

OPPORTUNITIES AVAILABLE TO ACTIVE WOMEN ENTREPRENEURS TODAY

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ABSTRACT

It is good that a female entrepreneur is a representative of the industry and brings additional income to her family. But today we need knowledge, training and experience in all areas. It is difficult to develop a business without mastering new technologies and modern approaches. In this regard, we can say that more than 400 non-governmental non-profit organizations created in our country have shown good experience in vocational training for women, involving them in entrepreneurial activities, and social assistance. This article provides thoughts and opinions about the opportunities available to active women entrepreneurs today.

Keywords: woman, entrepreneur, social, modern, technology, profession, finance.

Introduction

Ensuring women's employment today, achieving gender equality in all areas, ending discrimination and ensuring wage equality in the labor market is one of the pressing problems all over the world. The pandemic negatively affected women's employment. According to the International Labour Organization (ILO), women's employment declined by 4.2% in 2019-2020 and a total of 54 million jobs were lost. To date, this figure is changing for the better.

So we will study the phenomenon of the image of a female leader. The subject of the study is the subjective opinion of employees of modern organizations about the female leader, his image and appearance. To do this, a qualitative research program (method of unfinished proposals) was created and a survey was carried out between working men and women of young and middle age: from 21 to 40 years old. In total, 20 people were interviewed. As a result of the study, the end of sentences was obtained, and then elementary bases were combined into classes describing the resulting images. And the number of elementary bases included in each class is calculated. Initially, the study participants found out what they think about the image of a woman in general. For this, the question arises: What does the ideal woman mean to them. Focusing on the stereotypes prevailing in society, it can be assumed that this is a caring and loving keeper of the hearth. In the study, the answers were divided into two poles: on the one hand, emotional and psychological characteristics were

noted that are more suitable for traditional relationships with a woman (happy, self-loving, wise, experiencing a state of love and happiness, faithful, married). On the other hand, the material aspect and the characteristics that help to achieve success in the modern world (rich, businesslike, purposeful, persistent, flexible, combining beauty and consciousness, implemented). It should be noted that the responders do not clearly divide into these two poles, but talk about a combination of these characteristics, emphasizing the characteristics of the first and second types. Thus, we can say that our assumption is only partially correct: the study participants emphasize these qualities, but traditionally add to them the criteria for "male" success. However, the purpose of our study is to identify the image of a female leader, which is formed in the minds of men and women. And for this you need to find out which person is a successful leader. We assumed that this could be a purposeful person with leadership qualities and high education.

On March 1, the president of the Republic of Azerbaijan also spoke about the importance of such organizations at a video session on the issues of the support system for women and further strengthening their position in society. In addition, it gave established tasks to further elevate and empower women's place in society, strengthen their social protection, prevent domestic violence, and decide gender equality. Each direction focused on the development of women's entrepreneurship in particular. The adoption of the Business Women program for 2022– 2024 to increase the share of entrepreneurial women from the current 25 percent to 40 percent, a large initiative aimed at directing a total of 8 trillion soums to the implementation of the program. We also have a serious responsibility to provide grants of up to 2 billion soums to non-governmental organizations for the implementation of projects in rural areas. In addition, the amount of grants to non-profit organizations for the provision of social services to women with disabilities in themselves or in their care, training them in the profession, was increased by 5 times, from the current 40 million to 200 million.[1].

At the moment, the Union of "women of the agrarian sphere" of Uzbekistan with about 150 members has also carried out a number of projects in this direction during its activities. In the process, it is especially relevant to increase the competitiveness of women in the labor market, to create the appropriate conditions for self-employment, the establishment of agribusiness and greenhouses, in particular, to improve the system of their professional training and retraining, to develop services in rural areas. The work is carried out by state and international organizations in cooperation with non-governmental organizations. It is important to create comfortable working and living conditions for women, to give a special emphasis to rural women in improving the well-being of Khayat. The contribution and potential of women is also great in the innovative development of Agriculture, the training of qualified personnel in the field, the production of quality agricultural and processed products to the domestic and foreign market. In particular, to date, more than 15 varieties of acorns and wheat have been created in our country by our selectionist scientists.

Increasing the legal literacy of Women opens the doors of opportunity for them to take their place in the family and society. We are also doing consistent work in this regard. In 3 districts

of the Tashkent region, we have established points that provide free legal services for women who need social protection and in the agrarian sphere. By this time, more than 3,000 women had been given legal advice and assistance by qualified lawyers, and more than 30 women had been promoted to work. No matter what area women work in, they always deserve recognition. On the eve of the holiday date in 2021, a 28-minute documentary about 6 scientists who applied their most mature, innovative ideas to production in the agrarian sphere, created their own school, titled "stars of Science", and a book entitled "scientists of the agrarian sphere", dedicated to the results of the instructive life and scientific work of the 41 most advanced women in the field. In general, our goal is to support women in the most remote areas, give them legal advice and direct them to entrepreneurship. In the future, we also have many other goals, such as creating new jobs in rural areas, participating in large projects aimed at reducing poverty, establishing women's cooperatives.

In conclusion, we can say that women's entrepreneurship in the country, although there are political parties that carry out a number of activities related to the elevation of socio-economic activity, their scope, swing and influence on the elevation of women's political culture are not yet at the level of the requirements of the period. In modern science, the concepts of "activity", "activity", "social activity" are widely used. In fact, at the core of these concepts lies the experience, that is, the activity of a person in relation to side-by-side, social relations, the perception of the universe. Hence, the concept of "social activity" is directly related to the concepts of "activity" and "practice", even from them in terms of Genesis and etymology.

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