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**PRIORITIES OF SOCIAL SUPPORT OF THE POPULATION
OF REPUBLIC OF KAZAKHSTAN IN THE CONDITIONS
OF MODERNIZATION**

Abstract. The government of RK in its activity defines social tasks as priority. The social sphere is one of the key directions of acquiring these priorities. Development of the social sphere is organically combined with all forms and types of the public relations and activity of people, affects all parties of the society.

Questions of social support of employees as from the state, and employers of various forms of ownership can be a part of the agreements signed at the enterprises. Social support of disabled is a form of the help, which along with payments of pensions and benefits at the level not below a living wage, can be complemented with a set of measures to creation of system of the relevant institutions and services capable to render the free help to persons in need. In all these directions of social policy of the state, it is important to observe the following fundamental principle: social support of the population was directed to create the conditions of equal starting opportunities for all able-bodied members of society and the address help for disabled.

Thus, social support of the population is one of decisive components of the macroeconomic mechanism of development and regulation of social processes in society. On the one hand, it is designed to compensate costs of market economy, while on the other hand it has to stimulate its development and give it socially oriented character.

Key words: social support of the population, labor resources, social sphere, population, the concept of human capital, labor potential, labor force, employment, social infrastructure.

1. Introduction. The socially oriented market economy formed in Kazakhstan assumes a purposeful regulation of the free market relations in the interests of man and society as a whole on the basis of development and realization of system of social support of the population.

Questions of social support of the population constantly held a specific place in state programs of social and economic development. In the conditions of cardinal transformation of the economy of Kazakhstan the contradictory nature of this process has appeared which is shown by the emergence of new positive forms of social and economic development as freedom of enterprise, the competition, labor markets, goods, the capital, and the negative phenomena accompanying them – decline in production at crisis, inflation, sharp falling of the standard of living, unemployment and another.

Entry of RK into the list of 30 most competitive countries - one of the main tasks assumes fight against the poverty and prevention of social stratification. At the same time, one of the priority tasks should be the increase of the welfare of life and services of the population at the level of developed countries. The problem of poverty turned out to be difficult not only because of the scale of its spread, but also because of the complexity of its identification.

Market reforms demand formation of such system of social support which would be compatible to the created market structures, and the effects emanating from it would not interfere with necessary economic changes and development. This should be ensured with presence of accurate orients and tasks of strategic and tactical character. Formation of such system is connected with revision of social policy and, first of

all, with redistribution of functions between subjects of social support. Perfection of regional system of social support of the village has to be the main direction of social reforms as only at the level of the region their social and economic, natural, demographic, ecological and other features can be most fully taken into account which is impossible to accomplish by developing all satisfying unified approaches and recommendations. The presence of peculiarities, transfer of the center of gravity of social support from the state level to the regions requires the increase in a role of regional policy. In this regard, the research of the developing tendencies convinces of necessity of development of methodical recommendations about formation and improvement of the system of social support of the village at the level of regions that it, undoubtedly, can yield optimum results. Despite considerable activization of social functions of the state and acceptance in recent years of the defined measures for support, the situation in social policy of the population does not lose its problematic meaning. In this regard, the problem of studying priorities of social support of the population of RK in the conditions of modernization of economy is represented as important and relevant.

The aim of the research is the theoretical substantiation of the improvement of social support of the population in modern conditions and the development of its mechanism.

To achieve this goal it is necessary to solve the following problems:

- to study theoretical bases of formation of the system of social support of the population, to reveal intrinsic characteristics of separate categories as components of activity of people;
- to analyze the existing techniques and approaches of assessment of social support of the population and a way of its realization in the region;
- to justify, from the standpoint of increasing the role of entrepreneurship, the formation of a model of social support aimed at reducing poverty in the Republic of Kazakhstan;
- to prove the necessity of the state support in the development of infrastructure of life support of settlements on the basis of the state program of development of territories.

The object of the research is social support of the population of the Republic of Kazakhstan.

The subject of research is the economic relations in the system of social support of the population.

The materials and research methods have served the concepts and positions presented and substantiated in the classical and modern works of foreign and domestic scientists, economists in the field of the theory and practice of social problems of the population. During the development of the problem, legislative acts, presidential message to the people of Kazakhstan, government regulations of the Republic of Kazakhstan, recommendations of the agro-industrial complex in the field of social support of the population were used. The data bases of the Republic of Kazakhstan, periodical materials were used as the information base of the work. In work the following methods, doctrines, approaches were applied: author's assessment of various economic concepts of social support of the most vulnerable segments of the population; complex analysis of a condition of social support of rural population and mechanism of its improvement; priorities of business, infrastructure, model, concept and factors of social living conditions of the population.

