Modern Methods of Ensuring Sustainable Development of Rural Territories at the Regional Level

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Abstract. The concept of sustainable development was widely adopted at the global level of development of society in the world. At the same time transition to sustainable development and giving of irreversible character to it are impossible without complex development of rural territories. In national economy it is necessary to begin development with rise in agriculture. In modern operating conditions of the majority of regions of Russia and its rural territories, development of the methods providing their sustainable development is impossible without active state position on an institutional basis and also on the basis of social and innovative development of territories taking into account their features, the developed specialization and infrastructure. In this research four interconnected methods on ensuring sustainable development of rural territories on the example of the Saratov region are developed. The differential and production method is based on growth of efficiency of agrarian production at use of intensive technologies, increase in a share of crops of perspective highly profitable cultures depending on climatic and economic features of various microzones of the region, on technological re-equipment of branches of crop production. All this will allow to create internal funds of development of production and the social sphere of the village. The innovative and investment method is based on accumulation of means from different sources in regional fund and definition of the directions of the projects focused on development of infrastructure and increase in investment attractiveness and innovative activity. At initiation of projects by authorities, business structures, the population and granting means from Fund, various innovative and investment directions for rural territories taking into account branch specialization of areas and assessment of their requirements will develop. The method of improvement of social infrastructure of the village leans on the tools leading to improvement of infrastructure of municipal units depending on their territorial and branch accessory, level of financing of the social sphere and providing social and engineering infrastructure with objects. The structural and institutional method assumes improvement of management of sustainable development of rural territories and ensuring optimization of decision-making at all levels.

1. Introduction
Sustainable development of rural territories is connected with creation in the village of the living conditions as close as possible to city therefore the paramount value has development of agricultural production, social infrastructure, attraction of investments and introduction of innovations on rural territories and also increase in effective management of their sustainable development.

By experience of the developed countries it is possible to note that there is a direct interrelation between the size of the funds allocated for social and economic development of rural territories and
growth rates of GDP. Therefore development of methods of sustainable development of rural territories of regions and an active state position is a primary incentive of attraction of investments into development of agriculture of Russia.

Different social, economic and political institutes play paramount value in development of rural territories of regions as institutional development of economy happens under the influence of interaction between institutes and the organizations. Sustainable development of rural territories has to be carried out not only on an institutional basis, but also on the basis of social and innovative development of territories as on infrastructure rural territories significantly lag behind the cities.

For this reason sustainable development of rural territories of the region demands application of strategic management and an integrated approach to studying of economic, social, ecological, institutional priorities and main measures which have to be aimed at the development of agriculture, the local industry, tourism, social infrastructure and other kinds of activity promoting fixing of country people in concrete territories, to increase in level and appeal of a rural way of life.

2. Relevance, the scientific importance of the question with the short review of literature

The relevance of a subject of a research is predetermined by the modern provision of social and economic development of rural territories of regions of the Russian Federation, household disorder of a considerable part of rural settlements, an unsatisfactory condition of social and engineering infrastructure of the village, outflow of economically active population to the cities, unwillingness of investors to make investments in development of territories. The village is the main point of growth of agrarian economy and taking into account current trends and carrying out policy of import substitution, development of methods of ensuring sustainable development of rural territories is necessary basis for development of all agrarian and industrial complex of the Russian Federation.

Problems of development of rural territories are considered in works of the Nobel laureate as E. Ostr which allocates typical aspiration to growth of consumption of the benefit of collective use in the absence of incentives to the financing of their production and maintenance which are able, not worsening a possibility of its further use [1].

According to "The strategy of sustainable development of rural territories of the Russian Federation till 2030" [2] and the Concept of the same name this development of rural territories is understood by the Russian Federation [3] as the stable social and economic development which is not destroying the natural basis and providing continuous progress of society. Thus, growth, diversification and increase in efficiency of rural economy; reproduction and improvement of quality of human resources, full and productive employment of able-bodied population; improvement of quality of life in rural settlements, rational use and reproduction of natural resources – all this is elements of one mechanism and the main directions of one process which part have to be methods of ensuring sustainable development of rural territories of the region.

At the same time, as emphasize, Bautin V. M., Kozlov V. V., Merzlov A. V. and Menschikova V.I., an indispensable condition of stable development of the rural community providing performance of its economic functions by it is preservation of a rural way of life and rural culture, providing recreational services, social control over the territory, preservation of historically mastered landscapes and also expanded reproduction of the population, growth of level and improvement of quality of his life; maintenance of ecological equilibrium in the biosphere [4].

