



# Women's Entrepreneurship for Empowerment Project Tajikistan

ANNUAL REPORT:

October 1, 2014 – September 30, 2015

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**Women's Entrepreneurship for Empowerment**

**TAJIKISTAN**

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<b>Activity Title:</b>	<b>Women's Entrepreneurship for Empowerment, Tajikistan</b>
<b>Agreement Officer:</b>	<b>Kerry West</b>
<b>Agreement Officer's Representative:</b>	<b>Mukhiddin Nurmatov</b>
<b>Project Manager :</b>	<b>Farrukh Shoimardonov</b>
<b>Sponsoring USAID Office:</b>	<b>Economic Development Office</b>
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<b>Author:</b>	<b>Farrukh Shoimardonov</b>

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## Abbreviations

USAID – United States Agency for International Development

AOR – Agreement Officer Representative

NABWT – National association of business women of Tajikistan

AMEP – Activity Monitoring and Evaluation Plan

PM – Project Manager

M&E – Monitoring and Evaluation

VC – Value Chain

VCT – Value Chain Team

FTF – Feed The Future

## Definitions

**Economically Active Women:** Women who are conducting their own business and have ongoing sales and income. The project assumes and confirms through ongoing research that Economic empowerment combats discrimination and disadvantage. Economically active women are more likely to participate in decision-making and be advocates for their rights.

**Economically Non-Active Women:** Women who have not started any business or have any ongoing sales.

**Dekhkan Farm** – Literally “peasant farm” - A commercial farm subject to the agricultural single tax to where the members of the farm own non-land assets defined by the farm’s charter. Types include individual, family, and collective. (*source: USAID Tajikistan FAST Project documents published in 2014*)

## Table of Government Administrative Units in Tajikistan

(sourced from USAID Tajikistan FAST Project documents published in 2014)

Generic English	Tojiki	Tojiki in English transliteration	Russian	Russian in English transliteration
Province(s)	Вилоят(ҳо)	Viloyat(ho)	Область (области)	Oblast(i)
District(s)	Ноҳия(ҳо)	Nohiya(ho)	Район(ы)	raiony
Sub-district(s)	Ҷамоат(ҳо)	Jamoat(ho)	Сельсовет(ы) / Джамоат(ы)	Sel'sovet(y) / Dzhamoat(y)
Village(s)	Деҳа (Деҳот)	Deha (Dehot)	Село (Села) / Кишлак(и)	Selo (Syola) / Kishlak(i)
Neighborhood(s)	Маҳалла (Маҳаллҳо)	Mahalla (Mahallho)	Махалла (Махаллы)	Makhalla (Makhally)

The term *Jamoat* (sub-district) is used often in this document.

## **Section I: Overall progress of the Women Entrepreneurship for Empowerment project**

- A project launch event was held in Qurghon Teppa, the regional center of Khatlon (Annex 1), gathering government and non-governmental stakeholders, partners and beneficiaries. This event built a momentum for the project and provided a strong visibility for the project in the eyes of the government, opening doors for
- A baseline (formative research ) was conducted allowing identification of barriers for women in business (Annex 2); This was used to develop an understanding of the barriers women face in starting and developing businesses.
- The 10 most economically active women-semi-finalists of Farah were prepared as mentors to the project through a study tour giving them a chance to view best practices in Turkey, hosted by KADIGER – the Women Entrepreneurs Association of Turkey.
- 324 inactive women took were trained in practical steps and basic “know-how” on how to start their own business, through trainings in a three day training program called “Start Up”;
- 304 women has increased their knowledge on agriculture, through a one day training on agriculture as a follow-up to the “Start Up” training;
- 18 women received consultancy from WEEP on legislation related their business;
- 60 women received practical skills training and in bakery and curtain sewing;
- Of all beneficiaries, only 6 of 324 inactive women took credit from financial institution and started their own business. Another 4 women started business without taking credit, for total of ten new businesses started by women with who the project is working. This small number of registrations can be attributed to both the ongoing economic crisis and the overall challenges of starting a business that cannot be overcome only by training.
- In total, 324 inactive women awarded certificates after receiving trainings on “Start Up” and “Agro” in 8 target areas of the project. 60 women have participated in vocational trainings. A total of 374 women received training from the project in Year 1. Almost all WEEP planned training activities for Year 1 occurred in Q4.
- A Year 2 Work Plan and AMEP was revised and submitted to USAID/AOR in September 2015.

## Section II: Activities and Progress Year I activities and progresses

**Objective 1: To empower women who are currently economically inactive to start microenterprises, through understanding the reasons why they are not participating, and then working to overcome these barriers.**

### 1.1 Understanding barriers via research and analysis and work with focus groups

Gaining an understanding of the barriers facing women was one in two main ways. One was through a formative research study, and the second was through interviews with all the women who the project is working with. While the initial baseline study was a useful starting point, its coverage was only 81 respondents, and 41 of them were IMON International microfinance loan clients, possibly skewing the results towards entrepreneurs with microfinance loan history. However, by the end of Y1 374 interviews were conducted with all beneficiaries, confirming the general findings of the baseline.

A follow up general analysis is planned for the end of project year two to be presented in the year two annual report. The broad set of interviews obtained by the end of year two will allow a confirmation on the conclusions of the baseline regarding barriers to entry for women starting businesses, and a longer term picture of the results of the project interventions.

The formative research was part of the activity plan and it was carried out in all 8 project districts during 9-17 June, 2015.

A broader write-up of the full formative research / baseline is presented in Annex II. Included in this section is a summary of the findings focused on barriers to women starting and developing their businesses.

The study used qualitative methods of data collection. Information was collected in two stages and the following data collection methods were used to address the formative research questions:

- In-depth interviews with potential beneficiaries (with women in the communities, active women and inactive men)
- Focus group discussion (jamoat staff, men and loan officers of IMON-International)

#### Key findings related to barriers for women's participation in business:

- 61 women out of the 81 are married and live with their families.
- 60 women out of the 81 live in male-headed households and 21 in female-headed households.
- 16 women out of 81 are the member of some type of women's social groups in their villages.



**Photo 1. The hired project staff is conducting in-depth interview with inactive women in one of the project target jamoat.**

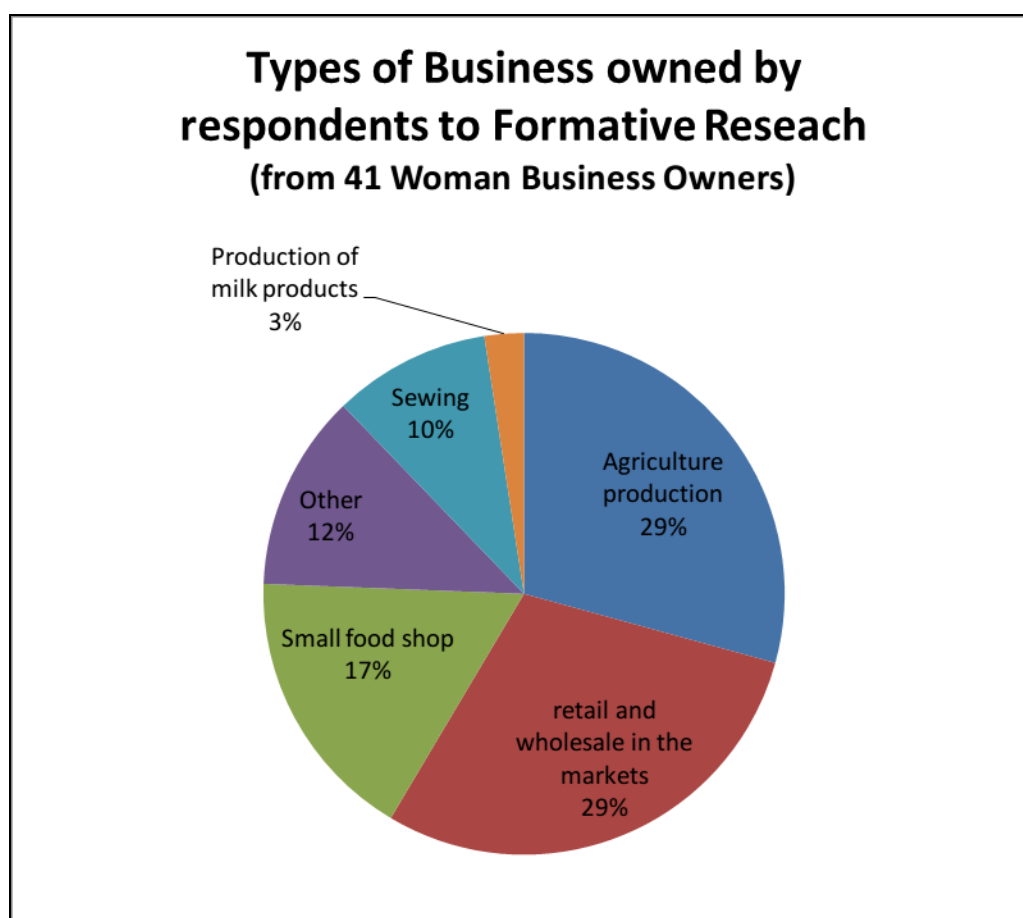


**Photo 2. A Tajik woman engaged in low cost of value chain activity in one of the target districts**



- 62 women out of 81 mentioned that they have women-leader in their village and they knew the women leader's name.
- 54 women out of 81 had specific knowledge of their rights, including the equality of men and women, domestic violence, women and labor, and education
- Based on results 12 women are working in with agricultural production and own a Dekhkan-farm, another 12 of them have retail or wholesale business in the market, 7 women own a small shop selling food products, 4 in the sewing workshop, 5 of them mentioned others (hair salon in the center of the district) and only 1 woman out of 41 mentioned about the milk production;

Figure 1 Chart of types of businesses owned by Women



- The results of the interviews showed that **28 out of 41 women decided for themselves about opening their business.**
- All 41 women mentioned that their business is active, in addition **35 women out of 41 pointed that they took a loan to start their business** and mainly from a microfinance organization (like IMON-International);
- **36 out of 41 women with existing businesses expressed their desire to expand their business** by opening up shop on dressmaking, expansion of stores, the expansion of the market place, opening the pastry shop, wedding salon, dairy products, and vegetable and fruit production.

- **38 of the 40 not active in business want to start their own business**, but problems such as **low self-esteem and a lack of confidence prevented them** from taking a step forward;
- The results of in-depth interview with women showed that **in order to start businesses women need support to improve their self-confidence through life-skill and business start-up trainings**, which will give them self-assurance and a roadmap to move forward in starting a business.

In the study many women mentioned needs for training in:

1. Sewing of curtains
2. Preparation of salads
3. Confectionery courses
4. Taxation
5. Accounting
6. Information about customs services
7. Greenhouse production
8. Horticulture
9. The fight against agricultural pests
10. The legal sanitary and epidemiological requirements to start their business.

Many women said that they do not feel the support of the family and they have fear that they will not be able to start a business. Also, many of them noted a lack of education, a lack of sufficient information about the how to start a business, a fear of high tax rates and a lack of financial resources prevents them to start entrepreneurship (Annex II).

**The followings barriers for women starting and operating businesses were identified from the formative research:**

*(Women with ongoing businesses and their struggles are also included in this table, not just women who are inactive)*

**Table 1 - Description of Barriers facing women in Business**

Issue	From Active Woman	From Non Active Women	Objective	Activity	Action Point(s)  Work Plant Y2 Activities focusing on these issues
Not supported by family	X	X	1	1c	<ul style="list-style-type: none"> <li>• WEEP focuses training on Business startup for women;</li> <li>• WEEP provides models (video, newspaper, etc.) of active women and also interviews with family members sharing their initial resistance and now support for the women's business.</li> </ul>
Lack of legal documentation for business registration	X		2	2a	<ul style="list-style-type: none"> <li>• Training in business practices and rights</li> <li>• Legal Training and consultation</li> </ul>
Lack of financial resources	X	X	1 2	1b 2d	<ul style="list-style-type: none"> <li>• Financial Management training in saving, business plan</li> </ul>

					development, access to credit (StartUp)
Threat of inspection by government agencies (tax, sanitation, fire)	X		2	2a	<ul style="list-style-type: none"> <li>Training in business practices and rights - Legal Training and Consultations</li> </ul>
Improper communication from tax inspectors  High Tax Rates	X		2	2a	<ul style="list-style-type: none"> <li>Training in business practices and rights - Legal Training and Consultations</li> </ul>
Lack of self confidence		X	1	1a 1c	<ul style="list-style-type: none"> <li>Ongoing encouragement from program and networking – study tours</li> <li>Follow-up monitoring and coaching via interviews</li> <li>Roundtables between active and non-active businesswomen</li> <li>Video and other media Interviews with women who share the story of starting a business</li> </ul>
Lack of education	X	X	1 2	1a,1c 2a,2b	<ul style="list-style-type: none"> <li>Start Up training</li> <li>Value Chain and Professional Trainings (Objective 1-1a)</li> </ul>

**The following positive opportunities were also identified by the formative research:**

- Many women are naturally already grouped. (This represents opportunities for training, networking, and extension outreach)
- Many women are empowered regardless of their marital status (working with male stakeholders to encourage and support women's decision to start business)
- Many of the women (28/41) reported that they had made their own decision to start a business.

The Monitoring and Evaluation team did a careful analysis of the StartUp material and concluded that the StartUp material focuses on the main issues found in the formative study, validating it as a key tool in helping economically inactive women overcome barriers to starting businesses.

Even so, a three day training and providing an introduction to microloan organizations is not enough support for women to make the huge step of starting their own business. The project also includes specific interventions of professional and agricultural trainings. Follow-up monitoring and research with beneficiaries who go through the initial trainings will be continued in year two to track the success of these trainings and look for other specific ways to help women start their own businesses.

## **1.2 Make women interested via basic business skills/vocational trainings compiled based on results of the research**

In order to attract women to start their business, **21 3-day business start-up trainings** (“StartUp”), **20 1-day trainings on agriculture** (“AGRO”) and **4 trainings on professional skills**, i.e. bakery and curtain sewing were conducted in target Jamoats during reporting period.

Business startup training were given to 324 women, 46 of them government employees, 10 had some type of agricultural work, and 3 of were already doing business like selling in market. Of the 324 trained in StartUp, 265 of them were economically inactive women.

Each of beneficiary women who participated was also interviewed, and the data collected into a database to continue the analysis of barriers to entry, and also to allow the project to track the steps economically inactive women were taking in starting businesses.



**Photo 3 Vocational training**

### **Training Step 1: Government Interactions and Relationship**

As best project practice in Tajikistan, after obtaining a project support letter from the Regional Governor’s office, District levels leaders were approached for written agreement for project activities, and requesting their input on which Jamoats the project was could work in.

### **Training Step 2: Selection of economically non-active women for trainings and Mobilization to attend the trainings.**

Based on government introductions, village and mahalla leaders were approached to suggest women who were not economically active. The criteria for non-active participants was:

1. 18-45 Years of age
2. Citizen of target District/Jamoat
3. Interest in starting a business

### **Training Step 3: Training Material Development**

The three day business Start-Up training was taken from the Imon International material. The themes covered in the StartUp trainings were:

- Gender equality: the life circle of people and enterprises;
- Entrepreneur women : women can succeed in business;
- SWOT analysis;
- Marketing;
- What is a business plan;
- Production, services and technology;
- Small Business Finance;
- Applying for credit for a business

The one day agriculture training was developed by the Value Chain Team. Two weeks of effort were used to develop the material and train the project trainers. Themes introduced in the “Agro” training were:

- Vegetable Production Management
- Vegetable IPM,
- Greenhouse management,
- Drip irrigation
- Mulching
- Compost making

For the agriculture training In house project expertise and the publication *Spravochnik po Zawite Rastenii* (2010) were referenced extensively.

#### **Training Step 4: Mobilization (gathering of groups) and Group Trainings**

With the permission and support of Jamoat and Community leaders group trainings were conducted. Results from the women participating in the trainings were generally positive, although please see notes below under Lessons Learned.

StartUp Training was conducted by experienced trainers.

Training events were also promoted on print media and on national TV.

#### **Lessons learned from Project Year 1 trainings:**

In fact, the project found it difficult to mobilize women to join the start-up. It was hard to get women to attend the StartUp trainings, because women did not understand the value. They were interested in direct professional skills training (baking, sewing, etc.) and not in business training. Project field staff learned the value of explaining the value of the course. As media and articles appeared about the program this also helped develop interest among women to join the StartUp training.

After trainings follow-up monitoring found that some of the women who attended the first StartUp trainings were not in fact interested in starting a business. This was also do to the fact that some women designated for the trainings were chosen by village leadership and did not have much interest in starting a business. Project field staff found it important to apply the criteria of interest in starting a business to the StartUp attendees.



Photo 4. Project staff is making WEE project presentation during training “Start Up”



Photo 5. Women awarded with certificates after training in Shahrituz district of Khatlon Oblast



### **1.3 Work with financial institutions, with local governance, with local NGOs, donors and other relevant counterparts to facilitate access to finance / resources and registration**

#### **Financial Institutions**

Due to NABWT's strong relationship with IMON, it was natural to start in cooperation with IMON in Year one. IMON made its loan database available to the project to reach out of active entrepreneurs, and provided its StartUp training material to the project.

However, for a stronger access to microcredit for women, it was decided that in project year two other microfinance organizations will be invited to also present their products at the project trainings.

#### **Local Government**

A project launch meeting was the first key activity that gave the project visibility and credibility in the eyes of the local government. Tajik culture demands that important work begins with a strong opening, and while including the US Ambassador forced the project to delay the event for scheduling reasons, the value of having strong US Government support exhibit opened many local government doors for the project.

As a lead up to the event, Introduction Meetings with Government officials in Khatlon were held with a presentation of project – this opened a path of cooperation with the local government.

After securing letters of permission on the Khatlon regional level, the project legal department took meetings with authorities in Jamoats.

The project secured letters of support from the governor of Khatlon, the mayor of the city of Qurghon Teppa, and all target districts .

Written reports were submitted to the regional government of Khatlon, the city government of Qurghon Teppa, and to the leadership of the target districts.

The result of this strong governmental cooperation is:

- Very good relationship with Regional Government to Khatlon and with all target Jomoats
- Government Tax department provided lists of active women registered in the target districts.
- Participation of local officials in project events
- NABWT has reaffirmed the organization as a national organization with an active presence in Khatlon.

