

# INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & MANAGEMENT IMPLEMENTATION OF DISTANCE LEARNING FOR ENTREPRENEURSHIP IN KAZAKHSTAN

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## ABSTRACT

The article do analysis of entrepreneurship in the Republic of Kazakhstan. The article touches upon the problem of the need to create an educational portal of distance learning for entrepreneurial business of the population of Kazakhstan. The paper provides an analysis of existing business entities in Kazakhstan. The paper describes the prospects for the development of distance learning for unemployed youth. Development of distance learning can contribute to the development of small and medium enterprises in the regions of Kazakhstan. The advantages of distance learning are described.

**Keywords:** *entrepreneurial business, small and medium enterprises, distance learning, educational portal of distance learning, distance learning services to working professions, market research.*

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## I. INTRODUCTION

An important element of social protection of population of Kazakhstan is the employment and retraining programs. Analysis of the Kazakhstan market of distance education services has shown that the distance education service is poorly developed and is mainly represented by individual universities and sites that primarily advertise the distance learning services of Russian universities in Kazakhstan [1].

One of the possible ways of solving the problem is distance learning, which provides an opportunity for the unemployed population, including the unemployed youth of the regions, to get a profession on the spot and a qualified consultation to open individual entrepreneurial business without leaving, and thereby contribute to the development of small and medium-sized businesses in the regions.

The portal of distance learning will allow training unemployed people for various types of entrepreneurial business and working professions in all regions of the country. The process of distance learning can be accompanied by a rich and diverse educational material: video materials of domestic and foreign teachers, professors, as well as practitioners - producers; electronic materials (presentations, textbooks and books); intermediate and final test tasks; training programs; mobile services (mobile applications for training).

## II. AN ANALYSIS OF ENTREPRENEURIAL BUSINESS IN KAZAKHSTAN

According to the data of June 1, 2017, the total population of Kazakhstan is 18 014 200 [1, 2].

“Kazinform” International new agency referring to the press of the Committee on Statistics of the Republic of Kazakhstan reports that the population of the country as of August 1, 2017 was 18054.0 thousand people.

It occupies the 63<sup>rd</sup> place in the list of countries by population. The average density is just over 6.60 people per km<sup>2</sup> (184<sup>th</sup> in the list of countries for population density) [3].

The development strategy of Kazakhstan until 2050 envisages bringing the share of small and medium-sized businesses in the economy from the current 25.6% to 50%. In this regard, the Government of the Republic of Kazakhstan is carrying out purposeful work on improving the business climate and supporting domestic entrepreneurs. The results of this work are reflected in international ratings.

In Kazakhstan, the development of entrepreneurship is one of the priorities of the state's economic policy, and the Government is striving to form a middle class and a competitive dynamic business community focused on the creation of new high-tech industries with the highest added value.

According to the statistics committee of the Ministry of the National Economics of the Republic of Kazakhstan, at the beginning of 2016, the population of Kazakhstan was 17 670 579 people, which is 252 906 more than in the same period last year. At the end of 2015, the balance of migration in the country was minus 13 466 people, while the balance of migration in urban areas was more than 50 000 people, and in rural areas, minus 63 529 people [4].

According to the departments of coordination of employment and social programs of regions, in Almaty and Astana, for January-March 2017, 155.5 thousand citizens applied for employment. There were 76.3 thousand people or 49.1 percent residents of rural areas, who applied for employment.

As of April 1, 2017, 70.9 thousand people were registered with employment agencies, 37.5 thousand of them, 52.9 percent were people in rural areas. Among the unemployed people, there were 40.3 thousand people or 56.8 percent of the woman, 33.4 percent, i.e. 23.7 thousand people of youth aged 16-29 years [5].

Small businesses are mobile and therefore feel most confident in the production of goods and services, where supply and demand depend on the changing range and taste of consumers. Small business enterprises and, in general, small businesses have taken their place in economic activity, which is maximally geared to regional and local needs.

Small business, reacting quickly to changes in market conditions, gives the market economy the necessary flexibility. A significant contribution is made by small businesses in the formation of a competitive environment, the implementation of a breakthrough in a number of important areas of scientific and technological progress; also it cannot be forgotten that small businesses have less impact on the environmental situation.

Analyzing the official statistics on the subjects of small and medium-sized enterprises, the following situation developed [6].

As of January 1, 2016, the index for the registered subjects of small and medium-sized enterprises (SMEs) decreased in comparison with the year 2014 by 8.1% (135 775 units) and was 1 530 341 units, as shown in Figure 1.

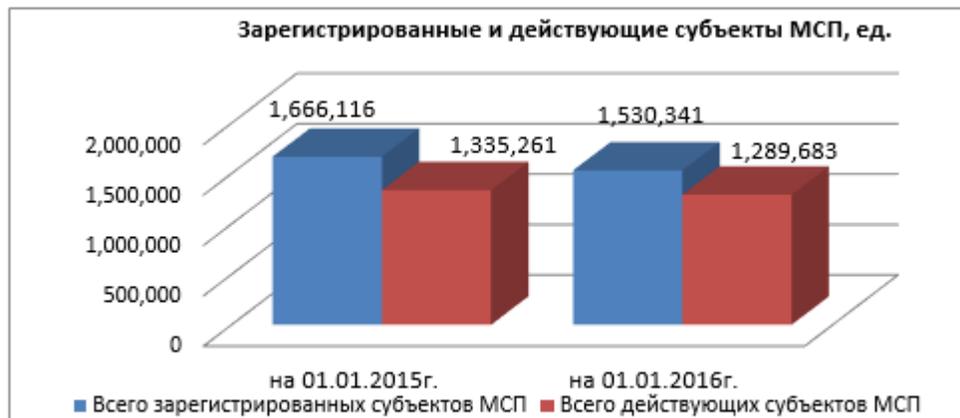


Fig.1 – Registered and active subjects of SMEs, units

Considering the dynamics of registered SMEs subjects in terms of organizational and legal forms for the period 2013-2015, we can note the following. Number of legal entities of small and medium-sized enterprises in the three years increased by 15.5% in absolute terms (40 288 units). The decline in three years is observed in two forms: individual entrepreneurs decreased by 4.2% (45 693 units) and farm enterprise by 0.13% (231 units).

