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DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP IN KAZAKHSTAN

Job creation is one of the important stages in eliminating poverty in the world, and in this direction the most successful and competitive institution is social entrepreneurship. Defining the essence of social entrepreneurship, we can say that social entrepreneurship is an activity aimed at solving social problems by finding new or additional resources and a new way of applying them through the synergy of the opportunities of society, business and the state, the synergy of social and entrepreneurial activity. Social entrepreneurship connects the social purpose of the organization with entrepreneurial innovation and the achievement of sustainable self-sufficiency. Social entrepreneurship is an institutionally mature form of intersectoral partnership in which the state, business and non-profit organizations find ways of cooperating to solve social problems. In Kazakhstan, this is a fairly young phenomenon, but there is already a successful practice. At the same time, at this stage, the degree of scientific elaboration of the problems of the development of social entrepreneurship in Kazakhstan lags far behind the practice. Therefore, in general, there is a simplified representation and misunderstanding of the nature of social entrepreneurship on the part of the state and business, the difficulties of legislative and administrative promotion of the idea.

Key words: social entrepreneurship and business, social problems, the gap between rich and poor, inequality in the distribution of goods, poverty, unemployment.

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Қазақстанда әлеуметтік кәсіпкерлікті дамыту

Жұмыс орындарын құру әлемдегі кедейлікті жоюдың маңызды кезеңдерінің бірі болып табылады және осы бағытта ең табысты және бәсекеге қабілетті мекеме – әлеуметтік кәсіпкерлік. Әлеуметтік кәсіпкерліктің мәнін анықтау арқылы әлеуметтік кәсіпкерлік – бұл қоғамның, бизнестің және мемлекеттің мүмкіндіктері, әлеуметтік және кәсіпкерлік қызметтің синергиясы арқылы жаңа немесе қосымша ресурстарды табудың және оларды пайдаланудың жаңа әдістерімен әлеуметтік проблемаларды шешуге бағытталған қызмет. Әлеуметтік кәсіпкерлік ұйымның әлеуметтік мақсатын кәсіпкерлік инновациялармен және тұрақты өзін-өзі қамтамасыз етумен байланыстырады. Әлеуметтік кәсіпкерлік – бұл әлеуметтік мәселелерді шешу жолында мемлекеттік, коммерциялық және коммерциялық емес ұйымдардың ынтымақтастық жолдарын табатын сектораралық серіктестіктің институционалдық жетілген түрі. Қазақстанда табысты тәжірибе бар, Қазақстанда бұл жеткілікті жас құбылыс, бірақ табысты тәжірибе бар. Сонымен қатар, осы кезеңде Қазақстандағы әлеуметтік кәсіпкерлікті дамыту мәселелерін ғылыми тұрғыдан бағалау тәжірибесі артта қалып отыр. Сондықтан, тұтастай алғанда, мемлекеттің және бизнестің әлеуметтік кәсіпкерлік сипатының жеңілдетілген көрінісі мен түсініспеушілігі, идеяның заңнамалық және өкімшілік жәрдемдесу қиындықтары бар.

Түйін сөздер: әлеуметтік кәсіпкерлік және бизнес, әлеуметтік мәселелер, байлар мен кедейлер арасындағы айырмашылық, тауарларды бөлудегі теңсіздік, кедейлік, жұмыссыздық.

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Развитие социального предпринимательства в Казахстане

Создание рабочих мест – один из важных этапов в ликвидации нищеты в мире, и в этом направлении самым успешным и конкурентоспособным институтом является социальное предпринимательство. Определяя суть социального предпринимательства, можно сказать, что социальное предпринимательство – это деятельность, нацеленная на решение социальных проблем путем нахождения новых или дополнительных ресурсов и нового способа их применения посредством синергии возможностей социума, бизнеса и государства, синергии социальной и предпринимательской активности. Социальное предпринимательство соединяет социальное назначение организации с предпринимательским новаторством и достижением устойчивой самоокупаемости. Социальное предпринимательство представляет собой институционально зрелую форму межсекторного партнерства, в которой государство, бизнес и некоммерческие организации находят способы кооперации для решения социальных проблем. В Казахстане это достаточно молодое явление, но уже есть успешная практика. Вместе с тем, на данном этапе степень научной разработанности проблем развития социального предпринимательства в Казахстане существенно отстает от практики. Поэтому, в целом, существуют упрощенное представление и непонимание природы социального предпринимательства со стороны государства и бизнеса, трудности законодательного и административного продвижения идеи.

