One of them was from EMEA Sales, which I ended up taking. EMEA Sales is an Emerging Europe, Middle East, and Africa sales desk. And I liked that because I speak Russian, Turkish, and a bit of Arabic."

Empower through education

Although she did not immediately secure a position, she was eventually accepted by Morgan Stanley after being interviewed and placed on the waitlist. Prior to this, she had received two other internship offers from Bank of America and Bear Stearns. Morgan Stanley is known as a leading global investment bank and wealth management firm, employing more than 82,000 people worldwide. The company generates revenue primarily from three segments: Institutional Securities, Wealth Management, and Investment Management, recording \$53.7 billion in revenues for 2022.

Tamilla emphasizes the importance of perseverance, stating, "One thing that's very important is that nothing worked out from the first time. So I usually just kept on going and persevering and trying because when you try and keep trying and trying and trying, eventually you will reach success. So Flex was not from the first time. Wharton was not from the first time. The job I was accepted for was not the first time try."



During her tenure at Morgan Stanley, Tamilla worked in equity sales, where she was responsible for selling stocks to clients and advising them on recommended purchases. Reflecting on the challenges she faced, Tamilla notes, "In general, it was trading. Even though I was not trading (she was stock sales), I was still sitting on the trading floor. And of course, on the trading floor, you have 90% men. In general, I think there is a stereotype that on the trading floor, you have to be super stress resilient because people think that men are better at doing this job than women."

She also mentioned the demanding hours, stating, "I would start work at 6:30 and finish at 6:00 or 7:00 in the evening, resulting in a 12-hour workday. The moment you stepped in at 6:30, it was high-paced and nonstop, continuing in that manner for 12 hours. It took some time to adapt to this intense schedule."



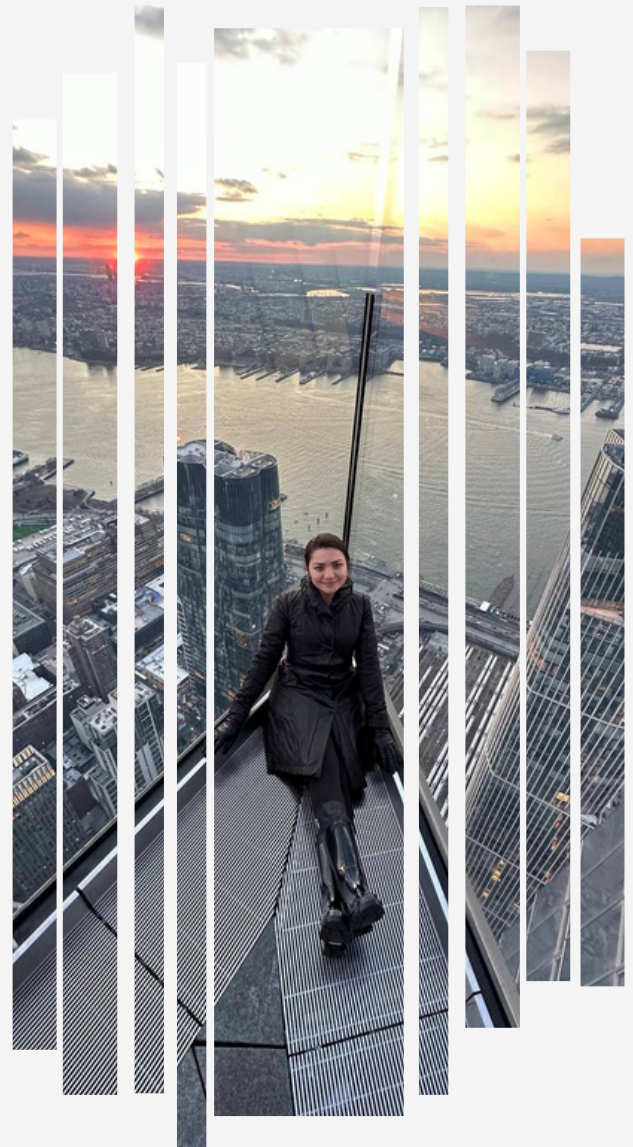
HOW DID SHE NAVIGATE FINANCIAL CHALLENGES?

*"I was always
entrepreneurial"*

When she first arrived in the US, she only had \$108. Afterward, she started receiving a \$100 stipend every month. In addition, she took on various side jobs to earn money, aiming to support her family back home. She seized every opportunity to work, including babysitting while at Flex.

During her college years, she worked as a campus receptionist, sold perfume, served as a cashier at a restaurant, and distributed menus for a pizzeria by placing them under dormitory doors.

