Problems of providing qualified personnel for the agricultural complex of the region

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Abstract. In the course of the study, the issues of providing personnel to enterprises of the agro-industrial complex were considered. It is shown that more than half of domestic enterprises have the problem of shortage of professional personnel. In agro-industrial enterprises, the proportion of workers who have vocational education is decreasing. Rural settlements are losing able-bodied residents, and enterprises have the problem of aging workers. The analysis of the reasons that lead to the outflow of rural residents was carried out. It is concluded that the important reasons for population outflow are the low salaries of workers and the difficult social and economic situation in rural areas in the Perm Territory. A targeted program for the development of rural areas is being implemented. It is aimed at solving the housing problem of workers, the construction of schools and preschool institutions, paramedic and obstetric facilities, modern sports facilities, and improving infrastructure in rural areas. The analysis of this program was carried out. We came to the conclusion that the main factors securing young people at these enterprises are their salaries and living conditions. To involve young personnel in the agricultural sector, it is necessary to provide them with modern housing and increase their salary to the average in the region. It is also necessary to develop an appropriate transport network in rural areas, build infrastructure facilities, and carry out technical re-equipment of production.

1. Introduction

For more than two decades, the issue of providing Russian enterprises with professional personnel has been consistently on the list of the most pressing business problems in Russia. The lack of highly qualified specialists is among the top three main obstacles hindering the innovative development of the domestic economy. According to the report "On the state of the business climate in Russia in 2020", presented at the congress of the Russian Union of Industrialists and Entrepreneurs (RUIE), the lack of professional personnel is a serious problem in the development of 50% of Russian enterprises and organizations, including the agro-industrial complex [1, 2].

Numerous studies by both domestic and foreign authors confirm that labor productivity is largely dependent on the level of professional education and qualifications of employees of enterprises. This suggests that investments in the development of human capital create a favorable climate for the growth of the personnel potential of enterprises and are an effective investment of funds. Financial resources aimed at the development of personnel of enterprises stimulate the growth of labor
productivity and, as a result, contribute to improving the economic efficiency of enterprises [3-7].

2. Materials and Methods
The main purpose of the presented scientific research is to identify the problems of providing professional personnel to enterprises of the agro-industrial complex of the Perm Territory and finding ways to solve them. To achieve this goal, it is necessary to solve a number of tasks: to analyze the problems of attracting and securing young qualified personnel at agricultural enterprises, to investigate the causes of such a situation, to analyze state programs for the development of rural areas and measures to support enterprises of the agro-industrial complex of the region, to assess the personnel of agro-industrial enterprises of the Perm Territory, to determine the causes of rural population migration towards large cities of the region and beyond, to propose ways to eliminate the identified causes.

Statistical observation, comparative analysis and economic assessment were used as the main research methods.

3. Results and Discussion
The problem of attracting young specialists to work in the field of agriculture at the present stage is very acute. Many researchers analyzing the problems of agro-industrial complex development note the difficulties associated with attracting young qualified personnel to work at agricultural enterprises. Among the main problems of the development of agro-industrial enterprises, the aging of the personnel composition of labor collectives is also indicated. The reasons for the current situation are the low level of salaries of employees of agro-industrial enterprises, difficult working conditions compared to many other sectors of the domestic economy, low level of improvement and poor infrastructure development of rural areas, lack of leisure activities for rural residents [8, 9].

Perm Territory was chosen to analyze the situation of staffing of agro-industrial enterprises. Agriculture in this region is going through far from the best times of its development. The territory of the region is located in the zone of risky farming. A small number of sunny days a year, cold and rainy weather shorten the already short summer period. Exceeding precipitation norms at abnormally low air temperature hinders the successful development of the agro-industrial complex of the region. Abnormal weather conditions observed over the last three years - from 2015 to 2017, led to serious crop losses. It is very difficult for agro-industrial enterprises of the region to overcome the crisis situation on their own. Therefore, state support in this situation is extremely necessary for them [10].