According to our researches, the main problems of rural territories of the Saratov region disclose the national scale of slowdown in economic growth in agriculture; destructions of social infrastructure and deterioration in an ecological situation of the majority of rural territories (municipal units) in regions of the Russian Federation; and also weakness of rural self-government; decrease in level and quality of life of country people, to reduction of number of rural settlements and depopulation.

3. Problem definition

It is necessary to develop a complex of the methods providing the steady and advancing development of rural territories of the regions on the example of the Saratov region, and also to prove and offer in-
introduction of the main tools for increase in profitability of the agrarian and industrial complex enterprises and improvement of conditions of activity in rural life, increases in investment attractiveness of rural territories and their innovative activity. Researches are conducted on the basis of the sector of rural territories development (Volga Research Institute of Economics and Organization of Agro-Industrial Complex) for materials of Federal State Statistics Service in the Saratov region, the regional Ministry of Agriculture and other sources. Social and economic, process and functional and legal approaches, set of general scientific methods of theoretical knowledge (scientific abstraction, inductive, deductive, the comparative analysis) and specific methods of scientific research and also Methodical ensuring carrying out scientific research of economic problems of development of agrarian and industrial complex of Russia were applied.

4. Theoretical part
As a result of development of methods of ensuring sustainable development of rural territories and application of the theory of social and economic differentiation and competitiveness (competition) of M. Porter [5], we optimum influence structure of production and distribution in the sphere of agrarian and industrial complex of the region and also we will improve approach to development of social infrastructure of rural territories. Applying the theory of institutes and institutional transformations of D. Nort and also the theory of structural transformations, we optimize redistribution of budgetary funds of rural territories and we will improve the system of the interbudgetary relations, we will carry out reorganization and reforming of system of levels of management of development of rural territories. According to the theory of economic growth, cyclic investment J.M. Keynes [6] and the innovative theory Y. Schumpeter [7], taking into account a concept of innovations as reforming of a way of production and application of new methods and technologies, we offer regional fund which will provide innovative and investment development of rural territories of the region.

In our researches complex and process approaches were applied and also modern theories and methodologies of sustainable development of economic systems and rural territories, the significant contribution to which was made by such Russian scientists, as were considered: V.M. Bautin [8], E.A. Barbashina [9], A.B. Merzlov of [10], I.N. of Merenkov [11], V.V. Karpov [12], A .I. Kostyaev [13], E.N. Krylatykh [14], A .A. Petrikov [15], I .F. Hitskov [16], A .A. Chernyaev [17] and others. Also our methods will be developed taking into account the modern theory of sustainable development of economic systems and rural territories of L.G. Melnik [18], G. Daley [19] and others.

Development of methods of ensuring sustainable development of rural territories in the region as main directions and processes of impact on problem and target points of functioning, will promote formation and genesis of new effective institutes of social and economic development of the village to optimize structure of management, to develop and improve the interbudgetary relations and resource capacity of rural areas, connecting in total all necessary institutes at the level of the region, the municipal district and rural settlements.

At the same time we understand objectively existing category representing the continuous complex development of rural territories of the region including, first, growth of agroproduction due to the optimization and differentiation combining the scientifically based system of agriculture, climatic conditions and the market principles of managing and also, functioning of innovative and investment processes in the village, stage-by-stage improvement of social infrastructure taking into account territorial and branch ownership of municipal units at simultaneous institutional and structural impact on a control system of rural development for improvement of quality of life of rural community, the termination of processes of depopulation and formation of an attractive image of the villager as sustainable development of rural territories of the region.

It is necessary to be a differential and production method which will provide flexible and highly effective use of agrotechnology according to climatic conditions in the region the basis for development of territories of the village. At the same time, optimization of functions of management at various levels, it agrees structural institutional to a method, up to the level of rural self-government has to distri-
bute effectively resources and coordinate powers and responsibility, connecting public administration to self-government in the village. The innovative and investment method means the operated process connected with creation of conditions for attraction of investments and development of innovative activity, first of all, directed to improvement of quality of life of country people and satisfaction of the current and perspective requirements in rural territories.

