

INNOVATIVE CHARACTER OF RURAL TERRITORIES SOCIAL POTENTIAL REALIZATION

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The availability of disproportions and asymmetries in rural territories development owing to the absence of the system approach in management caused degradation of the grounds, problems of demographic and economic character, as well as cultural historical preconditions for restoration and harmonious village development what made for the choice of research theme. The research aim is the search and substantiation of directions and mechanisms of rural territories revival on the basis of their sustainable development and the self-reliance of industrial, socio-economic and ecological activity. Theoretical base of the research is formal theory of economic systems, which reflects the application of a systemic approach to modeling the economic objects. The estimation of modern development of agriculture status is given. The features of regional and national rural development in Ukraine are pointed out. The dynamics of modern tendencies and priorities of national agrarian policy in this direction are educed. The attention is emphasized on the demographic constituent of rural development in Ukraine. The problems of employment and unemployment in rural area are exposed. The reasons and the consequences of decline in employment and reduction of rural population size are revealed. The specific character of organizing and functioning of ecological settlements in Ukraine is defined. The perspective of this direction of rural territories development is assessed.

Key words: investments, innovations, cosial management, development of rural territories.

JEL Codes: C38, E24, J08, O3, P28, Q18, D83, J53, Q01.

1. Introduction

The development of rural territories is mainly focused on the manufacturing of agricultural products, the intensive use of the land plots, applying pesticides and herbicides. Primary orientation mainly on the tenant, instead of the landowner has caused the occurrence of some social and economic processes, the most decisive among which are the development of erosive processes, the decreasing of agricultural lands (within 1990-2013 their area was reduced by 504 thousand hectares), the significant reduction of agricultural population (Social, 2013; State, 2014).

The positive consequences of Man and Nature interaction proved ecological, social and economic suitability of nature-reasonable functioning of social and economic systems (The Garden, 2014; Kholtser, 2012; Lupenko, 2012; Heiets, 2012).

The results of such interaction are:

1) cultivation of unused, unpopular or exhausted ground as the agricultural lands restoring a fertile layer on them and transforming the Earth into blossoming gardens. Such gardens already exist in Ukraine and are equipped with the people creating patrimonial estates; preconditions are being created and the security potential is realized;

2) renewal of natural balance and biogeocenosis, which reduces under the influence of high monofarming, especially in the case of pesticides, herbicides and GMO application;

3) growth of indexes of production of agricultural, garden, forest and fish goods; reduction of hunger probability or food supplies shortage, including all socially unprotected layers of population;

4) increase in employment level of population and reduction in unemployment because of working the own land;

5) simplification of financial burden for state and the local budgets, connected with payments for unemployment, pension and other types of social welfare; decrease in expenses for service of the out-of-date inhabited sector attracting private investments into housing construction (additional pluses are gradual leaving habitation in cities and the decision of habitation shortage problem), maintenance with a necessary infrastructure;

6) society decriminalization due to the possibility for one family to own the indivisible plot of land in 1 hectare. It will be a small Motherland for this family that's why they try to equip it and take care of it. There will be redirecting of destructive energy in the energy of life and creative work;

7) decrease in a political tension among people due to greater satisfaction of life and engaging the citizens in meaningful business – making their own patrimonial estate comfortable – in this creative and productive process;

8) revival and flourishing of national crafts and amateur and folk arts, the increasing popularity of creative collectives; development of home mini-production (furniture, clothing, shoe, foodstuffs / semi-products, articles of daily necessity, hygiene products, cosmetic etc.) and providing the whole country with the goods not only of high quality, but also of high cultural ethnic value owing to revival of traditional crafts and export of their products;

9) overall great interest of the nearby and distant states in the culture of Ukraine, the popularity of eco-tourism;

10) conservation and increase in natural resources of the country – water, agrarian, wood, biological; restoration of air and water purity;

11) growth of quality indexes of plant-breeding work in selecting, brooding and reproducing valuable breeds of animals; traditional plants revival, including their disappearing types;

12) improvement of garbage distribution and processing; discharging the centralized system of the infrastructural provision, including cleansing system;

13) culture revival of family and children's leisure; upgrading of education, rest

and strengthening of health with the help of hardening and greater physical activity;