Reflecting on her financial challenges, she stated, "I had financial challenges, but always kept wanting to help my family back home. I took any job that I could take to make more money, and so that was always entrepreneurial. I was always entrepreneurial."



What are the lessons learned?

Confidence and Self-Belief: Believe in yourself and your abilities. Confidence can be a powerful asset when navigating the challenges of entrepreneurship.

Networking and Mentorship: Build a strong network of peers, mentors, and advisors. Seek out other successful women in business for guidance and support.

Embrace Your Unique Perspective: Recognize and embrace the unique perspective and strengths that being a woman in business can offer. Use it to your advantage in decision-making and problem-solving.

Financial Literacy: Invest time in understanding financial management and planning. This knowledge is crucial for the success and sustainability of any business.

Work-Life Balance: Strive to maintain a healthy work-life balance. Balancing business responsibilities with personal well-being is essential for long-term success.

Embrace Technology: Leverage technology to streamline processes, reach a wider audience, and stay competitive in the digital age.

Continuous Learning: Commit to continuous learning and skill development. Stay updated on industry trends, business strategies, and leadership skills.

Resilience and Perseverance: Entrepreneurship often involves setbacks and challenges. Cultivate resilience and perseverance to navigate through tough times.

Seek Supportive Environment: Surround yourself with a supportive environment, whether it's at home, in your community, or through business networks.

Advocate for Yourself: Don't be afraid to advocate for your business and yourself. Communicate your value proposition confidently and assertively.



ASK YOURSELF BEFORE YOU START YOUR BUSINESS



FAQs

What traits contribute to the success of a businesswoman?

A businesswoman can achieve success by continually honing her skills in effective communication, presentation, quick and strategic decision-making, negotiation, and problem-solving. Excelling in these areas can boost her confidence and contribute to her professional success.

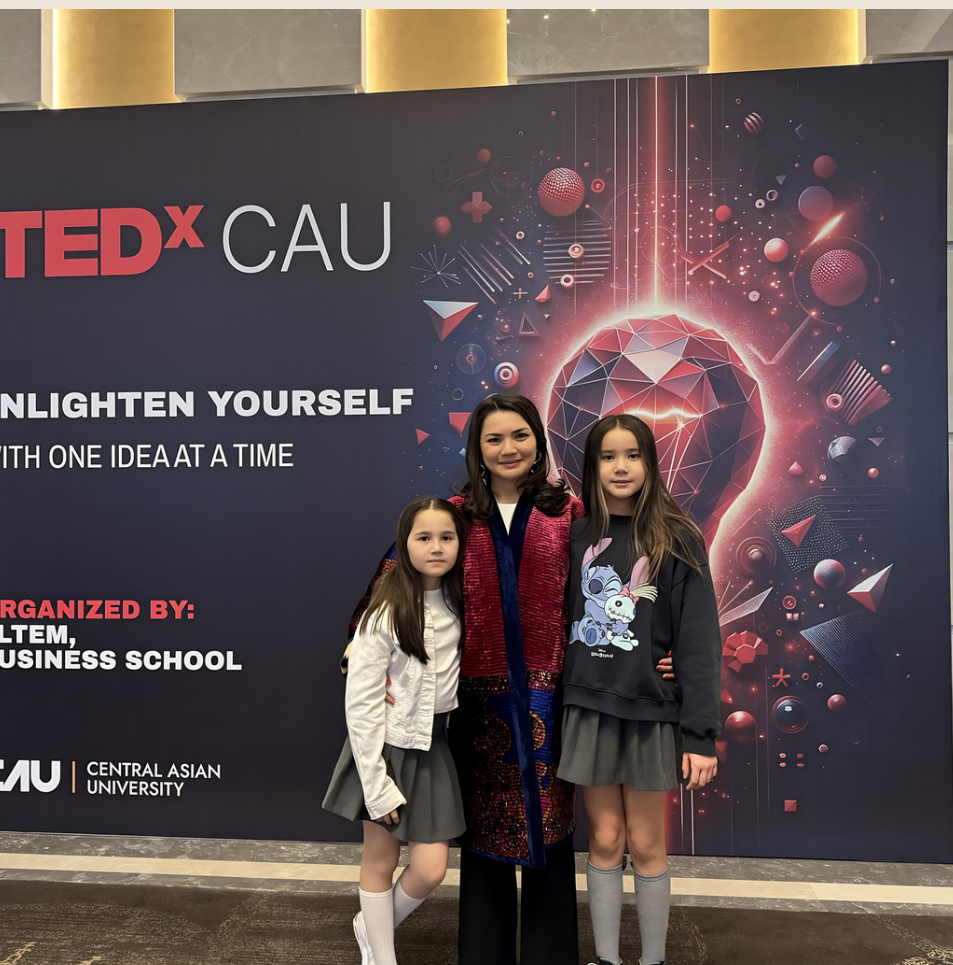
How can I fund my business as a woman entrepreneur?

