



# JUNIOR ACHIEVEMENT OF ARMENIA

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### A Word From JAA's Executive Director

As Junior Achievement Worldwide celebrates its centennial, we in Armenia rejoice in turning 28 years old. When we reflect back upon our history, we can only take pride in the fundamental changes and the critical impact we have effected for the new generation of Armenia. Nearly one million students, over 15,000 teachers, hundreds of school principals have been a part of Junior Achievement of Armenia (JAA) training and educational programs.

It was in 1991, as Armenia broke off from the Soviet Union and adopted the road to free market economics that a young woman with a vision, Cynthia Tusan came up with the idea of bringing JA to Armenia. It was evident that although the country had the intent of turning from a socialist economy into one of capitalism, the population lacked the knowledge or skills to call it to life.

What started in eight schools as a pilot project, transformed, over the following years into a comprehensive program in 1400 schools of Armenia. In 2016, the government of Armenia adopted a mandate and requested JAA to implement and offer its program to all grade levels in all schools of the Republic. As we continue to grow, we look forward to assisting Armenia in its quest to arm its young generation with the ABCs of free market economics and its businessmen with the courage to compete in the fast changing and ever demanding forces of the global marketplace.

*Sincerely,*  
*Armine K. Hovannisian*  
*Executive Director*

#### JAA Students 1992 -2019

**1,000,000 students served:**



750,000 high school students



250,000 elementary school students

**15,000 teachers trained**



10,000 high school teachers



5,000 elementary school teachers

#### Educational Materials Created by JAA 1992 -2019

**The textbooks and manuals published:**

- Economics textbook
- Civic Education textbook
- Business Ethics manual
- CSR workbook
- Business Company guide
- Aflateen workbook
- Business Consultant guide
- Entrepreneurship Education manual for 2nd, 3rd and 4th grades

### Entrepreneurship Education as a Priority in Government Strategy 2019.

On April 18, 2017 the Ministry of Education and Science of the Republic of Armenia and Junior Achievement of Armenia signed a Memorandum of Understanding “to include entrepreneurship education in the general educational institutions.”

With the Memorandum, the two sides agreed upon the following: to develop the concept and standards of entrepreneurial education, to draft the curriculum, to create the textbooks and teachers' manuals, and to implement a national entrepreneurship education program for grades 2 through 11. In addition, the Memorandum declared that “the inclusion of entrepreneurial education in general educational institutions should be implemented within 4 years of the signing”.

## Today's Youth are Tomorrow's Workforce. Let's Help Them be Ready for Every Challenge and Every Opportunity.

### JAA IMPACT & LEARNING OUTCOMES

- *Financial & Entrepreneurship Education*
- *Workforce & Citizenship Development*

#### Financial & Entrepreneurship Education

According to a worldwide survey conducted by Junior Achievement Worldwide (JAW), JA programs give high schools students the opportunity to improve their financial capability, understand the importance of staying in school, and expand their vision for their future. The JA entrepreneurship program exposes youth to business concepts – helping them understand that start - up is a viable career option, and provides opportunities to run their own businesses, work as part of a team, and be guided by real - world mentors, including local entrepreneurs and business professionals.

*The total number of students enrolled in JA Armenia's (JAA) Entrepreneurship and Civic Education program since 1992 is nearly one million. That means . 34% of the population of Armenia has undergone JAA's educational programs.*

*Entrepreneurship Education is a priority in Armenia's national strategy. Each year, more than 300 student business companies (more than 6000 high school students) are forming and operating their business within the scope of JAA's Entrepreneurship Program. This fact translates to 6% of high school students having an understanding on how to run and operate a business.*

**Research conducted by JAW shows that the JA Financial & Entrepreneurship Education JAA's program works. JA Students:**

- Finish high school at a high rate and 30 % more likely have a college degree.
- Secure employment at a higher rate than their peers.
- Earn more than the general population and are more likely to be better off than their parents.
- Incur less debt than their peers and take care of their financial future.
- Are more optimistic about achieving future success.
- Start businesses at a rate 2.5 times higher than the general population
- Have experience operating a business company.
- Understand the balance between risk and reward.
- Know how to leverage resources to start a business.
- Think critically, solve problems and overcome challenges.
- Know how to increase revenue and manage expenses to maximize profits.



**Gagik Paronyan**  
Deputy Head of GM,  
HSBC Bank Armenia

"I am working at the HSBC Bank and volunteer for JAA. With JAA, I am helping students understand concepts that may not be discussed at home. It is a great opportunity to interact with the kids and show them how financial concepts relate to communities, countries, states, and the global economy. Students realize that the society is much bigger than them, their house, their block and their corner".



**Lusine Arzumanyan**  
Founder, Alinternational  
Business Consulting  
Company

What has Junior Achievement given me:

1. Deep knowledge in finance as well as in civic education.
2. The idea of building my own business consulting company in France.
3. Good friends, many of whom I still communicate with.

