



Online Training Week

“Understanding the Basics of Business”

&

Online International Women Conference

**“Pakistan-Uzbekistan Women Entrepreneurial
Connectivity: Exploring Future Prospects”**



**Jointly Organized by
Center for Global & Strategic Studies (CGSS), Islamabad, Pakistan &
Business Women Association of Uzbekistan, Tashkent, Uzbekistan**

15th – 18th November 2021

“CGSS is a Public Policy Institute with a mission to help improve policy and decision-making through analysis and research”

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Online International Women Conference

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CONCEPT NOTE

Pakistan and Uzbekistan have always shared great historical, cultural, and socio-economic ties. Under the present leadership of Uzbekistan, the bilateral ties between Pakistan and Uzbekistan have reached new heights. In this regard, the women entrepreneurs of both countries have been actively playing their role in enhancing the bilateral ties of the two countries by making efforts in developing entrepreneurial linkages and initiating joint ventures.

Center for Global & Strategic Studies (CGSS), Islamabad organized an Online Training Week “Understanding the Basics of Business” which mainly revolved around the fundamentals of Agricultural startups. Furthermore, the online training week focused on the capacity building of the women entrepreneurs from Uzbekistan and specifically the members of the Business Women Association of Uzbekistan, Tashkent. The three-day event comprised of training sessions covering aspects such as the basics of business, business plan, strategies for long-term success, and marketing for small businesses.

The Online Training Week was followed by an Online International Women Conference “Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects”. Subject experts from sectors including economy, textile, information technology, communication, and construction participated to share their experiences, views, and suggestions on developing connectivity between women entrepreneurs of the two countries. During the discussion, many challenges were also addressed by the panelists.

Goals & Objectives of Textile Week:

- To develop awareness in entrepreneurs from both sides regarding the prospects and opportunities available in the other country
- To attract investors and potential partners for the promotion of joint ventures in various sectors
- Promoting the Export potential of Women-led enterprises
- Synchronizing the interests of both countries

BRIEF OF THE EVENT

The Online Training Week “Understanding the Basics of Business” organized by the Center for Global & Strategic Studies (CGSS), Islamabad was three day-event from 15th November 2021 to 17th November 2021.

The first day of the Training Week, 15th November 2021, was moderated by:

- Ms. Laraib Fatima Hassan, Communication & Coordination Executive, Center for Global & Strategic Studies (CGSS), Islamabad

The session commenced with the Opening Speech of:

- Ms. Odilbekova Dilnoza, Representative, Business Women Association of Uzbekistan, Tashkent
- Ms. Kamola Tashmatova, Representative of the Embassy of the Republic of Uzbekistan, Islamabad, and member of the organizing committee was also present during the event.

The Opening Ceremony was followed by two training sessions. They are:

- Training Session on “Kitchen Gardening” by Dr. Nazar Farid, Assistant Professor, Department of Horticulture, MNS University of Agriculture, Multan and Mr. Nabeel Ahmad Ikram, Lecturer, Department of Agronomy, MNS University of Agriculture, Multan.
- Training Session on “Aquaculture Business/ Fish Farming” by Dr. Naheed Bano, Assistant Professor, MNS University of Agriculture, Multan.

On the Second Day of the Conference, 16th November 2021, two training sessions were organized. They were:

- Training Session on “Starting at Square One” by Ms. Saima Dastagir, CEO, Fresh and More Spices
- Training Session on “Designing a Business Plan- Planning for Long-Term Success” by Dr. Fauzia Hadi Ali

On 17th November 2021, the third day of the Conference, the training session was followed by the closing ceremony of the Online Training Week.

- Training Session on “Exploring Markets- Analyzing Feasibility of Farming Ideas” by Dr. Mubashir Mehdi, MNS University of Agriculture, Multan.

DAY 1

AGRICULTURAL STARTUPS

15th November 2021

Day 1

PROGRAM

Monday, 15th November 2020

1100 to 1105 hrs.	Session Commence Briefing of Online Training Week “Understanding the Basics of Business” by Ms. Dilnoza, Representative, Uzbekistan Business Women Association, Tashkent.
1105 to 1230 hrs.	1st Training Session “Kitchen Gardening” Dr. Nazar Farid, Assistant Professor, Department of Horticulture, and Mr. Nabeel Ikram, Lecturer, Department of Agronomy, MNS University of Agriculture, Multan.
1230 to 1245 hrs.	Interactive Session
1245 to 1415 hrs.	2nd Training Session “Aquaculture Business/ Fish Farming” Dr. Naheed Bano, MNS University of Agriculture, Multan.
1415 to 1430 hrs.	Interactive Session

1st Training Session

“Kitchen Gardening”

The training on “Kitchen Gardening” has enabled the candidates to expand their horizons as they the basics of Kitchen Gardening. The training focused on a wide range of topics, including organizing the gardens, growing various herbs, vegetables, and edible indoor plants. It also focused on how to care for the house plants.

Additionally, this training facilitated the candidates in improving their plant parenting skills, building tiny gardens, growing and maintaining various species of plants including succulents.

Dr. Nazar Faried, Assistant Professor, Department of Horticulture, MNS University of Agriculture, Multan



discussed many advantages of kitchen gardening. He stated that this way to grow vegetables and fruits is healthy, safe and also gives fresh and nutritious herbs for consuming. He shared that kitchen gardening also ensures food security, safety, and the reduction of malnutrition.

In his detailed presentation, Dr. Nazar Farid shared practical examples of successful kitchen gardening. He explained its components, requirements, and process through interesting diagrams and charts.

He provided valuable insights about growing organic media, seed germination, types of kitchen gardening, and various kinds of gardening layouts as well that include a backyard, vertical, container, and herb gardening.

He also shared the process of Hydroponics/ Soilless Farming, Future Technology For Sustainable Agriculture. This type of farming ensures the Production of high-value crops like vegetables in areas with either limited or degraded soils, e.g. Salt prone and Water Stressed Areas to ensure Food Security.

Mr. Nabeel Ahmad Ikram, Lecturer, Department of Agronomy, MNS University of Agriculture, Multan.



commenced his training by defining kitchen gardening. He stated that it is a designated area reserved for growing vegetables, fruits, etc for household consumption. He also shared the socio-cultural advantages of kitchen gardening that include, a place of communication and self-fulfillment for aged people. It is also beneficial for disabled people as kitchen gardening can be a place enabling them to participate in social and stay involved in healthy activities.

He also shared the relevance of kitchen gardening in contemporary times, as More than 70% of vegetables and fruits supplied in the market are contaminated due to systemic poison and most of the vegetables are produced in the peri-urban area using sewerage and industrial water, hence kitchen gardening provides a safe, and healthy mechanism of acquiring vegetables and fruits.

Mr. Ikram discussed the initiatives taken by MNS University of Agriculture Multan that include awareness campaigns, conferences, training, vegetable nursery marketing, rooftop gardening, and also an online vegetable nursing supply system.

2nd Training Session

Aquaculture Business (Fish Farming)

This training helped to build foundation of knowledge in Aquaculture. This training especially benefited the candidates interested in setting up an aquaculture business.

The training also enabled candidates to independently analyze and make decisions regarding the management of the aquaculture business. Following were the few of the areas which were covered during the training:

- Production Systems
- Species for farming
- Setting up a Fish Farm
- Feeding
- Harvesting

Dr. Naheed Bano, MNS University of Agriculture, Multan



discussed Aquaculture and stated that is the farming or culture of aquatic organisms (Shellfish, finfish, crustaceans, aquatic plants, etc). Moreover, the main goal of farming management is to combine all available resources-land, water, and labor to maximize profit.

