

SUBSIDIES AS AN INSTRUMENT OF TARGETED ASSISTANCE TO THE POPULATION

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Today, the state is in urgent need of fulfilling its social obligations to citizens. The critical situation in the social sphere, caused by chronic non-payment of wages, pensions, social benefits, creates despondency in the society. Therefore, the issue naturally arises that social policy can not be full if it restricts its sphere of influence to only the socially vulnerable layers of the unemployed part of the population, while the necessary conditions for this are created by the economically active part of the population. Therefore, the main lever for stimulating the overwhelming majority of the population of Ukraine should be, first of all, the creation of jobs and decent wages, which would provide an opportunity to provide for themselves and their family members a normal life, thanks to the earned means, and not targeted social assistance received from the state, because this is an abnormal situation if the price of gas once again increases, the number of recipients of subsidies may increase to 90%. The consequence of this is not effective economic reforms that have led to a global redistri-

bution of national wealth and household incomes, and unsystematic social measures have had no tangible effect and have not significantly affected the extent of poverty reduction in Ukraine.

The purpose of the article is to analyze users of subsidies in the Transcarpathian region who need to know in the context of government reforms who and on what grounds from poorly-provided layers of the population can get targeted assistance.

The results of analysis can be considered as an element of scientific novelty, on the basis of which the criteria for preventing the introduction of targeting programs have been formulated and ways and directions for improving the management of social services in the regions of Ukraine have been proposed.

This subject has a research perspective that will be based on the study of the search for optimal control in the system of social protection of the population of Ukraine that will make it impossible to withdraw additional money from the budget.