

PARTNERSHIPS FOR RURAL PROSPERITY (USAID/PRP) ARMENIA

COMMUNITIES INVOLVED

100-120



ACTIVITIES AND PROJECTS IMPLEMENTED:

8 MARZES



COMPETITIVENESS ANALYSIS:

83 communities in 8 marzes



INFRASTRUCTURE PROJECTS:

27 in 5 marzes



193 new established businesses

298 new jobs



USAID
FROM THE AMERICAN PEOPLE



Overall Objective

Partnerships for Rural Prosperity-USIAD/PRP Program

NOTABLE LOCAL INVESTORS

PRP is a five-year program, launched in August 1st, 2013 and funded by the US Agency for International Development.

The Project aims to empower rural communities with economic growth perspectives.



Program Components

LOCAL ECONOMIC DEVELOPMENT-LED

Identification and Promotion of Competitive Advantages in target areas. Entrepreneurship Promotion. Promotion of Market Access

SMALL-SCALE INFRASTRUCTURE DEVELOPMENT

Facilitate infrastructure upgrade and increase access of farmers to advanced agro-services.

RURAL ENVIRONMENTAL PROTECTION

Support in building of resilient communities and design of environmental projects.

SUCCESS STORIES



**Anahit Tonoyan,
Haghtanak, Tavush.
Greenhouse**



**Gurgen Abovyan, Koti,
Tavush, Cheese
Production**



**Lusine Khamisyan,
Hatsik, Armavir, Dried
Fruit Production**

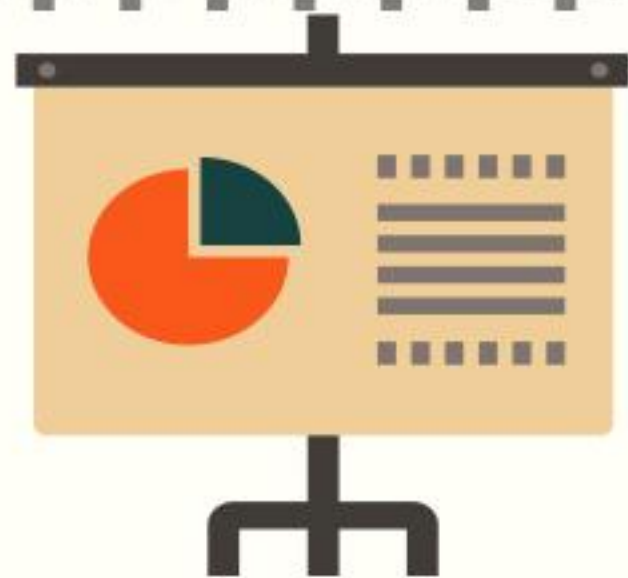


**Edik Shahsuvaryan,
Bagratashen, Tavush, Cool
Storage**



**Garnik Manukyan
Pokr Vedi, Ararat,
Greenhouse**

Main Data-LED



595 Start-ups
trained
237-female



190 SMEs received
financing-
682.5 mln AMD



25 SMEs received
technology
transfer grants

Replicable business models:

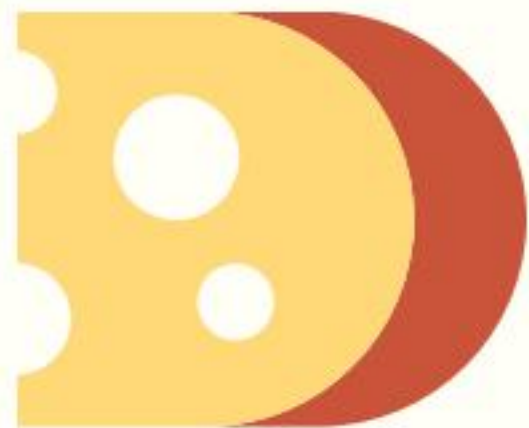
Dried Fruits-284 sq. m.

Cheese Production

Cold Storages-444 m³

Greenhouses-3911 sq.m.

B&B



ACCESS TO MARKETS

“3 Generations” endorsement brand



8 producers are selected and use the new endorsement brand.

The brand is being promoted through social media, hotels, exhibitions, supermarkets.

Publications for businesses



Assessment of BED & BREAKFAST VALUE CHAIN

Assessment of FRESH GREENHOUSE VEGETABLE VALUE CHAIN

BUSINESS GUIDE for Rural B&Bs

Cheese and Dried Fruit producing guides
BUSINESS GUIDES for Fresh Fruit Exports

GREENHOUSE CONSTRUCTION Guide



23 infrastructure
development projects in 5
marzes

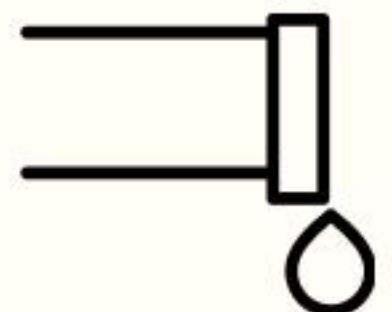
Total cost: 141 mln. AMD

Infrastructure construction



16 Irrigation systems

2 Watering places in remote pastures



1 Covered milking facility



1 Dried fruits production and training center

1 Collection and cooling milk refrigerator

Farm Service Centers



4 Farm Service Centers



258 farmers from project beneficiary communities trained

**Environmental protection and
Disaster prevention**



**17 Environmental
Mitigation and
Monitoring Plans**



**Disaster Risk
Reduction (DRR)
assessments in 46
communities**



**265 local people
involved in capacity
building**

Synergies



Technology transfer grants to greenhouse owners



Promotion of local products and B&Bs



Youth entrepreneurship promotion/ "3 Generations" beneficiaries



Asian Development Bank

Women entrepreneurship promotion