Analyzing the information on the registered subjects of SMEs in the context of the regions, it is possible to identify the regions with the smallest and largest indexes.

The largest share of registered subjects of SMEs as of January 1, 2016 occupied: Almaty 15.8% (241 103 units), South Kazakhstan region 13.8% (211 433 units), Almaty region 11.8% (181,143 units), Astana 8.1% (124 045 units), East Kazakhstan region 7.8% (118,947 units).

The smallest share as of January 1, 2016 was in the following regions: North Kazakhstan region 2.6% (40 074 units), West Kazakhstan region 3.0% (45 401 units), Kyzylorda region 3.1% (46 868 units), Pavlodar region 3.4% (52 369 units), Mangistau region 3.6% (54 357 units).

Regarding the registered SMEs in Kazakhstan in terms of organizational and legal forms, the situation is as follows.

The largest share of registered legal entities takes the following regions: Almaty 31.7% (95 407 units), Astana 15.0% (45 234 units), South Kazakhstan 8.2% (24 740 units), Karagandy region 7.1% (21 203 units), East Kazakhstan region 5.0% (15 125 units).

The number of operating SMEs in the country for 2015 and 2016 are compared in Figures 2-3

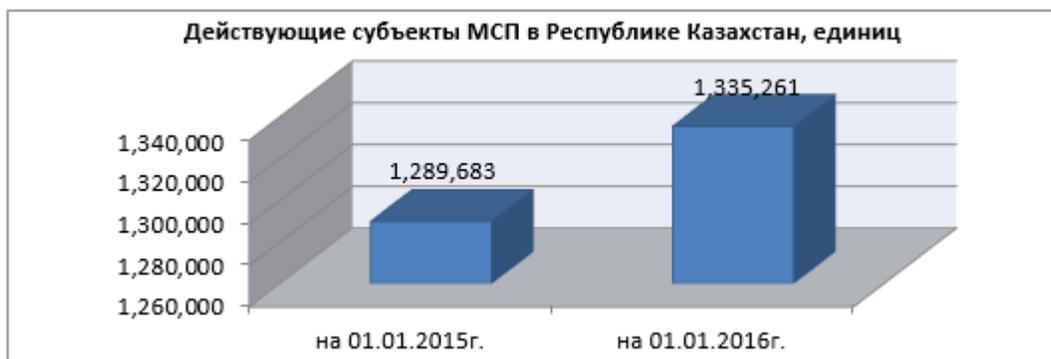


Fig. 2 – Operating SMEs in Kazakhstan, units



Fig. 3 – The share of operating SME entities from registered SME entities in the Republic of Kazakhstan, %

The data cited indicate that in Kazakhstan the interest of the population in engaging in entrepreneurial activities, unfortunately, is declining. The main reasons for the low potential of new business ventures are: the lack of competences of start-up entrepreneurs, weak elaboration and adaptation of business ideas to changing conditions, as

well as the impact of global crisis phenomena, which in turn negatively affects business competitiveness and, as a result, leads to "freezing" business or its closure.

The operating entities of SMEs in terms of organizational and legal forms by region are shown in Figure 4

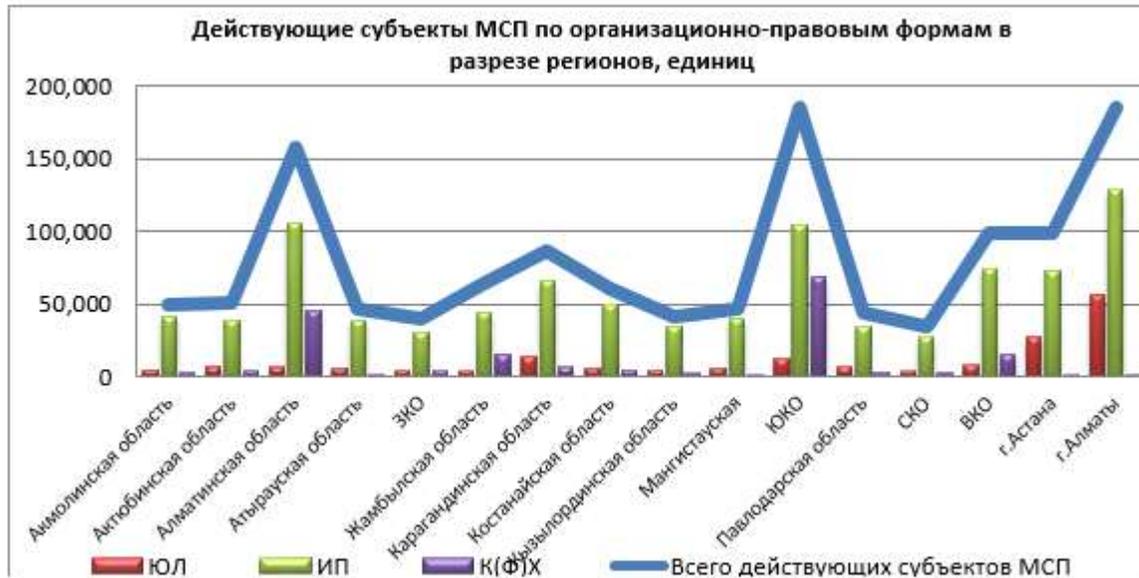


Fig.4 – The operating entities of SMEs in terms of organizational and legal forms by region, units

At the regional level, small businesses are concentrated on the most industrialized and densely populated areas.