14) decrease in a consumption level of tobacco, alcohol, drugs in connection with replacement of bent to the listed dependences due to satisfaction of physical, nutritious and psychological demands of the person in ecological products, creative activity, an involvement into arrangement of family space of love;

15) even distribution of population in urban and rural communities;

16) increase in the level and quality of the realized maternity and paternity; reduction of divorces (due to the improvement of psychological climate in the families); an increase in birth rate and a decrease in death rate; diminishing in the amount of abandoned children and increase of adoptions; the decision of problems of increasingly grown loneliness and retired people unemployment as a result the cost cutting of budgets at all levels and social tension in a society;

17) rise in the general creativity of society (each patrimonial estate is unique).

The efficiency criterion is the health of Man, the improvement of social-demographic situation in the country and the world, an increase in pure water and air, circulating in the biosphere of our planet.

The availability of disproportions and asymmetries in rural territories development owing to the absence of the system approach in management caused degradation of the grounds, problems of demographic and economic character, as well as cultural historical preconditions for restoration and harmonious village development what made for the choice of research theme. The research aim is a search and substantiation of directions and mechanisms of rural territories revival on the basis of their sustainable development and the self-reliance of industrial, socio-economic and ecological activity.

The research aim is a search and substantiation of directions and mechanisms of rural territories revival on the basis of their sustainable development and the self-reliance of industrial, socio-economic and ecological activity. *The object of investigation* is the innovative approaches to the rural territories social potential realization. *The subject of the research* is theoretical and methodological positions disclosing the essence of social-demographic situation development in rural territories.

Research covers the period from 1990 to 2014; evaluation of the results of economic activity has been based on statistical data. Theoretical base of the research is formal theory of economic systems, which reflects the application of a systemic approach to modeling the economic objects. Theoretical and methodological basis has been formed in papers of national and foreign scientists in the field of rural development and the theory of regional economy, acts, governmental decisions and ordinances, industry guidelines (the analysis of modern approaches, methods and technologies of the territories' management has been made, assessment of their effectiveness has been valued); system analysis and general theory of systems (the concept of modeling of the processes of regional development has been developed); economic-mathematical modeling and economic dynamics (conditions of effective and sustainable rural development has been investigated by using models of economic dynamics, which depends on factors of production, model of optimization of processes of rural

development has been proposed).

Results of the research are used in educational process of Zhytomyr national agroecological university, and can be used with the purpose of optimization of administrative impacts on the agricultural sector on the macro-, mezo- and microeconomic levels.

2. Rural development system and theoretical aspects of the issues

Numerous papers both native and foreign researchers among them are N. V. Zinovchuk, V. V. Zinovchuk and O. V. Skydan are devoted to the problems of activization and harmonization of socioeconomic relations, the organization of investment and innovative activity with the purpose of rural territories development (Zinovchuk, 2011). Legal bases of cooperation and the solution of social-economic questions are represented in a number of normative-legal acts (Government, 2011). The aspects of regional development of territories, the possibilities to use European and world experience in activity of national and abovenational formations are described by T. Zinchuk (European, 2008). Theoretical, methodological and practical aspects of rural territories development as well as the prospects of national agrarian policy optimization are in the center of attention of such scientists as V. Yurchyshyn (Peasants, 2011), O. Borodina (2010) V. Zbarskyi (2010), I. Prokopa (2005) and L. Shepotko (1991). Questions of the resource contribution, caused by restrictions in their quantity by involving in production process are the research theme of L. Davydenko (2014). The ways out of the situation which has developed in villages, the decision of problems in the depressive territories find their reflection in a number of normative legal acts accepted at the top-level in the country (General, 2002; State, 2007). At the same time the availability of asymmetries and disproportions in rural territories development requires the further economic, political, social and ecological transformations both in the world economic system and Ukraine, in particular. The increasing demand of commodity producers and other users of natural resources requires from the participants of public relations to find a possibility how to provide steady development both in global and at regional level, that, in turn, will favour the increase of rates of the economic growth of production, as well as the harmonization of relations between man and nature. The further emergence of new perspective directions of rural development and the possibility of their popularization have defined the direction of this research.

