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Social Entrepreneurship in Peasants and Its Impact on Agriculture in Kazakhstan

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ABSTRACT

Social entrepreneurship integrates economic and social objectives to empower peasants through sustainable innovation, improve productivity, welfare and food security, and address agrarian challenges in Kazakhstan. This research seeks to understand the concept and practice of social entrepreneurship among peasants in Kazakhstan and its impact on the agricultural sector. The method used is an exploratory descriptive qualitative approach. Data collection techniques through literature study. Data were collected from secondary sources such as books, academic journals, research reports, and articles related to social entrepreneurship, sustainable agriculture, and policies in Kazakhstan. The data analysis technique used was thematic analysis. Social entrepreneurship plays an important role in the agricultural sector in Kazakhstan by offering innovative solutions to improve productivity, peasant welfare and environmental sustainability. This approach helps overcome barriers such as technological limitations, training, and the impacts of climate change, and encourages the adoption of efficient and sustainable farming methods. Through peasant empowerment and community collaboration, social entrepreneurship strengthens peasants' economic resilience and bargaining position in the global market. The integration of environmentally friendly practices and optimization of local resources also improves the social welfare and sustainability of the agricultural sector, making it more adaptive to future challenges. This research supports Kazakhstan's agricultural sector development policy.

Keyword: Agriculture Innovation, Kazakhstan Agriculture, Social Entrepreneurship



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1. Introduction

Social entrepreneurship integrates economic goals with social impact to empower peasants through sustainable business models. Implementation can be done through farmer cooperatives and the use of environmentally friendly technology. This approach aims to create innovative solutions to challenges in the agricultural sector, such as market uncertainty, climate change, and gaps in access to technology (Leadbeater, 1997). In the context of agriculture, social entrepreneurship can help peasants optimize production output while considering environmental sustainability. Social

entrepreneurship acts as a catalyst for change, facilitating community-based development and enabling peasants to take charge of their economic future (Aini et al., 2023). This approach also promotes the empowerment of farming communities, thereby improving social welfare in rural areas. With a focus on innovation and inclusivity, social entrepreneurship is a relevant strategy in dealing with the dynamics of modern agriculture.

Kazakhstan has great potential in the agricultural sector thanks to its vast territory, but faces various challenges, such as land degradation, climate change, and low access to technology and markets (Leman, 2019). The integration of digital technologies and precision agriculture has been shown to increase crop yields and resource efficiency, with reported productivity increases of up to 10% (Jadhav et al., 2024). Reliance on traditional methods hinders peasants in improving productivity. Peasants who rely solely on these methods face challenges such as vulnerability to environmental changes and limited access to modern farming techniques (Raji et al., 2024). In addition, limited capital and training limit their opportunities for growth. Social entrepreneurship can be a strategic solution to address these issues by offering a sustainability-based approach.

Through business innovation that prioritizes social and environmental goals, this approach is expected to strengthen food security and improve peasants' welfare. This makes social entrepreneurship relevant in supporting sustainable agricultural development in Kazakhstan. The experiences of other countries, such as India and Brazil, show that social entrepreneurship can have a significant impact in the agricultural sector. Technological innovations and greater market access are tangible results of this approach (Prahalad, 2004). In addition, community-based business models can encourage collaboration among peasants to address common challenges. In the context of Kazakhstan, this success can be adapted to improve agricultural efficiency and productivity. This approach also enables peasants to adapt to global pressures, such as climate change and international market dynamics. Social entrepreneurship is thus a promising strategy for Kazakhstan's agricultural sector.

Through social entrepreneurship, peasants in Kazakhstan can access modern technology, strengthen market networks and improve their managerial capacity. This approach also opens up opportunities for peasants to optimize local resources more efficiently. In addition, the social entrepreneurship model promotes reduced dependence on external assistance by creating a self-sustaining farming ecosystem. Social entrepreneurship provides alternative employment for the rural population, addressing labor market imbalances and low levels of professional training (Abdildinova, 2024). This transformation not only improves the lives of peasants, but also strengthens the agricultural sector as an important pillar of the national economy. With proper management, social entrepreneurship can be key in facing global challenges and strengthening food security in Kazakhstan.