In the regions of Kazakhstan small business by more than 80% focused on regional markets (more than 90% in the urban and regional trade and construction); and even in relation to industry, where regional orientation is more than 70%.

The observed tendency of the decline in SME suggests that existing forms and institutions for supporting small business are not sufficiently effective; the crisis phenomena to a greater extent force the SME to curtail or go into the shadow [5].

The smallest employment in SMEs was recorded in Kyzylorda region - 2.7% (86 249 people), Mangystau region - 3.3% (106 483 people), West Kazakhstan region- 3.4% (108,100 people), North Kazakhstan region – 3.4% (109 940 people), Atyrau region – 3.7% (11 323 people), as shown in Figures 6-7 [6].

As we can see from the above data, the unemployed population of peripheral regions can be potential consumers of distance learning services to professions and types of entrepreneurial business, especially the unemployed population of such regions as: Kyzylorda region, Mangystau region, West Kazakhstan region, North Kazakhstan region, Atyrau region, who have low rates of employment in SMEs.

*As we can see from the data presented, in all areas of the SME, in order to help them develop (except for “Agriculture, Forestry and Fisheries” and “Wholesale and retail trade”, “car repairs”), special courses can be developed and presented remotely in the distance learning portal.*

At the regional level, small businesses are concentrated on the most industrialized and densely populated areas. *In this connection, the distance learning portal will be partially free of charge to teach remotely in Kazakh, Russian languages residents of the peripheral regions of Kazakhstan.*

From the above statistics, it can be concluded that for the stable growth of SME indexes, there is a need for partially and free of charge distance learning of professions and business basis of the unemployed population of the regions of the country (basic level of training for professions - free, advanced level - paid), also a need to improve the qualifications of those who could not stand the competition and folded their business.

Market research was conducted - studying the market of potential consumers of distance learning services to workers' professions and professional types of entrepreneurial business, according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan (hereinafter referred to as the MNE RK).

According to the Committee on Statistics of the MNE RK at the beginning of last year, the number of young people was about 4 million 100 thousand people, i.e. a little less than a quarter of the total population. Of these, about 60% are regional youth, not urban, i.e. from auls, villages, small towns, mainly Kazakh-speaking [7]:

	2015			2016					2017	
	3 кв	4 кв	ГОД	1 кв <sup>4)</sup>	2 кв	3 кв	4 кв	ГОД	1 кв	2 кв
<b>Labor force, thousand people</b>	<b>9078,4</b>	<b>8961,8</b>	<b>9074,9</b>	<b>8835,4</b>	<b>8932,3</b>	<b>9031,3</b>	<b>8 963,6</b>	<b>8 998,8</b>	<b>8 893,4</b>	
<b>Employed population, thousand people</b>	<b>8634,5</b>	<b>8510,7</b>	<b>8623,8</b>	<b>8388,4</b>	<b>8484,9</b>	<b>8586,6</b>	<b>8 522,3</b>	<b>8 553,4</b>	<b>8 454,2</b>	
Wage workers, thousand people	6294,9	6225,1	6294,9	6262,3	6305,7	6361,3	6 361,5	6 342,8	6 353,5	
Self-employed, thousand people	2339,7	2285,6	2328,9	2126,2	2179,2	2225,4	2 160,9	2 210,5	2 100,7	
<b>Unemployed population, thousand people</b>	<b>443,8</b>	<b>451,0</b>	<b>451,1</b>	<b>447,0</b>	<b>447,4</b>	<b>444,7</b>	<b>441,3</b>	<b>445,5</b>	<b>439,2</b>	
Unemployment rate, %	4,9	5,0	5,0	5,1	5,0	4,9	4,9	5,0	4,9	
Youth unemployment rate, % (aged 15-24) <sup>1)</sup>	4,1	4,6	4,1	4,2	4,0	3,7	3,9	3,8	3,8	
Youth unemployment rate, % (aged 15-28) <sup>2)</sup>	4,2	4,5	4,3	4,4	4,2	3,9	4,2	4,1	3,9	
Long-term unemployment rate, %	2,4	2,3	2,4	2,1	2,2	2,2	2,4	2,2	1,9	
<b>People who are not part of the labor force, thousand people</b>	<b>3603,2</b>	<b>3632,5</b>	<b>3680,1</b>	<b>3864,8</b>	<b>3897,8</b>	<b>3782,5</b>	<b>3 832,3</b>	<b>3 855,0</b>	<b>3 919,5</b>	

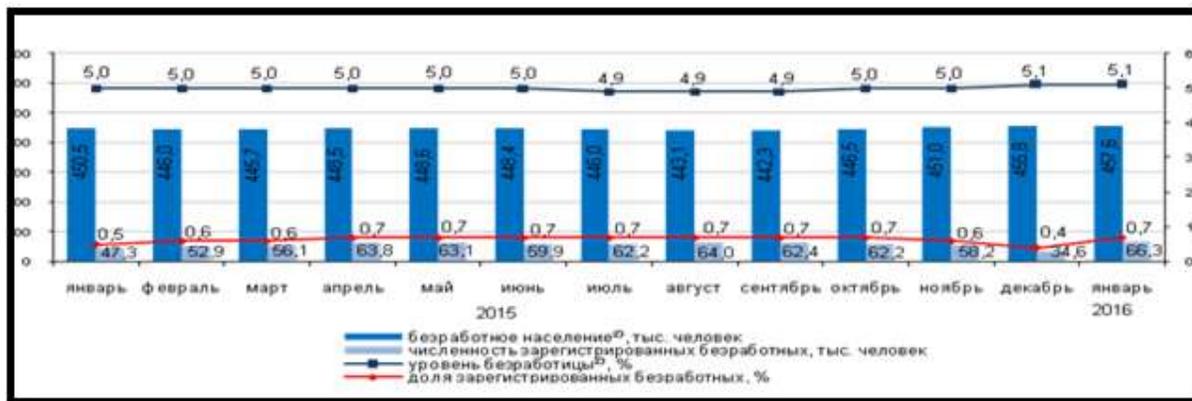
<sup>1)</sup>Age of young people according to the standards of the International Labor Organization

<sup>2)</sup> Age of young people in accordance with the Law of the Republic of Kazakhstan "On State Youth Policy in the Republic of Kazakhstan"

The data are given taking into account the adjusted population according to the results of the 2009 Population Census. Hereinafter, data are generated in accordance with the new employment standards (19th The International Conference of Labor Statisticians (ICLS), The International Labor Organization (ILO)) [8].