## JAA Students Working



Business plan by elementary school students



Business plan by high school students



Market research by elementary school students



Market research by high school students

### JAA + HSBC Bank Armenia

More than 60 volunteers from HSBC Bank visit JAA Company program classes in order to enrich the children's knowledge, and mold their positive attitude with respect to free enterprise.



Junior Achievement of Armenia (JAA) and SBFIC Fund started a partnership. SBFIC Fund provided the expenses for the publishing of the Teacher's Manual for Technology which integrates entrepreneurship for 2nd, 3rd and 4th grades.

### Vahan Margaryan Director, OMD Armenia

“JAA's Applied Economics program was an important catalyst for my interest in economics and finance, which I retain to this day. Today, as ever, it is hard to overstate the importance of exposing young citizens to ideas and principles that shape our economic and civic life”.



### Diana Gasparyan Mayor, Etchmiadzin

Diana Gasparyan, the current and first female Mayor of Etchmiadzin is an alumnus of the Junior Achievement Program. She took part in the applied economics courses in Etchmiadzin's school N2 and as a high achiever, was invited to take part in JAA' summer camp. Ms. Gasparyan is a graduate of the Yerevan State University, Faculty of Law. As a graduate student, she worked as a court presiding officer and subsequently moved to the Criminal Court of Appeals. From 2013 to 2018, she worked at the Department of European Affairs of the Ministry of Justice first as a leading specialist in civil and economic affairs, later as the chief specialist and subsequently as the head of that division. Diana Gasparyan also taught at the Academy of Justice, as part of the training of judges, prosecutors, and court officers in connection with recent developments in the case law of the European Court of Criminal and Civil Affairs.



### Yasha Sahakyan Principal, Bjni Secondary School

“Through the Entrepreneurship Education Program JA Armenia is making a very valuable investment in the generation of tomorrow”



## Workforce & Citizenship Development

JA programs reinforce workforce and citizenship development and reduce the unemployment rate, especially for those who live in poverty. JA opportunities give the youth chance to explore the high - demand careers available to them and understand the pathway to getting there – ensuring that the next generation is prepared for the opportunities and demands of tomorrow’s society and economy.

**Research conducted by JAW shows that the JA Workforce and Citizenship Development program works.**

**JA students:**

- Finish high school at a rate of 93% and are 30% more likely to have an advanced education degree.
- Secure higher levels of employment than their peers.
- Exhibit professional behavior and strong work ethics.
- Incur less debt than their peers and take care of their financial future.
- Demonstrate communication, critical thinking, active citizenship behavior, collaboration and problem solving skills

*Each academic year more than 6000 Armenian students have a better understanding of what employment opportunities are awaiting them and what it will take to succeed. These young people are better skilled as they graduate high school and enter the work force.*

### One of hundreds of stories on the Workforce and Citizenship Development initiative of JAA

The students of Geghanush school, Syunig Region, established Hayasa student business company with 15 founding members. The product of the Hayasa company was a package of two kitchen gloves and an apron made of textile with Armenian traditional prints. Before the start of the production, the young entrepreneurs conducted marketing research to find out if there was a demand for the product and how much it would sell for. In their report to JAA, the students write “As a result of our marketing research, we came to conclude that what was offered on the market was not addressing a problem apron users were facing. Often the users needed to take recipe notes or answer the phone while they were preparing food and they had no place to store these items. And it was this problem that our company would solve. We decided to make aprons with three pockets, one for a pen, one for a small notebook and one for the cell phone which every user seems to not find”. The consumers loved the product. Nineteen packages were sold at the JAA’s national trade fair in Yerevan and the rest were sold at the Geghanush school festival.

Implementation Period 1.09.2016 – 31.09.2016	
Description	Expenses in AMD
Cost of product per unit	950
Quantity sold	19 units
Total revenue	32300
Paid dividends	0
Wages	2200
Other expenses	6500
1. Advertisement	
Profit	9560
CSR	9560+1500=11060

### The Financial Report of “Hayasa” Business Company



**Product of the Company**



**Members of the Enterprise**

Subsequent to the closing of the company, the students formed their NGO called Aregak and started exploring what community project to implement within their Hayasa CSR. After looking at a number of problems, the students concluded that the most critical need for the community was the water dam. The dam is the source of water for the school and for the community. The dam was on the verge of collapse, had big cracks within the walls which allowed filth to seep through. The residents of the village were not using the water because they knew it was contaminated. Moreover, the situation called for possible landslides. In repairing the dam, the students received assistance from the community members including the Geghanush municipality for 302,000 AMD and local business for 132,940 in the form of construction material. The students commented on their work and expectations “Every time the village folks drink water, we are sure they will bless us and JAA by an old saying, ‘may you have a long life like water’”.

Partners	Amount in AMD
Financial contributions	
Grant from JAA	150.000
Partner 1. Geghanush Municipality	302.000
Partner 2. Local Business	132.940
CSR	11.060
Total Amount	596.000
In kind donation	
Parent volunteer 1	50.000
Parent volunteer 2	50.000
Total in kind donation	100.000

### The CSR Report of “Hayasa” Business Company

