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РЕЗЮМЕ

Республика Казахстан является аграрно-индустриальной республикой, сферой жизнедеятельности подавляющего большинства населения которой является сельское хозяйство. На сегодняшний день в сельской местности проживает около сорока четырех процентов населения и очевидно, что со степенью развития сельскохозяйственного производства тесно связано благосостояние не только людей, проживающих и работающих на селе, но и всех казахстанцев, имеющих какие-либо связи с этой отраслью. Как нам известно, на мировом рынке существует большой спрос на сильные и твердые сорта пшеницы с высоким содержанием глютена, поэтому в зерносеющих районах Казахстана выращивают именно такие сорта пшеницы, чему способствует и климат.

Также в Казахстане одной из основных отраслей сельского хозяйства является животноводство. Эта отрасль обеспечивает население страны продуктами питания, а легкую промышленность – необходимым сырьем. В северных районах республики преобладают свиноводство и молочное скотоводство, на юге – мясное скотоводство, овцеводство, коневодство и верблюдоводство, на западе и востоке – мясное скотоводство и коневодство. Птицеводство равномерно распределено по всем регионам страны.

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COORDINATION OF ENTREPRENEURSHIP AND STATE INTERESTS IN AGRICULTURE

ANNOTATION

The purpose of the article is to consider the possibilities of effective organization of entrepreneurship by defining the boundaries of the combination of public interests and private entrepreneurial interests in agriculture. The article analyzes the reporting data on the organization of entrepreneurship in agriculture in the Republic of Kazakhstan and the West Kazakhstan region. This article presents the conditions and conditions for the implementation of state interests through the effective organization of small businesses. The importance, place, and prospects of development of entrepreneurship in agriculture are given. In addition, the article presents the factors and risks that hinder the conduct of small businesses in the regions, measures to eliminate them and opportunities for effective organization of entrepreneurship, analyzing economic indicators in dynamics, the author's proposed mechanisms for improving state support for small businesses. The article uses the works of domestic and foreign scientists-economists. The results of the article can be used for the work of agricultural institutions, peasant farms and agricultural and scientific workers.

Key words: *government interest, small business, innovation, risk, economic growth, efficiency.*

Introduction. The state interest is a systematic manifestation of needs in all spheres of public life that correspond to the needs of the people, which is directly related to the policy and direction of internal and external relations of the state's development. The Constitution of the Republic of Kazakhstan states that "the main wealth of the state is its people". Therefore, one of the points of interest of the state in the Republic of Kazakhstan is to improve the welfare and living conditions of the population.

The main purpose of entrepreneurial interest in agriculture is the provision of targeted services based on profit or the labor activity of people in the direction of the production of agricultural products. It is aimed at improving the well-being and well-being of the population on the basis of entrepreneurship, providing services to society through these labor activities.

The combination of the above-mentioned state interests and entrepreneurial interests in agriculture, based on private property, indicates the need for effective organization and support of agricultural business in the country at the state level.

Since entrepreneurship in agriculture is the main factor of economic development in society and the threshold of economic growth, it is necessary to consider all the opportunities for the growth and development of agricultural business in the country by the state. Entrepreneurship in agriculture: formation of a competitive environment; replenishment of the market with domestic goods and services; replenishment of the budget as a result of expanding the tax base; solving the employment and other social problems; being a source of formation of the middle class as the basis of a stable society.

The formation of new jobs through entrepreneurship and business in agriculture will allow us to actively involve the rural population in the field of entrepreneurial activity. This will help to improve the standard of living in the regions and stop the movement of residents to large cities due to unemployment. In this regard, local executive bodies should prepare specific measures to support and develop small businesses and businesses, as well as develop their development strategy for the coming years on the basis of the government's strategy. [1]

The purpose of the work is to study the relationship between entrepreneurship and state interests in agriculture, to determine the harmony.

From this goal, the following tasks arise: to study the problems of Agriculture in the region; to analyze the development of entrepreneurship in agriculture; to determine the priorities of the main state interest in this area; to show mutual harmony;

Methods. The methodological basis of the study is the works of Russian scientists on the studied topic. In addition, various methods of analysis are used in the course of the study, including systematic forecasting, comparison, statistical, factor, and graphical analysis.