Consider options such as small business loans, grants for women entrepreneurs, angel investors, and crowdfunding platforms tailored for women-owned businesses.

- Who am I beyond my skills and knowledge?
- What characteristics do I possess that help me to triumph over difficulties?
- How can I apply these traits to the challenges I am facing today?
- Who would I be if I were to stop everything and give voice to my heart?
- What am I keeping in exile that needs to be free? If I did not have to be great, what path would I take?
- Is there a way to enjoy my restless rumblings without sacrificing love and peace of mind?
- What is my highest potential? I might be good at what I am doing, but am I doing my best work with the skills, gifts, and talents I possess?
- How can I wander with purpose and intention, knowing what difference I want to make and the mark I want to make?



Last, but most important advice from Tamilla



Tamilla always advocates for women's education. There is an old saying that our children are what we say they are. How do you want to brand your daughter? Do you want to brand her as a princess (who waits for her prince to come and rescue her) or do you want to brand her as a hard worker, or good problem solver, or smart, or willing to try new things?

According to Tamilla, first key to unlocking leadership and success starts with branding our daughters with words of strength. Taking every opportunity you can to notice, to praise, and to strengthen those genuine skills and talents that you want to foster.

"Tell your daughter she is good at math when she shows success in this area. Encourage this success and then let her know that hard work and determination are her strengths. She will believe you and these traits will grow".



*"Everything starts
with educating our
daughters"*

Tips to promote learning of our daughters:

- Study and investigate things together.
- Encourage her to share what she is studying in school
- Do not limit her capabilities by not calling attention to them.
- Support her interest in science and mathematics. We desperately need women in these fields.
- Take an interest and use her questions or comments for an opportunity to investigate a new area with her

“My priority now is teaching our Uzbek people, increasing their financial literacy and financial intellect”.

Currently Tamilla is a CEO of fIntellect. The company's main focus is education. Tamilla is currently focused on creating a product that generates valuable content and educates people. She utilizes social media platforms like Instagram and YouTube to share her knowledge and also organizes online and offline courses on financial management and literacy. She says: “And I recognize now that what I do is valuable. And I just need to keep doing what I'm doing. And it will all come”. Additionally, Tamilla highlights the role of social media, particularly Instagram, in reaching a wider audience and managing her business. She started her professional blog in May, 2023. She describes a significant milestone in her company's growth, where she was able to increase her Instagram followers from 5500 to almost 90,000 in less than 1 year by focusing on sharing her knowledge and creating valuable content.

Despite her strong background and experience, Tamilla has chosen to return to Uzbekistan to educate and inspire women and young girls. She aims to challenge the traditional beliefs in Uzbekistan that limit women's educational and professional opportunities. ***Her mission is to empower women to pursue higher education, build successful businesses, and achieve financial independence through hard work and belief in oneself.***

Teach to Empower



FAQs



How can I access business development opportunities and support specifically tailored for women in business?

Look for entrepreneurship programs specifically designed for women, seek out workshops and training sessions, and explore government-sponsored initiatives for women in business.

What are some key considerations for marketing and promoting my business to a wider audience?

Utilize social media platforms, consider influencer partnerships, attend industry events, and leverage content marketing to reach a wider audience.

What resources are available for women entrepreneurs looking to network and seek mentorship?

Explore women-focused business organizations, attend industry events, and seek mentorship through formal programs or by connecting with successful women entrepreneurs.

How can I navigate the process of scaling and growing my business as a woman entrepreneur?

Develop a clear growth strategy, invest in marketing and sales efforts, consider strategic partnerships, and seek advice from experienced entrepreneurs.





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INSTAGRAM:**

@TAMILLA.UZB



**FOLLOW TAMILLA ON
YOUTUBE:**

@TAMILLAKURBANOVA



ERASMUS+ | WOMEN | EMPOWERSHIP

EMPOWER

Every woman's role in society and business is immeasurable.

BEST ACHIEVEMENTS IN LIFE

**MARINA
DJABBAROVA**

The role of all women in the world in business is increasing

March 2024 |



THE PURPOSE OF THIS STUDY IS TO SHOW THE WAYS TO ACHIEVE SUCCESS
IN WOMEN'S ENTREPRENEURSHIP THROUGH THE EXAMPLE OF MARINA
DJABBAROVA.

