

# KIMEP TIMES

SINCE 1995. CELEBRATING 20 YEARS

## Graduation 2015

More than 400 students left alma mater this year

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#### Left for Art

How does it feel to be a passionate artist lost among ambitious business students?

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#### Job Shadow

A new project created to give students the opportunity to get a real job experience

- PAGES SIX & SEVEN -

#### Mapped Out

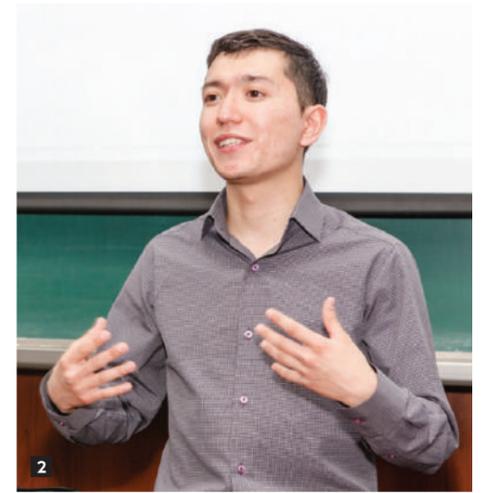
Guide to Podzemka, an underground pathway on the corner of Abay and Dostyk Avenues

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#### Disconnected

Life without online connection with the world sounds like a perfect scenario for a horror movie

## ACADEMICS



# Learning by doing

Students organize a major conference as final project of the course

words by KRISTINA NIKULINA  
photography by E-EVENT AGENCY



An 85-page paper titled “PR Plan for the Launch of the International Summit of Progressive Generations” is predicted to become the “Bible” for the next class of students who would be taking PR Management & Strategies from Dr. Gulnara Karimova.

Seven students from the Department of Media Communications (DMC) have developed the plan during the Spring 2015 under the supervision of Dr. Karimova. Since her work at universities in Morocco and Cyprus, she has been actively applying an innovative “experiential teaching” methodology in classroom.

Experiential teaching implies that all academic coursework should be conducted in a manner of a real life business environment. That is why Dr. Karimova’s students were tasked to organize a city-wide educational conference called International Summit of Progressive Generations (ISPG), which gave them practical experience similar to that of their future careers.

With big opportunity comes big responsibility. “It was a risk. In the worst-case scenario, Summit could damage reputation of the department

and the whole university,” says Dr. Karimova.

The risk was rewarded. The conference turned out a success and helped raise visibility of the Department of Media Communications. Wide media coverage of the student-organized event inspired the administration to hold more such conferences in future.

The Summit’s main purpose is to encourage students, who study Communications and Marketing in different universities, to present projects they have accomplished for their classes. The jury consisted of representatives from companies who agreed to offer internships to authors of the best projects.

“We ran out of winner certificates during the awarding ceremony,” says Aigerim Sadyrkulova, one of the students, who co-organized the event. “More people were offered internships than we expected, because businesses were very impressed by the presenters.”

Some companies invited more than one participant, but there were students who received more than one offer too. Lelav Nasso, a journalism junior student from KIMEP, received four internship invitations. Of 16 presenters in marketing section, 12 received internship offers.

Students gained valuable practical knowledge about their future profession. “We had a strong vision of what we want to achieve, and it has been reflected in our PR plan. But when you start something new and deadlines are pressing, it can be very difficult to live up to the vision and, still, produce something great. We

argued a lot while searching for win-win solutions,” Sofiya Groznaya, another co-organizer, said just weeks before her graduation from KIMEP.

Students went beyond theory, writing or discussions, and learnt how to stage an event perfectly. This included “little things” you rarely get taught by academia - lacy napkins on tables during coffee breaks, bottles of water for jury members timely changed, signs directing visitors to the conference venue etc.

Tursunai Brimkulova says the course demanded 24/7 mobilization mode from students. “Messages on Viber noticeably contributed to this non-stop communication. It was constantly signaling as one would report the accomplished task or request a help,” she says.

Deficit of time and money were the main difficulties that organizers came across. Even though they managed to secure a sponsorship from KCell, it takes at least ten days to get the contract approved by KIMEP administration. This was a delay they could not afford within the project’s time frame. Anton Reznikov, also a member of the Summit team, says if they could receive sponsor’s money on time, the event would have got a better campaign in social media and attracted more guests and participants.

Indeed, almost all participants were KIMEP students, and only one represented the Almaty Management University (ALMU). “It’s because our Summit is not widely known yet,” says Malika Islyamova. “Now other universities will trust us and show bigger

interest in the next ISPGs, with more partners, sponsors and wider media-coverage,” she hopes.

According to the survey designed by Alevtina Dudnik, a co-organizer and a 4th year student, to assess the event’s outcomes, 80 per cent of the participants said they mostly appreciated the conference’s inspirational effect, not the awards.

Dr. Karimova is planning to organize the next ISPG as part of her PR Management & Strategies course in Spring 2016. Although the event’s fundamental basics had been already installed this year, there are many ways to make it better, based on the feedback and follow-up evaluation.

Besides, there is room for methodological improvements. “The ultimate goal is to introduce Experiential Cross Disciplinary Learning approach,” says Dr. Karimova. “Every subject is more

1 Students-organizers of International Summit of Progressive Generations (ISPG)

2 Yerzhan Gabdullin is telling about the first student radio station, KIMEP Swag

3 Zhibek Seifullina is telling about her work in Etage Magazine

4 Gulnara Karimova and Alevtina Dudnik

multidimensional than what we usually see in the classroom. If you want to train a good PR expert, you should cover marketing, journalism, psychology and design. I wish my students could cooperate with Bang College of Business, for example, and gain other perspectives on PR management.”

DMC is also planning to launch another project in Fall 2015 to focus on production of short films, mini documentaries and video commercials by students.

“Every subject is more multidimensional than what we usually see in the classroom. If you want to train a good PR expert, you should cover marketing, journalism, psychology, and design.”



## KIMEP &amp; BEYOND



words by CHRIS FIORE  
photography by ELENA NORAKIDZE

## KELT Central Asian Summer Tour

After the first Summer Tour performance in Great Hall, KIMEP University

Kazakhstan English Language Theater (KELT) program will take eleven people on their first international tour this summer made possible by a \$40,000 grant from the U.S. Department of State.

