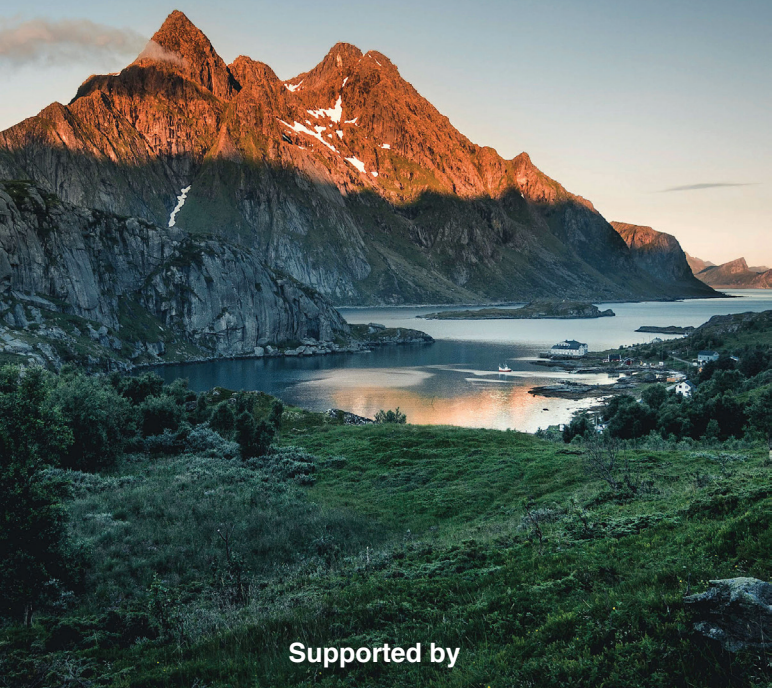


# Mitigating the Negative Economic Impact of Covid-19 Pandemic on the Population of Georgia's Mountainous Region of Racha



Supported by



The project Mitigating the Negative Economic Impact of the COVID-19 Pandemic on the Population of Georgia's Mountainous Region of Racha aimed at strengthening the local population in Racha region to cope with the economic consequences of the pandemic through the material and technical support to small and medium enterprises (SMEs) and socially vulnerable families .

## **THE PROJECT CONSISTED OF TWO COMPONENTS:**

- **Provision of material and technical assistance to the Small and Medium Enterprises (SMEs)**
- **Supporting vulnerable families with agricultural inputs**

## **PROJECT AIMED TO:**

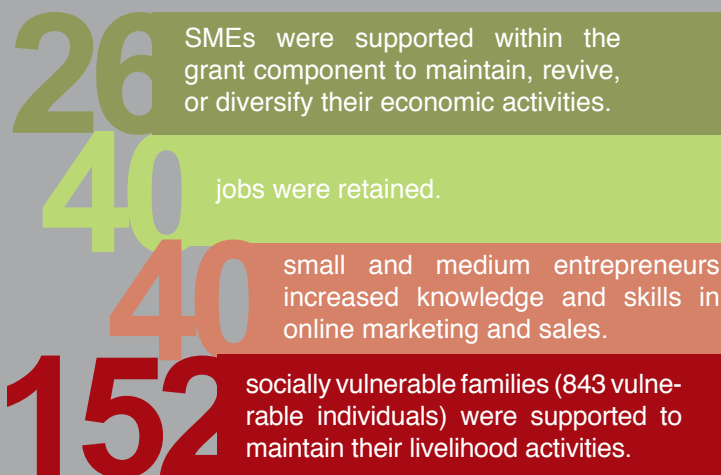
**Reduce Poverty**

**Create Jobs**

**Develop Human Capital**

**Economic and Social Resilience of Communities**

## PROJECT RESULTS



## PROJECT TARGETED THE RESIDENTS OF THE ONI AND AMBROLAURI MUNICIPALITIES



## PROVISION OF MATERIAL AND TECHNICAL ASSISTANCE TO THE SMALL AND MEDIUM ENTERPRISES (SMES)

To reduce the negative economic impact of the pandemic, small and medium enterprises (SMEs) benefited from the distribution of the grant support to maintain, revive, or diversify their economic activities. As a result, 26 SME's improved the quality and/or quantity of their products.