EVERY WORK STARTS WITH SIMPLICITY



INTRODUCTION

Marina Djabbarova was born on August 9, 1987, and married. Head of "GASUP" enterprise for the production, service, and catering network of national handicraft products. Marina is a young entrepreneur who speaks three languages.

Marina Djabbarova began her career as a simple teacher. From 2005 to 2009, she studied at Namangan State University, specializing in English language. Despite her young age,

Marina Djabbarova is very diligent. Marina Djabbarova started her career by preparing more than thirty diet meals in the cafe "Blinnaya" in Namangan, in the park of the Valley of Legends.

Later, she reorganized her business, bought

\$35,000 worth of machinery and equipment from Russia, and made the people of Namangan happy by providing the best service with the production of high-quality food, confectionery, and semi-finished products.

MOTIVATION IN LIFE

The role of women in society is immeasurable, there are unlimited opportunities in this regard, only women should move towards their goals.

She also established the "Museum-showroom" of national handicrafts of the "Silk Granat" enterprise, which is considered the only one in the valley.

In this showroom, more than 70 craftsmen-entrepreneurs in the field of national knives, shepherd's hats, ceramics, embroidery, national dresses, and other national handicrafts operating in the Fergana Valley have united.



Due to this quality, in a short period, during her 4-year career, she became one of the prominent businesswomen in the region. She has been working in several fields.

Currently, Marina is engaged in the production, service, and establishment of the catering network of National handicraft products. The unique aspect of Marina's business is the production of items that reflect the Uzbek nationality.

COMPANY NEWSLETTER

WWW.NAMSIFL.UZ



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Business journey & Business model

In 2020–2023, participated in the international tourism and national handicraft exhibitions held in Moscow, Russian Federation, won the Best National Product, and Most Active Participant nominations, participated in the international tourism fair held in Tashkent in 2022–2023, was a trainee of the American Academy of Women's Entrepreneurship, UN The absolute winner of the TD Women's Initiative project was awarded the 2023 "Active Entrepreneur" badge.

Although she initially started a business called Blinnaya, Marina's interest in appreciating a craft that represents the nation from a young age influenced her business activities.



New Partnerships Formed

Newsletter Highlight

The successful business of the
Marina is discussed



Inside The process of business

- "Silk Granat" enterprise was established in Moscow in 2019 by M.Djabbarova. The Namangan regional branch of this enterprise opened on Independence Day in June 2022 and started working.
- It serves to introduce Uzbekistan and our national values to the whole world, and secondly, it facilitated the sale of national handicraft products produced by national knives, shepherds, hats, ceramics, embroidery, and other types.

- In the Showroom Museum, ancient masterpieces of national handicrafts of 18-20 centuries are preserved and attract tourists. Visitors can visit the showroom and get to know and buy all the historical and national crafts of the region in one place. The process of supplying the enterprise with products is given by M.Djabbarova to the artisans with raw materials and the necessary shape and design, and the artisans prepare and deliver these products to their homes. All these products are organic and natural. The annual turnover of the enterprise is 1 billion sum from that 400 mln sum is net income. "Silk Granat" exported clothes, bags, and national crafts made of national fabrics to Russia and Kazakhstan for 25 thousand dollars.

EXAMPLES FROM PERSONAL EXPERIENCE



By participating in the international exhibition of organic and natural products in Dubai, United Arab Emirates in December 2022, the products produced in our country were recognised by the whole world and contracts were signed with Australia, England, France, and Russia.

10,000 foreign guests and more than 100,000 local buyers visit this museum showroom annually. Among the famous guests from abroad, the President of Bashkortostan, Radiy Khabirov, and the well-known Safronov brothers from Russia visited the showroom. From 2021 to 2023 regarding the activity of the enterprise.

More than 20 times on local TV channels about the opportunities created for women, the company's activities, the Atlas Festival, the tourism potential of the valley, the graduation from the American Embassy Academy, on the topics of UzReport, Uzbekistan24, Madaniyat and Marifat channels around the world, and 2 times on the Russian TV channels Mir and TNT,



the entrepreneurial activity of the company was covered by the work process of the company. 105 workers are provided for running these businesses, of which 70 women and 35 men are workers, servants, and craftsmen. There is a production and tailoring, confectionery shop as well.

An effective results

MARINA'S JOURNEY CAN INSPIRE YOUNG ENTREPRENEURS, ESPECIALLY WOMEN WHO HAVE DOUBTS OR LACK CONFIDENCE IN THEIR ABILITIES.