Development of market mechanisms in agriculture and branches, adjacent to it, participation of business in the sphere of production and service of country people create favorable conditions for investment into projects of development of rural territories, including social and engineering infrastructure. Business in the village serves as a factor of development of infrastructure of rural territories.

In relation to structural institutional method Yu.V. Filippov and Avdeeva T.T. conclude that any development surely involves various changes of structure in system. Can treat them: shifts in structure of economy; transformation of structure and functions of social institutes; change valuable orientation and relations of members of society. If these changes lead to technical progress, improvement of quality of production, improvement of distribution of quality of goods and services, then they become a source of a certain growth [20].

We agree with E.V. Mikhaylova and O.G. Zubova who consider a problem of management of rural territories through a prism of the budgetary indicators. An economic basis of any transformations in the village is the local budget and investment resources, thus, the economic component of sustainable development of the village is based on opportunities of local authorities to raise additional money and to effectively use them [21].

Thus, economic development of the village has to be based on improvement of the budgetary relations, growth of investment attractiveness of the territory, effective use of additional receipts.

In modern conditions projects of innovative development of rural territories are considered as the effective, perspective tool allowing to solve problems of ensuring sustainable development of rural territories and effective execution of municipal programs. Innovative projects of development of rural territories create possibilities of attraction and participation of investors in regional programs and projects of development of certain territories. Thus, there is a concentration of resources on the most important directions of development of rural territories and the guaranteed possibility of implementation of the projects directed to the solution of questions of local value is provided. Therefore innovative development has to be considered in combination with investment opportunities.

According to approach of group of researchers of “Russian Research Institute of Organization of Production, Labor and Management in Agriculture” which professor Kibirov A.Ya. heads., it is necessary to understand as investments first of all the expenses which are carried out subjects of managing for achievement economic, financial or other, including social, effect [22].

Bard V. S. notes in the research that investments represent long-term investments of resources in various projects which implementation conducts to a gain of a national wealth [23].

The founder of social infrastructure by right can be considered the Austrian scientist P.N. Rosenstein-Rodan. In the mid-fifties the XX century it entered the term "infrastructure", having for the first time investigated it from the point of view of economy and sociology and especially allocated a role of the social sphere [24].

In 70-80 of the last century works of many researchers were devoted to studying of this problem. Among foreign it is necessary to mark out U.E. Simonis [25], A Pezenti of [26] and R. Frey [27], etc., and among domestic – V.M. Bautin [8], A.I. Pokers [28], M.S. Platon [29], Zh .Т ошибки! Источник ссылки не найден.. Toshchenko [30].

Systematization of theoretical knowledge allowed to specify definition "social infrastructure" and to present it as the complex of the material elements interconnected and supplementing each other which are in the maximum availability and existential nearness to spheres of activity of the person, directed to satisfaction of a wide range of needs of all country people and creation of conditions for formation of reproduction and saving the human capital.

The current state of social infrastructure of the village demonstrates that in recent years the situation in the social sphere considerably became aggravated. It is explained, on the one hand, by change
of a demographic situation (outflow of youth and, in general, continuous reduction of country people and, as a result, decrease in need for construction of new objects of social infrastructure), and, on the other hand, a negative role is played by considerable decrease in financing on construction of these objects and on repair of existing. However it should be noted that the shortcoming or their absence, do life in rural areas less attractive.

5. Practical importance, offers and results of introductions, results of experimental research
The offered methods, are presented in the figure 1, will interact among themselves on the basis of straight lines and feedback.

![Figure 1](image)

**Figure 1.** The scheme of interaction of methods of ensuring sustainable development of rural territories in the region (developed by authors).

For increase in sustainable development of rural territories and a condition of infrastructure of the village the differential and production method which provides optimization and differentiation of production for increase in mass of net profit of the agricultural enterprises for the purpose of creation of internal fund of the social sphere of the village is developed. Such fund can be created at any enterprise conducting the economic activity in the concrete territory. For the agroformations conducting activity in the territory of several regions it is necessary to use integration approach at accumulation of means in the general fund and to distribute in process of the planned or target expenses on social needs of territories.

At the heart of a method the complex analysis of production of crops on area microzones in a section of the enterprises was applied and comparative assessment of conditions of production and also the structures of planted acreages, productivity, volumes of gross collecting, expenses and level of profitability was carried out. As a result, we revealed main types of highly profitable cultures and defined the factors influencing increase in level of profitability of their production. Increase in production of these cultures (traditional and (or) new) happens taking into account opportunities of the enterprises to use modern (resource-saving) technologies and an intensification depending on climatic conditions of microzones of area and the scientifically based system of agriculture.

