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Newsletter

Chemi Mordu Multifunctional Service Center

Construction work on the shelter in Rukhi for the elderly and children will be completed in the coming months



**New research
Needs of Social Services**



**Training - Social Media
Management, Marketing and
Branding**



**Success Story
Tamar Salia / Guest House**



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**Irakli Kochua
Project Coordinator in Samegrelo**

"Construction work in the Rukhi village have continued for four months. In November, we installed a monolithic reinforced concrete septic tank, sewer wells, an external and internal sewer network, set up a heating system, and finished covering the walls and floors of the bathrooms. At the next stage, we plan to process and paint the interior walls and ceilings, colour the facade walls and mount the windows."

Charity Humanitarian Center Abkhazeti is building a multifunctional centre, Chemi Mordu, in Rukhi village, for the elderly and children. The centre will offer a variety of services to the elderly, such as day centre services, home care services, and 24-hour shelter services. Also, the centre will provide services to children from vulnerable families.



» **Guidebook**
» **Creation of Local Government Budgets, Transparency, Community Involvement, and Monitoring**

The guidebook is designed for community leaders and active community members. The purpose of the guidebook is:

- Strengthening the dialogue between community groups and local governments in the budget planning and implementation process
- Citizens' participation in the public decision-making process
- Citizens' participation in the implementation of local government

» **Digital version of the guide**
» <https://bit.ly/3gzck5Z>

Social Media Management, Marketing and Branding Training in Zugdidi



Livelihood Development Center (LDC) in Zugdidi held a training on Social Media Management, Marketing, and Branding on November 12-13. The participants of the training were entrepreneurs who received grants for business development within the project.

- Themes:
- Core Concepts of Business, Marketing Factors, and Strategy
 - Consumer types and Marketing Mix
 - Information Technology, PR, and Social Media
 - Content and Marketing Strategy
 - Brand Positioning
 - Brand and Customer Emotional Drivers

CHCA Begins a Survey on the Need for Social Services in Zugdidi and Kutaisi Municipalities

CCC Network's Research committee and CHCA conducted a survey in Kutaisi and Zugdidi municipalities.

10 member organizations of the CCC network were a part of the research process. The study aimed to determine the need for social services in both municipalities, and to measure the level of public satisfaction with the social services provided by the municipality.

The Social Services Needs Survey will continue in 2021 and will cover an additional 8 municipalities throughout Georgia.

Maiko Burduli Georgian Association for the Protection of Public Interests

"The research process was fascinating; we conducted about 500 interviews. In my opinion, by participating in the research, we helped to collect data on the needs of the vulnerable community members in those municipalities, which nowadays is almost not happening. The local self-government budget does not reflect social needs, which causes many social and economic problems."

- » Digital version of the research
- » <https://bit.ly/3mZU09P>





Tamar Salia
Guesthouse
Jvari / Tsalenjikha

Marina Salia has been running a Guesthouse business since 2012. Her house is located in the village of Jvari, an attractive and convenient place for tourists heading to Svaneti.

"I can accommodate 10 people at a time in my hotel. This year the number of tourists was relatively small; however, we managed to receive a team of seismologists in August. In general, July-August is a very active period for us. With the help we received within the USAID Zrda project, we set up new bathrooms."

Thank you to our Donors



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