Results and Discussion. According to the Statistics Committee for 2020, out of more than 18 million Kazakhstan citizen, the population is 10,339.4 thousand urban and 7,694. 4 thousand rural. The population of the village is 42.79% of the total population. This shows that almost half of the population is rural, and in this regard, improving the lives of the rural population through entrepreneurship is one of the main interests of the state. The main type of entrepreneurship in agriculture is peasant farms. Farms specialize in the production and processing of agricultural products based on small businesses.

According to the data for 2019, 41.81% of the cost of products sold in animal husbandry in agriculture is accounted for by peasant farms and 35,760,100 thousand tenge of the total profit received in animal husbandry amounted to 63,042,086 thousand tenge. This is 57.06% of the total share.

Table 1 – Gross output of agricultural products (services) million tenge

Table 1. Gross output of agricultural products (services) million tenge				
	Gross output of agricultural products (services)	Including:		
		Gross crop production	Gross livestock production	Agricultural services
All categories of farms				
2010	1 822 074,1	895 425,2	920 777,3	5 871,7
2011	2 720 453,4	1 654 428,5	1 059 561,3	6 463,6
2012	2 393 619,0	1 241 517,0	1 145 437,3	6 664,7
2013	2 949 485,0	1 683 851,4	1 256 871,7	8 761,9
2014	3 143 678,1	1 739 436,4	1 393 762,0	10 479,7
2015	3 307 009,6	1 825 236,7	1 469 923,1	11 849,8
2016	3 684 393,2	2 047 580,8	1 621 541,4	15 271,1
2017	4 070 916,8	2 249 166,9	1 810 914,1	10 835,8
2018	4 474 088,1	2 411 486,7	2 050 455,8	12 145,6
2019	5 151 163,0	2 817 660,6	2 319 496,7	14 005,7

According to the main indicators of the activity of agricultural structures in crop production, 49.56% of the cost of products sold in crop production is accounted for by peasant farms. Peasant farms make 135,936,510 thousand tenge or 48.56% of the total profit received in crop production out of 28,4856,700 thousand tenge.

From the data of Table 1, we can see that the main part of Agriculture in the country, or 55.25%, is accounted for by crop production, respectively, animal husbandry is 44.75%. In 2019, we see a tendency to increase the number of services provided to agricultural sectors. This figure increased by 25% in 2019 compared to 2017. In general, the growth of agricultural production will increase the volume of providing the population with domestic food products.

Currently, there are 213,457 agricultural formations in the country. More than 90% of them are peasant farms. Unfortunately, many people are not able to fully process the resulting product. In turn, there are many private subsidiary farms specializing in the production of agricultural products. Their products reach consumers only by passing through the hands of intermediaries. This will have an impact on the unjustified rise in food prices. [9]

In accordance with the above-mentioned features of small-scale entrepreneurship, the state needs to find quite effective and flexible ways to stimulate entrepreneurial activity. Active state support encourages the sustainable development of rural entrepreneurship.

Recently, the development of small businesses in Kazakhstan consists of urgent needs for the following main reasons:

- firstly, due to the lack of alternative urban and rural exchanges and low wages, rural residents actively participated in the development of private farms. Private subsidiary and peasant farms of the country produce half of the total volume of agricultural products. However, the private sector does not know the necessary experience in selling its products. At the same time, the inability of individual entrepreneurs to use complex machinery and equipment in the maintenance and the need for

the introduction of modern advanced production technologies have increased. The sale of products and the provision of these services can be a system of activities of small business structures in the form of agricultural cooperatives, Joint-stock companies, and partnerships;

- secondly, due to the reduction of agricultural products in rural areas, the number of unemployed increases. The unemployment increases with the reduction of budgetary institutions and repatriates from far abroad who have settled in rural areas. The main reason for reducing unemployment in rural areas is the development of small businesses;

- thirdly, one of the main directions of private entrepreneurship is the awakening of rural crafts, and the state should take over the development. The development of handicrafts is based on the compensation of socio-economic poverty, the transformation of the economy. Crafts can be the beginning of economic growth in times of economic crisis and be able to accumulate the first capital of the middle class in society. As German economists have proven, craftsmanship is the only reason for Germany's exit from the post-war crisis. The formation of a craft class can revive the traditions and customs of the population, create new jobs, and most people will adapt to the conditions of the market economy;

- fourth, abstinence in consumer services in rural areas, shops of consumer cooperatives were closed in rural areas, and cultural and municipal services stopped their activities. This is also an important system of small business activities.