She shared that there are many benefits of Fish farming, as more production of food, livelihood improvement, nutrition and health, and contribution of fisheries to ecosystem resilience.

Discussing the planning of aquaculture enterprise she stated that Land, water, and climatic conditions are probably the most important natural factors which need to be assessed. Moreover, finances, site, soil, groundwater test, etc are also very important.

Dr. Naheed Bano also emphasized how and where to sell fish, she advised that notify your customers one to two weeks before harvesting, it is good to bring a sample before so there are no surprises, which will mean you will have to re-negotiate the fish they want.

PICTURE GALLERY

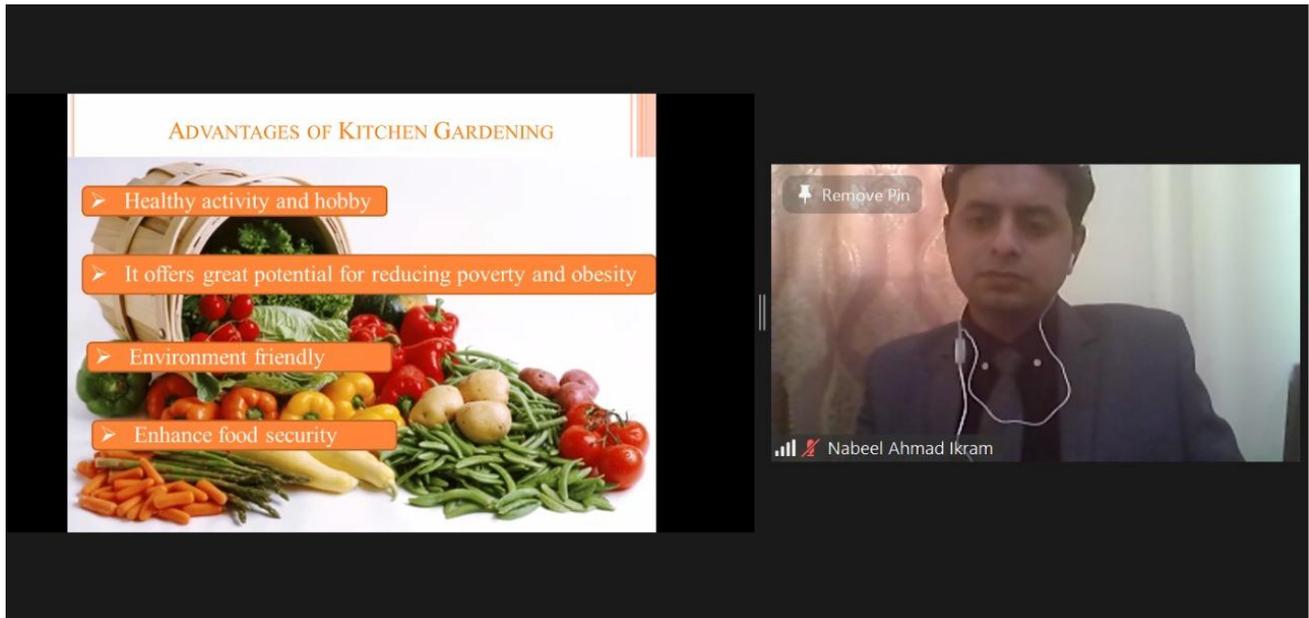
Day 1



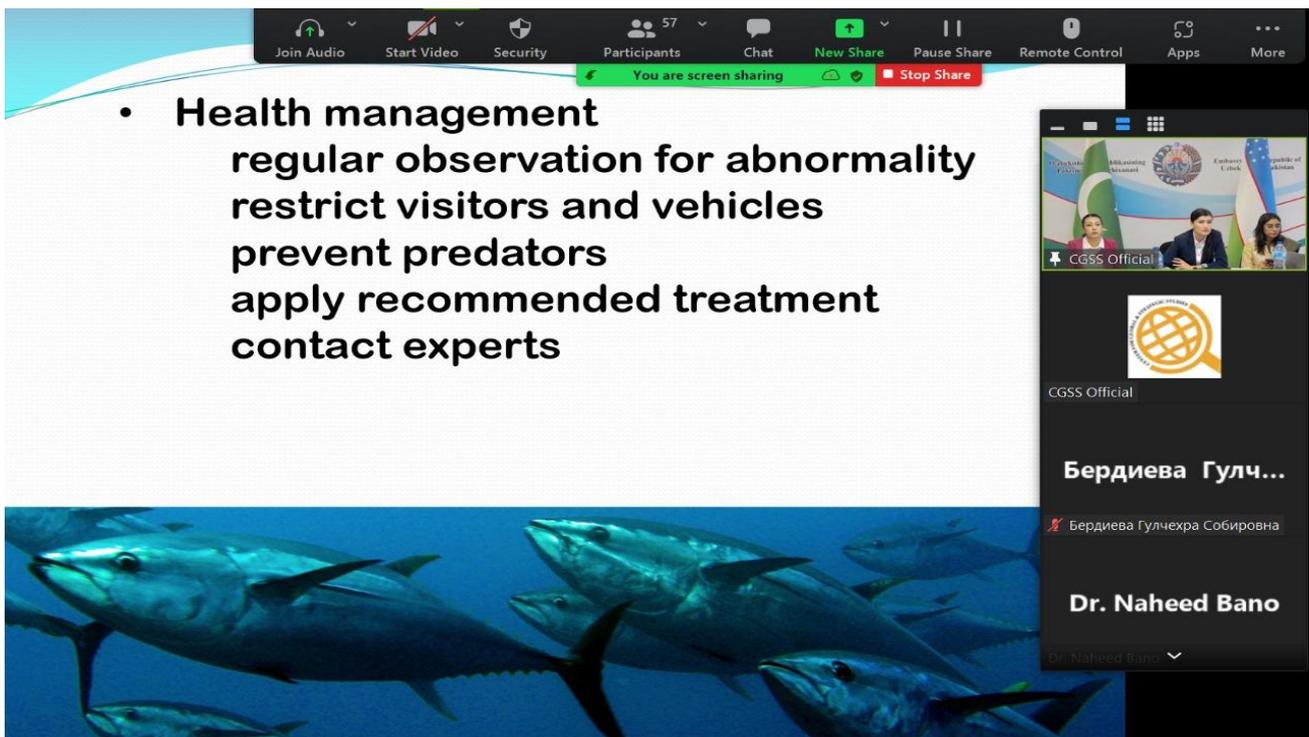
The representatives of CGSS and Business Women Association of Uzbekistan during the Opening Ceremony of the Online Training Week



Dr. Nazar Farid conducting online training on "Kitchen Gardening"



Mr. Nabeel Ikram conducting online training on “Kitchen Gardening”



Dr. Naheed Bano ‘s training session on “Aquaculture/ Fish Farming”

DAY 2

WOMEN ENTREPRENEURSHIP

16th November 2021

DAY 2
PROGRAM

Tuesday, 16th November 2021

1100 to 1105 hrs.	Brief Overview of the 2 nd Day of the Online Training Week by Ms. Palwasha Nawaz, Project Executive, Center for Global & Strategic Studies(CGSS), Islamabad.
1105 to 1230 hrs.	1 st Training Session “Starting at Square One” by Ms. Saima Dastagir, CEO, Fresh and More Spices
1230 to 1245 hrs.	Interactive Session
1245 to 1415 hrs.	2 nd Training Session “Designing a Business Plan- Planning for Long-Term Success by Dr. Fauzia Hadi Ali, Director, Regional Integration Center (RIC), University of the Punjab, Lahore
1415 to 1430 hrs.	Interactive Session

1st Training Session **“Starting at Square One”**

The training has been specifically designed for new and aspiring women entrepreneurs. The training focused on understanding the basics of entrepreneurial startups including financial management, financial decision-making, business marketing, marketing plan, etc.