3. Social-demographic pre-conditions for rural development

The most widespread approaches to the treatment of concept “rural progress” are represented in the table. It should be noted that prevailing of that or other approach in economic activity became the foundation of agricultural policy in many countries. The trade or functional approach in state administration of public sector of economy including rural territories prevailed for a long time in Ukraine. It was repre-

sented in such normative documents as “General scheme of Ukrainian territory planning”, State special purpose program of the Ukrainian village development for a period to 2015 year and others. (General, 2002; State, 2007). The priority directions of rural development are the improvement of demographic situation (the increase of birth-rate level and the decline in a death rate level both as a whole, and in separate groups of population), the activation of economic life of housekeeping (the increase of employment level, average monthly income and self-assessment; the decrease in a rate of unemployment and in a number of families with a low level of food security). On the basis of effective economic activity of Man, – vital functions provide the maintenance and multiplication of accessible clean water and air, as well as the potential of producible biomass in a power equivalent (result/expenses) in terms of one unit of the involved area – the last approach to rural development on the basis of harmonization of Man and Nature interaction is the most stable.

Table 1. Approaches to definition of the concept “rural development”

Approach	Meaning	Representatives
Trade / functional	Increase of agricultural production volumes, contrasting village with city, agriculture with industry	P. Haidutskyi, Yu. Hubeni, T. Zinchuk
Territorial	Realization and augmenting of the territory potential (natural, material, human)	E. Borodina P. Sabluk, V. Yurchyshyn
Multifunctional	Functioning of bodies of different branches on the territory (agricultural, industrial, processing, spheres of service, services, recreation, health care, culture and rest etc.)	I. Berh, I. Prokopa, H. Cherevko, L. Shepotko
Permacultural	Return to the traditional system of management and vital activity on the territory	B. Mollison, Z. Kholtser, M. Fukuoka
Patrimonial settlement	Harmonious residence of Mankind in unity with Nature	V. Mehre

The components of rural development policy are the regulation of agricultural production volumes, spheres of employment, infrastructure objects, social areas, settlement networks, demographic situations, educational, cultural, art and ecological affairs which are realized both on global and local levels (Fig. 1). According to the results of public opinion poll the absence of job (a low level of enterprise activity, a high rate of unemployment), the low level of material well-being and the state of objects of industrial (roads and communications) and social infrastructures (culture, health protection and educational establishments) and the stereotype "image" of a rural way of life reduce the appeal of rural territories in youth opinion that often becomes the reason for migration; and the strengthening of urbanization leads to "absorption" of suburban villages due to expansion of municipal settlements.

The carried out researches have certified that only the maximum realization of the territory potential gives both socio-ecological and economic effects (The Garden,

2014; Kholtsler, 2012; Shepotko, 2012; Borodina, 2010). It is provided due to the synergetic effect of cooperation of the system “Resources-Skills-Infrastructure-Man”, acting on the basis of laws on self-regulation of Nature and vital activity of society without additional state financing. The mechanism of such cooperation is "started" on the basis of approving the appropriate principles of law (passing an act, forming the procedure of realization etc.).

