



EURASIA FOUNDATION OF CENTRAL ASIA
ERSAI Boosting Entrepreneurship Potential in
Kuryk

Phase II 2017-2018

Final Program Report

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I. Project Summary

The Eurasia Foundation of Central Asia (hereinafter EFCA), with the support of ERSAl Caspian Contractor Company LLC, from July 1, 2017 to June 20, 2018, implemented the “Development of Entrepreneurial Potential in the Village of Kuryk” program.

Project goal (within the framework of Phase 2): To strengthen the capacities and provide opportunities for the general population and business community of Kuryk for increased income generation and business growth.

Project missions:

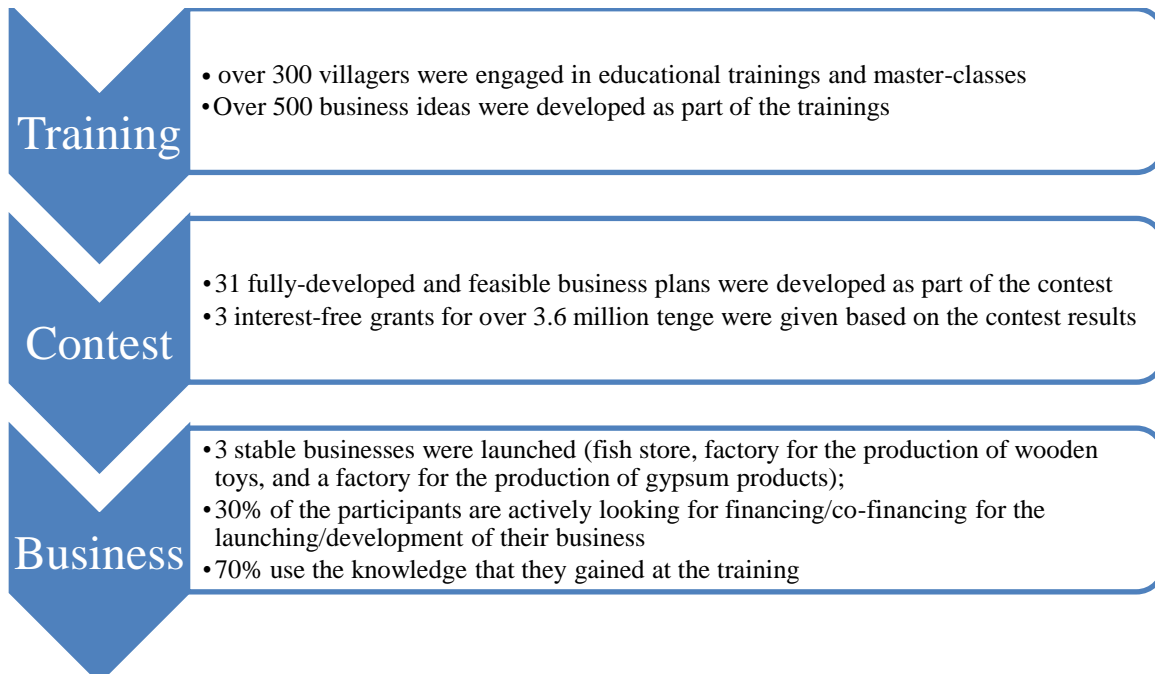
- To increase the capacity of the population of Kuryk to potentially engage in self-employment and income generation.
- To increase access to financial and non-financial support for entrepreneurs and start-ups.

Target groups:

- General population;
- Start-ups;
- Existing entrepreneurs; and
- Unemployed youth.

Within the extremely limited labor market of the village of Kuryk (the budgetary sphere and the oil companies), the main goal of the program was to create alternative jobs through business development and support to business initiatives of the local population.

During the implementation of the project, the following results were achieved:



Feedback from project participants:

Azamat Kuregulov: "I teach wood-shop in a school. And at home, for my children I've always made various small toys wood. And I've always dreamed of distributing my toys all over my native Kuryk and the country. Because I

know that my toys are more useful for children than those bought from a store. And with the help of the project, I was able to open my mini workshop. Now I have large orders and every day I work toward my dream.”

Participant of master-master class: *"Ersai and the Eurasia Foundation of Central Asia organize different events every time, the thematic master classes are a very good opportunity for villagers. Together with the theory, we immediately mastered our skills of entrepreneurship. I work in the salon business, and with this, the master class allowed me to grow as a professional, honing my knowledge and skills”.*

II. EVENTS CONDUCTED WITHIN THE FRAMEWORK OF THE PROJECT

Financial literacy training (August 38, 2017)

Jandarbekova Aksaule, a well-known Kazakhstani business coach from Shymkent, was invited as a financial literacy trainer.

The training lasted one day only as a majority of accredited participants are ordinary villagers who have a whole range of day-to-day work, and are not prepared to allocate their remaining free time to participate in training for more than half a day. In addition, many people, especially those of a more advanced age, according to the residents themselves, are embarrassed again to "sit down at a school desk," considering this training to be unsuitable for their social status and age.

Given the low level of financial literacy among the local population, the curriculum was focused on basic knowledge in the field of finance. In particular, in the training, topics such as the following were covered:

- Planning and managing a family budget;
- Understanding the process of pricing in a market of goods and services;
- Understanding the credit system, its risks and "pitfalls;"
- Understanding the principles of a ratio of assets and liabilities;
- How to manage a family budget in accordance with the principles of "7 packages;"
- Optimization of running costs;
- Planning: short-term and long-term; and
- How to become a financially competent person.