Ms. Saima Dastagir, CEO, Fresh and More Spices discussed the key business skills that are to



be considered include: strategic management. Creating a business and strategic plan for your business and making sure you keep to it. Also, the basics of the business that business opportunities require on-point decisions and point decision making requires a practical approach. She stated that basic business strategy is essential for every starting entrepreneur. It allows you to think thoroughly before any action or act according to any situation. She highlighted six fundamental principles of business that include having a quality product. Secondly, know your industry and Competitors. Thirdly, promoting your products and services. Fourthly, building a great staff. Fifth, understanding organizational structures, and design, and lastly using capital and cash flow wisely. Ms. Saima Dastagir shared a business management skills list such as communication skills, management skills, negotiation skills, leadership skills, and team management skills. She also suggested some small business ideas like pet business, travel planner, bakery, cooking classes, and coffee shop, etc.

2nd Training Session
Designing a Business Plan- Planning for Long-
Term Success

This training “Designing a Business Plan” aided the young as well as experienced entrepreneurs in taking efficient business decisions and enabled them to adopt effective and practical ideas. This training facilitated the candidates in building their business plan for smooth and steady development and eventual expansion of the business.

This training not only benefited the new entrepreneurs but also those who are planning to expand their work or the ones planning a transition. It also help the candidates in deciding the type of idea they should adopt, decide short-term and long-term goals, etc.

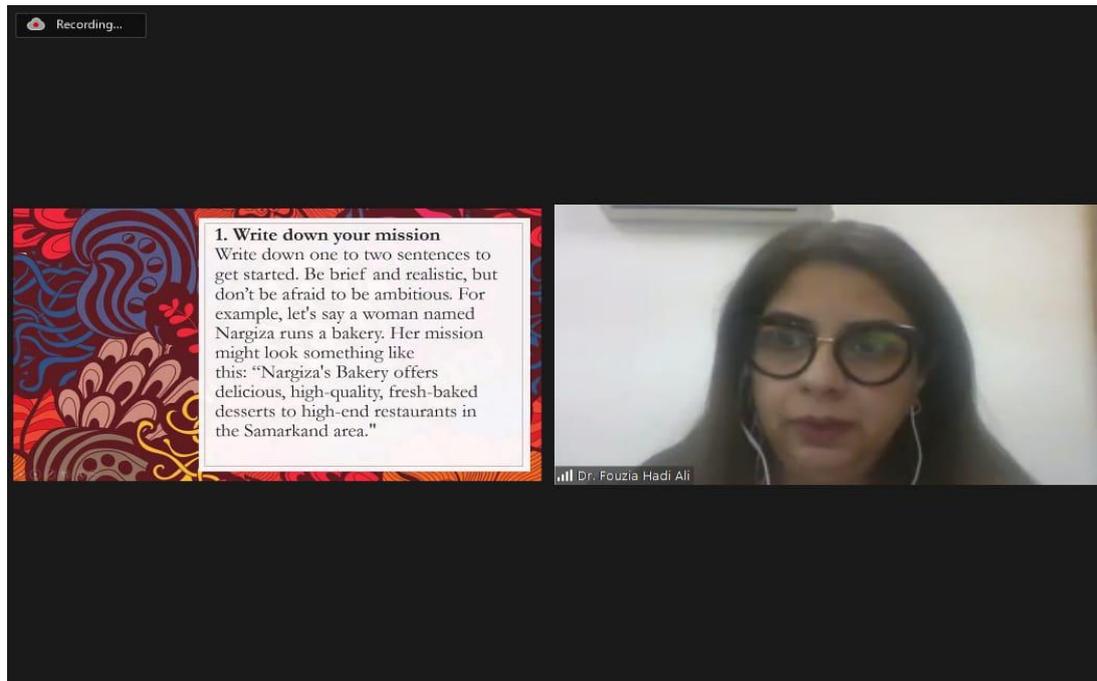
Dr. Fouzia Hadi Ali, Director, Regional Integration Center (RIC), University of Punjab,



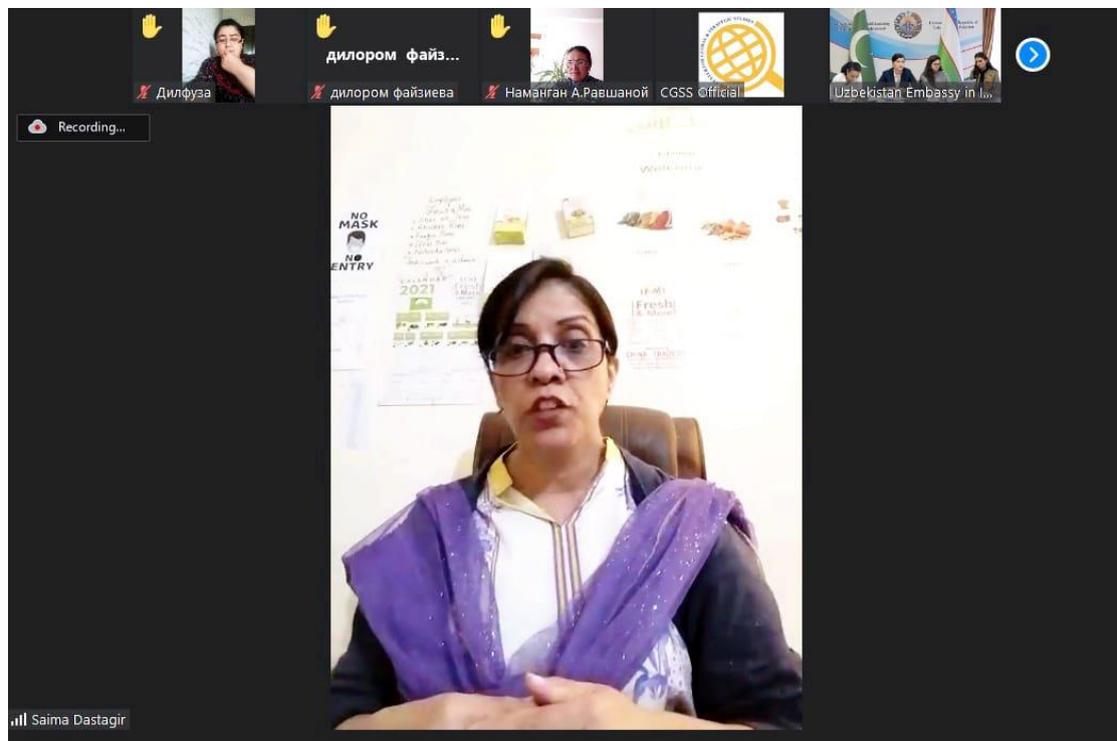
Lahore presented her analysis on designing a Business Plan- Planning for Long-Term Success. She stated that to start a business first write down one to two sentences about your mission to get started. Also, be brief and realistic, but don't be afraid to be ambitious. She stated that you need to set your goals and these goals, some of which should be financially focused are what can help you achieve your overall mission. Furthermore, build a three- to five-year plan and forecast that matches your financial and overall business goals. She explained that financial plans are a forecast for your business and include an estimated balance sheet, income statement, and cash-flow projections.