Ключевые слова: социальное предпринимательство и бизнес, социальные проблемы, разрыв между богатыми и бедными, неравенство в распределении благ, бедность, безработица.

Introduction

Among the global challenges of modern society associated with the threat of climate change, the growing cyber dependency of mankind, one of the most acute problems is the increasing stratification of income levels and the growing polarization of society. The Human Development Report on the Millennium Declaration reports, that in the early 2000s 54 countries became poorer than in 1990, in 21 countries the majority of the population suffered from hunger, and life expectancy had declined in 34 countries. The report indicates that more than 1.2 billion people on the planet live on funds that are less than \$ 1 a day. (Human Development Report, 2003).

The International Labor Organization's report "Prospects for employment and social protection in the world: trends of 2017" predicts that if the global unemployment rate is expected to remain at a relatively stable level in 2018, the growth rate of those who are in search of work will outpace the creation new jobs, which will add another 2.7 million unemployed around the world. (World Employment Social Outlook. Trends, 2017). One of the most pressing problem in the modern world is youth unemployment. In many states this is not a new problem. However, it has become aggravated in the conditions of the economic crisis, and affects a wide range of young people, both highly qualified graduates of universities and young

people in difficult life situations. In the report of the International Labor Organization's "Prospects for employment and social protection in the world of 2016: trends for young people" it is shown that as a result, the number of unemployed in developing countries is expected to increase by about 3.6 million between 2016 and 2017, during which the unemployment rate in developing countries will rise to 5.7%, compared with 5.6% in 2016. (World Employment Social Outlook. Trends, 2017).

Thus, the creation of jobs is one of the important stages in eliminating poverty in the world, and in this direction the most successful and competitive institution is the new business – social entrepreneurship.

The need for a scientific research of this phenomenon is due to the fact that the theoretical interpretation of the specifics of the development of social entrepreneurship in Kazakhstan will allow us to determine practical approaches to an effective mechanism for attracting and socio-cultural adaptation of the low-income part of the country's population to social entrepreneurship.

The object of this research: social entrepreneurship in Kazakhstan.

The subject of the research: the system of economic and socio-cultural relations arising in the process of development of social entrepreneurship in Kazakhstan.

The purpose of the research is to determine the specific features of economic and socio-

cultural relations of social entrepreneurship in Kazakhstan.

To achieve the research objective it is necessary:

- to determine the causality of the development of social entrepreneurship;
- to characterize theoretical approaches to the definition of the essence of social entrepreneurship;
- to study the world experience in the development of social entrepreneurship;
- to determine factors of development of social entrepreneurship in Kazakhstan.

Material and Methods

Poverty and the growing gap between rich and poor, inequalities in the distribution of wealth, poverty, unemployment, poverty are among the most acute problems of modern society. It is difficult to solve the poverty problem both theoretically and practically. A theoretical analysis of the poverty problem should include a definition of the concept of poverty, an assessment of the state of poverty, and the search for a way to overcome it. The definition of the concept of poverty is formed from existing three concepts of its essence. The first is the concept of absolute poverty. Absolute poverty means a state in which an individual is unable to satisfy even basic needs for food, shelter, clothing, warmth, or is able to satisfy only the minimal needs that ensure biological survival. The second is the concept of relative poverty. Relative poverty is understood as the inability to maintain the level of a decent standard of living adopted in a given society. The theory of relative poverty solves the problem of poverty in terms of welfare. The founder of the relative concept of poverty is the English sociologist Peter Townsend. In his book *Poverty in the UK*, he gave a general definition of relative poverty: “Individuals, families, social groups can be considered poor if they do not have the resources to participate in public life, maintain the necessary diet, living, work and leisure conditions that are ordinary or, at least, accepted in the society in which they live» (Peter Townsend, 1979).

The third concept of poverty relates to a subjective definition of the means necessary for a socially acceptable standard of living. The main principle is the calculation of the subsistence minimum for a person. (The problem of poverty, 2017).