The research was constructed by general scientific methods: abstract and logical, settlement and constructive, forecasting, statistical groups, synthesis and analysis.

In the conditions of economic transformations social support is found in a stage of judgment and formation. Works of foreign scientists are devoted to problems of basic researches of social functions of market economy: M. Blauga, A. Gorelov, V. Leontyev, K. Marx, U. Petty, V. Rayzin, S.A. Rubenstein, A. Smith, S.G. Strumilin, F. Engels, Yu. Yaremenko and others. The economic and social processes happening in the country were analyzed by native scientists: Ya.A. Aubakirov, E.Zh. Babakumarov, H.B. Zharekeshev, M.I. Zhiyenbayev, R.K. Zholamanov, T. Zhumasultanov, Zh.K. Korgasbayev, R.Yu. Kuvatov, Sh.K. Kupeshev, A.A. Morozov, B.S. Myrzaliyev, T.Ya. Nurumbetov, N.A. Omarov, A.A. Pyagaya, O.S. Sabden's works are most known. However, despite the available scientific developments on studying of social living conditions of the population, the mechanism of improvement of its social support is still insufficiently studied; there is no deep analysis of their reasons. Relevance of a problem, degree of its scientific readiness and the importance of the solution of questions of social support defined the choice of a subject, purpose and problem of scientific research.

Review of literature. The research of theoretical aspects of economically active population gave the chance to formulate a conclusion that they represent economically active population and includes: full-

time and part-time workers performing hired labor for remuneration and the workers who are temporarily absent from work because of a disease, maternity leaves, training and also those who independently provide themselves with work. The situation developing in the market of manpower as well as in all domestic economy continues to keep contradictory character. Against the background of the outlined steady positive tendencies connected with revival of business activity and decrease in the rate of inflation there is a low standard of living of the busy population of the republic, i.e. the ratio of supply and demand on republican worsens and the regional markets of a manpower, growth of voluntary unemployment in the open and hidden forms is observed, indicators of the outlined tendency of use of a highly skilled manpower in low-skilled workplaces accrue.

Growth of economy of RK, its effective development in the conditions of a market mechanism of managing in many respects depends on the solution of problems of the population, effective use of labor capacity of the region, increase in level and quality of life of its population in general.

Having set the course for building a social market economy, our state has determined the main goal of the reforms being carried out - increasing the welfare of the population. The main priorities that need support and further improvement are the labor market, the livelihood of people who, due to various circumstances, cannot provide themselves with everything necessary for life, housing, etc. For this, government measures are taken on employment, reduction of unemployment and poverty, social support of the population. Kazakhstan is a social state that guarantees a decent quality of life to its citizens.

The basis of any state is its population. In this regard, let us dwell on the questions about the nature and meaning of such interrelated concepts as "labor resources, labor potential, labor force, employment, social sphere, social infrastructure, etc." Labor power is the ability to work, and labor resources are living carriers, that is, the owners of this ability. The "labor potential" of a society is understood as the totality of the demographic, social and spiritual characteristics of labor of the economically active population, which has already been realized or can be realized, in the conditions of the achieved level of development of productive forces and production relations.

Studying and generalization of domestic literature on social support of the population, showed that a manpower, employment, unemployment, the standard of living, represent the social and economic category expressing degree of satisfaction of physical, spiritual and social needs of people. For determination of welfare of the population such concepts as: poverty, income, expenses, division of the population on income, the address social help and others. The main categories needing support are low-competitive faces, the unemployed. The state measures for employment, decline in unemployment and poverty, social support of the population are for this purpose taken. The provided short analysis of various theoretical approaches gives the chance to define economically active and inactive population.

Labor resources can realize their ability to work only when they are employed in this or that sphere of socially useful labor. This gives the rise for the definition of the concept of "employment". Employment is an economic relationship that characterizes the way in which labor power joins the sphere of its application for carrying out socially useful activities, which, as a rule, bring them wages (income). The able-bodied population consists of 2 groups: economically active and economically inactive. The ratio between them depends on the historical, socio-economic, demographic and cultural and living conditions.

Results and reasonings. The social sphere is a set of the branches, enterprises, organizations directly connected and defining an image and the standard of living of people, their welfare, and consumption. To ensure the normal standard of living of the population, we offer the system of indicators of social development.