PICTURE GALLERY

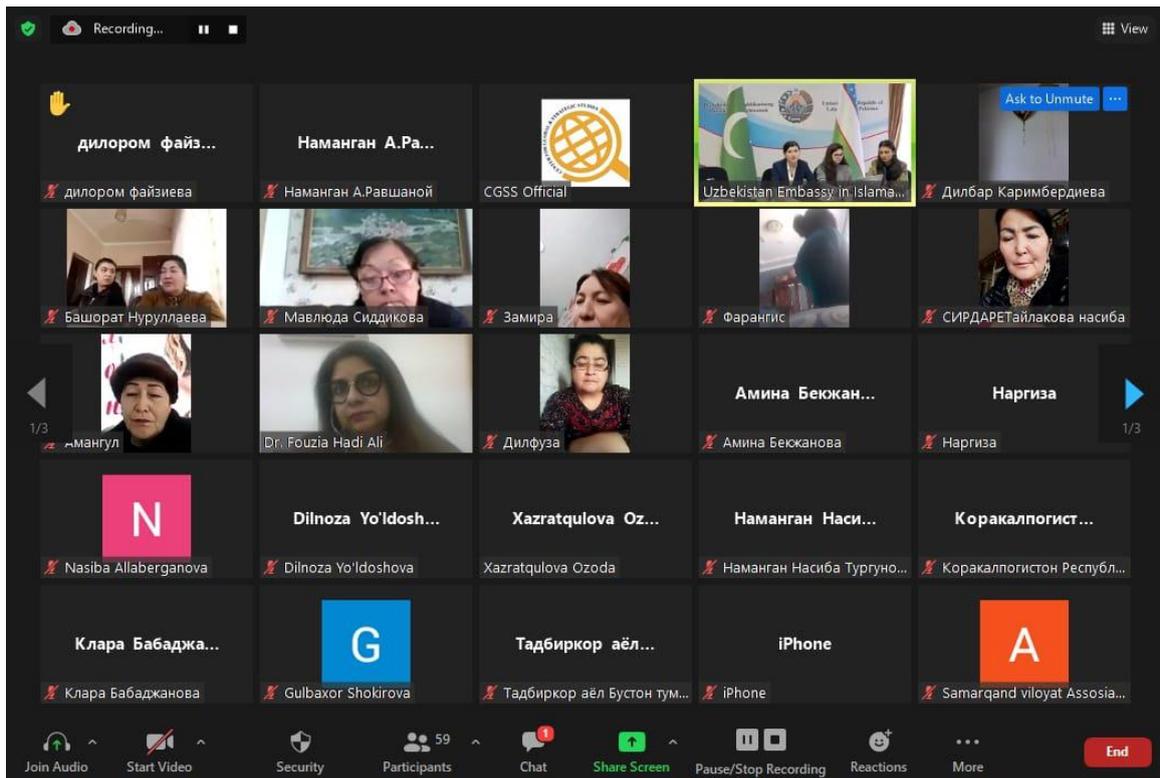
Day 2



Dr. Fauzia during her online training on “Designing a Business Plan”



Ms. Saima Dastagir explained the fundamentals of a startup during her online training



Around 100 participants from all over Uzbekistan attended the Online Training Week



The CGSS team along with representatives of the Business Women Association of Uzbekistan

DAY 3

SMALL BUSINESS MANAGEMENT

17th November 2021

DAY 3
PROGRAM

Wednesday, 17th November 2021

Wednesday, 17th November 2021	
1100 to 1105 hrs.	Briefing of the 3 rd Day of the Online Training Week By Ms. Dilnoza, Representative of the Uzbekistan Business Women Association, Tashkent.
1105 to 1230 hrs.	1 st Training Session “Exploring Markets- Analyzing Feasibility of Farming Ideas” Dr. Mubashir Mehdi, MNS University of Agriculture, Multan.
1230 to 1250 hrs.	Interactive Session
1250 to 1300 hrs.	Closing Remarks by Ms. Palwasha Nawaz, Project Executive, CGSS

1st Training Session
“Exploring Markets- Analyzing
Feasibility of Farming Ideas”

The training on “Exploring Markets-Analyzing Feasibility of Farming Ideas” supported candidates in efficiently planning small businesses. The training especially benefited in developing marketing plan, exploring different market channels and concepts for selling the products, and understanding the potential for profitability depending on the products. Furthermore, it also supported candidates in understanding how to reach developed markets.

Dr. Mubashir Mehdi, Associate Professor, Director Business Incubation and Entrepreneurship Center, MNS University of Agriculture, Multan presented on Exploring Markets- Analyzing Feasibility



of Farming Ideas. He stated that a farm will products goods and services that are compatible with its capabilities and resources. Also, the strategies for developing a market include getting the product, price, and message right and accessing the segment. While discussing the capabilities of a supplier, he mentioned six fundamental abilities of a supplier. A supplier should be consistent, reliable, compliant, cooperative, cost-competitive, and innovative. He also defined branding as a name, term,

symbol, design, or a combination of these used to identify and differentiate a product from its competitors.

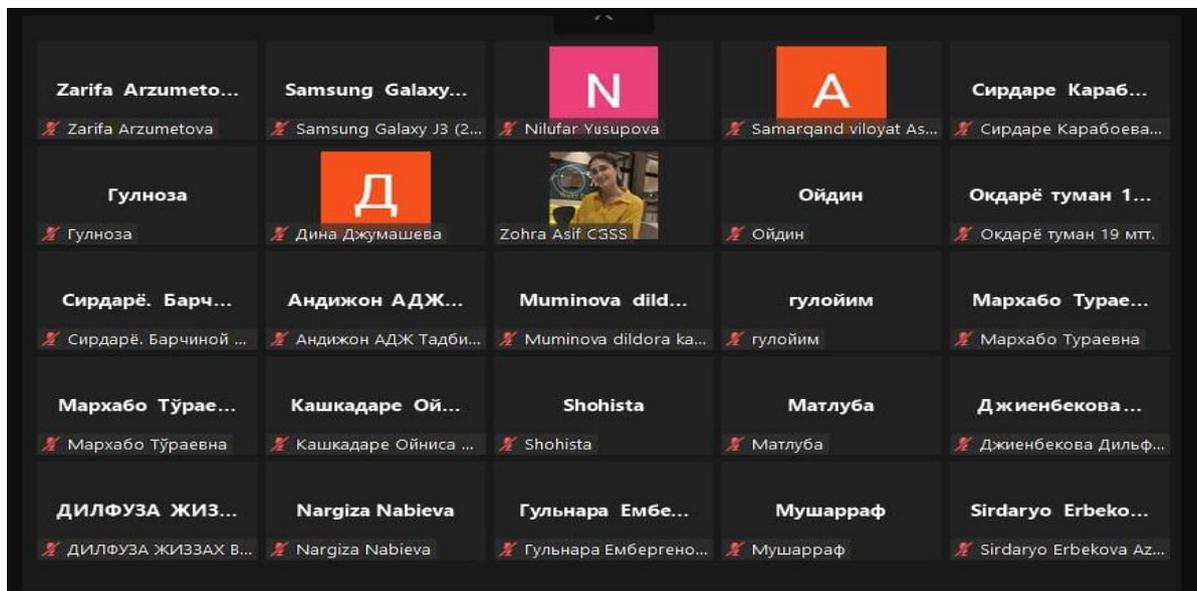
Dr. Mubashir Mehdi gave a few working tasks to the participants. He explained in detail how to get the price right and what are the promotion strategies. Additionally, he defined four promotional activities that include advertising, merchandising, publicity and sales force. He also shared a video on mango marketing. Dr. Mubashir Mehdi suggested that for a successful business you can advertise your services through different mediums such as posters, trade press, and merchandising in business-to-business markets.

