



# USAID ZRDA ACTIVITY IN GEORGIA



აგრარული სექტორის განვითარების  
ZRDA ACTIVITY IN GEORGIA





## ZRDA MISSION

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IMPROVE MSME DEVELOPMENT & GROWTH



INCREASE PRODUCTIVITY OF RURAL HOUSEHOLDS



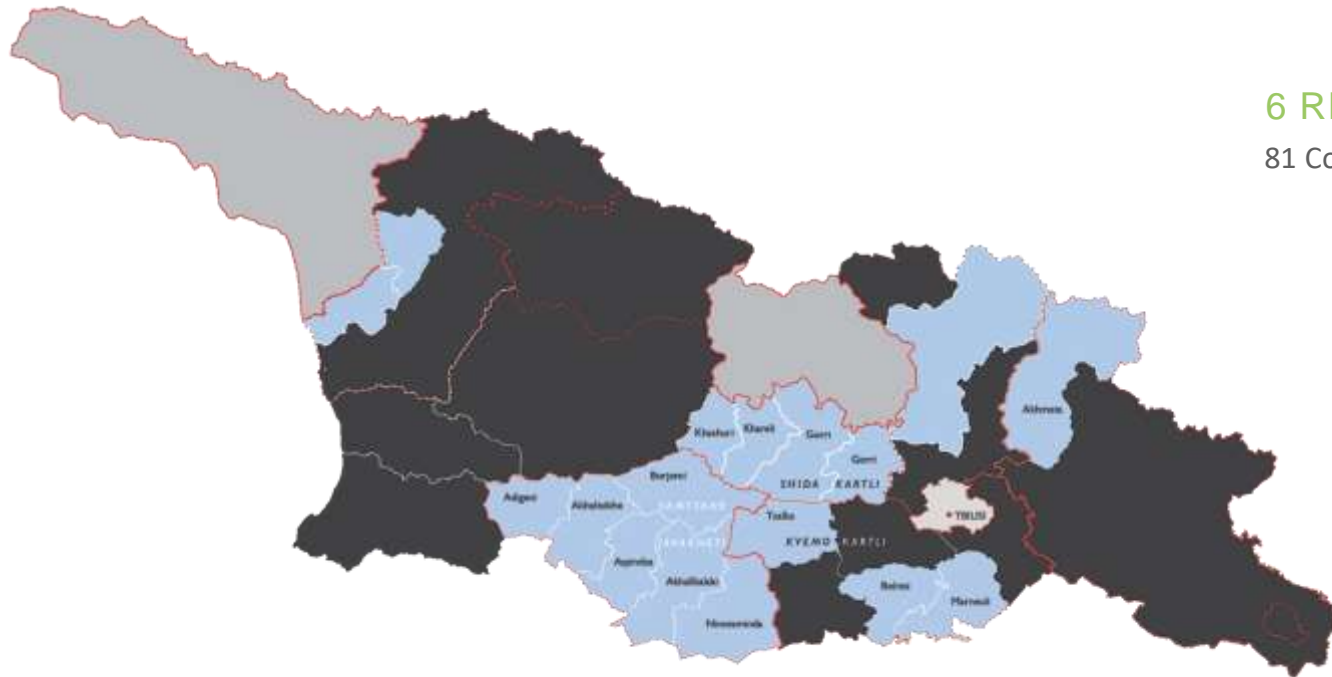
FACILITATE MARKET LINKAGES BETWEEN PRODUCERS & BUYERS



PROMOTE LOCAL ECONOMIC DEVELOPMENT BY ESTABLISHING NETWORKS

# ZRDA GEOGRAPHY

Kvemo Kartli - 15 Samtskhe-Javakheti -19 Shida Kartli - 20 Samegrelo –16 Kakheti - 9 Mtskheta-Mtianeti - 2

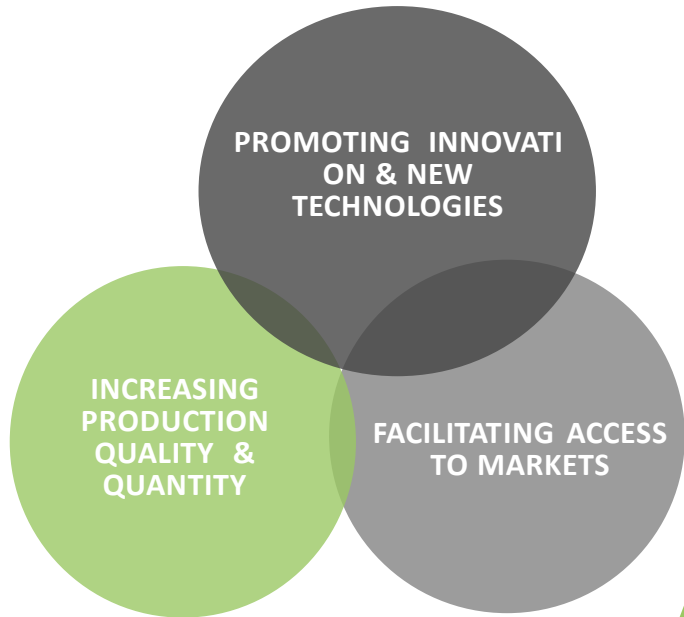


6 REGIONS

81 Communities

# 2021 ACTIVITIES

## Agriculture



- Greenhouse Technology & Demo Plots
  - Berry Value Chain Support
  - Community-based Post-Harvest (cold storages, dryers, packing facilities)
  - Training Programs/Experience sharing
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- Value Chain Financing Scheme – FSC & Crystal
  - Access to credit via CHCA micro-loans
  - (Funded: 87 beneficiary – 428,500 GEL)
  - Facilitating market linkages (supermarket chains, online platforms)
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- ICCs (public) and FSCs (private) extension services
  - Food Safety Trainings

# 2021 ACTIVITIES

## Tourism



- DMO Capacity Building (funding sustainability)
- Handicrafts & Artisans Support
- Agro-Tourism Promotion & Marketing
- Adventure Tourism - Safe Travel campaign
- Info-Tours for Domestic Tourism Promotion
- International/local trade Fairs

- Restaurant Capacity Building Program (Grants/Trainings)
- Tour Guides Accredited Program in VETs
- Tourism Information Centers support
- Monuments, Complexes and Museums

- Sustainable tourism in Tusheti
- New Products & promotion – cookbooks & video material
- Kolkheti National Park – New Destination
- Vsrdzia – Khertvisi – Oloda pass to UNESCO

# 2021 ACTIVITIES

## Crosscutting

### PRIVATE SECTOR ENGAGEMENT

Zrda/BP Community Infrastructure  
Zrda/Partnership Fund - Invest in ABL  
Zrda/BP MSME Support Program

### ICT AND BUSINESS DEVELOPMENT SUPPORT

E-commerce  
MSME Digital Transformation



### INFRASTRUCTURE & RESILIENCY

Disaster Risk Reduction (DRR)  
Community Infrastructure Support

### GENDER & YOUTH ENGAGEMENT

Youth entrepreneurship  
Youth career building  
Promote Women-led MSME development support

# THANK YOU

Our mission is to promote meaningful change around the world to help people live healthier, more productive, and more independent lives.  
Chemonics International Inc.

CONTACT US:



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