

**HELP's project in Mokra Gora:
"Poverty reduction through
support to tourism development
in rural areas"**

Vidoje Milovanovic's log cabin in Mokra Gora before and after assistance:



HELP's project in Mokra Gora, Uzice supported tourism development in the rural areas, increasing the tourist accommodation capacities in Mokra Gora. One of the clients Vidoje Milovanovic's house was completely renovated and has already been included in the tourist offer of the area for two years.

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Help

Hilfe zur Selbsthilfe e.V.

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HELP in Serbia - Supporting Development - Growing Together

HELP is a German humanitarian non-governmental organization that has now been working for 28 years worldwide with a portfolio that includes nearly all aspects of humanitarian aid, rehabilitation and development.

In Serbia, HELP has been working since 1999 mounting its programmes from relief assistance towards development oriented projects. Prevailing scope of activities since 2002 are income-generation and local economic development programmes aimed at:

- improvement of the living conditions
- decrease of unemployment rate,
- creation of positive environment for entrepreneurship development,
- sustainable integration of socially vulnerable groups.

A special emphasis in these activities has been given to the empowerment of the youth and women.



Achievements

During the last 10 years HELP implemented in Serbia :

- Humanitarian relief assistance projects;
- Support to the social institutions;
- Local capacity building;
- Alternative housing solution for 286 families;
- Income-generation programmes supporting up-to-date 3020 entrepreneurs to start own businesses ranging from craft workshops (electricians, mechanics, plumbers etc.), to service providers (bakers, hairdressers, language schools, bookkeeping agencies) and agricultural households;
- Between 75 and 85 % of the supported clients in Serbia are still operational fully participating in the country's economy life.

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Strategy



- Fight against grey economy
- Poverty reduction
- Regional economic support
- Decrease of unemployment
- Trainings and education
- Business development services
- Tourism development programmes
- Local capacities building through local NGOs'
- Support to young unemployed, women, redundant workers