Small businesses make a significant contribution to the formation of competition, which is one of the most important features of any state at the highest level in the conditions of a monopoly economy. Small businesses play a huge role in solving the problem of employment of the population.

A small enterprise occupies an important place in the world. It occupies an important place not only in the sphere of consumption, but also in the case of the production of some separate parts and mechanisms, or in the production of semi-finished products and ensuring the main production. Small business entities can also be individuals. The small enterprise operates in all sectors of the national economy. These services can be of one or more types. But the warning situation is that the production of some goods, the performance of services, is assigned only to the state enterprise, and the production of some goods requires a special permit.

The implementation of the «Business Roadmap – 2020» program contributed to the growth of business activity in the West Kazakhstan, including Entrepreneurship. For this purpose, 2.3 billion tenge was allocated this year. Since the beginning of the implementation of the «Business Roadmap - 2020 program», 18 thousand people have been provided with support measures. Today, the total cost is 46.8 billion tenge. 346 projects worth 14.7 billion tenge were approved. Project 105 tenge-from rural areas. Among them are such major projects as the construction of a mill complex, modernization of a workshop for the production of special equipment, the purchase of a line for the production of pasta, the production of expanded clay, the purchase of equipment for the production of furniture. As a socio-economic effect of the implementation of the program, 14.3 thousand jobs have been preserved, and more than 2.9 thousand new jobs have been created. [6]

According to the development of small and medium-sized businesses in the economy of the West Kazakhstan for 2016-2019, the number of registered SMEs decreased by 3.1%, which can be explained by the reduction of individual entrepreneurs in the field of Agriculture. The number of active SMEs increased by 28.7%. In 2016-2019, the number of people employed in the SME sector increased by 8.9%. In 2019, the volume of products produced by SMEs increased by 12.8% compared to 2016. [2]

In 2019, compared to 2017, output increased by 5.9%, and the number of employees increased by 6.1%, respectively. The existing number and development indicators of registered small businesses in the West Kazakhstan are shown in Figure 1.

From the data of Figure 1, we can see that 72.5% of the output is accounted for by legal entities of small businesses. The share of peasant farms in agriculture is 3.9 %. Accordingly, farmers also receive a small share in the number of employed and working entities. This indicates that the organization of small businesses in agriculture in the form of peasant farms has not yet been established.

In order to develop and support small and medium-sized businesses in the West Kazakhstan, the «Business Roadmap - 2020 program» is being implemented. In order to implement the unified program in 2017-2019, 8.7 billion tenge was allocated from the republican budget to the region.

Within the framework of the unified program for 3 years, 317 projects were subsidized, 134 loans were provided with partial guarantees, and 20 projects were completed with the missing infrastructure.[2]

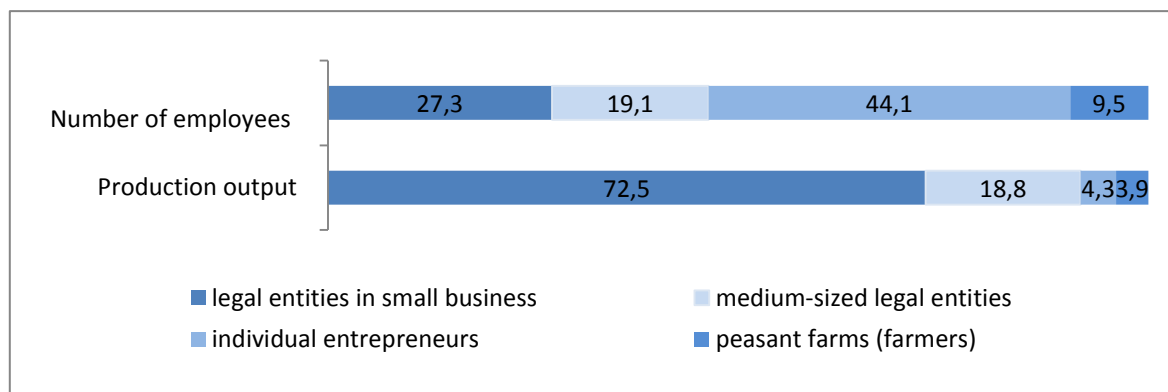


Figure 1 – Structure of activity indicators of small and medium-sized businesses as a percentage