From Marina's work, we can see that success can be achieved by adapting to new conditions and constantly looking for innovative solutions for your business. His work emphasises the importance of diligence and research in professional development and shows how you can impact your community by creating new jobs and contributing to the economic development of your country.

In her aspirations, Marina not only achieved professional heights but also became a source of inspiration for many, proving that women can achieve in any field, as well as leadership and success by representing the nation. Through his activities, he encourages young people not to be afraid to dream of big goals and to work hard to realize their ideas, despite all the difficulties and trials on the way to success.



Visit Marina's new exhibition space!

WE ARE IN LOVE. COME BY AND SAY HI.

The official name of the enterprise: "Gasup" private enterprise

Company address: 160100 New Namangan district, 12/22, Uzbekistan

Telegram: @MarinaDjabbarova
(<https://t.me/MarinaDjabbarova>)



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EMPOWER

ACHIEVEMENTS GULCHEKHRA TASHMUKHAMEDOVA

Business women's
role in society

2024

THE KEY OF SUCCESSFUL WORK IS SIMPLICITY

Gulchehra

Tashmukhamedova was born on August 21 in 1990, has gone from a young specialist without specialized education to a successful entrepreneur and inspiration for many.



In this case, we will look at her life and professional path, from her first failures in education to the creation and successful leadership of several high-profile companies in various industries. Despite a number of challenges and obstacles, Gulchehra not only achieved significant professional heights, but also played a key role in innovation and development of the market for IT services and educational programs.

Gulchehra

Tashmukhamedova holds the positions of director and founder in the companies LLC "GT Crown Holding" and IT company LLC "Revolution Team". In addition, Gulchekhra is the deputy director of the IT company "Perspective team" LLC



Her path to success began with an early failure at age 17, when she failed to get into Tashkent state university of law. However, her unbending spirit and desire to move forward led her to successfully complete her accounting courses. When she was taking an accounting course, the head of the training center tested the students. He saw potential in her and offered 17-year-old Gulchekhra a job as a manager at the same training center.

So she first started earning money at the age of 17 and a few months later reached the position of general manager.

4 THE BUSINESS JOURNEY



In 2008, she began working as a manager at Tahir fortuna trade LLC, which specialized in coffee production. This experience expanded her knowledge of business management. From 2010 to 2014, Gulchekhra studied at the Tashkent Institute of Architecture and Construction, successfully combining study with work. which proves her outstanding organizational abilities and ability to balance between various responsibilities.



In 2016, while working at Tahir fortuna trade LLC, a company specializing in coffee production, Gulchehra took an active part in expanding the business internationally. She attended the international exhibition of packaging solutions

"EuraPacking" in Turkey, where she successfully presented her company. During the exhibition, Gulchehra not only drew up a contract with new partners, but also developed a marketing strategy to promote the company's products in new markets. This step significantly strengthened the company's position on the international stage, proving its strategic vision and ability to find profitable opportunities for business development.





From 2013 to 2017 Gulchekhra Takhirovna successfully held the position of chief accountant in the company "Tahir - fortuna - trade". where she demonstrated her outstanding abilities in the field of financial management. Her skills and desire for development led to her being offered the position of deputy director of this enterprise in 2017.

During her two years in this position, Gulchehra made a significant contribution to the growth and development of the company, which increased several times under her leadership. She mastered key production management skills, effectively negotiated with suppliers, conducted in-depth competitive analysis, and studied market trends. These achievements not only contributed to the prosperity of Tahir LLC fortuna trade but also strengthened her reputation as a skilled manager and strategist.





Life is not always easy, and sometimes it presents us with difficulties when it seems that there is no way out. This happened with Gulchehra, who faced problems both in her personal life and in her career. During these difficult moments, her future seemed uncertain. However, just when everything seemed lost.

Gulchehra received an unexpected offer that radically changed her life. She bravely decided to move to Kazakhstan, where she was offered the position of sales manager in an aluminum profile production company. This step opened up new opportunities and directions for her professionally, proving that behind every challenge lies a new opportunity.



In a short period of time, she not only learned how to solve complex problems, but also became deeply immersed in the technical details of the work. Her ambitions and desire to develop led to the creation of her own IT company in 2022 - Revolution team LLC. The new enterprise began its activities with ambitious goals and a desire for innovation, reflecting the name and spirit of its founder.