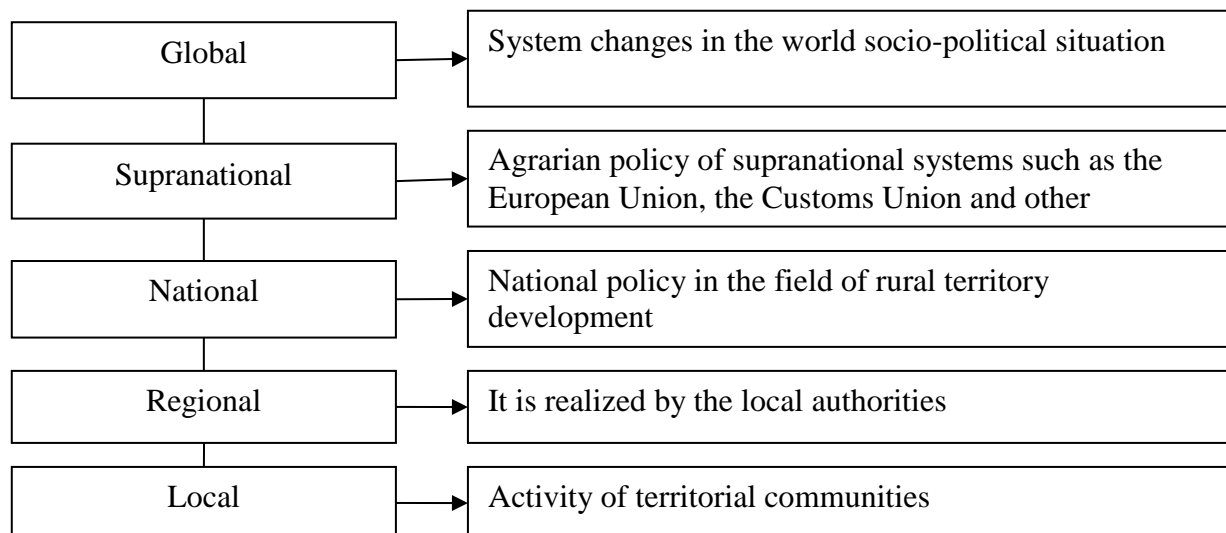


Fig. 1. Levels of rural development management

The basis of economic activity in rural territories is traditionally the making of agricultural products. The socio-economic situation in a country and the absence of system approach in rural territories management furthered the decrease in production volumes (Table 2) and its efficiency.

Table 2. Index analysis of agricultural production volumes in Ukraine in 1990–2013

Index	Index of agricultural production volumes, % to the previous year								
	all categories of economy			including					
	products of agri-culture	Including		agricultural enterprises			people farms		
		plant-growing production	animal produce	products of agriculture	including		products of agriculture	including	
			plant-growing production	animal produce		plant-growing production		animal produce	
Maximal	119.9	133.1	106.8	142.5	155.5	119.1	118.6	142.2	105.8
Minimal	83.5	77.3	83.5	74.4	70.3	69.8	90.2	81.3	92.9
Rangeability	36.4	55.8	23.3	68.1	85.2	49.3	28.4	60.9	12.9
Mean value	99.52	100.82	97.52	98.38	99.41	96.21	101.44	104.31	98.90

Source: (State, 2014).

Thus the reduction of industrial potential greatly influenced public sector,

whereas personal peasant sectors and population households were characterized with the higher level of stability and showed some tendencies for increasing volumes of production. This was the production of potato (97% of general production in the country), vegetables, fruits and berries, milk and products of sheep breeding (86%, 82%, 78% and 85% of national production accordingly).

High energy and material capacity of production, the decline in motivation level, practically absence of state support (the agrarian sector grants-cutting in the structure of GDP) on the background of price-cutting for the imported products favoured the reduce of production profitability of most industries of agrarian sector.

Price parity for agrarian products and the decrease in national currency financial solvency resulted in employee layoff in agrarian sector (Table 3). This was the reason for a number agricultural enterprises bankruptcy.

Table 3. Level of population employment according to sex and residence in Ukraine
(on the average for the period in % to the total population)

Index	Year									
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total Population	56.7	57.7	57.9	58.6	59.3	57.7	58.5	59.2	59.7	60.3
women	52.9	53.1	53.0	53.7	54.0	53.9	54.4	54.5	54.8	55.3
men	60.9	62.8	63.5	64.3	65.2	62.1	63.1	64.4	65.2	65.9
urban population	56.9	56.6	56.8	57.3	58.2	55.8	56.8	57.6	58.5	58.9
rural population	56.1	60.5	60.5	61.5	61.8	62.2	62.7	63.0	62.7	63.5
at the age of 25-49	73.9	76.3	76.5	77.3	76.9	75.5	75.4	75.7	76.3	76.1

Source: based on (Social, 2013; State, 2014).

The low living standard, the population ageing and the growth of unemployment assisted the decrease in the number of rural population. Population size was reduced from 16.97 million people in 1990 to 14.09 million people in 2014 (17% or 2.88 million people), including the period 2000–2014 that represented a decrease in the number of inhabitants by 2.0 million people and the quantity of school-age children went down on 1.5 million persons. According to State Statistics Service of Ukraine there are no children of preschool age in each fifth Ukrainian village (the part of children at the age from 0 till 14 from 1990 to 2014 has decreased from 21.5% to 14.8%), there is 15 per cent of peasants living below the poverty line (Social, 2013; State, 2014). According to official statistics the reduction rate of rural settlements from 1990 to 2014 has made 16 units annually (natural reduction of the population has made 158.7 thousand people in 2014).