In addition, one of the objectives of the training is to increase the level of awareness and interest among villagers in practices and forms of individual entrepreneurship and self-employment in general.

In total, **about 50 people** attended the training.



The main result of the training: residents of the village of Kuryk raised awareness about financial tools and planning methods.



Here's what the villagers themselves say about the training:

"I was delighted when I was told about the launch of the project for the development of entrepreneurship in Kuryk, and I gave myself the task of participating in the training on financial literacy. I wanted to know basic information about finances. The most important thing in the end was that we, the participants and the coach together made interim reports on family budgets."

Based on the results of the training and the feedback received from the participants, Aksaule Djandarbekova gave the following recommendations for the improvement of the business environment in the countryside:

- To seek the possibility, within the framework of conducting educational trainings, to organize a consultation meeting with representatives of the akimat regarding the allocation of land (this issue number 1 for all participants of the training);
- To invite representatives of the Damu Fund, as well as representatives of second-tier banks (STB), to explain the existing (SP) subsidy programs, grant guarantees for collateral, and concessional lending;
- When selecting project participants, to pay attention to the fact that the potential participants have at least some of their own resources (money, equipment, premises, building materials, or some special skill, etc.), since this issue is one of the most important in the success of the implementation project.

Financial Literacy Training (October 5-6, 2017)

The previous training on financial literacy was vividly demonstrated to the EFCA team that given the conservative traditional mentality of local residents, most of the youth representatives remain ignorant of much modern knowledge and many technologies, especially in finance and business education. This problem is especially acute for women and young girls.

This is why involving young people between the ages of 16 and 29, EFCA attracted coaches from the Zhana Urpac Republican Leadership School. One of the key goals of this organization is “to help the state enter the top ten developed countries of the world by educating a new generation of Kazakhstan's leaders.”



The training program was designed in such a way as to reveal the socio-psychological framework of traditional thinking and to allow young people to look at their lives, habits, and stereotypes from the outside.

The main goal of this training, then, was to increase the motivation for entrepreneurship among young people in Kuryk. The coverage of the training was about 150 people (young people aged between 16 to 29 years).



Training program:

	Topic	Content	What participants will receive
1	Market economy	Definition of the market. History of market. Market mechanisms.	Will find out what the market and the market economy are; will learn about the types of economic relations and market behaviors
2	Forms of entrepreneurial activity in the Republic of Kazakhstan.	Definition of entrepreneurship. Types of entrepreneurial activity: benefits and drawbacks.	Learn the difference between small, medium and large businesses; Determine the type of entrepreneurship for their activities, learn about the norms of property liability.
3	Taxes in the Republic of Kazakhstan	Types of taxes	Will learn about the types of taxes and about tax audits.
4	Incomes and expenses	Types of income and	Learn how to determine costs, to

		expenditures. Planning of income and expenses.	divide them into constants and variables. Learn how to calculate the price of a product or service.
5	Pricing	Methods of pricing.	Learn about methods of pricing based on costs, with a focus on competitors and demand.
6	Financial statements	Types of business plan statements.	Learn to make a "Cash Flow Statement" and find out what it is for. Learn to make a "Profit and Loss Statement."
7	Infrastructure of entrepreneurship support in the Republic of Kazakhstan	Institutions for the maintenance of small business in the Republic of Kazakhstan	They will receive information about programs on grants, concessional financing, and subsidizing entrepreneurship.

During the training, participants were divided into teams, conducted brainstorming sessions to identify the most significant problems of the village, and searched for their solutions. In the end, each team presented their developed projects to their peers. In addition, each team made a project development scenario for their projects and presented a mini sketch on it. In the absence of the older generation (parents, teachers and neighbors), many participants revealed their true creative potential, leadership qualities, organizational and innovative abilities.



Here's what the participants think about the training:

"I think that this is the first training for young people which really speaks to college students and unemployed youth. At the training, we were asked to form a team and solve a problem in our village. And I really thought that we have a lot of problems and how could we possibly solve them? I learned to work in a team, discuss, listen to other opinions, advice, and make decisions. On the other hand, I got to know my classmates. And I realized that if we unite, we can solve all the problems in our village".

Conclusions and recommendations from the Zhana Urpac Republic Center for Youth Development:

- The training was able to unite the participants of the village. They realized and understood that it is possible and necessary to live in friendship and tolerance. Each participant understood, based on his/her own experience that a successful team is always behind a successfully implemented business.

