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PROBLEMS FACED BY WOMEN-ENTREPRENEURS IN UZBEKISTAN

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Introduction. The larger is the size of entrepreneurship in a country's economy, the stronger is the economy of that country. For this reason, many countries pay a lot of attention to entrepreneurship. The main goal of these countries is to reduce poverty and achieve prosperity. One such strategy in today's world is the growth and development of women's entrepreneurship [1].

Entrepreneurship is an independent, personal risk activity aimed at systematically obtaining, profiting from owning property, selling goods, performing work, or providing services. We can give many definitions for the term “entrepreneurship” and consider it from all possible sides. Thus, entrepreneurship also means filling market with quality goods and services- who and how to put them on the market is a secondary matter.

Scholars and practitioners underscore that women entrepreneurs play an important role in terms of social and economic development. They create jobs and innovation, and contribute as much to the GDP of various economies as their male counterparts. There is an evidence that women are more likely to reinvest their profits in education, family and society. Moreover, research has shown that women are more likely to start businesses with social and economic goals. They play an important role both in business and in effective contribution to the economy by creating jobs globally. However, traits that are commonly considered to be characteristic of their gender can present barriers to career choices as well as the decision to start an entrepreneurial venture [1].

This article focuses on the challenges faced by women entrepreneurs in Uzbekistan and their potential causes.

The role of women entrepreneurs in Uzbekistan. A woman entrepreneur is the one who accepts a challenging role in order to meet her personal needs and become financially independent. Ladies are equally competent in business, but still lag behind, despite the movement to empower women. Women in Uzbekistan take on more responsibilities for raising children, keeping the house, and ,therefore, pay less attention to self-development. Many of them have entrepreneurial qualities, but they do not always have platforms to showcase their talents, and ,in turn, they do not know their real abilities, as there are some social, cultural and economic obstacles to female entrepreneurship in our country. Some of the main problems identified are women's family responsibilities, gender inequality, mentality, the problem of finances and competition between men and women.

Along with men, women in Uzbekistan clearly showed their activity and ability in socio-economic life. Headdresses embroidered by the hands of Uzbek women, woven a variety of silk fabrics, amaze with their unique coloring. Today, tourists coming from different countries, foreign investors and businessmen are increasingly attracted to the historical monuments and hand-maded folk crafts. Since ancient times, the Uzbek people are famous throughout the world for their national handicrafts. On the one hand, the woman does not hesitate to enter the sphere of national craftsmanship as pottery, fine arts, sculpture, miniature and others, and on the other hand, widely and effectively using the opportunities, diligently developing agriculture, producing consumer goods, improving the sphere of consumer services.

If you look back in the history of the Uzbek state, even during the rule of the khans and in the stagnant Soviet times, Uzbek women had their significant place in society and actively participated in the development of spiritual and socio-economic life. The characteristic feature of an Uzbek woman's social activity is that she simultaneously contributes to the development of society as a mother, as a housewife and as an entrepreneur in the family [2].

Problems faced by women entrepreneurs in Uzbekistan. Under the conditions of the former Soviet system, women entrepreneurs and artisans were not looked upon as laborers, but as over bidders and speculators. Over the years, nevertheless, home-based labor and craftsmanship became the life norms of the Uzbek people and served as the basis for the development of medium and small-scale private entrepreneurship [2].

As modern women planning to engage in entrepreneurial activities, they mostly have similar questions, the answers to which can be obtained from the experience of pioneers, i.e., women entrepreneurs and those who occupy

managerial positions. Is it easy for a woman to climb the career ladder? Are there particular challenges that women face in the workplace? What do women do better than men in business? Based on the answers of successful business ladies to these frequently asked questions, two different, but not contradictory, opinions can be reached.

The first opinion tends to the fact that women have equal opportunities with men and there are even situations in which traits typical of women rather contribute to them in solving complex problems, for example, creativity, which helps to find non-standard solutions, natural softness, stress resistance, patience, allowing to achieve results without pressure characteristic of men, the ability to find common language easily thanks to sociability. Also, some of them believe that it was not so difficult for them to climb the career ladder due to the fact that their field of activity is inherent to work with women or is one of those in which more female labor prevails, in particular, education, medicine and the beauty industry [3].

The second view tends to suggest that the stereotypes existing in society, "Entrepreneurship is not a woman's business," "A wife should not earn more than her husband," "A woman's place is in the kitchen"; and the society and environment in which an Eastern woman is raised instills in her respect for elders, her future spouse and his family. Girls from childhood are taught to listen to and respect adults, to be prudent, helpful to neighbors, even at the cost of her own interests, so that in the future she can become the very Uzbek woman who is the guardian of the family home. There are terms in the Uzbek language: "Iboli" and "Farosatli". There are no direct translations of these words in other languages, but it is commonly believed that these are the qualities she should possess. But unfortunately, this is why an Uzbek woman is not always able to be honest and open: express her opinion, defend her point of view. The priority is the word of the elders in the family or of the man [4]. That is why it is difficult for a woman to get out of the web of such stereotypical thinking and become an entrepreneur, being simultaneously a mother, a wife and a daughter in accordance with national traditions. Let's look at some of the main reasons why women entrepreneurs have problems related to this stereotypical thinking:

The inner world, the perception of oneself as a woman. If a woman entrepreneur feels and acts like a woman, not an entrepreneur, then her male partner will also perceive her as the weaker sex, not an equal business partner, and will begin to treat her like a man, showing dominance.

The thought is, "He's a man". How does this definition affect women? By misunderstanding her business partner, a woman subconsciously prepares herself to meet a man of the opposite sex, thereby beginning to hesitate, to be

embarrassed, to feel uncomfortable, not knowing what to say because it is a male stranger. Forgetting her words, she becomes confused, which will not lead to anything productive in the course of the conversation [5].

Embarrassment arising because of gender is the cause of thoughts like "I'm a woman," "How will I be perceived?", "Will they listen?", it becomes a barrier to the development of both the woman herself and her business.

Conclusion. Now, it is high time to change such patterns that hinder transformation. In modern society, an Uzbek woman has many opportunities, so now it is hardly relevant to talk about some things that an Uzbek woman allegedly cannot afford. Today every woman can realize herself in science, politics, business, etc. and successfully combine her activity with her family duties, because a number of works have been done in the republic to support and activate abilities and opportunities of women in business and entrepreneurship, to effectively use these opportunities in social life. Affording of grant funds, preferential loans, development of various projects aimed at development of private business and entrepreneurship, publication of legislative documents to support women's economic activity, give great changes in the social life of women in Uzbekistan.

The main initiator in raising the role and status of women entrepreneurs is the President of our country. The President said: "We will create additional conditions to ensure women's employment and attract them to entrepreneurial activity".

The reforms carried out in the republic will be a stable foundation for us – a new generation of Uzbek women entrepreneurs who are ready to promote their innovative ideas and contribute to the development of our country.

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