



### Production of Agricultural Rope

Agriculture is the most popular field of work in Samtskhe-Javakheti. Unlike other regions of Georgia, Samtskhe-Javakheti is very rich with agricultural resources: pasturelands account for over the 70% of the region, arable land comprises 20% and 8% makes up hayfields.

Developing the production of agriculture-related materials is crucial for the region. Such an endeavor would increase the employment rate of the local population and, therefore, reflect an improvement of the community's socio-economic conditions.

The European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) supported Anatoly Ovanessian, who is from Akhalkalaki, to start producing agricultural rope.

“We started producing agricultural rope in 2020. Our factory is oriented on quality. We do our best to use only high-quality materials in order to compete against similar industries,” said Anatoly Ovanessian. According to him, there are only two factories which produce agricultural rope in Georgia.



Producing agricultural rope is quite a particular process. It is made in winter but sold in the markets in summer. The factory has already received orders. At this stage, the total revenue of the enterprise is GEL 20,000 to 30,000. Mr Ovanessian hopes that whoever buys and uses his rope will recognize its quality and become a loyal customer. At the same time, the factory underlines that the high quality of the rope will be guaranteed and that it will be sold at a reasonable price. The agricultural rope which is being made at the Akhalkalaki factory is for the tying together of haystacks. Even though the business has just started, the rope has already become quite popular among locals as well as others who have expressed their interest in the product as well. For example, customers are coming from as far as Kakheti to purchase the rope. Mr Ovanessian is quite certain that his agricultural rope will also be popular in other regions which will make for orders from the whole country.





Ten adults under the age of 25 are employed at the factory. They work in shifts and earn an average wage.

“Our goal is to increase the revenue and extend the enterprise. When one runs a business, he often thinks about maximizing profit but increasing employment and giving workers an opportunity to become engaged is equally important to me,” said Anatoly Ovanesyan.

Oganes Iritsyan, aged 22 years, is an employee at the factory. He had been looking for a job for quite a long period of time and when he was unable to find work, his plan was to go and stay with his relatives in Yereven and try to find a job there. When the pandemic arrived, borders were closed and his family struggled without an income. When Oganes heard about the factory, he applied for a job and was hired.

“Even though the wage is not very high, this is a good opportunity for me here at the factory. Our enterprise will become popular on the market step by step and this will increase revenues and our income as well. The setting up such kinds of factories will have a positive impact on living conditions and, consequently, young people will no longer have to leave the region,” said Oganes Iritsyan.



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