

PROBLEMS OF RURAL DEVELOPMENT IN THE CONTEXT OF BUDGET SUPPORT TRANSFORMATION

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The article justifies national priorities for settlement of problems of sustainable development of rural areas in the context of budget support with the allocation of socio-economic factors. Proposed actions for the world as a whole and for individual countries with different levels of economic development are proven. Systematized proposals to address aspects of rural development taking into account the world tendencies of development and the experience of the European Union. Analysis of factors of formation, functioning and development of rural areas in the context of transformation of budget support and of modern global processes, prompting researchers to study the problems of formation of labour potential is done. In the development of labour potential of any structural level, a leading role is obtained by socio-economic factors. Among them are the nature of property relations that defines the terms of employment level, the employment of different age and sex groups of the population, forms of employment, the ratio of the levels of employment and unemployment; the specifics of labour relations that reflects the conditions of employment, the level of organization of labour and its remuneration, forms of moral and material incentives; education system and

mechanism of training and retraining, which impacts significantly on the quality and efficiency of labour potential. In addition, an important place is taken by distribution relationships defining the conditions of reproduction of the population, living standards, opportunities, nutrition, treatment and rest, professional development, education, housing and living conditions. It is proposed to revise and achieve the following tasks: a) increasing the level of income and quality of life, protection of the population from the negative environmental factors, given the moderate use of natural resources by creating conditions for their correct use in the context of the economy globalization; b) to provide ecological education of citizens, to raise ecological culture of the population, highlighting stereotypical attitudes regarding environmental and social issues, to develop citizens' modern scientific understanding of nature and society, to create environmental awareness of authorities and decision-makers at different levels with the European; c) to strengthen existing measures of stimulation for resource conservation, environmental protection, strengthening legislative support for the territorial communities regarding natural resources, taking into account the integration processes.