The number of unemployed in January 2016 amounted to 457.6 thousand people, the unemployment rate - 5.1%. In the employment agencies officially, 66.3 thousand people were registered at the end of January - this is almost more than in the previous month. The share of registered unemployed was 0.7% of the economically active population. Such data are given by the Committee on Statistics of the Ministry of Economy of the Republic of Kazakhstan. It should be noted that in December 2015 the number of unemployed was 455.8 thousand people. At the same time, an increase in the number of unemployed Kazakhstanis has been observed since September last year.

"In the economy of the republic in January 2016, 8.5 million people were employed. Among the employed population, the number of employees in this period is 6.2 million people, which is 73.1% of the total number of employees. According to the data of the fourth quarter of 2015, out of the total number of self-employed people, the share of productive workers was 78%, unproductive employment - 22%. The level of hidden unemployment for this period was 0.4% (33.3 thousand people) out of the economically active population", - was said in the message. [9].



In the data below for 2015, you can see the approximate number of potential customers:

Table 1- Economically active population, thousand people: total - 9074.9, of which city - 5149.6, village - 3925.3

Занятость населения* (Таблицы 1-12)															
*Данные сформированы на основании итогов выборочного обследования занятости населения.															
Таблица	Экономически активное население, тыс. человек														
	1 кв. 2015 года			2 кв. 2015 года			3 кв. 2015 года			4 кв. 2015 года			2015 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
7 Республика Казахстан	8896,8	5066,1	3830,8	9033,8	5138,3	3885,5	9076,4	5159,7	3916,8	8943,8	5068,8	3875,0	9074,9	5149,6	3925,3
8 Актюбинская	441,0	216,4	224,6	444,2	217,4	226,8	428,4	206,3	222,1	421,1	218,6	202,5	444,1	218,1	226,0
9 Алматинская	437,4	274,2	163,2	444,1	277,2	166,9	438,3	271,7	166,6	440,2	277,1	163,1	441,0	271,0	169,9
10 Алматинская	1092,4	248,2	842,2	1008,6	224,3	784,3	1094,1	242,7	751,4	1033,1	246,6	786,5	1033,0	241,7	791,3
11 Актюбинская	297,0	133,7	163,3	302,4	126,1	176,3	285,1	124,4	138,7	277,1	127,4	150,4	272,2	123,0	149,2
12 Павлодарская	332,0	154,1	177,9	332,4	153,0	179,4	314,9	151,0	173,9	317,9	150,4	177,5	316,1	149,8	176,4
13 Карагандинская	250,2	121,8	128,4	242,4	120,1	122,3	237,1	118,1	120,0	231,1	116,0	115,1	231,1	111,1	120,0
14 Карагандинская	746,7	277,1	469,6	717,0	268,1	448,9	742,0	262,6	479,4	723,4	278,1	445,3	720,4	261,1	459,3
15 Костанайская	318,3	176,3	142,0	317,9	174,3	143,6	317,1	174,9	142,1	301,1	161,1	140,0	301,1	161,1	140,0
16 Костанайская	319,2	128,3	190,9	311,1	127,0	184,1	324,4	121,1	193,3	317,1	122,4	194,7	312,1	128,4	183,7
17 Магистральная	240,2	154,9	85,3	239,3	150,1	89,2	241,7	154,7	87,0	240,9	153,0	97,9	240,1	157,1	83,0
18 Северо-Казахстанская	1176,2	551,7	624,5	1215,4	528,4	687,0	1207,1	494,9	712,2	1181,1	519,4	661,7	1176,1	511,0	665,1
19 Северо-Казахстанская	418,2	204,0	214,2	445,0	220,9	224,1	433,4	211,1	222,3	426,7	211,1	215,6	426,4	211,0	215,4
20 Северо-Казахстанская	324,3	151,1	173,2	341,2	161,4	179,8	341,1	161,1	179,0	341,1	161,1	179,0	341,1	161,1	179,0
21 Восточно-Казахстанская	717,1	421,3	295,8	711,1	414,4	296,7	712,4	416,9	295,5	720,0	421,1	291,9	712,1	421,1	291,4
22 г. Астана	478,1	478,1	-	484,6	484,6	-	488,7	488,7	-	481,1	481,1	-	481,1	481,1	-
23 г. Алматы	311,1	311,1	-	311,1	311,1	-	314,0	314,0	-	311,4	311,4	-	311,1	311,1	-

Table 2 - The proportion of economically active population at the working-age population (from 16 to 63), thousand people: a total of 82.1, of which city - 81.0, village - 83.5

