



## Textile Craft Production Improvement project for women of Samtskhe-Javakheti

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 Trainers: Nanuli Azikuri, Manana Abzianidze, GTG members.



THE WORLD BANK GEORGIA DEVELOPMENT MARKETPLACE "KIDOBANI"  
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In Summer 2004 the USDA supported the initiative of the local group of women to establish the craft centre at the former kinder garden building in the village Idumala. By USDA were covered expenses for the minor repairs of the building. In Spring 2006 the CHF assisted Idumala Craft Centre to make building repairs, arrange place for dying yarn and make more convenient environment for community women while producing their products. The Idumala Traditional Craft Centre and Sewing and Quilting Centre at the Aspindza Orphanage were established.

The GTG has applied for the grant at the World Bank competition „Kidobani“. The proposal was approved and entire year GTG has worked to support both centres with training, getting equipment and materials to improve the quality of the items, also assisted to market their production locally and internationally.

The carding and spinning workshop of AVOCA expert Ann Dooling, knitting workshop of ethnographer and folk artist Nanuli Azikuri, Quilt workshops of US Quilt artist Karen Musgrave, Felt workshops of Elske Brouwer from Holland were highly attended by the women from the local and neighbouring villages, nearly 30 artisans.

In April 2006 the project has been successfully finished. Within the past two years in this project a step forward has been set in the research and development of textile craft production in Samtskhe-Javakheti. The different fields of expertise and the active contribution of each of the project partners has been a key success factor for the project.

## Report on Georgian textile marketing training in USA

Jeanne Bartholomew volunteered her time, hospitality and transportation to teach Irina Koshoridze of the Georgian Textile Group and Maia Jikuri of the Idumala Craft Centre many of the facets of handmade craft marketing in the USA. The two Georgian women brought 298 hand crafted items to the States for test marketing.

Irina and Maia report:

“During our two week stay in the US, Jeanne Bartholomew provided for us very effective hands on marketing training. We learned by doing such things as a market study, test marketing, advertising, cost-pricing, labelling, branding, packaging, merchandising, cold calling, selling, consigning, and experienced many different potential marketing avenues for the US market. We sold items at the prestigious National Geographic Art Market where Senators wandered by our table and we sold items at the Paul Bunyon Show where lumberjacks covered with sawdust and college students purchased items. We really had no idea how complex and exciting marketing could be.”

Irina, Maia and Jeanne wish to thank all those people and organizations that made this marketing and training experience possible.

After participation at the National Geographic Craft Fair International in Washington D.C. women from Idumala and other villages completed the order of 300 pairs of knitted socks for the USA company “Rocky Boots”.