Theater's tour will span across ten cities and four countries from May until July. They will be performing in Kazakhstan, Kyrgyzstan, Tajikistan, and Azerbaijan.

"I just feel really blessed and

excited that KELT has the opportunity to represent KIMEP and Kazakhstan throughout all of the Central Asia," said English Theater's artistic director Jessica Lewis.

Lewis took over as acting artistic director in 2007 when the previous director and founder Nathan Fleming decided to step down. Fleming founded KELT in 2001 when students at KIMEP asked him to start an English language theater club.

Since 2001, KELT has become one of the most widely recognized organizations at KIMEP. Their annual performances average over 1000 audience members. It is because of the Theater's history of success at KIMEP, that they were selected to receive a grant from the U.S. Department of State to host a summer tour.

Jessica explained the magnitude of this endeavor: "We have had two summer tours before this, but nothing of this scale. It's another step toward

hopefully one day doing a tour in the United States, Europe, or somewhere outside of Central Asia."

To assemble the tour, KELT selected eleven talented actors and actresses by audition in March 2015. Six of the of eleven individual hail from KIMEP. All of the those on the tour will have their expenses covered by the grant.

"Preparing for the tour has been a lot of work, but I love what we do and it's what I want to do with my life,"

said producer Duman Nursilinov. "It's like being a part of a circus... One big awesome circus of theater," Duman explained.

Since the selection of the cast in March, KELT has been holding five four-hour rehearsals every week. During their summer tour, Theater will be performing four plays and leading workshops on acting.

"The KELT tour this summer is a way for us to inspire other places to start English language theaters as well as show them the great opportunities students at KIMEP have access to," said Jessica Lewis.

A major part of the tour has to do with the showcasing the creative arts and opportunities KIMEP has to offer.

"Without KIMEP, this tour wouldn't have been possible, and we're so grateful. We want to show all of Central Asia just what a great place KIMEP is. Other universities have some organizations, but I've never heard of or seen any as well run as the organizations at KIMEP," said director Jessica Lewis.

Students of KIMEP are also grateful for the opportunity to pursue a quality education while simultaneously having a chance to follow their dreams.

"I've always wanted to do something with acting, but never thought it was possible. There wasn't a place or opportunity before KELT. It is my favorite part of being at KIMEP," said president Abay Amantayev.

Members of the Theater are most excited about the chance to bond with one another over the course of the trip. They will have to take a total of seven flights in addition to countless train and bus rides.

"The tour is going to be a long trip, but getting to bond with others is the best part of KELT. We are like one big family and there's nothing I would rather be doing than spending time with my best friends," said Abay Amantayev.



Jarred, enjoying his Spring break in Uzbekistan

## Ex-Singaporean soldier studies Finance in Kazakhstan

words by CHRIS FIORE  
photography by JARRED WONG

**Every semester SMU (Singapore Management University) sends four students to KIMEP on a scholarship from the Singaporean government with the aim of learning more about developing countries.**

This semester SMU's partnership with KIMEP has granted a 24 year old ex-soldier Jarred Wong the opportunity to study finance at KIMEP.

"Being a part of the infantry division of the Singaporean military prior to my university study and exchange, allowed me to bring a unique perspective to my finance classes," said Jarred.

Having the right attitude toward teamwork is the most valuable skill Jarred acquired during his service. "During training, you have to work with people you don't necessarily like. You have no choice, if you don't work together you won't survive," Jarred explained.

Jarred believes that to create a solid business you have to work in a similar way, as a team, pulling your colleagues together. People must focus on their strengths and aid each other in their weaknesses.

"The infantry division is probably the toughest. No one wants to be in it because you have to be out in the woods getting mud all over yourself, but when I was selected I decided to

make the best out of my time," said Jarred Wong.

Two years of military service is a requirement for all Singaporean men and, according to Jarred, it is something that very few people anticipate with excitement. "You can tell he's different from a lot of other Singaporean guys," said fellow Singaporean exchange student Mabel Lim. "He thinks through his actions and always wants to learn more."

During his time here at KIMEP Jarred traveled with the other Singaporean exchange students to Kyrgyzstan as well as to Uzbekistan. It is important to him to see as much of Central Asia as possible. In his opinion, Almaty is just a part of the bigger picture.

Over the course of Jarred's last month he wants to do more traveling. He would like to see more of Kazakhstan and learn as much about Kazakh traditions as possible. Additionally, he would like to learn more about the emerging economies of the region.

"It would be naïve for me to think that everything I need to learn is going to be just in the classroom. KIMEP has provided me the opportunity to not only study at a great institution, but also the opportunity to live in the financial capital of Central Asia," said Jarred. "I wasn't in a classroom setting for two years, but

the knowledge I gained is invaluable and as a result I won't forget the importance of getting out and exploring my surrounding area. This is something the military taught me."

While in Almaty, Jarred has made many international friends. Speaking with them has been another chance for him to share his experiences and learn from others.

"Jarred is an open-minded guy with a lot to tell. I can't even imagine serving in the military at 18," said American exchange student Andrew Mascelli. "You know... It's great having people like Jarred because he adds experience and diversity to the educational environment of KIMEP."

Being in Kazakhstan has been a chance for Wong to follow his dream of traveling the world. He wants to see as much as possible in an attempt to become worldlier.

"Often times people in finance just sit in an office. I think this is the wrong approach," Jarred said.

"To really do something groundbreaking you need to have common knowledge and experiences to draw from, and traveling and sharing your experiences with people from other cultures is a great place to start. That's why you'll always see me walking around KIMEP with a smile. I'm just happy to be here meeting new people and learning as I travel."

# INSPIRATION



words by  
NESSIE KOZHAKHMETOVA

illustrations by  
KARLYGASH AKHMETBEK (right)  
& NAZIRA BERDYBAYEVA (left)

\* LEFT FOR ART

How does it feel to be a passionate artist lost among ambitious business students? Three girls once entered KIMEP University, however each of them found own way to realize her talent.

# Left for Art\*

## Nazira adds creativity into tire-some business classes

Nazira is already finishing her sophomore year at KIMEP University but holds on to her passion for drawing and moreover - inspires others. "Since I was three, I drew on everything I saw - wallpaper or curtains, and my parents supported my interest in the arts." As a child she used to do all kind of activities, but drawing was her favorite above all. "For me it was not just a hobby, now it is a part of my life," explained Nazira.