This research aims to analyze the concept and practice of social entrepreneurship among peasants in Kazakhstan and its impact on the agricultural sector. The main focus is on identifying opportunities and barriers faced in the implementation of this approach. In addition, the research seeks to explore the potential of social entrepreneurship in improving agricultural productivity, peasant welfare and environmental sustainability. The results are expected to provide new insights into the application of social entrepreneurship as a sustainable agricultural development strategy. As such, this research can serve as a foundation to support policies that strengthen the agricultural sector in Kazakhstan.

2. Research Method

This research uses an exploratory descriptive qualitative approach with data collection techniques through literature study. It provides a comprehensive overview of recent knowledge developments, reveals existing gaps, and supports the process of formulating research questions and hypotheses (Synder, 2019). Data were collected from secondary sources such as books, academic journals, research reports, and articles related to social entrepreneurship, sustainable agriculture, and policies in Kazakhstan. The data analysis technique used is thematic analysis, where data from various sources will be organized based on the main themes that emerge related to social entrepreneurship in the agricultural sector. This analysis process will identify key issues, challenges and opportunities in the application of social entrepreneurship and its impact on peasants and the agricultural sector in Kazakhstan.

3. Results and Discussion

Concept of Social Entrepreneurship in Peasants

Definition and Principles of Social Entrepreneurship in Peasants

Social entrepreneurship among farmers is an approach that integrates innovation, sustainability and inclusiveness to address social and economic challenges faced by farmers. It prioritizes positive impacts, such as community empowerment and environmental sustainability, over financial gain (Leadbeater, 1997). Innovation in this context involves the development of environmentally friendly technologies and efficient natural resource management, which enable farmers to increase productivity while maintaining long-term sustainability (Hudcová et al., 2018). The principle of sustainability emphasizes the importance of creating initiatives that are economically beneficial while maintaining social and environmental balance (Avetisyan & Baghryan, 2022). Moreover, inclusiveness ensures the participation of all elements of the farming community, including marginalized groups, to improve their social and economic conditions. With these principles, social entrepreneurship also helps farmers access better markets, obtain competitive

prices, and reduce vulnerability to global market fluctuations (Prahalad, 2005).

A key principle in social entrepreneurship is community empowerment, which often involves collective action among peasants to foster effective leadership and collaboration in addressing common challenges (Thomas & Lukose, 2023). In addition, sustainability is at the center of social entrepreneurship practice, where innovations in agricultural practices are applied to ensure food security and environmental sustainability (Khan et al., 2022). The success of social entrepreneurship is not only measured by financial returns, but also by the social impact created, such as improved quality of life for peasants and reduced social exclusion, which is an important focus in measuring the social impact of these initiatives (Godwin & Crocker-Billingsley, 2024).

Peasant Social Entrepreneurship in Kazakhstan

Kazakhstan, with its vast agricultural sector, has great potential for developing peasant social entrepreneurship. The sector plays an important role in the country's economy, but faces various challenges that limit peasants' productivity and welfare. One of the main challenges is limited access to modern and environmentally friendly agricultural technologies. Efficient technologies, such as water-saving irrigation systems or drought-resistant farming techniques, can increase productivity, improve soil quality and increase peasants' income. This has a positive impact on their social well-being (Zhumasheva et al., 2023). Lack of training and education in farm management is also a significant constraint. Many peasants still rely on traditional methods that are less efficient. Peasant social entrepreneurship offers a solution by providing training on sustainable farm management, technology use and access to resources. With this approach, peasants can formulate better strategies to face an increasingly competitive market, thereby supporting the sustainability of their farms (Bespalyy, 2022).

Another significant challenge is the impact of climate change on the agricultural sector. Much of the farmland in Kazakhstan depends on unpredictable rainfall, which increases risks to food security and peasants' incomes. In this situation, social entrepreneurship focused on environmental innovation solutions can help peasants adapt. For example, the development of water-saving irrigation technologies or drought-resistant farming techniques are relevant approaches to support the sustainability of the sector (Zhumasheva et al., 2023). In addition, the establishment of agricultural cooperatives has proven to be an effective solution in enhancing collaboration among peasants, strengthening their economic and social conditions. Through cooperatives, peasants can collectively access resources, reduce dependence on volatile markets, and ensure the production of quality goods. This approach provides an opportunity for peasants to utilize economies of scale while maintaining social welfare (Yegizbayeva, 2022).

