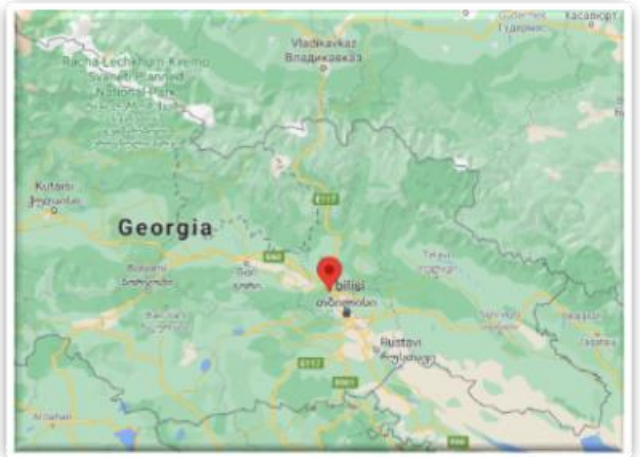




"IKORTA" ENAMEL JEWELLERY STUDIO

Location: Georgia/
Tserovani village

Key words: Enamel Jewellery Studio



"Ikorta" Enamel Jewellery Studio was created in 2011, within the framework of the organization "The Better Future". "Ikorta" operates in Tserovani IDP settlement and creates opportunities for civil and economic development in Tserovani IDP settlement. Mission of the social studio is to employ internally displaced women from Akhlagori and Tskhinvali, promote heritage crafts and ensure sustainability of a social enterprise, while its goal is to popularize the traditional cloisonné enamel technique, employ internally displaced women and young people and reinvest the income received from the enterprise into the studio activities. 12 internally displaced women for whom alternative forms of employment are not currently available are employed at the studio; there is a small shop at the studio where visitors can purchase items. The items are sold in souvenir shops throughout Georgia.

"Ikorta" offers its customers a wide range of silver decorations and items made using the traditional Georgian enamel technique, including, rings, earrings, pendants, bracelets etc.

Within the services offered by "Ikorta" studio for the Georgian touristic market, visitors can watch all stages, enamel production, and participate in the masterclass. Visitors also listen to a story about origination of Tserovani settlement and are willing to make their contribution to facilitation of employment of local women and young people.

Marketing approach

Corporate order service is developed at the enterprise.

"Ikorta" successfully sells the items by means of an online shop on Facebook. The Facebook pages publishes photo and video material depicting the enamel production process to attract and interest a wider audience.

Generally, the products are sold via Internet. 80% of buyers are foreign tourists.

At the same time, masterclasses are often conducted at the request of tour operators.

Financial situation

The idea of foundation of a social enterprise was preconditioned by increase of the number of IDPs in Georgia after the 2008 War and creation of Tserovani IDP settlement. The income received from the enterprise is used for implementation of various programs of the organization.

As a result of participation in several grant competitions, equipment of the studio was significantly improved. Currently, "Apprenticeship Program" is implemented in cooperation with the Danish Refugee Council. Within the framework of this Program, two young persons will be studying the enamel art and at the same time, work at the enterprise during ten years.

The organization uses the profit received from the

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enterprise to conduct professional retraining and various activities. The enterprise develops stably and reinvests the profit in business and social goals.

Success factors and challenges

The main goal of activities of "Ikorta" is a social mission, facilitation of employment of women and young people. Patience and commitment are key to success.

Plans for the future development

The future plans mainly include increase of online technologies and sales volumes.

GALLERY:



Source of the images: https://www.instagram.com/ikorta_jewelry/?hl=en

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