PICTURE GALLERY

DAY 3



Dr. Mubashir explained various components of marketing for small businesses



Members of Business Women Association of Uzbekistan attending the Online Training Week

TAKEAWAYS & RECOMMENDATIONS

Takeaways and Recommendations

- Similar training weeks and activities must be organized for Women Entrepreneurs of both countries, Pakistan and Uzbekistan, to facilitate the development of linkages between women entrepreneurs.
- The challenges hindering the connectivity between women entrepreneurs of both countries need to be catered and solutions are to be provided.
- Customized training sessions focusing on legal, business development, logistics, financial management, etc. aspects must be organized for women entrepreneurs to develop a better understanding of the national ecosystem and the requirements of each other (Pakistan and Uzbekistan).
- Collaborative Agricultural Projects must be initiated in both, public and private sector
- Collaborative Research Projects between renowned public-sector agricultural universities of Uzbekistan and Pakistan must be initiated in order to identify the challenges faced by women entrepreneurs of both sides. Hence, extensive research can be done and solutions can be provided.
- In order to initiate collaborative textile projects, MoU signing can be facilitated to support these projects.

MEDIA COVERAGE

DAY 1

CGSS BULLETIN
15th November 2021



Day 1 of the Online Training Week “Understanding the Basics of Business”

Organized by Center for Global & Strategic Studies (CGSS), Islamabad for the Business Women Association of Uzbekistan

Day 1 of the Online Training Week “Understanding the Basics of Business” commenced with the opening remarks of Ms. Dilnoza, Representative of, Business Women Association, Tashkent, Uzbekistan. She briefed the participants about the importance, aims, and objectives of the training programs that have been specifically designed for the guidance of businesswomen and entrepreneurs of Uzbekistan.

Ms. Laraib Fatima Hassan, Communication & Coordination Executive, CGSS gave a brief introduction of CGSS. She also briefed the participants regarding the specialized training programs arranged by CGSS.

The first day of the training week was about Agricultural Startups, it was focused on a wide range of topics, including organizing the gardens, growing various herbs, vegetables, and edible indoor plants. It also included specialized training for Aquaculture Business (Fish Farming).

Dr. Nazar Faried, Assistant Professor, Department of Horticulture, MNS University of Agriculture, Multan discussed the many advantages of kitchen gardening, he stated that this way to grow vegetables and fruits is healthy, safe and also gives fresh and nutritious herbs for consuming. He shared that kitchen gardening also ensures food security, safety, and the reduction of malnutrition. In his detailed presentation, Dr. Nazar Farid shared practical examples of successful kitchen gardening, he explained its components, requirements, and process through interesting diagrams and charts. He provided

valuable insights about growing organic media, seed germination, types of kitchen gardening, and various kinds of gardening layouts as well that include a backyard, vertical, container, and herb gardening. He also shared the process of Hydroponics/ Soilless Farming, Future Technology For Sustainable Agriculture. This type of farming ensures the Production of high-value crops like vegetables in areas with either limited or degraded soils, e.g. Salt prone and Water Stressed Areas to ensure Food Security.

Mr. Nabeel Ahmad Ikram, Lecturer, Department of Agronomy, MNS University of Agriculture, Multan commenced his training by defining kitchen gardening, he stated that it is a designated area reserved for growing vegetables, fruits, etc for household consumption. He also shared the socio-cultural advantages of kitchen gardening that include, a place of communication and self-fulfillment for aged people. It is also beneficial for disabled people as kitchen gardening can be a place enabling them to participate in social and stay involved in healthy activities. He also shared the relevance of kitchen gardening in contemporary times, as More than 70% of vegetables and fruits supplied in the market are contaminated due to



CGSS BULLETIN

15th November 2021



Day 1 of the Online Training Week “Understanding the Basics of Business”

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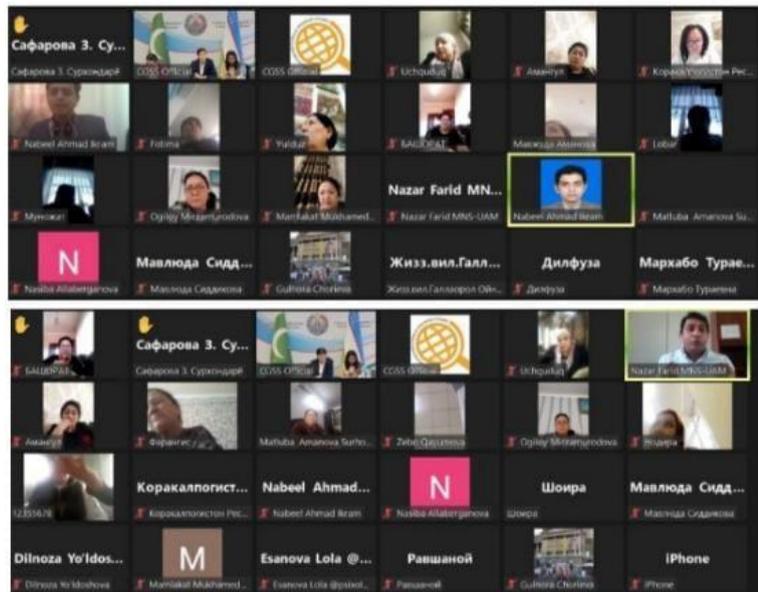
systemic poison and most of the vegetables are produced in the peri-urban area using sewerage and industrial water, hence kitchen gardening provides a safe, and healthy mechanism of acquiring vegetables and fruits. Mr. Ikram discussed the initiatives taken by MNS University of Agriculture Multan that include awareness campaigns, conferences, training, vegetable nursery marketing, rooftop gardening, and also an online vegetable nursing supply system.



Dr. Naheed Bano, Assistant Professor, MNS University of Agriculture, Multan discussed Aquaculture and stated that is the farming or culture of aquatic organisms (Shellfish, finfish, crustaceans, aquatic plants, etc). Moreover, the main goal of farming management is to combine all available resources-land, water, and labor to maximize profit. She shared that there are many benefits of Fish farming, as more production of food, livelihood improvement, nutrition and health, and contribution of fisheries to ecosystem resilience.



Discussing the planning of aquaculture enterprise she stated that Land, water, and climatic conditions are probably the most important natural factors which need to be assessed. Moreover, finances, site, soil, groundwater test, etc are also very important. Dr. Naheed Bano also emphasized how and where to sell fish, she advised that notify your customers one to two weeks before harvesting, it is good to bring a sample before so there are no surprises, which will mean you will have to re-negotiate the fish they want.



The training sessions were followed by interactive sessions and were attended by around 150 women entrepreneurs, businesswomen, students, and women from various parts of Uzbekistan.

DAY 2

CGSS BULLETIN

16th November 2021



Day 2 of the Online Training Week “Understanding the Basics of Business”

Organized by Center for Global & Strategic Studies (CGSS), Islamabad for the Business Women Association of Uzbekistan, Tashkent, Uzbekistan

Day 2 of the Online Training Week “Understanding the Basics of Business” organized by Center for Global & Strategic Studies (CGSS), Islamabad for Business Women Association of Uzbekistan, Tashkent, Uzbekistan commenced with the opening remarks of Ms. Dilnoza, Representative of, Business Women Association, Tashkent, Uzbekistan. She briefed the participants about the importance, aims, and objectives of the training programs that have been specifically designed for the guidance of businesswomen and entrepreneurs of Uzbekistan.