IMPACT AND INFLUENCE

In 2024 Gulchehra Tashmukhamedova expanded her business portfolio by founding GT Crown LLC Holding. This company is engaged in a unique combination of activities in the fields of tourism and education, offering travel agency services and accounting courses. In just two months since the launch of accounting courses within GT Crown LLC Holding, more than 60 people have successfully completed them. This success confirms the high quality of the educational program and the company's ability to provide practical knowledge that is in demand in the market.





Establishment of GT Crown LLC Holding was an important step in diversifying her business interests and reflects her ability to see and implement promising business ideas. This initiative not only provides valuable services to the market, but also promotes clients' professional development through quality accounting education.

IMPACT AND INFLUENCE

The courses are designed in such a way that participants can effectively master the necessary skills and apply them in their professional activities, which makes training at GT Crown LLO Holding an investment in everyone's future.

Lessons learned

Thus, each stage of Gulchekhra's career presented a unique set of challenges, the successful overcoming of which required from her not only professional knowledge and skills, but also the ability to adapt to the rapidly changing world of the IT industry.



Gulchekhra Takhirovna, in her rapid rise from the position of a simple teacher to a successful entrepreneur and director of her own company, demonstrates a history of not just career growth, but also constant personal development. Her achievements in the IT industry, ability to overcome professional barriers, and skills in business management and development make her a living example that determination, flexibility and an unwavering belief in oneself can lead to significant success in entrepreneurship.





Her journey can inspire young entrepreneurs, especially women, who face doubts or lack of confidence in their abilities. Gulchehra shows that success is achievable through continuous learning, adaptation to new circumstances and a tireless search for innovative solutions for your business. Her story highlights the importance of mentorship and support in professional development, and demonstrates how you can impact your community by creating new jobs and contributing to the economic development of your country.

A portrait of a woman with dark hair pulled back, wearing a white collared shirt under a dark blue vest with a decorative belt. She is looking directly at the camera with a slight smile.

CASE STUDY

**ZAMIRA
SAFAROVA**

*She started her own
company and faced
tough times, but
never gave up. Her
story shows how
strong and
determined she is.*

*Bukhara,
Uzbekistan*

Women Empowerment



The study explores the professional journey of Safarova Zamira Haydarovna, a trailblazing entrepreneur who made a great success in the building materials industry. Zamira Safarova's journey from a small start to the establishment of her own successful company symbolizes the spirit of tenacity, creativity, and courage. Zamira Safarova's entrepreneurial journey begins with a youthful enthusiasm for technology.

SURVIVING THE FOREST

Safarova continued in following her interest of STEM and finished with a degree in economics in spite of stereotypes from society. Her understanding of economics helped her to make smart business decisions and effectively navigate the market, while her skills in STEM subjects allowed her to inspire progress in the building materials industry. Safarova's varied education enabled her to find success in a field that was controlled by men and develop into an inspiring leader.

Born in Uzbekistan on February 11, 1962, Safarova Zamira Haydarovna has served as an inspiration for women in business. She graduated from the Bukhara State Institute of Food and Light Industry with a bachelor's degree. She selected this area to demonstrate her dedication to lifelong learning and flexibility, as well as to broaden her knowledge and get insights into sectors that are important to her business pursuits.

Safarova Zamira says: "Never underestimate your own potential"



WOMEN EMPOWERMENT

SAFAROVA'S PIONEERING START

Safarova Zamira Haydarovna began from by instructing young girls in sewing as part of her journey. Understanding the need of equipping women with useful skills, she arranged sewing classes in her neighborhood. She gave the girls the skills to create their own possibilities by giving them confidence and independence through these seminars, in addition to imparting important knowledge. Safarova's commitment to promoting good change at the grassroots level is shown in her work to uplift the next generation of women.

She researched extensively, analyzing industry trends, customer preferences, and competitors' offerings. She validated her idea by engaging with construction professionals, architects, and developers to understand their pain points and assess demand for her envisioned products. Firstly, she successfully managed to cooperate with the building materials industry companies in China.



WOMEN EMPOWERMENT

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Zamira Safarova says

Accept variety, encourage sustainability, continue strongly, and develop strong connections to overcome obstacles and build your own route to entrepreneurial success.



A CASE STUDY ON THE ENTREPRENEURIAL JOURNEY OF DR. RO'ZIYEVA DILNOZA ISOMJONOVNA



Who is she?

Dr. Dilnoza Isomjonovna born on May 24, 1968, in Uzbekistan, emerges as a beacon of inspiration for aspiring female entrepreneurs. Her journey from being a dedicated teacher to a successful businesswoman with a diverse portfolio is a testament to resilience, determination, and the pursuit of one's dreams. This case study explores the various facets of Dr Dilnoza Isomjonovna's entrepreneurial success, shedding light on the strategies and qualities that propelled her to achieve her goals.

