















# **ENACTUS KYRGYZSTAN ANNUAL REPORT 2020-2021**



Enactus is one of the leading youth organizations in Kyrgyzstan. Enactus Kyrgyzstan unites students, business leaders and universities with the idea of using the power of entrepreneurship to change people's lives. Our mission is to improve the socio-economic situation of the population in Kyrgyzstan through the development of entrepreneurship.

<b>33</b> <b>Teams</b>	<b>100</b> <b>Projects</b>	<b>1210</b> <b>Students</b>	<b>3</b> <b>New Universities</b>
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## Enactus Projects:

-  IT programming
-  Creating video games
-  Plastic recycling and ecology
-  Affordable and healthy food
-  Agriculture
-  Online platforms and centers for education
-  Training courses on entrepreneurship and business creation
-  Online platforms for affordable health care
-  Online platforms for creating legal documents
-  Installation of tactile sound cards for the blind
-  Creating employment for the population
-  Tourism development

## Project beneficiaries:



Farmers



People  
with  
disabilities



Students

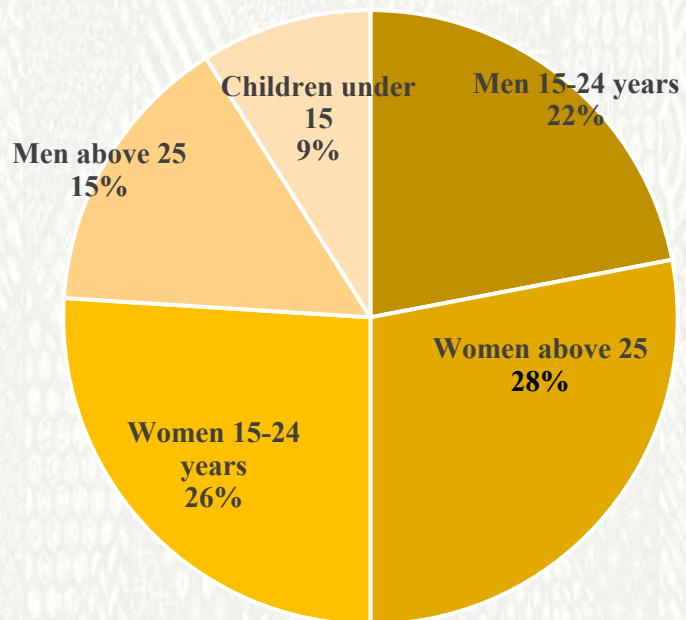


Households



Migrant families

### Age of beneficiaries:



### Regions included in Enactus projects:





## ANNUAL EVENTS:

### Enactus World Cup 2020:

Enactus World Cup was held in an online format on September 8-11. More than 25,000 thousand business, academic. advisors and students took part in the event. 36 teams and more than 72000 students were admitted to the competitions. The team of Enactus AUCA became a participant from Kyrgyzstan. The team entered the top 16 of the strongest teams and took the third place in its league.

As part of the World Cup, a series of "Unfolding Enactus"podcasts were recorded. The leaders of the World Cup teams from the USA, Germany, Egypt shared their experience, difficulties on the way to success. The podcasts were available on Spotify and Apple Podcasts. The World Cup program also included sessions with





leaders on plastic recycling, the impact of the pandemic on sustainable development, education, employment, and actions towards the climate change.

Additionally, there were special Enactus competitions "1 Race 4 Oceans", the winners of which were the team from Canada. A team from India won the competition for a 77-second film about the history of the project's impact on people's lives.

## ENACTUS KYRGYZSTAN CHAMPIONS' PROJECTS 2020

**Project TIFE** (Teenagers in Free Enterprise) aims to teach teenagers how to run a business through trainings on business planning, financial literacy, sales and product presentation. In 2019-2020, the team conducted 20 trainings. Examples of business projects: Happy Cake bakery in Tokmok city, Monopoly of Kyrgyzstan, Clothing Brand Uyat Emes, and Touristic Boxes.

**Revenue \$10503 Beneficiaries: 400**



**Project Challengers Map** aims to provide employment for the residents of Kyrgyzstan to stop migration. Students of the AUCA team provided authentic tourism for the residents of the country. The Challengers Map project included such activities as archery, horse riding, cooking national dishes. The participants of the project experienced the culture in real live.



