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**DEVELOPMENT OF SMALL AND MEDIUM
ENTREPRENEURSHIP IN AGRARIAN SPHERE OF KAZAKHSTAN**

Abstract. Effective activities of the country's agro-industrial complex are closely interrelated with the proportional development of its constituent branches. A special place in this system is export, the sphere of production, processing and marketing of agricultural products, the level of development and functioning of which determines the livelihood of the population, achieving a balance in the agrarian sector of the republic. The process of integration into the world market has puzzled food security, which entailed not just the creation of a developing agricultural sector in the economy, but, above all, the creation of an efficient processing complex. As the President of the Republic of Kazakhstan N.A. Nazarbayev "a republic with a high potential for agricultural development can be among the world leaders in the production and processing of agricultural products.

The development of Kazakhstan's export is of particular importance, serving as an important element of the country's long-term strategy. It is the export potential of the economy that contributes to higher incomes of the population, to the rapid development of market infrastructure, to identify the strengths and weaknesses of the national industry.

Keywords: entrepreneurship, agriculture, export, potential, competition, economic growth, concept, partnership, business, sustainable development, livestock, crop production.

INTRODUCTION

The main tasks assigned to the agro-industrial complex of the country are to become a sought-after exporter of agricultural products on the world market, increasing production, yields by increasing the acreage and introducing innovative technologies, creating environmental products under a national brand. The strategy "Kazakhstan-2050" presents the need to modernize the agricultural industry to increase the demand for agricultural products [1].

Increasing the competitive potential of economic entities of the agro-industrial complex should be based on competent management of resources and a strategic vector of development of an economic entity. The presence of a strategic planning system provides the company with sustainable competitive advantages, which, in turn, is characterized by the importance and long-term duration of projects [2].

MAIN PART

More than 5 thousand peasant (farmer) farms, 500 agro formations are involved in agricultural production, in addition, agricultural products are produced in the personal farmsteads of citizens. The share in the region is animal husbandry and the cultivation of grain crops. In the annual average, the gross grain harvest amounts to about 4 million tons, of which 1.5 million tons of high-quality grain are exported. In the total gross yield for 2017 for the production of the agricultural industry, 3.3% were livestock products [3].

The volume of exports of the main types of agricultural products in 2017 amounted to 224.4 million US dollars, with an increase of 25% over the period of 2016, of which 16% is exported in processed form. Exports of grain and leguminous crops increased by 14%, flour - by 9%. In addition, work is underway to preserve the quality and environmental friendliness of products, which has allowed the creation of brands of natural foods. Today, there are about 80 food-exporting companies with regional brands in the region [4].

It is worth noting that over the past 5 years, the volume of gross agricultural output increased by 129.8%, which is 58.3% of the volume of agricultural production in the Almaty region and 9.5% of the agricultural production in the country as a whole [5].

Table 1 - Gross output of agricultural products (million tenge)

	2012	2013	2014	2015	2016	2016/ 2012
The Republic of Kazakhstan	2393619,0	2949485,0	3143678,1	3307009,6	3684393,2	135,4
Akmola	161223,6	259184,7	268354,3	290893,2	348198,5	129,8
Aktobe	141873,1	151026,5	157258,0	165244,3	183965,3	135
Almaty	424842,4	482595,4	535445,5	551101,1	597308,3	160
Atyrau	47047,6	51292,0	56263,1	58765,5	61612,9	157,2
West Kazakhstan	89108,3	99095,6	103539,8	106544,4	131015,8	130
Zhambylskaya	131789,1	171821,5	218577,7	218726,5	237065,9	190,4
Karaganda	144582,8	171806,7	179350,9	197273,1	229348,2	157,8
Kostanay	175110,9	261057,1	266885,9	294608,2	319037,7	0,8
Kyzylorda	68464,0	72276,1	69595,8	79186,5	80633,3	122,9
Mangystau	8164,4	8331,8	9074,6	11734,3	12466,1	178,7
South Kazakhstan	321108,4	375478,3	419687,0	426894,4	480399,3	177,7
Pavlodar	89353,4	143813,2	134993,4	152407,9	171542,2	148,7
North Kazakhstan	272266,5	330696,5	350269,2	380814,2	411485,6	101,5
East Kazakhstan	313821,4	363302,6	366586,9	366973,1	415039,0	149,6
Astana	2784,3	3154,8	2870,9	2416,9	1032,9	0,3
Almaty city	2078,8	4552,3	4925,1	3426,1	4242,2	154,9

