



# **ANNUAL REPORT 2021**

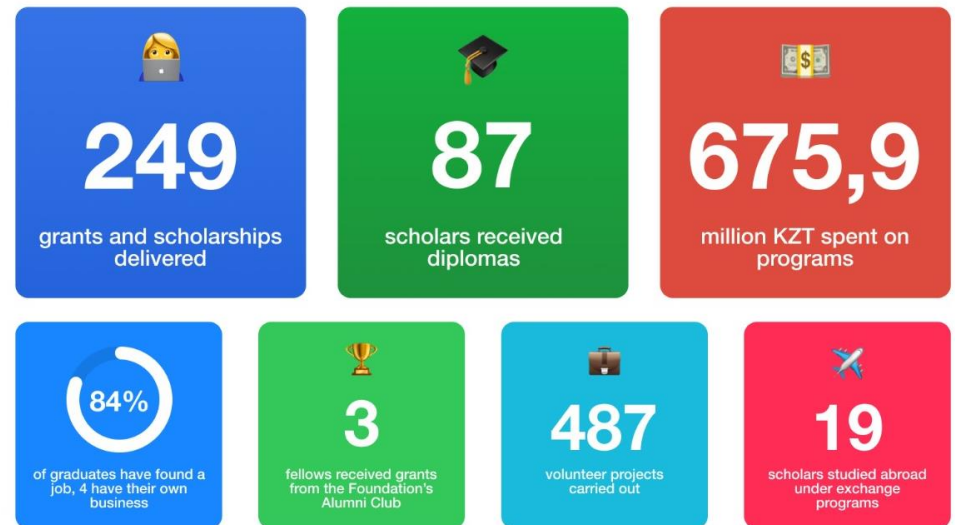
**Almaty 2021**

## FOUNDATION'S PROGRAMS

The Yerzhan Tatishev Foundation is a charitable organization that was registered in 2005. After the tragic situation - the untimely death of the recognized Kazakh financier who headed the Bank TuranAlem, Yerzhan Nureldaimovich Tatishev - a memorial fund was opened, whose mission was to support the development of the country through assistance to those in need. The initiative to create the Foundation belongs to the Tatishev family, who wanted to perpetuate the name of Yerzhan in this way. In the early years, the Foundation's activities were carried out within the framework of one-time humanitarian actions and diverse projects, which were characterized by some spontaneity. In a short time, the need for institutionalization and the choice of its field of activity became obvious. Having studied the needs of target groups, in 2007 the Foundation established projects such as the handicraft support program, the small grants program for NGOs, the professional development program for banking professionals, educational grants and scholarships programs. Subsequently, some of these programs lost relevance because of various reasons: some programs duplicated the activities of other NGOs, some were resource-intensive with low efficiency. The Foundation focused on supporting the education and development of talented youth of Kazakhstan, which subsequently became its core activity and is the core direction in which the Foundation is increasing its experience everyday.

Today, the Foundation implements three main programs: the BesTirek Program, the Program "Get a Craft!" and the Program to Support the initiatives of the Lyceum School No. 16, Kentau. Support of talented young people in their professional development, acquisition of useful skills that contribute to their personal growth and education of social responsibility is their main component.

Despite the global trend when success is determined by knowledge coupled with developed flexible skills, rather than having a diploma, for many Kazakh people a diploma is still an end in itself – "the main thing is to get a paper, and then we'll see." During the educational grant competition, the Foundation tries to build a selection process and subsequently interacts with the scholars in such a way as to exclude seekers of grant support only and ensure that "their" clients get into the programs as accurately as possible. Although, all other things being equal, the Foundation, as a rule, should give preference to the contestant with the least financial capabilities, nevertheless, the socio-economic situation of the applicants' family is a secondary selection criterion. First of all, the Foundation analyzes the identity of the applicant personality: a motivational essay, recommendations, self-presentation are carefully studied in order to understand his true motives and goals. Portrait of today's scholarship holder: he is a proactive and ambitious person with a high level of motivation and a developed EQ. Grantees not only receive an up-to-date education, but also learn social responsibility, develop their flexible skills, and acquire useful connections.



## THE FOUNDATION EFFICIENCY STUDY

"Investing should be like watching paint dry or grass grow" (Paul Samuelson, Nobel Laureate in Economic Sciences). Investing in education is a time-consuming and resource-intensive process, and it is possible to evaluate the effectiveness of investments after a long period of time. Ten years have passed since the graduation of the first graduates – a sufficient period for the first "measurement", therefore, the Foundation conducted a study on the effectiveness of the educational programs of the Yerzhan Tatishev Foundation for the period from 2007 to 2020, from the period of the launch of programs to the current moment. The study was conducted by Zahira Begalieva and Nurzhamal Iminova, experts of "I Teach: Competence Development Center" in the field of monitoring and evaluation of programs/projects in the public sector.

The study involved 392 respondents from among the direct and indirect beneficiaries of the programs and 250 representatives of the general public representing various social groups of the population participated in the field part, using tools such as a blitz survey, field and desk methods. Such parameters as recognition, the image of the Foundation among the public and beneficiaries, the media presence of the Foundation, the disbursement of allocated funds, the amount of return on social investments, as well as geographical representation, academic performance, volunteer activities of the fellows, their distribution among universities and the involvement of graduates in the life of the Foundation were studied. The objective quantitative indicator was the change in the welfare of graduates, and the qualitative indicator was the improvement of their quality of life.

According to the results of the study, the amount of social investments per scholarship holder per year averages almost 4 million tenge (3,949,904 tenge). 84% of graduates are employed, 16% are still studying (for a master's degree, etc.). Graduates and their relatives note a high demand in the labor market for financial and economic professions. The size of the return on social investment ROI was 1.3. The resulting value exceeds 1. Thus, for each invested tenge there is a return of the invested funds with a small surplus.