The system of indicators of social development includes three groups: determining, fixing, final and the complex of indicators corresponding to them. The determining indicators and indicators characterize resource ensuring social development and the characteristic of a social status. The fixing indicators give the developed characteristic of social processes and the phenomena. Final indicators are their qualitative result, i.e. indicators kind of squeeze the extensive quantitative information put in the determining and fixing indicators and indicators, and will transform it to the compact qualitative characteristic of a social situation.

So, in all these directions of social policy of the state it is important to observe the fundamental principle – social support of the population, that is creation of the conditions equal to starting opportunities for all able-bodied members of society and the address help for disabled. Despite crisis,

today a social status of the country stable and conditions of development are favorable; there is reason to claim about the further rate of development of the real sector of economy.

Many foreign countries already passed a way of reforming from non-market economy to market economy and have the wide experience useful to Kazakhstan. At all differences between the countries concerning not only concrete methods of the state intervention, but also the key principles on which it is based it would be unreasonable to ignore the experience which is saved up by them quite often at the price of tests and mistakes especially as in the process of transition of our republic to the market economy the range similar with developed and developing countries of problems becomes more and more wide. The main goal of modern policy of employment of developed and developing countries was and is an increase in the employment of all population by identification of unused abilities, involvement of cumulative labor in more effective and comprehensive system of division of labor.

Globally, there is a rapprochement between the size of the labor force and the number of people of working age. This is observed in the USA, France, Sweden and other countries. The formation of a socio-economic model of employment is one of the main ways of raising the living standards of the population and stabilizing the economy with further growth.

In different countries, employment patterns manifest themselves in different ways. There is a concept of economic transformation - one of the new directions of scientific research, actively developed in recent years. Social justice in economic theory is considered as a problem of an acceptable degree of inequality in income distribution. The most well-known concepts of justice or equitable distribution of income are: egalitarian, utilitarian, rousian and market.

1. The egalitarian concept considers equitable income distribution to be fair. The logic of the reasoning here is: if you want to divide a certain amount of benefits between people, i.e. split equally between equally deserving of it.

2. The utilitarian concept is an ethical concept, t.i. "Good and avail":

a) the same for all people (the possibility of interpersonal comparison);

b) different for different members of society (t.i., utility functions of different members of society).

To compare the rich person has usefulness from their income (monetary or natural) always more than the poor person. Thus, the rich remain rich, and the poor remains poor.

3. The Rousian concept is based on such distribution which is directed to welfare and improvement of the poorest members of society. Public welfare on Roulsa improves only if the welfare of the poorest individual increases.

4. The market concept is a fair distribution of income based on the free play of market prices, a competitive mechanism of supply and demand for factors of production.

The concept of justice sets us thinking again on whether the state should interfere with process of redistribution of income if the benefits in free market economy get only to those who possess "monetary voices".

The main goal of the concept is to decrease the poverty by creation of conditions for economic growth, productive employment and increase in income of the population, ensuring access of the poor to services of health care and education, improvement of targeted social support and increase in efficiency of public administration with involvement of public authorities in decision-making. The concentrated expression of all these processes, which are economically interconnected among themselves, is the standard of living measured by the index of human development (IHD).

Thus, considering the concept of human capital, it should be emphasized that the size of pensions and benefits does not always cover the cost of the subsistence minimum and, therefore, these categories of people need government support.

In the market conditions, in recent years, most people are engaged in self-employment. The Law of the Republic of Kazakhstan "On State Support of Small Business" was adopted. The state provides assistance to all small businesses in all areas. It is entrepreneurs who are the driving force of economic modernization.

In studies related to the provision of social support to the population, we developed a model. Social support models have their own structure, i.e. a set of stable links ensuring its integrity and identity to itself. Principle elements are the principles and subjects of social support, the relations between which are determined by the type of political regime, values prevailing in society, and living standards.

On the basis of the above-named certain factors the mechanisms of social support which are implemented through set of means (resources and institutes) and in various forms for the purpose of achievement of economic and political stability of public system are developed.

For achievement of big efficiency from actions of social support, it is expedient to unite all bodies in uniform structure at the level of the region, the area or the city. The similar structure will allow uniting financial and material resources and also shots of experts of a different profile and more effectively to use the available opportunities for satisfaction of needs of the population.

In our model of social support, the main role should be played by the principles of subsidiarity, prevention, insurance, cost participation and self-government. On this basis, the value, adaptive and stimulating functions should prevail. It is necessary to establish standards and norms officially.