Ms. Palwasha Nawaz, Project Executive, CGSS gave a brief introduction of CGSS. She also briefed the participants regarding the specialized training programs arranged by CGSS. Additionally, she mentioned that CGSS being an active partner of Business Women Association, Tashkent, Uzbekistan. She briefed the participants about the importance, aims, and objectives of the training programs that, has always played a significant role in developing connectivity between women entrepreneurs of Pakistan and Uzbekistan. The second day of the training week was about the basics of successful startups. It highlighted the basic management skills for starting and running the business. It gave ideas for starting small to large businesses and how to run business according to your skills.

Ms. Saima Dastagir, CEO, Fresh and More Spices discussed the key business skills that are to be considered include: strategic management. Creating a business and strategic plan for your business and making sure you keep to it. Also the basics of the business that business opportunities require on point decisions and on point decision making requires a practical approach. She stated that basic business strategy is essential for every starting entrepreneur, it allows you to think thoroughly before any action or act according to any situation. She highlighted six fundamental principles of business that include to have a quality product, secondly, know your industry and Competitors, thirdly, promote your products and services, fourthly, build a great staff, fifth, understand organizational structures and design and lastly use capital and cash flow wisely.

Ms. Saima Dastagir, CEO, Fresh and More Spices shared business management skills list such as communication skills, management skills,



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CGSS BULLETIN

16th November 2021



Day 2 of the Online Training Week “Understanding the Basics of Business”

Organized by Center for Global & Strategic Studies (CGSS), Islamabad for the Business Women Association of Uzbekistan, Tashkent, Uzbekistan

negotiation skills, leadership skills and team management skills. She also suggested some small business ideas like pet business, travel planner, bakery, cooking classes and coffee shop etc.

Dr. Fauzia Hadi Ali, Director, Regional Integration Center (RIC), University of the Punjab, Lahore presented on designing a Business Plan-Planning for Long-Term Success. She stated that to start a business firstly write down one to two sentences about your mission to get started. Also, be brief and realistic, but don't be afraid to be ambitious. She stated that you need to set your goals and these goals, some of which should be financially focused, are what can help you achieve your overall mission. Furthermore, build a three- to five-year plan and forecast that matches your financial and overall business goals. She explained that financial plans is a forecast for your business and includes an estimated balance sheet, income statement and cash-flow projections.



The training sessions were followed by interactive sessions and were attended by around 150 women entrepreneurs, businesswomen, students, and women from various parts of Uzbekistan.



DAY 3

CGSS BULLETIN

17th November 2021



Day 3 of the Online Training Week “Understanding the Basics of Business”

Organized by Center for Global & Strategic Studies (CGSS), Islamabad for the Business Women Association of Uzbekistan, Tashkent, Uzbekistan

Ms. Palwasha Nawaz, Project Executive, CGSS gave a brief introduction of the training sessions. Additionally, she highlighted the efforts of CGSS in collaboration with the Business Women Association of Uzbekistan in supporting joint ventures between Pakistan and Uzbekistan.

The third day of the training week focused on developing an efficient marketing strategy for successful startups and established businesses.

Dr. Mubashir Mehdi, Associate Professor, Director Business Incubation and Entrepreneurship Center, MNS University of Agriculture, Multan presented on Exploring Markets- Analyzing Feasibility of Farming Ideas. He stated that a farm will produce goods and services that are compatible with its capabilities and resources. Also, the strategies for developing a market include getting the product, price and message right and accessing the segment.

While discussing the capabilities of a

supplier, he mentioned six fundamental abilities of a supplier. A supplier should be consistent, reliable, compliant, cooperative, cost competitive and innovative. He also defined branding as a name, term, symbol, design or a combination of these used to identify and differentiate a product from its competitors.

Dr. Mubashir Mehdi, MNS University of Agriculture, Multan gave a few working tasks to the participants. He explained in detail how to get the price right and what are the promotion strategies. Additionally, he defined four promotional activities that include advertising, merchandising, publicity and sales force.

He also shared a video on mango marketing. Dr. Mubashir Mehdi suggested that for a successful business you can advertise your services



Page 1 of 2

CGSS BULLETIN

17th November 2021

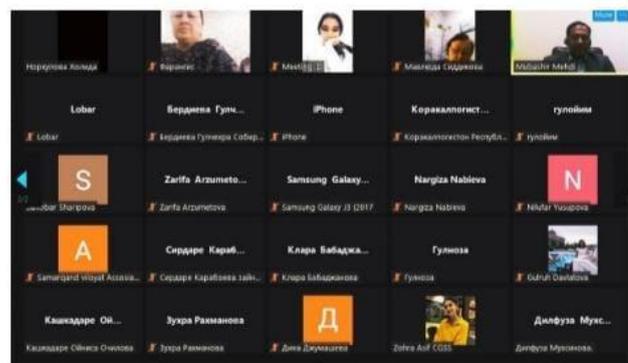
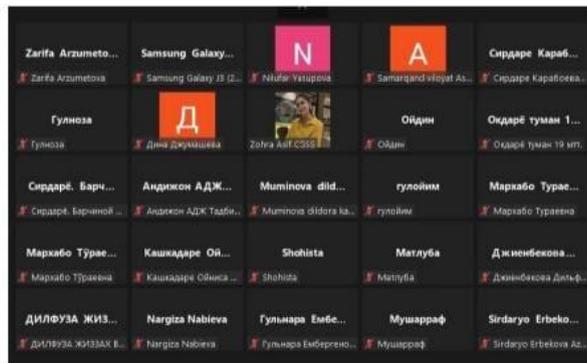


Day 3 of the Online Training Week “Understanding the Basics of Business”

Organized by Center for Global & Strategic Studies (CGSS), Islamabad for the Business Women Association of Uzbekistan, Tashkent, Uzbekistan

through different mediums such as posters, trade press and merchandising in business-to-business markets.

The training session was followed by an interactive session and was attended by 90 women entrepreneurs, businesswomen, students, and women from various parts of Uzbekistan.





Online International Women Conference

“Pakistan- Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects”



**Jointly Organized by
Center for Global & Strategic Studies (CGSS), Islamabad, Pakistan &
Business Women Association of Uzbekistan, Tashkent, Uzbekistan
18th November 2021**

Concept Note

Uzbekistan and Pakistan, due to their high economic potential, have a wide range of opportunities available for mutually beneficial economic collaborations, especially for women entrepreneurs.

Uzbekistan and Pakistan have always shared great historical, cultural, and religious ties. Under the present leadership of Uzbekistan, the Year 2020 has witnessed an impressive improvement in the bilateral trade relations of Pakistan and Uzbekistan. Hence, these ties can further be enhanced especially in trade, economy, investment, and other related areas. In this regard, unexplored opportunities for collaboration are present in both countries.

The Women Entrepreneurs, in this context, can play a vital role in facilitating entrepreneurial connectivity between both countries by exploring the possible areas of collaboration. For this purpose, an Online International Conference “Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring the Future Prospects” is being proposed.

The conference will be jointly organized by the Center for Global & Strategic Studies (CGSS) and the Embassy of the Republic of Uzbekistan, Islamabad.