According to the results of the study, valuable recommendations for the Foundation were the use of artificial intelligence in the selection of candidates, ensuring uniform geographical representation of fellows, expanding the activities of the Foundation through new "products", improving the work of the Board of Trustees, strengthening communication with graduates and increasing the recognition of the Foundation.



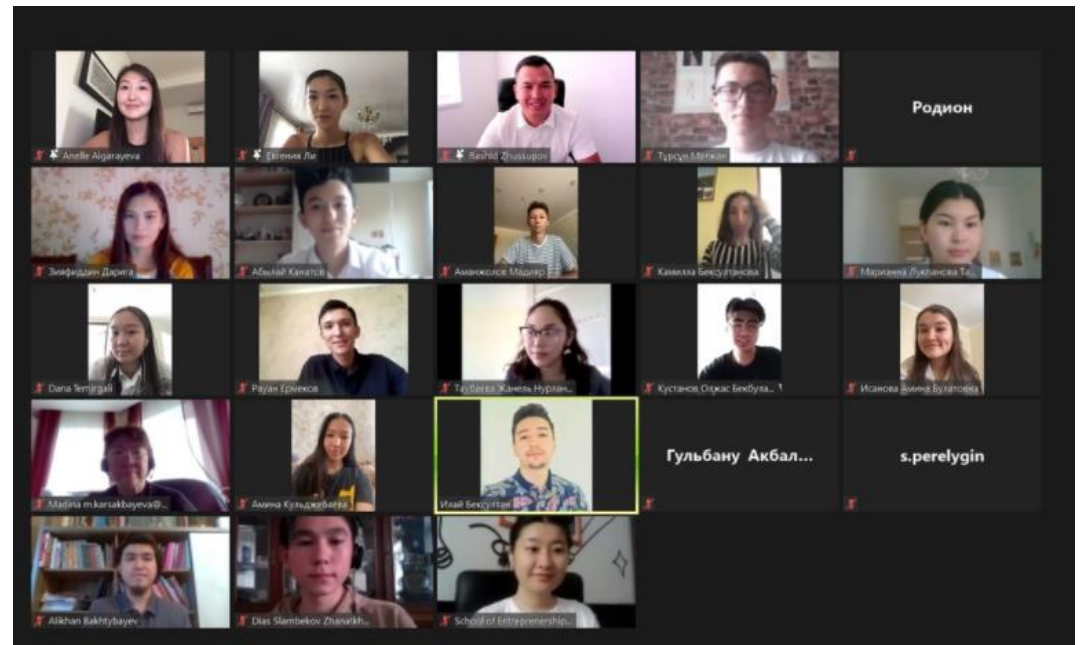
FEEDBACK



## “BESTIREK” PROGRAM

The BesTirek program is a relatively new program of the Foundation, which had no analogues in the Kazakh space at the time of its launch. The program started in 2017 and is still undergoing changes and receiving new components. Its exclusivity is at the basis of, first of all, in its focus on teaching entrepreneurship, and secondly, in the approach itself, the so-called PBL (practice based learning) - learning in practice. PBL has been successfully used for a long time in developed countries, where 70% of the educational process is based on solving practical problems of real companies. Switching the focus of attention from classical education to entrepreneurship is a conscious step and is part of the Foundation's new strategy – nurturing young entrepreneurs who will become an active part of the Kazakh business community in the future. The implementation of this ambitious idea, of course, required the restructuring of the existing bachelor's degree program with its subsequent rebranding into BesTirek. The name of the Program contains the very five pillars that form its basis: the personality and potential of the scholarship holder himself, grant support from the Foundation, education received at the university, support from mentors and knowledge obtained as part of an internal grant for a summer internship at Babson College, Boston, USA.

The competition for grants of the BesTirek Program is held annually, graduates of schools and colleges of Kazakhstan with leadership qualities and linking their professional future with entrepreneurial activity are invited to participate. In the process of selecting fellows, the main attention is paid to the ability to think outside the box and act in changing conditions, stress - resistant, creativity in solving problems, as well as communication skills.



# BesTirek Internship Program

Kostanay Minerals

12 scholars

15+ projects

2 months

7 mentors



gain valuable experience in the USA. Unfortunately, due to the coronavirus pandemic, the competition has been suspended since 2020. To fill this gap, the Foundation, together with Almaty, organized a summer internship at one of the largest mining enterprises in Kazakhstan - Kostanay Minerals JSC (Zhitikara, Kostanay region). The internship was aimed at placing the scholarship holders in the working conditions of a real enterprise and involving them in solving cases. In addition, a related task was to create conditions for establishing horizontal ties between scholarship holders of different "generations". For two months, the scholarship holders interacted with different departments and, in addition to solving cases, helped the company improve its Instagram account, developed merch and launched a chatbot. The negative aspect of the internship is that it was planned for the summer holidays and forced the guys to change their personal plans.

The Foundation's partner, Almaty Management University, expressed readiness to participate in the development and implementation of the updated program. Thus, the main specialties "marketing" or "management" were supplemented with the module "entrepreneurship", and in 2020 the University opened a new specialty for the tasks of the Program, BAE, "business administration in the field of entrepreneurship". The Almaty School of Entrepreneurship Development, especially for BAE students, including BesTirek Program's scholarship holders, regularly holds events that expand horizons and allow you to study the best practices. The scholarship holders attend business breakfasts with well-known entrepreneurs, participate in hackathons, business incubators, and competitions for the best startup. In addition, an annual competition is already being held among the Foundation's scholarship holders to receive a grant for a trip to a summer camp at Babson College (Boston, USA). The College has been repeatedly recognized as the best educational institution successfully implementing PBL in the field of entrepreneurship. An internal competition is held among first-year BAOP students, the best students get the opportunity to

This year, 5 people from the first set of the BesTirek Program received diplomas: Balabek Marzhan (Taraz), Daulet-Lazy Muhammad (Shymkent), Kazakhstana Zhanyl (Astana), Kenes Ayazhan (Aktobe), Toleubaev Almas (Karaganda). The 2021 competition received 258 online applications of candidates from different regions of Kazakhstan. All stages of selection due to quarantine restrictions were held online. At the first stage, the competition commission examined all the applications received, paying special attention to the motivational essay, letters of recommendation, academic performance, awards received at subject Olympiads, sports competitions and other significant competitions. Also at this stage, documents describing the financial situation of each candidate were studied.