Subjects of a method were 21 profitable and large-scale enterprises of the Saratov region. Comparative assessment of level of profitability of production and realization of the main crops was carried out on two most contrast climatic microzones of area: Western (Rtishchevsky district, agricultural enterprise “Ulyanovsky” with arable land in processing of 20668 hectares on border with the Tambov region) and the Southeast microzone with climate of the droughty and semidesertic steppe (Pereleyubsky district – agricultural enterprise “Selkhoztekhnika”, arable land in processing of 65437 hectares, on border with Kazakhstan). The main grown-up cultures in the Western microzone: grain and leguminous with profitability level on average in 5 years of 49,1%, sunflower – 92,2%, corn – 55,8% (with use of technology of drying of grain after collecting), sugar beet – 51,4%. The following cultures and indicators of production efficiency are characteristic of the Southeast microzone: grain and legu-
minous – 24,0%, including chick-pea – 83,0%; sunflower – 48,1%, corn (-46,8%) (without use of technology of drying of grain after harvesting).

The technique of application of the differentiated approach to definition of the perspective directions of development of agricultural enterprises in various microzones allowed to recommend for the Western microzone obligatory introduction of intensive technologies, increase in costs of technical re-equipment of branch, construction a grain dryers and warehouse and also increase in acreage of sugar beet and corn at grain. For the Southeast microzone, as a result of calculations, it is provided, in process of increase in productivity of the combine harvesters park, increase in structure of crops of chick-pea up to 20% of arable land, seeding of new and perspective grades and improvement of technologies of cultivation of classical cultures.

As a result of increase in production efficiency, the part received by the enterprises from a gain of mass of net profit can be sent to the created fund of the social sphere of the village in that territory where the main production is located. Also at realization of the developed method increase in revenue and net profit at 1 worker, increase in productivity of work, increase in profitability of agricultural production is predicted.

When developing two subsequent methods, we used division of all municipal districts of the Saratov region according to territorial branch principle, carried out by the Volga region institute of management of P.A. Stolypin [31]. Production of agricultural and industrial output on each municipal district counting on one person were the basis for this classification. As a result areas were presented in 4 groups: industrial, agro-industrial, agrarian, service.

In researches, the innovative and investment method of ensuring sustainable development of rural territories offered by us, assumes creation of uniform regional fund for introduction of innovations and attraction of investments on the village by granting advantage on preferential financing of the initiated projects to each type of the Area of municipal units (industrial, agro-industrial, agrarian, service) in the priority directions.

Depending on belonging of areas to this or that type, from a fund preferential financing of the most part of cost of projects at the choice of the priority directions is offered. Projects of the 1st direction on development of infrastructure of rural territories will be financed on preferential system mainly for agrarian and agro-industrial areas. When financing projects of the 2nd direction on social development of territories advantage will be assigned to agrarian areas. Industrial and service regions will get advantage at the choice of projects of the 3rd direction on economic development.

The organizational and administrative structure including Expert and Supervisory councils is developed for Fund and coordination with the Ministry of Agriculture is provided. An obligatory initiator of projects will be agricultural enterprises of these territories and also municipal authorities, business structures and the population. Initiators of projects can be at the same time investors and raise additional resources on the terms of joint financing in common with a fund. For improvement of feedback between consumers of services (population), the coordinating body (administration) and producers of services (organizations) reservation of a part of the funds allocated by Fund (1-2%) is offered. It is supposed that the Fund will accumulate funds from budgets of various levels, to allocate and aim them at the development of rural territories, attracting as well non-budgetary sources. Activization of innovative and investment processes in rural territories, increase in availability and quality of information and communication technologies is result of a method.

In a research the method of improvement of social infrastructure of rural territories taking into account territorial and branch typification of municipal districts of the Saratov region aimed at its stage-by-stage development is reasonable. The functional and logical matrix which allows each type of municipal units (industrial, agro-industrial, agrarian, service) is for this purpose developed to define the main directions for improvement of social infrastructure of territories. Two criteria for evaluation of the level of development of the social sphere of municipal units are the basis for this matrix: its financing and providing social infrastructure with objects depending on regional average level.

