



Beauty Salon in the village of Khulgumo

Zemfira Mkoyan is a young lady from the village of Khulgumo, Akhalkalaki Municipality. The village itself is a long way from Akhalkalaki, therefore, locals have limited access to the services provided in the town. This was the source of inspiration for Zemfira to open a beauty salon in her village. The Akhalkalaki Local Action Group (LAG) supported her in implementing her idea. The LAG gave a hand to the young entrepreneur to draft a project proposal and implement the project successfully. With the EU's financial support, the beauty salon was constructed and fitted with all of the necessary equipment.

There are a few villages nearby Khulgumo and their local women go to Zemfira's beauty salon to get their desired services. The salon is able to provide service to four-five clients a day, prices are reasonable and, in addition, everyone is happy with the quality of the salon's services. Happy clients bring their relatives and friends and so the number of customers increases. This EU-funded project indeed met its initial expectations.



Employees: 4 locals
Total budget of the project: GEL 56,044.65
EU share: GEL 33,500.00
Co-financing: GEL 22,544.65



"I am grateful to ENPARD for the financial support. The effort of GIPA and the LAG should also be mentioned for the encouragement they gave me at the very first stage of the project. They foresaw the importance of the project and the benefit it would bring to our village and neighboring villages from the very beginning.





Currently, four people work at the salon: two hair stylists, one make-up stylist and one nail technician. People love visiting us. The salon is not just a place for our clients to become more beautiful, but it is a place where they can meet other people, talk, visit and share their knowledge and experience with others. Although, due to the pandemic, we are only allowed to serve two clients at a time. There are special regulations for the beauty salons and we carefully follow them. Therefore, we have done our best to create a safe and sound atmosphere for our clients,” said Zemfira Mkoyan.

The beauty Salon is well-equipped with all necessary products, the environment is cozy and the staff is attentive and professional which is the most important condition for the clients.

“Opening up the beauty salon here was very important for us. We were unable to go to Akhalkalaki for a visit to the beauty salon often since this meant additional costs for us. But now we are able to come to this salon from the nearby villages where we get various services for a reasonable price. Moreover, this salon is a real gift for the local ladies and I would like to express our gratitude to Zemfira and all of the organizations which supported her in implementing her idea and opening up the salon here,” said Shushana Khachatryan, a loyal client of the salon.



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