

FEATURES OF THE SOCIOECONOMIC DEVELOPMENT OF RURAL TERRITORIES OF CHERKASY REGION

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Ukraine's agricultural sector is an integral part of the economy, the main objective of which operation is to ensure food security of the country and its export potential. This sector of the economy is the main resource to create jobs for the rural population, and in addition, provides jobs in a number of other sectors of the national economy such as the food processing industry, trade and transport. Therefore, operation and development of agricultural production in rural areas have a directly proportional effect on unemployment, labour migration, and socio-economic component of the standard of living in rural areas.

Today, the large part of the rural areas of the state is lacking investment in order to create modern, efficient agriculture on the industrial basis. Weak economic diversification, low socio-economic infrastructure affect the migration of population from villages, and especially young people, which in these circumstances do not want to live in rural areas,

that as a result gradually leads to conversion of villages to the rank of depressive areas.

A complex solving of problems of socio-economic development of rural areas should be based on optimizing their social and industrial infrastructures, increasing rural employment, increasing the volume of agricultural production with ensuring competitiveness of products, environmental protection and restoration and conservation of natural resources.

The overall strategic direction of socio-economic development of rural areas is to address the priority areas of development such as: increasing the economic efficiency of agricultural production, increasing employment through the development of infrastructure facilities and new types of alternative agricultural production and use of internal resources potential of forming a competitive environment for village and to improve his investment attractiveness.