



With funding from

 Austrian  
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ახალგაზრდული მენარემობა სოფლის განვითარებისთვის  
RURAL DEVELOPMENT THROUGH YOUTH ENTREPRENEURSHIP



**LIBERTY**



## ABOUT PROJECT

Rural Development through Youth Entrepreneurship (RDYE) is a 42-month project funded by Austrian Development Cooperation (ADC) and implemented by Mercy Corps Georgia.

The project contributors are Liberty Bank and International Foundation of Sport, Tourism and Youth.

## PROJECT GOAL

RDYE Project supports at least 1 500 young people (50% female), including youth from remote areas, ethnic and religious minorities, ecomigrants and IDPs to develop their entrepreneurial skills and capacity to create 50 sustainable, new and/or existing, rural agricultural and non-agricultural youth-led-enterprises.

## GEOGRAPHICAL AREA

RDYE Project is implemented over a 42-month execution period (December, 2021 – May, 2025) across 4 rural regions of Georgia in the following 18 target municipalities.

### **Kvemo Kartli Region**

Rustavi, Marneuli,  
Bolnisi, Gardabani,  
Tetritskaro, Tsalka

### **Samtskhe-Javakheti Region**

Borjomi, Aspindza,  
Adigeni, Akhaltsikhe,  
Akhalkalaki, Ninotsminda

### **Shida Kartli Region**

Gori, Kareli, Kaspi

### **Mtskheta-Mtianeti Region**

Mtskheta, Dusheti, Tianeti



RDYE Project activities are focused on improving social and economic engagement and well-being of the youth and fostering their entrepreneurial capability. The enhanced professional knowledge and skills obtained through the project activities help them to find employment/self-employment opportunities. RDYE Project is of crucial importance for sustainable local economic development through improving and fostering entrepreneurial capabilities of the youth from the target municipalities.

# PROJECT RESULTS (THE SECOND CYCLE)

22 YOUTH-LED ENTERPRISES IN DIFFERENT REGIONS OF GEORGIA RECEIVED FINANCIAL SUPPORT IN THE TOTAL AMOUNT OF

# 500 000 GEL

WITHIN THE SECOND CYCLE OF RDYE PROJECT.

71 two-day basic entrepreneurship trainings



852



53%



52,5%

Pitching of business ideas



388



55%



58,6%

Intensive one week Business Excellence Training (BET) for successful graduates



75



50,7%



49,5%

Submission of business plans



69



47%



41,5%

Consultations for unsuccessful applicants



18 meetings for  
519 participants

**RDYE Projects offers additional benefits to successful candidates: Accounting and Taxation Training, Individual Consultations, Mentoring, Management Consulting, Gender Training, Tourism, IT Consulting, HR Consulting and many more.**



**Austrian Development Cooperation** supports countries in Africa, Asia, South-Eastern and Eastern Europe in their sustainable development. The Federal Ministry for European and International Affairs plans the strategies. The Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation, implements programmes and projects together with public institutions, civil society organizations as well as enterprises.

**Mercy Corps** is an international non-profit organization working to alleviate suffering, poverty, and oppression by helping people build secure, productive, and just communities. Mercy Corps has been working in Georgia since 2000, building productive, resilient, stable, secure, and equitable communities in regions impacted by poverty and conflict. Within the framework of Rural Development through Youth Entrepreneurship, Mercy Corps works with rural youth, young entrepreneurs, and policymakers to promote entrepreneurship and economic development opportunities among youth living in rural areas.

**Liberty Bank** Liberty Bank is one of the largest commercial banks in the country, serving more than 1.7 million individuals and more than 50,000 small and medium-sized businesses. The bank's assets amount to GEL 3 billion and more than 4,500 employees. Liberty is represented by the widest network in the country - more than 360 service centers, 632 ATMs, self-services and POS terminals in all regions and municipalities of Georgia. In addition to the developed infrastructure, modern digital services and remote services are available for both individuals and legal entities. The strategic direction of the bank is corporate social responsibility and many years of experience in financing small and medium enterprises in rural areas.

**International Foundation of Sport, Tourism and Youth** was founded on 21st of June 2021. The Foundation is committed to finding creative ways to use sport, tourism, and youth to inspire positive social changes. On a national level, the Foundation is an inspiring, universal platform in the field of sport, tourism, and youth for private and public sectors. Supporting rural youth development and youth entrepreneurship in Georgia are one of the top priorities for the foundation.

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