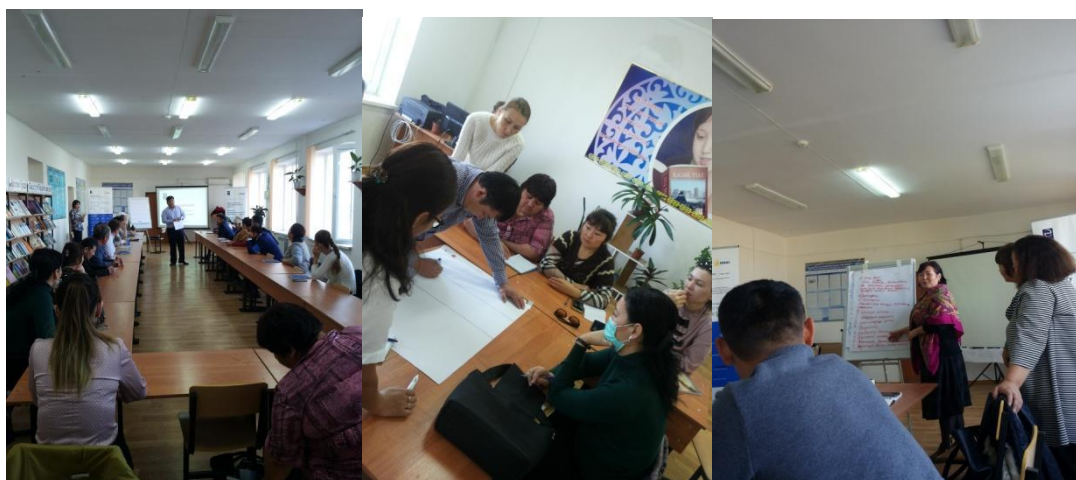
- The older category of youth realized the importance and value of their newly acquired skills and realized that their application would help create a business and provide financial stability, because many at that age already have a family and children — and there aren't enough jobs in the village for everyone. This is why business creation is an excellent solution and motivation for them to be independent of job availability.
- Before increasing business potential among youth, it is necessary to conduct research in order to identify their most acute needs, on the basis of which one can form the most effective programs of support and development of the local community. In addition to the need to create traditional forms of business, young people have a number of other problems:
 - youth leisure;
 - education;
 - cultural and spiritual development;
 - relationship to each other;
 - moral development, and much more.

Basics of Business Planning Training (November 6-10, 2017)

For the organization and execution this training, EFCA's permanent partner in the West Kazakhstan oblast, **Askar Sekerbaev**, a business trainer, social entrepreneur, and curator of many regional programs for the development and support of entrepreneurship among the local population of the region (particularly the program on social entrepreneurship), was involved.

The main purpose of this fifth training is the development of viable business plans based on the ideas proposed earlier by participants. Studying business plans, conducting marketing research, accounting, drawing up financial reports, types and strategies of business models, and much more was brought to the attention of the participants of the training.

About **50 people** of various professions and ages participated in this training.



As a result of the training, the participants not only learned how to develop business plans — they prepared competitive business plans and received feedback not only from the coach, but also from their fellow villagers, to a large extent making it possible to make the business cases realistic. In addition, the training participants have learned to analyze existing products / services and the local market through modern technologies, compile a financial balance (profit and loss report), and develop a long-term strategy for their business. The form and materials of the

training were so interesting that they attracted the attention of even existing entrepreneurs in Kuryk.



Here’s what the participants themselves have to say about the training:

"This is a complete course on developing business plans. All participants in the training already had their own business ideas. On the first day, we discussed ideas, and the coach explained the value of a final product. Then, we moved to working in mini groups, in order to work out our projects in the most detailed and comprehensive manner. The most difficult thing was to fill the business canvas model - without the help of a coach, we would never have been able to do this. I liked very much that, unlike many trainings, this training was aimed at the constant study of business ideas and practical skills. I am very happy that at the end, I had a ready business plan and the determination to defend it before a jury".

A participant in the training

Trainer’s conclusions and recommendations:

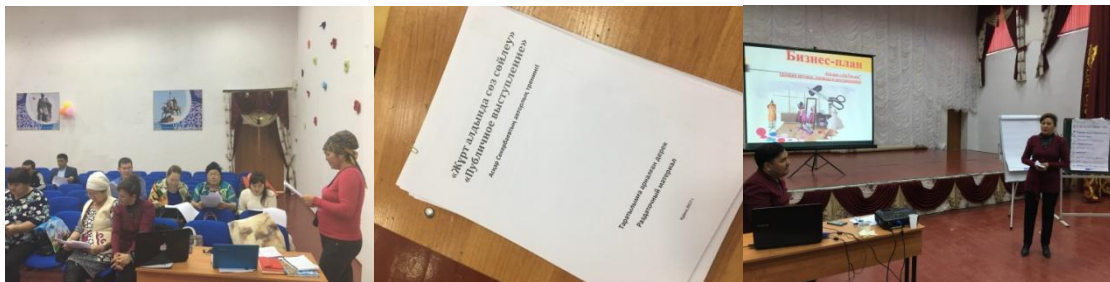
- At the beginning of the training there was a lot of negativity about grants, the country’s credit system, and various trainings conducted by various stakeholders (DAMU, NPE, Akimat, BSL and other programs to support business and start-up projects). Since many could not get funding for their projects, they blamed the bureaucratic system of the state. There were also problems with ideas. Many ideas are not fully thought out, and some ideas are not based on market research. Many believe that the primary task is to get financial support for starting a business, and only after that to start thinking about the implementation of the project, its strengths and weaknesses. Some are convinced that it is generally impossible to open a business without financing.
- Feedback received after the training shows that the participants realized their mistakes. Some participants completely revised their ideas, and some even rejected them completely.
- Here is a list of those who actively stood out at the training and were able to transform their mindset and approach:

№	Name	Project	Benefits	Drawbacks
1	Tolepbergen Dusenbay	Fish store	25 years of experience. There is a designated area	Has not processed fish before

			for catching fish. Has equipment.	
2	Baskaraev Seyfullin	Gas station	Already 80% built	Has no business experience.
3	Kulzhaeva Altyngul	Hair salon	There is a ready building	Competition
4	Medetbaeva Kunsulu	Sewing workshop for the production of tablecloths	Work experience. Determination. Clear business vision.	Often ill Problems with loans
5	Murzabekov Daniyar	Piggy banks	Work experience, skills, ready-made products. There is a supply contract with stores	Works as a schoolteacher, might not mix well with business
6	Shukurbaeva Ainur	Pizzeria	New, lucrative business	No experience, shy, lack of self- confidence
7	Aitbaeva Kamshat	Children's leisure	New method of children's leisure	Risk for children, i.e. open sea. No concrete plan
8	Atashev Asan	Breeding goats	Good project Business experience Necessary for the region	No experience in breeding goats
9	Kuregulov Azamat	Wooden toys	Social business Business experience Unique project	Needs a team
10	Sarybasoc Kuanysh	Gas boiler repair	Work experience No competition Has a license	Has no entrepreneurial experience
11	Mahmudov Amandyk	Hippotherapy	Has specialists Has land Social business	Has no business experience with regard to hippotherapy
12	Serkebaeva Samal	Fish market	Husband is a fisherman	No experience
13	Savtaeva Jamila	Children's rehabilitation center	Experience	No entrepreneurial experience. Finances are not accounted for.
14	Kuregulov Kenzhebek	Children's art school	Professional artist Work experience	
15	Taylanova Altyngul	Camel breeding	Experience	No entrepreneurial experience. Finances are not accounted for.
16	Sultanov Maksat	Mobile STT	Great work experience. Novel idea. Relevant to Kuryk	Business is not accounted for. No entrepreneurial experience.
17	Dosaeva Dana	Children's education	Relevant to Kuryk. Social project	No entrepreneurial experience
18	Salatova Gauhar	Grocery store	No store in the area Asking for a small sum of money	No entrepreneurial experience
19	Makasheva Zhadira	Handicrafts	Work experience Point of sale	No entrepreneurial experience Finances are not accounted for
20	Nurgalieva Aigul	Cafe		
21	Murzagaliev Amandyk	Quail farm	Breeding experience Stable business Has received a grant in the past	
22	Mamaev Kainar	Fishing	Experience	No equipment Much competition
23	Serikkali Aitzhan	Relief artist	Work experience Known in the region Demand for production	
24	Inirbaev, A.	Sewing of bed linen		No experience

Training on the “Ability to Speak -- the Basis for Effective Communication” for the preparation of participants of the entrepreneurs' contest on the defense of business plans (December 7, 2017)

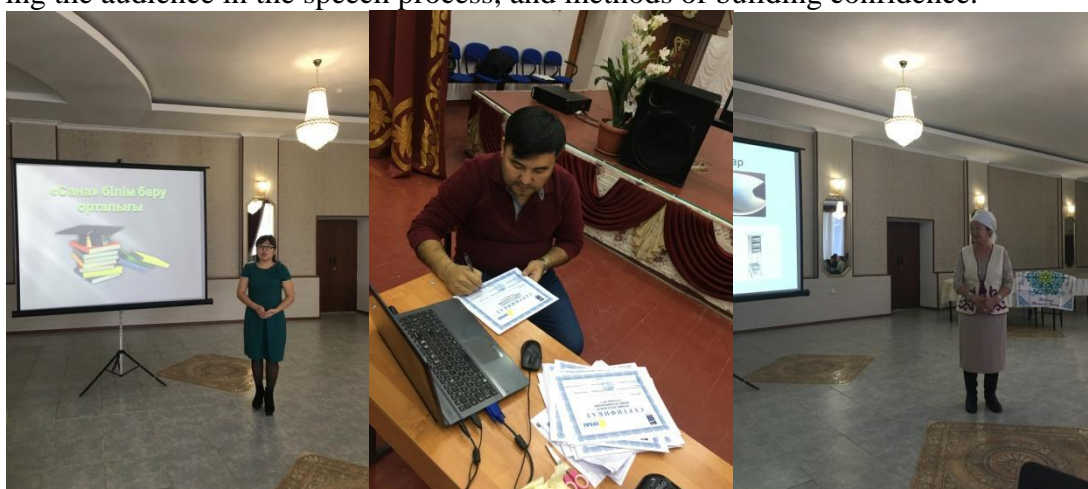
Askar Sekerbayev was also invited to conduct this training. The main reason for choosing this coach was that all the participants in the project had established personal contact with him. It is important to note that the presence of loyalty among training participants to the trainer is one of the cornerstones of the successful program implementation of the program. A lack of mutual understanding between participants in trainings and trainers usually leads only to mediocre results.



It should also be noted that the experience of the past years has shown that many participants in our project are ordinary villagers who have never before spoken to a large audience. Naturally, not having basic public speaking skills, most people froze, worried, forgot words and sometimes even suffocated. All of these factors created an impression of insecurity rather than an individual's readiness to engage in serious business. As a result, many strong and competitive business plans are rejected by selection committees.