## Supported Fields

### TOURISM

- 5 guesthouses improved their conditions and service quality.
- Equestrian tourism improved their services that allowed them to get ready for the touristic season 2021.



### AGRICULTURAL DEVELOPMENT

- A livestock farm, beekeeping, and dairy farms were supported by modern technology as a result of which they have improved the productivity of their small enterprises.
- 6 small wine cellars were supported with various equipment for sorting, bottling, promotion, and arranging wine tasting rooms.



“

I have been working in the field of horse-riding and hiking tourism since 2014. I accompany tourists to various touristic destinations. Sometimes, I help tourists to travel from Racha to Svaneti. The saddle we had was rather old from my grandfather's and father's times and was threadbare. Our attempts to repair them were useless. With the grant obtained, we were provided with new saddles that allow us to be ready for the touristic season 2021 and to introduce the tourists to the beautiful mountainous Racha.

**Ilia Bidzishvili**

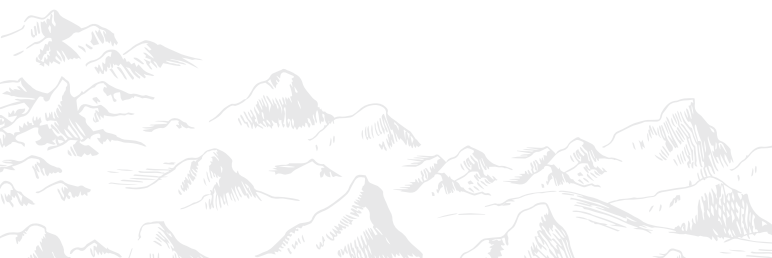
Resident of the village Glola,  
Oni Municipality





## ENTREPRENEURSHIP

- Metal-plastic workshops were supported with modern technologies as a result of which they have improved the quality of their production.
- Traditional bakery managed to maintain the business.
- Butchery shop was supported by modern technologies, thus offered better services to its customers.
- Youth Ethno-Jazz band was supported to contribute to the development of the local folk music in Racha as well as knowledge transfer about local folk music among teenagers.



## Women Entrepreneurs

- 2 linen enterprises increased their productivity.
- Multifunctional space “Oxygen” diversified its services and is ready for hosting parties, presentations, literary, or various cultural events.
- Handcraft workshop in the village Chrebalo started producing a variety of household items as well as wooden toys.
- Startup workshop in the city Oni diversified their production using Georgian traditional enamel into their handcraft.

