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THE DEVELOPMENT OF THE SOCIAL SPHERE OF THE UKRAINIAN VILLAGE: A REGIONAL ASPECT

The most urgent issues of the state and prospects of socio-economic development of rural areas, agriculture and rural areas are highlighted. Particular attention is paid to the situation of the peasants, the organization of rural territorial communities, the use of the labor potential of the village as a condition for its prospective development. The current state of development of the national agrarian sector of Ukraine is characterized by the special importance of the social sphere of the village, the contribution to its development of small forms of economy, which in the national legal field, scientific and statistical literature are defined as personal peasant and farms, small rural enterprises, households, etc. Ensuring the development of small forms of economic activity in the system of agricultural formations is an important component of the effective functioning of the domestic agricultural sector as a component of the national economic system. In turn, this necessitates the analysis of the peculiarities of the use of available resource potential, as well as the results of economic activity of representatives of this group of farmers. However, due to the use of intensive agro-technologies, a large proportion of rural residents are deprived of employment opportunities, leading to further rural degradation, complications in demographics, and reduced life expectancy.

Keywords: *development, life activity, territorial environment, labor, environment, food security, self-realization.*

Introduction. Among the urgent problems in the development of socio-economic problems in the countryside is the creation of comfortable working conditions and living of its inhabitants.

In recent years, at the state level, more and more attention has been drawn to the category of "territorial environment" in which peasants live, that is, the problems of peasants, their work and life began to be considered in the context of the territorial environment development. However, today's peculiarity of understanding the essence of human territorial activity against the background of economic and social priorities still remains in the secondary positions.

Rural development, above all, aims to provide a comfortable standard of living for the population. This is achieved through the development of the agricultural sector, providing jobs in the countryside and food security, building transport, social and other infrastructure in the countryside, unlocking the economic potential of the territories, self-realization and organizing meaningful leisure for residents of rural regions.

Literature review. The national school of the theory of social sphere's development in the village and agribusiness has such famous representatives of science as I.I. Lukinov, E. M. Libanova, V. K. Zbarskyi, M. Y. Malik, V.Y. Mesel-Veseliak, V. P. Riabokon, P.T. Sabluk, V.V. Yurchyshyn and others.

However, further study requires a set of issues related to the study of the factors influencing on the social sphere development of the village and the organizational and legal forms of entrepreneurial activity in agriculture. These circumstances were decisive in substantiating the relevance of the research topic.

The purpose of the article is to substantiate the theoretical, methodological and organizational foundations of the social sphere development in the village, to study the problems of employment and the growth of peasant's income and their well-being.

Results and discussion. By focusing on the problems of agricultural production, the state is quite rightly concerned about the employment and growth of farmers' incomes and their well-being. Of course, this approach is just and necessary, but in our opinion, it solves the problems of the village only partially. The agricultural producer today leaves aside the problem of social development in rural areas. Poor, as a rule, the funds for these purposes in the local budgets do not affect the territorial formation processes in the countryside. The strategic setting of rural problem solving is devoid of regional specifics and its transparency, without which only local and short-term effects are ensured. Combining the functions of landowner, property manager, manager and direct contractor in a personal farm or family farm to stimulate interest in obtaining the end results. This form of business management can significantly save the costs associated with the organization and management of production processes. Since they do not divide income into profit and wages, there are opportunities to maneuver between accumulation and consumption, which is not enjoyed by entrepreneurs of other forms of management. Advantages of private and family farms and the fact that in the production may be involved, if necessary, and their disabled members - retirees, teens, which promotes maneuvering workforce during seasonal work and in adverse weather conditions. These forms of management guarantee the employment of young heirs, promote their formation, their ecologically inherent ecological functions, because OSG and family farm are both the place of work and the territory of residence of its owner. Consequently, these and other advantages of small family-type farming have not only come down from the historical arena, as predicted by representatives of the classical schools of the capitalist economic system, but, as noted, continue to dominate in most countries of the world [4]. Academician I.I. Lukinov at one time warned that it is impossible to "... ignore the connection and unity of the size and structure of the economy with the nature and quality characteristics of the owner (private or collective). Farms rely on the basic hopes of creating a true owner, a private owner"[7].

Due to the crisis socio-economic situation, as well as the lack of state support for the social settlement of the settlement network, it is almost impossible to move to a model of rational satisfaction of peasants' interests today [3].