This strong base of relationships with local government entities will be used as a platform for advocacy for women's entrepreneurs.

## **NGO and other USAID projects**

### **FAST**

Coordination meetings were held with the FAST project, ending in October 2015, to allow the new project to gain a context for agriculture and the ongoing Feed the Future activities in the western Khatlon.<

### **Tajikistan Agriculture and Water (TAW)**

Cooperation with the TAW project on agricultural activities got off to a very good start at the end of 2015, and plans have been made for close cooperation in value chain activities in spring 2016.

### **USAID FTF coordination meetings**

WEED has also benefited from the ability to cooperate across all FTF activities through regular participation in monthly FTF coordination meetings.

## **Objective 2: To assist economically active women with existing businesses to expand their businesses and occupy higher levels of value chains.**

### **2.1 To facilitate greater access to higher value areas of the value chain via training, inquiry workshops, networking support – connecting start-up companies with experienced mentors via meetings, individual consultations, study tours between districts**

The project launch event also included round tables and experience exchange between Sukhd and Khatlon.

Fifteen economically active women participated from Sukhd, meeting with twelve economically active women from Khatlon. Two days of networking and mentoring time were included in the event.

The last two quarters of project year one were also used to conduct field research with women and develop an understanding of what value chain development was possible and would help women develop their businesses. The four initial professional trainings provided a base to learn how women would take these trainings and apply them to business. Because the professional trainings and other activities were conducted very late in year one, lessons learned and more analysis will be presented in future reports.

In total, 324 inactive women awarded certificates after receiving trainings on “Start Up” and “Agro” in 8 target areas of the project. 60 women have past vocational trainings.



**Table 2 List of all trainings in Project Year 1**

№	District	Startup training	Number of participants	Agro training	Number of participant	Professional training	Number of participants2
1	Bokhtar	3	49	3	49	0	0
2	Rumi	3	44	3	44	0	0
3	Qurgon-Teppa	3	51	2	31	0	0
4	Vakhsh	3	49	3	49	1	15
5	Qubodiyon	2	30	2	30	1	15
6	Qumsangir	3	44	3	44	1	15
7	Shahrituz	2	30	2	30	1	15
8	Jomi	2	27	2	27	0	0
	Total	21	324	20	304	4	60

Lessons learned from the initial project professional trainings will be discussed in following reports, as the four professional trainings occurred right at the end of Year 1.

## 2.2 Providing best practices to 10 most active women-semi-finalists of Farah via tour to Turkey and attracting them as mentors to pass the gained knowledge to other women

According to project work plan, a trip was organized to semifinalists of the contest "Farah-2014" to Turkey in May 2015. This is described in detail in Annex III.

Follow up interviews with the 10 women who were part of the exchange visit with businesswomen professionals in Turkey

All participants were active businesswomen with a strong capacity to mentor other business women.

Participants on the Turkey exchange study tour shared plans to improve their businesses based on what they learned on the trip:

- One of this woman – plans to open a new shop for sewing "Kulob's Chakan" and will open her "Cosmetology Center".
- Sultonbakht Mardonova after visiting Turkey plans to knitted wool socks produced in Tajikistan.
- Makhfirat Saidrahmonova looks to find ways to export sweet dried fruits of Tajikistan in the Turkish markets.
- One of the Tajik women entrepreneurs purchased several types of material from Turkey and plans to produce dresses based on the "Khurram Sultan" style she observed in Turkey.

Ongoing follow-up monitoring will continue with the participants and improvements to their businesses will be presented in later reports.



Photo 6. Meeting of Tajik Delegation at TURMAK Company, Istanbul

## 2.3 Assisting with access to new markets

### Opportunities for Handicraft Production in Tajikistan

The project team has facilitated participation of handicraftswomen from Khatlon Oblast in exhibition held in Dushanbe, in the Ismaili Center, in September 6-8. Moreover, the project has commissioned a report to determine the situation in the field of folk art and handicrafts products' sales in Dushanbe, and its development prospects.

### The Dushanbe Handicraft Study Report Conclusions included:

A large portion of the handicrafts come from other countries, including Uzbekistan, China, and Kirgizstan. There is a great opportunity for Tajik producers to enter the market.

It is very important to help women producers learn how to improve quality, create designs that are marketable, and to find the correct pricing for their products.

The value chain team will provide an analysis, basic business plans, and suggestions for project interventions in year two. This will be presented in later reports.

The project will continue to look for success businesses in Handicrafts to provide mentoring consulting opportunities for new businesses in Khatlon.

A visit by international consultants from MEDA was scheduled in Project Year 1, fourth quarter, with the goal of designing training materials and modules in accessing new markets. However, because of the inability of MEDA to follow USAID contracting requirements for individual contractors, along with scheduling difficulties, these consultants did not come.

A decision was made with MEDA for an individual contract for an international consultant to work with the WEEP Value Chain Team to perform an agricultural value chain analysis. That report will be presented in the Year 2 Q1 report.

Because of a lack of selection of products to focus on in value chain interventions, no activities were scheduled. A selection of product value chains in Q1 Year two will open up a range of value chain and market access activities.

#### **2.4 Work with financial institutions, with local governments, with local NGOs, donors and other relevant counterparts to facilitate access to finance/resources and registration/legalization**

The Microfinance Institution IMON international is one of the project partner provides credits to project's beneficiaries. Beneficiaries use awarded certificates after training "Start Up" for easy access to IMON International's credits. Already six women- the project beneficiaries have received credits in total sum of \$5564 USD to start their own business. The women participating in the "Start Up" training are mostly economically inactive women.

Active and inactive women in target jamoats use the legal advice hot-line organized by the project to get information about the legal sides of starting and operating of businesses. In this regard, attitude and advocacy team has established a data base to identify gaps in understanding of relevant laws by women, and stimulating them to register their businesses appropriately.

No activity for value chain actors accessing credit was implemented in year one. After selection of value chain products ways of connecting credit opportunities to value chain actors will be planned.

#### **Objective 3: To positively influence attitudes to and knowledge about women's microenterprise in the society, including youth and state bodies**

### 3.1 Development of co-educational business education with youth, including in cooperation with Junior Achievement

During the project period of third quarter a letter-request has been submitted to the Ministry of Education of the Republic of Tajikistan for conduction of training of trainings to teachers of secondary schools in target zones.

No response was received from the Ministry of Education. Follow-up with the Ministry of Education has not proven fruitful as of the end of year one.

### 3.2 Establishing partnerships with government and lobbying on project results via meetings, round tables, presentations of analyses results, etc

Cooperation platforms were established during meetings with local authorities in target districts. In particular, the first meeting was requested to organize a short project introduction and briefing about project's goal, objectives and expected results. Representatives of the project met the chairman and deputy chairman of the district Hukumats during the visits to the project areas. The common understanding of parties on importance of project was observed at these meetings. In addition, leadership of the Regional Hukumat and Administration of Qurghon Teppa city expressed their readiness to assist and support in the implementation of the project in their district. As the result of such interest, authorities of Regional Hukumat recommends that WEEP not limit its activities to just 8 jamoats, but to expand project's activities in other Jamoats too. Therefore, the following jamoats were included as project target jamoats:

№	Jamoat	Districts
1	Frunze	Jaloliddini Rumi
2	Navobod	Jaloliddini Rumi
3	Kalinin	Jaloliddini Rumi
4	Sarvati Istiqlol	Bokhtar
5	Zargar	Bokhtar
6	Bokhtariyon	Bokhtar
7	Mahalai Khayom	Qurghonteppa city
8	Zarkhez	Qurghonteppa city
9	Zarbdor	Qurghonteppa city
10	50 solagii Tojikiston	Abdurahmoni

		Jomi
11	Ittifoq	Abdurahmoni Jomi
12	20-solagii Istiqloliyat	Vakhsh
13	Tojikobod	Vakhsh
14	Rudaki	Vakhsh
15	20 solagii Istiqloliyat	Qubodiyon
16	Takhti Sangin	Qubodiyon
17	Kholmatov	Shahrituz
18	Sayod	Shahrituz
19	Istiqlol	Qumsangir
20	Vahdati Milli	Qumsangir
21	Dusti	Qumsangir

### Section III: Monitoring and Evaluation (M&E)

#### M&E team Accomplishments:

- The protocol for the formative research was finalized, which included detailed plan, sampling plan, methods and tools for the conducting the formative research
- The formative research data was collected between 9-17 of June, 2015. The Data collection period continued for approximately 10 days, because in some districts the Jamoat representatives were not able to participate in field group discussions, so the research team had to return later in these areas. In general the data collection went well; all of the selected women were open to respond to the survey. Also, the staff of IMON International supported in finding the selected respondents. More detailed information presented in survey report which is attached to this report in Annex II.)
- A database in Microsoft Excel for the tracking beneficiaries was developed and continuously updated. All beneficiaries who attended to the project activities have been entered into the data base. The same information on beneficiaries was entered into the online NABWT database.
- In order to collect good quality information several data collection tools were developed, including surveys and interview sheets. The M&E team uses these tools to collect information

on beneficiaries, for post training evaluations and telephone interviews with women who have attended trainings and events.

- Telephone interviews with women who attended trainings were conducted to follow up on their progress after the training. For this reporting period telephone interviews with Start Up and Agro training participants were conducted during September in order to collect information on indicators. In total 113 women were interviewed and based on results, 77 out of them answered, 36 did not respond. Out of this 77 women 10 started their activities and 6 of them have taken the loan from Imon. These 10 women started different activities like starting to sell in the market and agricultural production.
- The Activity Monitoring and Evaluation Plan were revised based on project requirement and was approved by USAID during this reporting period.

## Indicator tracking table

	Indicator	Unit of Measure	Disaggregation	Baseline Value	Target 2015	Year 1: 1st Quarter	Year 1: 2nd Quarter	Year 1: 3rd Quarter	Year 1: 4th Quarter	Target LOP	Actual total 1st year
<b>Objective 1: To empower women who are currently economically inactive to start microenterprises, through understanding the reasons why they are not participating, and then working to overcome these barriers</b>											
1	# new enterprises started by women (reported by 8 districts, both unregistered and registered)	number	N/A	0	25	0	0	0	10	250	10
<b>Objective 2: To assist economically active women with existing businesses to expand their businesses and occupy higher levels of value chains</b>											
2	# existing enterprises that have improved their work, increased profitability, started working at higher levels of value chains	number	type of business	0	20	0	0	0	2	420	2
3	# of unregistered existing business that have registered	number	Type of business	0	0	0	0	0	0	100	0
4	# women invested own money in their businesses	Number of women	Type of business	0	30	0	0	0	0	455	0
<b>Objective 2: To positively influence attitudes to and knowledge about women's microenterprise in the society, including youth and state bodies</b>											
5	# youth educated via co-educational program	number	Male, female	0	0	0	0	0	0	176	0
6	% youth with increased knowledge and improved skills (pre-test and post-test) attitude towards women's entrepreneurship improved among youth	%	Male, female	0	0	0	0	0	0	90%	0%
7	# new role models developed via Farah and shared with target women	number	New model type of business	0	0	0	0	0	0	30	0
8	# analytical reports submitted the government	Number of reports	Type of reports	0	2	0	0	0	0	4	0
<b>Additional indicators related to all objectives</b>											
9	# households receiving USG assistance (FtF indicator)	Number HH	N/A	0	1230	0	0	0	376	5146	376
10	\$ value of loans received (FtF indicator)	\$ Sum of loans received	Type of business	0	7500\$	0	0	0		\$107500	5564,02 \$ (36500 TJS)
11	Funds raised from private sector (for Farah and other) – for USAID to trace Private Sector Engagement and Partnership activities (no target)	Sum of \$	N/A	0	0	0	0	0	0	\$20000	0

In general the project had a slow start, and only started activities after hiring of the project team was completed in June, 2015 (Q3 2015).

Field activities started only after the project launch in Q3 2015, starting with collecting letters of agreement from Jamoat, mobilization and group gathering, and actual trainings. The formative (baseline) study was conducted during the month of August in Q3 2015.

One key underlying foundation for entrepreneurship is the overall economy. Since the crash of the ruble in 2015 the economy of Tajikistan has been thrown into a freeze, with most families feeling a crunch as a key source of income has been taken away or reduced drastically: remittances from Russia. This has been exasperated by the Russian government policy to increase of deportations of Tajik men who have working without proper documentation in Russia.

Almost every family would declare itself to be in some form of crisis, reducing consumer confidence in spending, and also reducing entrepreneurial confidence in the face of reduced income, high loan defaults, and in general an economic conditions that discourage risk taking. This most certainly has caused a decrease in the number of new businesses registered by women (indicator #1) in the target districts (only 10 business registered out of 25 Total Planned).

A low number of actual USG assistance in 2015 compared to plan, with all of the actual investment in families at the end of in Year 1 in Q4 is a clear proxy showing that this project still has yet to show results. A strong team is in place, and a high energy and momentum to now see objectives achieved in the WEEP staff expects to see more results matching with the 2016 agricultural calendar for early seedlings, etc.



#### **Section IV: Other project related activities/issues (staffing, etc.)**

**During reporting period, the following project staff was recruited:**

Mr Farrukh Shoimardonov - Project Manager

Ms Malika Inoyatova - Monitoring and Evaluation Manager

Mrs Aziza Pulatova - Project Coordinator

Mrs Firuza Mahmudova – Financial Manager

Mrs Zebojon Sharipova – Accountant

Mrs Madina Obidova – Marketing Manager

Mrs Muhabbat Nozimova – Attitude and Advocacy Officer

NABWT's WEE project spent over two months for the hiring of suitable candidates for the position of Value Chain Team Leader, Office Manager, Value Chains Project Officer and assistants, Monitoring and Evaluation Assistant and drivers. These positions were advertised at [www.untj.org](http://www.untj.org) website. Many people applied for the announced positions. NABWT's WEE project carried out face to face and Skype interview with the potential candidates. Finally following candidates were selected for the announced positions:

Value Chain Team Leader – Mr Kuziboev Husniddin

Office Manager – Mr Jamshed Najmiddinov

Value Chain Project Assistant – Mrs Dilrabo Rahmatboeva

Value Chain Project Assistant – Mrs Venera Jabarova

Value Chain Officer – Mr Sadon Muminov

Value Chain Project Assistant – Mr Saidmurod Nazarov

Monitoring and Evaluation Assistant – Ms Zarina Qambarova

Driver – Mr Jamshed Orifjonov

Driver – Mr Shavkat Saliev

Cleaner – Ms Ubaidulloeva Manzura

The project manager regularly attended USAID partners meetings and FTF coordination meetings.

A key meeting was held in June, 2015 with project partner IMON International in Khojand to set up ongoing cooperation in trainings and microcredit offerings.

In July 2015, an informational meeting was held with the NGO Fidokor to introduce the project.

Meetings were held with FAST in September, 2015, to get information on existing women's groups.

USAID visitors were received as appropriate in coordination with the USAID Dushanbe mission. Briefings were prepared for visitors on the current project status and direction as appropriate.

## **Section V: Challenges encountered /Proposed Solutions**

The main difficulty WEE project faced in the reporting period was related to training adaptation. The modules on “Start-Up” and “Agro” has used mostly for credit beneficiaries of IMON International. Therefore it was a need to adjust training modules to the project aims.

### **Compliance to the USAID Special Conditions**

With the acceptance as NABWT for the DGP cooperative agreement, there was a requirement for compliance to the USAID Special Conditions clauses in the agreement. The IMON International internal auditor provided consulting services to help NABWT implement the issues for compliance.

### **Negotiation with Value Chain Consultants**

Unfortunately MEDA was unwilling to send consultants on an individual contract basis, but instead wanted an organizational service contract. USAID requirements required individual contracts for consultants, and this delayed the hiring of international consultants.

### **Some delay in transferring funds to NABWT account**

There was some delay in transferring funds to the NAWBT account, but this was resolved and didn't affect project activities.

## Section VII: NABWT's capacity building activities

In retrospect the project's capacity building plan was overly ambitious, and since the project start was effectively delayed by about six months, capacity building activities were pushed out to occur in project year two.

The one aspect of capacity building that was not delayed was focusing on the special conditions specified in the Project Agreement. The post-away survey identified several issues that needed improvement in policy and practice. IMON International provided consultation from its internal auditing department to improve the policies as specified. This process is continuing in project year 2.

Additionally the WEEP Value chain Team Leader and Project Coordinator participated at the training organized by IMON International on "Financing of Value Chain Products" conducted by international trainers in Khojand.

**Table 3 NABWT Capacity Building Plan and Accomplishments**

§	Activities	Expected results	Planned Date(s)	Actual Date	Comment
<b>Objective 1. Strengthening of organizational management and core operating competencies, especially fundraising and communications</b>					
1	Innovation training on "Consensus Workshop" by Participatory Technology of Institute of Cultural Affairs	<ul style="list-style-type: none"> <li>Improved Human Resource management enabling efficient management of a larger and more geographically team, working in a location that is geographically distant from the Head Office.</li> <li>Improved decision making process of the project team.</li> </ul>	June 2015	Did not occur	The majority of project staff had not been hired at this time
<b>Objective 2. Development of participatory feedback mechanisms, building on existing or developing new methods, ensuring tools to evaluate impact and improving monitoring and evaluation capacity</b>					
2	Training on "Community mobilization"	<ul style="list-style-type: none"> <li>Improved technical skills of community mobilization, monitoring and evaluating practices</li> </ul>	May 2015	Did not occur	The majority of project staff had not been hired at this time
3	Training on "Motivating"	<ul style="list-style-type: none"> <li>Improved skills on motivating participation of the</li> </ul>	August 2015	Did not occur	Focus on Launch Event and beginnings of trainings took too

	participation”	<ul style="list-style-type: none"> <li>project team</li> <li>• Systematical integration of lessons learned from the projects into the NABWT strategic plans</li> </ul>			much time and project effort to allow this to occur.
<b>Objective 3. Strengthening policy advocacy, both with NABWT staff and its members</b>					
4	Training on “Lobby and advocacy”	<ul style="list-style-type: none"> <li>• Improved external relationship management</li> <li>• Developed strategies for sharing experiences and learning mechanisms</li> <li>• Improved engagement of the organization with policymakers</li> </ul>	July 2015	Did not occur	Focus on Launch Event and beginnings of trainings
<b>Objective 4. Improvement of the organizational capacity of NABWT</b>					
5	Improvement of NABWT policies and procedures on the specific areas	<ul style="list-style-type: none"> <li>• Strengthened overall internal control</li> </ul>	Dec 2015- Mar 2016	Dec 2015- continuing	This was done with the consulting assistance of the IMON International Internal Auditor
6	General auditing	<ul style="list-style-type: none"> <li>• Improved the organization’s financial and administrative policy</li> </ul>	August- Sept 2015	Did not occur	Spending was delayed – this audit triggers after \$300 000 of spending which did not occur in year 1.