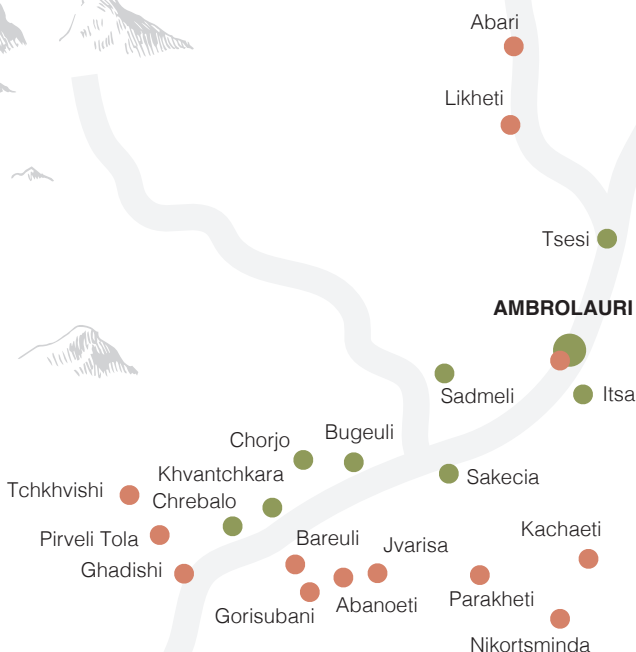


# MAP OF RACHA

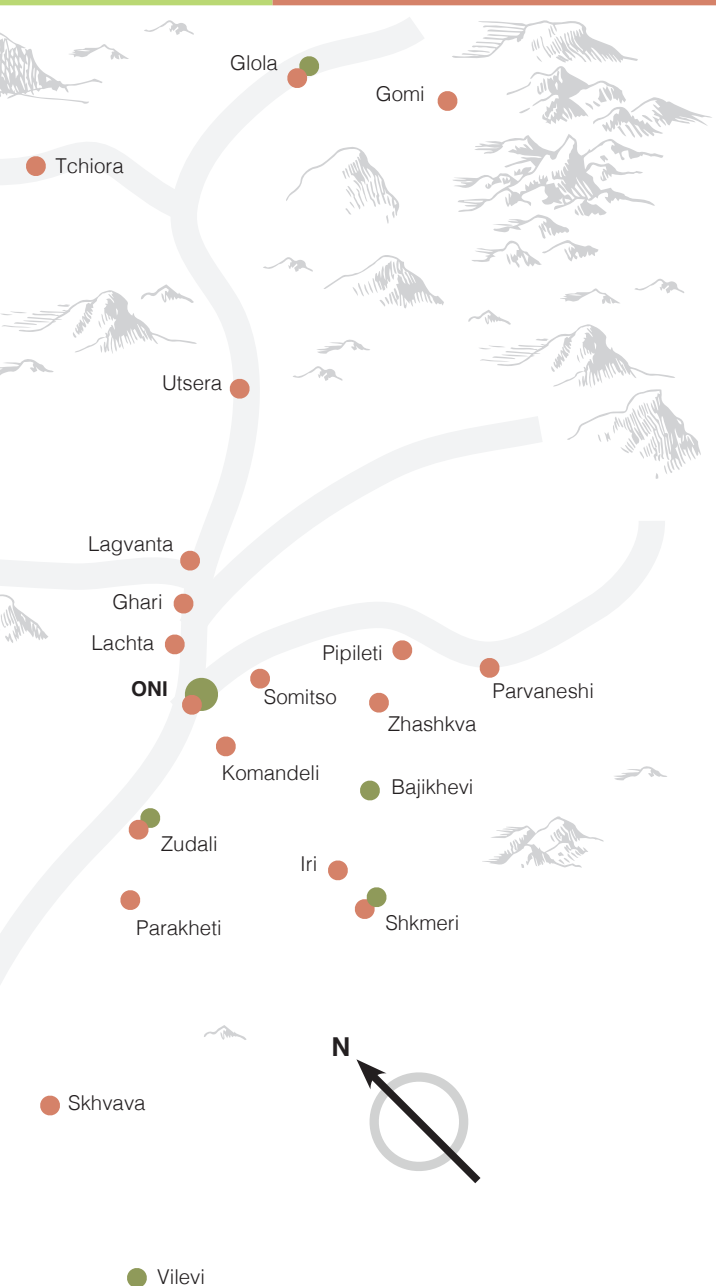
Racha is one of the most stunning regions of mountainous Georgia. Unfortunately, the poverty rate has always been extremely high there. The situation was further aggravated by the severe economic crisis of 2020, especially affecting the local SMEs. That is why the CCRG decided to focus on Racha during the pandemic.

As a result of the project activities, SMEs of the Ambrolauri and Oni municipalities have improved the quality and quantity of their services/products; they have also got acquainted with e-commerce skills. Within the humanitarian aid component, poultry with veterinary preparation and food was distributed among the most vulnerable families several of which even turned this support into small farms.