The formation and functioning of socio-economic policies in rural areas is now extremely difficult:

- the deterioration of quantitative and qualitative parameters of demographic processes continues, mortality is increasing, fertility is declining, and much of the settlements have lost their reproductive potential forever. (Table 1);
- the settlement network is being destroyed, its structural relationship is deteriorating, and the functionality of small settlements is lost;
- reduced employment, reduced labor potential, increased unemployment and migration processes.

That is why human capital is perhaps the most important potential of the Cherkasy region, which must be used to stimulate economic development. Human capital development is the result of complex interaction between the state, the population and business. However, the leading role in this process, which is to create the conditions for the development of human capital, must belong to the state. At present, favorable conditions for the development of human capital are being gradually

created, which in turn will contribute to its improvement in the long run, and will have a positive impact on economic development.

Table 1

The dynamics of the main indicator's level of demographic processes in the Cherkasy region, 1990-2018. [13]

Indicator	Year							Changes in 2018, (+, -) relative to	
	1990	1995	2000	2005	2010	2015	2018	1990	2000
All population, thousand people **, incl in rural areas	1531,6	1517,6	1438,0	1357,1	1295,2	1268,9	1206,4	78,8	83,9
Number of people-grooms, individuals incl in the countryside	713,5	687,8	660,6	616,5	571,1	553,6	524,4	73,5	79,4
Number of deaths, individuals incl in the countryside	18861	14474	10668	10428	12462	12798	8637	45,8	81,0
Natural growth, individuals incl in the countryside	7254	6622	5229	4382	5383	5561	3631	50,1	69,4
	22029	25774	24786	25090	21820	20667	20181	91,7	81,4
	13859	15705	14692	14704	12327	11226	10629	76,7	72,3
	-3168	-11300	-14118	-14662	-9358	-7869	-11544	364,4	81,8
	-6605	-9083	-9463	-10322	-6944	-5665	-6998	106,0	74,0

It should be noted that, since 2018, wages in the agricultural sector exceeded its average level in the region (Table 2).

Table 2

Average monthly nominal wage of Cherkasy region employees by type of economic activity [13]

Activity	2010	2015	2017	2018	Agricul. to other industries, %
Total	1835	3360	6042	7478	407,5
Agriculture and forestry, hunting	1608	3178	5935	7913	105,8
% to average	87,6	94,6	98,2	105,8	x
Industry	2042	4041	6797	8363	94,6
Construction	1561	2834	4855	7976	0,99
Trade	1336	2910	4987	6187	127,9
Transport	2214	4050	7067	8722	90,7
Scientific activities and developments	1906	3162	4977	6599	119,9
Financial and insurance activities	3056	4786	7873	9697	81,6
Public administration and defense	2383	3912	8601	11267	70,2
Education	1780	2965	5486	6550	120,8
Health care	1526	2719	4739	5544	142,7
Arts, sports, entertainment	1547	2581	4590	5465	144,8

The social infrastructure of the village of the region is declining and being destroyed, and the public services are reduced by social services [13] (Table 3).

Demographic complexity is the result of the deterioration of the health status of the rural population, the decline in financial status, the difficult social and environmental conditions of rural life. Birth rates and death rates have reached a critical milestone. As can be seen from the data of

Table 1 in 2018, the number of deaths exceeded the number of births in rural areas of the region by 7 thousand people.

Table 3

Main indicators of socio-economic status of Cherkasy region in 2000-2018 [12, 13]

Indicator	Year			
	2000	2005	2010	2018
Number of rural settlements, units	824	824	824	824
Towns, units	14	14	14	14
Production of agricultural products (at constant 2010 prices) per inhabitant of the region, UAH.	2244	3362	7024	10352
Per 10,000 population:				
-accepted for operation of the total area, m ²	764,8	1198,3	1450,9	1085,1
including: in the countryside	403,0	657,6	1114,5	417,8
-number of built apartments in rural areas, units	4,3	6,0	10,8	3,1
Per 1000 population:				
- born, persons	7,5	7,7	9,7	7,9
- died, persons	17,4	18,6	16,9	16,3
- natural increase (+, -)	-9,9	-10,9	-7,2	-8,4
- number of pensioners, persons	322	339	332	341
- number of disabled persons, persons	83	79	69	72
Provision of housing, m ² of total area per inhabitant - total	20,1	25,0	26,2	23,3
including in the countryside	27,6	29,6	31,2	35,2
For 10 thousand:				
- number of students of general educational institutions, persons	1404	1176	969	922
- the number of students of universities of the I-IV levels of accreditation, persons	285	426	419	367
- number of doctors of all specialties, persons	39,1	38,2	38,7	38,8
- number of hospital beds, pcs.	90,9	90,1	89,6	89,3
Incidence (per 100 thousand)	87921	84337	82602	112763

The share of young people under 35 in the total number of villagers tends to decline. In 2000-2018, it declined by 10.9 percentage points. The life expectancy of peasants is steadily progressing to a decline. During the specified period it decreased by an average of four years and amounts to 66.5 years, including men - by five years and 60.4 years respectively. The average age of the region's population increased by 1.9 years from 2006-2019 to 43 years at the beginning of 2019.