The process of implementing the agrarian policy of the Perm Territory is largely based on the support measures provided for by the state program "State support for the agro-industrial complex of the Perm Territory", approved by the decree of the Government of the Perm Territory dated October 3, 2013 No. 1320–p (hereinafter - the state program for the development of agriculture of the Perm Territory). Federal funds for the development of agriculture in the Perm Territory are attracted within the framework of the State program for agriculture development and regulation of agricultural products, raw materials and food markets, approved by the Decree of the Government of the Russian Federation No. 717 dd 14.07.2012.

The objectives of the state program for the development of agriculture of the Perm Territory are the following [11-13]:
- ensuring the food security of the region for staple food;
- accelerated import substitution of meat and dairy products, imported into the region, with domestic products;
- creating favorable conditions for the development of entrepreneurship, increasing the competitiveness of agricultural products, increasing the investment attractiveness of the industry;
- improving the financial stability of agricultural enterprises;
- increasing the efficiency of the use of land and other natural resources in agriculture.

The Federal State Program of Support for Sustainable Development of Rural Areas provides for measures aimed at attracting and securing young qualified personnel in rural areas.
The creation of comfortable living conditions in rural areas, a high level of quality of life and wellbeing of the rural population is one of the main priorities in the development of agriculture in the Perm Territory.

A number of measures aimed at improving the living conditions of citizens living in villages and rural communities of the region, including water supply, gasification, and improvement of rural areas, are being implemented under the subprogram "Integrated development of rural areas" on the terms of financial support from federal and regional budgets.

584.9 million rubles were allocated to solve the problems of sustainable development of rural areas over the three-year period of the Program (from 2018 to 2020).

0.2 million rubles were spent to implement measures aimed at providing assistance to agricultural producers on providing enterprises with qualified specialists.

100.5 million rubles were allocated to improve the living conditions of citizens living in rural areas. This support measure has improved the living conditions of 79 families, 22 of which belong to the categories of "young families and young professionals".

96.7 million rubles were spent for the development of water supply and gasification systems in rural areas, which helped to put into operation 56.6 km of gas pipeline and 12.7 km of water pipeline.

3.3 million rubles were allocated in the form of subsidies for the construction and organization of paramedic stations in the village, including obstetric stations (FAS).

26.2 million rubles were allocated for the construction of engineering infrastructure facilities, the construction of sports facilities, the organization of recreation places for the rural population, which made it possible to build 1 sports ground with an area of 800 square meters, 4 playgrounds for children and 2 areas of mass recreation of rural residents.

A grant of 0.5 million rubles was allocated from the budget to support the initiatives of rural citizens.

The improvement of rural areas over a three-year period costs 357.5 million rubles.

The task of improving the quality of labor resources and attracting young qualified specialists to work in the agro-industrial complex of the region is on the list of priorities of the presented state program.

The table shows the measures for the implementation of the personnel policy of the region provided for by the state program for the support of the agro-industrial complex of the Perm Territory [14-16].

The data presented in the table make it possible to analyze the implementation of the state program of support for the agro-industrial complex of the Perm Territory in the period from 2018 to 2020.

From table data it can be seen that the measures of state support in terms of measures for the implementation of personnel policy aimed at improving the quality of labor resources and attracting young qualified specialists to work in the agro-industrial complex of the region, from 2018 to 2020, as a rule, had positive dynamics.

Thus, payments to young specialists who got a job in agricultural organizations of the Perm Territory in 2020 amounted to 10,050 thousand rubles, which is 1,250 thousand rubles more than in 2018. One-time payments were received by 49 people, including payments of 150 thousand rubles received by 21 young specialists with higher education and 100 thousand rubles - 28 young workers with secondary vocational education. Incentive payments were received by 33 people, including 16 people with higher vocational education received 150 thousand rubles each and 17 people with secondary vocational education received 100 thousand rubles each. In general, about 100 young specialists with higher and secondary vocational education were employed at the enterprises of the agro-industrial complex of the region in 2020. This is more than in 2018.

