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Digital platforms as a tool for the development of social entrepreneurship in the Republic of Kazakhstan

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Annotation: In the modern economy, information technologies are becoming important. They penetrate all sectors of the economy of Kazakhstan. Currently, one of the important directions of increasing the social orientation of the state to solve the problems of society is social entrepreneurship. This trend is observed not only in Kazakhstan, but also in other countries of the world. Social entrepreneurship is based on business platforms. Business processes in social entrepreneurship are based on them. Therefore, it is important to find modern methods for optimizing business models. One of the tools is crowdfunding.

Keyword: social entrepreneurship, non-profit organizations, monetization of social projects, socially responsible business, crowdfunding.

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 negatively affected the solution of social problems in our society. And, despite the fact that our economy is socially oriented, at present a significant number of social problems are beyond 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. The main form of social entrepreneurship in Kazakhstan remains 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. Here, an important issue is the ability to find a market niche that could meet the needs of socially vulnerable members of our society, as well as the needs of socially oriented organizations themselves.

Today, the Republic of Kazakhstan is implementing quite a large number of projects in the framework of social entrepreneurship. As already mentioned above, the main share of them falls on projects implemented by non-profit organizations.

The peculiarity of implementing such projects is that NGOs are designed to solve certain social problems, but not to organize their activities in order to increase their financial independence. Therefore, if the volume of funding from external sources decreases (the state, patrons, sponsors, grants, and own funds),



the activity of an NGO is terminated or its effectiveness is reduced. And today, many NGOs are faced with the fact that it is necessary 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 this social project [1,2]. But many representatives of NGOs face the fact that they do not have sufficient skills in organizing the process of monetization of their activities.

We cannot say that the state does not provide assistance to social entrepreneurs. For example, within the framework of supporting the implementation of social projects, the Samruk-Kazyna Trust social project development Fund (part of the quasi-state Corporation Samruk-Kazyna) operates, one of the goals of which is to support social entrepreneurs [3]. However, as the analysis of implemented projects shows [4], the Fund, due to its specialization, is aimed at implementing fairly large projects. This leaves small projects without the Fund's support, especially in the regions. It is important to note that a big problem in the regions is the low qualification of social entrepreneurs themselves, especially with regard to the preparation of necessary documentation for participation in the Fund's programs.

Traditionally, the main social projects are in the area of assistance to socially vulnerable segments of the population: children, disabled people, single mothers, children from orphanages, former prisoners, the elderly, etc. According to surveys conducted by specialists of Almaty management university and the British Council, the main share of projects is for education, work with people with disabilities (in particular, job creation) and environmental protection [5]. Thus, we can say that today in Kazakhstan, social entrepreneurship is developing in a very limited number of areas.

As mentioned above, the main limiting factor in the implementation of social projects is the limited financial resources [6]. Thus, social entrepreneurs are now 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 their business results (creating demand for their products and / or services), implementing effective methods of personnel management, searching for investors, not knowing the tax legislation in the field of commercial activity, etc.

We see the creation of an additional type of activity as an important component of the success of the development of the monetization system for social entrepreneurs [7].

Monetization of social entrepreneurs' organizations 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 receiving income, began to implement additional projects that bring them profit. As a rule, projects in the field of education of children, including those with disabilities, as well as the creation of jobs for people with disabilities can be noted here. Other areas, as a rule, do not bring profit.

There are examples of attempts to monetize social projects in the Republic of Kazakhstan. One of them is the "ASAR" day care Center for the elderly, which provides services for the elderly to stay during the day in order to monitor them for their safety [8]. This is not a classic nursing home, when a significant range of services, including medical services, is provided. This project was aimed at solving the problem of the safety of older people, when they can no longer take care of themselves fully, and can not do without assistance. 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. However, in the summer of 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 can become one of the promising areas for finding alternative ways of financing. Crowdfunding is an opportunity to raise the necessary funds for the project implementation based on the interest of the target audience [9]. Currently, crowdfunding is one of the most effective tools for raising the necessary funds for the implementation of projects all over the world. The main task for the author of the project is to send 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 growing view that crowdfunding is only fundraising via the Internet [10].

The Republic of Kazakhstan already has successful examples of crowdfunding. For example, in Temirtau, the Temirtau youth club implements projects within the joint venture in a number of areas: work

with young people (including children), volunteering, ecology, family strengthening projects, the KVN team, etc. [11]. A large number of projects are being implemented in partnership with ZhasOtan (the youth wing of the NurOtan party). As part of the monetization, the management of the 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 participate in the Company's social projects, commercial orders for logo products have begun to arrive, which has allowed us to earn income. At the same time, funds for the project to organize the production of logo products were obtained using a crowdfunding system: fundraising was announced through social networks and as part of charity events.

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 funding for commercial and non-commercial projects in the Republic of Kazakhstan [12]. According to reports on successful implementation of projects, the main share (58.4%) went to charity and creativity. At the same time, a significant part of the projects is in the area of working with people with disabilities. All funds for the implementation of these projects were collected through crowdfunding [13]. 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 of monetization of the social project as a whole. The problems of business organization of a 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 expenses (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 complicated. Today, Kazakhstan has a fairly large number of business schools that teach the basics of doing business. But the cost of training in such business schools is high [14]. And, in conditions of extremely limited funds for a social entrepreneur, business training becomes unavailable for him. Also, a significant limitation of high-quality business education is that today in the Republic of Kazakhstan there are no such specialists who could teach it to conduct socially oriented business within the framework of the joint venture. In support of 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 formal in nature, where the problems of joint venture development are discussed, and in the end, sometimes they do not have practical benefits for a particular social entrepreneur. Also, as part of the development of business education, meetings and trainings are organized among such entrepreneurs, which are conducted by successful social entrepreneurs who were able to effectively implement their project. They share their experience, tell other social entrepreneurs certain features of doing business. But the problem remains that such business consultations are narrowly focused, and the success of a social project usually lies only in a certain area. Thus, for a social entrepreneur, there are still unresolved issues of organizing the business process, searching for investors, and monetizing their project.

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. Monetization of the social project should be a possible way to solve this problem. But before you start creating and implementing an effective social project, you need to find new ways of financing, because traditional sources of investment have sometimes exhausted themselves. Here, crowdfunding can become an effective tool that 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.

Also, the problem of business education of social entrepreneurs remains unresolved. Their low competence in organizing an effective business process and management negatively affects the final result of the social project. The problem of accessibility of business education can be solved by redistributing incoming funds in the case of successful monetization of the project.

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Цифровизация в АПК: новые технологии производства и условия их реализации

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Аннотация: в статье рассмотрены некоторые аспекты цифровизации сельского хозяйства в Казахстане и необходимость наличия базовых условий для применения цифровых технологий и инноваций в данной отрасли экономики, выявлены проблемы цифровизации АПК и определена стратегия действий по их решению.

Ключевые слова: условия цифровизации АПК, информационно-коммуникационная инфраструктура, типы цифровизации ферм

Агропромышленный комплекс (АПК) без преувеличения является одним из важных секторов экономики, благодаря которому формируется продовольственная и экономическая безопасность страны, а также трудовой и поселенческий потенциал сельских территорий. В связи с чем,