## REPORT ANNEXES

## ANNEX I Opening Event 6-August 2015 - Women's Entrepreneurship For Empowerment Project



Report on organizing and conducting project opening event

Women's Entrepreneurship for Empowerment Project

National Association of Business Women of Tajikistan



Qurghonteppa city – August, 2015

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## Acronyms

USAID – United States Agency for International Development

AOR – Agreement Officer Representative

NABWT – National association of business women of Tajikistan

AMEP – Activity Monitoring and Evaluation Plan

PM – Project Manager

M&E – Monitoring and Evaluation

## Summary

Tajikistan faces many challenges, including poverty and food insecurity. With increasing male labor migration to Russia, the burden for women in Tajikistan has increased. In addition to household duties, women have taken over farming. Women face discrimination, including cultural attitudes discouraging them from working outside the home or starting a business. The project will work to empower women to establish microenterprises, move into high value sections of the value chain, and improve access to services and support.

The project will support microenterprises and household farm, particularly focusing on women headed households, and within fruits and vegetable value chains such as onions, lemons, stone fruit, and out of season produce (such as greenhouse tomatoes and cucumbers). Alternative sources of income for women farmers will also be developed, to allow the establishment of enterprises that generate income during the winter months. This will contribute to economic stability and viability in rural communities. The project will work with economically inactive women, and men within these communities, to better understand their reasons for not starting businesses and barriers to entry. This work will form the basis of the local advocacy strategy, as well as feeding into the border advocacy strategy.

The project plans to implement broad reforms to influence societal attitudes and to work on a national level to improve the business environment for women. This will be delivered through an advocacy plan that is developed through a “bottom-up” approach, and encompasses direct work with government, the development, training and mobilization of advocates, and a watch-dog function. The bi-annual competition Farah, which selects the best woman entrepreneur of the year in Tajikistan and is a high profile platform for advocacy, will be strengthened. These actions will advocate at a national level for the creation of policies that promote a supportive business environment for women’s entrepreneurship, and strengthen the implementation of policies that have already been agreed. Development of co-educational entrepreneurship education for school children enables social stigmas to be challenged at a young age and to influence the attitudes towards the women entrepreneurs of the future.

The project will be implemented in seven locations in Khatlon province, which is a Feed the Future (FTF) Initiative area. It targets rural women-headed households, which are the most vulnerable. The project tackles the needs of greater mechanization, improved access to new growing and storage techniques, credit for business management, and improved hygiene and product quality, by developing business support services, strengthening links between household farmers and private enterprise, improving access to markets including export markets, enabling women to take control of higher value sectors of the value chain, and promoting innovation. The project uses techniques such as the development of networks of women, mentoring by professionals, and training, with an approach

that includes the improvement of practical skills, financial literacy, leadership skills and personal development, and life skills.

Economic opportunities for women are limited in Khatlon Oblast. With increasing male labor migration to Russia, the burden for women has increased. However, society pressures women to stay at home, and as a result, they tend to work in smallholding agriculture and other low value-added sectors.

Empowering women in entrepreneurship will inspire them to become more active in business and ultimately let them become better decision-makers with more control over their families and livelihoods.

“Women’s Entrepreneurship for Empowerment” (WEE) is a three-year project financed by USAID in 8 regions of Khatlon oblast and carried out by the National Association of Business Women of Tajikistan (NABWT) in co-operation with CJSC MDO “IMON INTERNATIONAL”.

The project goal is to mitigate poverty by building women’s capacity within value chains, and improving inclusive, equality, access and control. There are three objectives of the project:

To empower women who are currently economically inactive to start microenterprises, through understanding the reasons why they are not participating, and then working to overcome these barriers.

To facilitate greater access for women with microenterprises to higher value areas of the value chain, new markets, and customers, and to business support mechanisms, including microfinance.

To positively influence attitudes to women’s microenterprise, through development of co-educational business education with youth, and through partnerships with government.

This report presents information on opening of the project; which was conducted in August 6, 2015 in Qurghonteppa city by the National Association of Business Women of Tajikistan, including photos, agenda, list of participant and press release.

#### Organizational moments

In order to organize and conduct the event at a high level, the project staff, as well as staff of in NABWT Khujand was mobilized in different directions. Each team had its own task and deadlines, were also identified. Detailed plan for the organizing this event was developed and distributed to the project staff (refer to annex 1)

The organizational part started during June-July, as results several places for the conducting event was visited and at the end project management decided to conduct the event in Hotel “Ramz”. Several

meetings with management of Hotel Ramz were organized and discussion on organizational part was conducted.

Based on this plan the following teams were responsible for:

Program management – coordination of event

M&E department – organization of exhibition

Advocacy team – invitation of Hukumats (regional and district) organization of tour from Sugd side.

VCT – organization of study tour and cross visit (list of women from Khatlon side)

Administration – organizational part

Marketing – public relation (translation, TV program and ect)

As result 8 Hukumats were distributed letter of invitation, 10 women were invited to for the exhibition, four places were organized for the cross visits.

Local TV, news paper, TV from Khujand and national TV were invited to the event and as result they have organized TV program and article.

#### Event

The event was conducted on 6th of August in Hotel “Ramz” of Qurgonteppa city. According to the prepared agenda (refer to annex 2), the event began at 8:30 am with registration of participants, for this two volunteers from the schoolgirls and 2 staff from Imon were mobilized. After registration all the guest were invited to the exhibition, which held on 5th floor of this hotel.

Ten women entrepreneurs were invited to the exhibition. As result 3 women came with national suzane and patchworks, 2 women with agricultural production, 1 woman with milk production, 2 women with pastries and sweets, 1 handicraft carpets, 1 with sewing workshop and 1 with national silver jeweler products.

After exhibition all participants were invited to the main place of the meeting, which was at the same floor. The event moderated by project manager. The event started by speech of general director of NABWT – Gulbakhor Makhkamova. After her, speech was made by Deputy Chief of Khatlon region – Saidaly Rajabov. The US Ambassador in Tajikistan - Suzan Elliot continued the event. All of them welcomed participants and mentioned about the importance of this project in Khatlon region, they also noted that this is a timely response to the current situation of women's entrepreneurship. Project manager presented project's goal, objectives and plans to broader audience. At the same time deputy general director of NABWT Malika Mirzobakhodurova did a presentation on NABWT and its

activities during past 20 years. In addition the results of formative research on women's entrepreneurship were presented by project staff. Moreover some participants from Farah 2014 did some speech where they mentioned about their experience and future plans.

## Participants

Representatives of US Embassy in Dushanbe, Hukumat of Khatlon Oblast, Jomi, Vakhsh, Rumi, Bokhtar, Qumsangir, Shahrituz, and Qubodiyon districts as well as Qurghonteppa city, non-government organizations, mentors, entrepreneurs from Sughd, Khatlon, DRS, and potential beneficiaries have participated at this project's launch event. The list of participants can be found in annex 3.

## Cross visit

The result of round- table meetings of business women of Sughd and Khatlon region which held by 07/08/2015 in Qurgonteppa

After the main part of the opening event participants from Farah 2014 continued their visit in project locations and visited several places based on program. They have been divided in to the 3 groups and each group visited one place and based on program they have visited the following places: private kindergarten in Qurgonteppa and Bokhtar district, milk production place and national handicraft place in Rumi, dekhkan farm in Bokhtar,

Next day in addition to the visits round – table meeting with business women from Sughd and Khatlon regions was conducted on 07.08.2015 hotel “Ramz”. The main goal of this round – table was to bring them together and to identify the barriers on startup business and also to determine the effective ways to resolve the problems on promoting and developing business. In total 32 (thirty two) women from both regions participated during this round table and had very intensive discussions on problems and difficulties. As a result of this discussion the following issues were identified with in each group:

№	problems preventing beginning of business	How to solve the problems	Responsible
Group – 1			
1.	Lack of professional courses which demands nowadays	1. Identify courses which demands nowadays;	

		2. Finding trainer and to conducting trainings	
2.	Lack of legal knowledge about starting a business	1. The legislative advice and comment through oral;  2. Developing a ordinary and mentoring brochure  3. Publishing brochure in Mass Media	
3.	Lack of seats and agricultural household objects	1. Using the building which unused in area;  2. Use or to rent obtain separate rooms from housing;  3. To explain the method and procedure rules of renting ;	
4.	Ignorance the rules of conducting tests	1. Explain general information on the tests, procedures for conducting the test, the start of the test, the end of the test, the procedure for appointment of the sentence and the appeal by adopting brochure;  2. Sharing the brochure through Mass Media;	

		3. Personal access through distribution;	
Group - 2			
1.	Unfair controlling and useless departments (taxes, fireman, ecology, electricity)	<p>1. Expert advice on the rights of appeal of the action (inactive) of the person or an official inspection;</p> <p>2. Involving testing departments through meeting or organizing roundtable for fairly job ;</p>	
2.	Lack of long term credit with a low percents	<p>1. Determining the activity of the Bank or regional finance organizations ;</p> <p>2. Providing information on the problems of entrepreneurs in the field of credit and the repayment of credit;</p> <p>3. Reasoned request in writing to the finance organizations on to make low interest rates and the extension of the maturity date;</p>	
3.	Lack of pre-school institutions (kindergartens) or less involved children to the kindergarten	<p>1. Submit proposals to the Department of Education of Khatlon region to establish or re-establish the activity of existing kindergartens;</p> <p>2. To the parents to explain</p>	



		the positive aspects of the involvement children in the kindergartens;  3. Trainings on the establishment of private kindergartens;	
4.	Lack of knowledge about agriculture	Providing and conducting trainings on agriculture 2. Internship ;	
5.	Lack of necessary equipment and fertilizers		
Group - 3			
1.	Inaccessible to information on tax concessions	1. Comments on preferential taxation by individual experts ;  2. Preparation of brochures on taxation concessions;  3. Publish in Mass Media or distributing printing version of brochures;	
2.	A shortage of funds for starting or developing business	1. Explain activities of the Banks or finance organizations that pay relatively low interest,	

		long-term, quick and without collateral;  2. Watch conserving the quality of family income or savings	
3.	Free of tax for a certain period of absence of the newly starting businesses	Proposals for amendments to the relevant legislation;;	

Comment: The project staff will review the problems and if it is related to the project objectives will take the measures.

#### Lesson learned

In organizing this event the project staff learned the following lessons for the next event:

Kick-off meeting with management and with responsible people should be organized and all tasks should be distributed.

Prepare one plan for all responsible and distribute

Finance should be more flexible and during this period should be transferred to the location of the event

Close communication during organizational part

Coordination part should be by one person

Prepare checklist for the event and prior to the event make sure that all points are filled

#### Annex I-1 Project Launch Event Planning Schedule

Project Launch Event  Date: August 6, 2015  Vanue: Hotel "Ramz", 5th floor			
#	Activity	Responsible	Deadline

1	Invitation and Identification of Participants from Districts Hukumat and Jamoats	Toirov Farhod	July 21
2	Invitation of Oblast Hukumat Representatives	Farrukh Shoimardonov, Malika Inoyatova	July 21
3	Identification and invitation exhibition participants	Farrukh Shoimardonov, Malika Inoyatova	July 24
4	Identification sectoral partners to organize cross visits	Sadon Muminov, Husniddin Quziboev, Zarina Qambarova	July 24
5	Informing Television of Khatlon Oblast	Malika Inoyatova, Zarina Qambarova	July 22
6	Identification place and needs to relevant furniture and equipment for organizing exhibition in Ramz	Jamshed Najmiddinov	July 24
7	Identification menu, vanue for coffee break and lunch	Jamshed Najmiddinov	July 24
8	Organizing transport and "accomodation" for participants, including business ladies from SUGD, exhibition participants from distant districts	Jamshed Najmiddinov	July 24
9	Equipping office with additional furniture for the kitchen and meeting room, sofa, carpet, flower etc.	Jamshed Najmiddinov	August 1
10	Landscaping	Jamshed Najmiddinov	August 1
11	Presentation in Tajik/English	Farrukh Shoimardonov, Malika Inoyatova	July 24

## Annex I-2 Project Launch Event Agenda



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### Women's Entrepreneurship for Empowerment Project

#### Project Launch

#### Qurghonteppa

August 6, 2015

#### Draft Agenda

Time	Activities	Speaker
10:00-10:10	Opening Remarks – National Association of Business Women of Tajikistan (Public Organization NABWT)	Gulbahor Makhkamova – NABWT, General Director
10:10 – 10:20	Opening Remarks – Representative of Khatlon Hukumat	Sitora Sherzoda – Deputy Governor of Khatlon district
10:20– 10:30	Opening Remarks – United States Ambassador to Tajikistan	Susan M. Elliott, U.S. Ambassador to Tajikistan
10:30- 10:40	Opening Remarks – United States Agency of International Development (USAID)	Laura Cizmo, USAID, Feed The Future Team Leader
10:40– 10:55	Presentation – NABWT: 20 Years of Activities	Malika Mirzobakhodurova – NABWT, Deputy Director
10:55– 11:20	Presentation – Women's Entrepreneurship for Empowerment Project	Farrukh Shoimardonov – Project Manager
11:20– 11:35	Presentation – Expected Results	Malika Inoyatova – NABWT,

		Monitoring and Evaluation Manager
11:35– 11:50	Coffee-break	
11:50– 12:45	Speeches:	
	<p>Deputy Mayor of Qurgonteppa</p> <p>Deputy Head of Bokhtar region</p> <p>Head of the department of women and family affairs of Vakhsh region</p> <p>Head of the department of women and family affairs of J. Rumi region</p> <p>Head of the department of women and family affairs of Qumsangir region</p> <p>Head of the department of women and family affairs of Shaartuz region</p> <p>Head of U. NazarovJamoat of Qubodiyon region</p> <p>Representative of economic and trade department of Jomi region</p> <p>Nominee for Farah 2012 – Woman Entrepreneur of the Year and Head of Nur Construction;Qurghonteppa</p> <p>Farah 2014 – Woman Entrepreneur of the Year (Agriculture); Shaartuz district</p> <p>IMON International Bank Customer. Farmer, grows lemons</p>	<p>SolehaQosimova</p> <p>KibriyoSafarova</p> <p>BozorgulBoboshoeva</p> <p>BakhtinisoMirzoeva</p> <p>GulbahorkhonBakhtdavlatova</p> <p>SanoatVasalieva</p> <p>NurmahmadYusupov</p> <p>ShamsulloAbdurahmonov</p> <p>AdolatMirzokarimova</p> <p>va</p> <p>MahfiratSaidrahmono</p> <p>ShamigulIsmoilova</p>
12:45– 12:55	Suggestions, proposals and feedback	Facilitators
12:55– 13:00	Conclusion of the Event	GulbahorMakhkamova – NABWT, General Director
13:00– 14:00	Lunch	All Participants
	Artisan Exhibition	Women Artisans

## Annex I-3 Project Launch Event Photos

Photos from event: Visit of US Ambassador to the WEEP launch event



Visit of guests to the WEEP launch event at Ramz Hotel



US Ambassador at the exhibition





Guests at the exhibition



WEE project presentation



Networking meeting with business women from Khatlon, Sughd and DRS



Business ladies identify common challenges in starting and developing of businesses



Business ladies from Sughd visit private kindergarten belongs to a woman from Qurghonteppa city







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## Situation and solution

### Project budget:

\$1,514,731

Economic opportunities for women are limited in Khatlon Oblast. With increasing male labor migration to Russia, the burden for women has increased. However, society pressures women to stay at home, and as a result, they tend to work in smallholding agriculture and other low value-added sectors.

### Implementing period:

October 2014– October 2017

Economically active women are more likely to participate in decision-making and be advocate for their rights. Training women in business skills, aiding access to markets, access to finance and technologies, will enable women to start or develop existing business. Empowering women in entrepreneurship will inspire them to become more active in business and ultimately let them become better decision-makers with more control over their families and livelihoods. Women can move beyond low-value and informal sector businesses and begin to build a stronger presence in high value areas of the value chain and create new opportunities by working in networks, and this will help alleviate poverty.

### Implementing organization:

National Association of business  
Women of Tajikistan  
(NABWT)

### Project objective

### Projects area:

8 districts of Khatlon Oblast,  
Republic of Tajikistan

- To empower women who are currently economically inactive to start microenterprises, through understanding the reasons why they are not participating, and then working to overcome these barriers.

### Project Manager:

Mr. FarrukhShoimardonov  
Tel.: (+992) 98 790 2022

- To facilitate greater access for women with microenterprises to higher value areas of the value chain, new markets, and customers, and to business support mechanisms, including microfinance.

[farrukh\\_shoh@mail.ru](mailto:farrukh_shoh@mail.ru)

- To positively influence attitudes to women's microenterprise, through development of coeducational business education with youth, and through partnerships with government.

### Planned activities for 2014-2015

### Project Coordinator:

Mrs. Aziza Pulatova  
Tel.: (+992) 92 771 65 35  
[apulatova@imon.tj](mailto:apulatova@imon.tj)

- Understanding barriers via research and analysis and work with focus group;

- Make women interested via basic business skills/vocational trainings;

- Work with financial institutions to facilitate access to finance resources;

- To facilitate greater access to higher value areas of value chain via training, inquiry workshops, individual consultation, and study tours;

- Provide best practices to 10 most active women-semi-finalists of Farah via tour to Turkey and attracting them as mentors to pass the gained



knowledge to other women;

- Assisting with access to new markets;
- Development of co-educational business education with youth, including in cooperation with Junior Achievement
- Establishing partnership with government and lobbying on project results via meetings, round tables, presentation of analyses results.