In the Cherkasy region, no villages have disappeared in the last 20 years. However, the rural population decreased by almost 140,000 people during this period, although the rural population occupies about 44% of the total population of the region. As of January 1, 31 united territorial communities were formed in Cherkasy region

The reduction of labor potential in Ukraine is a result of the reduction of its natural basis - the rural population in working age and the reduction of life potential. During 1979–2019, the number of villagers decreased by almost 5 million people, or by 25.7%, and life expectancy declined by 34.3% during this period.

Due to the reduction of the workforce in the newly established enterprises, the reduction of their staff, as well as the reduction of employment in the social sphere, the number of employed in all spheres of economic activity in the country in 2000–2018 decreased from 4.6 million. up to 2.9 million, or 37.0%. As a result of these processes, there is a further migration outflow of rural youth

to cities and far abroad. The unemployment rate of the economically active population in working age (according to the ILO methodology) in 2018 was 8.8% [11].

The situation with income and poverty in rural areas is almost unchanged. Remuneration in the household income structure in rural areas is less than 40%. The average peasant spends almost 90% of their family budget on food at a science-based rate of 10%. At the same time, the actual level of per capita consumption of foodstuffs is only 50-60% compared to scientifically grounded standards.

The destructive processes of social infrastructure are mainly due to the almost constant neglect of the state by the development of the social environment in the countryside, the lack of a sound state policy on financial revenues to local budgets. Therefore, the accessibility of the rural population to social services is decreasing from year to year, their assortment and quality are deteriorating [4].

Today, in 46.5% of the total number of villages there is no mandatory for each village paramedic (midwife-midwife) point. Only 31.2% of villages are provided with childcare facilities, schools - 48.7%, clubs of club type - 57.8%. Almost completely reduced in the village household services.

In the vast majority of the rural settlement network, the problems of housing and communal services development, their engineering support and improvement are not solved.

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Table 4

**Consumption of basic foodstuffs by the population of Cherkasy region
(per person per year; kilograms) [1]**

	Norms	Year					2018 in % to	
		2000	2005	2010	2015	2018	норми	2000
Meat and meat products	80	39,9	43,1	53,2	53,0	50,7	63,4	127,1
Milk and milk products	370	216,3	248,4	221,2	226,9	214,2	57,9	99,0
Eggs (pcs.)	290	199	221	296	297	281	96,9	141,2
Bread products	105	146,2	141,3	128,0	121,2	116,4	110,9	79,6
Potatoes	110	164,7	158,6	151,9	155,8	159,7	145,2	97,0
Vegetables and melons	120	147,6	141,5	166,2	177,3	174,1	145,1	118,0
Fruits, berries, grapes	80	23,8	31,1	45,2	48,9	60,9	76,1	255,9
Fish and fish products	19,5	9,5	15,1	19,2	10,3	13,8	70,8	145,3
Sugar	38	37,6	43,0	45,9	45,2	35,7	93,9	94,9
	14,5	8,5	14,7	16,9	13,9	12,6	87,0	148,2

With a large total volume of gross agricultural products, the region's producers do not fully meet the area's domestic consumption needs for the main types of food. Despite the fact that agricultural processing enterprises are practically located in each district, the processing volumes are small, do not fully cover the needs of the region, and the primary processing in agricultural production sites (raw materials) is practically absent.

Disruption in the consumption balance is associated with a decrease in the share of wages in GDP. It is around 40%, while in developed countries it is between 62 and 80%. The share of wages

in the cost of production is 9.7-12%. The hourly cost of labor in Ukraine is 37-40 cents per hour, in Germany - \$ 25, in the US and France - 15.5, in Poland - 2, Hungary - 1.8, the Czech Republic - 1.6, in Romania and Bulgaria - 40-80 US cents [4].

