



Republic of Azerbaijan  
Ministry of Labour and  
Social Protection of Population



Azerbaijan Public  
Employment  
Agency

# How to enhance the capacity of career coaches to improve the efficiency working with NEETs

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[www.dma.gov.az](http://www.dma.gov.az)



# Central Career branch

- ❖ The Central Career branch of Azerbaijan Public Employment Agency under **Ministry of Labour and Social Protection of Population**
- ❖ Established in **March 2022**
- ❖ The first **official career-oriented state entity** in Azerbaijan
- ❖ Raising awareness about **career guidance** in Azerbaijan



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# Main directions

- ❖ Enhancing the **quality** and **accessibility** of career planning services
- ❖ Raising awareness about **career guidance**
- ❖ Providing career counseling services to various groups, including school children, students, parents, jobseekers, and the unemployed
- ❖ Conducting training programs for **career counselors**



# Problems faced while working with NEETs

Mismatching

Limited resources

Confidence issues

Lack of motivation

Social isolation



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# WHAT WE DO?



**Current projects**

**Preventive measures**

# Our projects

## Alo Career



- ❖ **Audience:** 3633
- ❖ **Satisfaction rate:** 98.2%
- ❖ **Advantages created:** Online consultations

## Job club

## İş Klubu

- ❖ **Audience:** 219  
25.9% with no previous work experience
- ❖ **Results:** 45% either employed or started internship
- ❖ **Advantages created:** Follow-up and networking

**Mismatching  
Limited Resources**

**Confidence Issues  
Lack of Motivation  
Social Isolation**

# Culture eats strategy for the breakfast

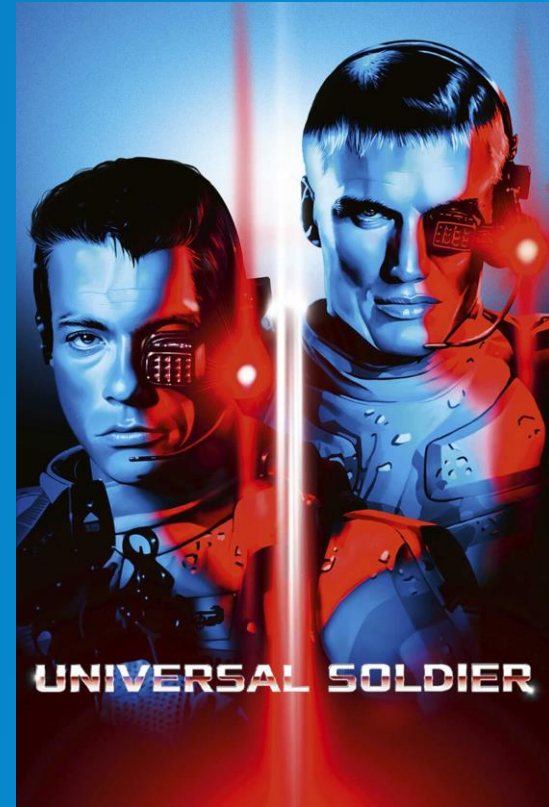
- ❖ International Certificates and Partnership: NCDA, APCDA
  - Cultural factors
  - Localization
- ❖ Cross-skilling
  - Trainer (offline and online delivery)
  - Mentorship and individual approaches
  - Working with vulnerable groups



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# Preventive measures

## Increasing our reach

- ❖ **Council of universities' career centers**  
Providing information about career planning to the career centers operating at different university
- ❖ **Parent development platform**  
Creation of parent communities in the regions for faster delivery of information to the target group
- ❖ **Training of career counselors**  
Conducting trainings to increase the knowledge and skills of career counselors working in the regions
- ❖ **Local & International Cooperation**  
Trainings at the Women's resource center in Tartar district within the framework of cooperation with UNDP  
Cooperation with governmental bodies







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# Thank you for your attention!



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