



## AUA TRDP Empowers Women through Entrepreneurship

### AUA-TRDP Highlights

**341 businesses** established

**543 jobs** created

**1074 applicants** completed  
the entrepreneurship training

The American University of Armenia (AUA)'s Turpanjian Rural Development Program (TRDP) has been providing assistance and support to startups in rural areas of Armenia, Artsakh, and Javakhk in Georgia since the program began in 2006. As a result of the ongoing education, financial support and mentoring, the program helped to establish **323** businesses, most of which are continuing to expand. Below are two success stories of TRDP supported female entrepreneurs who managed to establish sustainable businesses in Armenian-populated Ninotsminda region in Javakhk.

#### Sewing Workshop in Gandza village, Javakhk

With TRDP support, Mrs. Tsonara Tangamyán became a successful and capable entrepreneur by opening her sewing workshop equipped with modern embroidery machines, facilities and essential equipment that allow her to diversify production and enter larger markets. Her business created four workplaces. Mrs. Tangamyán's sales are constantly increasing, so recently she has started to export her production to neighboring regions and abroad. Her example motivates other women to take a proactive stance in business and become a knowledgeable, independent and competent entrepreneur.

#### Wedding Salon and Curtain Workshop, Javakhk

Mrs. Haghine Kakosyan is another successful entrepreneur who was supported by TRDP to open her wedding salon and en suite curtain workshop in Ninotsminda region of Javakhk. TRDP enabled her to get knowledge, skills and financial means to take a shot at opening and later scaling her young venture. Mrs. Kakosyan's turnover is regularly increasing, so she has become famous for her products even beyond Javakhk region and plans to further expand the business. The skills and vision given her by TRDP highly contributed to her business achievements and helped to burst a common myth that women-led businesses do not grow beyond a certain scale.

#### Eligibility Criteria

Anyone who wants to establish a business in one of the RA regions that TRDP has regional office in, in Artsakh or in Javakhk is eligible to apply to the program, if

- He/she has a realizable business idea
- He/she is ready to participate in one-month trainings offered by the program to enhance entrepreneurial skills
- He/she intends to materialize his/her own business idea
- He/she believes that the establishment of his/her business will contribute to the development of the community



## AUA TRDP “Entrepreneurs in Health” program

### Pharmacy: Ayrun, Tavush Region



Medical Laboratory Center:  
Berd, Tavush Region



Dental Clinic: Martuni,  
Nagorno-Karabakh Republic



### “Entrepreneurs in Medicine” (EIM) program

The “Entrepreneurs in Medicine” (EIM) project is an innovative initiative for the rural development of the Armenian healthcare industry in the scope of the Turpanjian Rural Development Program (TRDP) at the American University of Armenia (AUA). The project includes several interventions to assist both new medical graduates and experienced healthcare providers in opening and operating private health practices with the aim of improving the quality of, and access to, healthcare services in rural areas of Armenia.

The main objectives of the proposed “Entrepreneurs in Medicine” (EIM) project are the following:

- To equip those healthcare providers who want to open private practices in rural regions (EIM project beneficiaries) with the necessary knowledge and skills through trainings on the basics of Healthcare Entrepreneurship focusing on the development of their own business plans, and Healthcare Quality Assurance,
- To assist project beneficiaries in applying for loans with low interest rates from the local banks to finance the establishment of their practices, and
- To provide continuous support to the new entrepreneurs throughout the process of establishment of the practice, through technical consultancy and quality assurance.

### Who can apply?

- Physicians
- Medical residents
- Other healthcare providers
- Current owners of the practices or those who want to open and operate quality private health practices in rural areas