*Conducting of survey in one of the target districts of Khatlon Oblast to understand barriers facing women to start or develop their business*

The Women's Entrepreneurship for Empowerment Project, office address:

208A Vahdat str., 3<sup>rd</sup> floor,  
Qurghonteppa city, Khatlon  
Oblast, 735140, Republic of  
Tajikistan

PRESS RELEASE



Distribution Date:	Aug 6, 2015
Photography:	USAID

U.S. Government Supports Tajik Business Women

**Qurghonteppa, Tajikistan, August 6, 2015** – On August 6, U.S. Ambassador Susan M. Elliott joined the United States Agency for International Development (USAID) and the National Association of Business Women of Tajikistan (NABWT) to launch the Women’s Entrepreneurship for Empowerment project in Qurghonteppa. Deputy Governor of Khatlon Sitora Sherzoda also participated and delivered remarks at the opening ceremony.

The three-year project aims to reduce poverty by advancing women’s capacity to create successful businesses within the agriculture sector. The Women’s Entrepreneurship for Empowerment project contributes to gender equality and female empowerment by inspiring and supporting women who want to start small businesses. This program also supports the priorities of President Obama’s Feed the Future initiative on food security and nutrition, which USAID implements in Khatlon. Feed the Future strives to increase agricultural production and the incomes of both men and women in rural areas who rely on agriculture for their livelihoods. It also works to improve nutrition in Tajikistan, especially of women and children, in order to decrease the number of underweight and stunted children.

Ambassador Elliott emphasized the critical role women have in development and the importance of empowering women with social, financial, and political resources. “Programs that provide women opportunities to better their health, education, and well-being have effects far beyond a single individual. Investing in a woman’s future can help create a better life for her family, which helps build stronger communities for everyone.”

NABWT General Director Gulbahor Makhkamova said, “The program will work with household farms and small businesses, focusing particularly on women-headed households, within fruit and vegetable markets. These areas have been chosen due to their role in providing nutrition and food security for the family.”

The United States Government is committed to continuing its support and assistance to the people of Tajikistan and will continue to encourage an enhanced role for women in promoting the economic growth of Tajikistan. Since 1992, the American people have provided over \$1 billion in programs and humanitarian aid that support Tajikistan’s democratic institutions, health care, education and economic growth.

#### Annex I-6 Project Launch Event List of participants

List of participants of launch event of the women's entrepreneurship for empowerment project

#	Name	Position/Organization	Location
US Embassy in Dushanbe			
1	Susan Elliot	US Ambassador in Tajikistan	Dushanbe
2	Laura Cizmo	Economic Growth Team Leader Tajikistan Country Office USAID	Dushanbe
3	Cathy Sweeney	Expert from USA Embassy in Tajikistan	Dushanbe
4	Malika Jurakulova	Embassy of USA in Tajikistan	Dushanbe
5	Manuchehr Sultanov	Expert Project on Development	Dushanbe
6	Morgan Taylor	Embassy of USA in Tajikistan	Dushanbe
7	Soro Moradalieva	Embassy of USA in Tajikistan	Dushanbe
8	Mukhidindzhon Nurmatov	Project Management Specialist/Economic Growth Office  USAID/Central Asia	Dushanbe
Hukumat of Khatlon Oblast/target districts			
9	Rajabov Saydali	Deputy Chief of Khatlon region	Qurgonteppa
10	Samieva Sanavbar	Head of Department of women and family affairs of Hukumat of Khatlon district	Qurgonteppa
11	Mirzoev Davlatkhudzha	Staff member of department of economy and trade of Hukumat of Khatlon district	Qurgonteppa
12	Begova Zarnigor	Deputy, Management of state property and investment of Khatlon district.	Qurgonteppa
13	Kosimova Soleha	Deputy mayor of the city	Qurgonteppa
14	Makhsudinova Hursheda	Head of Department of women and family affairs of Hukumat of	Qurgonteppa

		the city.	
15	Mukhiddinov Davlat	Chief expert of department of econome and trade of Hukumat of the city.	Qurgonteppa
16	Safarova Kibriyo	Deputy chairman of Bokhtar region	Bokhtar
17	Rakhmonova Muslima	Chief of women and family affairs of Hukumat of Bokhtar region.	Bokhtar
18	Turgunov Komildzhon	Head of department of economy and trade of Hukumat of Bokhtar.	Bokhtar
19	Yusupov Abdujabor	Head of Jamoat of Zargar village	Bokhtar
20	Kurbonov Abdujabbor	Head of Jamoat of Bokhtariyon	Bokhtar
21	Sharbatullo Azizullo	Chairman of Vakhsh region	Vakhsh
22	Boboshoeva Bozorgul	Chief of women and family affairs department.	Vakhsh
23	Iskandarov Dilshod	Staff member of department of economy and trade	Vakhsh
24	Jumaeva Gulizor	Chairman of Jamoat of village "20 solagii Istiqloliyat"	Vakhsh
25	Mukhibullozoda Firdavs	Chairman of Jamoat of Kirov	Vakhsh
26	Ubaidulloev Faizullo	Chairman of region J.Rumi	J.Rumi
27	Mirzoeva Bakhtiniso	Chief of women and family affairs department	J.Rumi
28	Boronov Davlat	Head of departnemt of economy and trade	J.Rumi
29	Karimov Abdurakhim	Chairman of Jamoat of village Navobod.	J.Rumi
30	Asoev Hizriddin	Chairman of Jamoat of village Tugalang.	J.Rumi
31	Aminzoda Fotehi Faizullo	Chairman of Qumsangir reion	Qumsangir
32	Bakhtdavlatova Gulbahor	Chief of department of women and family affairs	Qumsangir
33	Nazriev Tolibsho	Head of department of economy and trade	Qumsangir
34	Hakimov Bahriddin	Chairman of Jamoat of village Istiqlol	Qumsangir
35	Barotov Mahmadmurod	Chairman of Jamoat of Vahdat village	Qumsangir

36	Ismoilzoda Abdualim	Chairman of Shahrituz region	Shahrituz
37	Vasalieva Sanoat	Chief of department of women and family affairs	Shahrituz
38	Odilova Lutfiya	Head of department of economy and trade	Shahrituz
39	Sairahmonova Mahfirat	Chairman of Jamoat of Saiyod.	Shahrituz
40	Holova Lutfiya	Deputy chairman of Jamoat of Shahrituz town.	Shahrituz
41	Abdurahmonzodai Saidumroni Nazar	Chairman of Kubodiyon region	Qubodiyon
42	Saidova Dilrabo	Chief of department of women and family affairs	Qubodiyon
43	Nabiev Farrukh	Expert of department of economy and trade.	Qubodiyon
44	Yusupov Nurmahmad	Chairman of Jamoat of U.Nazarov	Qubodiyon
45	Gayurov Mirzokarim	Chairman of Jamoat of village Tahti Sangin	Qubodiyon
46	Hematova Khosiyat	Deputy chairman of Hukumat of the region	A.Jomi
47	Khaticha Abdulloeva	Head of department of social development	A.Jomi
48	Faizally Odinakhonov	Chief specialist of department of economy and trade	A.Jomi
49	Narzigul Vohidova	Chairman of Jamoat of Dusti village.	A.Jomi
50	Rahmatullo Mahmadulloev	Chairman of Jamoat of Kalinin village.	A.Jomi
NABWT/WEENP			
51	Mahkamova Gulbahor	General Director of NABWT	Sughd
52	Nozimova Muhabbat	NABWT	Sughd
53	Sultonova Madinakhon	NABWT	Sughd
54	Pulatova Aziza	NABWT	Sughd
55	Mahmudova Furuza	NABWT	Sughd
56	Hojieva Zebo	NABWT	Sughd
57	Mirzobahodurova Malikakhon	NABWT	Sughd



58	Shoimardonov Farrukh	Project Manager	Qurgonteppa
59	Inoyatova Malika	Monitoring and Evaluation Manager	Qurgonteppa
60	Toirov Farhod	Attitude and advocacy team leader	Qurgonteppa
61	Husnidin Kuziboev	Value Chain team leader	Qurgonteppa
62	Jamshed Najmidinov	Office Manager	Qurgonteppa
63	Zarina Qambarova	Monitoring and Evaluation Assistant	Qurgonteppa
64	Sadon Muminov	Value Chain Project Officer	Dushanbe
65	Nazarov Saimurod	Value Chain Specialist	Qurgonteppa
66	Jabborova Venera	Value Chain Specialist	Shahritus
67	Rahmatova Dilrabo	Value Chain Specialist	Dushanbe
68	Orifjonov Jamshed	Driver	Qurgonteppa
69	Manzura Ubaidulloeva	Cleaner	Qurgonteppa
Business ladies/ mentors			
70	Jabboralieva Mehabat	Director of private school	Istaravshan
71	Ahsurova Lola	Chief of Dehkan farm	Asht
72	Akhmedova Mehrubon	Supervisor of private kindergarten "Donoyak"	B.Gafurov
73	Umarova Gulsara	Dehkan Farm "Tomiris"	J,Rasulov
74	Sadulloeva M.J.	The head of a private clinic "Tabiboni Shafkat"	Khujand
75	Aliqulova M.	The head of private shop of milk products "Asil"	Istaravshan
76	Homidova Malika	Children center "Nanaris"	Dushanbe
77	Alaeva Sanavbar	Dehkan farm "Komron28"	Tursunzoda
78	Safarova Mavluda	The head of saloon	Kulob
79	Azizova Gulbahor	The head of development children center "Wonderkind"	Dushanbe
80	Sharipova R.	Director of kindergarten and primary school	Vahdat
81	Gozieva Sharofat	OOO "Yusufjon" (shop, hotel, café )	Jirgatal

82	Saidmurodova Firuza	Salon of beauty	
Exhibition			
83	Burhonova Shahlo	Sewing center of school uniform	Shahritus
84	Sanobar Imomnazarova	Carpet shop	Shahritus
85	Mirazizova Zahro	Bakery products	Shahritus
86	Sharipova Tobonbi	Embroidery, qurukduzi	Qumsangir
87	Ashurova Z.	Dehkan farm	Qumsangir
88	Ibragimova Sh.	Dehkan farm	Qumsangir
89	Khodjaeva Sh.	Dehkan farm	Qumsangir
90	Kholova Sh.	Dehkan farm	Qumsangir
91	Kassirova Bozorgul	Dried fruit garden	Vakhsh
92	Tozamo Samadova	Sewing center of embroidery, qurok etc.	Bokhtar
93	Argasheva S.	Milk product	Qurgonteppa
94	Saodat Muminova	Bakery products	Qurgonteppa
95	Husniya Shoinova	Jeweller	Qurgonteppa
NGO			
96	Rustam Bahridinov	NGO Fidokor	Qurgonteppa
97	Rano Jumaeva	NGO Tomiris	Qurgonteppa
98	Sharova Umarova	NGO Mehrangez	Bokhtar
99	Mastura M.	NGO Mehrubon	Qubodion
100	Sanavbar Imomnazarova	NGO Chashma	Shahritus
101	Masuda Solieva	OXFAM	Dushanbe
INGO			
102	Nurali Saidov	Country coordinator of Tajikistan Nutrition-Sensitive Vegetable Technologies project, The World Vegetable Center, AVRDC	Dushanbe

103	Najmiddin Ikromov	Mercy Corps Tajikistan	Dushanbe
104	Esther Tetrushvily	Political Officer U.S.	Dushanbe
105	Zainullo Narzullov	Representative of USAID (FAST)	
106	Patrik Ladgate	Representative of USAID (FAST)	
107	Malika Abdulbasieva	Representative of USAID (FAST)	
Imon International			
108	Kabutova Guljahon	Director of branch office in Qurgonteppa	Qurgonteppa
109	Sadatkadamova Nargiz	Trainer of NABWT in Qumsangir	Qurgonteppa
110	Davlatmammadov Khushnud	Director of branch office in Rumi	Rumi
111	Mirzoeva Mohbegim	Director of branch office in Sharituz	Sharituz
Mass Media			
112	Representative	TV Safina	
113	Representative	First Channel	
114	Zavarshohi Mahmud	Internews	
115	Representative	CM-1	

## Annex II Formative Research Report

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## Formative research report Executive Summary

“Women’s Entrepreneurship for Empowerment” (WEE) is a three-year project financed by USAID in 8 regions of Khatlon oblast and carried out by the National Association of Business Women of Tajikistan (NABWT) in co-operation with CJSC MDO “IMON INTERNATIONAL”.

The project goal is to mitigate poverty by building women’s capacity within value chains, and improving inclusive, equality, access and control. There are three objectives of the project:

1. To empower women who are currently economically inactive to start microenterprises, through understanding the reasons why they are not participating, and then working to overcome these barriers.
2. To facilitate greater access for women with microenterprises to higher value areas of the value chain, new markets, and customers, and to business support mechanisms, including microfinance.
3. To positively influence attitudes to women’s microenterprise, through development of co-educational business education with youth, and through partnerships with government.

The project will support microenterprises and household farm, particularly focusing on women headed households, and within fruits and vegetable value chains such as onions, lemons, stone fruit, brassicas and out of season produce (such as greenhouse tomatoes and cucumbers). Alternative sources of income for women farmers will also be developed, to allow the establishment of enterprises that generate income during the winter months. This will contribute to economic stability and viability in rural communities. The project will work with economically inactive women, and men within these communities, to better understand their reasons for not starting businesses and barriers to entry. This work will form the basis of the local advocacy strategy, as well as feeding into the border advocacy strategy.

The formative research is part of activity plan and it was carried out in all 8 project districts during period of 9-17 of June 2015.

### Main findings

According to the research methodology 81 in-depth interviews with active and inactive women were conducted, based on the results 40 of these women inactive and 41 active in entrepreneurship.

Based on results 61 women out of 81 are married and live with their families. Sixty women out of 81 live in male-headed households and 21 of them in female-headed households.

The research revealed that many women have completed secondary education 44 out of 81 women.

The survey showed that 16 women out of 81 are the member of some social women groups in their villages.

According to a survey, it was found that the following groups exist in these studied areas, and women somehow fill their social life in society by being members of these groups:

### Women groups

Initiative village groups

Group of farmers

Volunteer of Mercy Corps (USAID Mother and child health program)

Group related to taxes in the market

Association of business women of Tajikistan

Sixty two women out of 81 mentioned that they have women-leader in their village and they have named all of them.

To the questions about the knowledge of their rights 54 women out of 81 pointed that they know about their rights and they have pointed the following:

Rights of women and men are equal

Male violence against women

Women and labor

Women have a rights to get education

Freedom of speech

Protection of women

Freedom to act

The right of women in raising children

As a result 41 women out of 81 mentioned that they are active in some business, while 40 out of 81 pointed that they are not active in any business;

Based on results 12 women are busy with agricultural production and owning Dekhkan farm, another 12 of them have retail o wholesale business in the market, 7 women pointed about the small food shops, 4of them mentioned about the sewing workshop, 5 of them mentioned others (hair salon in the center of the district) and only 1 woman out of 41 mentioned about the milk production;

The results of the interviews showed that 28 out of 41 women made decision by themselves on opening of business;

All 41 women mentioned that their business active up to date. In addition 35 women out of 41 pointed that they took a loan to start their business and mainly to take loan they have applied to microfinance organization like IMON-International;

36 out of 41 women expressed their desire to expand their business by opening up shop on dressmaking, expansion of stores, the expansion of the market place, opening the pastry shop, wedding salon, dairy products, and vegetable and fruit production;

40 women out of 81 women are not active in business and 38 out of these 40 women want to start their own business, but problems such as low self-rating and incertitude prevented them to take a step forward;

The results of in-depth interview with women showed that in order to start above mentioned businesses women need support in improvement of self-rating through the life-skills trainings, which will give them self-confident and self-assurance to move forward.

## Methodology

This section describes the topics addressed in the present phase of formative research, the methods used to examine these topics, and the target group included in the study.

This was a qualitative research that was led and facilitated by an internal project team (M&E department) with support of main staff of NABWT. Prior to the FR detailed protocol on conducting this study was developed and all actions during the study were followed based on this document.

## Data collection methods

The study used qualitative methods of data collection. Therefore information was collected in two stages and the following data collection methods were used to address the formative research questions:

In-depth interviews with potential beneficiaries (with women in the communities, active women and inactive men) –

Focus group discussion (jamoat staff, men and loan officers of Imon-International

The research team conducted in-depth interviews using developed questionnaire with potential beneficiaries (inactive women) in selected communities and with active women using data bases of IMON international in this districts. The rules for the conducting in-depth interview were developed and team was trained on this rules.

Focus group discussions conducted with Jamoat's staff (chief of jamoat, other staff who is responsible for women issues), group of men and loan officers of IMON International in all 8 districts, using developed questions. The rules for the conducting focus group discussion were developed and responsible staff was trained in these rules.

## Tools of the study

Tools for the conducting FR were developed based on project goals and objectives and objectives of this study. In general two tools were developed: one for the conducting in-depth interviews targeting potential beneficiaries and second for the conducting focus group discussion with selected Jamoat's staff, with men of the selected communities and with loan officers of Imon-International in each



district. All developed tools were tested in the field prior to the actual research and adjusted accordingly. The tools were translated into the local language (Tajik). (Tools attached as annex 2)

### Team composition

Totally three teams conducted this study. Two teams which were consisting out of 4 women were busy with in-depth interview. One team which was consisting out of project staff conducted all FGD. One-days training was conducted by M&E manager to the research team to make sure that all team are fully understand tools and methods of this study.

### Sampling methods

For the conducting FGD one Jamoat in each district was randomly selected from the list of jamoats by using computer random selection system. (RANDOM.ORG - Integer Generator ). For example in one district there are 8 jamoats, therefore each jamoat was numbered and using RANDOM.ORG random number between 1 and 8 was generated and based on this number jamoat was selected from the list of jamoats. Following this process 8 jamoats in 8 districts were randomly selected.

Initially selection of a group of men to conduct FGD scheduled through the database of IMON-International, but it was not easy to do. Because some of them was not in the country or was busy on scheduled time, so the research group decided to hold a discussion with men in selected Jamoats. In general 8 discussions have been conducted.

IMON-International helped the research team to conduct focus discussions with loan officers in each districts. There were conducted by 8 discussions in total.

Women entrepreneurs for the conducting in-depth interview were selected randomly from the database of IMON-International and before the interview, they were informed and agreed to conduct a survey. Only one woman in the Vakhsh district refused, she was out of the district at the time of the survey, and the team replacement her by another woman of the list. Inactive women for in depth-interviews were randomly selected from the village around selected jamoats.

