

Bardina T.O.
graduate student
Poltava State Agrarian Academy

EUROPEAN EXPERIENCE STUDY PROGRAMS OF SOCIAL AND ECONOMIC DEVELOPMENT OF RURAL AREAS

Rural Development is a relatively new area of research in the national agricultural study, which is a continuation of the developed Western «rural development» investigation, based on rich experience of national agricultural science. Nowadays most researchers agree that the development of rural areas can be represented by two strategies. The first one means an attempt to copy the experience of foreign countries, and the second strategy is an attempt to find our own unique and inimitable way of socio-economic development of rural areas. Our study is aimed to summarize research of Ukrainian and foreign researchers and find prospects of rural development in Ukraine.

Rich experience of rural areas system development was gained in Europe, so we have tried to explore the main aspects. The rural population of Europe is approximately 45-61% of the total population of more than 75% across Europe. We considered the issue regarding the implementation of comprehensive programs for economic development of rural areas in Europe.

Experience of the realized projects of economic development of rural areas in developed European countries can identify the main emphases that characterize the achieved results of socio-economic development. Projects of socio-economic development deal with all possible types of economic activity, the implementation of which can increase income in rural areas. Any proposal to increase employment and income fully justified from an economic and social point of view. Employment and income associated with the decision of other regional problems and economic development of rural areas in general.

During the projects' development interactive methods of participatory planning, project progress, achieved results and problems are discussed openly in

the media, villages meetings, the "round table" meetings with the public. The project adjustments are made after such discussions.

Broad public participation in the development and implementation of the project should as much as possible to use the knowledge and experience of people on the most effective ways to increase employment and income. Usually the attention pays on the peculiarities of the economic and social behavior of different social groups, provides a balance of interests.

Achieving these objectives in European projects of rural development is provided primarily through the mobilization of local financial, technical, human resources. It is the great importance for the establishment of mechanisms for employment and income. However, this does not exclude the use of external resources to ensure the project.

The European experience of regulation in agricultural development proves a high efficiency regulatory policy, which manifests not only weakened the taxation of business entities, but also developed and diversified system of subsidies and reimbursements for rural development.

Developed countries actively subsidize the agricultural sector. Also these reasons are food security and minimizing excessive migration of rural population to the cities and abroad etc. The value of these subsidies in the EU in average is 50% of the value of agricultural products in Switzerland.

An important aspect of social and economic development in rural areas of Europe is a non-governmental support of business activities for associations, unions, trade unions and business associations.

Thus, we can conclude that rural development is a top priority direction of state policy in economic development of European countries. Over last 15 years many scientific centers of Europe found instruments of rural development which include: strategic planning at the regional level, regional marketing, diversification of the rural economy, and public-private partnership support.

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