## Winners of “BesTirek” Program 2021



**Beksultanova Kamilla**

Almaty



**Ziyafiddin Dariga**

Petropavlovsk



**Isanova Amina**

Almaty



**Kustanov Olzhas**

Almaty obl.



**Kulzhebeyeva Amina**

Aktobe

Out of the total number of contestants, 23 were invited to pass the 2nd stage of the competition, which took place in the form of a business game in which they had to demonstrate the declared qualities and skills. Five children became finalists in 2021: Kamilla Beksultanova (Almaty), Ziyafiddin Dariga (Petropavlovsk), Amina Isanova (Almaty), Amina Kulzhebeyeva (Zhambyl village, Almaty region), Olzhas Kustanov (Aktobe).<sup>1</sup>

<sup>1</sup> The BesTirek program was launched in 2017 as a result of the reorganization of the Educational Grants Program for obtaining a bachelor's degree in financial and economic specialties.

## “GET METIER!” PROGRAM

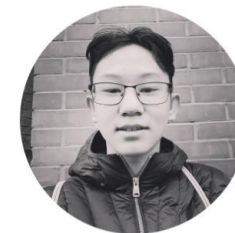
The program "Get metier!" was launched in 2008 in support of young people with disabilities. Every year, in parallel with the BesTirek Program, a competition for grants under this program is held. In addition to the target group, the Program has a number of differences, such as the freedom to choose a specialty and the possibility of obtaining a secondary technical education in any college in Kazakhstan. Graduates who have received basic secondary or general secondary education in ordinary or specialized schools are invited to the competition. It is worth noting that children with physical disabilities who have not been diagnosed with mental retardation can apply for the grant. Candidates for the grant must pass a competition consisting of three stages: submission of an online application, an interview and an assessment of the financial situation of the family. Of all the stages of the competition, the second one can be designated the key one, since it is the interview that makes it possible to evaluate the candidate in terms of his personal qualities. Particular attention is paid, first of all, to the motivation to get a profession and, in general, the desire for development, sociability, independence of judgment, the ability to make independent decisions and the presence of "character" in a good sense of the word. The close environment plays a huge role in the formation of a child's personality, and even more so for a child with special needs, therefore, during the interview, communication with the parents of the contestant is also conducted. The values of parents largely determine the child's self-esteem, his inner sense of fullness and self-confidence, his ability to soberly assess his capabilities without fixation on limitations. The fellows of the program "Get metier!" are distinguished by their love of life, openness and ability to cope with difficulties. Students bring a significant variety to their lives and introduce them to society, which always responds favorably to them.

In 2021, the Foundation honored the graduate of the Program, Aitmanbet Aktore, who graduated from the Economic College of Narkhoz University, and the ranks of the scholarship holders were replenished with three students, these are: Deneyev Meirambek (Turan College), Isayev Amir (Kazakh-Turkish Humanitarian and Technological College) and Smailov Dinmukhammed (College named after D. Konaev). All the children are from Almaty and graduated from boarding school No. 2 for children with musculoskeletal disorders. I would like to emphasize that the Alumni Club has allocated another grant and now Dinmukhammed's education is paid for by donations from the Foundation's graduates.

## Winners of “Get Metier!” Program 2021



**Deneyev Meirambek**  
Turan college



**Smailov Dinmukhammed**  
College named after D.Konayev



**Isayev Amir**  
Kazakh-Turkish Humanitarian-  
technological College

## KENTAU PROGRAM

The third program of the Foundation is the Yerzhan Tatishev's Scholarship Program or the Program of nominal scholarships aimed at supporting students and the school itself -Lyceum No. 16 named after Yu.A. Gagarin, Kentau, Turkestan region, where Yerzhan Tatishev grew up and studied. The target audience of the Program is high school students of the Lyceum and is aimed at supporting their initiatives. During the entire existence of the Program, 109 scholarships have been awarded. The program has been in effect since 2007, until 2013, the scholarship was established for excellent students. In 2013, it was decided to change the approach to the implementation of the Program, and since then the Program has supported small social projects. Students of grades 8,9,10,11 can present their vision of how to make the life of the classroom and school interesting and rich. The contestants present their ideas at the beginning of each academic year after the announcement of the start of the competition. In addition to relevance, originality and feasibility, the criteria for participation in the competition are also: academic performance for the last academic year is not lower than 4.0 points, achievements in subject Olympiads, sports and creative competitions are also welcome. The advantage is enjoyed by projects that do not require expenses, have a long-term effect and contribute to the development of useful skills of children. In the process of implementing projects, the guys secretly develop their flexible skills: they learn to organize people, work in a team, effectively manage their time and work for results. As well as last year, the selection of 2021 was held in an online format through the zoom platform. The Foundation established and allocated 6 scholarships, the winners were: Dombrovskaya Margarita with the project "Instagram page of the school", Kakharova Sarvinoz with the project "Classes for the development of logic", Molyugin Viktor with the project "Japanese Garden", Nasyrova Faniya with the project "Beading Club", Oralkyzy Sabina with the project "Book Club", Shoibekova Anel with the project "Creating video content to promote the school in social networks". Unfortunately, the author of the project to improve the foyer of the school, Viktor Malyugin, could not launch the project for personal reasons and refused the scholarship approved for him. The rest have started to implement their ideas and have already shared the interim results.

