



Фараҳ - 2018

ОЗМУНИ ҶУМҲУРИЯВИИ БОНУИ СОҶИБКОРИ СОЛ

PRESS RELEASE

WOMAN ENTREPRENEUR OF THE YEAR COMPETITION "FARAH" 2018

The National Association of Business Women of Tajikistan (NABWT) proudly announces the beginning of "Farah 2018," our annual Woman Entrepreneur of the Year competition. This contest among women entrepreneurs is held at the national level once every two years and is organized by NABWT.

NABWT invites women who are engaged in entrepreneurial activities to enter the competition. Over 1,000 women have participated in previous competitions held in 2012, 2014 and 2016, and have benefitted from increasing their knowledge and skills, developing networks with other women entrepreneurs, and accessing opportunities for training and development. As a result, they have expanded their businesses, increased their self-esteem, and made a lot of great friends along the way.

The primary goal of the competition is to promote the strong cadre of women entrepreneurs in Tajikistan by highlighting their achievements, creating networks among women, sharing best practices, and further developing women entrepreneurs. The competition also supports the businesses of these women by creating new work places and fostering innovation. The competition recognizes and celebrates the important role of women entrepreneurs in society and the positive contribution that they make.

"Farah 2018" is supported by the Investment Committee and the State Property Management of the Republic of Tajikistan, the Committee for Women and Family Affairs under the Government of the Republic of Tajikistan, the United States Agency for International Development (USAID), MDO "IMON International" and other international and private organizations, and Asia Plus is the official media sponsor of the competition. The competition will officially launch on March 1, 2018, the first day of spring, and activities will continue through Mother's Day and Navruz.

How to Enter

There are six business categories under which women can enter the competition:

- Production



- Agriculture
- Folk crafts
- Services (beauty salons, sewing workshops, IT, web –site, hotels, guest houses, travel agencies, catering and etc.)
- Health and Education
- Business Startup (less than 2 years)

To enter, women should complete a questionnaire about their business. The questionnaire could be find in all branches of MDO “IMON INTERNATIONAL” or in the NABWT official web site www.nabwt.tj

The deadline to enter the event is May 1, 2018. Entries should be sent to farah.nabwt@gmail.com or to any branch of MDO “IMON INTERNATIONAL”.

Judging Process and Information

Entries are judged by an independent committee of experts, many of whom have been working with the competition since its launch in 2012. The committee will assess the submitted questionnaires against criteria that assess the economic and financial status of the business, the ability to adapt to changing markets and customer needs, the integration of new technology and innovation, the management and organization of the business and of personnel.

The committee will create a short list of candidates after the first round of judging, and these women will be interviewed by phone to create a list of semi-finalists.

The Expert Committee will then visit the businesses of the semi-finalists to complete first-hand assessments. All the semi-finalists will be included in a documentary film that captures the life and work of these women, and these stories and films are promoted through regional and national mass media.

The Expert Committee then holds A final judging session, during which the winner of each nomination category is selected and the overall winner of the “Farah 2018” Grand Prix is chosen. The overall winner receives a cash prize to further develop her business.

To celebrate the winner and congratulate all semi-finalists, the women will have the opportunity to promote their businesses and share experiences. The final awards ceremony will be held in September 2018 in Dushanbe, with events dedicated to Tajikistan's Independence Day.

More information about the competition can be found on Facebook, www.facebook.com/konkursfarah and on NABWT's webpage, www.nabwt.tj.

Contact information:

www.nabwt.tj

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Information about the Editors:

The National Association of Business Women of Tajikistan (NABWT) was organized in 1995 as a non-profit public organization. After re-registration in the Ministry of Justice of the Republic of Tajikistan in 2000, NABWT received a republican status.

The mandate of the NABWT is to expand women's economic and legal opportunities in the labor market and to provide women with resources, training, market development and skills.

Today, NABWT is one of the largest non-profit organizations in Tajikistan, conducting its activities to reduce Tajikistan's poverty through support and development of medium and large scale entrepreneurship. The organization supports women entrepreneurs through training opportunities and preparing favorable conditions for the development of entrepreneurship in Tajikistan.

The main activities of NABWT support:

- Promotion of economic development and support of entrepreneurial activities;
- Development of market skills through studies (short courses on business plans, the foundations of successful entrepreneurship, vocational courses);
- Establishment of legal and institutional mechanisms to improve women's economic opportunities.

Contact information:

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Website: www.nabwt.tj



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