She has had already gathered all her documents required to apply to Saint-Petersburg National University and become cartoon animator. However her parents believed that this job won't sustain her financially. "I would leave today if not for my uncle. He told me that bachelor degree is just a footstep from which I can look around and see what I really want to do. While I am young, I have to develop a variety of skills," explained Nazira.

Nevertheless, studying at KIMEP has not become a burden for the artist as it gave her the opportunity to test herself as an illustrator for KIMEP Pie and creator of the Art Revolution organization. When asked about advice for those who still hesitate over their studies, she responded "At the end of the day, I believe that if nothing stops you from pursuing your dream and you are ready to sacrifice everything for it, just go for it. KIMEP offers great opportunities for different kinds of personal development, but I believe it is just another step for me."

## Ayim believes in bright future of Kazakhstani fashion world

For Ayim studying at KIMEP was temporary from the very beginning. In high school she decided for herself that she will study fashion design in Italy, but discovered that universities there require 12 years of education, and thus entered KIMEP University. However her parents hoped that she might change her mind while surrounded by the ambitious future financiers and economists. But Ayim stayed loyal to her decision.

"Studying in Milan is tough. Professors here do not contribute to your studies as much as in KIMEP and spend less time with students individually." Even though she studies her passion, moments of doubts would sometimes encroach on the sunny Italian days. "But then I worked harder and that helped me to develop my skills".

After graduating Ayim plans to return home and take a spot in Kazakhstani fashion arena.

"I believe there is high potential in the Kazakhstani fashion world. I see more and more talented young designers and they are demanded." One day Ayim might also stand among those couturier with her own clothing line.

## Karly found her best friends at KIMEP University

"I have always been passionate about illustrations but never saw myself doing it professionally," said Karlygash who now studies interior design at the Savannah College of Art and Design in Hong Kong. She applied to KIMEP knowing that she would never become a financier. After the first year of studies she quit.

"I do not regret about studying at KIMEP because not only was it an opportunity to see the Kazakhstani educational system, but it was where I met amazing people with whom I created long-lasting friendships."

Karly explained that entering KIMEP was not under parental pressure and neither were they against her quitting. "If I feel like doing something and I think that is the right thing to do, I will do it. And my parents respect my decisions."

Although interior design is not the most popular profession in Kazakhstan, Karly is not scared to be left jobless. She believes that if she gets very good at what she does and believes in herself, she can surely find a job. This definitely rings true for Karly as she has already done drawings for Boulevard and Harper's Bazaar fashion magazines.

"If nothing stops you from pursuing your dream and you are ready to sacrifice everything for it, just go for it."



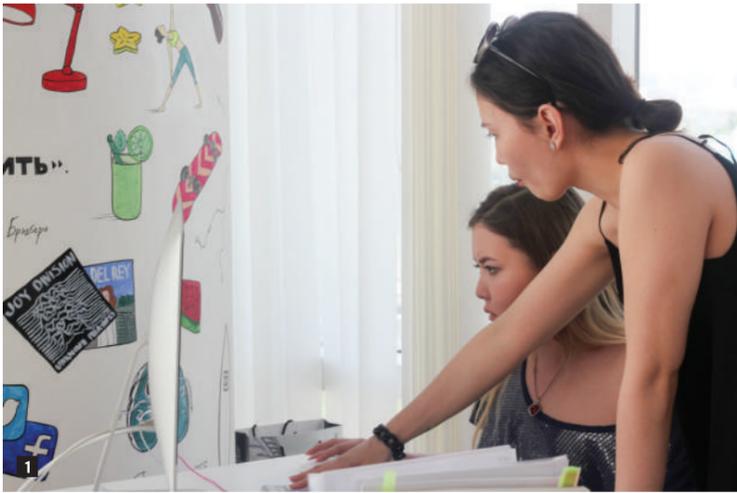
"For me it was not just a hobby, now it is a part of my life."

From left to right: Nazira Berdybayeva, Ayim Zhakabayeva, and Karlygash Akhmetbek



"If I feel like doing something and I think that it is the right thing to do, I will do it. And my parents respect my decisions."

## KIMEP ALUMNI



words and photography by  
AISHA YERKEBULAN

# Inside SNC Kazakhstan

## Job Shadow Experience



1 Editor Madina Amanova gives comments to producer Dana Burambayeva

2 SNC team always multitask; Dana Burambayeva works on the latest issue while answering phone calls

3 During her working hours, publisher Kamila Lukpanova answers emails, phone calls, plans schedule for the rest of the week, finds out latest news from employees, and attends business meetings

4 There is no way SNC office can be called boring; it is filled with various fashion literature, murals and other decorations

5 Just like any other member of SNC team, Shynar Sapar starts a day with a cup of coffee

~ 0 ~

**Job Shadow** is a new project organized by KIMEP University in order to give the students an opportunity to get a real job experience. Students have a chance to follow one professional, observing his/her daily activities.

As the first ever participant of this project, I was assigned to “shadow” Kamila Lukpanova, the publisher of SNC Kazakhstan magazine.

Here are the five new things I have learned during my time at SNC Kazakhstan:

~ 1 ~

**Most of the work is done via email and phone**

Kamila Lukpanova's phone never stops ringing. Additionally, her email is always open on her computer. She says that some issues which require additional confirmation or time sensitive conversations come up regularly. Working in a fashion magazine means working with a lot of people, namely photographers, designers, makeup artists, and fashion line owners. The list never ends. All of these people have their own plans and ideas. It is SNC's responsibility to arrange everything so that everyone is happy. That is why no member of the SNC team can imagine a working day without a laptop or mobile phone.

~ 2 ~

**Both the publisher and editor are KIMEP graduates**

Publisher Kamila Lukpanova and editor Madina Amanova were once KIMEP students. Moreover, Kamila was a member of multiple student organizations, including KSA. She was the first person to come up with the idea to bring a famous Russian fashion magazine SNC to Kazakhstan. Later on, Madina Amanova joined the team as an editor. They both visit KIMEP on a regular basis now, attending alumni meetings and giving speeches to students.

~ 3 ~

**They produce more original content than they should**

SNC is a franchise, which means that Kazakhstani SNC magazine must meet the standards of the Russian publication. Thus, SNC Kazakhstan should have certain percentage of syndicated materials in each issue. However, Kazakhstani editorial office usually includes more original content. Madina Amanova says that they think that Kazakhstan has just as much interesting information to write about as Russia. She says that sometimes she has to defend SNC Kazakhstan as an editor, but usually her Russian colleagues agree with her decisions regarding original content.

