Technical and economic aspects of the development of modern rural areas

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Abstract. The article presents the analysis of social potential and the structure of its rural districts. The quality of life of the population in different countries is studied in terms of expenditures and household consumption. The paper considers the level of the pace of the delivery of accommodation units and improvement of housing stock, which established the growth of indicators in rural districts, which in turn determines the growth of their social potential. The authors theoretically substantiate the need to attract investments and additional resources when addressing the issue of the development of socio-economic potential of a rural territory and its infrastructure. The substantiation of the need for active involvement in the development of the territory of companies and organizations, including the economic management system is determined.

1. Introduction

On the part of government bodies, the scope of carriers and sources of supply of socio-economic potential of a rural territory, as an unused reserve for its further development, is poorly considered.

During the course of the determination of carriers, it is necessary to understand economic entities and territorial management bodies. The sources – are the means of budgets of various levels and economic entities - individuals (physical / legal), as participants in various projects.

The purpose of the study is to identify the elements of social potential of the territory, capable of creating an infrastructure that fruitfully influences and develops agricultural areas.

The research tasks include: the consideration of social potential of rural districts as the elements forming the macroeconomic situation in the country, district, region; the substantiation of the limited ability of rural districts at the initial stage of independent development, in view of its socio-economic potential, taking into account the identification of elements of administrative potential that can create new benefits and services.
2. Theory
The following research methods are used: analysis and synthesis, statistical, comparison, monographic, abstract-logical.

The authors consider the problem of socio-economic potential of rural districts in the complex of two components sufficiently studied by modern science:

- economic potential - as a complex ability of subjects of social and economic activities within its borders to produce tangible and intangible benefits and services, to meet public needs, due to actual, predictable and hidden resources and conditions for their use [1];
- social - as unrealized potential of a person, from which social potentials of various groups of the population are formed [2], the most significant of which are considered to be workers, young people and retirees, entrepreneurial potential, including the potentials of a leader, team and enterprise as a whole, the administrative capacity of municipal authorities through personal and collective potentials, the potential of social infrastructure and life support systems.

Both the first and second of the listed types of potential can be described by the indicators defined in the Report on Sustainable Development of Rural Districts [3] and on the basis of the Order of the Government of the Russian Federation of November, 30, 2010, No. 2136-p “On Approval of the Concept of Sustainable Development of Rural Districts of the Russian Federation for the period up to 2020”.

According to the authors, the link in the insurance of the effective use of the economic potential is society itself and a person in the result, as the carrier of “labor” production factor and the potential of it.

The development as one of the most determining factors is based on such factors as demand, effective use of skills and skills of people, fair wages, the conditions under which employees work, as well as living conditions (quality of their life support system), dependence on the efficiency of using other resources of the territory and their potentials.

3. Results and discussion
One of the most important characteristics of social potential is the quality of life of people working in a particular industry, which in a globalized economy is usually determined by the level of the development of state economy as a whole and its positioning relative to the economies of other countries. The analysis showed that in the Russian Federation, the growth in household spending is ahead of global rates relatively to the majority of leading countries in economic sphere [1], which is associated with the level and quality of life of the population.

During the comparison the indicators of actual final consumption of households in the Russian Federation were lower than in Turkey and the EU, but higher than in the CIS countries [4].

The growth rate of expenditures over the past five years reflects the decline in the consumption, primarily of the first priority type of goods, namely food supply. The increase in prices for logistics services is noticeable. Moreover, the largest increase in this position was observed in the Siberian Federal District, in view of the distance from the European part of the state. It is also necessary to note that this district has no preferences for tariffs for transportation and travel.

It is obvious that the macroeconomic situation affected the living standards of the population of rural districts to the greatest extent and the influence was not the best one.

The destructive impact of such a dynamic of economic development has led to the decrease in the rate of housing construction in rural areas, the provision of the necessary types of resources has decreased significantly - water supply arrangement, water disposal, heating system, baths, hot water supply and electric stoves decreased 6 times (table 1, line 1.3, 2.1.c, 2.2.c, 2.3.c, 2.4.c, 2.5.c, 2.6.c, 2.7.c, 3.3).