To improve the efficiency of training agricultural professionals in the Perm Territory on the basis of the leading enterprises of the region, within the framework of the state program of support for the agro-industrial complex of the region, educational and production sites (EPS) are being created for the practical training of agricultural students. In 2018, there were 14 such sites, 873 students completed
their internship at these EPS. In 2020, the number of EPS has increased to 18, and the number of students who have completed practical training on them amounted to 610 people.

To popularize the agricultural section and industry, as well as to reduce prices for agricultural goods and bring agricultural producers closer to buyers, a whole range of events is being held in the Perm Territory, including agro-industrial exhibitions, fairs, festivals, forums. In 2018, 1200 such events were held, in 2019 – 1210, in 2020 - 1354.

Table 1. Measures for the implementation of personnel policy within the framework of the "State program for the support of the agro-industrial complex of the Perm Territory".

| Measures                                                                 | 2018          | 2019          | 2020          |
|--------------------------------------------------------------------------|---------------|---------------|---------------|
| 1. Payments to young specialists, people / thousand rubles               | 74 / 8800     | 100 / 12800   | 10050         |
| 1.1. One-time payments, people / thousand rubles                        | 51 / 5850     | 61 / 7650     | 49 / 5950     |
| - specialists with higher professional education, people / thousand rubles | 15 / 2250     | 31 / 4650     | 21 / 3150     |
| - specialists with secondary vocational education, people / thousand rubles | 36 / 3600     | 30 / 3000     | 28 / 2800     |
| 1.2. Incentive payments, people / thousand rubles                       | 23 / 2950     | 39 / 5150     | 33 / 4100     |
| - specialists with higher professional education, people / thousand rubles | 13 / 1950     | 25 / 3750     | 16 / 2400     |
| - specialists with secondary vocational education, people / thousand rubles | 10 / 1000     | 14 / 1400     | 17 / 1700     |
| 2. Educational and production sites / number of agricultural students who have completed practical training | 14 / 873      | 18 / 860      | 18 / 610      |
| 3. Subsidies paid, thousand rubles                                       | 5976          | 5969          | 5536          |
| 4. Agro-industrial exhibitions, fairs, festivals, forums                 | 1200          | 1210          | 1354          |
| 5. Excursions and seminars for rural schoolchildren, number (people)     | 146           | 210           | -             |
| 6. Forum of rural youth of the Kama region, number / thousand rubles     | 671 / 889     | 689 / 992     | -             |
| 7. Agrarian festival of achievements of agro-industrial complex of Perm Territory "Agrofest", enterprises / number of participants | 120 / 1500   | 184 / 1000  | -             |
| 8. Consulting services to the rural population and producers of agricultural goods, number of events / number of people / thousand rubles | 175 / 619 / 2903 | 100 / 858 / 1782 | - |
| 9. Internships of managers and specialists of agricultural enterprises, number of people / thousand rubles | 30 / 3500 | 30 / 3500 | - |
| 10. Advanced training of agricultural workers, number                    | 608           | 112           | -             |

To reduce rural population migration to cities and consolidate the younger generation in rural areas, the following is held annually:
forums of rural youth of the Kama region, which traditionally involve about 700 and even more young agricultural specialists, as well as schoolchildren, school graduates and rural residents;
- agricultural festival of achievements of the agro-industrial complex of Perm Territory "Agrofest", which is traditionally attended by more than 150 agricultural enterprises of the region and up to 1,500 agricultural professionals;
- seminars and excursions for rural schoolchildren to actively developing agricultural enterprises in the region.

To activate the entrepreneurial initiatives of the rural population and agricultural producers, appropriate consulting services have been organized. Every year, about 30 managers and specialists of agricultural enterprises in the region undergo professional internships at leading domestic and foreign agricultural enterprises. In 2018, groups of 10 employees were sent for internships at leading agricultural enterprises of the Republic of Tatarstan, the Slovak Republic and Hungary. In 2019, the same groups were trained at enterprises of the Republic of Belarus, the Czech Republic and the Nizhny Novgorod region.

In 2020, the effectiveness of attracting young people to the agro-industrial enterprises of the region decreased slightly. "Covid" restrictions have made their negative adjustments to the development of the agro-industrial complex, as well as the entire domestic economy.