Impact of Peasant Social Entrepreneurship on Agriculture in Kazakhstan

Social and Economic Empowerment of Peasants

Peasant social entrepreneurship has great potential for social and economic empowerment of peasants in Kazakhstan. One of its main impacts is to provide greater access to markets and technology. Small and medium-sized peasants, who often face barriers in accessing broader markets, can utilize social entrepreneurship networks to market their products at fairer prices and access more efficient technologies. This approach not only strengthens their competitiveness in the global market, but also significantly increases their income (Prahalad, 2004).

The principle of inclusivity in farming social entrepreneurship provides a great opportunity for marginalized groups of peasants, such as women and young peasants, to get the training and support they need. With inclusively designed programs, these groups can manage their farming enterprises independently and successfully. In addition to improving the quality of life of individuals, this approach also strengthens social structures at the local level (Leadbeater, 1997). In the long term, impacts include increased employment opportunities, poverty reduction, and improved social welfare, including better access to education and health services.

A concrete example of the application of peasant social entrepreneurship in Kazakhstan is the workshop "Green Tal," which combines social mission with sustainability and innovation in the agricultural sector. This approach demonstrates that involving local communities in decision-making processes can enhance their ability to effectively address socio-economic challenges (Turashbekov et al., 2023). Social enterprises initiated by farming communities also contribute significantly to the local economy by creating jobs and promoting a more equitable distribution of resources, ultimately improving people's quality of life and reducing poverty (Vázquez-Maguirre & Portales, 2014). This approach is an important foundation for sustainable development in Kazakhstan's agricultural sector.

Agricultural and Environmental Sustainability

Farming social entrepreneurship plays an important role in creating a more sustainable agricultural model in Kazakhstan. Amidst the challenges of land degradation and climate uncertainty, the introduction of environmentally friendly agricultural practices is an urgent need. This approach encourages the adoption of methods such as organic farming, agroforestry, and the use of renewable energy to support agricultural activities. These practices not only reduce negative impacts on the environment, but also improve soil quality and the sustainability of agricultural yields in the long run.

The use of environmentally friendly technologies, such as water-saving irrigation systems or organic fertilizers, can reduce peasants' dependence on chemicals that damage soil and water. This technology-focused farming social entrepreneurship initiative helps peasants reduce production costs while maintaining the sustainability of natural resources. In addition, the mentoring provided through the social entrepreneurship program increases peasants' awareness of the importance of maintaining ecosystem balance in their agricultural activities.

The long-term impact of implementing this sustainable agriculture model is the achievement of stronger food security as well as a reduction in environmental damage due to unsustainable farming practices. In the context of Kazakhstan, where much of the agricultural area is vulnerable to climate change, this approach helps peasants become more adaptive to future challenges. Peasant social entrepreneurship that prioritizes sustainability strengthens peasants' resilience in the face of global agricultural sector dynamics (Prahalad, 2004).

For example, peasant social entrepreneurs often adopt innovative local resource-based methods in a sustainable manner, such as agroecological practices. These approaches not only improve soil health, but also enrich biodiversity, creating more balanced and productive ecosystems (Via Campesina, 2010). With these strategies, peasant social entrepreneurship provides holistic solutions that are not only oriented towards economic outcomes, but also environmental sustainability.

Farming social entrepreneurship in Kazakhstan not only promotes sustainable agricultural practices, such as organic farming, agroforestry, and renewable energy, but also aligns with the growing demand for safe and environmentally friendly food products. The expansion of the organic product market reflects consumer preferences, while the adoption of Environmental, Social, and Governance (ESG) principles enhances the global competitiveness of Kazakhstan's agricultural sector (Kuandykova et al., 2023). This approach supports the strategic goals of Kazakhstan's agro-industrial complex, including boosting domestic food production and reducing dependency on imports (Malyarenko & Kushebina, 2022). Moreover, by addressing critical social challenges, such as food security amid population growth and resource scarcity, farming social entrepreneurship becomes a key driver for sustainable solutions (Khan et al., 2022). These initiatives not only strengthen the resilience of farmers but also create balanced ecosystems and ensure long-term agricultural sustainability.

Potential of Peasant Social Entrepreneurship for Sustainable Development in Kazakhstan

The Role of Social Entrepreneurship in Local Economic Development (continued)

Peasant social entrepreneurship can accelerate local economic development by creating new business opportunities based on local potential. In Kazakhstan, peasants can develop value-added agricultural products, such as organic products, handicrafts made from agricultural raw materials, or processing agricultural products into processed food products that have a higher selling value. This not only increases their income, but also creates new jobs, which in turn can reduce rural unemployment. According to Zuberi (2020), the development of peasant social entrepreneurship can lead to the creation of a more inclusive ecosystem, where peasants can collaborate with various parties, including local communities, non-governmental organizations, and microfinance institutions, to improve agricultural output and expand market networks.