The difference in the share of equipped housing in rural districts relative to urban areas has been steadily decreasing in recent years, with the exception of the indicator of gasification and the delivery of educational institutions, the gap in supply of which is also constantly growing.
### Table 1. Dynamics of indicators of the quality of life of urban and rural population in Russia*

|                              | 2010 | 2011 | 2012 | 2013 | 2014 | 2014 to 2007, ± % |
|------------------------------|------|------|------|------|------|------------------|
| 1. Delivery of accommodation units. million. m² of overall area. Total | 58.4 | 62.3 | 65.7 | 70.5 | 84.2 | 144.2           |
| 1.1. In urban districts      | 43.7 | 46.8 | 50.0 | 53.0 | 62.2 | 142.3           |
| 1.2. In rural districts      | 14.7 | 15.5 | 15.7 | 17.5 | 22.0 | 149.7           |
| 1.3. Share of rural areas in total, % | 14.7 | 15.5 | 15.7 | 17.5 | 22.0 | 7.3             |
| 2. Improvement of housing stock. by the end of year; % |      |      |      |      |      |                  |
| 2.1. Water supply. total     | 137  | 139  | 139  | 142  | 140  | 3                |
| 2.1.a. In urban districts    | 89   | 90   | 90   | 90   | 86   | -3               |
| 2.1.b. In rural districts    | 48   | 49   | 49   | 52   | 54   | 6                |
| 2.1.c. Share in rural area compared to urban share. ±% | -41  | -41  | -41  | -38  | -32  |                  |
| 2.2. Water disposal (sewage). total; % | 74   | 74   | 74   | 75   | 73   | -1               |
| 2.2.a. In urban districts    | 87   | 88   | 88   | 88   | 84   | -3               |
| 2.2.b. In rural districts    | 39   | 39   | 40   | 41   | 43   | 4                |
| 2.2.c. Share in rural area compared to urban share. ±% | -48  | -49  | -48  | -47  | -41  |                  |
| 2.3. Heating system. total; % | -32  | -31  | -31  | -28  | -23  |                  |
| 2.3.a. In urban districts    | 92   | 92   | 92   | 92   | 88   | -4               |
| 2.3.b. In rural districts    | 60   | 61   | 61   | 64   | 65   | 5                |
| 2.3.c. Share in rural area compared to urban share. ±% | -32  | -31  | -31  | -28  | -23  |                  |
| 2.4. Bathroom arrangement. total; % | 67   | 67   | 67   | 68   | 65   | -2               |
| 2.4.a. In urban districts    | 81   | 81   | 81   | 82   | 78   | -3               |
| 2.4.b. In rural districts    | 29   | 29   | 29   | 31   | 33   | 4                |
| 2.4.c. Share in rural area compared to urban share. ±% | -52  | -52  | -52  | -51  | -45  |                  |
| 2.5. Pipeline gas supply. total; % | 69   | 69   | 68   | 68   | 65   | -4               |
| 2.5.a. In urban districts    | 67   | 67   | 66   | 65   | 62   | -5               |
| 2.5.b. In rural districts    | 75   | 74   | 74   | 73   | 73   | -2               |
| 2.5.c. Share in rural area compared to urban share. ±% | 8    | 7    | 8    | 8    | 11   |                  |
| 2.6. Hot water supply. total; % | 65   | 65   | 66   | 66   | 64   | -1               |
| 2.6.a. In urban districts    | 80   | 80   | 80   | 81   | 77   | -3               |
| 2.6.b. In rural districts    | 25   | 26   | 27   | 28   | 30   | 5                |
| 2.6.c. Share in rural area compared to urban share. ±% | -55  | -54  | -53  | -53  | -47  |                  |
| 2.7. Floor standing electric plate. total; % | 19   | 19   | 20   | 21   | 20   | 1                |
Due to state support, since the government designated its interests in the field of rural economy development, the growth rates of the above indicators in rural areas are higher than in urban areas:

- the creation of favorable conditions in order to provoke interest among the population living in rural areas;
- the expansion of sources of income formation of rural population and diversification of rural economy;
- the increase in the efficiency of use of natural, land and recreational, material and labor resources by the population living in rural areas, rational involvement of labor resources into economic circulation;
- the recreation and further development of market infrastructure and increase in the access of agricultural producers to product markets, including in large cities;
- the development and further strengthening of state support for agricultural producers and increase in the status of social significance of rural employees;
- the strengthening and development of scientific and personnel component of the development of rural settlements, the creation of projects and programs for the development and improvement of the efficiency of the goods produced in villages [6, 7].