45

publications on the school's instagram account and +300 subscribers



11

of third grade students develop logical thinking



9

students master the beadwork skill



15

students broaden their horizons in the Book Club



**Nasyrova Faniya:**

"I tried myself at teaching, this is my first experience and I like it. I really like to promote beading"



**Kakharova Sarvinoz:**

"I learned to communicate with children, became more socialized and responsible"



**Dombrovskaya Margarita:**

"Taking videos I started to get involved in the school's life and noticed the things I hadn't catch before or weren't interested about"



**Oralkyzy Sabina:**

"Frankly saying it was sometimes difficult for me, there was no motivation due to lack of experience. Now I realize that the Club helps lots of people to make friends, communicate and have fun. I upgrade my own skills"



**Shoibekova Anel:**

"My knowledge base in the field of video editing has been noticeably replenished, I'm learning new things, learned planning. The page has become as a child of mine, I am very happy every time the number of the subscribers increases"



In addition to the scholarship program, a Memorial Day is held at the school every year on April 22 for the birthday of Yerzhan Tatishev. On this day, intellectual, creative and sporting events are held, among which a mandatory one is a volleyball tournament, which, as a student, Yerzhan himself was interested. In connection with the relaxation of quarantine measures, events dedicated to Memorial Day in 2021 were held offline: an intellectual quiz among middle-level students, craft and drawing contests among junior classes. This year, the volleyball tournament was held on an urban scale, 11 school teams took part in it. The winners of contests and competitions were awarded with cups, medals and sports equipment. The winning teams were awarded a volleyball net and balls. The organizers noted that while on distance learning, the children missed school, teachers and communication with each other and participated in the event with great pleasure.

## GRADUATES' LETTERS

### Alimkhanova Kamilla



“Life at the university for a student can be a fateful and important step. Every student finds himself away from home, family, relatives and friends for the first time in his life. Many students are scared, but remember, you are not alone, we all went through this new and wonderful moment.

Both school life and university life are the most memorable time in a person's life, but they are very different from each other. If at school we learn everything in a reliable and familiar environment, then at university we find ourselves in a new environment where we have to learn new things and solve new tasks on our own. We spend half of our young life at school, and therefore it becomes comfortable for us to live in this environment, but life at the university lasts only 4 years, and every year brings us new challenges and knowledge. If at school our teachers and friends always protect and protect us, then in student life we form relationships with our teachers ourselves, and they do not protect us all the time, as our school teachers did. My mom always told me that getting a bachelor's degree is extremely important, not only because of the acquisition of new knowledge, but also because of the different experiences that people get during four years of study at the university.

I want to mention one of the most fun and useful experiences at the university was "StartUp Night". StartUp Night is a university projectathon (from project - project and marathon - marathon), where students work for one night to create their business projects - turn their ideas into prototypes. You will have an opportunity where you can spend time with friends and teachers and gain experience in business projects. The second most memorable for me were the business breakfasts from the School of Entrepreneurship and Innovation. The School of Entrepreneurship and Innovation is aimed at building an entrepreneurial community where students will play a key role in the formation of entrepreneurial culture in Kazakhstan and abroad.

Business breakfasts are a great opportunity for students to find mentors and learn something new! And finally, these are the "annual holidays" of the university. Holidays have always filled students' lives with excitement and exhilaration. They provided an opportunity to meet new people, take a break from the hustle and bustle of university and providing a platform to showcase their talents. The holidays have become a place where students take a lot of photos and share their impressions. Each student has his own story that he can tell about his life at the university. We should enjoy our student days, because they cannot be returned, just like the school years”

### Allayarova Aikorkem

“Three years have passed since I received a grant from the Yerzhan Tatishev Foundation in 2019 and entered the MAB College. I think that I can be quite proud of what I have achieved in these three years. I would like to express my gratitude to the Tatishev Foundation. Since entering college, I have taken my first step into a new life. The atmosphere in college is just wonderful, as if you are in some American high school. The college has all the conditions for students to development their talents. Various creative and intellectual competitions fill student life with unforgettable moments and memories, and meetings and communication with graduates of the Foundation arouse even greater interest in life. Mutual support, stories about the achievements of each of us give even more motivation and energy to conquer new goals. At the moment, I have developed my business project and am looking for investors, and all these doors have opened thanks to the Tatishev Foundation. I want to say to all subsequent fellows of the Foundation: "Turn your dreams into concrete goals, write down ways to achieve these goals and act without delay!" Friends, we all make up the future of the Kazakh people and the prosperity of our country in our hands. Let's work hard and raise our country to a new level of development. I wish you all a happy New Year!!! Good luck, friends!”



## Kariyeva Aigerym



"BesTirek 2018 scholar Kariyeva Aigerim is on the air. I am studying and will soon receive a diploma in the best program of Almaty Management University "major + minor", which allows me to develop in several directions at once and get an education not only in one specialty. Studying at this university was my childhood dream, which was greatly helped by the Yerzhan Tatishev Foundation. My family provided great support in all my endeavors and together we applied for participation in the "Bes Tirek" program. In the process of selecting participants, at the second stage I met guys from all over Kazakhstan and got the opportunity to try myself in creating a team project. The contest was fun, but it was exciting.

Since I passed the UNT well, I applied for participation in the state grant competition. And so my waiting began. The day when I found out that I became a scholarship holder of the Foundation was one of the most significant and pushed me to change. Later I found out that I had also received a state grant to the same university and the same main specialty. After contacting the Foundation, it was decided that I would refuse to pay for training in my main specialty, so I studied on 2 grants. And later I received a third one from the University for another specialty and now I will graduate from three areas: management, entrepreneurship and marketing. Everything that interests me very much. During my studies at ALMAU, I received a lot and even more than I wanted, for which I am very grateful. In the process of learning, I learned to communicate with people and find a common language with completely different types of people. We had business breakfasts with personalities who have achieved success in a certain area and achieved results. I heard and noted for myself the advice of teachers, proven by experience. The training itself has always been perceived by me as some kind of game, the conditions of which become more complicated step by step, but therefore become more interesting.

