



ERASMUS+ | WOMEN | EMPOWERSHIP

EMPOWER

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



BEST ACHIEVEMENTS IN LIFE

**MARINA
DJABBAROVA**

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

March 2024 |



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

EVERY WORK STARTS WITH SIMPLICITY



INTRODUCTION

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

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

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

Later, she reorganized her business, bought

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



MOTIVATION IN LIFE

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

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

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



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

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

COMPANY NEWSLETTER

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Business journey & Business model

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

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



New Partnerships Formed

Newsletter Highlight

The successful business of the Marina is discussed



Inside The process of business

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

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

EXAMPLES FROM PERSONAL EXPERIENCE



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

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

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



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

An effective results

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

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

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



“You belong here.
No matter where you
are on your journey.”

CENTRE FOR
WOMEN IN
BUSINESS



Visit Marina's new exhibition space!

WE ARE IN LOVE. COME BY AND SAY HI.

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

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