Таблица 2	Доля экономически активного населения в численности населения в трудоспособном возрасте (от 16 до 63 лет)														
	1 кв. 2015 года			2 кв. 2015 года			3 кв. 2015 года			4 кв. 2015 года			2015 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
Республика Казахстан	82,0	81,1	83,3	81,8	80,8	83,3	82,3	81,4	83,5	82,1	80,9	83,7	82,1	81,0	83,5
Алматинская	90,1	90,9	89,4	89,1	89,2	90,1	87,0	87,1	87,4	89,1	90,9	88,1	88,4	89,1	89,1
Актюбинская	82,2	82,2	82,2	82,2	81,9	84,0	83,9	83,9	83,9	83,1	82,9	84,0	82,7	82,2	83,4
Амгиинская	84,6	83,1	84,3	84,2	80,9	82,1	84,4	84,6	84,9	86,7	86,2	86,2	84,2	84,1	87,0
Атырауская	82,0	87,9	76,9	82,2	88,2	78,6	87,6	88,9	82,0	88,9	88,6	84,4	82,0	88,7	81,0
Западно-Казахстанская	82,4	76,2	88,1	81,1	76,7	87,9	81,7	76,4	86,8	82,2	78,6	87,7	82,2	78,1	87,6
Жамбылская	80,2	78,8	80,7	81,2	78,9	84,7	80,2	76,7	82,8	82,1	78,7	83,7	81,0	77,9	83,1
Карагандинская	80,9	81,2	80,0	78,2	79,8	78,8	82,0	84,1	77,0	82,1	81,1	81,0	81,0	81,1	78,9
Костанайская	89,2	89,1	89,1	89,0	89,2	87,2	88,2	88,0	84,6	88,0	86,0	86,0	87,0	87,4	84,8
Кызылординская	78,1	76,4	79,1	77,2	78,7	76,7	78,3	79,2	77,6	78,2	74,6	78,1	77,4	77,7	77,2
Магистральная	77,2	82,5	87,4	78,1	82,1	72,2	81,2	89,1	74,0	77,1	83,2	72,6	78,2	84,2	72,2
Северо-Казахстанская	78,2	78,1	81,1	78,4	79,4	78,2	74,6	88,7	78,2	74,2	88,2	79,2	74,0	88,6	78,2
Павлодарская	84,1	83,4	82,1	87,4	84,9	80,2	88,2	83,1	85,7	88,1	84,2	82,1	88,1	84,2	83,1
Семипалатинская	84,2	82,6	83,1	88,1	89,2	87,2	86,7	83,1	87,8	82,2	81,4	88,0	86,6	82,0	87,1
Восточно-Казахстанская	83,6	83,6	83,7	84,1	83,7	83,7	83,9	84,1	83,8	84,4	84,7	83,9	84,0	84,1	83,2
г. Астана	83,1	83,1	-	83,4	83,4	-	84,2	84,2	-	84,7	84,7	-	84,2	84,2	-
г. Алматы	78,9	78,1	-	79,2	79,2	-	79,0	79,0	-	78,2	78,2	-	78,2	78,1	-

Table 3 - Unemployed population, thousand people: total - 451.1, of which city - 258.9, village - 192.3

Таблица 3	Безработное население, тыс. человек														
	1 кв. 2015 года			2 кв. 2015 года			3 кв. 2015 года			4 кв. 2015 года			2015 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
Республика Казахстан	447,4	243,4	183,9	448,8	262,4	187,2	443,8	247,7	196,2	481,0	281,8	199,2	481,1	258,9	222,2
Алматинская	21,0	9,4	11,6	21,8	9,4	12,2	21,2	9,8	11,4	21,1	10,2	11,9	21,3	9,4	11,9
Актюбинская	21,2	11,8	9,4	20,9	10,7	10,2	21,2	11,8	9,4	21,8	14,0	7,8	21,8	11,2	10,6
Амгиинская	22,4	12,2	10,2	48,2	14,4	34,9	48,2	13,1	35,1	48,9	10,0	38,9	48,1	12,2	35,9
Атырауская	24,9	8,0	16,9	24,7	8,4	16,3	13,9	4,3	9,6	12,4	8,1	4,3	12,7	4,1	8,6
Западно-Казахстанская	28,2	7,2	21,0	24,0	7,2	16,8	12,9	7,8	5,1	17,0	7,7	9,3	16,4	7,2	9,2
Жамбылская	22,9	12,8	10,1	28,1	11,9	16,2	28,9	11,2	17,7	19,4	16,7	12,8	15,2	16,7	13,5
Карагандинская	26,0	10,1	15,9	25,4	10,2	15,2	27,2	12,4	14,8	26,9	12,2	14,7	26,0	10,1	15,9
Костанайская	28,0	16,1	11,9	27,7	15,8	11,9	27,6	15,0	12,6	27,6	16,1	11,5	27,6	15,0	12,6
Кызылординская	28,0	8,0	20,0	12,4	6,1	6,3	18,9	6,7	12,2	18,2	6,2	12,0	18,2	6,2	12,0
Магистральная	23,9	8,4	15,5	14,1	7,1	7,0	12,4	6,7	5,7	13,2	5,1	8,1	14,9	7,1	7,8
Северо-Казахстанская	81,2	27,7	53,5	43,9	26,7	17,2	80,2	24,8	55,4	81,1	23,7	57,4	40,9	27,1	13,8
Павлодарская	20,8	14,7	6,1	20,1	14,7	5,4	20,8	14,8	6,0	21,1	15,2	5,9	21,0	14,9	6,1
Семипалатинская	18,1	3,1	15,0	17,1	6,7	10,4	18,4	6,1	12,3	18,1	5,1	13,0	18,2	6,1	12,1
Восточно-Казахстанская	32,8	22,2	10,6	32,7	21,6	11,1	32,2	21,8	10,4	32,2	21,7	10,5	32,8	22,2	10,6
г. Астана	24,8	24,8	-	22,1	22,1	-	22,8	22,8	-	22,8	22,8	-	22,1	22,1	-
г. Алматы	44,1	44,1	-	42,9	42,9	-	42,1	42,1	-	44,7	44,7	-	44,2	44,2	-

