



Increasing Jewelry Production in Akhalkalaki

A jewelry factory is a success story of a family business which was financed through the Promoting a New Rural Development Approach in Akhalkalaki project under the European Neighbourhood Programme for Agriculture and Rural Development.

Armen Kavkakszyan is young jeweler from Akhalkalaki. He got experience in this field five years ago in Armenia. In the past, he was working on construction with his father in Russia. Armen always sought to work in his hometown and ENPARD granted him this possibility. His wife, Mary Iritsyan, supported him in preparing a project proposal alongside also being actively involved in the family jewelry business. She studied up-to-date jewelry catalogues featuring gold items given that the demand for gold jewelry in Akhalkalaki and in the Samtskhe-Javakheti region in general is quite high. Jewelry is typically bought for wedding and birthday gifts.

Armen is considered a good jeweler in Akhalkalaki and so he has a lot of clients. Clients differ with their tastes and so anything out of date or old-fashioned is not popular.



Employees: 2 locals
Total budget of the project: GEL 10,000.00
: GEL 6,000.00
Co-financing: GEL 4,000.00



“We have procured modern technical equipment with the grand funding such as an argon welding machine, a microscope stand, a pneumo engraver, burnout ovens, etc. We make rings, bracelets, necklaces, earrings, beads, etc. with the precious metals. We create designs according to the client’s preferences. A client may also come with his own design and ask us to do a custom order ,” said Mary Iritsyan.

Modern technology is crucial in terms of engraving, setting, bluing, oxidizing and other procedures for jewelry making. The final result depends on the professionalism of the jeweler as well as the equipment.





“Accuracy is vital for jewelers. For ensuring accuracy, a high-quality microscope is very important. I would like to express my gratitude to the European Union for supporting us in purchasing this kind of microscope which is used by my young colleagues from Akhalkalaki.

It’s been a year since we have been working with the new equipment. Our product quality has improved and orders have increased. I am going to expand the factory and employ more people. I would like to be an example for others to do their best to start their business in their own hometown. This is crucial for regional and countrywide development,” said Armen Kavnakszyan.



The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.

Project is being implemented by the Department of Rural Development and Vocational Education (DRDVE) of the Georgian Institute of Public Affairs (GIPA). Project Partners are Mercy Corps, Elva - Community Engagement and West Cork Development Partnership.

The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: www.enpard.ge