As a result of 2017, the gross harvest of grain and leguminous crops amounted to 20,585.1 thousand tons. In 2012, this figure was 26960.5 thousand tons. Compared to 2012, the gross harvest of cereals and legumes fell by 1.3%. Consequently, the yield of 1 centner / ha is less in 2017 compared to 2011.

The index of physical volume of industrial production in the Republic in 2016 was less than in 2015 by 1.1%. In Akmola region, the industrial production index showed an increase and amounted to 104.3%. The highest index of physical volume of industrial production was recorded in the Karaganda region and is 105.1%.

The volume index of gross output (services) of agriculture in 2016 in the Akmola region was 105.4%, which is 5.4% more than the corresponding period last year. The growth of gross output of products (services) of agriculture is observed in all regions, except Astana.

The main factors hindering the development of farms are:

- complexity, low efficiency and lack of state support for farming;
- low efficiency of established information and consulting centers, which do not have a significant impact on small business in agriculture;
- underdevelopment of the agricultural consumer operation;
- social insecurity of workers, family members of farmers (the head and employees of KFH) who work at KFH. Their positions are not included in the All-Russian classifier of employees and working professions. This seriously complicates obtaining social guarantees for KFH workers and members of family farms;
- disparity of prices, unfair pricing of agricultural products, in particular, we are talking about grain and dairy products;
- high depreciation and low renewability of fixed assets, imperfection of the regulatory framework and tax legislation governing the activities of peasant farms;
- insufficient social guarantees to farmers, their families and employees.

In the complex, all these problems adversely affect the development of entrepreneurial activity in the countryside and restrain the growth of farms, and in some countries, such problems in small businesses

lead to a reduction in the number of small business forms. Large farms at the same time are becoming more cost-effective.

In the competition between commodity producers for increasing the productivity of land and livestock, improving the quality of products and reducing the costs of their production, the question of the effectiveness and advantages of a particular form of management will be decided. Despite the changes in legal forms and the development of individual entrepreneurship in the countryside, the situation in the agro-industrial complex is developing at the proper level. However, there are new strategies for the development of this region to the indicators that we need to strive for. Every year the number of agricultural enterprises increases, as well as peasant (farmer) farms and households owned by the rural population. In the context of the development of integration processes, it has been proved that the structures that unite in their composition all the links - from the production of agricultural products to their sale to consumers, are more efficient and adapted to the conditions of a market economy.

Enterprises must continuously monitor their competitiveness management strategy in a promising, operational, and current mode. Increasing the competitive potential of economic entities of the agro-industrial complex should be based on competent management of resources and a strategic vector of development of an economic entity. The presence of a strategic planning system provides the company with sustainable competitive advantages, which, in turn, is characterized by the importance and long-term nature of projects [6].

There is a large number of theoretical approaches to assessing the competitiveness of an enterprise. In this study, this assessment is based on the use of competitive potential as one of the important conceptual categories of the emerging concept of competitiveness.

The financial sustainability of the enterprise is the basis for its stable development and to a greater extent reflects the willingness to produce high-quality goods and be a serious competitor in the market [8].

For the purpose of determining the economic potential as one of the most crucial and important, we consider it appropriate to use the following indicators applicable in the theory and practice of analyzing the financial condition of an organization:

1. The coefficient of profitability is an indicator that reflects the real level of income of the company in relation to the advanced funds and their elements, as well as to the total volume of current expenses.