Таблица 3	Доля безработного населения в численности населения в трудоспособном возрасте (от 16 до 63 лет)														
	1 кв. 2015 года			2 кв. 2015 года			3 кв. 2015 года			4 кв. 2015 года			2015 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
Республика Казахстан	4,2	4,2	4,3	4,2	4,2	4,3	4,3	4,3	4,3	4,2	4,2	4,4	4,2	4,2	4,3
Алматинская	4,2	4,1	4,9	4,8	4,2	5,0	4,2	4,9	4,9	4,2	4,4	4,8	4,2	4,2	4,9
Актюбинская	4,1	4,1	4,3	3,9	4,3	3,8	4,2	3,9	4,3	4,2	4,3	4,3	4,1	4,2	4,1
Амгиинская	4,2	4,7	4,2	4,2	3,2	3,8	4,2	4,9	3,9	4,2	3,2	4,4	4,2	4,2	4,1

Table 4 - The share of the unemployed population at the working age (from 16 to 63), thousand people: total - 4.2, of which city - 4.1, village - 4.2

Таблица 4	Доля безработного населения в численности населения в трудоспособном возрасте (от 16 до 63 лет)														
	2016 год			2017 год			2018 год			2019 год			2020 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
Республика Казахстан	4,2	4,1	4,2	4,2	4,2	4,1	4,1	4,1	4,1	4,1	4,1	4,4	4,2	4,1	4,2
Алматинская	4,1	4,1	4,9	4,8	4,2	3,9	4,1	4,0	4,9	4,1	4,4	4,9	4,1	4,1	4,9
Актюбинская	4,1	4,1	4,9	3,9	4,3	3,8	4,1	3,9	4,8	4,1	4,9	4,1	4,1	4,1	4,1
Атырауская	4,2	4,7	4,1	4,2	3,1	3,9	4,1	4,6	3,9	4,2	3,1	4,6	4,2	4,3	4,1
Баян-Өлгийская	4,1	3,1	4,8	4,1	4,8	3,4	4,4	3,7	3,2	4,1	3,4	3,1	4,1	3,8	4,9
Восточно-Казахстанская	4,1	3,7	4,4	4,1	3,7	4,1	3,9	3,7	4,1	4,1	3,8	4,6	4,9	3,7	4,4
Жамбылская	4,0	4,7	3,1	4,1	4,4	3,9	4,1	4,1	3,7	4,1	4,4	4,9	4,1	4,1	3,8
Карагандинская	4,1	4,1	3,1	4,0	4,1	3,1	4,1	4,7	3,7	4,1	4,0	3,1	4,1	4,1	3,4
Костанайская	4,8	3,4	3,7	4,1	3,1	3,8	4,4	3,9	3,8	4,1	4,4	4,4	4,1	3,9	3,9
Кызылординская	3,9	3,9	4,1	3,9	3,9	4,0	3,9	3,9	3,8	3,8	3,8	3,8	3,9	3,7	4,0
Магистанская	4,1	4,8	3,1	4,0	3,8	4,1	4,1	3,1	4,9	4,9	3,8	4,1	4,9	3,8	4,1
Павлодарская	4,0	3,8	4,1	4,0	3,8	4,4	3,8	3,7	3,8	4,1	3,1	4,9	3,9	3,7	4,1
Семейская	4,1	4,1	4,4	4,1	4,1	3,9	4,1	4,1	4,1	4,4	4,4	4,1	4,1	4,1	4,1
Северо-Казахстанская	4,1	3,8	3,9	4,1	4,1	3,1	4,7	4,1	3,1	4,1	3,7	3,9	4,8	4,0	3,9
Туркестанская	4,1	4,1	3,8	4,1	4,1	4,1	4,1	4,1	3,9	4,1	4,1	4,0	4,1	4,1	3,9
г. Астана	4,1	4,1	3,9	3,9	3,9	3,9	3,9	3,9	-	4,9	4,9	4,9	4,9	4,9	4,9
г. Алматы	4,4	4,4	4,1	4,1	4,1	4,1	4,1	-	4,1	4,1	-	4,1	4,1	4,1	4,1

Table 5 - Level of youth unemployment (16 -21), thousand people: total - 4.4, of which city - 5.3, village - 3.7

Таблица 5	Уровень молодежной безработицы (16-21 лет), человек														
	2016 год			2017 год			2018 год			2019 год			2020 год		
	всего	город	село	всего	город	село	всего	город	село	всего	город	село	всего	город	село
Республика Казахстан	4,4	6,2	3,0	5,0	6,1	4,1	4,8	3,9	4,1	4,7	4,9	4,5	4,4	5,3	3,7
Алматинская	2,1	4,0	1,4	7,1	8,1	4,1	4,6	3,1	4,1	3,7	3,1	4,1	4,1	3,4	4,1
Актюбинская	0,7	0,9	1,1	11,1	10,7	0,8	3,4	2,1	9,1	3,9	4,1	2,9	3,9	3,7	3,9
Атырауская	1,4	4,1	1,4	3,1	4,6	2,9	3,7	7,1	2,9	2,1	4,1	1,7	1,8	2,8	1,8
Баян-Өлгийская	0,0	0,0	0,0	1,1	1,1	1,1	0,0	0,0	0,1	2,1	2,4	1,9	0,9	1,0	0,8
Восточно-Казахстанская	2,1	0,1	2,6	1,9	0,9	1,9	3,1	0,9	1,8	0,1	26,8	2,0	3,1	3,6	3,1
Жамбылская	8,0	9,4	7,1	1,9	3,1	6,4	7,1	9,0	7,1	7,8	7,1	8,1	7,4	7,1	7,4
Карагандинская	9,0	10,4	0,0	6,4	8,0	7,6	10,1	12,1	3,6	3,7	4,1	9,1	7,8	8,4	3,7
Костанайская	1,1	6,1	1,1	2,7	2,1	3,9	3,1	1,9	4,7	1,9	1,0	3,0	3,1	2,7	3,1
Кызылординская	4,1	2,1	6,0	0,1	0,9	0,9	1,1	1,1	6,1	9,1	20,9	6,9	3,8	3,4	6,9
Магистанская	4,1	7,4	0,9	6,7	7,1	4,9	9,1	11,1	14,1	11,1	16,9	9,1	7,1	7,1	7,1
Павлодарская	0,9	1,9	0,7	2,1	0,9	1,9	2,8	1,9	2,1	4,1	4,4	4,9	2,1	2,1	2,8
Семейская	0,0	0,0	0,0	0,4	0,0	0,7	0,6	0,7	0,6	0,0	0,7	0,4	0,4	0,4	0,4
Северо-Казахстанская	3,8	1,9	6,0	0,1	3,1	2,6	8,1	6,0	8,1	1,9	0,1	3,1	4,4	2,1	2,6
Туркестанская	7,1	10,9	1,1	9,4	10,7	8,1	4,8	3,1	6,0	3,9	2,1	8,1	6,9	7,1	6,9
г. Астана	11,0	11,0	7,9	7,9	7,9	7,9	7,9	7,9	-	16,0	16,0	9,1	9,1	9,1	9,1
г. Алматы	6,1	6,1	7,1	7,1	7,1	7,1	7,1	7,1	-	3,4	3,4	6,1	6,1	6,1	6,1