Goals & Objectives

- To develop awareness in entrepreneurs from both sides regarding the prospects and opportunities available in the other country
- To attract investors and potential partners for the promotion of joint ventures in areas of mutual interest
- Promoting the Export potential of Women-led enterprises
- Synchronizing the entrepreneurial interests of both countries

Conference Brief

Ms. Gulnira Makhmudova, Chairperson. Business Women Association of Uzbekistan,



Tashkent highlighted and appreciated the contributions of CGSS during her opening remarks. She stated that in the past two years CGSS has conducted a lot of training for the business women association of Uzbekistan. She stated that we are always happy with the active participation of Pakistani experts in conferences and different initiatives. In today's conference, there has been a lot of positive suggestions from both sides, especially in businesses like dry grapes, herb, textile, egg farming, etc., She stated that this plan and suggestions will help to grow further towards progress.

Ms. Madiha Ghaffar, Media, and Communication Manager, Center for Global & Strategic



Studies (CGSS), Islamabad, in her opening remarks stated that Uzbekistan and Pakistan have always shared great historical, cultural, and religious ties. Under the present leadership of Uzbekistan, the year 2021 has witnessed an impressive improvement in the bilateral trade relations of Pakistan and Uzbekistan. Women Entrepreneurs from both countries can play a vital role in facilitating this connectivity by exploring the

possible areas of collaboration.

Dr. Farida Faisal, Associate Professor, University Institute of Management Sciences,



PMAS- Arid Agriculture University, Rawalpindi

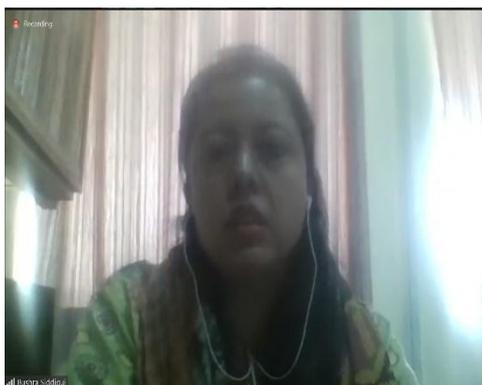
Sector: Economy

Dr. Farida stated that women in Pakistan are very much interested in exploring ties with their counterparts in Uzbekistan. She stated that running a business is all about finding solutions and opportunities, and the women of Uzbekistan can find a lot of opportunities in Pakistan, as we have a great potential market. Dr.

Farida stated that the agriculture sector of Uzbekistan, specifically its machinery is very cost-

effective. Thereby, she encouraged that agriculture growth as it provides an opportunity for women of both countries to start their businesses in this sector. She also emphasized that there are a lot of opportunities in promoting the cuisine of both countries. Both countries have many similarities in food. In this sector, collaboration can be enhanced.

Dr. Bushra Siddiqui, Lecturer, Minhaj University, Lahore



Topic of Speech: Communication Difficulties in International Businesses

Dr. Nushra discussed that we must address the challenges that come under promoting joint business ventures between women of both countries. She also suggested that we must not ignore the diversity at the global level, it includes culture, policies, laws, policies, time zones, etc. The foundation of all of them is language diversity. She stated that language barriers must be curtailed. In this aspect, teams from Uzbekistan and Pakistan must familiarize themselves with the technical vocabulary and terms, as every field has its jargon. Ms. Bushra also appreciated the initiative of organizing the conference. She stated that it is a great step towards improving bilateral ties through communication and interactions.

Ms. Odilbekova Dilnoza, Representative of the Business Women Association of Uzbekistan



Topic: Marketing for Cross-Cultural Audience

Ms. Dilnoza stated that multicultural Marketing is to recognize different ethnicities and cultures in the consumer base. This marketing strategy also focuses on subgroups such as gender, age, disability, and religion of the target audience. She stated that a brand is always recommended to refrain from stereotyping cultures and make effort to understand its consumers' culture. She highlighted that in today's world, consumers demand diversity in the representation of the products of any brand. Hence, brands must develop a multicultural marketing strategy to connect with their consumers

Ms. Sehrish Mujtaba, Head of Information Security, TPL Corp LTD



Sector: Information Technology

She focused on the cyber security of companies, entrepreneurs, and clients. She suggested that there is a need to save our content, information, and privacy from malicious attacks. She stated that in recent years, cyber-attacks and data breaches have increased. The attacks are also on small businesses. Small businesses usually don't have the security infrastructure. Thereby, companies must focus on improving them. Ms. Sehrish suggested that businesses must install firewalls and take precautionary measures to protect their data. Cloud-based services, multi-factor authentication is also good way to secure access to information. While concluding her speech, she suggested that companies must educate their employees and staff about cyber security and data protection

Ms. Zamira Yunusova, Specialist in Ministry of Textile Industry of Uzbekistan

Sector: Textile Industry



Ms. Zamira stated that the textile industry contributes greatly to the economy of Uzbekistan. She gave a detailed presentation explaining the textile factories in the country that are operated and run by women. She shared that apart from factories, they also have private companies in the textile industry. These companies have a board of directors in the factory, international counselors, advertising and marketing departments as well they participate in international exhibitions. Ms. Zamira stated that Uzbekistan's designers work in specific design centers to create new designs, illustrate international clothing and also exhibit them. She also shared that they exhibited oriental clothing in Pakistan and had a great experience with the market and audience in Pakistan. While concluding her speech, she stated that the main focus is to develop smart textile technologies in Uzbekistan that will enhance export internationally.

Ms. Amna Malik, President, COPAIR and AMG and Melange Media Group



Topic: Builders and Construction

Ms. Amna shared that there is a need to collaborate in the pharmaceutical and textile sectors. She was of the view that both Uzbekistan and Pakistan should explore the possibilities of connecting women entrepreneurs. She highlighted the prospects of collaborating in construction and building. She stated that we would like to get connected with the craftsman of Uzbekistan to implement their designs in Pakistan. Ms. Amna also highlighted that the best way to connect women is through ICT. In this aspect, we can help startups, SMEs, and entrepreneurs organize training for students and fresh entrepreneurs. Furthermore, organizing public talks for women to share their success stories is also very important.

Ms. Kamola Solieva, Sales Manager, Gold Silk Company

Topic: Place of Uzbek National Fabric in World

Ms. Kamola discussed Uzbek national fabric in the world. She highlighted the history of textile, Uzbek textile standing in the international market, and national textile. She stated that from the 19th century the Uzbek textile is very popular in Central Asia and across the world. Moreover, the technologies and machinery have transferred from generation to generation and several women are involved in this sector from various regions of Uzbekistan. Ms. Kamola highlighted that the Uzbek national silk industry goes back to the ancient Silk Road, from ancient times Uzbek people used to export these fabrics.

H.E Aybek Arif Usmanov, Ambassador of the Republic of Uzbekistan to Pakistan graced the



conference with his closing remarks. He extended his gratitude to CGSS and its entire team. He also mentioned the experts from the University of the Punjab, Lahore, and MNS University of Agriculture, Multan. H.E Aybek Arif Usmanov stated that Pakistan and Uzbekistan have shared ties for a very long time. Moreover, the recent developments and official visits have helped our relations to grow dynamically. He emphasized that today's conference is one more valuable conference for the connectivity of both countries. It will further contribute to the exchange of technologies, expertise and capacity building. He highlighted that the women entrepreneurs of Uzbekistan are playing a great role in this connectivity. He emphasized that during the training and conference the brilliant experts of Pakistan have delivered valuable lectures about many sectors. He was of the view that these lectures, training, and conferences will help in giving new impetus to the bilateral countries of Pakistan and Uzbekistan.

