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Social entrepreneurship as one of the ways to solve social problems of society

Today, social entrepreneurs are becoming an active part of Kazakhstani society and business, they are ready to take risks, open and develop new businesses, create jobs for a certain category of citizens and solve social problems. This is a fairly young phenomenon in Kazakhstan.

The categories "social enterprise" and "social entrepreneur" were introduced into scientific circulation in the 60s. XX century in foreign studies on changes in the social sphere.

A social enterprise (socialenterprise) is any business enterprise created for social purposes and to create social value - designed to alleviate or reduce a social problem or market failure - acting on the basis of financial discipline, innovation and business practices established by the private sector [1].

If an entrepreneur invests money, knowledge, resources in a certain enterprise and expects a profit, then a social entrepreneur is one who is able to see the problem in the social sphere and solve it in an entrepreneurial way.

Modern socio-economic policy cannot be effective if the main mission is not fulfilled - meeting the needs of citizens, ensuring an increase in living standards and national well-being. Unresolved social problems, a decrease in social protection of citizens, a significant differentiation of incomes of certain social groups rightly lead to a serious stratification of society, a decrease in the level of well-being, and the reason is the inability to provide all members of society with equal opportunities for self-realization in all spheres [2].

In 2016, according to the profile association, there were about 120 such entrepreneurs in the republic. Basically, they operate in Almaty, Astana, Shymkent, Kostanay, East Kazakhstan region. Today, according to an informal estimate, their number is about 500. The first successful examples of social entrepreneurship: the Karaganda charity store "Radost", as well as the "Training cafe" in Almaty, the wicker workshop "Green TAL", the cafe "Emoji" in the city Nur-Sultan where people with disabilities, graduates of orphanages, single mothers work.

In this type of business, a person makes higher demands on the ratio of economic efficiency and social justice. This type of entrepreneurship directs its efforts to satisfy consumer services, creating socially significant projects. Moreover, social enterprises can have different organizational and legal forms, statuses and functions in various spheres of economic and social life: preschool education, social services, culture, sports and recreation, financing, public infrastructure, ecology, and much more. To create social enterprises, it is imperative to include the following components: solving social problems, financial independence and stability in the market, as well as innovation. Leading researchers and leaders of the Republic of Kazakhstan believe that social entrepreneurs have two main problems: space and sales.

Two questions need to be clearly defined:

1. Determine the types of activities that can be attributed to social entrepreneurship. Where are people with disabilities and socially disadvantaged, that is, two areas that will require different methods of support;
2. Adapt legislation to these problems. For this, applied research is carried out, a solution mechanism is proposed. Then its pilot testing is carried out, and only when it has shown its effectiveness, the normative legal act is adopted [1].

The purpose of social enterprises is, firstly, to work on a social problem, for example, employment of people with disabilities, graduates of orphanages, employment of large and single mothers, solving unemployment problems, culture, sports and the environment.

Secondly, the joint venture involves obtaining money (loans) on an interest-free basis. Otherwise, the interest is reflected in the cost of those social goods and services that the joint venture produces. And mostly people who do not plan to get rich are in this business.

They care about the development of society, they want to be useful, they, of course, can receive a good salary, but they do not strive to get rich quickly. In Kazakhstan, there is no infrastructure to support social entrepreneurship, credit resources are expensive, there is no legal basis for the activities. There are more obstacles in the activities of social entrepreneurs than opportunities. The main problems faced by social entrepreneurs in Kazakhstan in the course of their activities are the lack of a mechanism for coordinating social entrepreneurship, financial resources are not attracted to implement social business initiatives, a lack of premises and sales points, closed information about tenders, difficulties in attracting sponsors.

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One of the most interesting for research in this area is the experience in the UK, where the share of social entrepreneurship is about 10% of GDP, in Kazakhstan, unfortunately, a completely different picture. To launch this mechanism, it is necessary to make appropriate changes to the legislation, to create the necessary infrastructure for this.

In many developed countries, a legal framework has been created that determines the status and main directions of state support in the field of social entrepreneurship: this is the European approach of Italy, the Law on Social Cooperatives (updated in 2005), Finland, the Law on Social Enterprise (2003), Sweden Law "On the Social Cooperative" [1].

International experts, academics, social entrepreneurs note that the main features of social entrepreneurship are social impact, innovation, self-sufficiency, financial stability, entrepreneurial approach and the scale of this social project. By introducing social entrepreneurship, on the one hand, we can solve a social problem, and on the other, commercial problems.

LIST OF USED SOURCES:

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