2. The current liquidity ratio is defined as the ratio of current assets to the most urgent and short-term liabilities.

3. The asset turnover ratio is the ratio of sales revenue to the average annual value of assets.

4. Sales profitability is the ratio of sales profit to sales revenue.

Production is the key activity of all organizations, and well-established work in this direction is a strong basis by which an enterprise can be considered competitive. Proper construction of the workflow, the ability to effectively manage resources are very important components of the production process. To determine the production potential of the enterprise, we use five criteria, sufficiently reflecting the production component in the method of calculating the competitive potential:

1. Equipment with equipment that provides flexibility of production processes.

2. Availability of a quality management system - this indicator is proposed to assess the quality of management of all processes.

3. The loss factor of raw materials and materials during storage and in production is the ratio of losses of raw materials and materials to the total value of raw materials and materials.

4. Specialized personnel of the enterprise is a reflection of the industrial success and intellectual assets of the organization [9].

The agro-industrial complex is an industry with a high share of human factors and potential in the output of the final product, therefore, in determining the organization's human resources, the following indicators will be useful:

1. The index of labor productivity - is the ratio of labor productivity in the enterprise to the maximum achieved in the industry.

2. The staffing ratio is the ratio of the staff number to the average number of the company's employees.

3. The employee turnover rate is the result of the ratio of the number of laid-off employees to the average list number of employees of the enterprise.

In order for a product to be in demand by consumers, it must meet the most important conditions: price, quality and demand of the goods in the markets. Ultimately, at the final stages of implementing the mechanism for developing the region's export potential based on economic restructuring in previous periods, a radical modernization of the material and technical base of the national economy, and the end of the economic transformation process, the integration of the agro-industrial complex into the system of foreign economic relations is completed. On the conditions of economic incentives for exports, the share of finished products of high processing in its total volume should increase. Growth in GDP and export growth is expected, and the economic growth will take place. The commodity structure of exports should undergo changes in the direction of increasing the share of finished agricultural products.

The active involvement of the territory in foreign economic relations requires the prompt resolution of the following issues:

- Conducting research on the integrated study of export opportunities and import needs of the region;
- formation of a single coordinating body for stimulating foreign economic activity of enterprises in the region and the whole complex of organizational institutions necessary for the effective development of foreign economic relations at the territory level;
- coordination at the local level of efforts aimed at organizing a system of training and retraining of specialists of foreign economic profile with the maximum possible use of the scientific and pedagogical potential of the region and the accumulated experience of practical work [12].

Taking into account the tasks facing the department to identify promising areas for increasing exports by enterprises, in our opinion, it would be expedient to create five basic groups: planning, analyzing the effectiveness and improving the foreign economic activity of the region; development of export production; import supplies; cross-border trade; department of foreign investments, joint ventures and direct relations with foreign countries.

Cooperation between the state and business in order to coordinate and support the business activities of exporters in a market economy entails the formation of public associations (associations, unions) [3]. The practice of management already today indicates the need to identify new channels for domestic enterprises to enter foreign markets. For this, it is possible to form regional associations of enterprises of various sectors of the national economy, on a voluntary basis uniting their resources to establish competitiveness of export production, consolidating the region's position on the world market [8]. This will have a beneficial effect on reducing the overhead costs of member enterprises.

In developing an export strategy at this stage, we propose as the next step towards the formation of a modern export base for the region to establish a large-scale export of finished products and implement it to world markets. The success of this proposal and the economic benefits of the parties depends on which country the local recipient will represent. It is necessary to follow the strengthening of relations with the countries maintaining trade agreements. to increase the export potential of enterprises are as follows:

- definition of a circle of enterprises, where at a minimal cost it is possible to achieve a noticeable increase in exports;
- maintaining active interregional trade and economic relations, where emphasis should be placed on progressive agricultural products.
- implementation of a set of measures to stimulate small business carried out under the state support program. Given the nature of economic specialization, emphasis should be placed on agricultural enterprises that are fully equipped in the process of processing raw materials, storing finished products and marketing them to the domestic and foreign markets;
- improving the competitiveness of traditional products for the region through the introduction of new technologies that increase the complexity and depth of processing of raw materials, the development and introduction of new generations of highly efficient equipment, ensuring a significant increase in the production of final products;
- enhancing the use of export opportunities of domestic producers and the creation of a national brand.