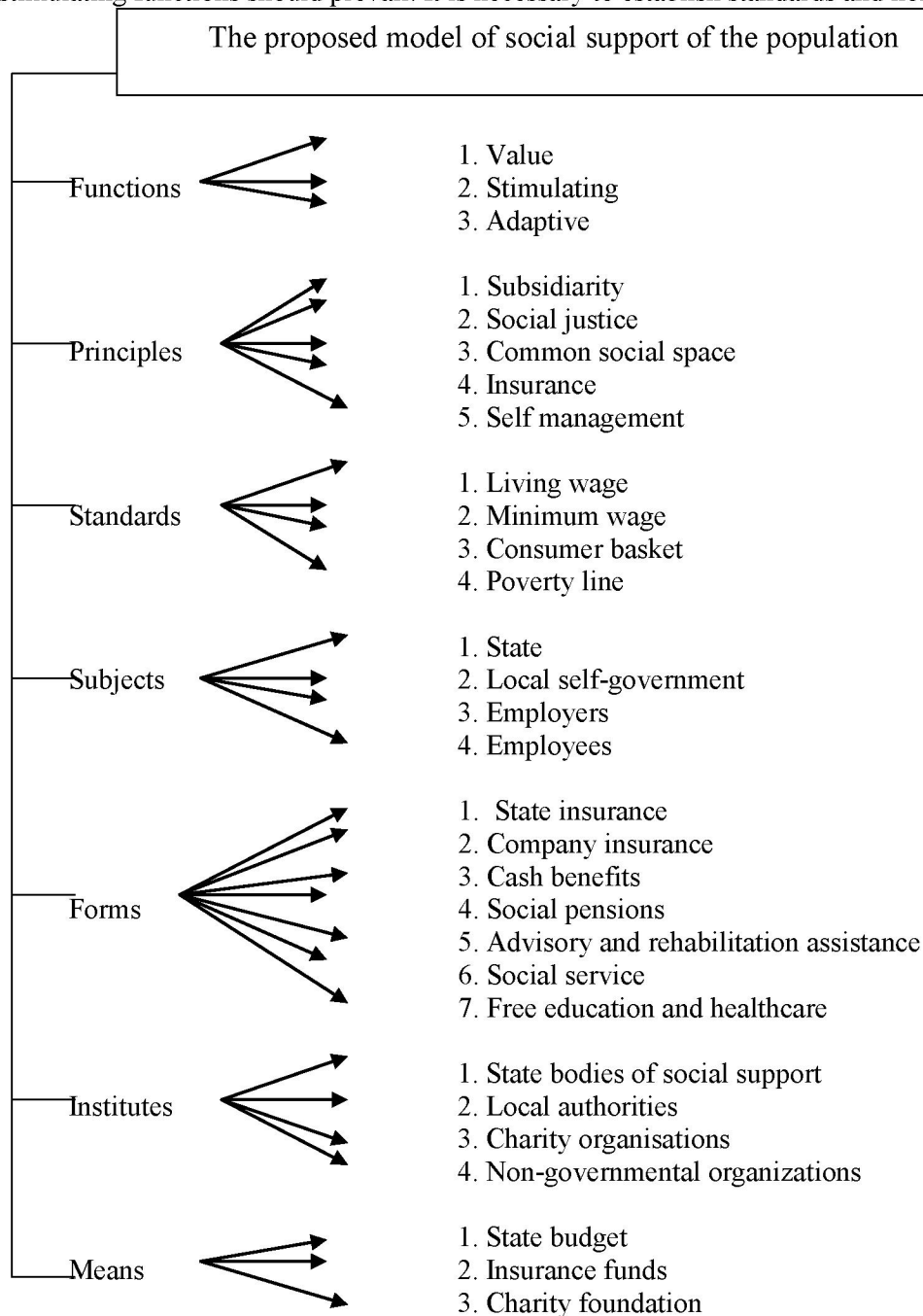


Figure 1 - Model of social support of the population
 Note - Grouped by the author based on the sources of the formation of the Kazakhstan model

The proposed model of social support allows to define the criteria for selecting a social support object and a set of measures to improve the family's standard of living to the minimum established value.

In order to substantiate the proposed model, we made calculations for 2010-2012 for the number of beneficiaries and the size of pensions and benefits, the necessary funds for their security in the unstable economic situation.