Analyzing the socio-economic system in terms of the effectiveness of its potential, it is assumed that the curve will show the optimal combination of economic and social benefits in a system where it is not possible to increase the level of production of one good without reducing the other.

Two ways of development are determined on the basis of basic tenets of economy:

- intensive: the improvement of the efficiency of using the potential of the system through the use of the results of scientific and technological progress (all sorts of innovative technologies that involve the use of extra-budgetary investors and budget grants for development);
- extensive: due to the involvement of reserve budget funds in the course of problem solution of ensuring the reproduction of resources.

In both cases, the funding from higher budgets is used, primarily in the framework of the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food for 2013–2020.

The subprograms forming this direction provide the financing of gasification and complex
development of settlements, as well as living conditions for young families and young professionals, etc. A number of resources are allocated to regional programs for the development of small business and entrepreneurship. All of them require a deep project justification and are implemented on the terms of co-financing.

All the above mentioned elements can make a significant contribution to the development of socio-economic potential of rural districts. To achieve this it is necessary:

- to create a structured system of communication channels between them
- to eliminate unnecessary elements and their links
- to optimize the balance between the rights and responsibilities of individual state and municipal employees
- to structure the administrative apparatus of economic entities of all forms of ownership of territory.

In daily practice of territorial management, social movements, political pulse of population, activities of non-profit organizations, which in most territories do not find mutual understanding not only with the official authorities, but also the current legislation, often are not taken into account [8].

Eventually the influence of non-profit organizations is often an important tool for interaction between the active part of population and the administrative structures of the territories, which can not be ignored.

The absence of social orders on the part of the executive authorities to non-profit organizations, which makes it possible to shift a part of social burden from the budgets of the territories, is negatively reflected. The problem of the use of the resource of non-profit organizations to increase the administrative capacity of rural districts is reflected in low public initiative of the population of rural districts.

In the field of social life, the level of legislative initiative of rural areas remains low, and the public councils of the territories work with difficulty, most of which function formally with administrations and municipalities.

Only civil control is able to influence the formation of the foundations in a democratic and legal state. The compliance with the rule of law, the protection of human rights and the prevention of corruption are the most acute problems hampering the development of territorial systems at the regional and municipal levels and the country as a whole.

The use of the potential of public organizations and civil structures will lead to the increase in the administrative capacity of territory, as a result of its socio-economic potential. The transparency of state and municipal government will allow increasing the level of the confidence of citizens in the institutions of power.

Economic councils created under the heads of districts, as a rule, are formal and do not take part in the solution of fundamental issues of budget allocation [8].

Business associations are considered inefficient due to the decentralization of rural settlements. The task is difficult, but the activation of these structures will allow directing the initiative and attracting funds from citizens and the business community in order to address the most pressing social problems of villages, including rural development, to create attractive living conditions for young professionals and young families [9].

The level and quality of social potential in the context of globalization of economy is determined by the level of development of the economy of the region, district and state. The diagnostic assessment of the level of economic development is the growth rate of household expenditures, which in Russia are ahead of global rates. The indicators of actual final consumption of households in our country are lower than in the USA, Turkey and the EU.

The positive dynamics, namely the growth rate of spending over the past five years has led to the decline in food consumption and expenditure on transportation services. However, the quality living level of the population of rural districts is much lower than in urban areas: 2-3 times lower than the level of housing arrangement with water supply and disposal, heating, baths, hot water supply, and times
lower than the level of electric plates supply, but the growth rates of indicators are much higher (except for gasification and construction of educational institutions), which is associated with the implementation of programs to support the development of rural areas, based on co-financing projects.

4. Conclusion
The effective allocation of budgetary funds and expenditure items allocated to rural development is possible only under the condition of maximal involvement of the administrative potential of the territory, which proposes to include the individual potential of persons belonging to the structure of territorial management bodies, the complex potential of government bodies, local governments, public organizations and economic entities of the territory.

All the above mentioned aspects of the development of economic and social component of rural districts, under favorable conditions and taking into account administrative control, create new social benefits for the population and villages as a whole as a single system producing the required type of goods, thereby increasing the socio-economic potential of the territory.

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