Table 1 number of conducted interviews

Districts	Jamoats	Number of Jamoat's FGD participants		Number of men FGD participants	Number of Imon staff participated in FGD	Number of active women	Numbr of in active women
		Male	Female				
Qumsangir	Dusti	3	2	5	5	5	6
Rumi	Frunze	2	0	6	6	6	4
Qubodiyon	20 solagii Istiqloliyat	2	1	5	4	5	5

Shahrituz	Saiyod	1	1	5	4	5	5
Qurgon-teppa	U.Hayom	1	1	7	8	5	5
Jomi	Ittifok	3	2	6	4	4	6
Vakhsh	Kirov	3	0	5	3	6	4
Bokhtar	Bokhariyon	3	1	6	4	5	5
Total	8 Jamoats	18	8	45	38	41	40

## Data analysis

All the data from FGD were transcribed and by using coding system were analyzed. The analysis from the in-depth interview were analyzed the same way, but some quantitative information was analyzed in excel database by using pivot tables. All the filled questionnaires filed in the KT office.

## Results

This section will present the results of the formative research, which was conducted in all targeted districts: Shahrituz, Qubodiyon, Rumi, Qumsangir, Bokhtar, Vakhsh, Jomi and Qurgan-Tube city.

The development of women's entrepreneurship plays an important role in creating new jobs and economic growth of any country. Women entrepreneurs are a unique source of economic growth, and through their business they generate economic and social benefits for themselves, their families and society in general. In recent years, the international community recognizes that the development and prosperity of any country depends on the overall development of the whole population. In this regard, at the global level there are active actions aimed at promoting the economic empowerment of women. The goal of most actions is to develop women's entrepreneurship as a micro, small, and at the secondary level and the disclosure of their huge economic potential. Nevertheless, throughout the world, women still face obstacles when trying to create a new business or expand the existing one.<sup>1</sup>

This section of report will present results of formative research on the barriers and obstacles, that woman of Khatlon face in entrepreneurial activities and reasons why most of the women are economically inactive. The findings of this research will be used for the developing training curriculum and at the same time will provide the project with relevant data as baseline information.

According to the research methodology 81 in-depth interviews with active and inactive women were conducted, based on the results 40 of these women inactive and 41 active in entrepreneurship.

## Demographic information

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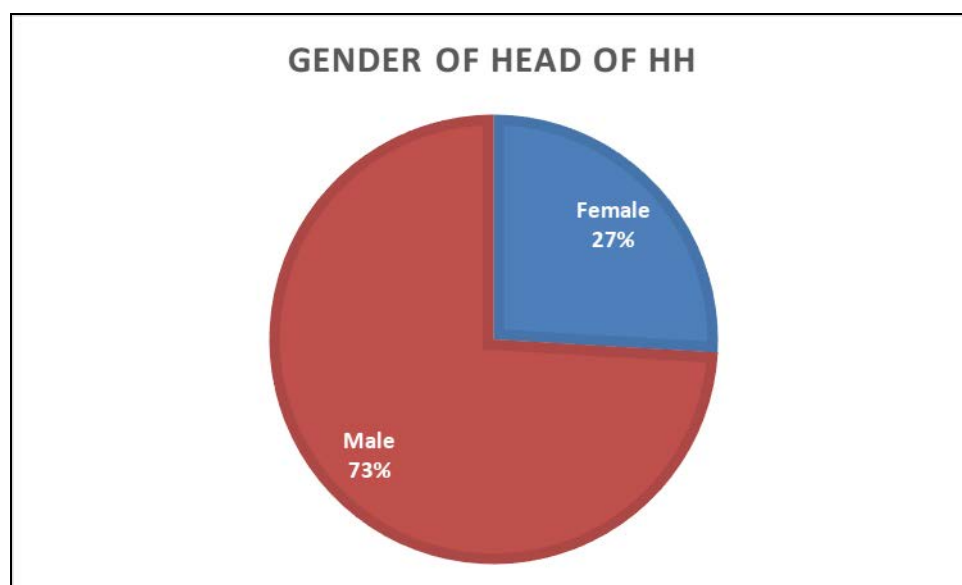
<sup>1</sup>Concept of business symposium of women entrepreneurs, NABWT, 2014

The table below shows the marital status of the respondents. Based on results 61 women out of 81 are married and live with their families. Sixty women out of 81 live in male-headed households and 21 of them in female-headed households. The figure 1 shows the gender of head of households of the respondents.

Table 2 Marital status of respondents by districts

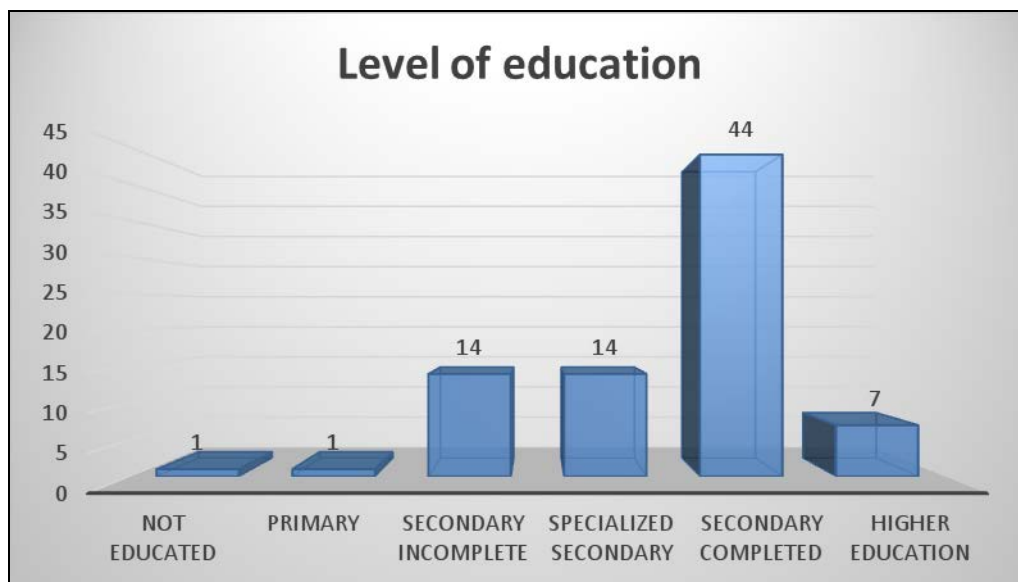
9. Marital status					
Districts	Widow	Single mother	Not married	Married	Total
Bokhtar	1	2		7	10
Jomi	1		1	8	10
Qubodiyon	1	2		7	10
Qumsangir	2			9	11
Qurgon-teppa	3	1	1	5	10
Rumi			1	9	10
Shahrituz		1		9	10
Vakhsh		1	2	7	10
Grand total	8	7	5	61	81

Figure 1 Gender of head of HH.



The research revealed that many women have completed secondary education 44 out of 81 women. The figure 2 shows research results.

Figure 2 Level of education



#### Social involvement and knowledge of rights

One of the issues of this study was to find out women's participation in any social groups that exist in their villages and at the same time to see if the women have knowledge about their rights. The survey showed that 16 women out of 81 are the member of some social women groups in their villages. The figure 3 shows results of the survey.

Figure 3 about membership in social groups



According to a survey, it was found that the following groups exist in these studied areas, and women somehow fill their social life in society by being members of these groups:

Women groups

Initiative village groups

Group of farmers

Volunteer of Mercy Corps (USAID Mother and child health program)

Group related to taxes in the market

Association of business women of Tajikistan

Being a member of these groups women try to solve the problems based on the objectives of these organization. They mentioned that they more involved in the life of the village and have more respect among the community.

Sixty two women out of 81 mentioned that they have women-leader in their village and they have named all of them. As a complement to this question, the research team asked respondents about the attributes which should have a woman leader. Almost all respondents pointed that woman-leader should have the following attributes:

Should have good attitude and behavior

Should be educated

Should be resourceful and crafty

Should be respected and have good reputation

Good mother and have good family relation

Should know the rights, should love Tajikistan and place where she lives.

More over some of them mentioned that women-leader should be honest and good mentor, that people can follow her. For those who mentioned that they do not have women-leader in their village the research team asked about the reason, most of the respondents mentioned that mainly family problems like: men distrust and work overload in the household makes to women.

To the questions about the knowledge of their rights 54 women out of 81 pointed that they know about their rights and they have pointed the following:

Rights of women and men are equal

Male violence against women

Women and labor

Women have a rights to get education

Freedom of speech

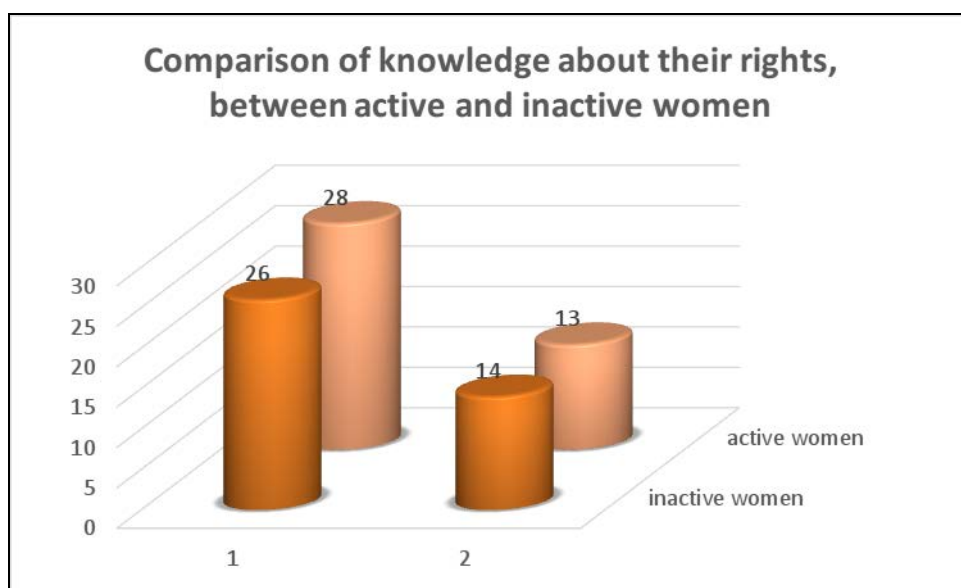
Protection of women

Freedom to act

The right of women in raising children

Through the discussion with these respondents it was clear that women are aware of their rights, despite the fact that they are active or inactive in the business. The figure 4 shows comparison of knowledge between active and inactive women.

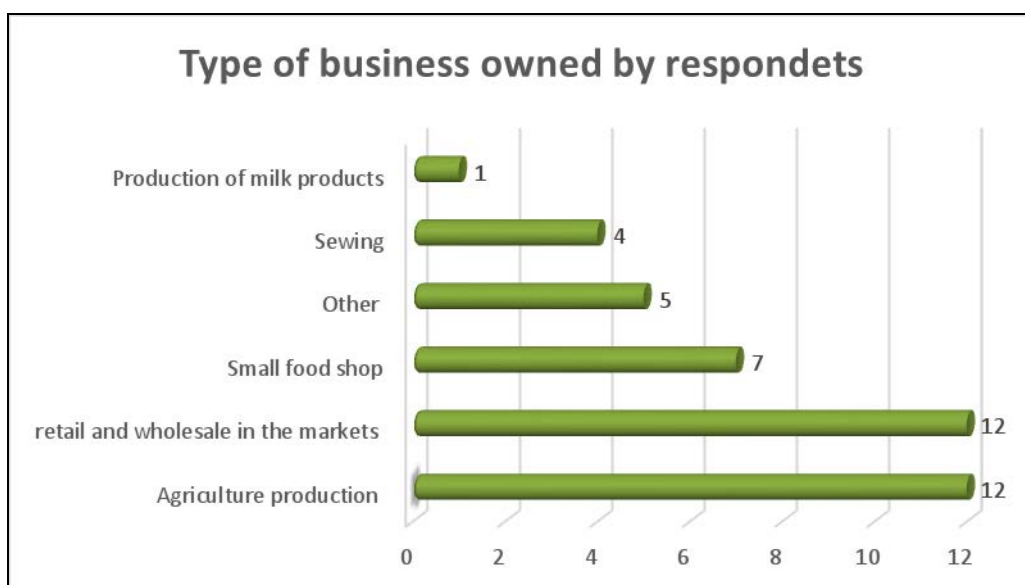
Figure 4 comparison of knowledge between active and inactive women



#### Role of the women in household, trade and entrepreneurship

Since the main objective of the study was to identify active and inactive women in business, all respondents were asked about the existence of any business. As a result 41 women out of 81 mentioned that they are active in some business, while 40 out of 81 pointed that they are not active in any business. The figure 5 presents the type of business owned by respondents. Based on results 12 women are busy with agricultural production and owning Dekhkan farm, another 12 of them have retail or wholesale business in the market, 7 women pointed about the small food shops, 4 of them mentioned about the sewing workshop, 5 of them mentioned others (hair salon in the center of the district) and only 1 woman out of 41 mentioned about the milk production.

Figure 5 type of business owned by respondents.



The table below indicates type of business by districts:

Type of business owned by women							
Districts	Agriculture production	retail and wholesale in the markets	Small food shop	Other	Sewing	Production of milk products	Общий итог
Bokhtar	1	2	1		1		5
Jomi	4	2					6
Qubodiyon	3	2					5
Qumsangir	2	2	1				5
Qurgon-teppa		1	2	1	1		5
Rumi			2		1	1	4
Shahrituz	2	2		1			5
Vakhsh		1	1	3	1		6
Общий итог	12	12	7	5	4	1	41

The results of the interviews showed that 28 out of 41 women made decision by themselves on opening of business. Eighteen out of these 28 women married, and it is an indication that these women are empowered and have the right to make the decision and at the same time they have family support. Of course, this issue requires greater analysis, but in this study it can be said that even if a woman has a husband, but she has a strong desire to open a business, it can get the support of family

and society for its activities. And the stereotype that if a woman is successful it is either divorced or not married is outdated and on the first place the importance of the economic condition of the family, which was confirmed by men during focus group discussions.

All 41 women mentioned that their business active up to date. In addition 35 women out of 41 pointed that they took a loan to start their business and mainly to take loan they have applied to microfinance organization like Imon-International.

During in-depth interviews with women entrepreneurs, they were also asked about the problems faced by women entrepreneurs in their business. Among the most important problems - this is the wrong paperwork/documentation, lack of financial resources, frequent (unannounced) inspections by government agencies such as tax authorities, sanitary epidemic station, and fire service authorities. Also, many women noted improper tax planning at the local level, and the inappropriate communication of tax inspectors during the delivery of reports or inspections. All these existing problems obstruct the development of women entrepreneurship and the business as a whole.

**Voice from the field:**

“It is very difficult to have business. Two years ago I opened my small café in the center of Qubodiyon district, but unfortunately I could not worked even 3 month, because all the governmental agencies started from Tax Department, Sanitary-epidemiology department, Fire department and etc started their examination. Although all my documents and requirement were correct, but they tried to find any mistake in order to take any penalty. I was very upset and could not continue my business” said women from Qubodiyon district

Although the government has taken several measures to improve the environment for small and medium-sized businesses such as:

the transition to a simplified procedure for starting a business on the principle of "single window", approved by a wide range of measures

to reduce the tax burden on small bisnes (tax benefits),

Declared a moratorium to conduct small businesses, liberalized licensing procedure activities.

Despite the problems 36 out of 41 women expressed their desire to expand their business by opening up shop on dressmaking, expansion of stores, the expansion of the market place, opening the pastry shop, wedding salon, dairy products, and vegetable and fruit production. In order to expand your business these women need financial support by opening new loan products with low interest, buildings in the districts for the renting and opening offices, technical support based on their type of business, support from local government during inspections, paperwork and ict; education on technical skills and any other related to business topics, fertilizer and fuel for agricultural production.

The results of this study showed that many women mentioned about the needs in education training programs like:

Sewing of curtains

Preparation of salads

Confectionery courses



Taxation

Accounting

Information about customs services

Greenhouse production

Horticulture

The fight against agricultural pests

The sanitary and epidemiological norms to start their business.

All these topics will be taken in to consideration during developing training curriculum for the program.

One of the objectives of this study was to identify the economically inactive women and identify the reasons why the majority of these women are inactive. According to the study 40 women out of 81 women are not active in business and 38 out of these 40 women want to start their own business, but problems such as low self-rating and incertitude prevented them to take a step forward. Many women said that they do not feel the support of the family and they have fear that they will not be able to start a business. Also, many of them noted a lack of education, lack of sufficient information about the beginning of the business, high tax rates and a lack of financial resources prevents them to start entrepreneurship.

Also, all these issues were discussed during the focus group discussions with the Jamoat staff, where they noted that problems such as poor education, lack of basic technical skills, lack of financial resources prevents women to become more active and make some steps in business.

As it was mentioned above 38 out of these 40 women want to start their own business, 10 of these women mentioned about the sewing workshop, 12 noted about the farming and production of agricultural products, 5 women pointed about the retail and wholesale in the market, four of them mentioned about the pastry shop. Other mentioned about the small food shop and restaurant. The table below shows the type of business by districts.

Table X. Type of business mentioned by women.

Districts	Other	Sewing workshop	Farming and agricultural production	Small food shop	Pastry shop	Retail and wholesale in the market	Restaurant	Total
Bokhtar	3		1					4
Jomi		2	1			1		4
Qubodiyon		1	2		1		1	5

Qumsangir	1	4			1		6
Qurgon-teppa		1		2	2		5
Rumi	2	1	1	1	1		6
Shahrituz		2	2				4
Vakhsh		3			1		4
Grand total	5	10	12	1	4	5	38

The results of in-depth interview with women showed that in order to start above mentioned businesses women need support in improvement of self-rating through the life-skills trainings, which will give them self-confident and self-assurance to move forward. In addition women mentioned about the trainings on developing business plan and information on opening the business. They also need support of government at local level in preparation of documents for opening business. Some of the women mentioned about the information on taxes and support in tax reporting and above all they noted about the accessible loans with low interest for start-uppers.

During focus group discussion with staff of Imon-International, it was mentioned about the different type of loan products with low interest available for women in all districts, but main problems is lack of information on these products. Therefore it is recommended to have more communication information accessible in the villages on different loan products.

