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**ДОКЛАДЫ**

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[zhmm1331@gmail.com](mailto:zhmm1331@gmail.com), [sabirovarysty@mail.ru](mailto:sabirovarysty@mail.ru)**THEORETICAL RESEARCH OF SOCIAL ENTREPRENEURSHIP  
IN THE REGION (ON THE EXAMPLE OF THE ATYRAU REGION)**

**Abstract.** Social entrepreneurship in modern society involves an altruistic business style that focuses on social benefits. This influence is considered by the social entrepreneur as a profit, since the success of a social enterprise depends on a number of factors related to social influence and not priority for traditional enterprises. Therefore, some authors believe that the difference between “entrepreneurship” and “social entrepreneurship” lies primarily in goal-setting: unlike classical entrepreneurs, social entrepreneurs do not seek to extract maximum profits, but aim at changing unfair social conditions, creating products or social change services.

**Keywords:** social entrepreneurship, social problems, altruism, social problems, social benefits.

**INTRODUCTION**

Social entrepreneurship is a special kind of activity located at the intersection of charity and business. It involves making a profit and reinvesting it in solving or mitigating the most pressing problems in society. Incomes are not distributed among the participants of business entities, but are invested in such areas as reducing unemployment, strengthening the protection of the rights of citizens, and the environment.

Social entrepreneurship has been steadily developing in recent years in many countries, and social entrepreneurs are becoming full-fledged actors in the economy. In the UK and France to the share of the social economy, or so-called. “Solidary economy” accounts for up to 10% of GDP. Kazakhstan has not stayed away from this entrepreneurial trend of the XXI century. However, the role of a social entrepreneur is still underestimated, and often simply incomprehensible. Who is he? What principles guides and what mission is able to entrust to itself. The relevance of the research topic is determined by the fact that in recent years entrepreneurship has been widely developed in Kazakhstan, which is an initiative, independent, carried out on its own behalf, at its own risk, under its property responsibility, the activities of individuals and legal entities aimed at making a profit.

**MAIN PART**

Social entrepreneurs, as a rule, deal directly with acute social problems, and tend to consider them in a broad context, at the intersection of various areas of knowledge, theories and disciplines. According to some estimates, such an approach gives a better understanding of the roots of social problems, allows developing innovative solutions and mobilizing the available resources on a global scale. Both private and public agencies around the world provide support to needy communities and individuals for a total of billions of dollars a year. Such support can contribute to the formation and wide dissemination of innovative ideas.

Our society does not fully understand both the terminology and the very idea of social entrepreneurship. Meanwhile, the main feature of this activity is simple and logical: it necessarily entails some kind of social transformation. If an entrepreneur invests money, knowledge, resources in a certain enterprise and expects profit, then a social entrepreneur is one who is able to see the problem in the social

sphere and solve it through entrepreneurial means. This is not a philanthropist in the classic sense. To realize oneself in solving social problems and at the same time “do business”, focused on value creation and making profit - the combination of these two entities distinguishes an entrepreneur from a benefactor.

Today, social entrepreneurs are becoming an active part of society and business, they are willing to take risks, open and develop new businesses, creating jobs, creating a culture of rejection of dependency, solving social problems. In Kazakhstan, this is quite a 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, Atyrau, Kostanay, East Kazakhstan. The number is small, but the more noticeable are successful examples.

A journalist, the head of the public foundation “Sport Concept”, Anna Shelepova, a few years ago, began operations with arranging a sports field in the courtyard of her house.

Social entrepreneurship is also developed in the Atyrau region. The concept of a new direction for the region and for the country as a whole implies the solution of social, cultural and environmental problems through private business. In spite of the fact that the project is pilot, 72 applications submitted for the first competition, from which 6 best business ideas were selected. Winners will be provided with grants for their implementation. The projects are very different - in the field of education, health, culture and ecology.

We conducted monitoring, which showed the need and relevance of such a center. Today, only in the district center there are 635 such people, 8% of whom have a disability. ”

So far, among the projects are rehabilitation and educational centers, but many other ideas, expert’s state.

Recently, in the Makat district, they began to recruit special children to an educational institution. The project was implemented thanks to government support in the form of a grant.

In 2017 in the Atyrau region under the program "Business Road Map 2020" allocated 1 543.5 million tenge. In total, 312 projects were funded, and 1,210 jobs were created.

Another successful social business project was opened as part of the state program "Business Road Map 2020". Within the program, a novice entrepreneur received a grant in the amount of 711 thousand tenge. A massage room for children with disabilities appeared in the village of Almaly, Makhambet district, in a family medical clinic. Moreover, already throughout the whole year accepts all comers. In addition, within the framework of the project “Startup-Academy” of the Russian Federation JSC FRP “Damu” in the Atyrau region, Rayhan Khayrullina helped write a business plan and protect the project at the competition. As a result, the entrepreneur received 150 thousand tenge from businessmen of the region for the development of his business as a support.