The wages were essentially lower in an agriculture than the average salary in economy (in 1996 it was 55% of an average in the country, in 2000 – 48%, 2005 – 51%, 2010 – 64%, 2013 – 69%; in comparison similar parameters for industrial production were 121%, 131%, 120%, 115% and 115% accordingly) (Social, 2013; State, 2014). The dynamics of rural population employment convinces that half of able to work citizens are looking for a job or are the dependents. The additional element strengthening the decrease in employment for the most active part of the population (at

the age from 25 to 49) became closing the enterprises during the crisis period from 2008 to 2011 and the absence of stimuli for self-employment. The family budget both rural, and city dwellers is basically focused on consumer cumulative expenses, which main component is food costs (above 50%) whereas in England the similar parameter is 11%, Germany – 12%, France – 14%, Italy – 16 %.

The major groups of problems of rural territories development can be presented like that (Fig. 2). One of the ways out of the existing situation is the development of territories from a position of their self-determination and in a context of the State Conception of local self-government institutions reformation the expansion of plenary powers of local management organs is planned (Conception, 2014). Independent formation of local budgets and solution of the primary goals of settlements development allow to cooperate more operatively at high-quality new level.

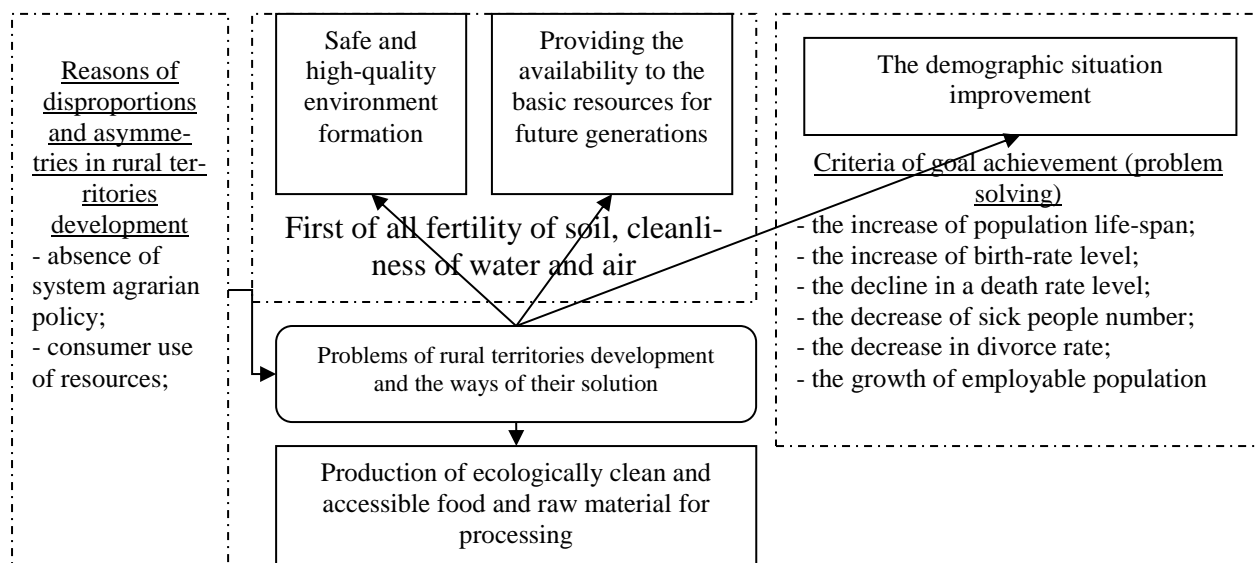


Fig. 2. Major problems of rural territories development

The first experience of practical realization of development tasks and local self-government was embodied in economic and public activity of new ecological settlements. Patrimony settlements are an association of people with the purpose of revival of national traditions, natural and historical heritage with the help of patrimony creation by each family wishing that.

Today there are about hundred patrimonial settlements at different stages of formation which are placed in all regions of Ukraine. The results of sociological questioning of residents living in fifteen patrimonial settlements in Zhytomyr and Kiev regions of Ukraine and the practice of their patrimonial settlements managing testify that four-five hours of daily work is enough for absolute satisfaction of vital needs. The rest time settlers can devoted to their children's upbringing, education, preventive measures and recovery of health, creative work and socially useful work, etc.