Table 2 – Number of projects that received financial support under the unified program

Support tools	2017 y.	2018 y.	2019 y.
Subsidies, including in all areas	121	105	136
Guarantee	25	62	53
Grants	15	13	11
Development of production infrastructure	18	6	0

When financing small business projects, first of all, innovative projects are considered, that is, new ideas, new directions and new technological opportunities that were not previously used in this region are a priority. Innovation is the introduction of scientific and technical innovations into the production process. This makes it possible to increase labor productivity, thereby achieving an increase in production efficiency.

There is a need to develop the agro-industrial complex with innovative technologies in the country. Because 93% of the country's arable land is located in weather-dependent regions. That is, we will not be able to follow the path of development if we do not use modern agro-technologies, since crop production directly depends on the amount of precipitation. [8]

From year to year, with the growth of new innovative trends, the living conditions of humanity are becoming easier. That is, the chances of a new innovation process are reduced, it has reached a point where it can only happen by accident. Therefore, it is difficult to open a new innovative phenomenon. The main risk of entrepreneurs is characterized by uncertainty in demand for innovative goods and services. [3]

In the West Kazakhstan, along with financial measures to improve the business climate and support small and medium-sized businesses, a set of measures is proposed to provide them with information or advice. This will have a positive impact on the ability of entrepreneurs to correctly assess the changes taking place in the market and effectively organize their business.

The main condition for an effective business organization is the availability of the right strategic business plan. Preparation of effective plans based on economic analysis of current statistical indicators, taking into account the current market situation, is the key to success in the future. Therefore, an important condition for entrepreneurs is the ability to make plans.

You can also learn business on your computer using special programs. Such programs already exist and are called "MS Project", "Project Expert". The prosperity of small and medium-sized businesses should be understood as the development of the country as a whole. Therefore, along with all traditional mechanisms, it is necessary to actively use new information technologies to expand it. To do this, it is necessary to promote this program and open training centers that will teach you how to use it. Currently, this program is taught only in a brief form at the University. Not everywhere. It

would be a real help to local businesses, especially in rural areas, if this program was taught as widely as possible. [4]

The guarantee of economic activity and social orientation of entrepreneurship, in general, is not that it belongs to the middle classes of society, but that its wealth and existence are based on real property. At the same time, there is a delay in the implementation of decisions aimed at the development of entrepreneurship. The main reason here is bureaucratic pressure. For such and other reasons, some entrepreneurs are moving into the hidden sphere. In this case, it is important to create a system that protects the rights of entrepreneurs, reduce the number of inspection bodies, and permits. 70% of entrepreneurs do not know about the regional program that supports them. This shows that the work of aims is more formal. [5]

Information support for entrepreneurs is also an important indicator. Because it is not difficult to obtain information for the enterprises operating in the regional and city centers, but it is difficult to provide information for those entrepreneurs who organize and work in the field of Agriculture. In order to collect documents for all business activities and receive state financial support, it is necessary to come to the district centers. Specialists in district centers also provide their services accordingly. However, it is important for entrepreneurs in rural areas to be able to issue the necessary documents on the spot. In order to solve such issues, explain to the local population all the possibilities of entrepreneurial activity and its support, information and explanatory working group was organized at the Department of Agriculture of the region. This group was attended by heads of various regional departments: representatives of agricultural, land, agricultural lending structures and the head of the Association of peasant farms, teachers of higher educational institutions in agricultural specialties. As a result of the work of this group, individual entrepreneurs from remote areas asked their questions directly to the heads of various regional departments and received answers. In addition, various information and explanatory work and seminars will be organized for entrepreneurs and those who want to start their own business.