~ 4 ~

**They do not have a strict schedule of working hours**

Sometimes the office is almost empty until lunchtime. However, it doesn't mean that members of the SNC team do not care about their work. The reason for their apparent absence is that they can spend an entire day at a photoshoot or stay late at a fashion party. It is their professional duty to live hectic lives typical of the fashion world. Kamila Lukpanova often arrives at the office around 7 a.m., but then leaves to attend business meetings. She can also stop by the office again at midnight after the opening of a new boutique. Nevertheless, SNC Marketing Department workers have to arrive on time, as their work requires more official hours.

~ 5 ~

**They are all friends working together**

The SNC office doesn't seem like a typical office. It looks more like a group of friends working on projects together in a relaxing atmosphere. SNC workers say that they love what they do and they love their co-workers. This is why they try to keep the work atmosphere casual. After all, there is nothing wrong with mixing business with pleasure.

# MAPPED OUT



## A comprehensive guide to Podzemka \*

Oibay! Where is Abay?!



### \* Podzemka

- noun, KIMEP slang  
an underground pedestrian pathway on the corner of Abay and Dostyk Avenues

### Quick Facts

- Thirty five boutiques, two grocery stores, eight copy-centers, four fast-food cafes, and one take-away coffee shop.
- Most of salesmen work everyday from 8 am to 8 pm without any shift.

### Quote

- Let's go to Podzemka! I'm going to buy a small present to my girlfriend.
- Are you going to buy a present there?!
- You probably underestimate the power of Podzemka!

### Did you know?

*There is a fine for littering inside Podzemka – KZT 17,000! The amount is really intriguing, because from the Business Law course we know that Monthly Calculation Index is KZT 1,982 (for the year 2015).*

### How to read this awesome guide?

- Name or type of the boutique.
- Working hours, closed days.
- Names of the sellers, workers, etc.
- Products or services provided, prices.
- Other comments or interesting facts.

*\* Prices and working hours may differ from time to time. All information is correct at the time of print.*

**01** There is nothing in this boutique. It is always closed. Later I will explain why.

**02** - Turkish Doner Kebab.<sup>1</sup>  
**03** - Doner-maker (and salesman also) – Ali, works every day, without shift.  
- One doner costs KZT 400, ayran<sup>2</sup> – KZT 100, 3-in-1 McCoffee cup – KZT 80 (KZT 30 more than in Grill).  
- Ali says that most buyers come during concerts in the Republic Palace, and even on weekdays there is a queue for his doners.

**04** - Railway tickets booking office, and Copy-center.  
- Zarina, works everyday, without shift.  
- Coloured printing costs KZT 70, black-and-white – KZT 10.  
- Tel: 8 727 264 77 63, 8 701 462 30 66.

**05** - Accessories for mobile phones, and Copy-center.  
- Open from 9 am to 8 pm everyday.

**06** There is nothing in this boutique now. And it is closed.

**07** - “Shashtaraz”, or “Salon de Coiffure”, or “Hairdressing Salon”.  
- Gulbaira apa, or simply Gulya apa, works everyday, from 10 am to 7 pm.  
- Men’s haircut costs KZT 800, women’s haircut costs from KZT 1,000.

- **Previously:** “Korean Beauty Shop”.  
- Raushan worked here, she was also one of the owners of the boutique.  
- The most popular product here were toothbrushes with specific bristles from tourmaline. Each costs KZT 400. Most of other goods also contained tourmaline.

**08** - Clothing repair, from 10 am to 10 pm.  
- Aliya and Saule shift each other.  
- Here you can make all sorts of clothing repairs and alterations at competitive prices. For example, a shortening of trousers will cost KZT 500.

*\* Public toilet is located directly opposite to this boutique. Entrance is not free, it costs KZT 40.*

**09** - One more copy-center, open from 8 am to 8 pm.  
- Muratbek and Adilbek shift each other, and they are not brothers.  
- Coloured printing costs from KZT 50 to 150, scanning – KZT 50.  
- Here you can also make a photo for the documents.

**9¾** For the uninitiated, I would like to add here – this is the only place in Almaty where some scholars go straight to Hogwarts. And yes, it is invisible to Muggles’ eyes. To ride on the “Hogwarts Express”, you just need to pick up your luggage and ran through the wall opposite to the barrier between the boutiques 9 and 10. Sounds simple, huh? Try yourself, dude! \*  
If you are interested in Narnia – look out the first boutique ;)

*\* Before you try, please remember – if something goes wrong, you will just hit through the wall and fall into the toilet.*

**10** - Gifts, Gift wrapping, Sky lanterns.  
- Marina.  
- Tel: 8 777 643 00 93, 8 702 229 38 73.

**11** - Copy-center, works until 9 pm.  
- Temirbek and two sisters – Aisulu and Kunsulu – work here on different days.  
- Coloured printing costs from KZT 30 to 200, A3 format printing costs KZT 40, scanning – KZT 50.

**12** A grocery store where you can buy almost everything.

**13** - Toys, office stationery, souvenirs, and large assortment of tights.  
- A saleswoman refused to answer questions.

**15** - Mobile phones repairing, accessories, from 10 am to 7 pm.  
- Igor Vladimirovich Kalashnikov.  
- Tel: 8 777 221 12 53, 8 701 712 34 94.

**16** - “Double-A-Coffee”, open weekdays from 8:30 am to 7 pm, weekends – from 9 am to 7 pm.  
- Gulnara and Ainur work here and shift each other. Gulnara works from 8:30 am to 2 pm, Ainur – from 2 pm to 7 pm.  
- Loved by many students of our university, this coffee shop was founded by two common guys, Azamat and Argyn (hence the name is “Double-A-Coffee”). They made a major renovation recently, and now this small coffee shop looks astonishing!  
- Distinctive features – old bicycle lamps, a colourful wall of wishes from customers, and banknotes from around the world.  
- By the way – a banknote of 50 Indian Rupees was given by author ;)

**17** - Accessories for mobile phones.  
- Uldana.  
- Best selling products – phone covers, USB flash drives, cables, earphones.

**18** - Toys, office stationery, souvenirs, tights, nail polish.  
- A saleswoman refused to answer questions.



Aset. Also known as the "Guy with the red stick"



#### NEXT ISSUE

New KIMEP University campus map.