Settlements are mainly located in 15 and more kilometers from motorways and, as a rule, in 70–100 km and more from the regional centers. The land fund of settlements is mainly presented by poor humus, sod-podzol, sandy and clay sour forest

soils, which are often eroded and useless for a scale agricultural production. Active settlers try to invest in house building (in particular, using the traditional technology from adobe), water supply (wells, ponds, chinks), renewal of roads and other objects of their infrastructure, as a rule, without additional financing from local and regional budgets.

Realization of the project “The Patrimonial estate” and on its basis the Bill of Ukraine “About patrimonial estate and patrimonial settlement” drawn up by Al-lukrainian public organization “National movement for protection of the Earth” (chairman Vasilev M. L.) together with the National scientific centre “Institute of Agricultural Economy” (Kiev) provides legislative fastening to each Ukrainian family wishing to equip their own patrimonial estate the right for 1 hectare of land. It is offered to provide such plot free-of-charge in eternal use without the right for sale, but with the possibility to transfer by right of succession. At the moment the Bill is under consideration in the appropriate ministries of the Cabinet of Ministers and in the committees of the Supreme Soviet of Ukraine.

The existing management practice in Ukraine has witnessed that equipment of the patrimonial estate with all essential things provides investments no less than 300 thousand hryvnias during 10 years period. If we consider the territory of the average Ukrainian village, with its area of 250 hectares, so the investments of private individuals for this one village will be 75 million hryvnias during 10 years period or 7.5 million hryvnias every year. Also the environmentally safe products will be grown to the sum no less than 2.5 million hryvnias every year. Revival of 600 settlements that have been taken away from the map of Ukraine during the Independence period and 600 villages which are on the verge of extinction nowadays, will provide employment for 100 thousand workers during the following 10 years and new investments amounting to 9 billion hryvnias per year and the production of ecologically safe goods to the sum of 3 billion hryvnias. One of the settlers’ advantages is plantation of unfruitful trees on their areas no less than 0.3 hectares, green fence along the perimeter, creation of self-providing and harmonic ecosystem demanding very little human interference for its functioning. In the mentioned villages workers will plant 100–150 thousand hectares of wood preserving up to 1.5 state-financed investments for soil protecting actions. The increase of settlements will provoke the increase of service sector employment, as long as creation of service organizations, new enterprises including high technological, preserving and revival of cultural establishments, kindergartens functioning and another parts of social and industrial infrastructures. The described actions will lead to the development of family budget economy, physical health, decrease of the infrastructure workload in the cities, development of new settlements and as a result development of service sector and new work places. Adoption and realization of items from the Bill of Ukraine “About patrimonial estate and patrimonial settlement” in context “1 hectare for every Ukrainian family” will provide the Ukrainian family development on the qualitatively new level of moral and psychological base and will have not only tactical but strategically positive effect.

Nowadays the new prerogative of village is implied in practice – it is the

preservation of authenticity, family traditions, actions concerning preservation and development of national culture, history, traditions, values system that are realized in the home town, consisting of one's own house and a dale. Settlers master traditional country crafts and new techniques that are taught both for local population and those who desire organizing masterclasses, seminars and festivals. In particular, the techniques of cutting out wood spoons, painting eggs, embroidery, batik painting, pine root, willow, straw, herbage braiding, bee keeping, making of dolls, amulets, clay toys, potter and hammered products, fir tree toys of felt and some other materials; building of the local natural ecological materials; baking domestic nonyeasty bread; herbs gathering and herbal treatment; storing up wood mushrooms, berries; actions arrangement concerning green, ecological and village tourism, revival of local flora and fauna; joint projects with research institutes and educational establishments are mastered on a high level. The settlers conduct active work concerning rubbish gathering, revival soil fertility, supply of ecological norms, water and air cleaning; formation of people's outlook through conscious relation to the Earth as the ideal place of human's existing, upbringing of youth, education, culture, science and art orientation for propaganda of spirituality leadership in our life and activity, the realization of principle "Earth's Health – Human's Health".

