

Annotation

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Role of agricultural producers in ensuring development of rural areas

The article studies the problem of the development, more properly – declining rural social sphere. This is the current problem which leads to the deterioration of the labor potential of agricultural enterprises and negatively affects quality of farm products.

In modern conditions the most acute problems of the Ukrainian village is lack of jobs, poverty, labor migration, deepening demographic crisis and decline of the social infrastructure. Village degradation creates obstacles for further development of the country and contributes to the growth of social tension, narrowing demographically reproduced base and loss of cultural heritage.

During the study the following research methods are used: classification and analysis, monographic, abstract and logical, statistical and economic, comparison and generalization methods.

It is proved that the effective management of developing villages requires not only the support of the agricultural sector but also ensuring a high quality of labor potential, improvement of living conditions, work, life, leisure activities of the rural population; demographic recovery.

Agricultural production is the foundation of rural employment so it is necessary to implement actively the state support of agricultural development and improve legal and regulatory framework which will ensure the effective functioning of agricultural enterprises and increase the number of jobs for the rural population.

It is determined that the average salary of one full-time employee of agriculture in Ukraine and Cherkasy region during the analyzed period has a clear upward trend. Cherkasy region occupies one of leading positions on the level of wages of agricultural workers of Ukraine.

In order to ensure quality conditions of the local population the practice of concluding agreements of the social partnership between agricultural formations and village councils is actively used. In accordance with these agreements, agricultural producers pay to local budgets funds for the development of rural areas. This is a significant additional income to local budgets.

One of the major problems today is declining rural institutions of social infrastructure, in particular, facilities of educational, health-improving and sports purposes.

The effective functioning of health care facilities in rural areas depends on directions of its development – strengthening material base of primary health care, developing own rural medical institutions, introduction of economic and legal mechanisms for ensuring medical care on an adequate scale and of required quality at public health facilities.

The study shows that in order to ensure the adequate social and economic development of rural regions agribusiness is and will remain the economic basis of rural activities and development of rural areas.

Agricultural enterprises should pay more attention to the problems of villages. While using rural land as the main production natural resource in their business activity, they should take care about further development of corresponding rural regions which can be achieved with job creation and development of social infrastructure.

Key words: *social sphere, rural areas, agricultural enterprises, social infrastructure.*