Thus, there are three views on the understanding of the problem of poorness and poverty: in terms of income or consumption; in terms of basic needs; from the point of view of the possibilities of human potential. This is due to the use of different methods

for determining the threshold values of different types of poverty: the concept of the subsistence minimum or the minimum consumer basket, which are used to determine the category of the poor.

Certain methodological difficulties in assessing the state of poverty arise in connection with the definition of the level of employment of the population. The unemployment rate is one of the key indicators for determining the general state of the economy, for assessing its effectiveness. “Over the past three decades, unemployment has become one of the most significant problems, not only in developing but also in developed countries. Unemployment leads to mass poverty, to a decrease in wages, and threatens social and political stability». (The Millennium Development Goals. Report, 2015).

In Kazakhstan, the number of unemployed citizens is also increasing. In June 2017, 94.6 thousand people were registered in the employment service, whereas 68.5 thousand people tried to work in the year before, the Eurasian Economic Commission reported. Thus, the growth of Kazakhstanis, who are registered with the labor exchange, for the 12 months amounted to 37.7%. Meanwhile, according to the Committee on Statistics, the total number of job seekers in the country reached 435.9 thousand people, and the unemployment rate was only 4.9%. (The growth of unemployment in Kazakhstan, 2017). In Kazakhstan, the urgency of studying the problem of the growing gap between rich and poor is also growing. Special studies of this issue are presented in the book “Crisis and Kazakhstan Society: Sociological Dimension”. “The specific gravity of the middle class, a kind of bulwark for the stable development of the state, is so far insignificant. To determine its correlation, there are several criteria – educational, status, material. Unfortunately, we still have a low social status of people working in health care, education, and science. That is, in this respect, it is necessary to improve the status of many professions. “ (Mukhamedzhanov B.G., 2010).

Inequality in Kazakhstan increases – the aggregate income of 10% of the most affluent citizens of the Republic of Kazakhstan in the second quarter of 2017 was 5.8 times higher than the total income of 10% of the poorest population. For comparison: in 2015 the ratio of income of the richest and poorest Kazakhstanis was 5,5. And the gap is growing with increasing speed: if in the 2nd quarter of 2017, compared to the same period in 2016, the incomes of rich citizens of the RK grew by 15.8%, then the incomes of the poor – by only 9.1%. (In contrast to the poor and rich, Kazakhstan, 2018).

First vice minister of national economy Ruslan Dalenov promised that the ministry in 2018 will solve the problem of settling the difference between the rich and poor parts of the country's population. "As for the distribution of wealth, there really is such a problem." Recently, on the public council of the Ministry of National Economy, we put this issue on the agenda, we will work through the year. "This is a very large-scale issue, it concerns issues of inflation and taxation. consider," - said Dalenov, answering the question of the gap between rich and poor citizens in Kazakhstan. (The gap between the poor and the rich in Kazakhstan, 2017). When addressing this issue, it is necessary to take into account that the level of social unemployment is calculated only by the act of citizens applying to state employment services. In 2018, over 300,000 unemployed and self-employed will receive permanent jobs through a program of productive employment and mass entrepreneurship. "The main emphasis will be placed on stimulating the entrepreneurial initiative. In 2018, we expect that about 7.5 thousand citizens will receive microcredits, and more than 3000 citizens from among the socially vulnerable groups will receive irrevocable grants. More than 15 thousand citizens will be trained in the basics of entrepreneurship. The project together with the Scientific-Production Enterprise "Bastau business" (Dalenov: the problem of the gap between, 2018).

Research methods: Dialectical and historical methods of research are applied; method of structural analysis; method of comparative analysis; method of system analysis; content analysis of the texts of documents.

Results of the Research

In accordance with the goals and objectives of the study, the causality of the development of social entrepreneurship has been determined; The theoretical approaches to the definition of the essence of social entrepreneurship are characterized; the features of the world practice of social entrepreneurship development are studied; factors and barriers to the development of social entrepreneurship in Kazakhstan.

