**The path to success and happiness**

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Статья посвящена идее о необходимости упорного труда и усилий для достижения любых целей. Упорный труд лежит в основе всех достижений и успехов отдельных личностей, сообществ и даже всей страны. В высших учебных заведениях большое внимание должно уделяться подготовке специалистов с новым типом мышлением к труду, карьере и работе и набором новых навыков и умений, которые позволят им эффективно работать в условиях динамичного развития экономики и технологии.

The paper discusses the idea of the importance of hard work and efforts to achieve any goals. Hard work underlies all the achievements and successes of an individual, communities and even the whole country. In higher education institutions, much attention should be paid to training of specialists with a new type of mindset towards a job, a career and work, possessing a set of new skills that will enable them to work effectively in a dynamic economic and technology development

Without hard work nobody is great. Hard work lies on the basis of all great achievements of individuals, a community, even a nation reach. People who have reached a lot in life claim that they have attained success thanks to ceaseless hard work and efforts. There are no “magic pills” or a secret formula or something like that which would bring success overnight. There is only one way to the top: HARD WORK. Hard work is challenging, difficult, requires lots of energy and effort. But it is the only key to success.

Where does happiness come from? Many people would like to know the answer to this question. The responce given by President XI Jimping, General Secretary of the Communist Party of China Central Committee, on page of “China Daily”, May 2, 2018, may sound encouraging to them. The answer is “happiness is achieved through hard work’, which is the title of the article. The newspaper gives an account of Xi Jinping’s New Year address to the people of China delivered on December 31, 2017. Xi’s definition of happiness has become a buzzword among the Chinese people ever since. In all his speeches and addresses to his compatriots he constantly highlights the importance of hard work. Here are some interesting points from the article: “Working hard is the noblest, greatest and the most honorable and beautiful virtue. …. The Chinese people have been aware since ancient times that we cannot sit idle and enjoy the fruits of other’s work. … Happiness does not fall out of the blue, and the dream will not come true by itself. ….. Xi attributed China’s great achievements in the past decades to the Chinese people’s ingenuity and expertise, hard work and enormous sacrifices. …. Xi called for diligence and hard work by people across the country to achieve national rejuvenation. …. The new era belongs to those who work hard” [1].

Xi Jinping’s special attitude towards hard work and his deep respect for the people of labour was formed early in his life. The son of a revolutionary leader Xi Jinping at age 15, at that time in high school, was sent down to work in a remote farming village Liangjiahe in Shaanxi province where he stayed for seven years. Xi lived in yaodong, a cave house, and worked on an equal basis with farmers. In an interview with China Central Television Xi said that he had done all kinds of farm work there, including herding sheep.

“At that time I could carry 200jin (100 kilograms) of wheat on my shoulder, and I could do it for 10 li 5 kilometers) on a mountainous road without switching it between shoulders”, he told CCTV.

The farmers of village Liangjiahe recall Xi Jinping with admiration, saying that no matter how tired he was, he would never rest if the farm work was not done. In a letter written to the villagers at Liangjiahe Xi said that he has never forgotten the memorable seven years, he spent at Lianghiahe, never forgotten the land where he used to live and work, never forgotten the folks that he got along with day and night.

Xi Jinping attributes China’s great achievements in the past decades to the Chinese people’s ingenuity and expertise, hard work and enormous sacrifices. The economic growth and prosperity of the country lies in the hands of millions of people of China. It is thanks to their hard work that economic growth has become possible.

During the last three years the economy of China has been steadily growing. Now China is the largest developing country in the world and is working hard to realize the two centenary goals and the Chinese Dream of national rejuvenation, which is to build a strong, prosperous, democratic, culturally-advanced and harmonious modern socialist country. Over the past 3 decades, China’s growth miracle can be viewed as the most impressive, lasting, and complex in terms of institutional changes and constraint conditions in the human history of economic growth, which generally praised by both prestigious international organizations and economists. [2]

China’s GDP rose from 54 trillion to 80 trillion yuan over the past 5 years and has maintained its rank as the world’s second largest economy and contributed over 30 per cent of the global economic growth. [3]

It is a well known truth that if a country puts all the focus on the improvement of its citizens’ living standards through economic development , the citizens are to work hard and productively. Economic stability comes in result of hard work. It is axiomatic that hard work is always rewarded.

