

AZERCCELL'S "WHITE SUITS GIRLS BEST" CAMPAIGN: EMPOWERING GIRLS THROUGH JUDO

In a remarkable display of commitment to women's empowerment and girls' education, Azercell Telecom LLC, the leading mobile operator in Azerbaijan, has partnered with the Azerbaijan Judo Federation to launch the "White Suits Girls Best" social campaign. This campaign is not just about sports; it's about fostering self-confidence, instilling a competitive spirit, and creating a brighter future for girls across the country.

The campaign's success is evident, with over 1,000 girls from various regions of Azerbaijan already enrolled to actively participate in judo training. This significant achievement underscores Azercell's dedication to making a lasting impact on the lives of girls and young women in Azerbaijan.

EMPOWERING GIRLS THROUGH SPORTS

Azercell's "White Suits Girls Best" campaign – implemented in cooperation with the Azerbaijan Judo Federation – is tailored for girls aged 7 to 14. Its primary aim is to empower female students by introducing them to the world of judo. Judo, with its emphasis on discipline, resilience, and self-defense, is not just a sport; it's a powerful tool for personal development.

By offering free judogi (judo uniforms) and one free month of training to the first 1,000 female students who joined the campaign, Azercell and the Azerbaijan Judo Federation are breaking down barriers and making sports accessible to all. This initiative encourages girls to step confidently onto the judo mat, inspiring them to aim high and represent Azerbaijan on the international stage. The project had a widescale implementation across the country and also covered regions by providing equal rights of enrollment for all young ladies.

A HOLISTIC APPROACH TO CSR

Azercell's involvement in the "White Suits Girls Best" campaign is not an isolated event but part of a broader CSR strategy focused on women's empowerment and girls' education. By investing in initiatives like this one, Azercell demonstrates its belief in the potential of girls to excel, lead, and contribute to society positively, offering them an opportunity for a better life regardless of their place of residence – in any city or region and in both central and rural areas.

A FUTURE OF POSSIBILITIES

As these 1,000 girls, wearing their white judogi, step onto the judo mats, they are not just learning a sport; they are gaining confidence, resilience, and a sense of empowerment. They are the future leaders, athletes, and role models of Azerbaijan.

Azercell's commitment to empowering girls through sports is a testament to their vision of a better, more inclusive society. By providing these young girls with the tools to succeed and the belief in their ability to do so, Azercell is shaping a future where every girl has the opportunity to reach her full potential.

In conclusion, the "White Suits Girls Best" campaign is not just a judo program; it's a powerful symbol of empowerment, transformation, and free will. It sends a clear message that Azercell is invested in creating a brighter future for girls in Azerbaijan, where they can excel in sports, education, and life. This campaign is a shining example of how CSR initiatives can be a catalyst for positive change, one judo uniform at a time.

*Qızlara ağ
yaraşır*

Üzv olan ilk 1000 qız tələbəyə
1000 dəst cüdoqi hədiyyə!



QR kodu oxudun



Azercell

Azərbaycan
Cüdo
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