According to a matrix municipal units depending on the existing quantitative indices by these criteria get to certain pieces and, in a point of their crossing on the coordinate plane, we have an initial
stage of development of social infrastructure of the area. All this allows to define the concrete directions necessary for improvement of social infrastructure of these or those areas and leads to the choice of one of three options of further action. For example, at the initial levels for areas with low indicators of development and financing of infrastructure possible options of action: attraction of financial resources on development of social infrastructure; correction of standard and legal base and programs of development of infrastructure; integration of infrastructure facilities. For areas with average values to the above-named actions providing and development of new projects on development and functioning of social infrastructure increases; material support of its advancing development in the rural territory; improvement of technical base, etc. The most developed areas are able to afford creation of a uniform social and infrastructure complex in rural territories, taking into account as well production infrastructure depending on specialization and other equal conditions.

In this method each subsequent action means transition to higher level of a matrix corresponding to movement in the positive direction on axes which mean steps or stages of development. The feature consists that it is possible to put different indicators of the levels of development of areas and to tie them to a regional average constant, at the same time indicators can be aggregated. It is completely coordinated with operation of the law of transition of quantitative changes to qualitative: change of quality of an object happens when change of its quantitative characteristics crosses a certain border. Thus, under conditions of accumulation of quantitative parameters of development of social infrastructure according to programs of sustainable development with assistance of administration, business structures and local population, being guided by the developed matrix, municipal units in development of social infrastructure will move to higher level. The received method will promote increase in stability of development of social infrastructure of rural territories of the region by achievement of target indicators according to the Strategy of sustainable development of rural territories of the Russian Federation until 2030.

Within development of a structural and institutional method of sustainable development of rural territories the improvement of management of sustainable development of rural territories in the region consisting in construction 3-level structure at the regional, municipal and local levels is offered. This structure will be directed to optimization of functions of management of rural development and also to effective planning and implementation of programs for sustainable development of rural territories in the region. Within realization of a method we defined subjects of responsibility and impact on sustainable development of rural territories or the performers of each level performing the main functions of planning, the organization, motivation and control according to their powers and competences.

At the regional level or a stage it is offered to create Department of sustainable development of rural territories on the basis of the Ministry of Agriculture of area to which functions of creation of information base and the system of planning of rural territories, the organization and control of implementation of programs of rural development, assistance to innovations and investments into the village will be assigned. At the municipal level it is offered to assign the main functions (coordination and motivation of implementation of state programs and their adjustment, collection of information for higher level) on responsible, appointed by the head of administration of the area from among his deputies. At the settlement level of function of assessment, preparation of the solution of a specific problem of rural territories and also improvement of feedback with the population are divided between heads of administrations of settlements and rural heads. In this regard, due to association of binding processes and separate functions, optimization of decision-making at all levels will be provided and transaction costs of a control system are reduced. As a result of application of a method the effectiveness of work of local governments and effective management of sustainable development of rural territories on all power vertical will increase.

All developed methods from different positions lead to increase in efficiency of sustainable development of rural territories in the region. Each of them has the advantages, but does not apply for universality therefore we consider necessary, to carry out complex assessment. It has to be based on the integrated set of indicators considering a contribution of private estimates of separate components of development to the general indicator on everyone to the Area of municipal unit.
Total assessment of increase in level of sustainable development of rural territories on the basis of all developed methods can be determined by the integrated indicator characterizing social, economic and institutional development which is calculated by a formula:

\[ IISD = \frac{1}{N} \sum (IP + IIIA + IDSI + IISC), \]

where IISD – an integrated indicator of efficiency of sustainable development of rural territories; IP – the indicator of a gain of net profit in Fund of the social sphere; IIIA – the indicator of innovative and investment activity; IDSI – the indicator of development of social infrastructure; IISC – the indicator of institutional and structural changes; N – the total number of indicators of sustainable development of rural territories.

The offered formula is universal and can be applied to assessment of efficiency of sustainable development of rural territories in any region.

6. Conclusion
The conducted researches showed that the economic efficiency of the offered methods of sustainable development of rural territories in the conditions of the Saratov region will consist in an opportunity to allocate additional resources from the net profit of the large agricultural enterprises on average of 6-7% a year for creation of internal funds (reserves) of social development of the village, to increase ensuring level of social infrastructure and to reduce transaction costs of a control system on average by 17.3%.

Stage-by-stage development of certain municipal units taking into account their social and economic state is result of the developed methods that as a result will tend to stability of rural territories of the region.

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