**Revenue: \$1170 Beneficiaries: 5**



**Project Bold Type** aims to teach students to use their knowledge to earn money during their studies. AUCA students face the problem of tuition fees and are forced to work outside of their studies not on their major. Thanks to the Bold Type project, the students' knowledge of the programming was used to create applications and websites. The team has created an iOS and Android application for Manas International Airport and an online menu for Saya Cafe.

**Revenue \$960 Beneficiaries: 5**

## ENACTUS DAY

It is an important event for involving students in Enactus. In September-October 2020, more than 20 teams held Enactus Day within their universities with the involvement of administration, business, academic advisors and alumni. The events were organized in online and offline formats. The following speakers were invited: National Office of Enactus Kyrgyzstan, Enactus alumni, business advisors, university administration and academic representatives.

The events were held in online and offline formats covering the Chuy, Naryn, Osh, and Jalalabad regions. More than 800 people took part in the events. Each team was able to recall important events, successful stories, difficulties in working process during the year. Enactus days were held with the involvement of potential students in the community and with the aim of popularizing Enactus within the universities of the Kyrgyz Republic. The university administrations provided support with the provision of places for the celebration of Enactus day and coffee breaks.





Enactus teams participated in three mandatory online trainings in 5 areas:

- Introduction to Enactus
- Enactus criteria
- Enactus project development
- Audit
- National Competition

The teams received more detailed information about the mission and goal development, recruitment processes, the structure of the team, the role of the team



leader and academic advisor. Each team prepared the mission and goals and shared them with other teams for review. The teams received homework assignments, as well as conducted research on identifying problems with projects, setting goals and calculating the budget for upcoming events. As a result, 22 teams took part in the mandatory trainings.

## FALL FOOTBALL TOURNAMENT



In October 2020, Enactus teams organized a football tournament. All Enactus teams in Bishkek city took part in the sport event. Every year, one team initiates a tournament. This time the football tournament was organized by Enactus Kyrgyz Russian Slavic University. The involvement of teams in sports helps to support and promote a healthy lifestyle among students. During one-day tournament, the winning places were taken by the teams of Enactus Kyrgyz Russian-Slavic University and Kyrgyz State Law Academy.





## MEETING WITH MINISTRY OF AGRICULTURE

The Enactus team from Kyrgyz Russian Slavic University organized a meeting with the alumnus and now the Minister of Agriculture of the Kyrgyz Republic. The project Grow Up was discussed.

It is well known that Kyrgyzstan is an agricultural country, because 60 % of the population lives in rural areas, 14 % of all workers are engaged in growing agricultural products.

There is a problem of selling products and generally selling at a price that would suit the farmer. As a result, farmers are forced to sell their goods to resellers at a low price in a hurry.



During the field research in the Chuy and Issyk-Kul regions, the team identified some consequences of the problem. A GrowUp mobile application was created to solve the issues. This application solves a number of problems related to sales. The application helps to increase competitiveness, reduce the sales chain, and solve problems with logistics in the future.

During the meeting with Tilek Toktogaziev the team discussed project development, possible upcoming issues and their solutions and expansion to other regions of the country.



## **FALL TEAMBUILDING WITH ENACTUS KYRGYZSTAN**



On November 9, 2020, Enactus National Office initiated a team building. The students visited a rope camp and were involved in team sports activities. The purpose of the event was to unite the students after a difficult year of pandemic and to introduce new students to Enactus. The National Office invited more freshmen students to help them with the adaptation period

during the first months.

The annual program of National Office includes activities for team building and collaboration of existing teams. Thanks to informal events, the teams are able to create joint events and projects in the future. The format of team building helped to test the students' ability to work in a team, communicate with other students and find solutions in difficult situations. Additionally, all team building activities are aimed at promoting a healthy lifestyle among students.

## **GLOBAL YOUTH ENTREPRENEURSHIP FESTIVAL 2020**

On November 3-5, 2020, Enactus Kyrgyzstan took part in the Global Festival of Youth Entrepreneurship (GYEF), which was held by Youth Business International in an online format.



The purpose of the event was to provide a platform for the exchange of experience, training and cooperation of entrepreneurs. Many sessions were aimed specifically at organizations/programs that are members of the YBI network.