CONCLUSION

Particular attention should be paid to the standard measures for the protection of the domestic market with a mandatory linkage with the chosen directions of the structural policy. In our opinion, this is especially relevant in connection with the strengthening of the potential in agricultural economies. The

main instruments for regulating the foreign economic activity of the territories imply not only the application of tariff measures, but also the expansion of a set of non-tariff measures through the use of clear and strict requirements for the quality and technical level of the goods supplied their sanitary condition.

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РАЗВИТИЕ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА В АГРАРНОЙ СФЕРЕ КАЗАХСТАНА

Аннотация. Эффективная деятельность агропромышленного комплекса страны тесно взаимосвязана с пропорциональным развитием входящих в него отраслей. Особое место в этой системе занимает экспорт, сфера производства, переработки и сбыта сельскохозяйственной продукции, уровень развития и функционирования которых определяет жизнеобеспеченность населения, достижение сбалансированности в аграрном секторе республики. Процесс интеграции в мировой рынок поставил в тупик продовольственную безопасность, что повлекло не просто создание развивающегося сельскохозяйственного сектора в экономике, а прежде всего создание эффективного перерабатывающий комплекс. Как отметил Президент Республики Казахстан Н.А. Назарбаев «республика, имеющая высокий потенциал развития сельского хозяйства, может находиться в числе мировых лидеров по производству и переработке сельскохозяйственной продукции».

Развитие казахстанского экспорта приобретает особое значение, выступающее в качестве важного элемента долгосрочной стратегии государства. Именно экспортный потенциал экономики способствует повышению доходов населения, быстрому развитию рыночной инфраструктуры, позволяет выявить сильные и слабые стороны национальной промышленности.

Ключевые слова: предпринимательство, сельское хозяйство, экспорт, потенциал, конкуренция, экономический рост, концепция, партнерство, бизнес, устойчивое развитие, животноводство, растениеводство.

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**ҚАЗАҚСТАННЫҢ АГРАРЛЫҚ САЛАСЫНДАҒЫ ШАҒЫН
ЖӘНЕ ОРТА КӘСІПКЕРЛІКТІ ДАМУ**

Аннотация. Елдің агроөнеркәсіптік кешенінің тиімді қызметі оның құрылтай салаларының пропорционалды дамуымен тығыз байланысты. Бұл жүйеде экспорт, ауыл шаруашылығы өнімдерін өндіру, өңдеу және маркетинг саласы, даму деңгейі мен жұмыс істеуі халықтың өмір сүру деңгейін айқындайды, республиканың аграрлық секторында теңгерімге қол жеткізеді. Әлемдік нарыққа интеграциялау үрдісі азық-түлік қауіпсіздігін таң қалдырды, бұл экономиканың дамып келе жатқан аграрлық секторын құруды ғана емес, ең алдымен тиімді өңдеу кешенін құруды тудырды. Қазақстан Республикасының Президенті Н.Ә. Назарбаев «Ауыл шаруашылығын дамытудың жоғары әлеуеті бар республика ауылшаруашылық өнімдерін өндіру және өңдеу саласындағы әлемдік көшбасшылардың бірі бола алады. Қазақстандық экспортты дамыту еліміздің ұзақ мерзімді стратегиясының маңызды элементі болып табылатын ерекше маңызды болып табылады. Бұл - халықтың жоғары кірістеріне, нарықтық инфрақұрылымның қарқынды дамуына, ұлттық индустрияның күшті және әлсіз жақтарын анықтауға мүмкіндік беретін экономиканың экспорттық әлеуеті.

Түйін сөздер: кәсіпкерлік, ауыл шаруашылығы, экспорт, потенциал, бәсекелестік, экономикалық өсу, концепция, серіктестік, бизнес, тұрақты даму, мал шаруашылығы, өсімдік шаруашылығы

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