Economic growth of the Republic of Kazakhstan also was brought about by hard work and efforts of the people of our multinational state and by the wise and well balanced policy of President Nursultan Nazarbayev. After the breakup of the Soviet Union in 1990, Kazakhstan economy was in deep crisis that followed the year our country has gained its Independence in 1991. Runaway inflation, collapse of industry, disappearance of markets, inadequate distribution and storage, and lack of capital for modernization were among the problems that the economy of Kazakhstan experienced [4]. Within a short period, only 27 years of independence, Kazakhstan has made great strides in its development, improved its competitiveness and now it has joined the ranks of states that are influential and internationally respected. Many great politicians acknowledge that economically Kazakhstan can be considered a success story. It is a rapidly developing market economy, which ensures growth and prosperity for its citizens. Living standards of the people of Kazakhstan have substantially improved. The Republic of Kazakhstan has become a powerful, modern, united and respected nation.

The progress and development of any community is based on the progress and development of its human capital and especially that part of it which is constituted by younger generations. The Organization for Economic Co-operation and Development (OECD) defines human capital as “the knowledge, skills, competencies and other attributes embodied in individuals or groups of individuals acquired during their life and used to produce goods, services or ideas in market circumstances” [5]. The main factors that considerably influence the dynamic formation of human capital contributing to the prosperity and competitiveness of the whole society in all spheres of life are the state of education system and national educational standards.

Our President Nursultan Nazarbayev has placed before Kazakhstan universities a challenge to train a new type of specialists: smart, focused, creative and hard- working young people who will be able to meet the demands of the market economy and thrive in a new work order. The skills and qualifications gained at our universities should help graduates build their lives and secure Kazakhstan’s prosperity, competitiveness and progress.

## Thus, further economic growth of Kazakhstan depends on factors, one of which is training of specialists with a new work mindset towards jobs, careers and work, possessing a portfolio of new skills and capabilities that will enable them to work effectively in the situation of rapidly changing technology and economy and propel Kazakhstan towards new achievements [6].

It should be noted that cultivating a new work mindset in the young generation is one the most important challenges of university education system.

What is a mindset? A mindset is the sum of knowledge, including beliefs and thoughts about the world and oneself in it. Developing the right mindset is the way of learning something new and  [developing the beliefs](http://www.myrkothum.com/how-to-change-self-limiting-beliefs/) that are most helpful for realization of goals and plans set. It is one’s own belief-system [7].

Mindsets are the assumptions and expectations we have for ourselves and others. These attitudes guide our behavior and influence our responses to daily events [8].

The New Mindset: Helping young people to navigate work now and in the future: By understanding the skills and capabilities that will be most portable and in demand in the new economy, young people can work to equip themselves for the future of work more effectively. Our mindset needs to shift to reflect a more dynamic future of work where linear careers will be far less common and young people will need a portfolio of skills and capabilities, including career management skills to navigate the more complex world of work [9].

The universities are entrusted with a high socially significant mission - to raise the nation's education, its intellectual, cultural, moral potential, to form new spiritual values ​​and to educate the younger generation.

Educational institutions are the main source and resource that provide the society with clever, highly knowledgeable, learned and professionally qualified specialists. It means that our universities should invest in bringing up and training young people by reforming and modernizing the system of education in order to ensure further growth and prosperity for dozens of years ahead.

For educators it is essential to foster in the minds of the new generation of enterpreneurs, engineers and scientists the values of hard work, which is the essence of any existence and the only way to succeed in any field of human activity.Peter Drucker, an Austrian-American management consultant, academician, once said that plans are only good intentions unless they immediately degenerate into hard work. Abilities and talent are only small part of what it takes to become a competent professional in the field young people have chosen to work. Success depends on hard work and perseverance that are necessary to achieve the goal set. Mastery can exclusively be the product of hard work and greater efforts put in. It is this mindset that will help accomplish great things.

The progress is driven by educated people and competitive educational institutions. Al-Farabi University guided by President’s call has identified its mission as follows: generating human capacity- highly qualified specialists competitive in the international labour market.

