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SUCCESS STORY: Improved Business Leads to More Jobs in the Community

ARDI PROGRAM

(Advanced Rural Development Initiative)

COMMUNITY – YEGHEGNADZOR, VAYOTS DZOR
OWNER – SUSANNA ASATRYAN
BUSINESS – WINE TASTING HALL
PROJECT – SMALL GRANT PROJECT
YEAR – 2016



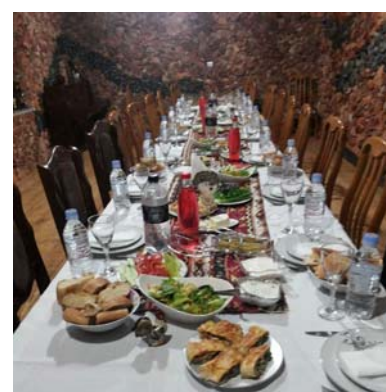
ARDI is a five-year program funded by USAID. Launched in September 2013, the program aims to increase rural employment by tackling constraints to rural economic development in select rural communities of Syunik, Vayots Dzor and Lori provinces of Armenia.

The program supports activities in **three main rural economic sectors and value chains: dairy processing, fruit processing and rural tourism.**

Susanna and Arman Asatryan from Yeghegnadzor have been engaged in rural tourism since 2013, running a uniquely decorated tasting hall of their local, home-made produce. The tasting hall provides various services to the visitors, including homemade meals and appetizers, a sampling/tasting of local wine, vodka and dried fruits. During the fruit season, tourists are welcome to walk in the garden and watch the family process and dry fruits. The entire family is engaged in this hospitality business: youngsters escort tourists to their house; women and their friends cook, serve meals, and make preserves and dried fruits; while men make home-made spirits/alcohol using various fruits.



After three years of successful operation, the Asatryans have established productive relationships with several tour-operators. The business blossoms and pays them for their hard work. To support the family's aspirations to host more visitors, the ARDI program helped them expand the tasting hall to accommodate more people. The family received a small seed grant of \$1,500 which, coupled with their own hard work and financial investment, doubled the hall's space from 20m² to 45m². Now the family is pleased to host more groups, which has allowed them to increase their income as well as hire more people and create more jobs in the community.



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