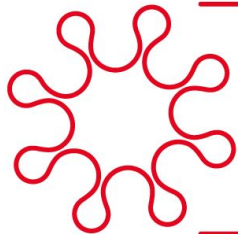


EU Covid-19 Solidarity Programme

People in Need Armenia

Women's Rights House NGO

“Fight against COVID-19 through the promotion of women entrepreneurship”



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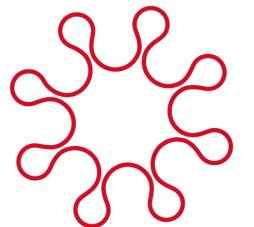
EU COVID-19 Solidarity Programme for the Eastern Partnership

Standing Together



The idea of the project

As many women and girls, and also their family members lost their jobs and other incomes as a result of COVID-19, the projects supports women's economic empowerment through promoting their entrepreneurship and ensure their financially independence.

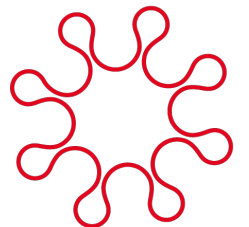




Beneficiary selection process

The target group of this project were women and girls from the Shirak region, who have lost their jobs because of COVID-19, or have no other income, but have certain skills such as handicrafts, sewing, embroidery, etc. or have business ideas.

To ensure greater outreach and to inform those who do not have access to the Internet, announcements were distributed through various NGOs and active groups, as well as posted on social networks and on the organization's FB page.





For those 30 women that applied individually or in groups 8 capacity building courses were conducted by experienced business professionals.

Women learned some basics of business management, marketing, market analysis, etc. The training helped to shape mentality for the start-up entrepreneurship and understand what is missing for starting the own business.

Only women who had completed all capacity building courses were eligible for the sub-grant competition.



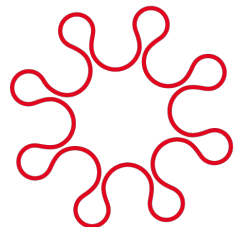


RESULT

Out of 30 participants, who participated in the courses and presented prospective business projects 13 were chosen and received up to 700,000 AMD

(about 1400USD) to start their own business.

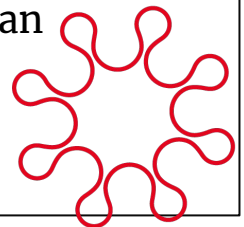
The business professionals coach the start ups during the entire life of the project.





The chosen business ideas

1. **“Establishment of a long-distance sewing production in Hatsik and Ashotsk for the production of baby bedding”** – Gohar Hovhannisyan. Tamara Papikyan
2. **“Production of eco-bags”** – Lena Hovhannisyan
3. **“Your friend with your hands” package which will include an illustrated guide to making a doll.** – Narine Minasyan
4. **“Hairdressing and manicure salon”** – Narine Davtyan
5. **“Production of Armenian gata”** – Tamara Farzadyan
6. **“Production of multifunctional bookmarks”** – Tanya Hakobyan
7. **“Expansion of the product of handmade eco toys, bags and other accessories”** – Anahit Varosyan
8. **“Production of Vegan chocolates”** – Anjela Dzvakeryan
9. **“Psychological Development Center for kids”** – Anna Khachatryan
10. **“Production of bags carrying and transmitting the history of Gyumri, cloth masks and other accessories”** – Susanna Martirosyan
11. **“Production of honey and other useful varieties through beekeeping in the village of Jrapi”** – Hrpsik Petrosyan
12. **“Handicraft, embroidery”** – Zoya Gevorgyan
13. **“Mushroom production “Kaxasunk”** – Zina Manukyan




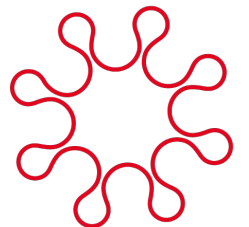


Gohar hovhannisyan Tamara Papikyan

- ❑ The project helps to provide a stable source of income for rural women, skilled in sewing, and generate income not be disrupted because of the epidemic.
- ❑ The start up applied innovative approach through organizing production in different locations. Gohar and Tamara established a brand working in different communities and working from home.
- ❑ Women were provided with sewing machines and necessary materials.
- ❑ It is planned to continually expand production, involving new employees from other communities of the Shirak region.