In such conditions, the number of young specialists who came to work in the agro-industrial organizations of the region decreased to 82 people, and the number of students who completed practical training at the educational and production sites provided by agricultural enterprises - up to 610 people. Cultural events, including agricultural festivals, forums, seminars, excursions, internships of employees of agro-industrial enterprises due to the danger of the spread of the coronavirus infection "COVID-19" were not held in 2020.

4. Conclusions
The conducted research has shown that the social and economic situation prevailing in the territory of the region does not contribute to the formation of favorable conditions for the effective development of the agro-industrial complex of the region, the creation of new jobs and the consolidation of workers of agricultural professions and graduates of agricultural educational institutions at the enterprises of the agro-industrial complex. Improving the level and quality of life of the rural population requires taking measures aimed at sustainable development of rural areas, including the formation of a positive image of the village and the creation of comfortable living conditions, increasing the prestige of rural labor, solving problems of demography and local self-government.

The measures presented in the state program to support rural development in the Perm Territory in terms of attracting young people to the agricultural sector are insufficient and have not had significant success.

In our opinion, the solution to the problem of attracting young people to the village should be based on meeting the basic (initial) needs of the rural population. The wages of employees of agro-industrial enterprises should be on a par with the wages of employees of enterprises in other sectors of the region's economy. Considering the specifics and complexity of work at agricultural enterprises, the issue of bringing the wages of employees of agro-industrial enterprises to the level of the average in regional economy and above should become the main condition for the rejuvenation of personnel in the field of agriculture.

Another important factor of the unwillingness of young people to live in rural areas is the extremely low level of improvement of rural settlements, including the absence of a gas pipeline, water supply, sewerage, as well as paved roads and sidewalks. In the age of high technology, residents of the region want to have comfortable housing, at least equipped with water supply and sewerage. We can't blame them for wanting to live without problems associated with the lack of basic sanitary conditions, including a cold toilet in the yard of the house. Serious problems are created by the lack of gas in villages and rural settlements and, as a result, the forced use of furnace heating in houses, and,
as a consequence, the occurrence of sudden changes in temperature and humidity inside residential premises.

The lack of sports and cultural institutions makes it difficult to attract young people to the village. Young people in rural areas have nothing to do with their free time, especially in winter.

An important factor that reinforces the negative assessment of life in rural areas is the insufficient transport links between cities and villages of the region, which restricts the freedom of rural population movement. The situation is aggravated by the poor quality of transport services, expressed in the inconvenient schedule of buses and the lack of air conditioning in them, as well as insufficient rail links between the cities of the region and the lack of water transport.

A separate factor in the list of problems of developing agro-industrial enterprises and attracting young specialists to work in them is the modernization of production and the introduction of new technologies that facilitate the work of employees of these enterprises. Definitely, the improvement of production and the replacement of old equipment with new, more modern, entails inevitable costs. But we must remember that after this, as a rule, labor productivity and satisfaction with the work of employees of enterprises increases, which, ultimately, is expressed in profit increase.

In our opinion, it is possible to correct the situation and increase the personnel potential of rural areas only with the help of measures of comprehensive impact on all aspects of rural population life, including:

− bringing the wages of employees of agro-industrial enterprises to the average for the region economy and above, which will help reduce the desire of young people to leave their native lands in search of higher incomes;

− construction of modern comfortable housing for young professionals with higher and secondary education, which will help to attract young qualified personnel to the village;

− construction of modern comfortable housing for experienced specialists with higher and secondary education, who are the personnel support of agro-industrial enterprises, which will retain the experienced employees necessary for enterprises;

− development of a modern transport network, including the construction of modern and safe highways, the construction of modern railway lines and the launch of modern railway rolling stock along them, the development of water transport;

− innovative development of the industry, technical and technological modernization of production, contributing to increased labor productivity and effective economic development of agro-industrial enterprises;

− improvement of rural settlements, including asphalting roads, construction of sidewalks, construction of sports facilities, leisure centers and premises for cultural and consumer services of the population.

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