# PROMOTING GENDER EQUALITY IN THE CENTRAL ASIA REGIONAL ECONOMIC: LEADERSHIP JOURNEY

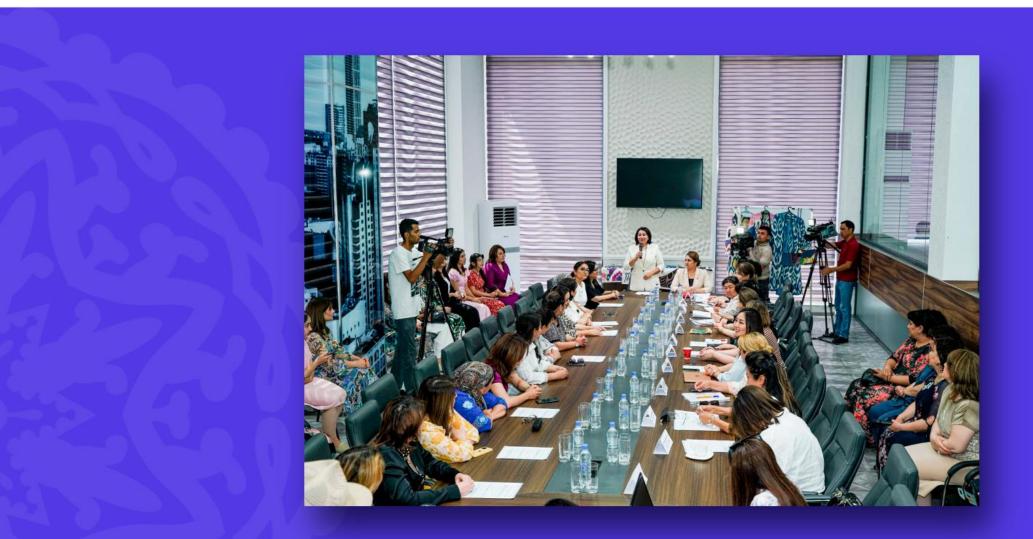
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Founder, Chair of the Board.

## THE START OF A JOURNEY: KNOWLEDGE TRANSFORMS LIVES



# The National Association of Business Women of Tajikistan





- 27 years of operation
- National Coverage
- 3000 members
- Over 80 projects realized
- Women's Empowerment
- Education
- Business Environment

ADVICE: LONG TERM STRATEGY WITH SHORT TERM FLEXIBILITY



#### **MDO IMON INTERNATIONAL**

- •2000 employees
- •350,000 clients
- •\$100m loans a year
- Market leader
- •Full gender lens



#### MICRO CREDIT FUND IMON

- Market innovator
- Promoting new technology
- •Full focus on gender inclusion

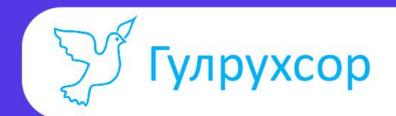


ADVICE: A COMPREHENSIVE APPROACH TO GENDER EQUALITY – DON'T WORK IN SILOS





## PUT GENDER AT THE HEART OF YOUR WORK: KNOWLEDGE, UNDERSTANDING ACTION



#### WOMEN'S CENTER "GULRUKHSOR"



- 26 YEARS OF OPERATION
- SHELTER FOR VICTIMS OF DOMESTIC VIOLENCE
- FREE OF CHARGE PSYCHOLOGICAL COUNSELLING, SOCIAL WORKER SUPPORT AND LEGAL ADVICE
- 3000 CONSULTATIONS A YEAR

ADVICE: FIND THE HIDDEN BARRIERS AND INCLUDE THEM

BE THE LEADER:
RECOGNISE NEED,
TAKE RESPONSIBILITY,
MAKE POSITIVE
CHANGE







- Social enterprise
- Handicrafts network
- Local production, world wide sales

ADVICE: LOOK FOR OPPORTUNITIES NOT JUST CHALLENGES

#### FARAH - BEST ENTREPRENEUR OF THE YEAR



- ROLE MODELS
- NETWORKING
- PROMOTION

**ADVICE: USE PEER INFLUENCE AND FIND NEW FORMATS** 

### BE SUSTAINABLE BE RELEVANT





#### WHERE NOW?

COMBINE PROVEN
METHODS WITH
INNOVATION

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