In order to avoid such scenarios, a small training on public speaking skills for all the finalists (**about 40 people**) was organized.

During the training, participants learned how to build an information chain, as well as about the rules for presenting information, the external and internal structure of speech, methods of involving the audience in the speech process, and methods of building confidence.



Here's what the participants have to say about the training:

"As a result of the training, we learned how to formulate goals accurately, apply the skills regarding presentations and public speaking, create a presentation on PowerPoint, and concisely and correctly present the information. This

knowledge will be useful to us not only in this contest, but also in our daily lives. Thank you to Ersai for organizing such trainings and programs”.

Training participant

Finals of the Business Idea Contest (December 8, 2017)

On December 8, 2017, the finals of the business idea contest were held. 31 residents of the village of Kuryk sent their business plans to the contest:

№	Name	DOB (DD/MM/YY YY)	Idea	Budget (KZT)	Contact info
1	Shukurbaeva Ainur		Open a pizzeria	1 800 000	
2	Tolepbergen Dusenbay	22.10.1956	Open a fish store (has fishing experience)		87015090256
3	Tailanova Altyngul		Agriculture (Livestock)	3 000 000	
4	Sultanov Maksat	1992	24-hour roadside assistance	1 985 000	8775 366 6258
5	Serkebaeva Samal	06.07.1976	Open a fish store		87788612235 87753502135
6	Serikali Aitzhan	09.11.1978	Production and sale of paintings and crafts	2 000 000	87011254662
7	Sarybasov Kuanysh	29.07.1984	Open a workshop for the implementation and repair of gas equipment for boilers, gas stoves, meters, alarms.	2 870 000	87014996675
8	Savtaeva Jamila	21.05.1970	Kuanysh Health Center for Children	2 806 000	87753575042
9	Ongarbai Altyngul	09.12.1986	Opening of children's play hall and fast food cafe	2 000 000	87785924471
10	Nuragalieva Aigul		Opening a cafeteria	3 000 000	87014077735
11	Murzabekov Daniyar	01.09.1990	Plaster products from gypsum and concrete	3 000 000	87054711113 87016076072
12	Murzabekov Amandyk	31.03.1964	Domestic quail eggs, in shell, fresh, fertilized in incubation (expansion of their business, previously received a grant)		87016488715
13	Muhambetov Aliya	1994	Open an accessory store	1 000 000	
14	Medetbaeva Kunsulu	13.03.1972	Ready-made traditional-style tablecloths	3 500 000	87012835172
15	Makhmutov Amandyk	11.10.1991	Organizing a hippotherapy complex	3 990 000	87023576265
16	Mamaev Kainar		Fishing with tackle		
17	Makasheva Zhadyra	10.12.1971	Kukodelnitsa Store (knitting, sewing, beading, embroidery)	760 000	87787914214
18	Kuregulov Kenzhebek	21.04.1972	Open a craft circle	2 949 000	87014962172
19	Kurgulov Azamat		Wooden toys for children	2 635 000	
20	Kulzhaeva Altyngul	07.11.1957	Has a building, wants to open a hair salon	1 500 000	87011634582
21	Kudabaev Daniyar	18.12.1985	Carpet cleaning center	2 000 000	87787015153
22	Inirbaev A.	21.01.1989	Opening of the Madina Studio	1 387 000	87752936889

			for sewing bed linen		
23	Iztileuov Abay		Manufacturing of forged products	1 000 000	
24	Erdanova Gulzira	01.09.1968	AkTilek Atelier (sewing curtains, tailoring, restoration and sale of fabrics, accessories) (has experience)	1 375 000	87011635536
25	Duisenov Kuanysh	02.09.1993	Open a center for repair of household appliances (experience is)	2 000 000	87783049103
26	Dosaeva Dana		Open an educational center	4 000 000	
27	Baskaraev Seyfullin		TSS	2 000 000	
28	Atashev Ashan	06.06.1956	Create a farm for goat breeding	1 500 000	87013397157
29	Aitbaeva Kamshat		"Jungle on the Water" Inflatable Water Park	3 000 000	
30	Salatova Gauhar		Open a grocery store		
31	Zhubanysheva Beksulu		Baursak mini-bakery (expansion of business, previously received a grant)		

Members of the jury were:

- Dana Konysova, Manager of the Quality Department at Ersai;
- Kilimgali Koshenov, Director of the Karakian Branch of the Chamber of Entrepreneurs of the Mangistau Region;
- Kydyrberdi Bekov, Acting Akim of the Karakiyansky District

Through off-site voting, the following individuals participated:

- Kasym Abzhanov, Member of the Board of Directors of the Lancaster Group;
- Rinad Temirbekov, Executive Director of the Eurasia Foundation of Central Asia

Three winners were chosen based on the results of the pitching:

- **Daniyar Murzabekov** (idea of production from gypsum, start-up);
- **Azamat Kuregulov** (idea of production of children's toys from wood, start-up);
- **Dusenbay Topbergen** (idea of opening a fish store, business expansion).





The total amount of gratuitous grants was **8,635,000 tenge**. All projects are implemented in the village of Kuryk. Currently, all projects work in the form of IE.

“This was great help in structuring knowledge, skills and competencies. Also, there was an opening of new opportunities, capabilities and tools with existing resources. We are increasing the level of faith in ourselves and our strength. Now I'm very happy that I can do my favorite things!”.

