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STATE POLICY IN THE AREA OF RURAL DEVELOPMENT

Abstract. The research focuses on the concepts of rural territories development and finds that these territories are an integrated and multifunctional natural, economic, social and industrial structure characterized by a set of certain peculiarities. The state policy in Ukraine aimed at ensuring the sustainable development of rural territories has been analyzed and found out that it is pursued in accordance with Ukraine's international obligations.

Keywords: rural territories, state policy, development of rural territories, reforms, decentralization.

Introduction. Ukraine carrying out the public administration reform faces currently substantial economic, social, cultural, historical and other challenges. At present, all of the participants before reform efforts are undergoing to rethink their key objectives, evaluation criteria, societal needs, etc. Reforms aimed at decentralization, strengthening of the local self-government system, rural development are not left aside.

This is primarily due to the fact that in almost 28 years the transformations in our country have not led to the improvement in the welfare expected by rural residents. Rural areas experience a grave situation of increasing unemployment and poverty. The weak land market, coupled with the low level of education, a shortage of young rural residents, differentiated rural businesses and innovative farmers has led to the creation of an inefficient business ecosystem and low level of productivity and diversification. Social infrastructure is in poor condition, the situation with the environment and natural resources continues to deteriorate. Most rural residents do not have access to high quality educational and medical services. About 30% of children in rural areas have the opportunity to attend preschools. Rural school graduates show much worse knowledge in external independent testing than their urban peers. Rural poverty rates are almost twice as high as in urban areas. Mortality is almost 40% higher than in urban areas. There is a large gap between the quality of housing and utilities and the amount of housing construction in rural and urban areas. The number of unauthorized landfills is constantly increasing. All these factors are responsible for the increased migratory flows of working age and working able population from rural areas to cities or abroad.

Today it is obvious that Ukraine would become as a higher ranked competitive economy only if its economic growth expressed in GDP per capita will be steady, labour productivity will be higher as well as social standards and higher quality of life will be ensured. And today, almost 20% of GDP is agricultural and agro-processed goods produced mainly in rural areas, which indicates the essential role of rural development for the expected overall success.



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Methodology of research. In the research we used general scientific methods and special methods of scientific cognition, analysis and synthesis method, deductive and inductive methods, method of analogies and generalizations, statistical and quantitative analysis.

Data. The number of problematic issues of sustainable rural development in Ukraine has not decreased over the decades, they only structured and covered more and more spheres of public life, which requires currently a comprehensive approach to public policy in rural development.

The most prominent scientists who investigated the development of rural territories are M. K. Orlatyy, P. T. Sabluk, KH. M. Semenyshyn, M. F. Kropyvka, E. M. Libanova, I. V. Prokopa, O. I. Pavlov, V. V. Yurchyshyn and others.

The multidimensionality of the concept of "rural territories" has led to the fact that, depending on belonging to a particular field of science, researchers interpret this term in the context of environmental, economic, industrial, social and self-governing aspects, as well as concerning their peripheral location to the city.

In our research we summarized the methodological scientific works related to rural development and analyzed state policies aimed at rural territories development in Ukraine.

Decentralization strengthens the potential of communities. Increasingly convincing are the indicators that demonstrate the capacity of local governments to ensure the sustainable development of the territories of the united territorial communities.

At the end of 2018, according to the monitoring of the Ministry of Regional Development, Construction and Housing and Communal Services of Ukraine 479 wealthy territorial communities have already received communal land ownership outside the settlements with a total area of 938.7 thousand hectares. This proves the process of maximizing and empowering local governments in Ukraine.

While exploring the processes of decentralization, one should pay attention to the mechanisms of state support for rural development, since the main resource of the amalgamated territorial communities is land and everything related to it.

Most accurately, in our view, the definition of rural territories was formulated by I.V. Prokop "... it is not only a "spatial" resource, but also all other resources, including (and above all) human resources, located in the territory, i.e. population concentrated in settlements" [1, p. 29].

A number of scientists have argued that without the inclusion of ecological component in the term "rural territories", all other components would not develop at full capacity, since the economic system cannot develop sustainably without maintaining ecological equilibrium. Rural populations should care not only about the current use of these territories, but also they have to pass on to future generations at least the same main rural resources - the world's highest fertility soil, local waters, fauna, flora and policy of rural improvement. [2, p. 115].

The Organization for Economic Co-operation and Development (OECD) regards rural areas as territories that include people and other resources of the public landscape outside the direct sphere of economic activity of large urban centers, with the criterion of attributing settlement to urban or rural population density. In Ukraine, such a European



definition is unacceptable, since it is incorrect to define rural areas in Ukrainian realities only by population density. However, based on all the above definitions, we can reasonably state that rural areas are inhabited outside the cities with their natural resources, socio-cultural and living conditions, population, fixed assets, which performs production, social and environmental functions.

Accordingly, in order to ensure sustainable development, rural areas must be assessed for economic efficiency, social justice and environmental security. The concept of development [4], approved by the decree of the Cabinet of Ministers of Ukraine No. 995-r of September 23, 2015, aims to achieve the guaranteed standards and improve the living conditions of rural population, preserve rural population as a carrier of Ukrainian identity, culture and spirituality, create conditions to empower rural communities to address existing problems. The Plan of Measures for Implementation of the Rural Development Concept approved by the Cabinet of Ministers of Ukraine Decree No. 489-r of July 19, 2017 envisages a series of systematic measures up to 2025 aimed at comprehensive settlement of rural development issues.