### III. THE STATISTICS OF QUERIES ON SEARCH ENGINES

Market research was conducted - potential users of distance learning services to working professions and professional types of entrepreneurial business through the identification of interest in the services of educational sites, portals: the statistics of queries on search engines were conducted. Statistics show that the demand for distance learning exists, especially with distance training courses. The results of the statistics are shown below visually.

STATISTICS BY SEARCHES: "advanced training" – 7 950 searches a month

Search statistics	Searches a month
advanced training	7 950
<a href="#">distance</a> advanced training	2 077
<a href="#">distance</a> learning advanced training	1 372
<a href="#">+my university distance learning advanced training courses</a>	997
advanced training courses programs	939
training + on courses	611
professional training	568
professional development + staff training	383
training retraining + and further training	349

MOBILE: searched with the phrase “advanced training” - 694 searches a month

Search statistics	Searches a month
advanced training	694
distance learning advanced training	155
distance learning advanced training courses	70
study at advanced training courses	66

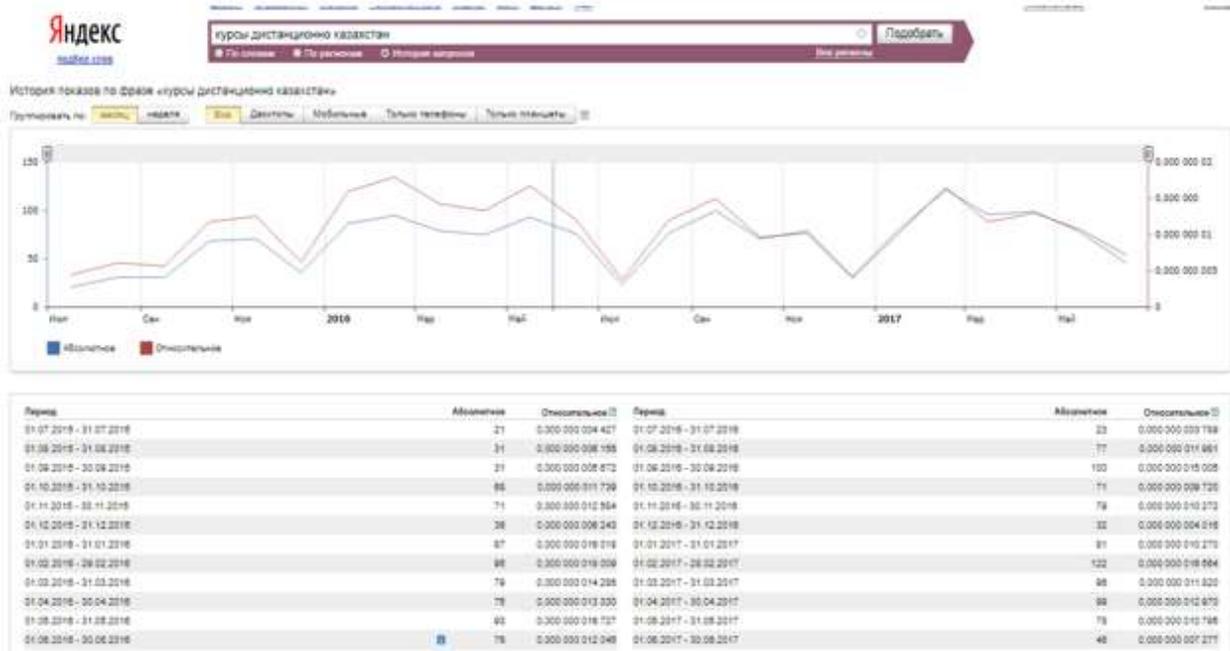
What was searched with the phrase “advanced training” - 566 searches a month

Search statistics	Searches a month
advanced training	566
distance learning advanced training	117

