



SUPPORT THE INNOVATIVE USE OF REMITTANCE IN PRODUCTIVE RURAL INVESTMENT

Consortia BCI, ProRural Invest & FEDEI launched a project in the area of assistance in business launching

GENERAL INFORMATION ABOUT THE PROJECT

On July 21, 2010, Business Consulting Institute (BCI) in partnership with ProRuralInvest and Foundation for Economic Development and European Integration (FEDEI) conducted the launching conference of the project „Support the innovative use of remittance in productive rural investment”. The project is will be implemented during July 2010 – June 2012 and is financed by the International Fund for Agricultural Development.

The **goal** of the project is to *develop entrepreneurial and managerial capacities of returned migrants and remittance receivers in order to increase investments from remittances.*

To achieve that goal the project aims to *launch new businesses and create new workplaces by redirecting remittances from household consumption and immobile assets to productive investments.*

PROJECT TARGET GROUPS AND AREA:

- Target Group:** (i) Family members who receive remittances usually the rural poor;
(ii) Returned migrants
(iii) Senders of remittances to Moldova

Target Area: Central region of Moldova, 12 rayon's: Anenii Noi, Calarasi, Criuleni, Dubasari, Hancesti, Ialoveni, Nisporeni, Rezina, Straseni, Soldanesti, Telenesti and Ungheni.

PROJECT COMPONENTS:

- Component 1:** Develop managerial capacities and promote entrepreneurial culture to facilitate redirection of remittance use from household consumption to investments
- Component 2:** Create remittances investment support framework for assistance and counseling in business development (from pre-start phase to the post creation phase)
- Component 3:** Increase awareness of the Target Group on the long-term effects of business opportunities and investments in the Target Area
- Component 4:** Facilitate transfer of good practices for Moldovan new entrepreneurs by sharing the Romanian experience of BCI in remittance investments.

EXPECTED RESULTS:

- ✓ Study “Opportune Directions of Investment of Human and Financial Capital” elaborated
- ✓ “Business Start-up Guide” elaborated and 3000 copies disseminated
- ✓ At least 500 people trained in Business Start-UP
- ✓ 100 new businesses launched and started with Business Plans drawn up
- ✓ Post creation assistance offered to all new business initiatives until June 2012
- ✓ “Entrepreneur Good Practices” brochure designed and 1000 copies disseminated
- ✓ 3 Study visits to Romania performed by 50 project beneficiaries

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PROJECT TARGET GROUPS AND AREA

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PROJECT COMPONENTS

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EXPECTED RESULTS

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The project is financed by



International Fund
For Agricultural
Development

The project is implemented by the Consortia



Business
Consulting
Institute



ProRuralInvest



Foundation for
Economic
Development and
European
Integration