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THE FORMATION OF TRANSITION PREREQUISITES FOR SOCIALLY-ORIENTED DEVELOPMENT OF RURAL TERRITORIES

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Purpose: theoretical justification of the backgrounds of the agrarian economy transition to the new stage of socially-oriented development that contribute to the key social and economic problems solving in the agrarian sector. *Discussion:* the existing model of the rural territories development doesn't meet the requirements of the agrarian population' living standards upgrading. The aggravation of antagonism in the socio-economic system prevents the socio-economic conditions of the agriculture's effective development forming. The key socio-economic priorities defining and their realization means contributes to the prerequisites forming aimed at the intensive development of the Agroindustrial Complex and the rural population's living standards upgrading. *Results:* the investigation shows that the transition of the agrarian economy to the new stage of socially-oriented development is specified by the need for the effective institute of local authorities establishing, the full and complex supporting of agricultural producers, the innovation technologies implementing into farming and livestock production and the social infrastructure developing.

Keywords: rural territories, AIC development, agrarian business, social infrastructure, rural population, life quality.

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Introduction

The problem of stable development of rural territories isn't to be seen in isolation from the agrarian sector's state in the Agroindustrial Complex, which

is the essential life-supporting branch of the country' economy and has a great impact on the society spheres.

In the first instance agriculture is directly connected with the problem of the country's economic security. In this context the major criterion is that the country and society have the ability to provide food for their population. So, the development of the agrarian sphere on the whole is viewed upon as the basic provision of food security and the integral part of the national security.

However during the agrarian reforms period in Russian economy the role of agriculture vividly diminished. For example in the nineties agricultural share in Gross Domestic Product was about 11%, its share amounted to 3,4% in 2013. In the meantime the rural population comprises more than 37,1 million people or is equal to 25,8% of Russian population.

Critically last years showed the number of those engaged in agriculture decreased though the proportion of rural population didn't change. The general structural crisis led to job cuts in industry, and as service sector development was not dynamic it couldn't guarantee available job vacancies. In this context there is evident need for the reviewing of the agrarian territories' functional models from the standpoint of the new stage of socially-oriented development.

The results discussion

The agricultural organizations reforming and land use changes have transformed substantially the agrarian structure in the Russian Federation subjects. In the transforming period the farmers' sector of agricultural goods production has been established. The more favorable climatic and natural conditions for agriculture, the more diverse forms of production and, consequently, the share of farm household in production of goods is on the increase. So, there are more agricultural organizations in central Russia whilst personal household plots prevail in regions that possess less favorable climate.

Nowadays the significance of agriculture modernization is emphasized, but it doesn't change the situation in practice. The energy provision of agricultural organizations in rated horse power per 100 hectares of crops was 61% in 2013 which we observed in the nineties. At that the crop acre in the given category of households reduced by half (from 112,1 million hectares to 56,1 million hectares). As a consequence more than the sixth part (16,1%) of crop acreage was unharvested according to the data of the RF Ministry of Agriculture [1].

Technically and technologically weak equipment of agricultural organizations was the key reason of their increasing credit indebtedness. And despite notable state financial support in agricultural sphere, the credit indebtedness of one household reached 68 million rubles in 2013. Such a payroll embarrassment of agricultural enterprises and low profitability of the agrarian sector which, as a rule, doesn't exceed inflation limits can't provide for satisfactory development of agriculture.

In addition industrial structural changes in our country take place amid the global impact of such factors as technological changes in industry, the significance

increase of environment preservation, the formation of open economy, the RF accession to the World Trade Organization, Russia's integration reinforcement into regional and world trade of agricultural goods, the shift in consumer demand for more qualitative produce.

On the whole the mentioned structural changes had negative outcomes that influenced on quality of rural people's life, the population differentiation accelerated according to income levels, per capita available resources decreased – that results were directly connected with the development level of agriculture. Such a factor for modern Prussia has a vital meaning as the established tools of federal agricultural policy, oriented towards the regional system macroeconomic managing, leads to the interest diminishing of local authorities in the formation of effective agrarian policy aimed at rural development.

Today the measures realization on federal and regional levels enabled to form up certain tendencies of the domestic production boosting and the profitability level increasing of the Agroindustrial Complex sectors. However these essential positive shifts didn't contribute to social development of rural territories.

