

SOCIAL AND ECONOMIC SUPPORT FOR THE DEVELOPMENT OF THE RURAL POPULATION'S HOUSEHOLD PLOTS

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The rural population's household plots are one of the most important components of the system of rural territory. In our study, they are considered as its base, the system forming link. The level of the rural population plot farms development displays the status and level of overall rural areas development, on the contrary, rural territory as the people's living and working environment as well as the environment for the rural population plot farms activity forms (through the favourable or adverse business environment) opportunities and conditions for economic activity, identifies the factors that continue to affect their social and economic development.

A study of the problems of rural areas is a relatively new phenomenon for the domestic science; its versatility and a wide range

of study objects determine the number of approaches towards a definition of the essence of this issue. Therefore, the social, organizational and economic assistance for the rural population household plots activity in the system of rural areas is a problem that requires an immediate solution. The role of the rural population's household plots in the system of rural areas is studied. The necessity to apply systematic and social approach, under which the rural territory is considered as an open multifunction system with all its social components, is proved. The basic functions of the rural population's household plots are defined and substantiated. Peculiarities of the functioning of the rural population's household plots in terms of their place and role in the development of rural areas are studied.