Winner

“On behalf of the leadership, we are grateful to Ersai and the Eurasia Foundation for the professional conduct of the event on the project "Development of Entrepreneurial Potential in the Village of Kuryk." We see that has been high-quality training, as participants know exactly what their goals and business objectives are. Advanced training in various areas is an important component of any kind of business. I wish everyone development and professional success!”.

Bekov K. Acting Akim of the Karakiyansky district

Financial literacy training (March 12-14, 2018)

Continuing financial literacy trainings, as part of the project to increase financial literacy among the villagers of Kuryk, EFCA decided to recruit one of the most popular trainers in Kazakhstan, Ahmetbek Nursila. He is known for his methods of psychological impact on listeners, step-by-step system of teaching Internet marketing, and quick start for start-up entrepreneurs. Also, this coach is known for his strong practices of motivation to action.

The focus of the training is the basics of financial literacy (understanding the process of pricing in the market of goods and services, the credit system and its risks, optimizing current expenditures

and planning: short-term and long-term). One of the tasks of the training was training participants on how to become financially competent.



Over 120 individuals attended the training.



Here is what the participants thought after the training:

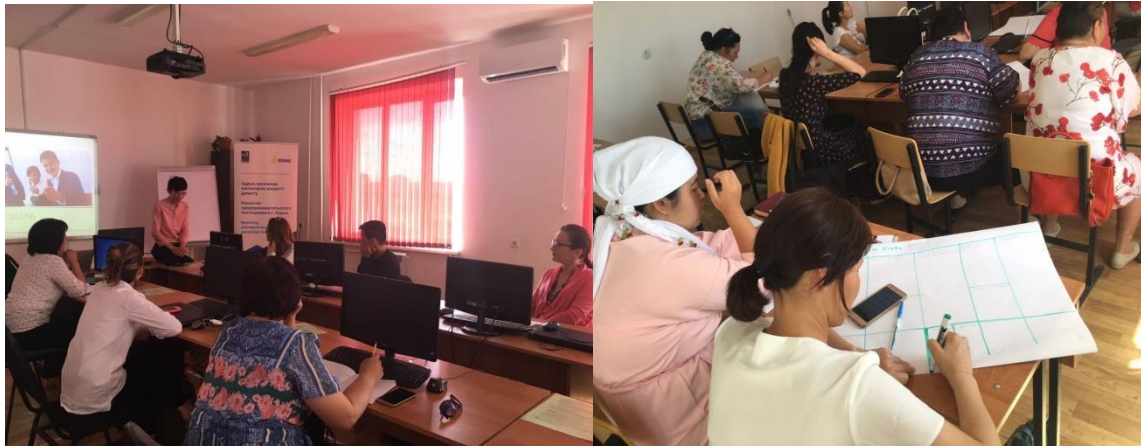
"The training for me personally became an incentive for a new stage in my professional life. First of all, I was pleased with the warm, friendly atmosphere, high level of organization, and professionalism of the coach. I would also like to note the intellectual pleasure that all participants of the training undoubtedly experienced. After the training, a very positive feeling arose — confidence in the correctness of the chosen path and the realization that on this path I am not alone, surrounded not by random people, but by professionals in my field. I will be glad to meet with you again, and gain even more knowledge and the pleasure of communicating with you".

Training participant

A series of master-classes on in-demand specialties: culinary arts, hair and makeup, handiwork, and Internet marketing (May 12-16, 2018)

The remarkable part of this event is that the content of the master classes was, in fact, completely organized on the basis of the wishes of the residents of the village of Kuryk. In order to organize a series of master classes; the EFCA team conducted a telephone survey of over 200 villagers. The

answers received were organized into 4 main areas: cooking, hair and makeup, handiwork, and internet marketing.



It is important to note one of the features of these master classes: an individual approach to each participant in the class, which increased motivation and cognitive interest and helped develop self-organization skills, which, in the future, will lead to the opening of their own businesses.



According to the results of the master classes, a great number of positive comments and comments from the participants were received:

"I have only the most positive impressions about the master class. A lot of new tools for work were explained in a very convenient form for me. Without a doubt, a professional experience. Timur, thank you! I will definitely attend another training course with you".

"Very informative, needed, memorable. A professional master, knows his work well, and loves it. Excellent organization of the training".

"My impression is very positive. The most necessary, clearly filtered information, nothing superfluous. The master class was very engaging".

Training participants

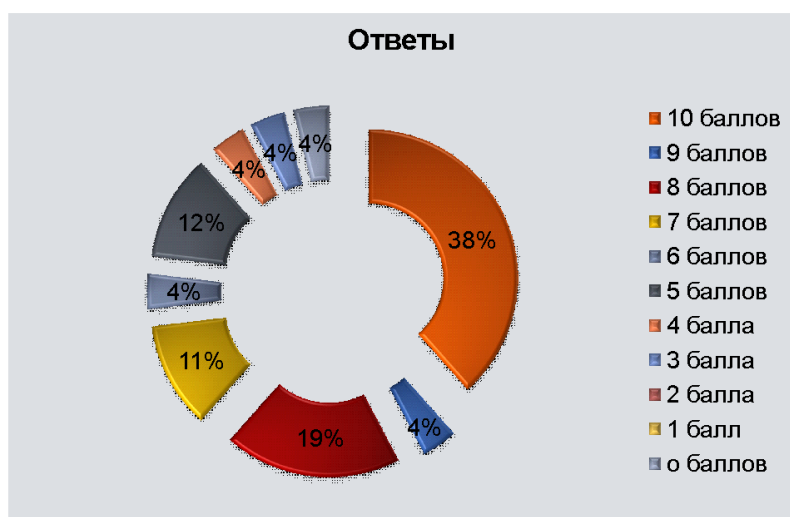
III. POPULATION SURVEY RESULTS

Between April 6-10, 2018, the EFCA team initiated a field study in order to clearly understand the attitude of local residents to the work being implemented by the project, as well as the methods and approaches used.

