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SOCIAL ENTREPRENEURSHIP IN THE REPUBLIC OF KAZAKHSTAN: PROBLEMS AND PROSPECTS OF DEVELOPMENT

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The analytical work considers the ways of development of social entrepreneurship in the Republic of Kazakhstan. Taking into account the current complex trends of the modern economy, the lack of access to jobs for the socially vulnerable category of young people, social entrepreneurship in Kazakhstan is beginning to develop intensively. The key problem of all existing and beginning social entrepreneurs remains the search for financing, the issue of premises and the point of sale.

In the Republic of Kazakhstan, social entrepreneurship, as a special form of business activity, can only be considered a developing economic phenomenon. The rapid development of the market economy has had a negative impact on solving the social problems of our society. And despite the fact that our economy is socially oriented, at present a significant number of social problems have been left out of the attention of the state. It is important to note that such processes are typical not only for our country, but also for many others, including highly developed ones. And in these countries, social entrepreneurship has become an effective tool for solving a number of social problems of society. Kazakhstan was no exception. Today in our country, social entrepreneurship is only gaining momentum in its development. But it is already facing a significant number of obstacles: difficulties in obtaining sufficient funding, imperfect legislation, low budget [1].

The main form of social entrepreneurship in Kazakhstan is mostly non-profit organizations (NGOs), which are usually financed by the state or foreign grants. And sometimes these funds are not enough. Therefore, many NGOs have begun to look for ways to organize their activities, taking into account the fact that they will be able to make a profit. And here an important issue is the ability to find a market niche that could meet both the needs of socially vulnerable members of our society and the socially oriented organizations themselves.

Today, according to official data, there are about 250 social entrepreneurs in Kazakhstan, according to unofficial data, 500. Such a large cut is due to the fact that most companies intuitively work on all the rules of the joint venture, but do not have information about the new trend. The main share of the joint venture is

accounted for in Nur-Sultan, Almaty and Atyrau. To a large extent, the development of joint ventures depends on the support of local executive bodies, but as practice shows at the regional level, state structures are not aware of the topic of social entrepreneurship [2].

The peculiarity of the implementation of such projects is that NGOs are called upon to solve certain social problems, but not to organize their activities in order to increase their financial independence. Therefore, in the event of a decrease in the amount of funding from external sources (the state, patrons, sponsors, grants, own funds), the activities of NGOs are terminated or reduced. Many NGOs are faced with the fact that there is an urgent need to search for ways to achieve self-sufficiency. Thus, they try to move to the rank of social entrepreneurs, where the main difference from the classical understanding of NGOs is social impact, innovation, self-sufficiency, financial stability, entrepreneurial approach and the scale of the social project. But many representatives of NGOs face the fact that they do not have sufficient skills in organizing the process of monetization of their activities. For example, as part of the support for the implementation of social projects, the Social Projects Development Fund "Samruk-Kazyna Trust" (part of the quasi-state corporation "Samruk-Kazyna") carries out its activities, one of the goals of which is to support social entrepreneurs. But, as the analysis of the implemented projects shows, the activities of the Fund, due to its specialization, are aimed at the implementation of large projects. The second engine is the Center for Support of Civil Initiatives. Since last year, I started launching grants for the development of social entrepreneurship, and for the first time in 2019, a competition for the title of "Best Social Entrepreneur" was held.

It is important to note that the low qualification of social entrepreneurs themselves remains a big problem in the regions, especially with regard to the preparation of the necessary documentation for participation in the Fund's programs. Traditionally, the main social projects are in the field of assistance to socially vulnerable segments of the population: children, people with disabilities, single mothers, children in orphanages, former prisoners, etc. According to surveys conducted by specialists of Almaty Management University and the British Council, the main share of projects falls on education, work with people with disabilities (in particular, job creation) and environmental protection. Thus, we can say that today in Kazakhstan social entrepreneurship is developing in an extremely limited number of areas.

As mentioned above, the main limiting factor in the implementation of social projects is the limited financial resources. By doing so Currently, social entrepreneurs are looking for ways to achieve self-sufficiency of their projects. And here they faced other problems: determining their effective business model, correctly writing a business plan for their project, organizing sales of the results of their activities (creating demand for their products and/or services), implementing effective methods of personnel management, finding investors, ignorance of tax legislation in the field of commercial activities, etc.

As an important component of the success of the development of the system of monetization of the activities of social entrepreneurs, we see the creation of an

additional type of activity. Monetization of the activities of organizations of social entrepreneurs can become an important factor in the development of social entrepreneurship in Kazakhstan. So, there are already a number of successful examples of NGOs that previously carried out their activities in the framework of social projects without generating income, began to implement additional projects that bring them profit. As a rule, it is possible to mention projects in the field of education of children, including those with disabilities, as well as the creation of jobs for people with disabilities. Other areas of social entrepreneurship, as a rule, do not particularly allow you to make a profit and achieve self-sufficiency [3].