Literature review

The social economy as a scientific direction appeared in the second half of the twentieth century, thanks to the development of concepts based on the idea of subordinating the economy to the solution of the most important social problems of society, first of all, to raising the general public (state) welfare. Universal public welfare assumes the key role of

the state in protecting and promoting the economic and social well-being of its citizens. This concept is based on the principles of equality of opportunity, equitable distribution of wealth and public responsibility for those who are not able to take advantage of the minimum opportunities to improve their lives (The gap between rich and poor: MNE, 2018). The idea of social entrepreneurship spread throughout the world from the 1970s to the 1980s (parallel to the crisis of the traditional welfare state / the idea of this kind of social innovation blended well with the needs of the modern era (Over 300,000 unemployed and self-employed Kazakhstanis, 2018). The analysis of studies on the crisis and trends in the evolution of the welfare state under the influence of the processes of globalization and the growth of economic instability makes it possible to see that there has been a transition from a mono-subject social policy to an inter-sectoral interaction of the state, business, and non-profit organizations. The result of this interaction was the development of social entrepreneurship. Bill Drayton, a social entrepreneur and manager who introduced the notions of "social entrepreneurship" and "social entrepreneurs" into everyday life, writes: "Look around: we, the inhabitants of this planet, consume more than the planet can regenerate, and by 2050, If consumption continues at the same rate, we will need three or four planets. And this is with the distribution of world wealth in such a way that 60% of the poorest segments of the population account for slightly more than 6% of world income. What to do?" (Dees J.G., 2001) Modern society faced the question of how to change the imbalance in the ratio of the number of people who have and do not have a job and the salary, who own and do not own assets, receive income and do not receive, satisfy and do not satisfy the basic needs of people. Bill Drayton is convinced that the solution of specific social problems of that part of the population that is not able to solve them on their own is possible through the development of social entrepreneurship. "Social entrepreneurs are not content to give a person a fish or to teach how to catch fish. They will not rest until they revolutionize the fishery industry itself." (Bill Drayton, 2018) The approach to the eradication of poverty outlined in his work «The Wealth of the Bottom of the Pyramid» by K. Prahalad. In accordance with his concept "the foundation of the economic pyramid" is 4 billion people, whose daily income is less than \$ 2 a day». (Prahalad K., 2005). In his opinion, the poor part of the population is not only a burden for society, but also a source of additional resources for its development. Effective implementation of these

resources is possible through their involvement in business. In order for this to become possible, in the opinion of Prahalad, large firms should cooperate with civil society organizations and local authorities. Muhammad Y., one of the main inspirers and organizers of social entrepreneurship in the world, noted the following: “The principle of the capitalist economic system is wrong. And if the law is wrong, society will also go in the wrong direction. Social business allows us to balance our capitalist world” (Muhammad Y., 2010). He regards social entrepreneurship as a new way of socio-economic activity, in which the social purpose of the organization is combined with entrepreneurial innovation and the achievement of sustainable self-sufficiency.

Conceptual approaches to the definition of the essence of social entrepreneurship are reduced to the definition of new opportunities to meet the social needs of society. Social entrepreneurship meets social needs through a new combination of resources. (Light P.C., 2006; Aray Y., 2015; Shaw E., 2007), through the specific duality of the process of production of economic and social values and the constant search for a correlation between them in favor of the latter (Thompson J., Doherty B., 2006; Moskovskaya A., Batardina M., Tradina L., 2007) by obtaining income by a social enterprise as the fundamental criterion of entrepreneurial activity (Boschee J., 2003; Moskovskaya A., 2011). This type of business is realized through the activities of social enterprises created to address a specific social problem based on innovation, the use of entrepreneurial methods and tools. (Moskovskaya A., 2015). The peculiarities of social entrepreneurship are that a social enterprise is designed to solve a social problem or significantly reduce its severity; the main result of the activity is the social effect; self-sufficiency and competitiveness of the enterprise and income generation are realized mainly from the sale of goods and services, rather than grants and charity; the sustainability of the organization is provided by innovation, which creates a synergy of social and economic resources.

The mission of a social organization is to transform the existing undesirable social order into a more favorable one. It is the established undesirable social order that is the natural prerequisite for the emergence of non-standard socio-economic organizations, such as social enterprises. Otherwise, the social problem would already be solved by means of traditional sectors of the economy – public, private or non-profit. (Martin R., 2007)

Thus, defining the essence of social entrepreneurship, we can say that social entrepreneurship is an activity aimed at solving social

problems by finding new or additional resources and a new way of applying them through the synergy of the opportunities of society, business and the state, the synergy of social and entrepreneurial activity.