As practice shows in 2013 per capita available resources of municipal households were 1, 6 times greater than the rural ones. With the assumption that the number of rural population is about 25,8%, and the proportion of the poor among rural population increases year by year.

Rural area consists of 40% of the poor and more than a half of extremely poor people – families with per capita available resources which two or more times below subsistence line [4].

First and foremost poverty of rural population is connected with low incomes. Payment level of work in agriculture is increasing but is still the lowest. The gross wage of rural workers in 2014 was 17,7 thousand rubles or 54,0% from average wages. The correlation of nominal gross wage with the level of the subsistence minimum on the average of economy was 3,4 on the average of agriculture was 1,7 in 2014.

Although agriculture is still one of several sectors where backdated wages exists and was equal to 218 million rubles in the beginning of 2014. In spite of some shortage of backdated wages on the whole, the given indebtedness does exist in half the regions.

The official labor market in rural area is considerably narrower than in a city, but the level of rural unemployment is consistently higher of the municipal one approximately twice as much. The looking for some job in rural area is aggravated by remoteness of rural settlements from labor markets and employment agencies. In the beginning of 2014 47 thousands of people in rural areas were in forced leave or had part-time jobs initiated by their company's management team.

Social security of jobless people in rural territories is lower than in municipal ones as well as measures awareness directed to the employment level increasing – leaves a lot to be desired. In order to compensate their low or no incomes at all, rural people try to diversify their earnings by means of municipal

job vacancies, fishing, hunting, picking and selling of mushrooms and berries, goods production in their personal households.

The considerable part of rural families produce goods, but this so-called production is rather consumptive. Private household plots are important forms of secondary employment, additional earnings for a family budget, but all these efforts don't eliminate rural poverty. The actual cost of rural private households' revenue to the budget comprises about 9,0%.

As practice shows, today many indicators of rural population' quality of life have exceeded threshold values: the unemployment level is 9,6% (threshold value – 7%); the number of population living below subsistence line – 15,4% (threshold value – 7%). The data on critical stratification of rural population according to sufficiency level speak for a longstanding crisis of rural sector – aggravation of contradictions in socio-economic system, preventing the formation of socio-economic conditions for agricultural development [2].

It appears that the mentioned above and some other negative tendencies will grow. To avoid the current situation and to form prerequisites for intensive development of the agrarian sector in the Agroindustrial Complex, to improve rural population' quality of life is possible by means of the correct socio-economic priorities defining and their ways of realization due to the actions coordination of public and local authorities, population, business and public organizations.

In this context the key element of the current agrofood policy in our country based on the finding-out and usage of such mechanisms that will provide for stable, balanced and dynamic socio-economic development of the agrarian sector and rural territories, harmonious equilibrium of the state interests, directed to its own entirety, agricultural development and markets regulation of agricultural goods, raw materials and food supplies, formation of competitive economy and creation of acceptable life conditions for rural population that contributes to successful development of agriculture on the whole – the socially oriented strategy of the agrarian sector development in the Agroindustrial Complex.

Irrespective of the adopted model of social development of Russia, the dominant role in the social processes regulating belongs to the state, dealing with the wide range of essential aspects: reproduction of labor-power, population policy, public health service, education, the working-out of general conception of the staff training and retraining. The task solution to the formation of socially oriented economy of a market type grounded in general humanitarian social values, gives a real opportunity to establish the complex variant of recruitment and social policies in our country, that have been implemented in many economically developed countries.

Russia's major priority is to create the competitive system of the Agroindustrial Complex managing as well as some other economy branches. It occurs due to economic state reflects this system quality. Insufficient efficiency of the agrarian sector in Russia proves that the long-established model of the agrarian sector managing doesn't meet the modern requirements as it is

incapable of the favorable conditions creating that are vital for human potential realization, in other words – for entrepreneurship development based on healthy competition. The successful solution of this task needs for the formation of the capable institute of local authorities, the complex and adequate support to producers of agricultural goods as well as other categories of businessmen whose activity is connected with rural sphere [4].

The development objective of the agrarian sector is in the satisfying population's needs for their own qualitative produce and the optimal conditions for labor resources reproduction setting. The major aim of rural territories development coincides with the municipal entities' activity – to improve living conditions of rural population. The financial feasibility of the stated objectives achieving depends on the budget funds, which are directly connected with the development level of production systems. That's why local authorities are to be interested in the development of all kinds and forms of business processes, particularly in agribusiness, and also in mutually beneficial cooperation with population and representatives of business environment.