Since one of the objective of the program is to support youth in improving the financial skills by providing trainings on financial management, therefore questions on available training course for youth were asked, so 51 women out of 81 pointed that do not have any training courses to youth in the villages and all of them mentioned that would be very good if courses like baking, sewing of national dresses, sewing of curtains, preparation of salads would be organized for girls. For boys women mentioned about the computer courses, English languages, financial management and driving courses.

Analysis by districts (based on results of focus group discussions)

**Kumsangir** district is very conservative districts and development of entrepreneurship among women is very low, in general women are busy with agricultural production and some type of business like trading in the markets and sewing workshop. Jamoat staff mentioned that women need family support for opening business and they need financial support as well. But through the focus group discussion it was found that districts has a potential for production of eggs and production of chicken with future trade to Afghanistan and other places of Tajikistan

Shahrituz - mentioned about the vegetables production in greenhouses. They have mentioned that this year they had some people from Sughd oblast who collected apricots and dried them for the future export to other countries. They are ready to learn and expand this type of business in their Jamoats.

Kubodiyon – based on results of FGD this district has a potential for the export of nuts (pecan) and almonds. Jamoat staff mentioned that women in village sell the nuts during harvest and also during

winter time they shell the nuts and sell kernel of a nuts. There is potential of development different type snacks out of these nuts and almonds.

Rumi – potential for the production and selling of rice to other part of Tajikistan. Jamoat staff mentioned that they have farmers who produce big amounts of rice, but they sell them as not processed and cleaned material, there is potential for the developing value chain for the rice production.

Bokhar and Vakhsh - women mainly busy in market trading and agricultural production. Based on FGD it was found that there is potential for the production early vegetables in the greenhouses and improve value chain of these vegetables.

Jomi – has a potential for the fruits and vegetables processing. Moreover representatives of Jamoats and Khukumats asked to train women on sewing of school uniform for girls and boys.

Kurgon-teppa city – would be good to link business ladies from the city with producers in order to help with packaging the products. In addition women can be trained on technical skills like, sewing and baking.

#### Conclusion and recommendation

In conclusion its need to mention that there is big potential for the development and expanding women entrepreneurship in all these districts. Based on survey results it's clear that women has desire and they need support in term of improving of self-rating and self-confident to move forward.

The project staff should develop training curriculum based on needs of these women. The training materials should be developed on accessible languages to women. The number of professional trainings should be increased and should organized for young girls separately.

Advocacy team of the project should lobby the interest of women-entrepreneurs at local, regional and national level.

Value chain team of the project should learn proposed by survey team potential in each district and start working in this directions.

The survey team should come back to these districts after 6 month or one year to evaluate the results of the project.

### **Annex III - Report On A Study A Trip For Semifinalists Of The Contest "Farah -2014" To Turkey In May 2015.**

According to project's plan, a trip was organized for semifinalists of the contest "Farah -2014" to Turkey in May 2015.

The tour program of women - entrepreneurs winners of the contest "Farah- 2014" was kindly organized by KADIGER - Women Entrepreneurs Association of Turkey. The Association was founded by 38 successful women entrepreneurs in September 2002, in Istanbul. Today, KAGIDER has 200 members, all actively engaged in their activities in various sectors, such as textiles, tourism, communications, mining, chemicals and health.

Participating delegations according to the program visited the Institute of Beauty Biorhythm. This institution is the only institution of such a profile in Turkey. The Beauty Institute works with products of DIOR and KANEBA. The Beauty Institute uses the latest technology and equipment, which allows in short time to achieve successful results. One member of the delegation was invited to use the machine for slimming which enables women to lose from 5 to 8 kg per course. Also, the clinic has the latest in dental equipment that has been demonstrated. Members of the delegation and the employee of the Institute in the benevolent environment held a discussion.

After visiting the Institute of Beauty delegation of women visited the salon of wedding dresses DreamOnBridal, women were granted the directories and demonstrated different models of wedding and evening dresses. Mavlyuda Safarova and Dilbar Tursunova- entrepreneurs working in this field during the meeting received information and contacts of suppliers involved in the production of wedding dresses.

The second working day of the visit of the delegation of women entrepreneurs started with a meeting with members of the Association KADIGER. Board member of the Association of Women Entrepreneurs SanemOktar has welcomed and noted that the main aim of the association is to support KADIGER women for the opening of their business, so that they become stronger and not feel alone. Sanem Oktar noted that the main barriers to women's entrepreneurship development are two factors: pressure from family and society, and lack of finance. KADIGER helps women overcome these barriers through the implementation of various programs to provide a preferential system of taxes payment, mentoring. Also, programs that are supported by the state provide financial support for women to certify their products for export. Participants of the meeting discussed the development of small and medium enterprises in Tajikistan and Turkey.



**Photo 6. Meeting of Tajik Delegation at TURMAK** *Women's Entrepreneurship for Empowerment, Tajikistan*  
( The National Association of Business Women of Tajikistan )

After the meeting the delegation of women visited a plant for the production of advertising products TURMAK. The company was founded in 1975. The company's mission is to support its clients' marketing projects and the possibility of providing the best solutions to promote the idea of their products and services. TURMAK clients are such famous brands as Coca-Cola, AVON, NESTLE, Turkish Airlines and others. TURMAK headed by young, successful,

beautiful woman get the business from his father. 50 per cent of manufactured goods are exported to European countries. TURMAK is able to realize any idea of its customers for the production of products with the brand of the company. The meeting began in the showroom of the company, which has been shown numerous instances that have been produced in the history of the company. Then the participants of the delegation had the opportunity to see the process of production directly in the shop.

Last third working day of women began with the visit to the UNWoman office, officially - officially - Structure of the United Nations Entity for Gender Equality and the empowerment of women in Turkey. The participants were greeted MehtapTatar program specialist in Turkey. UNWoman has offices in 16 countries, and Mehtap is responsible for support and assistance in the development of women entrepreneurs in Turkey and to cooperate not only with companies where the head is a woman, but also with private enterprises where women work. Mehtap said that in Turkey, as in other Central Asian countries the main problem is to attract women to business and employment. And the main mission of the UNWoman program in Turkey is to assist in providing women access to development and employment through various programs and activities. Only 30% of the total numbers of women in Turkey are employed. In the country exist a tendency that women's work is paid less than male, and in this regard, women sit at home and take care of children, commented Mehtap. During the meeting, member of the delegation noted that women in Tajikistan in recent years have more access to development learning and sources of funding through the implementation of various programs and activities conducted by both the public and the private level.

After a visit to the office of UNWoman delegation visited a private company NGStyle - production of women's clothing. NGStyle operates on the market for over 10 years, offers its customers a unique collection and aims to become a global brand. An important factor to achieve a hurry is to create a brand, said the head of the company, a member of KADIGER. NGStyle has boutiques all over Turkey, and even in France, following plans to open boutiques NGStyle in Qatar and Baku. Participating delegation were very surprised when saw in the sewing workshop for the sewing machines and irons are not women as usual, but men. As explained by the chief designer of the company - "we create models of women and men embody them."



**Photo 7. Tajik Delegation visited NGStyle Company in Istanbul, Turkey**

On the same day a woman visited the company Tarumsal Pazarlama, delegation was received by co-founder member of the Association TULINAKIN that is member of KADIGER. The company is engaged in agribusiness and provides advice and training to farmers using computer technology. With the help of sensors (INTEL Company) to measure the level of humidity send messages to phones farmers (cellular company VODOFONE) upon the occurrence of an optimal level of dryness of the soil. The company also provides services for the analysis of soils in a given region to further the optimal use of medicines and fertilizers. 1 million 400 thousand out of 3 million 300 thousand farmers are using this services of the company. Tarumsal Pazarlama has won many awards and certificates, and is a candidate for the Nobel Prize for the development of farming. The industry is using nana technology worldwide. Tarumsal Pazarlama also received the award for the social impact of the association KADIGER.

In overall best practices was presented to women entrepreneurs from Tajikistan during their visit to Turkey with aim of attracting them as mentors to pass the gained knowledge to other women in project target areas.

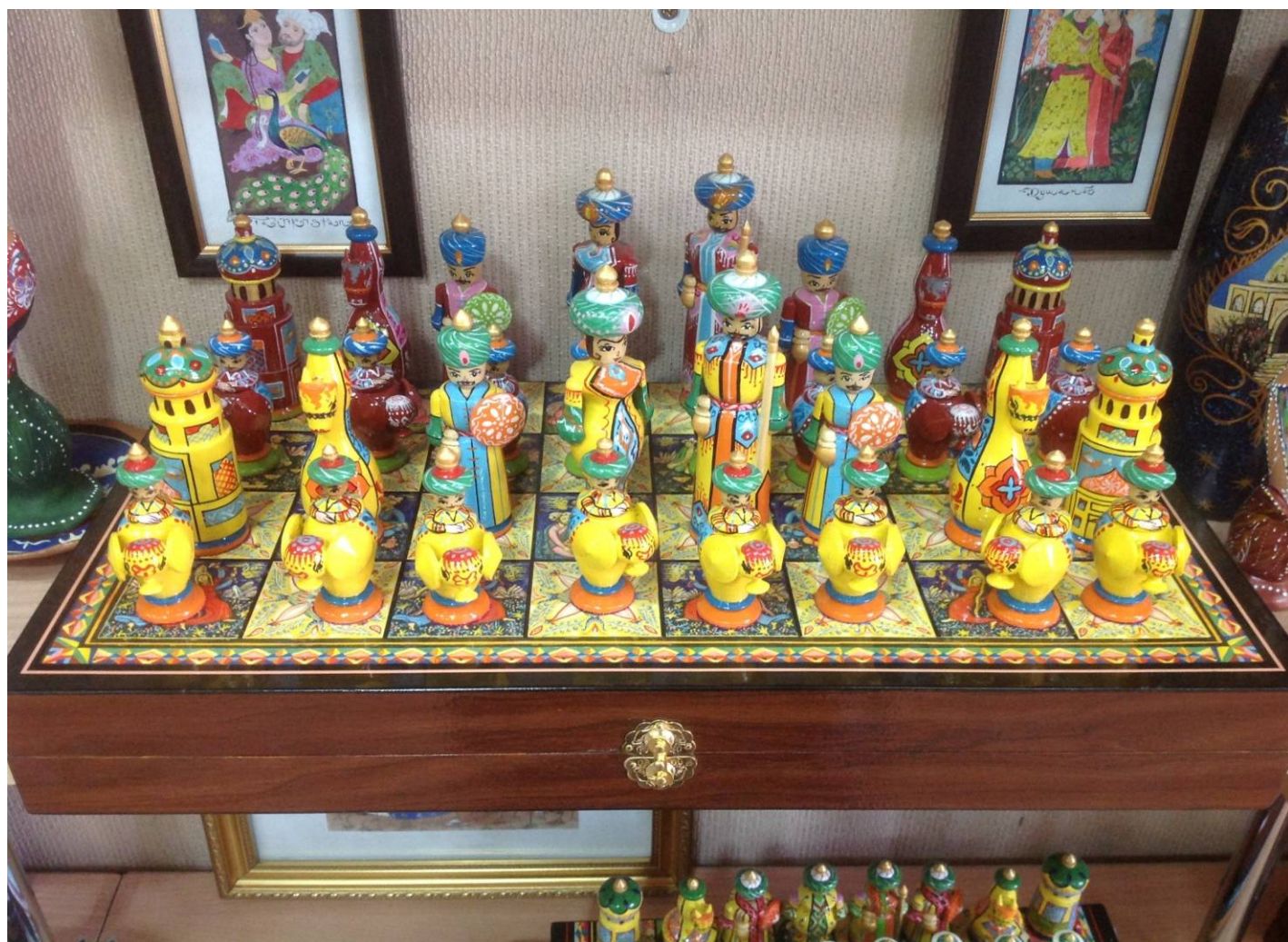
Women, listed in Table1, that visited Turkey under the project will be used as mentors in the project. According to the project approach, the mentors will accompany inactive and active women groups from low value added activities in networking meetings, in cross visits, empowering and inspiring them to become more active in business. It was planned to involve them in the first cross visit and networking meeting that will be held in August, 2015 in Qurqhontepa city.

**Table 1.** List of women-semi-finalists of Farah that get knowledge of best practices in Turkey

#	Name	Mobile	Place of work	City/District
1	Jabboralieva Muhabbat Nabijanovna	91 516 31 21	Non-state general educational institutions №1	Istarafshan district, Soghd
2	Allaeva Sanobar Abrorovna	(93) 488-82-42, (95) 139-01-62	Dehkhan Farm “Komron-98”	Tursunzoda, DRS
3	Rajabova Nazira Ibragimova	(918) 80-66-34, (90) 477-27-85	Medical Aesthetic Center "Jasmine", that has goal to improve the quality of life, health and beauty of the population	Dushanbe
4	Tursunova Dilbar Rahmatovna	(92) 854-00-50, (92) 887-00-71	Empire wedding luxury "Shoira Suite"	Khujand
5	Ghozieva Sharofat Barotova	n/a	LLC Usufjon(hotel, canteen, gas station,shop)	Jergatal district, DRS
6	Safarova Mavluda Alieva	(90) 550-51-93, (98) 525-45-93	Beauty salon	Kulob
7	Saidrahmonova Makhfirat Sarabekovna	(93) 545-34-45	Dehkhan Farm "IDIBEK"	Shaartuz district, Khatlon
8	Mardonaeva Siltonbakht Shirinbekova	(93) 401-96-91	Sewing shop	Khorog
9	Ismadova Salima Abduvaqosovna	(92) 770 24 95, (3462) 2 40 38,	Private sewing studio “Salima”. Shop for the production of toilet paper	Isfara



#### ANNEX IV - Report On A Study Of The Situation In The Field Of Folk Art And Handicraft Products' Sales In Dushanbe



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## Restriction of the report

This report presents an analysis of the tasks specified in the project proposal and describing the activities of the objects only and not intended to be a comprehensive analysis of the sphere of folk art and crafts in the territory of the Republic of Tajikistan. All figures and data collected from official sources.

## Introduction

In the Republic of Tajikistan and in many regions it is now a serious attention is paid to the idea of rebirth and formation of folk crafts and trades, as well as folk art as a kind of small business and full economy capable of providing a significant amount of employment of the working population.

Of course, this task is impossible without the return of handicraft corresponding prestige and social status, formation in the public consciousness the image of the artisan as an employee, master and domestic producers of goods and services. Additionally, you must pay attention to the legal, financial, economic and infrastructural aspects of the activity as fundamental to its development.

The purpose of this project is to determine the situation in the field of sales of products of folk art and crafts in the city of Dushanbe, Republic of Tajikistan and its development prospects.

To achieve this goal are indicated the following tasks:

1. Determination of market size products of folk art and crafts, as its structure;
2. Study the practice sales organization, strategy and tactics of pricing of subjects of trade in goods of folk art and crafts;
3. Determine the prospects for the development of trade in goods of folk art and crafts.

As part of the solutions to these problems it was needed:

- ☐ analyze existing regulations governing the trade in goods of folk art and crafts in the city of Dushanbe and assess the impact of government on this area;
- ☐ to examine the existing practice of organizing sales, strategy and tactics of pricing of subjects of trade in goods of folk art in the city of Dushanbe;
- ☐ assess the capacity of the market of goods of folk art and crafts in the city of Dushanbe and determine its structure;
- ☐ find out the geographic location of business entities engaged in trade in goods of folk art and crafts in the city of Dushanbe;
- ☐ identify problems and barriers to trade in goods of folk art and crafts in the city of Dushanbe;
- ☐ assess the existing human resources in the field of trade in goods of folk art and crafts;
- ☐ assess the market potential and consumer goods of folk art and the prospects for its development;
- ☐ to determine the list of perspective types of products of folk art and crafts for sale in Dushanbe

□ offer recommendations to improve the human resource capacity and efficiency of trade in goods of folk art and crafts in the city of Dushanbe.

The present study is the city of Dushanbe, Republic of Tajikistan.

The subject of the study is to trade in goods of folk art and crafts.

For more details of the research methodology is described in the main part of the report.

The program for conducting of study

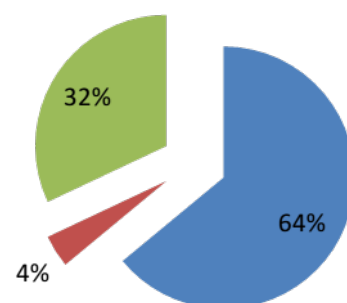
Geography of study

The study was conducted in Dushanbe in three areas:

- District Somoni
- Sino district
- District Shomansurov

The greatest number of respondents located in Somoni (64%), Shohmansur 32%, in the central part of the city. The lowest number in the region of Sino (4%)

**Geography of study**



Methodology of study

The present study is divided into several parallel projects, which differ in the method of research, as well as the structure and size of the sample.

The first direction - "Investigation of business entities engaged in trade in goods of folk art and crafts in the city of Dushanbe." Within this area we study the following questions:

- Identification of trade in goods of folk art and crafts in the city of Dushanbe;
- geographical location of business entities engaged in trade in goods of folk art and crafts in the city of Dushanbe;
- identification of problems and barriers to trade in goods of folk art and crafts in the city of Dushanbe;
- assessment of the potential of the city of Dushanbe in the development of trade in goods of folk art;

- ☐ availability of existing capacity and the need for personnel in the field of trade in goods of folk art and crafts;
- ☐ other.

In this study, using questionnaires were interviewed individual entrepreneurs and senior officials of small and medium-sized businesses engaged in trade in goods of folk art and crafts in the city of Dushanbe.

The second trend - "The study of market goods creativity in Dushanbe."

Within this trend will assess market potential consumers of the goods of folk art and crafts in the city of Dushanbe. It is necessary to explore issues such as:

- ☐ how to implement the various products of folk art and crafts,
- ☐ popularity rating of different products among consumers,
- ☐ demand for these products among the target audience,
- ☐ reasons for buying / not buying these products.

This analysis was carried out in parts of the city of Dushanbe, where the sale of goods produced folk art and crafts. The survey was conducted by personal interview with a structured questionnaire. The questionnaire consisted of two chapters:

- 1 Head- 5 questions
- Chapter 2 - 12 questions, one of which is open

The study also interviewed shoppers, in the range where the goods of folk arts and crafts.