The average settlers' age is 40 years with a greater part of young workers of a childbearing age. On the background of the general decrease in birth rate the tendency for increase in the amount of settlers is considered as positive. The average amount of children in a family is 2–3. In general the postpensionary age of the village population contrasts with thirty-five year settlers, who are oriented on the area revival, solving of domestic and village problems together. The realization of the Conception "The Patrimonial estate" allows multifunctionally solve the spectrum of social-ecological and economic tasks of rural territories development without additional financing from local and state budgets, that absolute positively represented both a demographic situation in rural territories and the prospects of its potential disclosing in future. The support of already active and still creating settlements by the state includes passing the Law of Ukraine "About Patrimonial estates and Patrimonial settlements", simplification and transparency of getting 1 hectare land by each wishing family to arrange its own patrimonial estate as well as carrying out the information activity to revive national history, culture and way of life in Ukraine.

4. Conclusion

1. The general decrease in the agricultural production, the decline in rate of demographic development of rural settlements and the general population demotivation lead to the degradation and disappearance of rural way of life as such.

2. The strategic significance of the village areas for foundation and formation of the basis of national self-determination, industrial and economical safety, support of nation's health and its future lead to the search of new problem solving ways in this situation.

3. The negative experience in management practice in the liberal-market economy conditions, monopolization of the management right on the side of banks provoke the need of a change to landscape-estate urbanization that is only possible by dividing the territories into protected (all forms of management are forbidden – 40% of general area of country); territories periodically and random visited by the population (42% of areas); territories of conducting economic activity, population residence, other types of production (10%, 7.3% and 0.2% accordingly).

4. Legislative fixing of the right for any wishing Ukrainian family on getting the ground of 1 hectare free-of-charge without a right for a sale and mortgage, but with a right for demise in order to organize its own patrimonial estate; the simplification of the ground reception mechanism and the transparency of its functioning; realization of appropriate informative work from state authorities and local self-government as the levers to promote rural territories development will allow to provide the purposeful and organized work in rural settlements, including realization of the direction of the community-oriented number of families (Mankind) within the bounds of patrimonial estates. From the position of the cost lessening of state and local budget, solving of some social, ecological and economic problems and further stable position in the country as perspective are considered as the way of civilization development as the multitude unity interacting in terms of patrimonial estates, the positive experience of which is acquired in Ukraine.

5. Proposals and Recommendations

The prospects for further research relates to development of the advanced mechanism of interaction of the investor and the object of investment activity on the level of territorial formations.

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SOCIALINIO POTENCIALO REALIZAVIMO KAIMO VIETOVĖSE INOVACIJOS

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Santrauka

Dėl kaimo teritorijų vystymo disproporcijų ir asimetrijų jaučiamas teisingo požiūrio į valdymą trūkumas, o tai daro įtaką sistemos pagrindų degradacijai, demografinėms problemoms ir ekonominam pobūdžiui. Tai kartu su kultūros istorinėmis prielaidomis restauruoti ir darniai vystyti kaimo gyvenvietes nulėmė tyrimo temos pasirinkimą. Tyrimo tikslas yra ieškoti ir pagrįsti kaimo teritorijų atgaivinimo kryptis ir mechanizmus, siekinat jų tvaraus vystymosi ir pasitikėjimo savo pramoninėmis, socialinėmis-ekonominės ir ekologinėmis veiklomis. Teorinė tyrimo bazė yra formali ekonominių sistemų teorija, kuri atspindi sisteminio požiūrio taikymą, modeliuojant ekonominius objektus. Straipsnyje pateikiamas modernios žemės ūkio plėtros statuso vertinimas, regioninės ir nacionalinės kaimo plėtros Ukrainoje funkcijos bei nacionalinės agrarinės politikos šiuolaikinės tendencijos ir prioritetai. Pabrėžiamas dėmesys kaimo plėtros Ukrainoje demografinėms sudėtinėms dalims, taip pat atskleistos užimtumo ir nedarbo problemos kaimo vietovėse ir kaimo populiacijos dydžio ir pačio užimtumo mažėjimo pasekmės. Straipsnyje yra apibrėžta Ukrainos ekologinių gyvenviečių organizavimo ir veikimo specifika, taip pat yra įvertinta šios krypties kaimo teritorijų plėtros perspektyva.

Raktiniai žodžiai: investicijos, inovacijos, socialinis valdymas, kaimo teritorijų vystymas.

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