For this purpose, the number of recipients of social support was calculated on the basis of the data of the branch of the SKRP of the Ministry of Labor and Social Protection. The number of recipients was determined using the extrapolation method, the essence of which is that the average annual rate of change in the number of recipients is distributed in future years. According to this method, the number of recipients can be determined by applying the formula:

$$P_i = P_{i-1} \cdot (1 + R/100 \cdot T) \quad (1)$$

Where, P_i – the number of the planned year; P_{i-1} – number of previous year; R – growth rate (decrease) of number of recipients; T – the term on which this indicator is defined.

On the basis of this formula the number of recipients was determined by different types of benefits, as it is presented in table 1. Proceeding from data of table 1 where the mortality rate in 2016-2020 was reduced by 5,7%, i.e. average annual decline in mortality makes 1,14%. When calculating number receiving benefits on loss of the supporter accepted annual decrease of 1%.

Table 1 - Number of recipients of social support and average size of its population of RK

Types of social support	Number of recipients, people					2020/2016 y.y. in %	Average amount of social support, tenge					2020/2016 y.y.
	2016y. fact.	2017y. plan.	2018y. plan.	2019y. prognos	2020y. prognos		2016r. fact.	2017r. plan.	2018r. prognos	2019r. prognos	2020r. prognos	
Pensions	2061,7	2080,0	2098,5	2117,2	2136,0	101	42476	53095	66369	82961	103701	2.4 times
Benefits for the loss of the breadwinner	262,8	259,9	257,1	254,3	251,5	96	25867	32334	40417	50521	63152	2.4 times
Benefits by age	3,4	3,43	3,46	3,49	3,5	103	11887	14859	18573	23217	29021	2.4 times
Disability benefit	817,5	522,2	526,9	531,6	536,4	104	29677	37096	46370	57963	72453	2.4 times
State social benefits	785,4	792,4	799,5	806,6	813,8	104	28651	35814	44766	55958	69946	2.4 times
Note - Calculated by the author on the basis of data from the Ministry of National Economy of the Republic of Kazakhstan, Committee on Statistics												

Social support of the population is an institution of a market economy, where subjects of market relations have different economic interests and opportunities and therefore the state should be involved in the immediate material support of the disabled.

The market economy, in addition to public funds, provides other opportunities to increase the degree of social support for the population. For this, the role of labor market actors should be enhanced: employers and workers in social support.

Thus, our proposed model of social support by the state will ensure compliance with the functions, principles, standards, forms, and means of supporting the vulnerable segments of the population.

As a result of the study of the problems of social support of the population, the following conclusions were reached.

Conclusion. The basis of the economic condition and development of the economy of any region is not only the availability of raw materials and equipment, but also the people who set in motion these funds and produce various types of goods and services. In this regard, the theoretical aspects of the economically active population were studied, which made it possible to formulate the conclusion that they constitute the economically active population and includes: workers performing employment for a fee on a full or part-

time basis, and workers temporarily absent at work due to illness, maternity leave, training and also those who independently provide themselves with work. The situation developing in the labor market, as well as in all domestic economy, continues to keep contradictory character. Against the background of the outlined steady positive tendencies connected with revival of business activity and decrease in the rate of inflation there is a low standard of living of the busy population of the republic, that is the ratio of supply and demand on republican and the regional markets labor markets worsens.

The existing various models of labor markets and social security show that in different countries there is a different approach to the social security of the unemployed. There are both passive and active measures of it. At the moment, passive measures, which are expressed in the payment of funds (unemployment benefits, assistance to the unemployed, etc.), are used to a greater extent.

At the present stage of development of the economy of Kazakhstan, the most suitable concept is Raulsian. Considering the concept of human capital, it should be emphasized that in the field of economic theory there is a parallel process of developing new ideas that have different paradigms. In our opinion, it is rightly considered that the amount of wages, which does not cover at least half of the cost of the subsistence minimum, is an indicator characterizing the degree of deprivation of the population of the opportunity to receive income from the employment.

The study of the influence of socio-demographic processes on the policy of social support of the population showed that the population size and reproduction processes are characterized by a systematic tendency to increase these indicators. The growth of the birth rate and natural increase was influenced by the concept of a social program to promote birth rate: the introduction of a system of paying benefits that stimulate childbirth, targeted assistance to families, state guarantees for social benefits, etc. In the course of the study, we studied the social factors that determine the dynamics of the level and quality of life of the population, analyzed the degree of their influence on the human development index, identified various approaches to the definition of indicators characterizing the standard of living of the population. On the basis of foreign experience in Kazakhstan, the poverty line has been established - 40% of the subsistence minimum for each family member. In addition to the poverty line, a general indicator of the socio-economic status of members of society (IHD) is established. In determining it, three indices are accepted: literacy, life expectancy, and per capita income. The calculations made showed that it is at a low level. To improve the work on social support of the population, we propose a model that allows to define criteria for selecting an object of social support, a set of measures to improve the living standards of the rural population. The structure and mechanism for the implementation of the proposed model of support for the rural population at the stage of modernization are closely dependent on the socio-economic development of the state.