During 3 days the following topics were covered:

- Business support during Covid 19
- NGO adaptation to digitalization
- Successful fundraising projects
- Strengthening networks in business area
- Young entrepreneurs support during crisis

## **FESTIVAL OF YOUTH ENTREPRENEURSHIP AND ENTREPRENEURIAL EDUCATION**

On November 16-21, Enactus Kyrgyzstan held more than 30 interactive events in 7 regions of Kyrgyzstan in online and offline platforms. The festival was attended by more than 25,000 students and aspiring entrepreneurs. The teams held business meetings, games, business tours, trainings and meetings with alumni who started their own business.





Enactus teams conducted trainings on such topics as "Development of social projects", "Customer management", "Eco-entrepreneurship in the Kyrgyz Republic", "How to launch a Startup".



There were also guided tours to Megacom telecommunication company, Solomon Sandwiches Cafe, business games and quizzes. The Festival of Youth Entrepreneurship and Entrepreneurial Education every year creates a unique platform for creating a platform for students to communicate with businessmen.

**ENACTUS KYRGYZSTAN PRE-COMPETITION 2020**



This is an annual event where Enactus teams can present their ideas of social entrepreneurship projects that aim to meet 17 UN Sustainable Development Goals.

This year pre-competitions were organized on November 29 in Hyatt Regency Bishkek, where:



1. 21 Enactus teams presented their ideas of social and entrepreneurial projects
2. The projects covered environmental problems, food safety, education, agriculture, and gamification in business projects.
3. The teams received recommendations from business leaders and representatives of international organizations for the further development of projects.

For two months, the teams conducted field research in the regions of the country to identify social problems and presented their ideas, further plans for the implementation and improving the socio-economic situation of the population.

According to the results of pre-competition, the teams received the following recommendations:

1. To work in detail the financial and collaboration plans with local companies.
2. To continue to study the issue in the local market
3. To involve farmers in the use of new communication technologies
4. To certify the proposed product
5. To introduce a system for evaluating the effectiveness of trainings and lessons
6. To improve innovation



7. To organize visits to remote regions of the country for a detailed study of the problem
8. To provide more detailed calculations of income and expenses
9. To scale the project to other regions



#### Partners of the event:



- UNFPA Kyrgyzstan
- Youth Business Kyrgyzstan
- BNC Finance
- Beeline
- Bellagio Coffee
- Talisman resort
- M Bulak
- Forester
- Coca-Cola



## FIRST ENACTUS KYRGYZSTAN WINTER CAMP 2021

Date: February 19-21, 2021. Place: “Ashu” guest house



*The aim:* Implementation of knowledge in the field of ecology and food safety in Enactus projects to improve the sustainability and expand the spheres of influence of youth initiatives within their projects.

### *Participants:*

- 90 students from 3 regions (Chuy, Osh and Jalalabad)
- 4 academic advisors (Ala-Too International University, Jalalabad State University, International University of Innovative Technologies, Kyrgyz Russian Slavic University)
- Asel Karymbaeva, Head of the Human Resources Department from the governmental agency
- Emil Bochonovich Umaraliev, former Deputy Director of the State Agency for Environmental Protection and Forestry



The first winter camp of Enactus Kyrgyzstan took place in three busy days. The first day was devoted to theoretical knowledge on ecology and employment from the invited guests. Former Deputy Director of the State Agency for Environmental Protection and Forestry, Emil Bochonovich conducted an hour-long training covering the topic "Possible taxation of companies according to the degree of their environmental pollution". The speaker gave examples of CIS countries that have applied the law of taxation and how the funds were allocated.

The students took part in an open discussion, analyzed examples of major environmental pollutants, measures taken and not taken by the country.



The second speaker, Asel Karybayeva conducted a training on the labor activity of young people of the Kyrgyz Republic.



The second day was devoted to a debate tournament to consolidate the knowledge of the first day. Students were presented with topics on women's employment, protection of women's labor rights and youth employment. "This chamber will oblige employers to prioritize the experience of volunteering over other work experience or academic performance." The choice of the topic was important for increasing the interest of young people in the discussion on employment. As well as promoting the experience of social and entrepreneurial activity within the framework of Enactus for the creation of labor relations in the future.



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16 university teams took part in the debate tournament.

