

Nomination: 8954

PARLA "SHINE" Female Students Scholarship & Development Program

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company NEQSOL HOLDING ██████████ ██████████
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title PARLA "SHINE" Female Students Scholarship & Development Program
Category B01 - B67 Achievement > B16 - Achievement in Extended Enterprise Learning Programs
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required About NEQSOL HOLDING: NEQSOL Holding is a diversified group of companies operating across industries and countries. The main areas of business operations include ██████████, telecommunications, hi-tech, and construction industries. The group of companies operates in the UK, the USA, Turkey, Azerbaijan, Ukraine, Georgia, Kazakhstan, the UAE, and more. Most of the companies within the group have been active in their respective fields for more than two decades. The Holding brings these companies together to build a multifaceted and multi-industry business portfolio that ultimately helps strengthen strategic management and synergies between them. Currently, NEQSOL Holding has multiple operating companies that have leading positions in their respective markets thanks to their solid expertise and extensive experience. NEQSOL Holding is an international holding with a professional team of more than ██████████ ployees. Human capital is considered the most important asset. Holding plans to expand its business activities by entering both new geographies and business areas. In line with the business philosophy and principles, a high priority on the value adding HR practices to attract, retain and develop talent were placed to have a sustainable performance in line with NEQSOL's ambitious objectives.
b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required By investing in the talents and potential of young female students, Azerbaijan can build a more inclusive, diversified, and resilient economy. In line with these mission and ambition, a Program called PARLA was developed as a Signature Community Empowerment Program in cooperation with Azerbaijan Education Development Fund to support talented young female university students so that they are better represented in leadership positions in business and public sectors. Program started in 2023. As a result of the success of the first cohort, the second cohort was started to select a new group of 50 students, and Our aim is to create an ALUMNI strengthening cooperation, support, belonging ██████████ with each other. In Azerbaijan, as in many parts of the world, women have historically faced significant challenges in accessing employment opportunities, particularly in male-dominated sectors. These systemic barriers mirror global patterns of gender discrimination/inequality. However, recent years have witnessed a meaningful shift in national policy/public awareness, aiming to dismantle these obstacles, promote inclusive economic growth. A development program for young female students in Azerbaijan can serve as a crucial example in addressing gender disparities in business, empowering a new generation of women in Azerbaijan. Group's mission is to elevate next generation female talents in business/technology, fostering a diverse/ innovative landscape where women's contributions are valued, their potential fully realized. In summary, a career development program for young female students is notonly critical for empowering women and achieving gender equality but also for driving innovation, economic growth, and sustainable development.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

"PARLA" is a pioneering initiative in Azerbaijan, uniquely designed to empower young female students and equip them for leadership roles. Its comprehensive scope and strategic alignment with national gender equality and development goals distinguish it significantly from others.

While many initiatives focus solely on technical upskilling, PARLA offers a holistic development encompassing leadership, communication, community engagement, and global readiness.

It also offered study-abroad guidance, enabling participants to gain international exposure and expand their academic/professional horizons.

Our holistic approach incorporates wellbeing support to build self-confidence; participants had access to a psychologist, fitness-coach/nutritionist through a dedicated mobile app.

One of the most remarkable indicators is immediate response it generated: within weeks of its launch, three major corporate-groups approached to explore benchmarking. This rapid interest underscores PARLA's role as a trailblazer for replication in region. Moreover, five graduates were successfully recruited into NEQSOL Holding companies—a strong indicator of program impact and alignment with real-world workforce needs.

Quantitative measures, including a 4.8/5 satisfaction rate and high retention and graduation rates, further demonstrate its effectiveness, Qualitative feedback from participants/mentors reflects program's deep personal- professional impact.

PARLA's influence goes beyond individual outcomes. It helps strengthening NEQSOL's commitment to a 50/50 gender ratio in its hiring process as a role model and aligned with company's CSR strategy and national goals on gender equality/economic empowerment. In a landscape where female representation in tech remains limited, PARLA is not only filling a critical gap—it is setting a new standard of excellence in the Region.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

In the attachments, there [REDACTED] brief information about the design of the program, kick off, participant testimonials, results.

In general launching such a program demonstrated NEQSOL Holding's commitment to social responsibility and diversity, strengthening its reputation not just as a business leader but also as a community and industry leader.

For the first year, 14 last year students already completed the main steps of the program, and 5 of them have secured a position in NEQSOL Group Companies; others will be followed and offered different positions if they successfully commit and complete the program.

Following the success of the first cohort, the program has promptly launched its second cycle and is now positioned as a long-term, structured, and sustainable initiative with a five-year roadmap. Beyond individual development, the program places strong emphasis on building a sense of community among participants.

In general, key highlights can be explained as follows:

- Participants showed significant engagement and interest, indicating the program's wide appeal and effectiveness.
- Across sectors, there was a noticeable enhancement in both sector-specific skills and universally applicable soft skills, underscoring the program's holistic approach to development.
- Mentorship Versatility: The mentorship component was crucial across the board, with mentors from different fields offering valuable insights and guidance, enhancing the mentees' professional growth and networking opportunities.
- Community and Inclusion: The establishment of a supportive and inclusive community was pivotal for participant engagement, demonstrating the universal need for belonging and support in professional development.

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Would you like to add an additional supporting document?

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Yes

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