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EDUCATIONAL BACKGROUND AND GLOBAL EXPOSURE

Dr. Dilnoza Isomjonovna laid the foundation for her remarkable journey through a solid educational background. Having pursued her studies in the Russian Federation, she earned a Ph.D. degree, demonstrating her commitment to academic excellence.

Her exposure to international education systems and diverse cultural landscapes during her studies abroad gave her a global perspective—an invaluable asset for an aspiring entrepreneur.

Starting her career as a teacher, Dr Dilnoza Isomjonovna gained valuable experience in education, honing her skills and understanding the needs of students.

This foundation served as a springboard for her entrepreneurial endeavours. Recognizing an opportunity to make a more significant impact, she took the bold step of establishing her private institute.



OVERCOMING STRUGGLES AND CHALLENGES

Dr. Dilnoza Isomjonovna's path to success was not without obstacles. Like any entrepreneur, she faced numerous challenges and financial constraints. However, her resilience and unwavering determination propelled her forward. Through strategic decision-making and a willingness to adapt to changing circumstances, she navigated the hurdles, emerging stronger and more capable.





DIVERSIFICATION OF BUSINESS VENTURES



As an entrepreneur, Dr. Dilnoza Isomjonovna displayed a keen sense of business acumen by diversifying her ventures. From the initial success of her private institute, she expanded her portfolio to include multiple business ventures.



This diversification not only showcased her ability to identify new opportunities but also mitigated risks by spreading her investments across different sectors.

Her ventures ranged from education to other industries, demonstrating her versatility and adaptability in the business world.



Role Model for Women and Girls



Dr. Dilnoza Isomjonovna's achievements extend beyond her professional success; she has become a role model for young women and girls.

HER STORY INSPIRES OTHERS TO BREAK THROUGH SOCIETAL NORMS AND PURSUE THEIR AMBITIONS.

- BY PROVING THAT GENDER IS NOT A BARRIER TO SUCCESS, SHE HAS CONTRIBUTED TO THE EMPOWERMENT OF WOMEN IN HER COMMUNITY AND BEYOND.
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DR. DILNOZA ISOMJONOVA SAYS:

"As a seasoned businesswoman, I know that reaching my goals means putting in the effort and staying committed. I'm not afraid of hard work because I understand it's essential for success. I'm driven by my love for my family and my desire to make a positive impact on society. I value every moment and use my time wisely to move closer to my dreams."

**DR DILNOZA
ISOMJONOVNA'S
ENTREPRENEURIAL
JOURNEY SERVES AS A
COMPELLING CASE
STUDY FOR WOMEN'S
SUCCESS IN
ENTREPRENEURSHIP.**

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Dilnoza Isomjonovna says:

**“SUPPORT IS
EVERYWHERE”**

*When you are young you
can do anything you want.
Try as much as you can*



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REAL LIFE EXAMPLES FROM SUCCESSFUL COMPANIES

Real-life strategies for starting and growing a successful business often come from the experiences and insights of those who have navigated the entrepreneurial journey themselves. Here are practical strategies drawn from real-life examples:

1. Start with a Problem-Solving Mindset

- Example: Sara Blakely, the founder of Spanx, started her business by identifying a common problem women faced with their undergarments and designed a product to solve it. Her problem-solving approach led to a billion-dollar company.

2. Lean Startup Approach

- Example: Dropbox, under Drew Houston, used a simple video to validate the demand for its product before building it out fully. This lean startup approach saved time and resources, and helped them focus on customer needs.



3. Build a Strong Brand Narrative

- Example: Apple's focus on creating a strong brand narrative around innovation and simplicity has made it one of the most valuable companies in the world. Your brand's story can differentiate you in a crowded market.

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4. Customer Feedback Loop

- Example: Airbnb continually improves its service by closely listening to both guest and host feedback, using this information to refine and enhance the user experience. Establishing a feedback loop can drive continuous improvement.

5. Foster a Culture of Innovation

- Example: Google encourages its employees to spend 20% of their time on side projects, which has led to the creation of products like Gmail and AdSense. Cultivating a culture that encourages innovation can lead to groundbreaking ideas.



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REAL LIFE EXAMPLES FROM SUCCESSFUL COMPANIES

6. Networking and Relationship Building

- Example: Reid Hoffman, co-founder of LinkedIn, emphasizes the power of networks and advises entrepreneurs to actively build and nurture professional relationships that can open doors to opportunities.