We are of the point that it is important to realize that the agribusiness development in rural sphere stimulating is vital as well as the supporting and participating in all federal and local social programs, the working-out of own projects in this sphere. Under these circumstances agribusiness must take responsibility for many social directions of rural population development: different social programs concerning education, health care service, protection of labor, culture and sport. To be more precise, the agribusiness' activity is to concentrate on the increase of payment for work and population incomes, the provision for material and social benefits, the creation of additional workplaces, reduction of unemployment, the social objects investing in rural areas, – all these actions will enable to diminish rural stagnation, to comfort rural life and contribute to cultural development of rural population.

The course of agrarian reforms is predetermined by the state of rural social development and instrumentation of engineering in rural territories. The economic crisis had negative effects on the agrarian sector of Russian economy, so the way-out is to develop social infrastructure in rural areas which in its turn is the major factor of agricultural production efficiency. In this context it is necessary to review the social priorities of rural infrastructure development in line with the transforming processes in agriculture and in accordance with the working-out of the strategic approaches towards the formation of the integral, harmonious system of management, aimed at the general reproduction conditions upgrading on the basis of cooperation ties of subjects in different industries and levels.

The objects of social infrastructure in rural areas are to be established by means of effective usage of government investments, by resources of municipal authorities, different agricultural organizations and funds of rural population and efficiency of the proposed policy depends on these measures concentration on a particular area instead of their decentralization.

The progress in the agrarian sector is inseparably related to the development of perspective knowledge-intensive industries. Innovation technologies in farming and animal breeding determine the output of new high-productive and resource-saving machinery and equipment, the application of nano – and bio-technology, chemistry achievements. Therefore the vital agricultural problems solving requires the analysis of the government system functioning, the State role in stimulating the agrarian sector, social reforms' impact on economic development of rural areas and the country on the whole [3].

Conclusion

All the above prove that on-time and systemic regulation of social development problems in rural areas, the creation of dignified conditions for life and work appeal in rural areas, the formation of innovation culture in all branches of the agrarian sphere, apart from the protection of the territorial integrity of the Russian Federation, demographic and social-economic development of the country's regions-all these measures will contribute to Russia's leading position on the world markets in the near future.

The new perception forming of socially oriented process of development requires the nonstandard approaches implementing, accustomed to organizational, economic, industrial structure of agricultural economy.

We suppose that in perspective socio-economic transformations of agriculture won't develop through upward trajectory on an even basis. We can't but avoid the growth rates slowing and the possibility of crises connected with the transfer to highly technical and technological levels of agriculture. For this reason the forecasting of socially oriented processes in agricultural development has a great significance for the possible crises predicting, their reasons identifying, duration and severity of the crisis phenomena aimed at the growing transfer to the new stage of socially oriented development of rural territories.

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ФОРМИРОВАНИЕ ПРЕДПОСЫЛОК ПЕРЕХОДА К СОЦИАЛЬНО- ОРИЕНТИРОВАННОМУ РАЗВИТИЮ СЕЛЬСКИХ ТЕРРИТОРИЙ

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Цель: теоретически обосновать предпосылки перехода сельской экономики к новой стадии социально-ориентированного развития, способствующих решению основных социально-экономических проблем села. *Обсуждение:* существующая модель развития сельских территорий не отвечает современным требованиям по улучшению условий жизни сельского населения. Обострение противоречий в социально-экономической системе препятствует формированию социально-экономический условий эффективного развития сельского хозяйства. Определение ключевых социально-экономических приоритетов и способов их реализации способствуют формированию предпосылок для интенсивного развития аграрного сектора АПК и улучшения качества жизни сельского населения. *Результаты:* исследованием установлено, что переход сельской экономики к новой стадии социально-ориентированного развития определен необходимостью формирования на селе дееспособного института местного самоуправления, обеспечения полноценной и комплексной поддержкой сельхозтоваропроизводителей, внедрения инновационных технологий в земледелие и животноводство и развития социальной инфраструктуры.

Ключевые слова: сельские территории, развитие АПК, агробизнес, социальная инфраструктура, сельское население, качество жизни.

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