In addition to a cool education, here I started my career path, which began with my active student life. The most memorable, of course. I wanted to try everything, participate everywhere, organize something and find friends. Which I did, I visited almost every student organization - my inner enthusiasm would not let me rest until I found what was most deposited in my heart. So I became a bright participant of the "Hunters" campaign team. And already in my first year, I came to work in the Admissions Committee, and thereby promote my favorite Foundation and University. This work with applicants dragged me on for many years and made me an employee of the university, to grow into the current me - the head of the AlmaU Student Development Center.

There are some tips from me for those who are just starting all this way, and the main one is - never be afraid to show yourself! Not always all opportunities and merits come to you on a silver platter and if you think you are worthy of something, go and take it! Now, looking back 4 years, I can't understand how time flew by so quickly. They say that happy hours are not observed, apparently I was too happy to just stop and realize that, it turns out, this time has come to an end. I am happy and this is something for which I am very grateful to the Foundation, Erkin Nureldaimovich, Dana Zhenisovna and Aliya, who became our second mother!"

## Kulakeyev Olzhas

"My name is Kulekeyev Olzhas and for 4 years now I have been a scholarship holder of the Yerzhan Tatishev Foundation. I am studying in the 4th year at Almaty Management University, majoring in Management and Entrepreneurship (Major and Minor). Regarding the program, I can only say that it gave me an unreal boost and self-confidence. After all, out of a large number of participants, only five applicants won the grant, including me. Since the program included: business breakfasts with existing entrepreneurs, participation in various events, projects and Olympiads. We have learned to apply theory in practice, which is rare in our realities. Moreover, we worked out volunteer hours and took an active part in the social life of the city. Each of us was in a difficult financial situation and the grant gave unreal relief to our parents and ourselves. Moreover, the program allowed us and our parents to forget about tuition fees, for which I am infinitely grateful!

Of course, it is possible to praise the grant and the dividends it gave us to the point of scuffs, and all this will be true, as well as those disadvantages, which I will refrain from listing, because there is no ideal system and there are disadvantages everywhere, or simply put, the coin has two sides.



The Yerzhan Tatishev Foundation has taught its fellows to think in a social, entrepreneurial and spiritual path. At the time of writing this "essay" I am working as an office employee, I have not found myself, but I am still looking. At least at this stage of my life, I realized that I would not allow myself to be an office plankton, I think you will understand why. During these 4 years, I realized that:

- ✓ You can't run away from responsibility and complain! After all, in all the wanderings in life, you should be where you are. You have to understand why your destiny brought you to this place and accept your duty, otherwise there will be a double loss: you are not in the place where you should/would like to be, and you are where you should not be!
- ✓ If you judge a fish by its ability to climb a tree, it will live its whole life considering itself a fool. Never doubt yourself, and don't let yourself doubt others, we are all geniuses. Be what nature has made you! Do not try to be someone you are not, because each of us has our own genius inside!
- ✓ Never rock the boat you're rowing on!
- ✓ Respect the person, even if he is not like you and does not share your worldview!

Each generation has its own role in history. Previous generations have left us a wealth of thoughts: dreams about philosophy, truth, wisdom and destiny. We are dwarfs standing on the shoulders of the ideas of our ancestors and noble deeds. The destiny and duty of our generation is to find and materialize our dream!

Drawing conclusions, I want to say that if you have not found yourself, your dream job and your field, then take your time! Everything is still ahead and everyone lives in their own time cycle, you should not compare yourself with a businessman with 20 years of experience, your cycle exists in its own individual space"

### Odintsov Pavel



"Hi! My name is Pavel Odintsov, I am 20 years old. I am a student of a specialized boarding school for children with musculoskeletal disorders No. 2 in Almaty. In 2018, I participated in the Yerzhan Tatishev Foundation competition and won an educational grant. Now I am finishing the fourth year of the Central Asian Technical and Economic College of Almaty, Faculty of "Radio Engineering". First of all, I would like to add that the transition from school to college was very calm for me, I have heard many times that for most graduates entrance exams sound like something unreal, but I treated the entrance exams as a normal test, no more. I knew that if I didn't enroll now, I would have a chance to enroll next year, and no one canceled other colleges.

So, I am a first-year student. First of all, these are new faces, acquaintances, during these years you emphasize something new for yourself, but this happens exactly until the moment you are sent to work practice. I worked at the cinema for more than a month, during which time I realized that I did not like to come at six o'clock in the morning and sit next to the equipment all day, often until late at night.

In the fourth year, we were given a list of course work titles to choose from. From the presented list, I liked a very interesting topic, "Script development, shooting and editing of an animated film". Since this was something new for me, the choice was obvious. At that time, I had not experience in creating something large-scale, so I used a couple of techniques that helped me finish the work on time. I was satisfied with my work. I got a couple of comments, but it helped me see my mistakes and made me stronger.

After successfully completing the course project, I finally realized what I want in this life and what I will do in the coming years. After college, I decided to enter the Zhurgenov Academy.

Despite the fact that the work in the specialty turned out to be not the way I imagined it, I still believe that I am studying for a reason and college has become a kind of stepping stone for moving forward. In college, I made new acquaintances, friends, I became more confident. Now I am a certified person without five minutes with a set goal and small achievements behind my back. I want to say, don't be afraid to take risks, discover something new and you will definitely achieve the task. Thank you to our Foundation for giving children the opportunity to find themselves in this life!"



