

UDC 32/323

## **PRINCIPLE OF COMPETITIVENESS – THE CORE FOR BUILDING KAZAKHSTAN SOCIETY (BASED ON THE PROGRAM RUHANI ZHANGYRU)**

**Nurtayeva Symbat Daurenkyzy**

[Symbatn@mail.ru](mailto:Symbatn@mail.ru)

L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan

Supervisor – Yessengaliyeva A.M.

According to the program "Ruhani Zangyru" human capital is the main factor for the successful development of the country. The main objectives of the social policy of Kazakhstan are: the qualitative growth of human capital, the provision of employment, care for the health of citizens. The first President of the Republic of Kazakhstan, Nursultan Nazarbayev, gave the title to his Message to the People of Kazakhstan "Human Capital as the Basis of Modernization". The decisive factor in the development of the country is not the material and production base, but human resources. For Kazakhstan, improving human capital is of strategic importance.

For more than 27 years of Kazakhstan's sovereignty, a lot has been done to develop human resources. In the main strategic and program documents of the republic aimed at the development and strengthening of the economic, political and social potential of the country, human capital is the main resource.

Human capital is the quintessence and the undisputed foundation for the development of any society, and its essence lies in competitiveness [1]. But, in addition, human capital is one of the fundamental signs of what effective steps a country develops.

Among the components of human capital that are key to successful development, both of each individual citizen and the whole society, include the quality of human life, level of education and intellectual development, personal potential and the desire for communication, as well as self-improvement. And in this respect, constant investments in human capital are necessary, because its quality also affects the spiritual climate of society.

Powerful bursts of the development of statehood in Kazakhstan led to the goal of becoming one of the thirty most competitive world countries, which, in fact, instructs the state strategy to the tactical development of human capital - the primary resource potential of the 21st century [2].

At the present stage of empowerment, opening of borders and globalization of processes, human capital is marked by general mobility, strength to challenges, striving for self-realization and self-improvement in order to successfully implement both own and state potential. In Kazakhstan's realities, these processes are closely related to state identity.

Human capital refers to knowledge and skills embodied in a person, which play an important role in determining labor productivity and the ability to absorb new knowledge and develop new technologies and innovations.

The formation of human capital takes various forms, forms, and passes through various stages of a person's life cycle. The factors on which the formation of human capital depends can be grouped into the following groups: socio-demographic, institutional, integration, socio-mental, ecological, economic, productive, demographic, socio-economic. The institutional environment

necessary for an innovative socially oriented type of development is formed in the long run as a result of the development of human capital, and above all: education, health care, the pension system and housing.

The leading role in the formation of human capital, creating an economy of knowledge, is assigned to the cultural sphere, due to the following circumstances:

- the transition to an innovative type of economic development requires an increase in the professional requirements for personnel, including the level of intellectual and cultural development that is possible only in a cultural environment, allowing to realize the goals and moral guidelines for the development of society;

- as the personality develops, the needs for its cultural and creative self-expression, the development of cultural and spiritual values accumulated by society grow. The need to meet these needs, in turn, stimulates the development of the cultural services market. Thus, society is crucial for the formation of human capital.

The basis of human capital formation is the acquisition of new knowledge and skills. Formation of skills becomes a priority of the economic development of the country. Education is an important tool for the formation of human capital. Education contributes to the quality of life of people and the enjoyment of their civil rights and obligations. Education makes a person's life richer by developing his cognitive and social skills and informing people about their civil rights and obligations.

Workers with higher education are more productive than those with secondary education. Workers with secondary education are more productive than those with primary education, and workers with primary education are more productive than those who do not have an education.

Global trends in the development of education sharply actualize the role of technical and vocational training. There is a direct dependence of the high level of economic development of the country on the system of technical and vocational training. Thus, the states with the highest GDP have a high development index for technical and vocational training. At present, the situation in this extremely important, but experiencing serious problems, direction of education is gradually improving in Kazakhstan. In 2017, the number of state organizations of technical and vocational education was 454, in which 281.9 thousand students were enrolled. For 2017, the number of admitted to these educational institutions was 101.2 thousand, 85.4 thousand people were released [3].

Another key trend of modernity is the increase in enrollment in higher education, which is increasing at a particularly rapid rate in countries with developed economies. According to UNESCO, the number of students in the world over 40 years has increased 6 times. In Kazakhstan in the 2017/18 school year, the number of universities was 122, in which 496,209 students were enrolled. Gross enrollment in higher education in 2017 was 54.29%. Compared with 2000, this figure increased by 16.53 points. This is a rather high indicator, but still insufficient, taking into account the needs of the developing society of the country [4].

The key direction in the development of higher education in Kazakhstan in line with global trends is the quality of training. First President of the Republic of Kazakhstan N.A. Nazarbayev said: "Only those that provide high quality education should remain on the market. It is important to develop partnerships with leading universities in the world, attracting the best foreign top managers from the experience of Nazarbayev University to work. I consider it necessary, on the basis of the existing educational infrastructure, to create a new regional university, following the example of Nazarbayev University" [1]. Further development of higher education in Kazakhstan in accordance with global trends will be carried out along the path of internationalization, close integration with science, industry and business that meet the best international standards.