Deputy of the Majilis of the Parliament of the Republic of Kazakhstan, a member of the Finance and Budget Committee Irina Smrnova believes that social entrepreneurs can become reliable partners of the state in solving social problems in the country. They will be able to qualitatively solve the social problems of the population, while saving budget funds allocated to the social sphere. This savings can be used again in the social sphere. The responsibility of the state is to create transparent and comfortable conditions for the development of social entrepreneurship. However, this responsibility is a mirror, social entrepreneurs should be ready to work at a high professional level, having, besides motivation, well-developed business models, applying modern social and business technologies.

According to a number of experts, participants in the discussion, there is a weak activity in the social sphere and on the part of the entrepreneurs themselves. The activity of some social entrepreneurs is more about finding not investors, but grant-givers, and does not resemble a business, but a non-governmental or charitable organization. It is important to take into account, experts emphasize, that for the development of this sector of entrepreneurship alone socially responsible motivation is not enough. The professionalization of social entrepreneurs, an understanding of the strategic importance of activities, a systemic vision, the use of international experience and best practices will make it possible to see in Kazakhstan the emergence of a solidary economy. Social entrepreneurship is an area in which activities are carried out independently of external funding. All work is carried out on the basis of proven business schemes. In this connection, it cannot be said that social entrepreneurship is such a form of amateur performance. In this area, not only time-tested, but also new, scientifically-based approaches to solving existing and relatively recent problems are being applied.

Therefore, Gregory Diez pointed out in one of his articles that the reason for the emergence of small business, socially-oriented non-profit organizations is the inefficiency of the work of individual public institutions. It is worth noting that in advanced countries with fairly progressive structures, the form of business in question is more common. In this regard, for the emergence of social entrepreneurship is the appearance of a subjective assessment of existing institutions as ineffective for an individual member of society.

Table 1 - Ideas Tested in Business

№	Name	Performance technique
1	Ecological packaging	In order to decompose the usual plastic bag, it takes up to two hundred years. And remember how many bags of kefir, juice, frozen vegetables and sausages we carry every day in the garbage (again) bag! All these packaged mountains will decorate our planet for decades if we do not stop. Similarly, eco-packaging manufacturers thought, deciding to use fundamentally different materials for this purpose. In principle, nothing new - most eco-friendly packaging consists of paper and cardboard. They decompose in just two years - unlike faster than polyethylene. So far, not all products have learned to pack eco-friendly - for example, the replacement of plastic bottles has not yet been found. However, this is a breakthrough.
2	Plastic recycling	Humanity annually consumes a huge amount of plastic products - bags, bottles, cans, films, boxes, etc. This problem concerns not only pollution, but also total consumption of resources. After all, while we throw tons of bottles into a landfill, enterprises use the same amount of material to produce new ones. So why not kill two birds with one stone? From plastic debris you can make a new package, a pile for brushes, building materials and much more.
3	Rural tourism	This entertainment today is quite popular among the inhabitants of big cities. Many citizens have already forgotten what an ordinary cow looks like and on which trees potatoes grow. For them, going to a rural village is a whole adventure. They are even willing to pay to help a rural grandmother dig a garden, milk goats and collect eggs in a hen house. Fresh air and occupational therapy have a beneficial effect on the psyche, at the same time such tourism contributes to the development of villages where it is common.
4	Educational computer games for children	Children love to play various gadgets, and the game development field is quite profitable. So why not combine business with pleasure? In the form of the game, you can learn languages and school subjects, master the ten-finger set. With the help of computer games, you can also conduct social training, simulating the behavior of characters so that children acquire useful skills to interact with society.
5	Children's developmental center or kindergarten	Another type of social business that helps kids develop their abilities. By the way, such a center can be combined with a private kindergarten, thereby helping parents free up time for work. Not everyone can get a child into the garden on time because of long queues, and the quality of child care is not so hot there. A private garden for 10-15 children is in many cases preferable - it is easier for caregivers to keep up with fewer babies, such gardens are better equipped, higher demands are placed on staff, and the development program always keeps up with the times. True, the payment there is more, but it's worth it.
6	Healthy lifestyle club	Many people dream of becoming slim, beautiful, start eating right, run in the morning and go hiking in the summer. But doing it alone is boring. So why not create an organization in which participants for certain money will be grouped together, advise, motivate, conduct classes
7	Crowdfunding (collective financing of projects).	On the Internet, you can find platforms where business is funded on a "world-wide" basis. Those who wish to realize their idea represent it on the page, and those who are interested - put on the account as much as they can afford. So good and useful startups rise to their feet. It is noteworthy that most of them relate to culture, art, journalism, cinema and the same social entrepreneurship.
8	Training, retraining and employment of people in difficult life situations	Many categories of our fellow citizens fall under this concept - people who have recently been released from prisons, single mothers, women who have experienced domestic violence, those who go through the process of rehabilitation after getting rid of drug and alcohol addiction, are disabled. They find it difficult to find a job. For them, you can open courses for simple professions and open a company that recruits only people with a difficult fate. Benefits for the entrepreneur? Those who got a second chance are mostly executive and diligent, holding tight to the workplace and at the same time do not require a large salary.
9	Singles club for single people	After 30 years it is more difficult to make friends and fall in love. But everyone wants warmth and love regardless of age -and at 40, and at 70. Therefore, any organization that helps older people find each other will be in demand. This may be a search agency for the second half, and a club of interests, and "quick dates", and dances for those who are a little over 20.