Media Coverage

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Pakistan seeks to promote trade ties with Italy: Shahzad

By Anas Omer

ISLAMABAD: Leader of the House in Senate, Senator Dr. Shahzad Wazir said that Pakistan is committed to promote bilateral trade and economic relations between Pakistan and Italy keys exchange of parliamentary and trade delegations will also enhance interaction between people of the two countries.

The Leader of the House in Senate was talking to Ambassador of Italy to Pakistan, Andrea Ferrante who called on him at his residence in Islamabad on Thursday. The Envoy conveyed general message of the Italian leadership and Parliament to him. During the meeting issues of bilateral interest including power...

'Miscalculations playing havoc with economy'

By Anas Omer

ISLAMABAD: Former President of Islamabad Chapter of Commerce and Industry (CCI) Dr. Shahzad Butt on Thursday said miscalculations and unworkable policies are playing havoc with the economy and the country without IMF support has become a reality.

Butt said that the IMF conditions are being met after devaluing the economy and leaving the local economy workless. Shahzad Butt said that it was impossible to run the country without IMF loans, but an attempt was made to run the country without the help which has failed. After trying to revive the economy for several months, the IMF's conditions are being met for which economic managers are responsible. He said that at this juncture, expecting any concession from the IMF would be self-deception and devaluing the agreement would be catastrophic for the economy.

He said that an attempt was made to borrow 4.2 billion from Saudi Arabia to avoid the IMF but despite the success, the loan was not provided and it may not be possible before a deal with the IMF. Moreover, there is no change of any deal from the UK or any other country that has failed the government to reach an agreement with the IMF, which will lead to a deadlock in an artificially boosted economic activity.

He said that electricity prices have been increased, the central bank is rolling back its pro-growth policies and the interest rates will go up sharply very soon.

54 more cases of Dengue surface in Capital

By Hina Khan

ISLAMABAD: The federal capital has reported 54 more Dengue cases during the past 24 hours, the district health officer reported on Thursday. He said that Pakistan was playing key role in establishing peace and stability in the region.

Senator Shahzad Wazir said that Pakistan will continue playing positive role for regional peace and development. Under the leadership of Prime Minister Imran Khan, the incumbent government has promoted environment friendly policies. The Italian Ambassador said that Pakistani nationals in Italy besides playing key role in development of the country were also acting as bridge between people of two country.

IGP pins badges to 2 promoted officers

By Hina Khan

ISLAMABAD: IGP Islamabad Qazi Javed on Thursday pinned the badges of IGP rank to two officers promoted to IS-18. A ceremony was held at...

Fawad offers Fateha for Sh. Rashid's brother

By Anas Omer

ISLAMABAD: Minister for Information and Broadcasting, Chaudhry Fawad Hussain on Thursday offered Fateha for the death of Sh. Rashid's brother. Fawad said that he was deeply shocked by the death of his brother. He said that he was offering Fateha for the deceased and his family.

School teacher booked for raping 7-year-old student

By Uzo

ISLAMABAD: The Rawalpindi police has registered a case and arrested a school teacher for allegedly raping a student, it emerged on Thursday. Police spokesperson, Shahid Hassan said the suspect, 37, was taken into custody on Wednesday night. The case was registered at Sector 10, Civil Police Station on the complaint of the victim's mother, Niglat Bibi, under Section 376 (penalised for rape) of the Pakistan Penal Code (PPC). According to the first information report (FIR) registered on November 18, the teacher had raped the girl in a room at the school. "Upon returning home, the girl told her mother that a male teacher - whose name she did not know - in her school had sexually assaulted her," the FIR quoted her as saying. The complainant said she took her daughter to the Federal Headmaster's Hospital for a medical examination but was told by the hospital staff to come back with the police. She returned home and called her father-in-law and then headed to the police station, she said.

AVLC busts 2 car lifters, recover 8 vehicles

By Anas Omer

ISLAMABAD: Anti-Vehicle Lifting Cell (AVLC) of Islamabad Police has arrested 2 car lifters and recovered 8 vehicles, a police spokesman said.

Following detection of IGP Qazi Javed and Reference and DIO (Operations) Aftab Ahmed Kanwar, anti-vehicle police had arrested 2 lifters against these involved in car lifting incidents. SSP Investigations and DIO (Operations) Legal Huzefa Khan Niaz have issued different police orders under supervision of ACP AVLC, Huzefa Khan Niaz. He said that the lifters were arrested and 8 vehicles were recovered from their possession.

'AIO to form Alumni Association'

By Anas Omer

ISLAMABAD: Vice-Chancellor of Allama Iqbal Open University (AIOU) Prof. Dr. Usman Khan said that he was planning to form an Alumni Association of the university. He said that the association would help in the development of the university and its students.

CGSS, Uzbek Embassy hold int'l moot on Women Entrepreneurial Connectivity

ISLAMABAD: Online International Conference "Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects" was jointly organized by Center for Global & Strategic Studies (CGSS), Islamabad, Embassy of the Republic of Uzbekistan, Islamabad, AI-Uzbekistan Business Women Association, Tashkent.

The conference brought together women entrepreneurs and relevant stakeholders to discuss the challenges faced in developing entrepreneurial skills among women in Pakistan and Uzbekistan. The conference was held on a virtual platform for a three-day duration. The significant subject discussed addressed for challenges faced in developing entrepreneurial skills among women in Pakistan and Uzbekistan. The conference was held on a virtual platform for a three-day duration.

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Uzbekistan National News Agency

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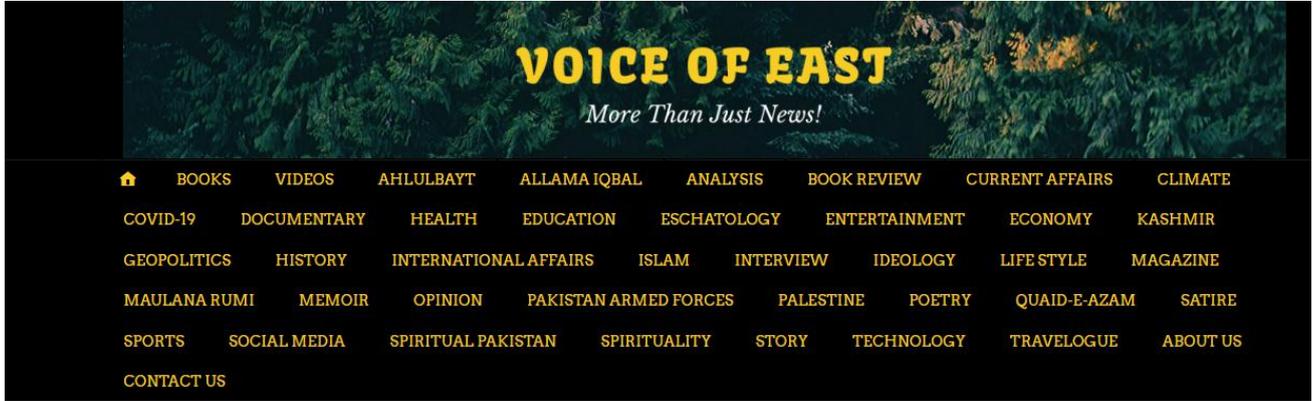


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Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects

BY WEB EDITOR on 18TH NOVEMBER 2021 • (0)

Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects

By News Desk

On 18th November 2021, an Online International Conference “**Pakistan-Uzbekistan Women Entrepreneurial Connectivity: Exploring Future Prospects**” was jointly organized by Center for Global & Strategic Studies (CGSS), Islamabad, Embassy of the Republic of Uzbekistan, Islamabad, & Uzbekistan Business Women Association, Tashkent.

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