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ПРИОРИТЕТЫ СОЦИАЛЬНОЙ ПОДДЕРЖКИ НАСЕЛЕНИЯ РК В УСЛОВИЯХ МОДЕРНИЗАЦИИ

Аннотация. Правительство РК в своей деятельности определяет социальные задачи приоритетными. Сельская социальная сфера – это одно из ключевых направлений обретения этих приоритетов. Развитие социальной сферы органически сочетается со всеми формами и видами общественных отношений и деятельности людей, затрагивает все стороны общества.

Вопросы социальной поддержки работников, как со стороны государства, так и работодателей различных форм собственности могут быть частью договоров, заключаемых на предприятиях. Социальная поддержка нетрудоспособных – это такая форма помощи, которая наряду с выплатами пенсий и пособий на уровне не ниже прожиточного минимума, может дополняться комплексом мер по созданию системы соответствующих учреждений и служб, способных оказывать бесплатную помощь нуждающимся. Во всех этих направлениях социальной политики государства важно соблюдение следующего основополагающего принципа: социальная поддержка населения была направлена на создание условий равных стартовых возможностей для всех трудоспособных членов общества и адресную помощь для нетрудоспособных.

Таким образом, социальная поддержка населения является одной из решающих составляющих макроэкономического механизма развития и регулирования социальных процессов в обществе. Если, с одной стороны, она призвана компенсировать издержки рыночной экономики, то, с другой, должна стимулировать ее развитие, придать ей социально-ориентированный характер.

Ключевые слова: социальная поддержка населения, трудовые ресурсы, социальная сфера, население, концепция человеческого капитала, трудовые ресурсы, рабочая сила, занятость, социальная инфраструктура.

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МОДЕРНИЗАЦИЯЛЫҚ ЖАҒДАЙЫНДАҒЫ ҚР ХАЛҚЫН ӘЛЕУМЕТТІК ҚОЛДАУЫНЫҢ БАСЫМДЫҚТАРЫ

Аннотация. Қазақстан Республикасының Үкіметі өз қызметінде әлеуметтік басымдықтарды айқындайды. Ауылдағы әлеуметтік сала бұл басымдықтарды игерудің негізгі бағыттарының бірі болып табылады. Әлеуметтік саланы дамыту әлеуметтік қарым-қатынастың барлық нысандарымен және түрлерімен органикалық түрде араласып, қоғамның барлық аспектілеріне әсер етеді.

Мемлекет тарапынан да, меншік нысандарының жұмыс берушілеріне де кәсіпорындарда жасалған келісімшарттардың бір бөлігі әлеуметтік қолдауды көрсету мәселелері болуы мүмкін. Мүгедектердің әлеуметтік қолдауы - зейнетақылар мен жәрдемақылардың ең төменгі күнкөріс деңгейінен төмен емес деңгейде төленетінін және оған қоса, қажетті мекемелер мен қызметтер жүйесін құру үшін қажет мұқтаж адамдарға тегін көмек көрсетуге болатын шаралар жиынтығы болып табылады.

Мемлекеттік әлеуметтік саясаттың барлық бағыттарында келесі негізгі қағидатты сақтау маңызды: халықты әлеуметтік қолдау мүмкіндігі барлық еңбекке жарамды қоғам мүшелеріне және мүгедектерге мақсатты көмекке тең мүмкіндіктер жасау үшін жағдай жасауға бағытталған.

Осылайша, халықты әлеуметтік қолдау - қоғамдағы әлеуметтік процестерді дамыту мен реттеудің макроэкономикалық тетігінің шешуші компоненттерінің бірі. Егер бір жағынан, ол нарықтық экономиканың шығындарын өтеуге арналған болса, онда екінші жағынан, оны дамытуға ынталандыруы және оны әлеуметтік бағдарлау сипаты болуы керек.

Түйін сөздер: халықты әлеуметтік қолдау, еңбек ресурстары, әлеуметтік сала, халық, адам капиталының тұжырымдамасы, еңбек әлеуеті, жұмыс күші, жұмыспен қамту, әлеуметтік инфрақұрылым.