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Session II: Nadiya Cherkasova, Bank Otkritie

COMMITTEE FOR WOMEN'S ENTREPRENEURSHIP DEVELOPMENT

«OPORA RUSSIA»



FOUNDER OF THE COMMITTEE
FOR WOMEN'S ENTREPRENEURSHIP
DEVELOPMENT "OPORA RUSSIA"



NADIYA
CHERKASOVA

WOMEN ARE THE RESOURCE OF THE ECONOMIC GROWTH IN RUSSIA

/ 02

Economic activity of men is **71%**, of women **56,6%**

Involving women in the economy might allow to create
over 3 million jobs in Russia by 2025

INFORMATION
RESEARCH

BUSINESS
EDUCATION

FINANCE
PROGRAMS

INTERNATIONAL
PROJECTS

Geography

60 REGIONS

Events

670 ANNUALLY

Participants

60 000 WOMEN

PARTNERS



Ministry of Economic Development
of the Russian Federation



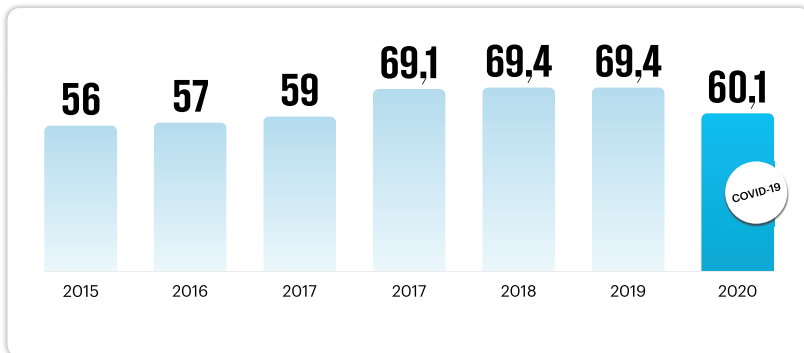
OTKRITIE | Bank for
business



OPORA RUSSIA
ALL-RUSSIAN NON-GOVERNMENTAL ORGANIZATION OF SMALL AND MEDIUM BUSINESS

WOMEN BUSINESS INDEX (WBI)

reflects how favorable business and social environment is for women's entrepreneurship development in Russia



 **Entrepreneurship culture**

 **Entrepreneurship ecosystem**

 **Personal qualities**

93%

of Russian female entrepreneurs are going to develop their business further after the COVID-19 pandemic

59%

predict maintaining business volumes

40%

are confident about complete recovery after the pandemic within a short period of time (3-12 months)

29%

are certain of the increase in income

MAMA ENTREPRENEUR

Federal educational program "MAMA-Entrepreneur" has been developed for women on maternal leave and those with minors aiming at helping them start their own business and combine family and professional life effectively.

Over the past 5 years
190 TRAININGS

Were conducted with
5 119 FEMALE PARTICIPANTS

After training
40-50%
of participants

REGISTER THEIR BUSINESSES
and become successful entrepreneurs

In 2021
82 TRAININGS

are planned including
6 TRAININGS FOR SOCIAL GROUPS
e.g. mothers with large families, foster mothers as well as mothers of children with disabilities)

57% of women note the importance of business education and gaining experience from other already successful entrepreneurs



JURY MEMBERS
from 14 APEC countries
apecbestaward.com

APEC CLUB

On the Eurasian Women's Forum's venue:

- APEC Club foundation
- APEC BEST AWARD contest popularization
- International cooperation and systematic development



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