After graduating from college at the Narkhoz University, I asked questions about where and how to get a higher education. I wanted to do marketing, as I became interested in it long before admission, and started watching suitable programs. When I came across a booklet about the upcoming selection for a grant from the Yerzhan Tatishev Foundation for the specialty marketing and entrepreneurship, I had no doubt that this was my chance. I liked the goals of the foundation and their mission responded, I was delighted with the university, because ALMAU is famous for its marketing program, and I realized that I want to be an entrepreneur. Having made all my efforts and passed all the stages of selection, I became a scholarship holder. It is impossible to describe my feelings: the grant was the best thing that could have happened to me in my 18 years, because thanks to the financial support of the Foundation, I had the opportunity to get a high-quality higher education at one of the best universities in the country.

I immediately liked the educational process and student life. In the classroom, I received a lot of new information thanks to a strong staff of teachers, many of whom are practitioners and candidates of sciences. We took neuromarketing, event marketing, branding and many other subjects that immersed me in my specialty more and more. At the entrepreneurship program, we studied tools that will be useful to us in the future, and also worked on our personal projects within the framework of the grant. It all had a great overlap with each other: we had the opportunity to apply and consolidate our knowledge in practice. Learning was not a tedious process. There was always a lot of life at the university. We had business breakfasts with well-known entrepreneurs of the city, giving us the opportunity to listen to them and ask questions. The curriculum also included lectures from invited speakers who had experience launching startups. All this created for us, as students, a real picture of entrepreneurship. I joined student organizations at AlmaU: I was engaged in charity work and a student magazine. This experience led to the acquaintance with many students who later became their close friends and colleagues.

By the end of the third year of study, the scholarship holders and I went to the city of Zhitikara for a summer internship. We had to work in the company "Kostanay minerals", which is engaged in the extraction of asbestos. We divided into teams and worked on various projects: maintaining social networks, developing chatbots, creating an organization's merch, etc.

Based on my experience in graphic design, I took the development of a brand book. We worked and lived together with other scholarship holders of the foundation, which gave us all a lot of warm memories. We had the opportunity to communicate directly with the managers of such a large enterprise, who became our mentors. Impressions remained after excursions to the production, warehouses and asbestos deposit. I left there a different person, and it was an unforgettable experience I ever had. Looking back, I realize that my student years were eventful and truly rewarding, even despite the pandemic and online learning. I have highlighted the main points that I have noted during my 4 years of study at the university:

- ✓ Understand the purpose of your training. This gives the internal engine to continue gnawing the granite of knowledge, even despite the difficulties.
- ✓ Be proactive. Don't be afraid and don't be shy.
- ✓ Perform tasks responsibly
- ✓ Already as a student, strive to gain work experience (not to the detriment of academic duties), as well as look for internships during the holidays.
- ✓ Choose to work in a team.
- ✓ Be purposeful, fair and persistent.
- ✓ Engage in volunteer and charitable activities.
- ✓ Get to know other students. It's not only fun, but also useful. You can become friends, partners and colleagues for each other.

My future plans are to gain work experience as a marketer, as well as continue my education and get a master's degree. All this is necessary to start my own business, because now I realize how much I want to be an entrepreneur. The Foundation changed my life and directed it. He became my foundation and laid values, gave me experience, became a mentor, opened new doors. I am graduating from the university not only with two degrees, but also with inner values, core and new qualities that were brought up in me. Thanks to the Yerzhan Tatishev Foundation, I will confidently go through life and work tirelessly to be a worthy graduate and satisfy expectations.

## Shaikiyeva Madina



“Thanks to the E.Tatishv Foundation, in 2018 I entered the Almaty Management University, a specialty that I dreamed. The Foundation helped me to fulfill my dream, to study on a grant in Almaty, without straining my family with financial difficulties. At the same time, I got an additional opportunity to study in the second minor “Entrepreneurship”, where there were very cool and the best teachers who gave me a lot of knowledge and showed me opportunities for growth and development. The university gave me good friends, interesting acquaintances, gave me a sense of self-confidence. Of course, it was not only the university, the same feelings were given to me by the city of Almaty, where people are charged, positive, interesting. There is always something going on in this city: events, competitions, trainings, etc. I think that I have changed a lot internally in 4 years, thanks to the Foundation, the University, the city..

There were very cool teachers at major and minor, I won't get tired of repeating it, especially at minor. Since the Center for Entrepreneurship and Innovation Development provided us with practitioners, those who have practical experience in the entrepreneurial environment. Also, according to the Entrepreneurship program, trainings, startup competitions, business breakfasts with entrepreneurs were held for us. Business breakfasts are generally a separate story, we were very lucky that we had them before the pandemic and quarantine, since online meetings cannot be compared with offline ones, this is completely different. At offline breakfasts, where you can see a person live, ask him a question, get to know him personally. All our guys on the program loved these meetings very much, it was a pity there were only 5 of them then.

In addition to the fact that the scholarship holders should study well, our responsibilities include volunteering . For the first 2 years, I worked volunteer hours, thanks to 2 student organizations where I was a member: DOES - charity club, and Enactus. In these two organizations, I met good guys who became close friends to me. But there is no need to think that it is necessary to join these organizations, in addition to them, other student clubs hold charitable and useful events. And there are a lot of clubs in ALMA, after all, this is what my university are known for in Almaty - a busy student life. There are also many different volunteer organizations and events in the city where volunteers are required. There are not many difficulties with this.

I would also like to tell you about the first internship held at Kostanay Minerals . This internship was unexpected for us, but nevertheless, I think it was done well, as the first in the program. For us, students, it was a kind of challenge, where we showed ourselves well. I am happy with the internship, as the Foundation and the staff of Kostanay Minerals provided us with great conditions for the internship, we definitely did not expect this. I was happy because I found a new direction for myself to earn money after this internship. We worked on projects, my was called "HR chat bot". I was alone in the team, but I still did a good project, I studied the creation of a chatbot from scratch and launched it. I just like to understand different programs, creating something on computers, etc., so I chose such a project. If it wasn't for management, I would have gone in the IT direction.