The third direction - a desk research, which will provide information on the following issues:

- ☐ analysis of legal acts regulating the sphere of trade in goods of folk art and crafts in the city of Dushanbe;
- ☐ study of current practices in the field of trade in goods of folk art and crafts.

The source of the data in this study are the regulations governing the folk art and trade products of folk art and crafts, statistics, the Internet - the sources, periodicals and others.

In addition, during the study were used by visual observation and expert interviews.

Information about respondents

During an interview by questioning 25 people were interviewed, of whom 16 were women. 6 respondents are owners of business entities, and the rest hired by the sellers. The survey was carried

out in June 2015. In general, respondents working in this field for over 5 years. That was 16 respondents. But there are respondents with more than 10 years of experience even when the Artists' Union Gallery. Their experience is very different from new sellers. It is felt in the survey and advice on the quality and type of products.



It was also conducted expert interviews with the Chairman of the Union of Tajik artisans Abdurahmoni Nazirmatova and member of the union craftsmen goncharnika Shuroba Saidov.

Experts in the field of folk art, questions were raised with regards to the number of members of the union craftsmen, the number of home-based workers and entrepreneurs by regions, types of crafts. Also discussed issues related to the draft laws regulating the activities of craftsmen, supported by the state and the sale of products.

## 1. The results of the desk study.

### Analysis of the legal acts regulating the sale of folk art and folk art products and crafts

Tajikistan is one of the countries, where in recent years been actively revive folk arts and crafts as an integral part of the national economy and culture. The very existence and development of arts and crafts at its core is based on the creativity and initiative of the general population. However, it is very necessary to preserve the culture of the nation and meet the needs of population activities is the most poorly protected economically and legally. That is why the creation of economic and legal framework for the restoration and development of the market conditions in the production of artistic products utilitarian and decorative purposes, historical continuity in the process of collective creativity and craftsmanship traditions should be one of the priorities of state policy.

The Government of Tajikistan attaches great importance to folk art, and it is written in the Law "On national art crafts» №8, st.466, ZRT of 22.07.2013g. №1006 (attached).

The Act, with respect to folk art, the following basic concepts:

-narodny art craft - one of the forms of folk art, efforts to establish a utilitarian art products and (or) decorative purposes shall be based on individual and collective development of the successive development of traditional folk art in a particular place in the creative hand and (or) mechanized labor masters folk arts and crafts;

-products folk art - objects of decorative and utilitarian purposes, established in accordance with the traditions of folk arts and crafts using natural materials and manual labor;

-master folk crafts - a natural person who manufactures products specific folk crafts in accordance with its traditions;

-By result of intellectual activity, implemented in ethnic craftsmanship - a natural person whose creative effort has created this result;

-Place of folk traditional arts and crafts - the territory within which historically emerged and developed in accordance with the distinctive traditions of folk art craft, there exists a social and domestic infrastructure may be necessary raw materials;

-Unique ethnic craftsmanship - the only one of its kind, has high artistic value of products of national crafts;

-typical sample ethnic craftsmanship - a pattern that is in the form of the finished product, figure (schema, sample composition), layout (model) and prednaznachen to play in the prescribed manner, including with the use of creative variation;

Variation -Interested in art - one of the manifestations of folk art, the main method of reproduction standard sample products folk crafts that provides for amendments and additions to the compositional, color, ornamental, plastic and other artistic decision, which will not lead to a fundamental change in the author's intention, reduction artistic level and quality of manufacturing products of national crafts in comparison with the standard model.

An important milestone in the development of handicrafts in the adoption of the Government Decision "On the development of handmade carpet weaving and other crafts in the Republic of Tajikistan" dated June 3, 2014, № 375 (attached).

Under this decision the executive authorities of the Gorno-Badakhshan Autonomous Region, regions, Dushanbe, cities and districts of the republican subordination was commissioned jointly with the Ministries of Labour, Migration and Employment, Industry and New Technologies, the State Committee on Investments and State Property Management to wide attraction of domestic and foreign businessmen and investors in the years 2014-2016 to take measures to create training and production centers of handmade carpet weaving and other crafts.

In addition, the Ministry of Education and Science of the Republic of Tajikistan was commissioned in 2015- 2016 and 2016-2017 academic years in the curriculum of secondary education to provide training in the crafts technology lessons.

According to the decree of the Chamber of Commerce of the Republic of Tajikistan was commissioned jointly with the Ministry of Industry and New Technologies, the executive 'public authorities of the Gorno-Badakhshan Autonomous Region, regions, Dushanbe, cities and districts of the republican subordination advertise products hand-made in domestic (not less than 2 times per year) and international exhibitions (at least 1 times per year) and take steps to establish their exports, and the Committee on Television and Radio under the Government of the Republic of Tajikistan was commissioned to develop and broadcast programs about folk crafts and artisans, the value of crafts in the development of national economy, issues of employment, improvement of living standards and a sense of national pride. Relevant ministries, departments and local executive bodies, including the city

of Dushanbe are required to provide quarterly to the Government of the Republic of Tajikistan Report on the implementation of this resolution.

In the same year it was made following Government Decree "On state forecasts, concepts, policies and programs of socio - economic development of the Republic of Tajikistan" dated December 1, 2014, №737.

According to the decision to develop the industry of carpet weaving in the Republic of Tajikistan, the Government approved the Program of development of carpet weaving in the Republic of Tajikistan for 2014 - 2020 years (included).

Ministries of Finance, Industry and New Technologies of the Republic of Tajikistan, the State Committee on Investments and State Property Management of the Republic of Tajikistan, the executive bodies of state authority in regions, cities and districts were instructed to take the necessary measures to attract domestic and foreign investment for the implementation of this program. Ministry of Industry and New Technologies of the Republic of Tajikistan until 2020, a year must submit to the Government of the Republic of Tajikistan information on the implementation of this program.

Pursuant to this decision of the government decision was made Chairman of Dushanbe on December 30, 2014, №617, which approved a plan of measures to ensure its implementation. The action plan provided for the creation of a number of companies and training centers in Dushanbe, to attract women to the carpet weaving and embroidery (attached).

Unfortunately, many of the items of government regulations and action plan are still on paper, created in its framework the company and management have not been able to start full operation, enter the lack of adequate financial and administrative support (at least through the free provision of premises ) and good management. In general, this topic requires a separate study.

According to the website of the National Association of Small and medium-sized businesses and artisans Union of Tajikistan in 2015 they plan to bring to the discussion of the bill on handicraft (attached).

The analysis showed that the Customs and Tax Codes of the Republic of Tajikistan does not provide any benefits and preferences to support folk arts and crafts.

Analysis of the legal acts regulating the sale of folk art and folk art products showed that in many respects it is declarative and does not take into account the complex and industry-specific low impact on the regulatory environment.

Further analysis and follow-up surveys showed a weak awareness of artists and entrepreneurs about the legislation in the country.

## 1.2. A study of current practices in the field of sales of products of folk art and crafts

International experience in the sphere of production and trade of folk art and crafts

Tajikistan - one of the few countries that has not only preserved, but also a living practice in the field of folk art traditions. In many countries where such traditions are also preserved, priority is given to

the preservation of skills and practices manual artistic creation, which a priori can not compete with factory products;

In Germany, enterprises using manual labor, have significant tax advantages, allowing, for example, a few years back all costs of purchased equipment. In this country, much lower than in Tajikistan, the cost of renting commercial and exhibition space for this type of companies, allowing them to actively promote and sell their products without intermediaries.

In France, all kinds of manual arts and crafts are considered a national treasure, the most important part of the artistic and cultural heritage, one of the pillars of the tourism cluster. Individual artists, workshops, businesses operating in the tradition of French decorative arts, preserve and develop them, are the honorary title of "Living cultural heritage of France" that provides them with a range of fiscal, financial and regulatory preferences, high social statute and prestige. Students of art schools receive their education for free. If the graduates go to work for masters or organization specializing in manual art work, within three or five years (in the harmful activities - wood dust, working with paints and dyes, with casting, chasing, patina, gilding, glue, and so on. d.) they receive a fee, provide them with income above the average in the region. In France, questions of support of arts and crafts by a special department of the Ministry of Culture of France, he oversees legal, creative, artistic, organizational and economic issues (previously these functions were divided between the Ministry of Culture and the Ministry of Small and Medium Business). In France, support for manual art work based on obshchestvennye and regional associations (unions, guilds), artists and crafts. Legal, financial, advertising policy are based on the joint efforts of the federal center, regions, municipalities within the framework of a unified state policy and programs. Municipalities are supporting artists, craftsmen, workshops and businesses, including organizing weekly fairs and sales.

The UK has the National Trust (NT). National Trust - a charitable organization (Fund), established for the preservation, restoration, maintenance and promotion of the national heritage. Under the direction of the National Trust (NT) in addition to the many valuable estates, architectural monuments, collections of art works, industrial facilities, parks, gardens and golf courses, there are a whole historical settlements and vast rural areas. It provides a framework for cultural tourism. The budget of the National Trust contributory visitors and private donations. Each year, the organization has invested about 20 million pounds only to the preservation of the cultural landscape and the traditional land use, the development of the coastal areas belonging to it and the countryside.

In Japan, a program to preserve the "living heritage". Folk master teacher regarded as a national treasure. One of their duties - to prepare successors of their traditions - students. In this case, the state is guaranteed to purchase the products of folk artists and their students in order to replenish the museum and gift funds for sale in other countries and other needs.

In China there is a gradation - are artists of regional, regional and national significance. In the past the state guaranteed buys products manufactured by them. Companies that employ such masters have tax benefits.

In Canada, a centralized distribution system: Master delivers products made by him to the cooperative, which sends them to the point of sale.

Support for traditional folk art is at the level of UNESCO. In the list of intangible cultural heritage of worldwide significance, including the following activities: the traditional art of carpet making (Azerbaijan), drawings on the sand people of Vanuatu (Vanuatu), the art of making and using the sacred dagger, Indonesian batik and practice of teaching this art in local schools (Indonesia), the



traditional art of carpet weaving in Fars and Kashan (Iran), carpet weaving in Aubusson (France), regional technology manufacture of paper and cloth (Japan), and others.

#### Practice in the field of sales of products of folk art and crafts in Dushanbe

Infrastructure sales of goods of folk art and crafts in Dushanbe is relatively developed. In Dushanbe practice of selling goods through specialized art shops, galleries, art salons, exhibitions, fairs and online stores and privately ie with workshops. In addition products of folk art actively promoted in the framework of the "Union of the artisans of Tajikistan." One of the objectives of its creation is to create contacts between representatives of different crafts, participation in exhibitions, fairs, seminars, formation of a single brand for the products of the Tajik national art crafts. Unfortunately, in the city of Dushanbe there are any shops which would sell products of folk art and crafts under a single brand, also not observed any aspirations for the branding of such goods.

Also, the Center for the development of tourism in the framework of the project funded by the Swiss State Secretariat for Economic Affairs (SECO) and the International Trade Centre (ITC) in the framework of the project "Cultural city tour Dushanbe» ("UrbanCulturalTours: Dushanbe") in Dushanbe in 2015 was prepared and It issued a printed guide for foreign tourists, which contains information about the masters of folk art salons, galleries and exhibitions where you can buy products of folk art (prilogaetsya).

Union Tajik artisans fair is mainly carried out in Tajikistan and beyond, but unfortunately this is not enough.

Over the last 6 months, were carried out:

- Festival "Bozori Khunar" in Kulyab, together with the Ministry of Culture.
- Weekly Fair Gods Iram (Botanical Garden)
- A small exhibition within the "Night at the Museum"
- Exhibition at the Helvetas office in honor of Italy

August 30 artisans Union of Tajikistan will hold the festival "Rangorang" in the gods of Iram, and September 5-6, a big fair is planned in the Ismaili Centre in Dushanbe, which will involve more than 100 artisans in Tajikistan and Kyrgyzstan

## 2. The results of the field study

### 2.1. Analysis of economic entities Dushanbe, sells goods of folk art and crafts

Currently, the city of Dushanbe there are more than 30 specialized souvenir shops selling products of folk art and crafts, 25 of which were examined (list attached):

#### Description of the main economic agents

Shop- gallery "Silk Road" at Dushanbe, street Street. Shotemur house 32. The shop is located in the basement of a residential building and has an area of about 200 M2. Schedule store from 9:00 to 18:00, seven days a week.



The shop is equipped with the necessary equipment and racks. The store payment for the goods is accepted only in cash, no terminal for electronic payment cards. The store has a landline phone (37) 227-43-05, as well as your website. Shop at the request of the buyer may make delivery of the goods within the city.



The store has 2 vendor with knowledge of Russian and English. In the shop are a sufficiently large number and variety of goods. According to sellers, this shop is a large network of association "Ruhom" specializing in products made from raw gems: necklaces, bracelets, desk sets, candlesticks, vases and so on. Besides souvenirs and jewelry made of semiprecious stones presented goods as national clothes, paintings, kundal, Suzanne, carpets, handicrafts, woven and knitted products, leather products, knives, musical instruments and souvenirs with national symbols.



Seller's opinion: "In comparison with other shops and town in our store a wide range of handmade goods of local production such as: zhuraby, wicker products from APRD and straw knives, felt products, leather goods. I would like to see local goods no matter what direction "

**Gift shop "Shark"** is located at the city of Dushanbe, Rudaki avenue house 32. Schedule the store from 9:00 to 18:00, except on Sundays.



The shop is equipped with the necessary equipment and racks. The store payment for the goods is accepted only cash and no terminal for electronic payment cards. The store has a landline phone as well as your website. Shop at the request of the buyer may make delivery of the goods within the city.

The store has 2 Seller schedule that in a day. Sellers also speak foreign languages like Russian and English. In the shop are products of wide areas, such as national dress with decorations, paintings Tajikistan kundal, textiles and ceramics. According to the seller a higher percentage of goods imported from Uzbekistan and Kyrgyzstan.



**Shop "interesting gifts" Design Studio logos service** is located at the city of Dushanbe, Rudaki ave. 32. The shop is located on the first floor of a residential building and has an area of approximately 50 meters. Schedule store from 9:00 to 18:00, except resurrection.



The shop is equipped with the necessary equipment and racks. The store has a website on the Internet ([www.log.tj](http://www.log.tj)) Provides services for the production of clutches, backpacks, home goods and gifts of life with drawing prints. The shop is a family business.

According to sellers would love to see European products with the national colors. Very few ceramics, wood and metal

Mikhail Penkov, the shop owner said: "I agree, as souvenirs should be utilitarian, that a person can use it (utensils made of wood, ceramics, glasses with a national ornament etc)." He also notes that the tourist price is important. They buy gifts not only for themselves, but also a gift for friends and family. In our store items with a price of 10-14 dollars. spending more than a tablecloth handmade 150 somoni. "Now the market is filled with textile products. I would like to novshesva. Acute question is in the sale of goods, infrastructure sales. I propose to create a craft town to the manufacturer or the same master could rent, sell, and offer the customer a product "- he continues



**Art Gallery «Noor Art Gallery»** is located at Dushanbe Somoni Avenue 26/1. The shop is located on the second floor of the hotel Hyatt Regency and has an area of about 30M2. Schedule store from 9:00 to 18:00, except on Sundays. The shop is equipped with the necessary equipment and racks.



The store payment for the goods is accepted not only cash, but also through the terminal for electronic payment cards. The store has a landline phone as well as your website. Shop at the request of the buyer may make delivery of the goods within the city. The store has two seller, one of which is the owner of the store. He speaks several foreign languages such as English, Russian and Uzbek. Professional advice can help make the right choice, as well as create their own exposure.



The gallery exhibits a collection of unique paintings Tajik artists, folk art, traditional exclusive jewelry of the leading masters of the city of Dushanbe, Tajikistan, on the books, souvenirs, Suzanne, cards, scarves and various techniques of adras textile fabrics (silk). The approach to customer service is very attentive and they can find the right approach to each client.



**Gallery "Asia"** is located in the city of Dushanbe, at Rudaki Avenue 14 in the hotel "Serena".

The gallery is located on the ground floor of the hotel complex area of 15m2. Schedule Galleries from 9:00 to 18:00, except on Sundays. Gallery is equipped with the necessary equipment and racks. The Gallery of payment for the goods is accepted only cash and no terminal for electronic payment cards. Gallery has a landline phone as well as your website. The Gallery of foreign nationals working in Afghanistan with the knowledge of Persian, Russian and English. The gallery features handmade carpets, textiles and jewelry, fine stone, textiles and various souvenirs



**Art Salon «Modigliani»** salon owner is Holov Mizrob. The shop is located near the Opera and Ballet Theater near the hotel Vakhsh at ul.Chehova 4a.

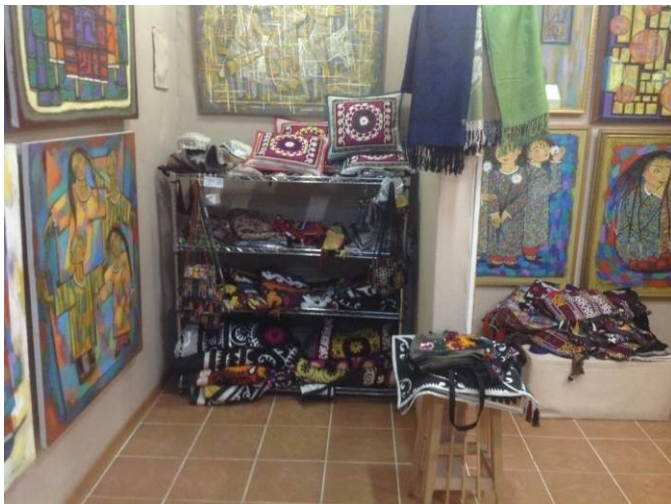


Shop converted from a one-bedroom apartment, and is the property of the artist-Kholova Mizrob. He said he greatly saves on rent and it is very important for an artist who wants to show and sell their work without trade margins and discounts. The store work schedule three of the seller is the artist himself, his wife and daughter. The range of products there are products with high quality work in any direction. It kundal, paintings, fancy goods, embroidery, jewelry, chess, tekstilno- interior decoration and graphics of the artist Mirzoba Kholova.

According to the artist most of souvenirs, handicraft products as textiles, ceramics, tableware made of clay brought from Uzbekistan and felt products, tool wooden souvenirs from Iran and Pakistan.