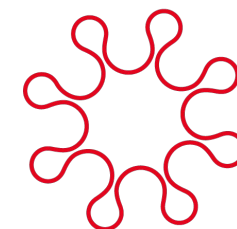
 <https://www.facebook.com/hrane.sw>

 https://www.instagram.com/hrane_sewing_workshop/?fbclid=IwAR35ymqSF98kRw3iqp-n6KO-mS4-ZGsqnLoNIV4xzn-li-pBFQZlydemw



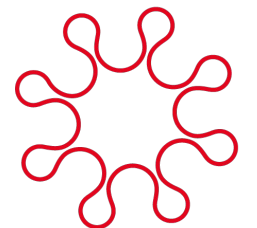


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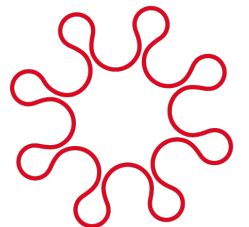


SUSANNA MARTIROSYAN

- ❑ Susanna crafted products that will encourage those around to be as ecological as possible, and appreciate our culture and history. Such products were of high demand in Armenia as well as among wide-spread Armenian diaspora in different countries.
- ❑ Some of the products, like cloth bags, meet the requirements of upcoming banning of plastic bags usage.
- ❑ Susanna paints pictures by her own and created the ready-made products that has already been sold in Armenia and in other countries

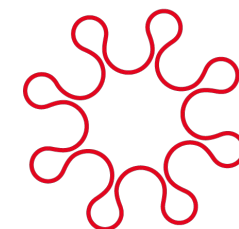


<https://www.instagram.com/suicoartstudio/>





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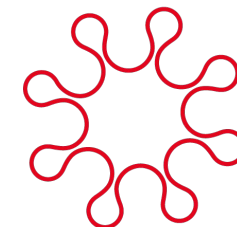


Hripsik Petrosyan

- ❑ The project supports young women as well as those that are of retirement age.
- ❑ Having 10 years of experience in beekeeping and 20 bee families, Hripsik in her late 50s wants to expand her business, involve members of her family to produce healthy honey and have stable income. She attended all classes with great enthusiasm, which was very inspiring, and was an example for many others.
- ❑ Beekeeping is carried out in Jrapı village of the Shirak region.

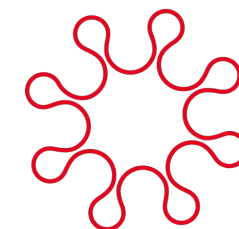


<https://www.facebook.com/arpi.honey>





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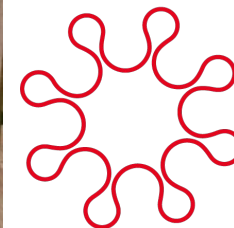


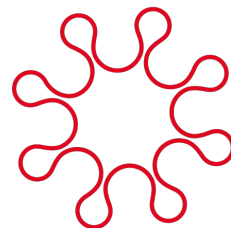
Anna Khachatryan

- ❑ Child Development Center was opened in one of the district of Gyumri city with the support that the project provided to Anna. It has different classes and services, such as speech development, relaxation therapies, developmental game-exercises, as well as dance, song, theatrical art groups and etc.
- ❑ The Center aimed at ensuring the comprehensive development of each child attending the center, discover child capacities, and organize meaningful leisure time for children.
- ❑ Being of great demand the Center provides employment for young specialists.



<https://www.facebook.com/ՀայLEGO-112197554302245>



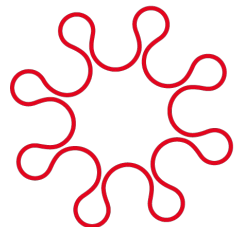




Zina Manukyan

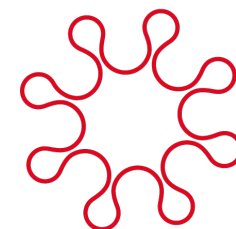
- ❑ She produced mushrooms in the basement of her own house.
- ❑ In the beginning it is planning to sell the mushrooms from home and then to cooperate with different shops and supermarkets of Gyumri.
- ❑ The main aim of the project is to have own business and to get financial independence.

 <https://armenia.peopleinneed.net/en/growing-mushrooms-zinas-new-business-plan-7898gp>





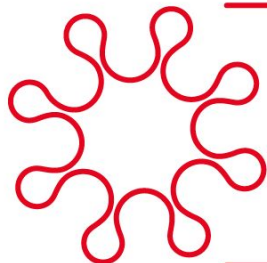
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Live press conference was held at the Dialogue Media Center to present 13 business startups

Exhibition-sale was organized to support 13 successful business start-ups and to promote sales



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