Now I am freelancer,I have tried to work in the office and on a remote, I realized that a remote for me is a suitable format. I don't like being tied to one place and working on a schedule. I love freedom in any activity, but at the same time I am disciplined, so I don't have any special difficulties with this. I have experience in different areas, but mainly sales. I really like to try something new, learn new skills, programs, tasks, etc. And I realized all this for myself and revealed it in myself, thanks to these 4 years. Further, of course, more, until I know what I will come to, for me life is an adventure.

I would like to advise future scholarship holders and applicants to be more open, confident and curious. Look for knowledge everywhere, look for information everywhere, ask and do not hesitate. Do not be afraid, the university is like a playground where you can fall, make mistakes, the consequences are not so terrible, but you will roughly understand what will happen outside the walls of the university. The university provides opportunities, knowledge, but this does not mean that everyone will be outstanding. You need to reach out to them yourself and not stand still. I give these tips because I haven't always followed them myself. The Foundation provides good training conditions, but before agreeing to them, you should think about everything carefully, understand that you are taking responsibility and obligations to the Foundation and your family. Approach it more consciously. It is not difficult to study at the university if you really study and do everything as they say. And then everything depends on you.<sup>2</sup>

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<sup>2</sup> Original style, spelling and punctuation retained.

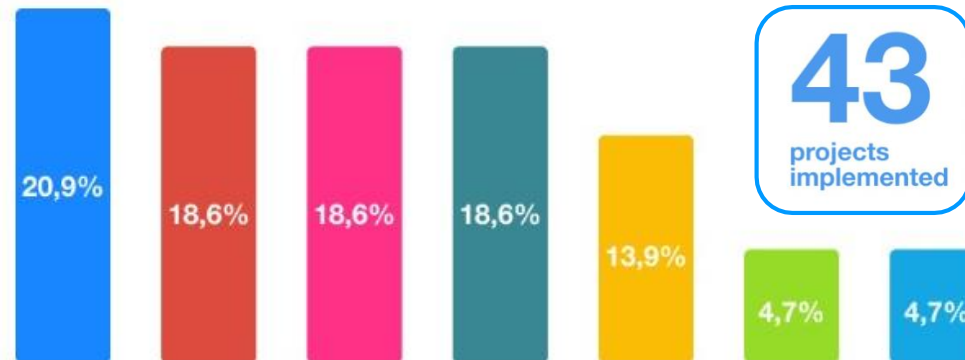
## SCHOLARS' CLUB

The scholarship holders of BesTirek Program spend 192 hours each academic year on volunteer projects. Along with academic performance requirements, this is also a condition of the Program. Everyone chooses their own direction and target group and independently determines the intensity of volunteer work. Projects can be both one-time and long-term, large-scale or local level, own ideas or already existing initiatives of other organizations. The main condition for choosing a particular project is its relevance in terms of benefits for the target audience.

The Foundation's scholarship holders are almost always part of the proactive part of the student youth. Most of them are members of student clubs and participate in volunteer movements. Participation in the social life of the community, of course, helps them to build up competencies and master relevant knowledge, but, most importantly, develops their flexible skills, teaches them to work in a team, instills responsibility for their actions, trains their emotional endurance. All these factors shape their moral qualities and help them grow into harmonious people. Graduates admit that as students they perceived volunteering as a mandatory work-out and just a condition for maintaining the grant, but in adulthood they realized the value of gratuitous assistance to those who were less fortunate and recognize the benefits of volunteer work.



## Types of projects



## WE DID HELP!



227 students took part in the startup competitions	706 students upgraded their English skills and awareness about Kazakh history	Children of the low-income migrants family from Tajikistan got New Year gifts
1074 persons upgraded their knowledge about developing and scaling a business	80 persons took part in Futsal and E-sport Championships	20 children with disabilities and their parents came for the Movie Night
1284 persons were aware about grants opportunities	Children's hospice "I am with you" got financial assistance	2 y.o. Emir Shakhmarov got donations for treatment
1790 students upgraded their soft skills	Khapizov Sabirzhan got financial support to participate in the World Surdo-Judo Championship	82 homeless pets of Lisakovsk city and Almaty oblast got shelter



## CONCLUSION

The end of the year is a time for summing up, rethinking the experience and building plans for the upcoming one. In this process, probably the most important place is occupied by people: relatives, friends, colleagues, partners, mentors and donors – all those who have passed this time with us and played their role in it, whose personality and professionalism have influenced who we are at this very moment. We thank the Chairman of the Board of Trustees of the Foundation, Yerkin Nureldaimovich Tatishev, our unconditional helmsman, mentor and patron in one person, whose moral and financial support allow a large number of truly interesting projects and programs to be implemented. We express our gratitude to the partner universities and colleges, the “Integrites” international law firm and all the partners of the Foundation who support us in our aspirations!

