

With the help of experienced trainers, the youth benefited from interactive trainings on basic economics, management, marketing and business plan writing. To use their knowledge and put new skills into practice the youth club members were tasked with developing business plans to reflect their original ideas. DP and its partner Heifer International provided small grants at the amount of USD 100 for the youth's most feasible and innovative business ideas to help them realize their business plans.

Within the framework of this business program, the club members developed and successfully implemented small scale youth businesses such as sheep farming, pig farming, bee farming, poultry farming and sales of eggs, rabbit farming, growing and sales of potatoes, garlic, onions, tomatoes, strawberries, mushrooms, beans, as well as preparation and sales of souvenirs, cakes, cookies etc.



Nairi from Getap engaged in growing and sales of seedlings of vegetables



Avetis from Verin Getashen engaged in growing and sales of garlic



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## Youth Business Start-ups







**Gohar from Kirants is engaged in poultry farm-**

For about 15 years Development Principles NGO in cooperation with its partner in the region Heifer International Armenia has been creating and supporting rural youth clubs in 29 communities of Armenia. These youth clubs are named YES clubs which stands for Youth Empowered for Self-reliance. From 2003 to 2010 the clubs provided vocational training and extracurricular education to rural youth aged 11-16 in 6 thematic areas of youth leadership and education: animal husbandry, health education, civic education, logical thinking, journalism and ecology.



**Aghvan from Djajur is engaged in Pastry Busi-**

Since 2010 business education-a new thematic area for vocational training was designed and adopted in YES clubs with the help of prominent specialists and practitioners in the field. This direction provided young trainees with knowledge on key business issues and promoted their proactive approach towards business.



**Gegham from Khor Virap is engaged in duck farming**

While designing the program, Development Principles and its partners tried to take into consideration a number of various aspects, for instance adolescents' strong will to learn, exchange information, and delve into self-education. Further, business courses are not part of a typical formal curriculum of secondary schools in the country, while it should be acknowledged that essential understanding of business and economics is critical for schoolchildren as it is for other subjects taught as part of the school curriculum.



**Aramays from Kirants is engaged in sheep farming**

The Club members together determine the name of the Club, design the logo and invent the motto. The members of the clubs are very active and always attempt to apply their knowledge obtained in the Club in real life, as well as to pass on the acquired knowledge to other peers and adults.



**Shushan from Saramej is engaged in growing and sales of green beans**