

## **FINANCIAL AND CREDIT SUPPORT FOR THE DEVELOPMENT OF ENTREPRENEURSHIP IN MOUNTAIN SETTLEMENTS**

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The article analyses the problem of depressed territories and suggests practical measures to overcome it. Emphasis is placed on the entrepreneurial potential of the population in the problem areas. Empirical data on the sociological research of the mountain population on the creation of their own businesses are analysed and the problems of existing mountain business structures are examined. The foreign experience of providing direct financial support to the business as a powerful tool for addressing the problems of depression is summarized. The existing practice of financial support for the business structures of depressed territories is analysed.

The current stage of development of the Ukrainian economy is characterized by a deep differentiation in the levels of socio-economic development in the territorial view, which manifests itself in the volume of production, gross value added per person, wages and, consequently, living standards of the population. The existing differentiation of the economic space, accompanied by the economic downturn and chronic lag of a large part of the regions of the country, and especially the mountain settlements of

the Ukrainian Carpathians, is a determining factor in the formation of depressed labour markets, characterized by a high unemployment rate, which is predominantly structural, the presence of significant volumes of involuntary part-time employment, low rates of development of the sphere of application of labour, low level of entrepreneurial activity of the population, and asymmetric professional structure of the economically active population. The need to study the priority areas of financial support to stimulate economic growth and sustainable development of depressed regions is a priority task of scientists and practitioners.

The conducted analysis of financial and credit support for entrepreneurship development shows that at present the state financial support for the creation and development of the business segment in depressed territories is still insufficiently effective. In order to increase business activity, attract a wide range of people to entrepreneurial activity, it is necessary to solve the problem of expanding the base of lending to small business entities, entrepreneurs and significantly reduce interest rates on loans.