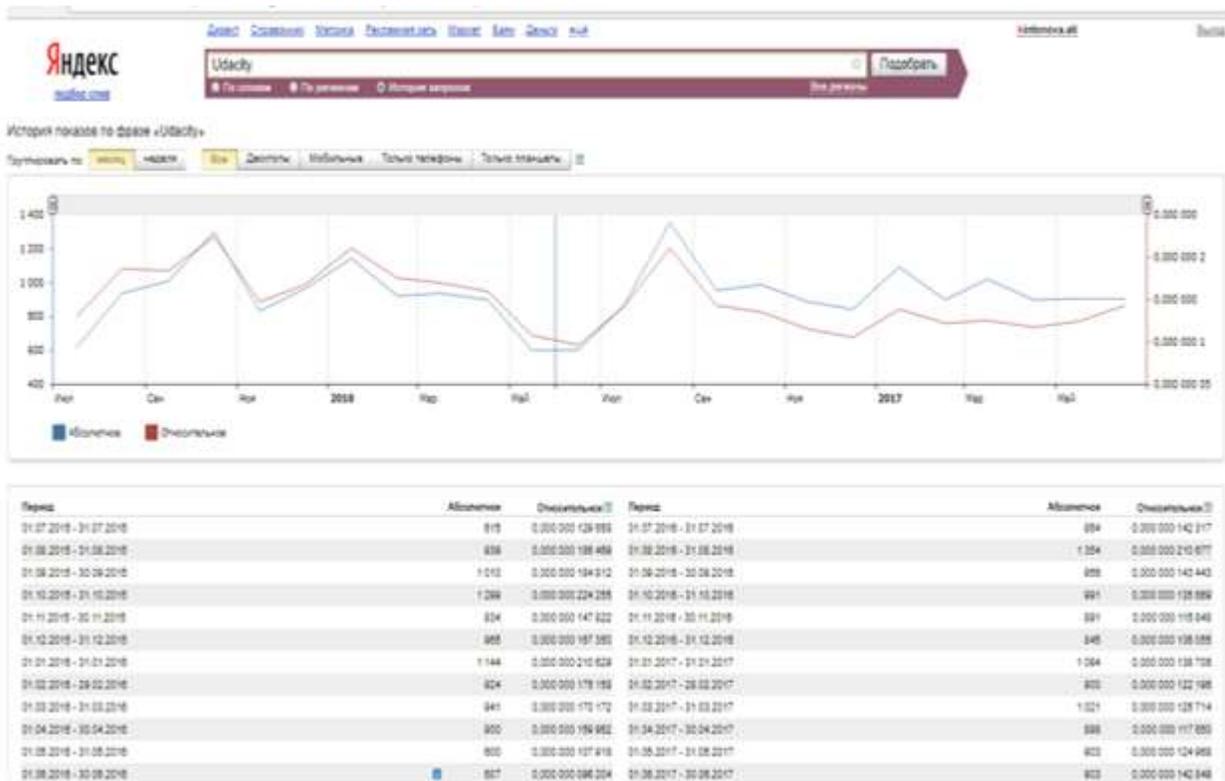
“Distance learning advanced training” — 1 372 searches a month

Search statistics	Searches a month
distance learning advanced training courses	1 372
+my university distance learning advanced training courses	997

"Distance Learning Kazakhstan" - search history is shown in the figure below:



The demand for distance learning is exemplified by Udacity:



#### IV. POSSIBLE WAY OF SOLVING THE PROBLEM

*The question arises about the development of an educational portal for the training of specialists in mass working professions and workers in the service economy. This helps to teach young people and other age categories of the population of all regions of Kazakhstan various types of entrepreneurial business and working professions; gives an opportunity to improve the skills of entrepreneurs by type of activity, as well as the possibility of retraining.*

Distance learning will provide an opportunity for the unemployed population, including the unemployed youth of regions to get a profession on the spot and a qualified consultation to open individual entrepreneurial activities without leaving, and thus contribute to the development of small and medium-sized businesses in the regions.

On the basis of the educational platform “S.T.E.P (Skills To Educate People)”, the portal “Business Academy “ATAMEKEN”” was implemented.” This portal is aimed at partially - free distance learning in Kazakh and Russian languages for young people and people of other age categories for various types of entrepreneurial business.

*“Business Academy “ATAMEKEN” distance learning portal will allow training non-employed people in different regions of the country for various types of entrepreneurial business and working professions. The process of distance learning can be accompanied by a rich and diverse educational material: video materials of domestic and foreign teachers, professors, as well as practitioners - producers; electronic materials (presentations, textbooks and books); intermediate and final test tasks; training programs; mobile services (mobile applications for training)*



Fig.5 - Educational portal of distance learning “Business Academy “ATAMEKEN”

The distance learning process should be accompanied by a rich and diverse educational material:

- video - materials of domestic and foreign teachers, professors, as well as practitioners - production workers;
- electronic materials (presentations, textbooks and books);
- intermediate and final test tasks;
- training programs;
- mobile services (mobile applications for training);
- consultations of successful domestic businessmen and entrepreneurs.

Integration of resources related to education and aimed at developing the basic knowledge and professional competencies of beginners, current and future entrepreneurs across all regions of the country will ensure the acceleration of distance programs, create sites for global and domestic experts, scientists and business consultants.

Potential customers of the educational portal will be Kazakh-, Russian- speaking unemployed youth and people of other age categories, as well as people in need of advanced training of their professional and entrepreneurial activities and in need of retraining.

Development of an educational portal for the training of specialists in mass working professions and workers in the service economy. For all these professions educational platform will develop courses and teach. Modern educational tools will be used, involving the use of a rich and diverse educational material:

- Video - materials of domestic and foreign teachers, professors, as well as practitioners - production workers;
- Electronic materials (presentations, textbooks and books);
- Intermediate and final test tasks;
- Training programs;
- Mobile services (mobile applications for training);
- Consultations of successful domestic businessmen and entrepreneurs.

The educational portal for the training of specialists in mass working professions and workers in the service economy will train the unemployed population in the working professions in the regions of the country (remotely, partially free of charge (free of charge for passing the basic level of training) to various types of entrepreneurial business that are not sufficiently developed and have little competition in specific regions Kazakhstan.

## V. CONCLUSION

Due to the low average density in Kazakhstan, it is necessary to introduce distance learning for the unemployed population, including the unemployed youth, which can contribute to the development of small and medium-sized businesses in the regions of Kazakhstan.

Distance learning will provide an opportunity on the spot to obtain a profession and a qualified consultation for the opening of individual entrepreneurial business, and will also promote the development of small and medium-sized businesses in the regions.

The portal will promote the development of small and medium-sized businesses, thereby, will help solve social problems and promote economic growth of the country's regions Distance learning for the unemployed population for the small and medium-sized business sector in Kazakhstan is quite an urgent problem.

In perspective - integration of the portal with universities, business schools, private training centers, trainers (combining courses on relevant topics).

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