#### THIS MATERIAL

is brought to you by Nurzhan Berkimbayev, author of *buslaw.kz* (2014), a comprehensive guide to KIMEP University LAW2202 Business Law course.



#### SPECIAL THANKS TO

Saniya Keneskhana, Zarrina Mulloboeva, Safon Isak-zade, Aigerim Kaparova, Aliya Tapalova, Zhansaya Akberdiyeva, and Kristina Nikulina.



#### INSTRUMENTS & APPS USED

- pens, pencils, rulers, and A4 paper;
- Microsoft Word 2013 (by Microsoft Corp.);
- SketchUp Make 2015 (by Trimble Navigation);
- Adobe Illustrator CC (by Adobe Systems Inc.);
- Google Earth 7 (by Google Inc.);
- Apple iPad camera, and more than 200 photos;
- icons by Icons8 ([icons8.com/c/flat-color-icons](http://icons8.com/c/flat-color-icons)), released under the Good Boy License.

## Podzemka Cuisine

<sup>1</sup> **Doner Kebab** is a Turkish dish made of meat cooked on a vertical rotisserie, normally lamb but also a mixture of veal or beef, or sometimes chicken. The sliced meat of may be served wrapped in a flatbread such as lavash or pita or as a sandwich. The meat is generally served with tomato, onion with sumac, pickled cucumber and chili.

A *Doner Kebab* is sometimes spelled *döner kebab* (the Turkish spelling), lit. "rotating roast", or can be shortened to *Doner* (*döner*), lit. "turn around", also spelled "doener", "donar", "donair", "doner", or sometimes "donner".

The dish is also widely known by its Arabic name "shawarma". The word "shawarma" is believed to have evolved from the Turkish word "çevirme", a synonym of "döner" ("turning, spinning, rotating") and is used in most Arab countries.

In Kazakhstan, *Doner* has become popular since declaration of independence when Turkish business started to develop rapidly. Now, *Doner* is one of the most favorite types of fast-food in Kazakhstan, especially in Almaty.

<sup>2</sup> **Ayran** is a traditional Turkish drink, a cold yogurt beverage mixed with salt. Its primary ingredients are water and yogurt, and ayran has been variously described as "a most refreshing drink made".

<sup>3</sup> **Samsa** is a fried or baked pastry with savory filling, such as spiced potatoes, onions, peas, lentils and sometimes ground lamb, ground beef or ground chicken.

*Samsa* originated in the Middle East. The word "samosa" is generally used in Southeast Asian countries. Other names are used in other areas: "samsa" or "somsa" in Central Asia, as well as Turkey, "sambusa" among Arabs and Tajiks, "sanbusé" among Iranians, "samosha" among Burmese, and "chamuça" in the Portuguese-speaking world.

In Kazakhstan, *samsa* is almost always baked and never fried. Its size and consistency may vary, but typically it is distinctly triangular or tetrahedral in shape. The dough can be a simple bread dough, or a layered pastry dough. The most common filling for traditional *samsa* is lamb and onions, but beef, chicken, and cheese varieties are also quite common from street vendors.

*Samsa* is often sold on the streets as a hot snack. Many grocery stores also buy *samsa* from suppliers and resell them.

<sup>4</sup> **Och-Poch-Mac** is a Tatar national dish, an essential food in Tatar culture. Usually, *och-poch-mac* is a triangular pastry, filled with minced beef, onion and potatoes. *Och-poch-mac* is very similar to Arab *Fatayer*.

*Fatayer* is an Arab meat pie pastry that can alternatively be stuffed with spinach (*sabanekh*), or cheese (*jibnah*). It is part of Arab cuisine and is eaten in Iraq, Syria, Palestine, Egypt, Lebanon, Jordan, and other Arab countries in the region.

19  
20



One more grocery store, where you can buy almost everything.

21



- Accessories for mobile phones, and Copy-center.
- Assem and Gaukhar shift each other.
- Black-and-white copy costs KZT 5.
- Mobile phone numbers, smartphone covers, batteries, charging adapters, office stationery, earphones, cables, USB flash drives, and simple Nokia mobile phones.
- By the way – the author bought two adapters here – for Nokia (KZT 700), and for iPad (KZT 1,500).

22

– Goods for women.

23

– A saleswoman refused to answer the questions.

24

– Office stationery, open everyday, from 10 am to 10 pm.

25

- Souvenirs, household goods, toys, cosmetics, jewelry, watches, sky lanterns, tights, Zippo lighters, umbrellas, hairdryers, etc.
- Watches cost from KZT 1,000 to 5,000, Zippo lighters – KZT 500.

26

- "Bongs.kz".
- Adilzhan works here without shift.
- Bongs, vaporizers, electronic cigarettes, hookah, etc.
- Claimed to be "The one and only hookah shop". They even have licence.
- By the way – in his free time Adilzhan reads Seneca.



- **Previously:** "The Economist".
- Akmaral worked here.
- Financial Calculators, accessories and covers for the iPhone, foreign economic magazines and newspapers.
- It was the only boutique oriented on KIMEP students.

27



- Accessories for mobile phones, Copy-center, and Laptop repair.
- Open from 9:30 am to 6:30 pm, closed on Sundays.
- Meirzhan and Elmira work here.
- A page of black-and-white copy costs KZT 7, coloured printing – KZT 40 (doesn't work now).
- Installation of Windows, Microsoft Office, Antivirus programs.
- Mobile phone numbers, smartphone covers, office stationery, earphones, modems, cables, USB flash drives.

28



- Fake cosmetics, souvenirs, cheap gifts, and other goods.
- Saule apa works here.
- There are all kinds of teddy bears and bunnies, gilded frogs with coins in the mouths, chubby buddha statues, purses, and hookahs.

29



- Accessories for mobile phones, and Copy-center.
- Tahmina, works everyday, from 10 am to 10 pm.
- A page of black-and-white copy costs KZT 5, coloured printing – KZT 100 (works sometimes).
- Mobile phone numbers, smartphone covers, earphones, office stationery.

30

- *Samsa*<sup>3</sup> and *Och-Poch-Mac*.<sup>4</sup>
- Elmira, works everyday without shift, from 10 am to 10 pm.
- *Samsa* with beef, chicken and cheese costs KZT 100, *Och-Poch-Mac* with potatoes and chicken – KZT 120, tea or coffee – KZT 50, *ayran* – KZT 100.