At the same time, in defining the essence of social entrepreneurship, there is a difference between the Anglo-American and European approaches, which is connected with the peculiarities of models of social policy and national traditions.

In the Anglo-American version, the origins of social entrepreneurship lie in the deeply entrenched values of private initiative, charity and the independence of civil society from the state. (Defourny J., 2010) By definition, K. Alter, “a social enterprise is any venture enterprise created with a social purpose, i.e. to mitigate any social problem or to compensate for market failures, operating on the basis of financial discipline, innovation and business conduct in the private sector.” (Alter S.K., 2007) Therefore, social enterprises are focused on the production of a “social product”, available to consumers on a free basis or at below-market prices. The self-sufficiency of social enterprises grows within the framework of a liberal model of social policy, which is characterized by a minimum of state obligations that extend only to the poorest part of the population (Esping-Andersen G., 1990.)

European experience of the practice of applying social entrepreneurship differs significantly from American practice, since it has several features.

First, in the European practice, the basis for the development of social entrepreneurship was the cooperative movement. Therefore, in some countries the concepts of “social enterprise” and “social cooperatives” are synonymous. This substitution of concepts is observed in Poland. “The Polish government is pursuing an active policy of information, financial and advisory assistance, aimed at mass dissemination of the idea of opening social cooperatives. The starting capital for the opening of the cooperative is provided by the state in the amount of a subsidy of € 3500 for the creation of a social company” (Davronov B.B., 2014).

Secondly, the important difference between the Anglo-American and European approaches is that in Europe, social entrepreneurship is actively supported by the state. The results of the European Commission study showed that in 16 of the 29 European economies surveyed, the status of social enterprises is enshrined in national legislation. Special comprehensive programs aimed at their development are operating in 14 countries, and 7 more countries are in the process of developing such programs. The spectrum of state initiatives in this area is quite di-

verse and, as a rule, includes: 1) financial support, including through special funds for social investment; 2) advising on business development issues; 3) joint projects and assistance in access to markets; 4) infrastructure support, including provision of premises, production areas; 5) raising awareness about their activities, encouraging the exchange of experience and cooperation. (Wilkinson C., 2014) In the United States, support for the development of social enterprises is primarily provided by non-state funds. The largest of these is the Ashoka Foundation, created in 1980 by McKinsey's business management consultant Bill Drayton. The financial well-being of the fund is provided by investment support from individuals and non-state structures. The key criteria for the decision to support the project are (in decreasing order of importance): the novelty of the idea, creativity, entrepreneurial abilities, ethical values and the social effect. (How Do You Know that, 2013).

Interesting is the practice of social entrepreneurship in the UK, which has a 20-year history and legally fixed the notion of a "social enterprise". The Government of the country established a new legal status of enterprises – "Community Interest Companies Regulations" (The Community Interest Company Regulations, 2005), specifically designed to identify social enterprises. Companies of this type in the management structure have two functions: ensuring financial stability and respect for public interests. These companies are endowed with inalienable ownership and a number of restrictions on the distribution of profits.

In the UK, the development of social entrepreneurship goes in two directions: 1) substantially the number of different funds, regional and national organizations supporting, collecting, analyzing and disseminating information on social entrepreneurship; 2) significant support for social entrepreneurship by the state. Established in the UK in 2006, the "Department of the Third Sector" has now received the status of a ministry. The structure of the Ministry includes 5 functional departments with clearly separated areas of activity: Public sector partnership team; Strategy and communication team; Participation team; Social enterprise and finance team; Third sector support team. (Davronov B.B., 2014).

In Kazakhstan, the development of social entrepreneurship is at an early stage. "Social entrepreneurship in the post-Soviet republics and countries of the former socialist camp can be considered a nascent economic phenomenon. The solution of social problems, previously provided by comprehensive state paternalism,

now largely depends on the self-organization of society and specific entrepreneurs who can ensure the profitability of their activities and generate social value." (Pritvorova T.P., 2017). This is due to the scarcity of scientific research of Kazakhstan scientists at the moment. The presentation of the first Kazakhstan collection "Social Entrepreneurship in Kazakhstan – 2016" was held in Almaty. (Social Entrepreneurship in Kazakhstan, 2016). It presents 15 of the most striking stories of social entrepreneurship, which include a description of the idea and the history of the emergence, the main methods of work and financial indicators, the problems faced by entrepreneurs, as well as advice for those who are interested in working in this field.