In Ukraine, cumulative food costs make up about 76.3% of the total income of rural families, while the Swedes spend on food 23% of income, the French - 18-19%, the Dutch, Germans and English - 14-15%, Canadians - 12 %, Americans - 11%, Australians - 16% [2]. According to the Japanese classification, the standard of living of Ukraine's rural population is characterized by its existence on the brink of starvation. Moreover, in the poorest families, food costs represent about 100% of total income. This is a typical feature of a poor country.

The sustainability of demographic processes is the most important component of rural social policy [3; 5; 8]. Suspending the negative tendency to decrease the rural population, improving the demographic situation with further improvement of labor potential in rural areas requires the development of a mechanism for improving the quality parameters of rural life and work potential, in particular:

- elaboration and implementation of the National Program of Rural Demographic Development as a prerequisite for the revival of rural settlements, which should organically combine the dynamics of demographic situation, productive forces, economic relations with the social development of rural territories;

- improvement of working conditions in the agricultural sector by increasing the level of mechanization of production processes, providing rural population with small machinery for mechanization of work in personal farms and radical improvement of production infrastructure in general in the countryside, equipping workplaces with recreational workplaces.

The deep reform of the agrarian sector, the emergence of various forms of economic management in combination with the organizational and legal regulation of labor relations in the agro-industrial complex dramatically change the strategic approaches to the formation of rural employment.

The priorities in this context are:

- development of an employment program in accordance with the formation of rural diversity with the identification of priority measures for the redistribution of the employed population between different organizational and legal structures, territorial sectors, disadvantaged and disadvantaged regions;

- elaboration of a set of measures to create a competitive environment for the formation of the labor market in the agrarian sphere through the development of entrepreneurship, small and medium-sized businesses, the introduction of individual labor self-employment in the official framework of employment with appropriate motivational remuneration for the results of work;

- improving the motivational levers of rural labor force management in accordance with market conditions for reforming and streamlining remuneration, depending on the efficiency of agricultural production, introducing its hourly form;

- improving the reproductive processes in creating a labor market by regulating the generation of income of the rural population at the legislative level, increasing the share of remuneration in their structure by raising its minimum level and helping with unemployment.

The main directions of the formation of social infrastructure as a set of structural elements of rural settlements in order to provide the rural residents with proper working and leisure conditions and create a comfortable living environment:

- decentralization of governmental functions of the state for the benefit of local self-government, ensuring real self-government at the level of territorial communities through legislative and financial regulation of the formation of local budgets and control over their implementation;

- continuous certification of rural settlements, elaboration of social development priorities at the level of each administrative and territorial formation;

- development and implementation of an appropriate legal framework, common standards and standards for social services, substantiation of the financial mechanism for the formation of local budgets and guarantees of state participation in the social development of the village;

- creation of a real field of communal property of territorial communities, its organic combination with state and private property in the social environment in the countryside;
- elaboration and organization of implementation of programs of socio-economic and cultural development of the territories with their coordination at local, regional and state levels with real financial capabilities;
- enhancing voluntary attraction of funds from enterprises, institutions and organizations for development processes in rural social sphere, etc.

The draft Conceptual Basis for Strategic Modernization of Agrar Production and Rural Development in Ukraine, developed by the agricultural scientists of the National Institute of Agrarian Economics [6], states in particular that the state should recognize the peasants as masters in its territory. Rural areas, with the exception of land for social purposes, should be transferred to rural communities (village councils). Only natural persons directly employed in the countryside and agriculture can own the land.

Rural and regional councils' programs for the use of each local area are required. Priority will be given to the development of intensive, relatively labor intensive agricultural production.

Thus, the social effect is reduced to a legislative reduction of workweek, increase in wages, increase in the number of jobs and employment rate of people, improvement of working and living conditions, environment, general safety of life, etc. However, the social consequences of management have the peculiarity that not all of them are quantifiable. In characterizing principled approaches to the assessment of social effectiveness, a number of methodological features need to be considered.

First, it must be assumed that social efficiency should be determined at two levels - local (at a particular enterprise as a degree of satisfaction of the social needs of its workers) and regional and national (as a degree of social protection of people and equal provision of social needs of different strata population by local authorities and the state as a whole).

Second, it is very important to determine the absolute scale and relative level of satisfaction of the various social needs of employees of a particular enterprise at the expense of its own resources or the population of the region or the state. Such as:

- increase in wages above the state minimum wage;
- legislative increase in unemployment benefits and other social benefits;
- payment of a part of the cost or giving free tickets to health-improving institutions;
- grants to catering establishments of the enterprise;
- providing a non-repayable loan for the purchase of cooperative housing and construction of holiday homes;
- construction and maintenance of their own housing stock, recreation centers, cultural houses, clinics, preschools, sports facilities;
- ensuring normal (harmless) health, working conditions and proper environmental protection;
- training and training at the expense of the enterprise;
- creation of subsidiary agricultural enterprises, etc.