– **Previously:** T-shirts and jewelry.

31



- Flowers.
- Vera Vasiliyevna, or Tetya Vera, works here everyday, different time, but mostly from 10 am to 10 pm.
- Roses cost from KZT 200 to 700, chrysanthemums – from KZT 500, lilies – KZT 600, cactuses – from KZT 1,200 to 2,000, orchids – from KZT 2,000 to 4,500, a bouquet of teddy bears – from KZT 2,000 to 10,000. Flowers wrapping is free of charge.
- This is one of the most memorable boutiques. In her free time, Vera Vasiliyevna sews scarves. Every morning she takes all the flower pots out to the stairs and every evening takes them back to the boutique.

32

- Women clothes.
- Asiya apa, refused to answer the questions.

33



- One more copy-center.
- Coloured printing costs KZT 70, black-and-white printing – KZT 5, copying – KZT 7.

34

- Popcorn.
- Popcorn-maker – Askar, works everyday without shift, from 9 am to 9 pm.
- A cup of popcorn costs KZT 200, boiled corn costs from KZT 50 to 70.

– **Previously:** ice-skate rental and sunglasses shop.

35

- Hot-Hot-Dogs.
- Tetya Tanya.
- One hot-dog costs KZT 100. Fresh milk cocktails – 330 ml for KZT 100, and 500 ml for KZT 150.
- Hot-dogs are hand-made, and they look pretty appetizing. Ingredients include loaf bread, ham (halal), ketchup, and mayonnaise.

## LIFESTYLE

# Disconnected

## A challenge to give up social networking

**Experiment!**  
This time KIMEP TIMES reporters decided to give up social networks for a week. No Facebook and Instagram, only old fashioned calls and messages. We did it, can you?

### Daria:

I am a VK, Facebook, Instagram and Twitter addict. Everyday, I spend 2-3 hours checking the news feed, looking at photos, and commenting posts and updates. Thanks to the experiment I realized what a big role social networks play in my life.

I started my challenge on Thursday, March 19. Couple of days before, I had my birthday and spent tons of time chatting with my friends and getting wishes from different parts of the world. The start of experiment came and I switched off the Wi-Fi and "caught the silence".

I immediately realized how boring the life is without any messages on Whatsapp and photos on Instagram. The only ways of communication were calls, text messages and emails.

On March 20, when the midterm break started, I went home to Bishkek. Without classes, social networking, and work – I felt like my life had changed completely. On the other hand my family was happy to see me without my phone. I could spend more time talking with mom or grandma. Instead of social networks, I watched TV or read books.

I think the hardest part was finding the way to communicate with my

boyfriend. Usually we chat in Whatsapp all day long and send each other random stuff but the experiment forced us to learn how to describe our days in one email.

The experience gave me a sense of appreciation for verbal communication, especially with my family. Also, it was unusual and challenging experience which made my life a bit more colorful.

### Zhansaya:

Honestly speaking, I have never counted myself a heavy-user of social networks. I did not get along with Facebook, and Instagram was used twice a week to post a photo so that my friends who live far away would know I was still alive. Whatsapp was pretty convenient messenger and VK was sure rich with great amount of my favourite funny and interesting publics. The problem was that I somehow missed the moment when I checked on networks every moment my hands were able to reach smartphone. So experiment to get disconnected was perfect to remind myself there is still way to keep in touch with people not via networks. So here my great journey to non-networks world starts!

Elton John was wrong. Not "sorry" but "goodbye" seems to be the hardest word. I warned all my friends that I won't be online so they should either contact me personally or give me a call. And there goes deleting all apps from my smartphone.

It was surely surprising for me observing blank space where all badges of networks used to be. My expectations were saying that I would be prepared for classes and listen to instructor. Cruel reality was that being disconnected had absolutely no positive impact on my grades. Without smartphone some lectures got twice as boring as they were before and I got distracted simply by my own thoughts.

Financially speaking, being disconnected gave a good slash to the student's budget. During the week I had to call or text person every time I needed him – so money on my phone got wasted too soon. And not surprisingly I disappeared for all people I did not keep in touch in my daily life. Some noticed it, some did not – however, I do not consider it as a fact of taking little place in their lives.

Another funny fact is people's reaction when I told them about the experiment. I explained them that the reason I was not on Whatsapp is not that I have just come out the cave or have my phone stolen but my volunteer refusal to use it. Some bet I would give up while others just were still shocked that it was already half of my experimental term and I felt okay.

However, life doesn't care about some experiments, right? So did my parents. On Saturday, on the sixth day of "disconnected" I got call from them to urgently check Whatsapp for information. Besides that, my experiment was completely successful, joyful and surely not stressful.

words by  
NESSIE KOZHAKHMETOVA,  
ZHANSAYA AKBERDIYEVA  
& DARIA IUGAI

### Nessie:

On the day the experiment started I was extremely confident that I – a non-addicted person – would easily give up all the social networks. On the same day I realized that for a non-addicted person like me, I was missing sweet sound of notifications too much.

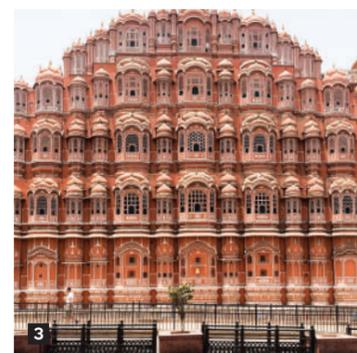
Deactivation of Instagram and V Kontakte did not hurt me too much but I really missed the ease of conversations through Whatsapp. Now I had to actually call people. And that had hit my pocket a bit as I have never noticed how expensive the calls are.

On a third day I started missing V Kontakte slightly. You know, all those recipes of fancy dishes you will never cook and jokes you hardly even smile on.

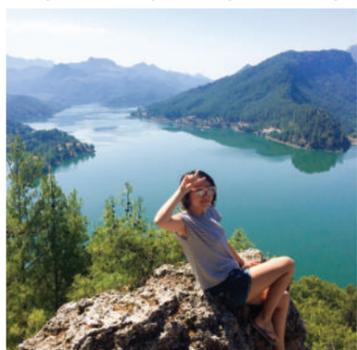
I felt isolated, like a child on playground who does not have a TV, a bit lost while other kids recite The Spongebob. If Robinson Crusoe had to learn hunting and raising goats, I learnt co-working in Google Drive and started using landline.

