



Georgia Employment and Infrastructure Initiative
საქართველოს დასაქმებისა და ინფრასტრუქტურის ინიციატივა

COMMUNITY ACHIEVEMENTS

Cattle breeding in Imereti: Success through Combined Effort



The Imeretian village of Ninuakutkhe is located in a valley 35 kilometers from Kutaisi, Georgia's second largest city. With a population of 862 people, the inhabitants mainly subsist on cattle breeding and agriculture, which provides income through the production of cheese, meat, milk, eggs, corn, straw, nuts, and vegetables. These products are then sold on the markets in Samtredia, five kilometers away.

Ninuakutkhe is a CHF partner community through the USAID-funded Georgia Employment and Infrastructure Initiative (GEII) implemented by CHF International~Georgia. Through GEII, community members identified and implemented social infrastructure projects. These projects include the rehabilitation of internal roads and the electricity system and cleaning three drainage canals in and around the village. All of these projects directly contributed to the economic development of the community. The rehabilitated roads now allow the people to save fuel and time on transportation. The rehabilitated electricity system also favors small enterprises, mills, and workshops, which in turn provide jobs for local people. The expenses on electricity and system upkeep will also decrease.

Having experienced the benefits of community mobilization, Ninuakutkhe began to implement community-based projects of its own, providing a school with a metal-tiled roof in 2003, rehabilitating bridges and roads to improve transportation of agricultural products to the market in 2004, and building two parking lots in 2005.

With the experience of working as a community on social infrastructure projects, local entrepreneurs now feel comfortable investing jointly in an economic project. With support from USAID-funded GEII, they identified cattle breeding as the sector with the greatest potential for growth. Consequently, they formed a group, headed by local resident Oleg Ninua, to submit a proposal to rehabilitate a private cattle breeding farm in Ninuakutkhe. Oleg had worked as the farm's director for 16 years and, with the group he formed, believed that increasing the number of cows from 16 to 30 would take full advantage of the farm's capacity.



They approached USAID~GEII about the project, which referred the farmers' group to the business support organization, Business Consulting Network Growth (BCNG) Kutaisi, established with the Young Economists of Georgia through USAID's Small- and Medium-sized Enterprise Support project. BCNG Kutaisi helped the farmers to design a business plan, which they submitted to GEII along with a proposal to rehabilitate the cow barn. Not only did the group receive a grant from GEII to rebuild their barn, they received additional training from BCNG Kutaisi in business planning, marketing, and management.

Oleg is very satisfied with the project: "Cooperating with USAID~GEII has improved my business management skills. The business consultations at the Association of Young Economists of Georgia taught me how to create a business plan. This will help me develop linkages with potential buyers in the future and show the community how to increase household income through better management."

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