The volume of tax revenues to the state budget from small and medium businesses in 2017 was 47.3 billion dollars. 52.6 billion tenge in 2019, that is, by 11.2%. In 2018, the volume of tax revenue to the budget from small and medium-sized businesses amounted to 41.7 billion tenge. In 2017-2019, 2.4 billion tenge were allocated from the national budget for training in the basics of entrepreneurship and microcredit to rural populations in the second program. In just 3 years, microcredits were issued to 1,101 people, 571 opened their own businesses, 1651 jobs were created, and 530 people expanded their businesses.

Conclusions. For the development of small and medium-sized businesses in the West Kazakhstan, the following strengths can be shown: creating conditions for the development of entrepreneurship; availability of market infrastructure for the development of small businesses: JSC Entrepreneurship Development Fund "Damu", the Association of entrepreneurs, the Center for support of entrepreneurs, creation of a service center for entrepreneurs in Uralsk; state support for SMEs; growth of the share of SMEs in the gross regional product, the number of employed in SMEs."

Weaknesses in the development of small and medium-sized businesses: insufficient collateral, own working capital of SMEs; high-interest rates of bank lending; long-term review of documents by credit institutions; lack of tax benefits; lack of credit Relations; low level of diversification and industry imbalance of small and medium-sized businesses; the weak level of awareness of entrepreneurs, lack of qualified personnel. At the same time, the main provisions of the allocated funds to support small businesses for the purpose of providing state assistance were created, which did not take into account farms with a low financial situation at the moment. Under the terms of this financing, only those farms that have advanced development and high financial capabilities will be able to receive this support. And for newly created farms that are just starting their own business, it is impossible to meet these conditions or use these opportunities. These conditions also prevented newly created agricultural farms with financial disabilities from receiving appropriate state support. This was considered a deterrent to the development of domestic production, reducing competition among domestic entrepreneurs.

As a result of the effective financial support of such newly created farms at the state level and the search for opportunities to support them at the state level, it was possible to obtain guarantees for farmers at the expense of budget funds on the basis of the state program for the development of productive employment and mass entrepreneurship of the Republic of Kazakhstan for 2017-2021. To

date, 183 farmers have used the guarantee tools. It should be noted that 44 % (80 farmers) who received guarantees are start-up entrepreneurs, that is, those who have just started their business. The share of new entrepreneurs from 1 to 3 years is 24 % (45 farmers). The share of existing entrepreneurs who applied for guarantees is 32 % (58 farmers). [10]

Taking into account the above conditions, it is necessary to consider measures to eliminate the following main problems in the development of small business in West Kazakhstan: the concentration of small and medium-sized businesses in urban areas and the weak development of industrial infrastructure, the weak development of entrepreneurship support infrastructure.

Despite the positive dynamics of SME development in the region, several factors can be identified that hinder the development of entrepreneurship: the high cost of material and technical means, low level of access to credit resources of SMEs due to the lack of collateral, the low innovative activity of SMEs, increase in the cost of renting premises and equipment prices, low professional education of entrepreneurs and hired specialists, low level of projects of State targeted programs implemented in rural areas aimed at the development of SMEs, Misuse of grants allocated under the business Roadmap 2020 program.

The regional development of small businesses and businesses will be aimed primarily at improving the production sector, developing the infrastructure for supporting small businesses and businesses, creating the largest number of new jobs, and interacting local executive bodies with the business environment and at a higher level. The development of small businesses and businesses in the regions will not only provide employment for the population but also contribute to solving their fundamentally social, spiritual, and economic problems. We believe that the development and support of small businesses and businesses will have a great impact on the Prevention of anti-social activities, such as drug addiction and alcohol abuse, which occur as a result of youth unemployment.

The formation of new jobs through small businesses and businesses will allow us to actively involve the population in the field of entrepreneurial activity. This will help to improve the standard of living in the regions and stop the movement of residents to large cities due to unemployment. In this regard, local executive bodies should develop specific measures to support and develop small businesses and businesses, as well as develop their development strategy for the coming years on the basis of the government's strategy. Training, professional development, and retraining of specialists in the development of small businesses and businesses will not only reduce the degree of entrepreneurial risk but also help them work with high results in accordance with market requirements.