- Prior to winter camp, all students participated in the debate preparatory workshop from the student of Kyrgyz State Law Academy
- The judges were academic advisors, Zhuldyz Baimagambetova from Beeline company, Malik Razakulov from GFD company, and Enactus Kyrgyzstan Country Leader Gulbarchin Suiunova
- The judges were instructed by an experienced debate coach from the Kyrgyz Russian Slavic University, Sezim Rasulbekova.



- The participants presented ideas with specific arguments. It is important to highlight the following arguments:

- The experience of volunteering helps to develop non-specialized (soft skills) skills
- An active social position helps in upbringing of progressive youth
- Social entrepreneurship projects serve to develop interests among students to the issues of the society

Theoretical knowledge was supported with the practice from real projects. By the end of the camp all students were ready to develop and expand their projects.



The winners were determined according to the following criteria:

1. Logical coherence of speakers
2. All arguments have explanations and are relevant to the case
3. Arguments on the topic cause a response from opponents with other arguments
- 4. Speakers have excellent public speaking skills**

The winning places were taken by:

- 1<sup>st</sup> place, INTUIT (International University of Innovative Technologies)



- 2<sup>nd</sup> place, Kyrgyz Russian Slavic University

## START UP SCHOOL PRE-COMPETITIONS

The Start Up School project was launched in November 2020. The idea of the project is to teach school students how to run a business. From November to February, participated in workshops on the following topics:



1. Business idea, hypotheses, mission and goals of the project
2. Target audience, consumer segment
3. Studying the history of the school, identifying problems and ways to solve them
4. Fixed and variable costs, cost and price
5. Revenue, break-even point, profit
6. Investment budget
7. Financial model
8. Business communications, public speaking
9. Conflictology
10. Analysis of the market, competitors, partners
11. Fundamentals of sales, key channels of product promotion
12. Packaging and branding



More than 150 school students from Bishkek, Tokmok and Osh cities took part in the project.

The following schools were involved in the project:

- **Osh city:** Aga-Khan School, Barpy Alykulov high school, Bilim school, Lomonosov school, Kirov school
- **Tokmok city:** Schools # 1, 3, Technical college in Tokmok city
- **Bishkek city:** Schools # 60, 62, 25,1, “Taalim” college, Arabaev college, school #70, college under Ala-Too International University, schools # 9, 4, 38, 59,31, 24, 17, college under Kyrgyz State Law Academy

On March 15, Enactus National Office organized a workshop among the teams in Bishkek city, where participants shared their ideas and processes of their work. On March 17, pre-competitions were held for startup participants from the city of Osh, where judges evaluated their projects and gave advice on improving them.

The teams received tips on improving business model, development, and sustainability.

## **BUSINESS MEETING: THE CONTRIBUTION OF BUSINESS TO THE DEVELOPMENT OF YOUTH**

On April 9, the First Business Meeting was held under the title "The Contribution of Business to the Development of Youth". The purpose of this event was to introduce business representatives to Enactus students for cooperation.





The following events should be highlighted:

1. 4 students from Kyrgyz Russian Slavic University received laptops and internship opportunities from business advisor.
2. Presentation of leading projects to business representatives. Kyrgyz National University with the project "Mol Tushum", Kyrgyz Russian Slavic University with the projects Kirpi, Farm.kg As well as one of the most successful projects of the Start-up School team with the Sillival project (creating a visualization board for goal planning)
3. The fair of Enactus products



4. Networking in the Speed Dating format. This is an unusual and very prompt format for meeting representatives of the business environment with students. Representatives of more than 30 companies participated in the event, who managed to get acquainted with all the projects in a short period of time.





## PREPARATORY TRAINING PRIOR TO THE NATIONAL COMPETITION 2021

In April 2021, the National Office of Enactus Kyrgyzstan held trainings to prepare for the Enactus National Exposition 2021. The training is an important component of the annual program. Students from 24 universities of the country received knowledge on the rules, the format of presentation, documentation, and audit.



The annual reports of the teams of previous years were presented as well as some presentations of champions were viewed for details of the event. Team leaders from universities shared tips for new teams. The teams were familiarized with the criteria evaluating steps, forms of authenticity of projects and tips from the office on building a presentation and preparing speakers.