The study involved about 200 residents of the village, including such social strata as youth representatives, older members of the local population, and current entrepreneurs.

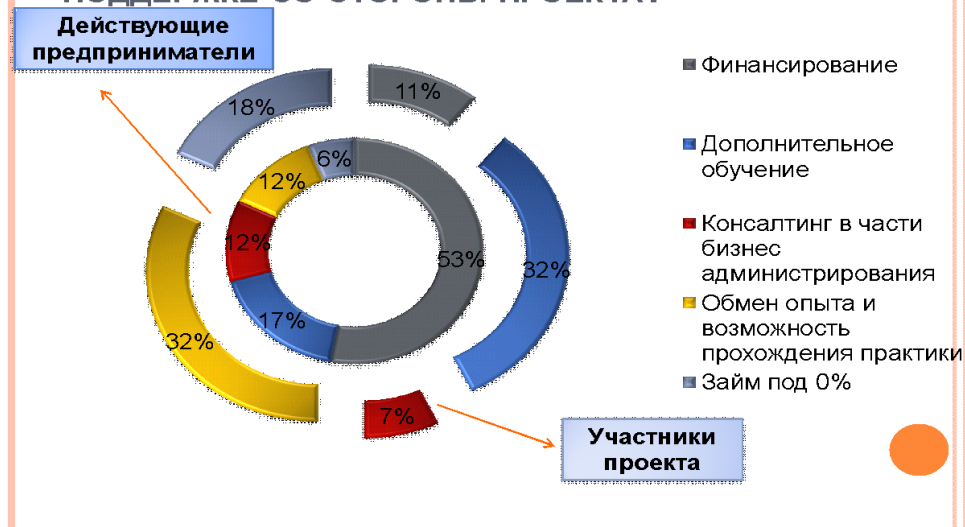
Below are the main questions and answers received during the study:

КАК ВЫ ОЦЕНИВАЕТЕ ПРОЕКТ «РАЗВИТИЕ ПРЕДПРИНИМАТЕЛЬСКОГО ПОТЕНЦИАЛА В С. КУРЫК» ПО 10 БАЛЬНОЙ ШКАЛЕ?



This slide show that over 65% of respondents chose points ranging from 5 and above as an answer to the question posed, which indicates a significant change in the situation compared to the surveys of five years prior. Previously, the level of satisfaction with the projects implemented did not exceed 20%. Progressive work with the local population, use of regular and ubiquitous communication about the activities within the framework of projects, and transparency of the mechanisms used for selecting winners of entrepreneurship competitions have gained the confidence of the local population, which certainly affects the effectiveness of EFCA projects.

Нуждаются ли Вы в дополнительной поддержке со стороны проекта?

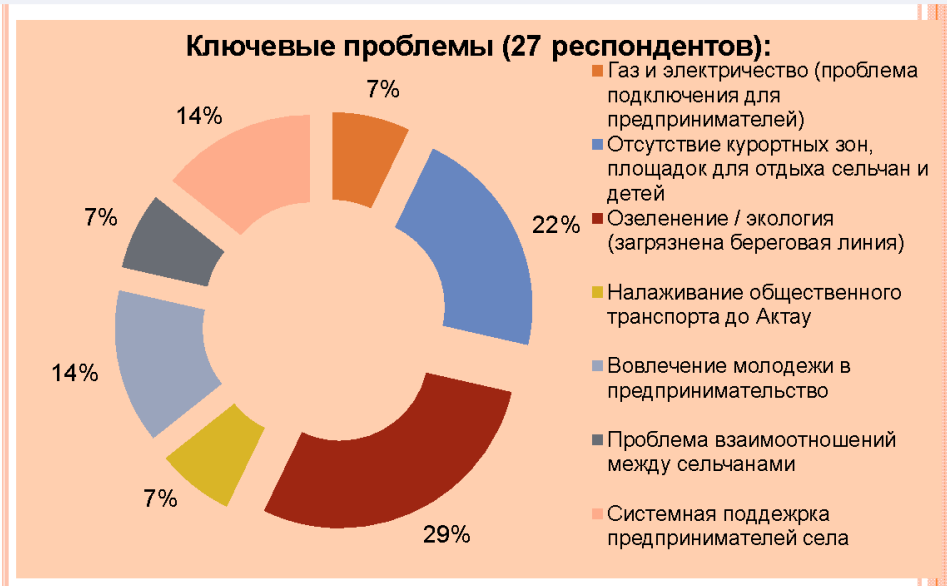


The given question was asked in order to identify the real needs of both start-ups and existing businesses. During the years of the program implementation, both financial and non-financial instruments were used to support and develop entrepreneurship in Kuryk. Practice has shown that it is simply impossible to please all beneficiaries. On this note, in order to determine program priorities for each subsequent year, the team decided to conduct an analysis of the real needs of the local community.