Of scientific interest is the research of scientists from the Karaganda Economic University Kazpotrebsoyuz "Strategic Analysis of Business Models of Social Entrepreneurship in Kazakhstan". (Pritvorova T.P., 2017). The article considers the issues of typing of basic business models used in social entrepreneurship for identifying types and strategic analysis of organizations in Kazakhstan. The authors suggest an approach that connects the business scheme and an inclusive approach to social entrepreneurship, which allows us to determine the profile of the social component against the background of the basic economic model. On the basis of this methodology, five typical models are defined and the content of their elements is described taking into account the product of economic value and social effect.

The low degree of elaboration of the problem is due to the fact that in Kazakhstan social entrepreneurship, as the reality of modern society, has not become the subject of close sociological, legal, cultural and economic analysis. The peculiarities of social business in countries with a transit economy require special study.

Results and discussion

Today, social entrepreneurs become an active part of society and business, they are ready to risk, open and develop new businesses, creating jobs, forming a culture of refusal to depend on, solving social problems.

In Kazakhstan, this is a fairly young phenomenon. By 2016, according to the profile association, there are about 120 such entrepreneurs in the republic.

They mainly operate in Almaty, Astana, Shymkent, Kostanay, East Kazakhstan region. For example, journalist, head of the public fund "Sport Concept" Anna Shelepova several years ago began activities with the arrangement of a sports ground in

the courtyard of his house. “Today the foundation has landscaped 16 yards of Almaty, Karaganda and Pavlodar. We organized seven sections in the dry season and three in winter. More than 100 children are engaged in football and roller skates, as much as in winter sports. Regular sports master classes we covered about 3000 children. They paid more than 700 thousand tenge of taxes, created a dozen jobs”. (Social Entrepreneurship in Kazakhstan, 2016).

In the social project of Emin Askerov, the issue of employment of socially vulnerable layers of the population is being solved, i. issues of employment of disabled people, low-income, large families, graduates from orphanages, in general, all those who belong to this category. And each of them can come to GreenTal, get a free master class, get training, and the most successful candidates get a job here. Currently, the company employs 19 people, 16 of them are socially vulnerable. (To develop social entrepreneurship in Kazakhstan, 2017)

Despite obvious successes, barriers in such activities are often greater than opportunities. The clumsiness of state structures and bureaucracy, legal subtleties, the closure of information on tenders, difficulties in attracting sponsors. The president of the Association of Social Entrepreneurs of Kazakhstan, the director of the Eldani Charity Fund, Gulzira Amanturlina, focuses on the role of the state in this sphere: “in developed countries, it improves the economy by creating favorable conditions for entrepreneurs, expanding the field of attracting investments, facilitating the work of start-ups and innovations, benefit for those who are engaged in philanthropy and charity.” (Social Entrepreneurship in Kazakhstan, 2016). In Kazakhstan, however, there is no infrastructure to support social entrepreneurship, credit resources are expensive, there are no legislative bases for activities. As noted by the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken” Nurzhan Altayev, in Kazakhstan there is a misunderstanding of the nature of social entrepreneurship on the part of the state and business, the difficulties of legislative and administrative promotion of the idea. “By implementing social entrepreneurship, on the one hand, we can solve the social problem, on the other hand, commercial issues. For example, in the UK, social entrepreneurship accounts for about 10% of GDP. In Kazakhstan, a completely different picture. To launch this mechanism, it is necessary to make the appropriate changes in the legislation, to build the necessary infrastructure for this. We need to know where in practice we can apply the mechanisms of social en-

trepreneurship, and what the state will get at the exit. Social entrepreneurship is beneficial to the state, it will help reduce budget expenditures, solve serious problems”. (Social entrepreneurship is beneficial the state, 2016).