Thirdly, when assessing social performance, a number of socially important measures are constantly taken into account at the expense of local and national budgets.

Fourth, a specific definition of the level of social performance should cover the quantitative measurement and evaluation of the effect and cost of the whole set of measures, the content and nature of which it can do, as well as the qualitative characterization and identification of the impact on the effectiveness of those groups of measures for which the quantitative measurement of the effect is impossible.

Conclusions. In the rural areas of the region, the employment of the population depends to a large extent on the structure of agricultural production, both by industry and by size of enterprises. Much of the village's inhabitants, through the use of intensive agro-technologies, are deprived of employment opportunities, leading to further degradation of villages, complications in demographics, and reduced life expectancy.

You should look for additional employment opportunities for the villagers,

both in agricultural production through its diversification and in other sectors of the regional economy, primarily through the self-employment of the rural population and its involvement in entrepreneurship and work in small towns and villages.

With regard to the efficiency of using labor resources as a living factor in the production of material and spiritual goods, here is its specificity and peculiarities, because it is in this type of resource that social aspects of efficiency are concentrated most.

The region's agriculture does not have adequate logistical support, logistic centers, long-term storage terminals, product certification centers, and compliance with international standards. The narrowness of the internal market does not provide the conditions for the development of agricultural production. The entry of local agricultural producers to foreign markets is limited.

Economic processes occurring in the region lead to changes in the number and structure of jobs. Despite the fact that the education system and the employment service are making a lot of efforts to enable residents of the region to find a job, there are still imbalances in the regional labor market.

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РОЗВИТОК СОЦІАЛЬНОЇ СФЕРИ УКРАЇНСЬКОГО СЕЛА: РЕГІОНАЛЬНИЙ АСПЕКТ

Анотація

Метою статті є обґрунтування особливостей розвитку соціальної сфери села та пошук додаткових можливостей зайнятості для жителів села, як у сільськогосподарському виробництві через його диверсифікацію, так і в інших секторах регіональної економіки, передусім через самозайнятність сільського населення та його залучення до підприємництва і роботи у малих містах та селищах.

Методи дослідження. Під час написання статті використовувалися абстрактно-логічний метод – при виявленні теоретичних засад розвитку соціальної сфери села та різних за розміром аграрних формувань; монографічний – при дослідженні поглядів науковців на проблеми розвитку соціальної сфери села, місце і роль форм господарювання, зокрема, сімейних фермерських господарств у забезпеченні зайнятості та самозайнятості мешканців села; аналіз і синтез – для оцінки результативності діяльності форм господарювання на селі.

Результати. Сучасний стан розвитку національного аграрного сектору України характеризується особливим значенням соціальної сфери села, вклад у її розбудову малих форм господарювання, які у вітчизняному правовому полі, науковій та статистичній літературі визначаються як особисті селянські та фермерські господарства, малі сільські підприємства, домогосподарства, та ін. Забезпечення розвитку малих форм господарювання в системі аграрних формувань є важливою складовою ефективного функціонування вітчизняного аграрного сектору як складової національної економічної системи. В свою чергу це обумовлює необхідність аналізу особливостей використання наявного ресурсного потенціалу, а також результатів економічної діяльності представників даної групи аграріїв. Проте, значна частина мешканців сіл через застосування інтенсивних агротехнологій, позбавлена можливостей для працевлаштування, що веде до подальшої деградації сіл, ускладнення демографічної ситуації та зменшення тривалості життя.

Висновки. За результатами дослідження обґрунтовано диференційований характер соціальної сфери села регіону, функціонування малих форм господарювання, їх роль у забезпеченні продовольчої безпеки та скороченні безробіття на селі. Доведено, що у довгостроковій перспективі бачиться можливим тільки двоєдине вирішення названої проблеми: з одного боку, послідовна орієнтація на ринкові відносини для гарантії забезпечення конкурентоспроможності продукції всіх підприємств – малих, середніх і великих; з іншого – підвищення якості життя, розвиток соціальної інфраструктури сільської місцевості, що збереже її як основу життєдіяльності і зайнятості населення.

Ключові слова: розвиток, життєва діяльність, територіальне середовище, середовище праці, продовольча безпека, самореалізація.

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