Peasant social entrepreneurship programs also provide opportunities for peasants to improve their business skills. The training and education provided by the organizations managing these initiatives can improve peasants' ability to manage their businesses, plan budgets, and market their products more effectively. Leman (2019) notes that better business skills are essential for peasants to survive in an increasingly competitive world. In addition, peasant social entrepreneurship also provides an opportunity to connect peasants with the wider global market through partnerships with large corporations or international institutions that focus on sustainable agricultural development.

Sustainable local economic development can also be achieved by integrating sustainability principles in everyday farming practices. Through social entrepreneurship, peasants in Kazakhstan can be trained to use resources efficiently, minimize waste, and reduce reliance on chemicals that harm the environment. Thus, social entrepreneurship focuses not only on achieving economic outcomes, but also on environmental sustainability for generations to come. Innovations in farming social entrepreneurship can be a catalyst that brings positive change in the effort to achieve sustainable development in rural Kazakhstan (Prahalad, 2004).

Social Entrepreneurship as a Solution to Environmental Challenges in Kazakhstan

Kazakhstan faces significant environmental challenges, including climate change, land degradation, and ecosystem damage from unsustainable agricultural practices. In the face of these issues, farming social entrepreneurship can serve as an effective solution. A sustainability-focused approach to social entrepreneurship offers an environmentally friendly business model that combines economic benefits with protection of nature. For example, by applying organic farming techniques, agroecology or integrated land management, farm social entrepreneurship can increase agricultural yields without harming the environment.

More sustainable agricultural practices can help mitigate the effects of climate change that are already threatening the agricultural sector in Kazakhstan. Innovations in environmentally friendly agricultural technologies such as water-saving irrigation systems, the utilization of renewable energy, or the use of organic fertilizers can improve the efficiency of natural resource use. This is especially important given that Kazakhstan is a country prone to climate fluctuations and drought. By adopting environmentally friendly farming methods, peasants in Kazakhstan can be better prepared for the upcoming challenges of climate change, as well as reduce the risk of losses due to extreme weather conditions.

In addition, farming social entrepreneurship can also help peasants to reduce their dependence on synthetic chemicals that often damage the soil and ecosystem. By using sustainable farming techniques, peasants can increase soil fertility and improve water quality around their land. This approach also has the potential to improve the health of peasants and surrounding communities, as they are no longer exposed to harmful chemicals that can pollute the environment (Prahalad, 2004).

Thus, farming social entrepreneurship not only provides economic benefits to peasants, but also plays a role in maintaining the balance of nature, which in turn will support food security and the long-term sustainability of the agricultural sector in Kazakhstan.

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Social entrepreneurship in Kazakhstan's agricultural sector not only addresses environmental challenges but also opens up new business opportunities, improves farmers' skills and encourages collaboration. With sustainable practices such as renewable energy and organic farming, farmers can diversify incomes and access a growing market for green products. Training and knowledge transfer help increase farmers' productivity and resilience to future challenges. In addition, collaboration through cooperatives or partnerships with public and private institutions strengthens their access to resources, financial support and market networks. This approach holistically integrates innovation, economic empowerment and environmental sustainability to build a resilient agricultural sector.

4. Conclusion

Social entrepreneurship plays an important role in the agricultural sector in Kazakhstan by bringing innovative solutions to improve peasants' productivity and welfare. This approach helps overcome barriers such as limited access to modern technology, lack of training, and the impact of climate change. Through social entrepreneurship, peasants can adopt more efficient and sustainable farming methods, increase production yields, and reduce dependence on external assistance. This strengthens peasants' ability to cope with the often-volatile dynamics of global markets, while improving their bargaining position in the market.

In addition, the application of social entrepreneurship promotes environmental sustainability by integrating eco-friendly practices such as the use of resource-saving technologies and sustainable farming methods. These initiatives are not only economically beneficial, but also strengthen peasants' social welfare through community empowerment and broader collaboration. With a focus on peasant empowerment and local resource optimization, this research provides important insights to support policies that can strengthen Kazakhstan's agricultural sector, making it more resilient and adaptive

to future challenges.

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