# **Enactus Kyrgyzstan National Exposition 2021:**

Date: May 28-29, 2021

Location: Hyatt Regency Hotel

Goal: The contribution of youth to the sustainable development of the Kyrgyz Republic through business and social entrepreneurship.

## **Objectives of the event:**

- Summing up the results of 2020-2021 academic year through the presentation of more than 60 Enactus projects by university and school teams
- Evaluation of more than 60 projects based on their completed results  
One project selected based on the best results for its presentation on the Enactus World Cup

## **Expected results:**

- More than 500 active Enactus students (80% of them female) presented the results of their projects.
- More than 60 Enactus projects have received recommendations for improving sustainability.
- Implemented sustainability components in projects
- Received quantitative information on the number of employed people (girls and boys) within the framework of projects.
- Received quantitative information on demographic data in the field of employment
- Ensured the long-term sustainability of projects
- One project selected based on the best results for its presentation on the Enactus World Cup

## **Participants:**

- More than 500 active students from 23 universities of the country (Bishkek, Chuy, Osh, Jalal-Abad, Naryn) and 30 schools (Bishkek, Chuy, Osh)
- 100 business representatives.
- \* 40 academic leaders and government representatives.



The event was opened by the Director of the State agency for youth affairs, physical culture and sports under the Ministry of culture, information, sports and youth policy of the Kyrgyz Republic. Kanat Shabdanbaev welcomed the students and guests and noted the importance of youth development in the field of social entrepreneurship.



Welcoming speeches were also made by the head of the UNFPA office in the Kyrgyz Republic, Azamat Bayalinov, Chairman of the Board of Directors of Enactus Kyrgyzstan: Arslanbek Kenenbayev and the coordinator of the project "Prospects for Youth", Bolotkan Sydykanov.

Before the start of the competition, the judges were instructed by the Enactus Kyrgyzstan National Office. During the session, important points of decision-making and team evaluation were touched upon. The judging panel consisted of the following companies and organizations: Finca Bank CJSC, GIZ, UNFPA, WHO, the State Agency for youth, physical culture and sports under the Ministry of culture, information, sports and youth policy of the Kyrgyz Republic, ILO, BNC Finance, Beeline, M Bulak, Talisman village, Bellagio Coffee, KIIZ Group, NewTon Advertising Company, Graduate of Enactus KSMA Urmat Alybayev, Media Company Kalon Production, Graduate of Enactus KSMA Adilet Toktogulov, Tandem production, Erasmus +, State Enterprise "Ayil Maalymat", and Dordoi Plaza.



General partner of the event was Finca Bank CJSC. The cooperation between Enactus Kyrgyzstan and Finca Bank has been going on for 3 years. The missions of the bank and the Enactus organization are closely interrelated and are aimed at creating jobs and improving the standard of living. The joint work led to the creation of new projects and to the scaling of existing ones in the regions of the country.



The competition brought together more than 500 Enactus university and school students, who demonstrated the impact of their projects and were evaluated by 100 business leaders and company executives.

Enactus Kyrgyzstan works with the compliance on 17 UN Sustainable Development Goals. Each project also creates jobs for the country's residents. This year, 30 teams of university and school students from 23 universities and 7 schools / colleges of the country have completed more than 60 projects aimed at solving urgent problems using entrepreneurial skills for the sustainable development of the country and its beneficiaries.



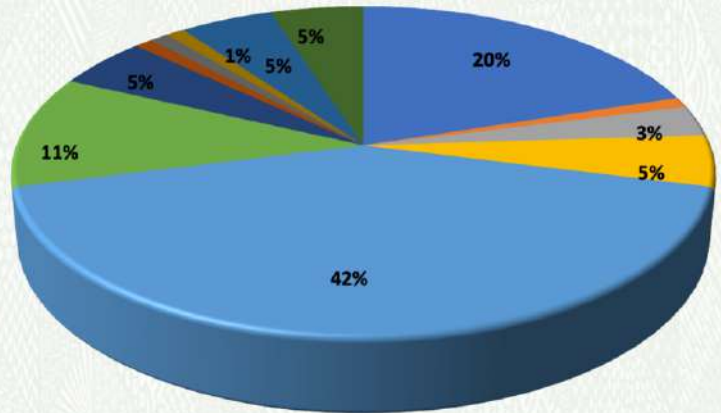
The event created significant opportunities for learning, sharing experiences, building partnerships, and engaging public in sustainable development areas. The projects covered environmental, economic and social issues. Measures have been taken for optimal use of resources and holistic development in 7 regions of the country.