According to the plan of measures, the following units of rural development will be regulated, maintained and coordinated by state executive bodies:

1. Improving the quality of life of the rural population by: providing state support for individual housing in rural areas; approval of local programs for the development of physical culture and sports; promoting a healthy lifestyle; carrying out of roads inspection; technologies in their activity; territorial community; provision of adequate quality drinking water to the rural population; increasing the level of provision of housing and communal services.

2. Conservation of natural resources in rural areas by: organizing work to remove residues of unsuitable or banned pesticides and agrochemicals accumulated in previous years from their storage sites; creation of new and expansion of existing territories of the nature reserve fund; legislative support for the possibility of participation of territorial communities and economic entities in the management of objects of the nature reserve fund; creation and operation of nature museums, eco-education centers, ecological and educational trails in the territories; organizing the development and implementation of regional and local waste management programs; design and construction of water and sewage treatment facilities.

3. Diversification and development of the rural economy through: creation of organizational, social and economic conditions for the development of various types of economic activities in the countryside; legislative regulation of the development of tourism and recreational activities in rural areas; improvement of the mechanism of stimulation of production and consumption of alternative fuels and energy sources; development of regional programs for the phased replacement of traditional energy sources with alternative energy sources; simplifying the conditions for rural population to access financial resources; establishment of a register of investment programs and projects for rural development.

4. Improvement of the managementsystem of rural territories by: development of legislative and other normative legal acts for ensuring integrated development of rural



territories; creation of agricultural service cooperatives; determination of areas of unproductive agricultural lands of state ownership for the cultivation of bioenergy crops.

5. Education and information support through: creation of an information field for the certificate on higher education institutions and specialties, under which persons over 45 can receive a voucher for competitive specialties; expanding the list of working professions, which confirm the results of non-formal vocational training, taking into account the needs of persons living in rural areas; promoting innovation through the extension of the agricultural advisory system; introduction of training programs, trainings and seminars for rural heads and farms on the development of non-agricultural businesses [3].

The third fundamental document used in terms of implementing the state policy on rural development is the single comprehensive Strategy for the Development of Agriculture and Rural Territories for 2015-2020. This Strategy was developed by the Ministry of Agrarian Policy and Food of Ukraine and is aimed at enhancing the competitiveness of agriculture and promoting the development of rural areas on a sustainable basis in accordance with EU and international standards. The strategy covers the ten major strategic priorities that provide a comprehensive, impartial, realistic development concept and general reform framework. Among the priorities are: ensuring the business climate, combating corruption, creating a stable legal system that meets European and international standards, including the implementation of the Association Agreement between Ukraine and the EU; land reform; institutional reform of the Ministry of Agrarian Policy and related state agencies and state-owned enterprises; food security; taxation; access to international markets, export promotion and domestic market, import management; rural development - the revival of the Ukrainian village; environmental protection and management of natural resources; agrarian science, innovation and advisory services.

Results. Thus, the elaboration of the basic normative legal documents regulating the issues of rural development in Ukraine and through which the state policy in the field of rural development is implemented gives grounds to claim that the state policy is pursued in accordance with the international obligations of Ukraine, particularly in the framework of the Association Agreement between Ukraine and the EU and defines a long-term concept of rural development.

Integrated public policy measures provide the basis for a stable, transparent and predictable legal system aimed at improving the business climate, combating corruption and stimulating investment for rural development.

Research implication. The analysis of the state policy in the field of rural development shows that it lays the foundation for the institutional reform necessary for the proper implementation of the planned measures. Government mechanisms are shaping a balanced approach to enhancing the competitiveness of the agricultural sector and increasing exports, while at the same time seeking to ensure a balanced distribution of the available benefits, in particular by promoting rural development and improving the quality of life as well as by preserving natural resources and the environment. In the future, it is



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advisable to provide systematically monitoring in the process of implementation of state policy on rural development in Ukraine and to make adjustments in accordance with the obtained results.

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СУЧАСНІ ПІДХОДИ ДО ЕФЕКТИВНОЇ ВЗАЄМОДІЇ СТЕЙКХОЛДЕРІВ АГРОПРОМИСЛОВОГО КОМПЛЕКСУ

Анотація. Проблеми невизначеності сучасного економічного та соціального стану сільських територій потребують комплексних реформ та розробки дієвої політики розвитку аграрного сектору країни. Проте успіх у вирішенні переліку питань переважно залежить від ефективної міжвідомчої співпраці зацікавлених сторін. У роботі підкреслено важливість розробки раціонального методичного підходу до розуміння й ефективної взаємодії стейкхолдерів агропромислового комплексу. Авторами систематизовано основні підходи до визначення поняття «стейкхолдер» та виокремлено ключових зовнішніх та внутрішніх стейкхолдерів АПК. За результатами дослідження запропоновано заходи з покращення взаємодії стейкхолдерів АПК та підвищення ефективності управління сільським господарством.

Ключові слова: агропромисловий комплекс; аграрний сектор; взаємодія стейкхолдерів; розвиток сільських територій; стейкхолдери.