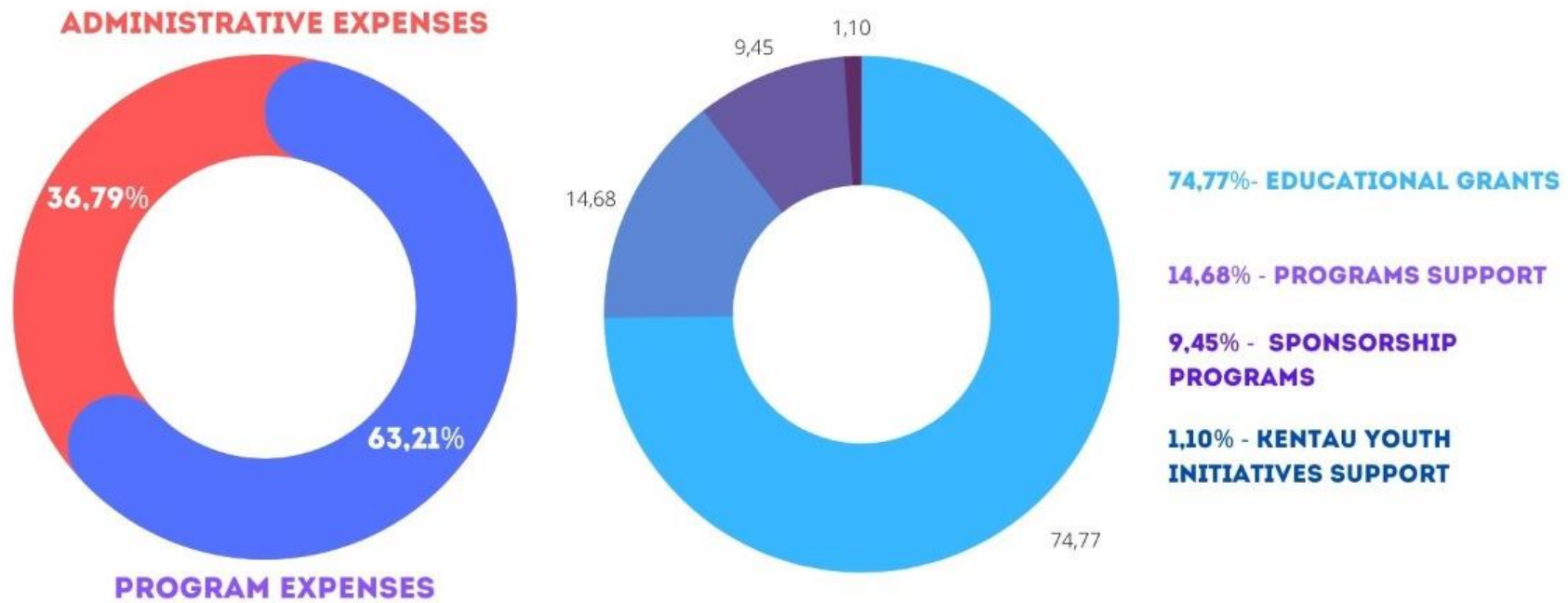
December 19 is the anniversary of the death of Yerzhan Nureldaimovich Tatishev, beloved son, brother, father, leader in the broadest sense of the word. There are a lot of unplayed roles, unrealized and, for sure, brilliant projects. His high moral principles, faith in people, love of work, which helped him to create, inspire people to this day. The best memory of a person is invisible things, what remains after his departure, but most importantly, it is the followers who continue to carry his ideas into the world, to preach his values. We are proud that worthy successors are growing with the Foundation in the person of graduates who are already opening up good opportunities for talented children through their own educational grants. This year, the Alumni Club has already established the third educational grant from its own funds. We appreciate every contribution made by our graduates, but we are also pleased with the sense of belonging to the Foundation and a sincere desire to support. It is not the first time that our graduates are part of the jury at the annual selection of scholarship holders and invite guys from among the "younger" graduates of the Foundation to work in their companies.

We really hope that the coming year will be a breakthrough year for all of us, and we will become not just witnesses, but also creators of super interesting projects. May the symbol of the upcoming year, the Tiger bring everyone the desired "prey"!



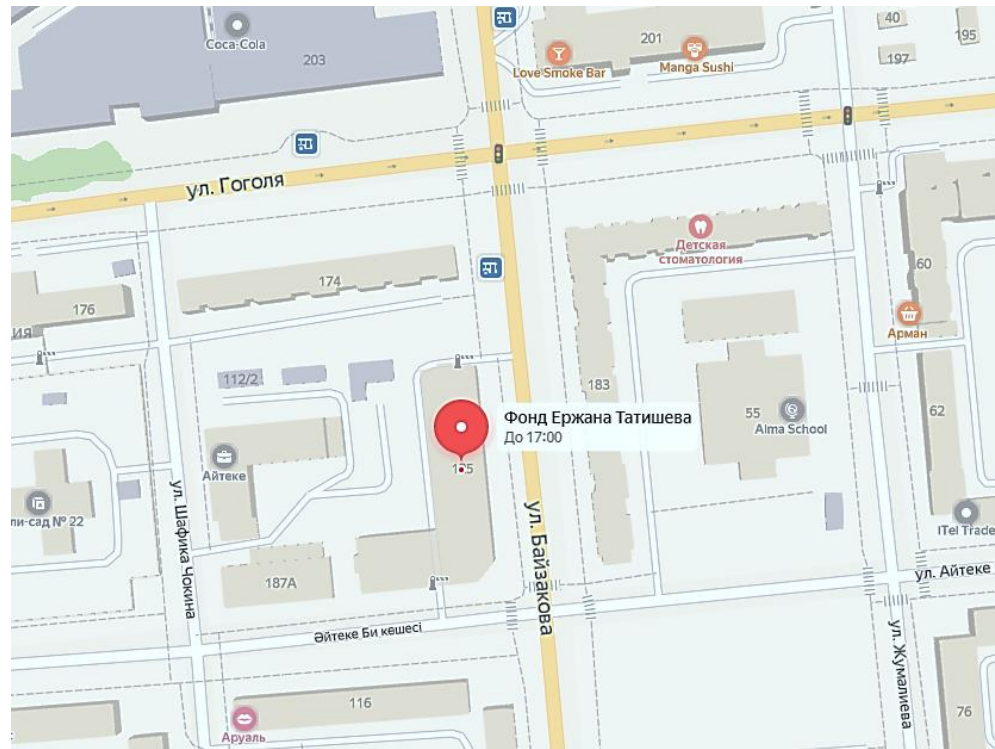
## FINANCIAL REPORT

Program and administrative expenses in 2021 amounted to 74 511 962.55 tenge, of which 63.21% or 47 096 792.56 tenge were program expenses, and 36.79% or 27 415 169.99 were administrative expenses.



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