The idea of social entrepreneurship is markedly different from the basics of traditional entrepreneurship, but there are a number of similarities between these types of business activity.

Social entrepreneurship is a solution to tangible and specific problems of public life, contributing to positive sustainable change. It should be emphasized that this work is not charity. Assistance is provided on the principle of "giving not a fish, but a fishing rod."

The terms "social entrepreneurship" (English social entrepreneurship) and "social entrepreneur" (English social entrepreneur) are first mentioned in the 1960-1970s in English-language literature on social change. They became widely used in the 1980s, believed to be due to the popularization of American business consultant and manager Bill Drayton [ ], who is often called the "godfather of social entrepreneurship".

We can distinguish the following types of social entrepreneurship in terms of focus:

- improvement of the environmental situation;
- helping people in difficult times;
- employment of persons with disabilities;
- useful leisure;
- child development;
- rehabilitation after psychological and physical injuries.

There are a lot of ideas for social entrepreneurship, and some of them are quite unexpected. This niche is so new that it allows you to experiment endlessly. The main thing is not to flirt and do not forget about the key component - benefits for people. Here we look at the most common and already tested ideas.

In 1980, Drayton founded the Ashoka Foundation, which became the first organization dedicated to identifying and supporting social entrepreneurs around the world. By 2016, the number of scholarship fund members reached 3,000, among them representatives from 89 countries. The Ashoka Foundation does not use government funding - according to the fund itself, the organization receives all the funds from Western charitable foundations and large private donors. In 1987, Drayton's experience was first scaled: according to the model of the Ashoka Fund, investor Ed Cowan founded another large fund, Echoing Green.

The subjects of small business and socially-oriented organizations can work in various fields. They implement community-oriented programs in the framework of their main activities. This could be health care, agriculture, services, education, and so on. Currently, there is no precise definition of social entrepreneurship, since it affects many areas of human life and has a huge number of areas and facets. This activity can be described most succinctly with the following phrase: "Earn money by helping others."

## CONCLUSION

Despite obvious successes, there are often more barriers to such activities than opportunities. The sluggishness of government agencies and bureaucracy, legal subtleties, secrecy of information about tenders, difficulties in attracting sponsors and finding people who can, for example, make a business plan for a universal self-sustaining sports ground.

The development of social entrepreneurship in Kazakhstan is becoming an important activity for all interested parties - entrepreneurs, the state, society. And priority, as in any business, is the creation of fair and clear conditions for development by the state - the rules of the game.

**М.К. Баймухашева, Р.К. Сабирова**

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## **АЙМАҚТЫҢ ӘЛЕУМЕТТІК КӘСІПКЕРЛІКТІ ТЕОРИЯЛЫҚ ЗЕРТТЕУ (АТЫРАУ ОБЛЫСЫНЫҢ МЫСАЛЫНДА)**

**Аннотация.** Қазіргі қоғамдағы әлеуметтік кәсіпкерлік әлеуметтік жеңілдіктерге бағытталған альтруистік бизнес-стильді қамтиды. Бұл әсер әлеуметтік кәсіпкердің пайдасы ретінде қарастырылады, өйткені әлеуметтік кәсіпорынның жетістігі дәстүрлі кәсіпорындар үшін басым емес, әлеуметтік әсерге байланысты бірқатар факторларға байланысты. Сондықтан кейбір авторлар «кәсіпкерлік» пен «әлеуметтік кәсіпкерлік» арасындағы айырмашылық бірінші кезекте мақсатты белгілеуде: классикалық кәсіпкерлерден



айырмашылығы, әлеуметтік кәсіпкерлер максималды пайданы алуға ұмтылмайды, бірақ әділетсіз әлеуметтік жағдайларды өзгертуге, өнімдерді немесе әлеуметтік өзгерістер қызметі.

**Түйін сөздер:** әлеуметтік кәсіпкерлік, әлеуметтік мәселелер, альтруизм, әлеуметтік мәселелер, әлеуметтік жеңілдіктер.

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### **ТЕОРЕТИЧЕСКИЕ ИССЛЕДОВАНИЯ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В РЕГИОНЕ (НА ПРИМЕРЕ АТЫРАУСКОЙ ОБЛАСТИ)**

**Аннотация.** Социальное предпринимательство в современном обществе предполагает альтруистическую манеру ведения бизнеса, сосредоточенную на общественных выгодах. Это влияние рассматривается социальным предпринимателем как выгодоприобретение, поскольку успех социального предприятия зависит от ряда факторов, связанных с социальным воздействием и не приоритетных для традиционных предприятий. Поэтому некоторые авторы полагают, что разница между «предпринимательством» и «социальным предпринимательством» заключается, прежде всего, в целеполагании: в отличие от классических предпринимателей, социальные предприниматели не стремятся к извлечению максимума прибыли, а нацелены на изменение несправедливых общественных условий, создание продуктов или услуг, способствующих социальным преобразованиям.

**Ключевые слова:** социальное предпринимательство, социальные проблемы, альтруизм, общественные проблемы, общественные выгоды.

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