The excess of free time caused philosophical thoughts and ideas appear in my head. "It is not society who has to reach out for you; it is you who have to strive for society" type of thoughts.

On a fifth day, under a high pressure of my friends (I promise I did not give up easily), the experiment has been stopped. Now I have to admit those days were hard time for me and I enjoyed my socially interactive rest of the week.



Umedjon in Kentucky, with his friends he met four years ago during the exchange year



Zhansaya in Karacaören National Park, Turkey



Indira on the field trip in South Korea

## Those Lazy-Crazy Days of Summer

Indira Murzalieva, on her exchange at EWHA Women University, Korea

"At my university in Korea, classes are not over yet. I am getting ready for my finals and trying to find time to enjoy Korean culture. As soon as we have free time, all international students go to different kinds of picnics and field trips. On one field trip, I learned how to cook Korean traditional potato pancakes, rice cakes, and collect strawberries at a farm. At Jeju Island, we visited Stone Park, which is a very distinctive place. I have also been to famous places like Namsan Tower and Han River. The nature of Korea is beautiful, while the history of the country is even more impressive. I hope that this summer I will see more of South Korea and pass all my classes."

**"On one field trip, I learned how to cook Korean traditional potato pancakes, rice cakes, and collect strawberries at a farm."**

by ZARRINA MULLOBOEVA

Umedjon Kurbonali, President of the US-CAEF Student Association

"My summer break started off with two 8-hour long flights and the night spent at the O'Hare Airport in Chicago, USA. Currently I am in Kentucky visiting my FLEX host family with whom I stayed four years ago as a high-school exchange student. I went to my school the other day and got to meet my teachers and my former classmates. Overall, it has been a great experience so far and I am confident there is more to come in the next three weeks."

Zhansaya Akberdiyeva, KIMEP TIMES reporter

My summer has had an awesome start - spending time with my family and enjoying beautiful sunsets on the coast of the Mediterranean Sea in Turkey. But I still have some expectations for this summer - I hope to get good news regarding my future study and projects. I believe that this summer will rule, but more than that I believe in myself!

# Letter from Jaipur

Namaste Incredible India

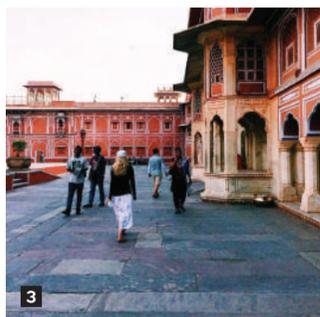
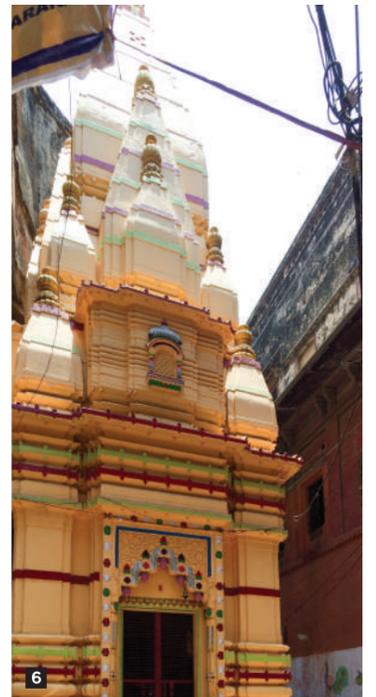
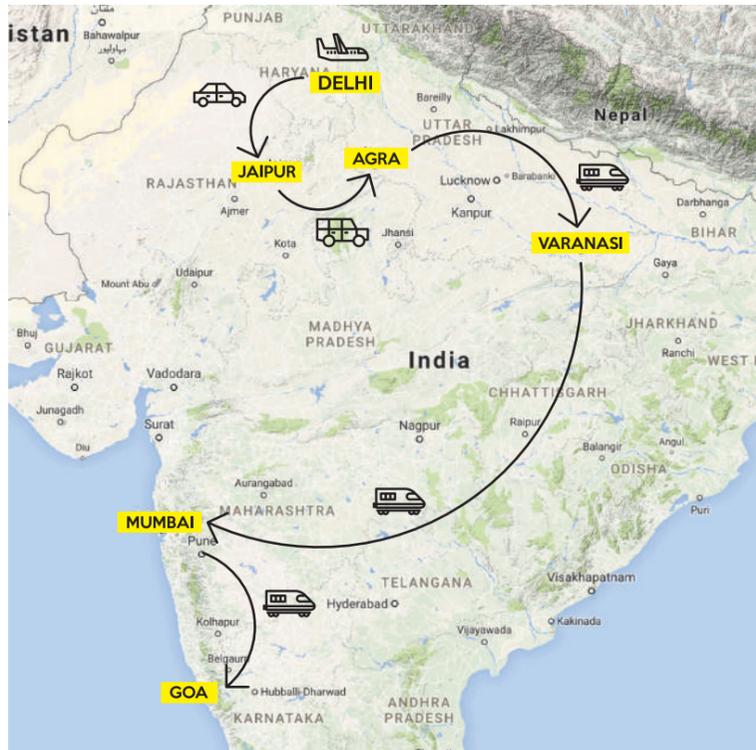
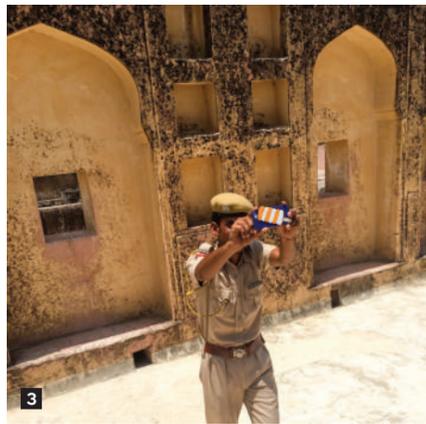
words and photography by  
KRISTINA NIKULINA & DARIA IUGAI

icons by  
JOEL AVERY

1 Delhi greeted us with 47-degrees Celcius temperature which promised to bring both challenging and unforgettable journey.



2 There is almost nothing to see in Agra except for Taj Mahal but Taj Mahal is definitely worth visiting Agra. A perfect destination for desperate romantics and muslim-architecture lovers, Taj Mahal stole our hearts and brought a new taste of Indian beauty into our journey.