For the well-being, human well-being, the formation and accumulation of human capital is the main goal of the state economic policy. State forms of education are one of the most important means of forming human capital among low-income groups of the population. People from low-income strata of the population, not having access to physical and financial resources, while having

a high cost of their own human capital, acquire the opportunity to earn and influence the level and quality of life.

Countries can invest in public schools, as well as in enhancing adult education to enjoy these benefits, as well as help build human capital.

The formation of human capital through education and training promotes investment, activates the development and introduction of new technologies and increases production returns per employee. However, the relationships between education, the problem of inequality, the creation of human capital and economic development and growth are very complex and are often unique to the conditions of a country.

In Kazakhstan, the current system of awarding grants provides a quota for persons who have graduated from rural educational organizations. It applies to 60% of bachelor specialties in priority areas for the development of the economy and the village.

Kazakhstan has established the State Educational Cumulative System and has issued educational loans by second-tier banks. State Educational Cumulative System allows you to dynamically accumulate cash to pay for the education of your children in Kazakhstan and foreign universities of the country. In the republic there is a practice of teaching youth abroad. This opportunity is realized through the «Bolashak» scholarship program. The average cost of a scholarship is about 83 thousand US dollars [5]. According to official data of the Center for International Programs JSC, in 2017, 1,894 scholarship holders are trained in «Bolashak». However, training under the «Bolashak» program is possible only if there is real estate, the estimated cost of which is not less than the total cost of training the fellow.

Studies abroad are also received under the program of James William Fulbright (Fullbright, USA), educational programs KOICA (Korean Agency for International Cooperation), Erasmus Mundus and others. There is a student exchange practice under international treaties. In addition, the practice of teaching children in Kazakhstan by foreign universities at their own expense is common. According to official monitoring data of the Ministry of Education and Science of the Republic of Kazakhstan for 2017, more than 45 thousand Kazakhstani students were trained at foreign universities.

To build a system to ensure equal access to higher education in Kazakhstan, it is necessary to take a number of important steps.

The introduction of universal declaration of expenses. Such a measure can serve as a basis for confirming the status of a “low-income family”.

Introduction to the practice of filling out forms on the social status of school graduates when applying for participation in the UNT (Unified national testing). This will track the social mobility of children from rural areas and low-income families. In addition, it will serve as a basis for assessing the effectiveness of management decisions in expanding access to higher education.

The development and implementation of a statistical system of data on monitoring children from low-income families, facilitating the adoption of sound management decisions on access to higher education policies.

The introduction of rector grants to low-income students in the practice of universities.

Development of government measures to support students from low-income families - social scholarships, compensation for payment for housing, free travel.

Thus, the high quality and accessibility of education at all levels are key factors in the competitiveness and success of a country. Today, Kazakhstan is pursuing a modernization of education in order to become a society with a high quality of human capital in the 21st century - a highly educated and intellectual nation with the knowledge, skills and competencies to build a better future.

### **Literature**

1. Message from the First President of the Republic of Kazakhstan, the Leader of the Nation Nursultan Nazarbayev to the people of Kazakhstan. Strategy “Kazakhstan – 2050”: a new political

- course of the established state ”. Astana. Akorda 12/14/2012. [Electronic resource]. - URL: <http://akorda.kz/index.php>. (The date of appeal 20.03.2019)
2. Nazarbayev N. A. “Looking into the Future: Modernization of Public Consciousness”. Akord 12.04.2017. [Electronic resource]. - URL: [http://www.akorda.kz/ru/events/akorda\\_news/press\\_conferences/statya-glavy-gosudarstva-vzglyad-v-budushchee-modernizaciya-obshchestvennogo-soznaniya](http://www.akorda.kz/ru/events/akorda_news/press_conferences/statya-glavy-gosudarstva-vzglyad-v-budushchee-modernizaciya-obshchestvennogo-soznaniya). (The date of appeal 26.03.2019)
3. The Global Competitiveness Report 2016-2017. [Electronic resource]. - URL: [http://www3.weforum.org/docs/GCR 2016-2017 / 05 FullReport / The Global Competitiveness Report 2016-2017 FINAL. Pdf](http://www3.weforum.org/docs/GCR%202016-2017/05_FullReport/The%20Global%20Competitiveness%20Report%202016-2017_FINAL.Pdf). (The date of appeal is 27.03.2019)
4. Zharkenova A. Education is the most important factor in the development of human capital 20. 10. 2018. [Electronic resource]. - URL: [https://e-history.kz/ru/publications/view/obrazovanie\\_vazhneishii\\_faktor\\_razvitiya\\_chelovecheskogo\\_kapitala\\_4671](https://e-history.kz/ru/publications/view/obrazovanie_vazhneishii_faktor_razvitiya_chelovecheskogo_kapitala_4671). (The date of appeal 01.04.2019)
5. The official website of the MES RK. [Electronic resource]. - URL: <http://www.edu.gov.kz/kz/> (The date of appeal 01.04.2019)