In the Republic of Kazakhstan, there are examples of attempts to monetize social projects. One of them was the Day Care Center for the Elderly "ASAR", which provides services for the elderly to stay during the day in order to monitor them to ensure their safety. This is not a classic nursing home, where a significant range of services, including medical services, is provided. This project was aimed at solving the problem of the safety of the elderly, when they can no longer take full care of themselves and cannot do without help. Initially, this project was conceived as a non-profit, funding was supposed to be carried out at the expense of sponsorship, grants, and own funds. But as the project developed, it became clear that in this case monetization is possible, and the project can pay for itself. But in 2018, this project was closed due to the lack of necessary funding, i.e. the authors of the project could not find additional sources of funding and organize an effective process of monetization of their activities. Crowdfunding may become one of the promising areas for finding alternative ways of financing. Crowdfunding is an opportunity to raise the necessary funds for the implementation of a project based on the interest of the target audience. Currently, crowdfunding is one of the most effective tools for raising the necessary funds for the implementation of projects around the world. The main task for the author of the project is the need for a clear message to the target audience about the need to implement this project. Within the framework of social entrepreneurship, crowdfunding can become the most effective method of monetizing a social project. But first, the social entrepreneur must solve two important problems inherent in the joint venture: low public awareness of the project and a low level of business knowledge. Another important problem of crowdfunding in social entrepreneurship is that the majority of project authors do not consider crowdfunding as a way of additional funding. This is due to the well – established opinion that crowdfunding is fundraising only through the Internet. There are already successful examples of crowdfunding in Kazakhstan. For example, in Temirtau, the NGO "Temirtau Youth Club" implements projects within the framework of the joint venture in a number of areas: work with young people (including children), volunteerism, ecology, family strengthening projects, the KVN team, etc. A large number of projects are implemented in partnership with "ZhasOtan" (the youth wing of the Nur Otan party). As part of the monetization, the management of the NGO "Temirtau Youth Club" decided to organize the production of clothing with logos. This initiative has yielded positive results: with significant connections with various public and commercial organizations that take part in the social projects of the Company,

commercial orders for logo products began to arrive, which allowed us to generate income. At the same time, funds for the implementation of the project for the organization of the production of logo products were obtained using the crowdfunding system: the fundraising was announced through social networks and within the framework of charity events [4].

Another example of successful crowdfunding can be projects based on platform solutions "Start-time.kz" and "Baribirge.kz". These Internet platforms search for sources of financing for commercial and non-commercial projects in the Republic of Kazakhstan. According to the reports on the successful implementation of projects, the main share (58.4 %) fell on charity and creativity. At the same time, a significant part of the projects is in the field of working with people with disabilities. All funds for the implementation of these projects were collected through crowdfunding. Thus, it becomes clear that even with the help of crowdfunding, project applicants sometimes solve social problems of society. At the same time, it should be noted that if crowdfunding as a tool for finding additional funding can take place in social entrepreneurship, it does not guarantee the quality implementation of the monetization of the social project as a whole. The problems of the business organization of the social project and its high-quality information support are still relevant.

If the solution of the second urgent problem of the joint venture is still possible with insignificant financial costs (for example, constant participation in specialized information campaigns, participation in forums and meetings with the business community, working with Internet companies to promote the project on the Internet, etc.), then the business education of social entrepreneurs is much more difficult. Today, there are quite a large number of business schools in Kazakhstan that teach the basics of doing business. But the cost of training in such business schools is high. And in the conditions of extremely limited funds for a social entrepreneur, business training becomes inaccessible to him. Also, a significant limitation of high-quality business education is that today in Kazakhstan only a few of the number of business coaches are practitioners and can teach socially oriented business. The first School of Social Entrepreneurship was established by Emin Askerov in 2018. Later, it was replicated in the Karaganda and East Kazakhstan regions [5].

As part of the support for social entrepreneurs, various meetings are held with representatives of the business community and the state, organized at the sites of public organizations, business associations and state institutions. But they are usually of a formal nature, since it is only a discussion of the problems of the development of the joint venture, and this, in the end, does not bring practical benefits for a particular social entrepreneur.

Thus, today we can say that social entrepreneurship, as a special form of business, is only gaining momentum in the Republic of Kazakhstan. There are a large number of obstacles to the development of a joint venture: low availability of financial resources, lack of public awareness of such social projects, imperfect legislation, low skills of a social entrepreneur in the organization of business processes and management. One of the most important problems of the joint

venture remains the search for the necessary financial resources. A possible solution to this problem should be the monetization of the social project. But before we start creating and implementing an effective social project, we need to find new ways to finance it. And here crowdfunding can become an effective tool, which can help solve not only the problem of financing, but also raise public awareness about the implementation of socially oriented projects in the Republic of Kazakhstan. The problem of business education of social entrepreneurs also remains unsolved. Their low competence in the organization of an effective business process and management negatively affects the final result of the implementation of a social project. The problem of accessibility of business education can be solved by reallocating the incoming funds in case of successful monetization of the project.

Comparative analysis of the development of joint ventures in developed countries. These include the United States and the United Kingdom. The above-mentioned countries are the leaders in the number of active joint ventures. For example, in the US 165,000, in the UK 70,000. Social entrepreneurship has been developing in Western countries for the past forty years. In Russia, the law on joint ventures was adopted in 2019. In Kazakhstan, the active phase of development began in 2018 [6].

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