7. Embrace Failure as a Learning Opportunity

- Example: Spanx's Sara Blakely credits her father with teaching her to embrace failure. He would ask his children what they failed at each week, reinforcing that failure is not a setback but a step forward.

8. Bootstrap to Maintain Control

- Example: Mailchimp, a leading marketing platform, grew to a \$4.2 billion valuation without taking any venture capital money, allowing its founders to maintain control and grow the business on their terms.



9. Prioritize Customer Service

- Example: Zappos, the online shoe and clothing retailer, is renowned for its exceptional customer service, including a 365-day return policy and free shipping both ways. This commitment has led to high customer loyalty and repeat business.

10. Use Social Media Strategically

- Example: Fashion Nova leveraged the power of social media influencers long before it became a norm, growing its brand through strategic partnerships and becoming one of the most searched fashion brands on Google.

11. Diversify Revenue Streams

- Example: Amazon started as an online bookstore but quickly diversified into selling everything from electronics to groceries, and even developing its own products like the Kindle and AWS, ensuring multiple revenue streams.



Mamlakat Sodiqova

BUKHARA, UZBEKISTAN

WOMAN EMPOWERMENT



WOMAN EMPOWERMENT

MAMLAKAT SODIQOVA



Mamlakat Sodiqova, born on 1 January, 1979 in Uzbekistan, recognized the need for sustainable agricultural solutions early on. Armed with a degree in economy and a passion for technology and auditing, Mamlakat Sodiqovna set out to establish her own venture after her marriage, aiming to manufacture agricultural products, biodegradable packaging materials and dried fruits, fish.

Despite her enthusiasm, Mamlakat Sodiqova encountered numerous challenges in the early stages of her venture. Sourcing high-quality organic ingredients at scale proved to be difficult, and she struggled to find collaborators in a competitive market.



WOMEN EMPOWEREMENT



Story to tell

◆ NEVER GIVE UP



Mamlakat Sodiqova's story highlights the qualities needed to thrive in business: resilience, creativity, and smart planning. Not only is she a successful entrepreneur, but she also represents the strength and capability of Uzbek women within their families. This is evident in her ability to balance her business endeavors with her familial responsibilities, showcasing the multi-faceted roles women play in society. Her journey serves as a source of inspiration for other women, encouraging them to pursue their entrepreneurial dreams.

↓ WOMENEMPOWER.UZ

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Mamlakat Sodiqova succeeded in Uzbekistan by finding market gaps in digital services, partnering with local businesses, and investing in technology. Her focus on community engagement and building a strong digital presence helped her business grow quickly and stay competitive. Her ability to adapt and innovate kept her offerings relevant and in demand.



WHAT DREAMS ARE MADE OF

standing on top of the world and taking in the awe-inspiring
panoramic

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AGRICULTURAL INNOVATIONS



Mamlakat Sodiqova's success in Uzbekistan includes significant contributions to agriculture. She modernized farming practices, improving productivity and sustainability. By investing in advanced agricultural technology and techniques, she boosted crop yields and supported local farmers. This diversification into agriculture provided her business with a stable revenue stream and strengthened her ties to the community, enhancing her overall business success.



This diversification into agriculture provided her business with a stable revenue stream and strengthened her ties to the community, enhancing her overall business success. Her efforts not only improved the livelihoods of local farmers but also ensured a steady supply of quality produce for her other business ventures.





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THE LESSONS LEARNED

Starting a business can be a thrilling and challenging journey, especially for women who may face unique obstacles along the way. Here are some practical strategies and tips specifically tailored for women looking to embark on their entrepreneurial journey:

1. Define Your Vision and Goals

- Clarity of Purpose: Have a clear understanding of why you want to start your business and what you hope to achieve. This will guide your decisions and keep you motivated.*
- Set SMART Goals: Ensure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound.*

2. Develop a Solid Business Plan

- Outline Your Business Model: Clearly describe how your business will operate, make money, and grow.*
- Financial Planning: Include detailed financial projections and consider how you will secure funding.*

3. Build a Strong Support Network

- Seek Mentorship: Connect with experienced entrepreneurs who can provide guidance, advice, and support.*
- Networking: Join local business groups, women entrepreneur networks, and online communities relevant to your industry.*

4. Manage Finances Wisely

- Budgeting: Keep a tight control on your budget and expenses.*
- Funding: Explore various funding options including loans, grants, crowdfunding, and angel investors.*

5. Prioritize Work-Life Balance

- Set Boundaries: Create a schedule that allows you to focus on your business while also making time for yourself and your loved ones.*
- Self-Care: Remember that your health and well-being are crucial to your business's success.*





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