**Ekaterine Meskhrikadze**  
Deputy Head of Mission,  
Caritas Czech Republic in Georgia



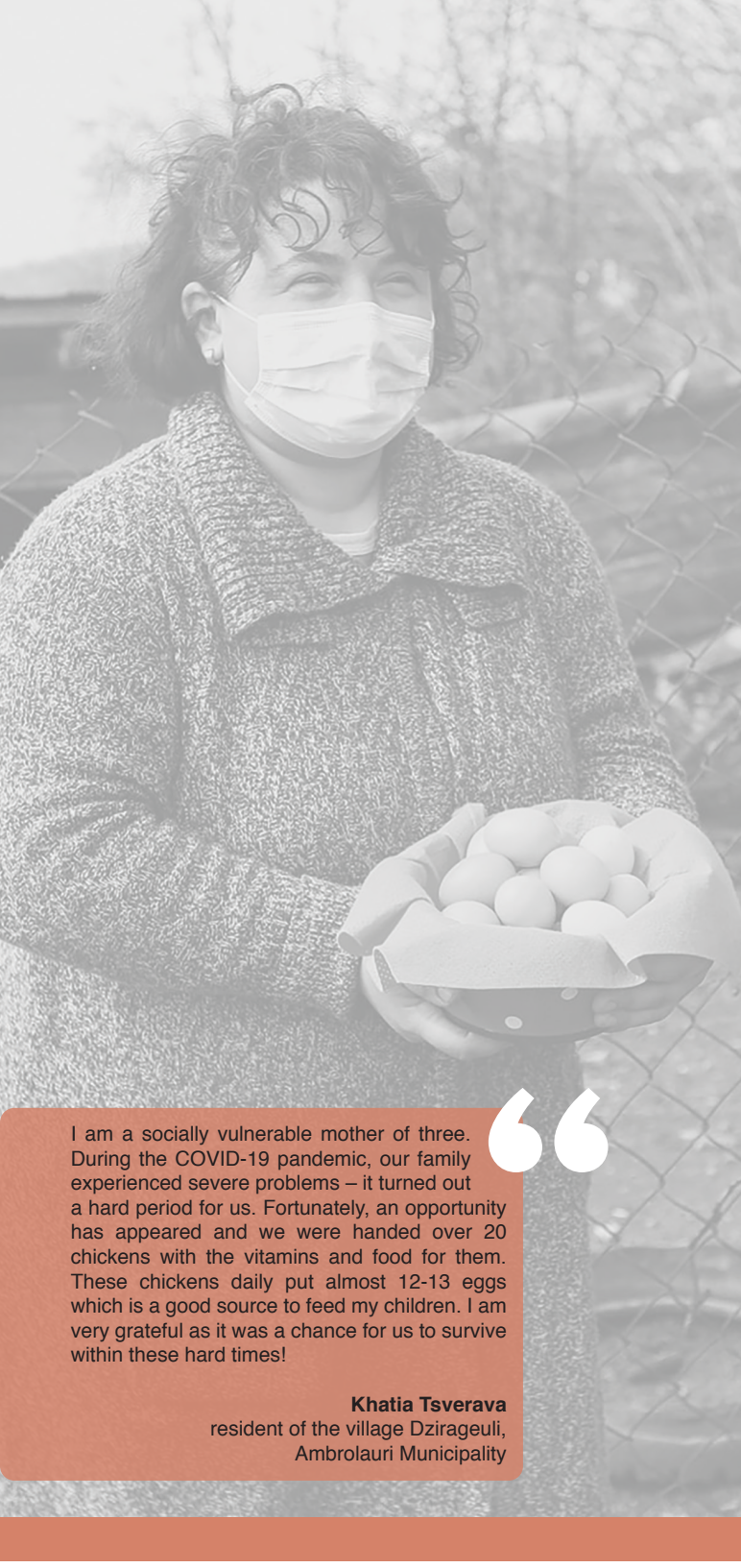




SME Support



Humanitarian Aid



I am a socially vulnerable mother of three. During the COVID-19 pandemic, our family experienced severe problems – it turned out a hard period for us. Fortunately, an opportunity has appeared and we were handed over 20 chickens with the vitamins and food for them. These chickens daily put almost 12-13 eggs which is a good source to feed my children. I am very grateful as it was a chance for us to survive within these hard times!

“

**Khatia Tsverava**  
resident of the village Dzirageuli,  
Ambrolauri Municipality



## **HUMANITARIAN AID**

### **Supporting Vulnerable Families with Agricultural Inputs**

Families with multiple children, vulnerable groups of the society, single parents with multiple children, single-headed and women-headed households, benefited from the provision of substantial assistance via agricultural means, which has ensured their survival through the pandemic period.

As a result, in total 3,040 poultry were distributed:

- 20 poultry per family along with two months` worth of combined food and veterinary medicines
- Free consultation on poultry care until the end of the project.





## **CARITAS CZECH REPUBLIC IN GEORGIA**

📍 8 KartoZIA st. IV Building, I Entrance, IX Floor,  
Apt 24, 0162 Tbilisi, Georgia

☎ (+995) 032 222 02 14

✉ [ccrg@caritas.cz](mailto:ccrg@caritas.cz)

🌐 [georgia.charita.cz](http://georgia.charita.cz)

📘 [www.facebook.com/CCRGeorgia2015](https://www.facebook.com/CCRGeorgia2015)