In recent years thanks to painstaking hard work and efforts al-Farabi University community under the knowledgeable leadership of the rector, academician G.Mutanov have passed through radical changes to become an innovator and a model for other universities in implementing modern conceptual approach to education and research. The university community has developed a road map on the organization of educational process, dynamic and diverse student’s life and extra-curricular activities directed towards preparation of specialists of a new generation.

This year for the first time, KazNU has entered the top 220 among the world's 800 best universities, by climbing 16 positions in the international ranking of QS World University Rankings. Over the past five years, the university has moved up the QS World University Rankings by more than 400 positions. In the world practice, few universities have achieved such growth dynamics!

 An important factor in successful promotion of al-Farabi University in this rating was a large-scale structural modernization, results-oriented high efficiency of management, intensive development of a unique infrastructure and, of course, hard work of the whole university community. Following the course of transformation into a world-class research university, KazNU is working to create a medical-biological and innovative IT cluster, and the newest supercomputer will serve as its core.

At the sixth meeting of Educational Consortium in Minsk Rector of al-Farabi University Academician G. Mutanov presented a new platform for the development of higher educational institutions – “the University Model 4.0” which is based on the idea that to-day the basic aim of the university education should be training not only highly qualified and competitive specialists but also education of the true citizens of their time and country. So the mission of a modern university should include education, research, innovation - entrepreneurial and moral components. The University Model 4.0 is a new innovative trend on the threshold of the fourth industrial revolution.

In association with the UN Alliance of Civilization, al-Farabi University is promoting an international project “Forming citizens of a Virtuous Society. The Mission of Modern Universities”, the purpose of which is to inculcate in the young generation the ideas of a great thinker and eastern philosopher Abu Nasr al-Farabi about the citizens of a Virtuous City. The same idea lies on the base of the project “al-Farabi University Smart City”. The aim of this project is to foster goodness, justice, honesty in young people.

Al-Farabi University education system aims at not only equipping students with the knowledge on specialty, but also at promoting entrepreneurial skills of its graduates. With this purpose the university has created and is actively working on scientific and educational centres with Hewlett-Packard, Cisco, Konica Minolta, Fujitsu, Samsung, Alcatel, Kaspersky Lab, Microsoft, Intel and Huawei. Collaboration with such internationally famous companies gives its huge benefits. The main benefit from such cooperation is the access to latest research results and innovative new methodologies. The university students acquire business experience, e.g., through internships and opportunities to put the acquired skills into practice.

On this basis numerous students’ start-up companies were established at the

university. Al-Farabi University strongly supports start-up companies, which are provided through [Student’s Business Incubators](http://www.kaznu.kz/ru/14055/page/Science_and_innovations/%D0%9D%D0%B0%D1%83%D1%87%D0%BD%D0%BE-%D0%B8%D1%81%D1%81%D0%BB%D0%B5%D0%B4%D0%BE%D0%B2%D0%B0%D1%82%D0%B5%D0%BB%D1%8C%D1%81%D0%BA%D0%B8%D0%B5_%D0%B3%D1%80%D1%83%D0%BF%D0%BF%D1%8B%D0%9D%D0%B0%D1%83%EF%BF%BD%25) at faculties, the all-university Business Incubator and Science and Technology Park. Every year the competition for innovative projects of Student’s Business Incubators is held at the university. There are more than twenty Start-up companies at the University.

Modern 20 start-up companies, 12 students’ business incubators, 6 laboratories and 6 research centres operate on the basis of Science and Technology Park. For example, the Centre for Process Innovations was established to attract domestic and foreign representatives of science and business for joint implementation for R&D, implementation of the system of continuous professional development of the university students. The centre carries out the fulfillment of orders for contract projects with high-tech modern equipment.

In general, all the new projects as start-ups are intended to attract the young people into the process of learning to do business, conducting research, to develop new partnerships and create new ideas which will help to prepare them to be competitive specialists in rapidly changing job market. Our university does its best to support the students’ aspirations for achieving successful results in their first steps in business and to foster in their minds that only thanks to hard work and great efforts in the long run they can become the architects of their life!

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