



### Welcome to the World of Mothers and Kids

In the Samtskhe-Javakheti region, women are basically responsible for household issues – they take care of the house and yard, the food, the laundry. It is the men who have the privilege to work. It should also be mentioned that men are the main decision-makers and they are the leaders of the households as well – causing gender inequality in the region. This notwithstanding, the role of women is increasing as a result of the support of non-governmental organizations. New Style is one of these organizations.

The recently founded New Style organization participated in the grant competition with the support of the Akhalkalaki Local Action Group (LAG). The European Union considered the project to be an interesting, innovative and step towards solving the issues women face on a regular basis. Thus, the New Style organization received a grant to open the Mothers and Kids Center.



Employees: 4 locals  
Total budget of the project: GEL 74,790.54  
EU Share: GEL 63,380.54  
Co-financing: GEL 11,419.00



The concept itself is very interesting. Young mothers gather at the center, take part in some fitness activities, attend training courses, share experiences and even prepare some food in the comfy kitchen. Meanwhile, their kids have fun in the next room which is safe and sound and filled with different toys, some of which are educational and help the youngsters improve their skills.

“They did their best to arrange this oasis for us, we are able to look after our health, learn different things and, most importantly, we can watch our kids in parallel. The kids enjoy their time since they also know that we are here with them,” said Susana Arutinyan, a young mother.

The project was able to procure fitness equipment, toys and install a kitchen with the amount of money received as a grant. They also hold birthday parties at the center. According to Rusana Koshatashyan, the founder of the organization, there are plans to create a space for Birthday Centers on the second floor.





“The children are so happy with us. We do our best to create a comfortable atmosphere for them. The most precious evaluation of our center is the question children ask their mothers when they are leaving: We are coming back here tomorrow, aren't we? It should also be noted that the mothers are also very happy with the environment. They do some exercises, cook, and discuss various important matters. We plan to invite the most well-known doctors and psychologists from the region based on their interest in this kind of public information sharing activity. We will select topics for discussion together with the specialists,” said Rusana Koshatashyan.

The project is especially grateful to the European Union, the Akhalkalaki LAG and GIPA for providing the opportunity to implement this innovative approach in Akhalkalaki and promote women's engagement in social life.



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*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](http://www.enpard.ge)*