Talgat Doskenov, Chairman of the Committee for Social Sphere and Social Partnership of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”, noted that the urgency of the development of social entrepreneurship is evident in economically unstable times. Many confuse social entrepreneurship with such concepts as social responsibility of business, social project. “What are the principles of social entrepreneurship?” International experts, scientists, social entrepreneurs note that the main signs of social entrepreneurship are social impact, innovation, self-sufficiency, financial sustainability, entrepreneurial approach and the magnitude of this social project. Priority directions of social entrepreneurs are pre-school, additional education, the issue of food security, the problem of the elderly, the employment of disabled people, graduates of orphanages, the employment of large mothers and single mothers, the solution of unemployment, culture, sport, ecology. Each direction follows, respectively, from certain social problems “. (Social entrepreneurship is beneficial to the state, 2016).

In this regard, according to the National Chamber of Entrepreneurs, it is necessary to develop a plan of actions to popularize the success of social entrepreneurs, to legislatively fix the term “social entrepreneurship”, its types, principles of financing, in the regulatory legal acts, establish the Fund for the Promotion of Social Entrepreneurship under the National Chamber of Entrepreneurs RK, to introduce financial institutions to support social projects. For the development of social entrepreneurship in Kazakhstan, it is necessary to raise public awareness about this type of business, Chevron reports, summarizing the results of a survey conducted in June-August 2017 on the state of social entrepreneurship in the Republic of Kazakhstan. The survey was conducted within the framework of the I-SEED: Social Entrepreneurship and Education project implemented by the British Council in conjunction with Chevron from 2013. The project is aimed at supporting socially active youth in Kazakhstan and creating conditions for sustainable solutions to social problems through promoting social entrepreneurship. “The survey results showed that the main problem of social entrepreneurship in Kazakhstan is the lack of information on this topic and low public awareness of the concept of social entre-

preneurship” (To develop social entrepreneurship in Kazakhstan, 2017) Social enterprise is a relatively new concept in Kazakhstan. Nevertheless, as world practice shows, the model can be widely developed, said Eurasia Foundation of Central Asia project specialist Andrey Bachishe. “Studies demonstrate low awareness and absence of a universally-accepted understanding of what social entrepreneurship is. People hesitate to invest in business that does not provide fast profits.” (Astana hosts forum on social entrepreneurship, 2018). Thus, social entrepreneurship in Kazakhstan has a significant potential to promote the development of a diversified economy in Kazakhstan and to provide employment to low-income segments of the population.

Conclusions

The imbalance in the ratio of the number of people who have and do not have a job and the salary, owning and not owning assets, receiving income and not receiving, satisfying and not satisfying the basic needs of people. Poverty and the growing gap between rich and poor, inequality in the distribution of benefits, are relevant as in developed and developing countries.

The problem of ensuring balance should be addressed in the coordinates of social orientation and entrepreneurial methods.

Social entrepreneurship, both in theory and in practice, is defined as the implementation of an entrepreneurial, innovative approach to solving social problems, the result of which are social and economic transformations.

In the variety of interpretations and definitions, one can single out the Anglo-American and European approaches, the difference of which is connected with the peculiarities of models of social policy and national traditions.

In Anglo-American practice, social entrepreneurship is based on the values of private initiative, charity and the independence of civil society from the state. At the same time, the initiative of social entrepreneurship can come from both business, and from the sector of non-profit organizations. The self-sufficiency of social enterprises corresponds to the liberal model of social policy, which is characterized by a minimum of state obligations that extend only to the poorest part of the population and the maximum of private entrepreneurship.

In European practice, the basis for the development of social entrepreneurship was the cooperative movement. European social enterprises aim to provide employment to vulnerable groups with reduced competitiveness in the labor market. In Europe, social entrepreneurship is actively supported by the state. Therefore, in Europe, social entrepreneurship is the most institutionally mature form of intersectoral partnership in which the state, business and non-profit organizations find ways of cooperating to solve problems that go beyond their immediate influence, or require pooling of resources.

In Kazakhstan, social entrepreneurship, as the reality of modern society, has not yet become the subject of close sociological, legal, cultural and economic analysis.

The development of social entrepreneurship in Kazakhstan is faced with the lack of legislative and financial support of the state, the clumsiness of state structures and bureaucracy, difficulties in attracting sponsors, lack of training courses and trainings on social entrepreneurship, with low public awareness of the concept of social entrepreneurship.

Actual directions for social enterprises in Kazakhstan are the creation of jobs for vulnerable segments of the population, environmental protection, educational services, health services..

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