But now pleased that feel a slight increase in the development of young students and graduates of art schools. The store rent out their work, such as the master kundalschiki Lily Alikhanov, Shukhrat Nazarov, Ezmatov Erkin, etc. According Kholova Mizrob no raw materials for the development of natural silk for batik. We have to buy in the bazaars of the old shawls for embodiment of the idea of creating new things.

Scarves and shawls with such appliances rent for the implementation of the store Expert - Svetlana Kovaleva.



**Shop "Olami Atlas"** is on the second floor of the shopping center "Sadbarg 'Aini street on the second floor.





In the shop there are two saleswomen. The store operates on weekdays from 8 to 17, except Sunday. The owner of the shop has two shops in the mall. One of the sections converted exclusively for products from adras, satin, snipe and other types of fabric of traditional culture of the peoples of Central Asia. According to her, all the products that are on sale at her store is imported from Uzbekistan, such as handbags, clutches, tyubiteyki, shoes, decorations for brides, casual clothing for women, etc.

The photograph shows the entire range of products. The second department store has the most diverse items such as souvenirs made of ceramics, zhuraby, magnets products from beads and. From my own observation was seen the same work magnets with different inscriptions republics (Uzbekistan, Tashkent and Dushanbe, Tajikistan). In an open question, why is this so, the seller said: "We specifically order the Uzbek manufacturers of products with the inscription of Tajikistan, as all products except products from beads and zhurabov imported from Uzbekistan.





#### Name and description of goods

During the survey of owners and sellers it found that the most common products of folk art and crafts sold in the city of Dushanbe are:

Embroidery. Embroidery is one of the needlework arts to decorate all sorts of variety of woven pattern that is done by hand (sometimes crochet needle) or embroidery machine. In Tajikistan, mostly embroidered on such tissues as the velor, velvet, satin and so on.



The most common types are quiet, cross bigiz and vestibule. In the test stores have been observed in such produce as Suzane, panels, pillow cases, towels, decorative clothes, teapot warmers, pictures, tablecloths and bedspreads.







**Quilted fabric:** quilted fabric is one of the traditional types of techniques Tajik crafts. Sales have generally dekorativno- interior items (pillowcases, napkins, tablecloths, clothes)

**Toys and dolls:** Birth dolls - Lukhtak dates back to the Muslim period, which to this day lives in families mountainous villages. The initial value kukly- protect home and family, separately for men and boys, women and girls.

**Woodcarving:** Art of wood carving is part of the Central Asian artistic heritage and its origins date back to ancient times. The traditional architecture and way of life of the peoples of Tajikistan has long, carved wood enjoyed great popularity. In architecture it is used as an important architectural details and structures such as columns, cornices, doors, ceilings, grates. Home rezboy includes a wide range of subjects still is, as the tables, tableware, trunks, boxes, etc..



**Ceramic figurines and magnets:** Pottery in Tajikistan is the oldest. Since ancient times pottery is made of two types: half burnt terracotta and glazed ceramics irrigation

□ kundal: Paradise flowers - as translated from Farsi sounds ornamental technique -Kundal. There are three types of ornamentation: floral, geometric and mixed. Rasprostronenie most of the extant



Ornamental Arts is ganch. Masters - carvers made a thread on small planes, large - large-scale designs.

□ National knives: carved a strong and beautiful Tajik knives are made for many centuries and is famous not only for us, but also far beyond the borders of our country. The most famous are considered blades made in the workshops of the city of Istaravshan and Isfara. In Dushanbe, selling products in these regions



Also in the study of economic entities sold:

- Paintings and reproductions of craftsmen and artists of Tajikistan
- Souvenirs made of semiprecious stones
- jewelry of precious and semiprecious stones
- National musical instruments
- National utensils made of clay and ceramics
- Textile souvenirs
- National handmade souvenirs
- souvenir Textile haberdashery
- antique utensils made of copper and iron
- Carpets, handmade

The demand for the product

The most promising and the most popular products of folk art and crafts for sale in the city of Dushanbe, from the standpoint of respondents (entrepreneurs and merchants) are:

- kundal

- ☐ Souvenirs from clay
- ☐ Souvenirs made of semiprecious stones
- ☐ jewelry of precious and semiprecious stones
- ☐ National utensils made of clay and ceramics
- ☐ Art decorative national costumes
- ☐ Textile souvenirs
- ☐ Fabrics and Textiles
- ☐ National handmade souvenirs
- ☐ Suzanne and other artistic and decorative paintings

Also popular products are:

- ☐ Paintings and reproductions of craftsmen and artists of Tajikistan
- ☐ incisorial souvenirs.
- ☐ souvenir Textile haberdashery
- ☐ Carpets, handmade

It was also found that the national musical instruments and antique utensils made of copper and iron are not in great demand and buy them on occasion.

As the demand for products, we can conclude that the most running are small and expensive products. Just when buying paid special attention to the usefulness of products. For example scarves that you can tie or magnets, as a decoration for refrigerators.

### Quality

In the study, the researchers important issue was the question of quality of goods. Most quality, according to respondents, are paintings and reproductions kundal, tool souvenirs made of wood, clay and semi-precious stones, national dishes from clay and ceramics. Although respondents say good quality goods, according to the observations of researchers low quality goods. This conclusion was made by comparing the local and Uzbek goods.



Local products



Uzbekistan's products



From the photos you can see, the difference between the quality of the goods and the local Uzbek producer.

In the background work of the Uzbek producers at the leading Tajik boy.

Speaking of quality, it should be noted that it depends on several factors:

- ☐ The lack of raw materials or of poor quality. For example, for the manufacture of porcelain dolls needed. In Tajikistan, this raw material is not.
- ☐ skill, low creativity and creative podhod- not so highly developed. Equipment manufacturing dolls underdeveloped among our masters.

## Goods suppliers

Suppliers of goods based on the results of the study are:

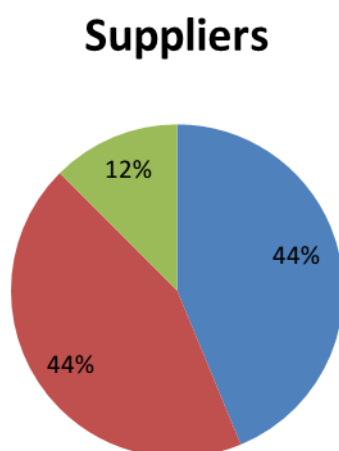
- ☐ Private litsa- master homeworkers
- ☐ Organization / Company
- ☐ Intermediaries

The largest number of products arrive in stores by the individuals. 17 of those 25 Masters, working from home, carrying goods to the shops.

Among the organizations - suppliers of "Rukh". This company is by far the leader in the manufacture of products from semi-precious stones in Tajikistan and has a network of shops, not only in the city of Dushanbe.

## Suppliers

Providers of products according to the respondents as already mentioned several times, is the product of 44% in Tajikistan, Uzbekistan and Kyrgyzstan 44%, as well as from Iran, Pakistan, Afghanistan and China 12%. Регион поставки



Local products are:

- ☐ Paintings and reproductions of craftsmen and artists of Tajikistan
- ☐ Souvenirs made of semiprecious stones
- ☐ jewelry made of precious and semiprecious stones National musical instruments
- ☐ antique utensils made of copper and iron
- ☐ Suzanne and other artistic and decorative paintings:

From Uzbekistan brought mainly souvenirs from the clay, the national dish made of clay, ceramics, decorative art national clothing, footwear, textile souvenirs, fabrics and textiles, national souvenirs of manual work. In answering this question, respondents noted the complexity of the importation of goods for customs procedures and transport problems.

Although respondents in the survey did not mention the products from Kyrgyzstan, during a conversation, one of the saleswomen said, felt that all products come from Kyrgyzstan.

From Iran, Pakistan, Afghanistan and China brought mainly incisorial souvenirs made of wood and handmade carpets.

An interesting fact is that in Dushanbe practically no sale of carpets of local production. This trend in the past two years began to develop strongly in Tajikistan. Perhaps this question needs separate study

#### Prices

The pricing policy is not the main research question, but at the time of the survey, respondents were asked questions of pricing products. According to respondents, the price of goods is mainly appointed by the supplier of the goods and added the interest of sellers. This figure ranges from 35 to 50%.

In three cases, the price set by the owner of the store. Not surprising is the fact that three of the respondents did not want to answer this question. Perhaps this is due to fears of a legal and fiscal nature or the fear of competition.

#### Key challenges and barriers to trade in goods of folk art in Dushanbe

Among the main problems faced by artisans in Tajikistan are the following:

- ☐ difficulties associated with the acquisition of raw material: shortage of certain raw materials and their unavailability (eg forfor, clay, zinc), high cost of raw materials;
- ☐ the problems associated with the sale and promotion of products of folk crafts: the lack of statistical data on the market of products, low development marketing component, the complexity of advertising products;
- ☐ deficit masters of complexity in the continuity of knowledge, lack of interest of the younger generation;
- ☐ weak popularization of the craft activity;
- ☐ difficulty transporting products;
- ☐ the absence of tax benefits for artisans;
- ☐ The lack of open space (like ARBAT) for general sales
- ☐ Mediation and high margins is an obstacle to the sale of products

Solution of the above problems is a necessary step for further development of folk arts and crafts industry

#### 2.3. Estimation of prospects of Dushanbe and potential customers in terms of the development of trade in goods of folk art

Expert survey of representatives of governments and members of the public showed that the assessment of the prospects of development of the craft sector is heterogeneous .. This is due to the fact that at the moment the industry in Tajikistan is under development and its prospects depend largely on the decisions and actions of all stakeholders.

In the course of the expert survey were mainly the following answers:

The industry will grow to the extent in which tourism is developed;

Trade in goods of folk art will always exist, regardless of state support;

narodnoe creativity and craftsmanship will die out with increasing degree of globalization, if the government will not actively support this sector;

A large share of counterfeit and contraband products hinders the development of the industry;

To address issues of industry development system requires the adoption of measures to Fitting Your tax relief and financial support;

Create a single commercial enterprise, which could gather and sell goods craftsmen and artisans, as it was in Soviet times, will contribute to the development of this sphere and so on.

### 3. Key findings and recommendations

Conclusions on desk research:

☐ in Dushanbe no target programs to support folk arts and crafts ", which could be carried out in the city a unified strategy of folk art and crafts, and thus provide a constant level of development of folk arts and crafts in the city of Dushanbe and the surrounding region;

☐ there is no single database of information reflecting the status of folk art and crafts (geographical distribution, the master of folk arts and craftsmen, fairs, shows, seminars, etc.);

☐ there is no creation of an Internet site containing information on folk arts, crafts, artisans, history of folk art and crafts, as well as its current status;

☐ there is no single or regional brands for products of folk art and crafts;

☐ no branded internet shops offering products of folk art and folk art of the region;

☐ handicraft, as an integral part of the culture and economy of the region, needs the support and development on the part of both the authorities and by the public and international organizations;

☐ infrastructure product sales of folk art and crafts in Dushanbe is relatively developed. In Dushanbe practice of selling goods through specialized art shops, galleries, art salons, exhibitions, fairs and online stores and privately ie, with workshops, as well as through the union craftsmen in Tajikistan;

☐ customs and tax codes of the Republic of Tajikistan does not provide any benefits and preferences to support the folk art and handicrafts;

☐ regulations governing the sale of folk art and folk art products are largely declarative in nature and does not take into account the complex and industry-specific low impact on the regulatory environment.

The conclusions of the field research



- ☐ sale of products of folk art is carried out mainly in the central part of the city of Dushanbe. This is due to the availability and location of attractions in the city center
- ☐ Currently, the city of Dushanbe there are more than 30 specialized souvenir shops selling products of folk art and crafts
- ☐ Status of stores and equipment do not differ significantly. Buy products in shops can only be in cash. Only NGO "Rukhom" and Hotel Gallery have their own websites. But at the same time, it is considered to be an active gallery in the Hotel Hyatt.
- ☐ The country has a deficit masters of complexity in the continuity of knowledge, lack of interest of the younger generation. But there are still a matter of professional consultants prodavtsy- in folk crafts and it is necessary to use their experience. There is also a small increase in the development of young students and graduates of art schools.
- ☐ The most common products of folk art and crafts sold in the city of Dushanbe are:
  - Embroidery.
  - quilted fabric
  - Toys and dolls
  - Woodcarving
  - Ceramic figurines and magnets
- ☐ sales system handicraft products in the region is underdeveloped and in need of significant changes;
- ☐ Most of souvenirs, handicraft products as textiles, ceramics, tableware made of clay brought from Uzbekistan and felt products, tool wooden souvenirs from Iran and Pakistan
- ☐ There are differences in the quality of the goods and the local Uzbek producer
- ☐ suppliers of goods based on the results of the study are mostly private litsa- master homeworkers, and as organizations / enterprises and intermediaries
- ☐ Provider of products according to the respondents as already mentioned several times, is the product of Tajikistan, Uzbekistan and Kyrgyzstan, as well as from Iran, Pakistan, Afghanistan and China
- ☐ Attendance outlets, offering for sale products of craftsmanship, is extremely low;
- ☐ potential consumers of products of handicrafts are women aged 18 to 55 years old
- ☐ The price of goods are mainly appointed by the supplier of the goods and added significant, percentage of sellers. This figure ranges from 35 to 50%.
- ☐ Comics and Graphic Novels do not meet international standards and are conducted mostly by hand
- ☐ there are difficulties associated with the acquisition of raw material: shortage of certain raw materials and their unavailability (eg forfor.), The high cost of raw materials;

- ☐ There are problems associated with the sale and promotion of products of folk crafts: the lack of statistical data on the market of products, low development marketing component, the complexity of advertising products;
- ☐ The country remains weak popularization of the craft activity;
- ☐ There difficulty transporting products;
- ☐ The lack of open space (like ARBAT) for general sales
- ☐ Mediation and high margins is an obstacle to the sale of products

## References

Based on the results of the desk and field research, the following recommendations to improve the effectiveness of the support of folk art and crafts in Dushanbe:

☐ develop and implement a targeted program of local executive authorities in Dushanbe "On the support of folk art and crafts", which will be carried out in the city a unified strategy for the development of folk art and crafts, and thus provide a constant level of development of folk arts and crafts in the city Dushanbe and the surrounding region. Under this program, you must provide the following:

- create and update a database of information reflecting the status of folk art and handicrafts in the city of Dushanbe and the surrounding region (geographical distribution, the master of folk arts and craftsmen, fairs, shows, seminars, etc.);

- Creation of an Internet site containing information on folk arts, crafts, artisans, history of folk art and crafts in In city Dushanbe and the surrounding region, as well as its current status;

- creating a brand for the products of folk art and crafts;

- Creation of branded online store offering items of folk art and folk art of the region;

☐ Improving the quality and competitiveness of products of folk art and crafts (within this area are offered activities such as the annual competition for the best design, design project, a prototype of souvenirs reflecting the specifics of the region, in order to replicate in the production, organization of scientific conferences, symposia, forums, organization of participation in national and international scientific forums, conferences on issues of national traditional arts; organizing and conducting master classes by type of folk art and crafts for different age groups);

☐ training and retraining of personnel for the production of goods of folk art and crafts in particular through the development and implementation of training programs, development and production of teaching aids for schools of art, coordination of training activities in the field of folk arts and crafts in educational institutions of primary vocational, secondary vocational and secondary vocational education by learning directly from the folk artists, masters of folk arts and crafts;

☐ the annual competitions, such as the best publication about folk art and crafts of the region in the media, for the best design, design project, a prototype of souvenirs reflecting the specifics of the city of Dushanbe and the surrounding region, with a view to replication in the production;



- ☐ to assist non-profit organizations whose activities are aimed at supporting folk art, as well as the preservation, revival and development of national art crafts (in particular, the necessary organization
- ☐ assisting national masters, masters of folk arts and crafts to provide them space for creative activities and arts and crafts organization, as well as plots of land;
- ☐ publication of catalogs, brochures, manuals, collections, etc. on folklore, traditional arts and crafts;
- ☐ Establish a system for collecting and storing information relating to folk art and crafts in the city of Dushanbe and the surrounding region.
- ☐ Creation of an electronic version of the catalog of folk art and crafts products, available on the Internet.
- ☐ form a data base containing information on the folk craftsmen and artisans (name craftsman, company name, list and photos produced the commodities, contact information for co-operation or to order products), information about the history and tradition of folk arts and crafts in the city of Dushanbe and the surrounding region;
- ☐ after the creation of the directory to place it on the official website of the state government in Dushanbe.
- ☐ To pay attention to the quality of manufactured products through improving the capacity of masters and exchange of experience with other countries.
- ☐ public authorities to pay attention to the pricing policy of productions of folk art.

## Success stories

The success story of Rajabova Inobat, Vakhsh district

In 1992 as a result of political issues Radjabova I. with only four minor children without any support. It was very difficult to give education and taking care of children.

To improve the economic conditions of the family she migrated to Russian Federation. She worked in different field for a certain time, then she was started to work as assistant in a bakery workshop. She learnt the all nuances of making of bakeries. But her daughter Farkhunda fell down from the high-rise building and she lost her health, and this case make her to return home. After returning home she made bakery product at home, and she sold it to the surrounding neighbors and shops.



Photo 9. Bakery workshop of Inobat Rajabova, Vakhsh district

According to the working plan of «Women's Entrepreneurship Empowerment Project» was conducted professional course on bakery products and Rajabova was the one of the participants in this course. During the course she learnt different kinds of cookies and she was certified.

After receiving the certificate, she wanted to open bakery workshop in the residential house, but due to the fact that the house was not connected to the sewerage system in the Vakhsh district waste water and due to the fact that her house was located in front of the District Government, and she didn't get permission to connect. In the course of waste water are not going the sanitary-epidemiological service district didn't give her permission. That's why Radjabova I. couldn't get the license certificate to start her business.

Radjabova I. came for help for legal advice to team leader of attitude and the advocacy group, and as a result he was given legal advice related to the registration of business. Also has been developed written statement addressed to the Chairman of the district to obtain a permit for connecting to the water recycling system.

The statement of Radjabova I. considered by the Chairman of the district, she was allowed to connect the waste water of her home and bakery workshop into the sewerage system of the district. After overcoming this problem Radjabova I. continued her activity and she increased type of her products up to 30, and she thanks "Women's Entrepreneurship Empowerment Project" for support.

By the opinion of Inobat:

“If the producer will not lost  
the technology of her production  
she will never lose her client”