### Enactus team projects:

- IT programming
- Creating video games
- Plastic recycling and environmental protection
- Affordable and healthy food
- Agriculture
- Online platforms and centers for education
- Training courses on entrepreneurship and business development
- Online platforms for affordable healthcare
- Online platforms for creating legal documents
- Tactile sound cards for the visually impaired
- Employment development
- Tourism development



### Project beneficiaries:

- University and school students
- Farmers
- Persons with disabilities
- Families and persons with low financial status
- Migrant families and children
- Housewives



A new component was the Start Up School competition. The Start Up School project was launched in November 2020. The idea of the project was to teach school students how to run a business. Following the results of 7 months, the school teams successfully launched startups and presented the results to the judges. Throughout the work, the students worked with mentors from the universities of Kyrgyz State Law University, International University of Kyrgyzstan, Ala-Too International University, OSH State University, and International University of Central Asia.



The startups of school students covered the areas of creating visualization boards, ethno and eco products, hiking trips with language learning and online resale of finished products. According to the results of the school competition, the project "Kochmon" won, which represented the production of Kyrgyz souvenirs in a modern style. It was presented by team mentored by Ala-Too International University. The vice-champions of the school competition became a school team under the mentorship of the Kyrgyz State Law Academy. The team presented a project to replace plastic bags with eco-shoppers. Within six months of work, the project involved students from more than 30 schools in the country.

The Kyrgyz State Technical University became the Enactus Kyrgyzstan National Exposition champion 2021, which presented two projects: Tapytk and Document.kg.



The TAPTYK project is based on the creation of tactile-sound navigation maps for people with visual impairments and people with limited mobility. The goal of the TAPTYK project is to create favorable conditions for a full life, meet the social and cultural needs of people with disabilities, as well as promote the introduction of innovative technologies and the development of inclusive education in specialized schools for the visually impaired in Kyrgyzstan through the introduction of tactile and sound maps and diagrams.

The Document project.kg is an automated service that allows to create legal documents (contracts, applications, etc.) in an average of 10-15 minutes. At the same time, the document does not contradict the legislation of the Kyrgyz Republic and was created with the support of leading lawyers of the Kyrgyz Republic.



Kyrgyz-Russian Slavic University became the vice-champion of the competition with Farm.kg and Dyikandos projects.



- Dyikandos is a farmer's personal online assistant for product sales and communication with the Ministry of agriculture and water resources of the Kyrgyz Republic.
- The Farm.kg is about helping local producers export and promote local products to the international market.

The 3rd place was taken by the Kyrgyz National University named after Zh. Balasagyn with the project Mol Tushum. The project is aimed at creating biogas plants and cooperation with farmers in the country's regions. To expand the project, the team received funding from Finca Bank CJSC in 2019, thereby increased its coverage in the regions of the country.





## Partners of Enactus Kyrgyzstan Exposition 2021:





## INTERNATIONAL START UP SCHOOL COMPETITION

On June 29, three school teams of the Start Up School project took part in the international competition among students from Russia and Kyrgyzstan. The Start Up School project was launched in cooperation with Enactus Russia in 2020. The idea of the project is to teach students how to run a business.



According to the results of local competitions, school teams took part in the competition under the mentorship of Enactus Ala-Too International University and Kyrgyz State Law Academy. Teams presented the projects they worked on for five months. The Goal Board KG project, a visualization board for building goals, took the second place. A school team from Bishkek city has created a project cheaper than analogues on the local market. The board consists of a grid, 100 colored pictures, pins and lights. The component materials are carefully packed in a gift box.



Thanks to social networks, the team sold 60 boards within 5 months. Projects on creating eco-packages and ethno souvenirs made of wood were also presented.



This project is a new direction in Enactus Kyrgyzstan annual work. School teams get basic business knowledge working with the leading universities of the country. Mentors from Enactus teams share their own experience, thereby help popularize Enactus among school students in Kyrgyzstan.



WE BELIEVE INVESTING IN STUDENTS WHO TAKE  
**ENTREPRENEURIAL**  
**ACTION FOR OTHERS**  
CREATES A BETTER WORLD FOR  
**US ALL.**