The main goal of small businesses is to provide employment, solve social problems, develop labor activity, and replenish the consumer market with a wide range of goods and services. In order to stimulate the development of small businesses, a number of legal and organizational, and economic measures have been developed to create a comfortable legal and economic environment for citizens of Kazakhstan. With the approval of the state program for the development and support of small businesses in the Republic of Kazakhstan, the government is instructed to develop and approve a plan of measures for its implementation in one time. The country still has a system for the formation and development of small businesses. Small business is one of the main tools for effective mobilization of funds that have not yet been launched. In the absence of such entrepreneurship, these resources would have been used.

Small business is a worthy foundation not only for competition but also for technological progress and informatization in society. It helps to improve the socio-economic situation of people living in small and medium-sized cities and districts. Small businesses are easily controlled by the state and do not cost much for their development. In the current difficult conditions, it is necessary to highlight two factors that contribute to the rapid development of small businesses in agriculture. These are weak technical capabilities and a lack of financial resources. As for the second direction, the recovery of funds in the rural economy is even more difficult.

Obviously, many obstacles to the development of small businesses in the country are being removed. However, there are no serious problems hindering the development of small business. The main problems to date are: weak legal base to support and protect small businesses, infrastructure to support and protect small businesses; extreme difficulty in filling out loan documents; lack of educated staff. And the main problem of small business is the lending policy. The loan is issued only on property as collateral. And collateralized property can not guarantee credit to small businesses. Therefore, small businesses must be part of the Bank, Credit Bank small businesses need services for training personnel, obtaining a bank loan. Advantages of small enterprise: expands the field of

competitive market; the ability to meet special needs (repair of apartments, photocopying, repair of cars, small trade, etc.), the ability to quickly adapt to changes; within the framework of the state program of development and support of small business in the Republic of Kazakhstan outlined a set of measures aimed at developing new products, new ways of work.

A small enterprise occupies an important place in the world. It occupies an important place not only in the sphere of consumption, but also in the case of the production of some separate parts and mechanisms, or in the production of semi-finished products to ensure the main production. Small business entities can also be individuals. The small enterprise operates in all sectors of the national economy. These services can be of one or more types. Within the framework of the state program for the development and support of small businesses in the Republic of Kazakhstan, a set of measures has been defined. The program provides for the sustainable development of small businesses, increasing their share in the economy, increasing the number of new jobs, creating a transparent competitive environment, and forming a mass group of owners as the middle class of society.

Reducing the shadow economy in small businesses is to create conditions for the transformation of unorganized forms of trade into a more civilized form, the introduction of generally accepted norms and rules of trade, standards for the provision of services for the transformation of market trade into shopping centers. Development of the infrastructure to support small businesses- timely resolution of problematic issues, prevention of social tension, dialogue between government agencies and entrepreneurs.

Creating conditions for strengthening small businesses - timely resolution of problematic issues, prevention of social tension, establishing a dialogue between government agencies and entrepreneurs. Ensuring the dynamic development of entrepreneurial activity - waste-free development of infrastructure for support and development of entrepreneurship, retraining of non-specialized personnel, increasing the availability of credit resources for small businesses. Strengthening small businesses- use of the services of financial institutions in the areas of lending, leasing, and franchising. The key to economic growth is to increase the volume of gross domestic product through entrepreneurship. Improving small businesses-ensuring full employment at the expense of small businesses. Improving competition is carried out by improving the quality of goods and services. The official improvement of small businesses reflects the reduction of social restrictions established by the state.