This chart, then, shows that over half of start-ups are inclined to see the benefits of participating in our project, only in terms of obtaining financing for the development of their businesses. I would like to note the fact that, to date, there are many programs regarding entrepreneurship skills, but at the same time, often these programs have no component to finance the best projects.

As for current entrepreneurs, a third of respondents need to deepen their professional knowledge and skills, particularly in sales, management, and strategic planning. In addition, for the first time, a third of existing entrepreneurs indicated interest in an opportunity such as an experience exchange (examining the experience of a similar sector of business in a more developed company). That is why it is necessary to provide travel grants for such requests from the local community.

Какие проблемы социально-экологического характера Вы бы хотели решить, чтобы улучшить жизнь в с. Курык?



This slide is interesting because on a fairly repetitive picture of the problems of the village (from year to year, most problems were approximately the same), this survey clearly identified two items: the lack of recreational zones, as well as issues of public order, cleanliness, and improvement, in particular, of gardening yards. As the program progresses, virtually every training begins by identifying the key problems of the local community. The success of business ideas is often associated with the right choice of niche and its relevance in the market. If you recall the first years of the program, villagers proposed the construction of large infrastructure facilities worth many millions of tenge as business ideas. As the consciousness of the permanent participants of the training transforms, the definition of their key needs has become more realistic and grown in demand.

IV. SUGGESTIONS

Suggestions based on lessons learned:

1. It is necessary **to reduce the monetary amount of individuals grants, while increasing their total number** (there is already a critical mass of entrepreneurs who are ready for "growth");
2. The focus of the project should include two parallel programs:
 - Support for **existing entrepreneurs** in the area of consulting and **loans at 0%**;
 - Development of skills in project work, creative thinking, teamwork, time management, effective communication through the **organization of 2 seasonal business camps** for high school and college students.
3. The main themes should be **“gardening”** and **the organization of places of leisure and recreation for local residents**. Special attention should be paid to the leisure of young people.

Given this experience, the following logical model is suggested to be implemented (see below).

Logical Model for Project “Development of Entrepreneurial Potential in Kuryk Village”

Goal of the project: Strengthen entrepreneurship potential of Kuryk dwellers

Objectives	Target Group	Activities	Outputs	Outcomes	Long term outcomes
Develop entrepreneurial, self-employment, and leadership skills among young people in Kuryk	High school students and those studying in colleges between the ages of 16 and 19	<ul style="list-style-type: none"> Informational campaign among young people in Kuryk (video production, organization of groups on social media, distribution of leaflets); Camp Counselors School; Summer Business Camp 	<p>Visual materials prepared and disseminated online and offline among Kuryk youth;</p> <p>10-15 young people trained during the Camp Counselors School;</p> <p>100-150 young people participated in the Summer Business Camp;</p> <p>Active young people undertook internship at local business entities;</p> <p>Best social and ecological project contest conducted.</p>	<p>Students improve their leadership, organizational, communication, and team working skills through conducting social and ecological projects;</p> <p>Kuryk youth get new knowledge about business planning, technologies, and overall business environment in the region and abroad;</p> <p>Joint projects will help young people to find new counterparts and friends and establish healthy relationships within their community.</p>	<p>Young generation of Kuryk make more thoughtful career decisions</p> <p>Local business environment will strengthen its positions</p> <p>Improved financial and non-financial support for the local startups.</p>
Strengthen the capacity of current entrepreneurs in Kuryk	Entrepreneurs conducting their business for no less than three years	<ul style="list-style-type: none"> Travel grant competition for the organization of site visits; Consultative sessions for current entrepreneurs; Competition for interest-free loans for business expansion. 	<p># of travel grants for entrepreneurs to conduct site visits awarded;</p> <p># of consultations for current entrepreneurs provided by more experienced entrepreneurs;</p> <p># of interest free loans to expand business for entrepreneurs awarded.</p>	<p>By conducting site visits entrepreneurs will get new ideas and practical solutions for their business and share experience with peers in other regions of Kazakhstan;</p> <p>Businesses of current entrepreneurs will benefit from fresh perspectives on problems and challenges of mentors.</p>	
Increase involvement of the population of Kuryk in entrepreneurial activity	Unemployed young people between the ages of 20 and 29 ; Interested residents of Kuryk over the age of 30.	<ul style="list-style-type: none"> Course on business planning skills (video course can be developed); Startup Thinking School with the participation of psychologists and coaches; Startup Competition; Mentorship program for winners (including site visits to other regions). 	<p>Open Online course on business planning skills prepared and published;</p> <p>Startup Thinking School organized;</p> <p>Startup Competition conducted;</p> <p>5 winners got small grants for implementing their startups;</p> <p>Winners are supported by mentors – experienced entrepreneurs;</p> <p>Site visits for winners to other businesses in Kazakhstan regions conducted upon request.</p>	<p>Improved access of the population to the quality online course on business planning;</p> <p>Startup Thinking capability is developed among School participants;</p>	