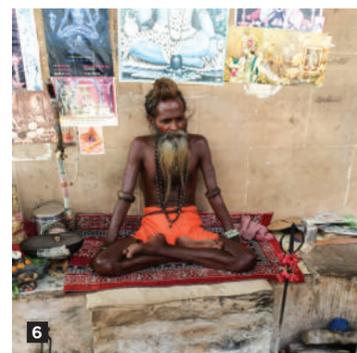


3 Pink city of elephants, Jaipur, taught us some important lessons: there are never enough photos with strangers-foreigners for locals, mango is the best dinner food for such a hot weather, and there is always as much as twice bargain possibility for each good you buy in India.

4 Since Shantaram was our inspirational impulse for the trip, we had to see Mumbai city. In Mumbai you can find all the good and all the bad Indian things - choice is yours.

5 Totally, we spent over fifty hours in three Indian trains (Agra - Varanasi, Varanasi - Mumbai, Mumbai - Goa). Being low-budget tourists, we travelled in the conditioned third-class coach where people eat a lot, don't speak English, and feel free to belch loudly. At least that's what we saw there. For us, trains were scary, challenging and hungry in the beginning. But at the end we met our true Indian family, Joseph and Janetta Pereira who fed us and invited to visit them at Panjim.

\* Tip: there is a small trick we used - make a confident face and say "I know the real price" even if you don't have any idea about the real price.



6 Varanasi became a big cultural shock for our young unprepared central-asian minds. Being an ancient religious center for Hindu people, Varanasi is saturated with Indian authenticity. Once you decide to visit this place, be prepared for the smell of Ganga River, for funeral processions in the narrow streets, for temples in each and every house, for sidhu, priests, monks, and all sorts of other religious personalities. Such a high religious density on a square meter might scare you or might bring some new edges to your life.

\* Tip: Never miss the Evening Ganga ceremony.

India empowered us to experience lots of things for the first time: elephant ride, mangos, couchsurfing, swimming in the ocean, playing with monkeys, meeting Indian friends, and Indian family and many more. All we want to say now is "Dhanyavaad India!"



		<b>284</b> .....		<b>96</b> .....		<b>405</b> .....		<b>52</b> .....		<b>20</b> .....				
		Bang College of Business			College of Social Sciences			Total Number of Graduates (Fall 2014 & Spring 2015)			Masters of Business Administration			School of Law





KEEP CALM AND  
POST ON THE WALL

# ACADEMIC CALENDAR 2015-2016

prepared by  
NURZHAN BERKIMBAYEV 

		FALL						SPRING						SUM 1		SUM 2	
WEEK 1	M	13	JUL 24	A/D	05	16	28	RN	11	A/D	22	04	16	23	A/D	04	
	T	14	Let's start	25	06	17	29		12	23	05	17	24		05		
	W	15	a new year	26	07	18	30		13	24	06	18	25		06		
	T	16	✓	27	08	19	31		14	25	07	19	26		07		
	F	17		28	09	20	01	JAN	15	26	08	20	27		08		
	S	18		29	10	21	02		16	27	09	21	GG	28		09	
	S	19		30	11	22	03		17	28	10	22	END	29		10	
WEEK 2	M	20	31	12	23	04		18	29	11			30		11	A/D	
	T	21	01	SEP	13	24	05		19	01	MAR	12		31		12	
	W	22	02	14	25	06		20	02	13			01	JUN	13		
	T	23	03	15	26	07		21	03	14			02		14		
	F	24	04	16	27	08		22	04	15			03		15		
	S	25	05	17	28	09		23	05	16			04		16		
	S	26	06	18	29	10	END		24	06	17			05		17	
WEEK 3	M	27	07	19	30			25	07	18			06		18		
	T	28	R4	08	20	01	DEC	26	08	19			07		19		
	W	29	09	21	02			27	09	20			08		20		
	T	30	10	22	03			28	10	21			09		21		
	F	31	R3	11	23	04		29	11	22			10		22		
	S	01	AUG	12	24	05		30	12	23			11		23		
	S	02	13	25	06			31	13	24			12		24		
WEEK 4	M	03	14	26	07			01	FEB	14	25		13		25		
	T	04	R2	15	27	08		02	15	26	R4		14		26		
	W	05	16	28	09			03	16	27			15		27		
	T	06	17	29	10			04	17	28			16				
	F	07	R1	18	30	11		05	18	29	R3		17		29	DAY "X"	
	S	08	19	31				06	19	30			18		30		
	S	09	20	01	NOV	13	DAY "X"		07	20	01	MAY		19		31	
WEEK 5	M	10	RN	21	02	14		08	21	02			20		01	AUG	
	T	11	22	03	15	R4		09	22	03	R2		21		02		
	W	12	23	04	16			10	23				22		03		
	T	13	24	05	17			11	24	05	DAY "X"		23		04		
	F	14	25	06	18	R3		12	25	06	R1		24		05		
	S	15	26	07	19			13	26	07			25		06		
	S	16	27	08	20			14	27	08			26		07		
WEEK 6	M	17	28	MID 1	09	MID 2	21	15	MID 1	28	MID 2	09	27		08		
	T	18	29	10	22	R2		16	29	10	RN		28		09		
	W	19	30	11	23			17	30	11			29		10		
	T	20	01	OCT	12	24		18	31	12					11		
	F	21	02	13	25	R1		19	01	APR	13		01	DAY "X"	12		
	S	22	03	14	26			20	02	14			02		13		
	S	23	04	15	27			21	03	15			03		14		

**Hint: Registration**

M	13	R4	- Period for the 4th year Undergraduate students, students with special needs, Graduate students, and Honored students begins;
W	15	R3	- Period for the 3rd year Undergraduate students begins;
T	16	R2	- Period for the 2nd year Undergraduate students begins;
F	17	R1	- Period for the 1st year Undergraduate students begins;
S	18	RN	- Period for Non-Degree students begins;
S	19	END	- Period ends.

**Add/Drop**

24	A/D
25	
26	
27	
28	
29	
30	

**MidTerm**

28	MID 1
29	
30	
01	
02	
03	
04	

**Final**

05	DAY "X"	- First day
06		
07		
08		
09		
10		
11		- Last day

**Other**

16	MAY	- Month
17		
18		
19		
20		
21	GG	- Graduation
22		- Holiday



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