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ТҮЙІН

Мақаланың мақсаты ауыл шаруашылығындағы мемлекеттік мүдделер мен жеке кәсіпкерлік мүдделерді ұштастыру шекарасын айқындау арқылы кәсіпкерлікті тиімді ұйымдастыру мүмкіндіктерін қарастыру болып табылады. Мақалада Қазақстан Республикасында және Батыс Қазақстан облысында ауыл шаруашылығында кәсіпкерлікті ұйымдастыру туралы есептік деректер талданады. Бұл мақалада шағын бизнесті тиімді ұйымдастыру арқылы мемлекеттік мүдделерді іске асырудың шарттары мен алғышарттары келтірілген. Ауыл шаруашылығында кәсіпкерлікті дамытудың маңызы, орны мен перспективалары берілді. Сонымен қатар, мақалада өңірлерде шағын бизнесті жүргізуге кедергі келтіретін факторлар мен тәуекелдер, оларды жою шаралары және кәсіпкерлікті тиімді ұйымдастыру мүмкіндіктері ұсынылған, экономикалық көрсеткіштер серпініне талдау жасалған, шағын бизнесті мемлекеттік қолдауды жетілдірудің авторлық тетіктері ұсынылған. Мақалада отандық және шетелдік ғалым-экономистердің еңбектері пайдаланылған. Мақаланың нәтижелері ауыл шаруашылығы мекемелерінің, шаруа қожалықтарының, ауыл шаруашылығы және ғылыми қызметкерлердің жұмысы үшін пайдаланылуы мүмкін.

РЕЗЮМЕ

Целью статьи является рассмотрение возможностей эффективной организации предпринимательства путем определения границ сочетания государственных интересов и частных предпринимательских интересов в сельском хозяйстве. В статье анализируются отчетные данные об организации предпринимательства в сельском хозяйстве в Республике Казахстан и Западно-Казахстанской области. В данной статье представлены условия и предпосылки реализации государственных интересов через эффективную организацию малого

бизнеса. Даны значение, место и перспективы развития предпринимательства в сельском хозяйстве. Кроме того, в статье представлены факторы и риски, препятствующие ведению малого бизнеса в регионах, меры по их устранению и возможности эффективной организации предпринимательства, проведен анализ экономических показателей в динамике, предложены авторские механизмы совершенствования государственной поддержки малого бизнеса. В статье использованы работы отечественных и зарубежных ученых-экономистов. Результаты статьи могут быть использованы для работы сельскохозяйственных учреждений, крестьянских хозяйств, сельскохозяйственных и научных работников.

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ИНСТРУМЕНТЫ ЦИФРОВОЙ ТРАНСФОРМАЦИИ ДЛЯ МАЛОГО И СРЕДНЕГО БИЗНЕСА КАЗАХСТАНА DIGITAL TRANSFORMATION TOOLS FOR SMALL AND MEDIUM BUSINESSES IN KAZAKHSTAN

Аннотация

Статья посвящена исследованию использования цифровых инструментов предприятиями малого и среднего бизнеса в Республике Казахстан.

Цифровая трансформация является важнейшим фактором дальнейшего развития, а во многих случаях и условием существования предприятий МСБ РК.

Проведен сравнительный анализ состояния электронной коммерции за период 2016-2020 гг., представлены статистические данные характеризующие динамику объема интернет-торговли Республики Казахстан. Отмечается рост в последние 5 лет по всем категориям электронной коммерции, объем розничной торговли через Интернет в 2020г в сравнении с 2016 г увеличился в 6 раз. Доля электронной торговли в общем объеме розничной торговли составила 4,1 %

Наиболее широко используемыми инструментами малого и среднего бизнеса за рубежом являются облачные технологии, CRM и ERP системы, дан анализ возможности их использования в РК. В качестве цифровых инструментов автор рассматривает так же цифровые платформы и электронные торговые площадки. Среди Казахстанских порталов выделены развивающиеся электронные площадки ISMET.kz и Smart Satu.kz.

На основании приведённых данных сделан вывод о перспективах использования цифровых инструментов малым и средним бизнесом Казахстана.

ANNOTATION

The article is devoted to the study of the use of digital tools by small and medium-sized businesses in the Republic of Kazakhstan.

Digital transformation is the most important factor of further development, and in many cases, a condition for the existence of SMEs of the Republic of Kazakhstan.

A comparative analysis of the state of e-commerce for the period 2016-2020 is carried out, statistical data characterizing the dynamics of the volume of e-commerce in the Republic of Kazakhstan are presented. There has been an increase in the last 5 years in all categories of e-