

MODERN PROBLEMS OF SUSTAINABLE DEVELOPMENT OF RURAL AREAS

Kassen U.N.¹, Kairova Sh.G.²

¹*Kassen Umitzhan Nurtaikyzy – Master's Student;*

²*Kairova Shnar Galymovna – PhD, Associate Professor,*

DEPARTMENT OF GEOGRAPHY AND TOURISM, FACULTY OF NATURAL SCIENCE,

TORAIGYROV UNIVERSITY,

PAVLODAR, REPUBLIC OF KAZAKHSTAN

Abstract: *currently, one of the priority problems of the economy of any country is the problem of rural development. This article provides information on the main problems of rural development, using the example of the Republic of Kazakhstan, which has many free, rural areas. An example of the main problems in this area is given and examples of their solutions are given.*

Keywords: *rural areas, sustainable rural development.*

One of the priority areas of economic development is the development of rural areas. Today, Kazakhstan is considered as a territory with a significant share of the rural population and labor resources, maintaining this trend for a long time, and the creation of normal conditions for their life is important. Lasted for 10-year grinding process of the rural settlement network (more than half are small, with a population of less than 500 people where he lived and 9.8% of the rural population), impede social development of rural areas, which led to the migration outflow of the working population, especially young people, from rural to urban areas and the inevitability of urbanization of the population. In rural areas, there are still socio-economic disparities between the level and quality of life. Currently, 42 % of the country's population lives in rural areas. With the features of development of agricultural sector and increase income from agricultural activities, the available excess rural population is one of the reasons restraining the growth of the living standards of the population, which complicates the planning of sustainable development of the country.

H. N. Gizatullin and V. A. Troitsky in their work "The concept of sustainable development: a new socio-economic paradigm" considered socio-economic aspects of development, including rural areas. The category of sustainable development of the economy of an economic entity has not yet been sufficiently developed, and so far the issues of its practical use have not been considered. This served as the basis for the study of topical issues of functioning and development of agricultural formations in the zone of irrigated agriculture. An important aspect of the economic development of the village is the enterprises located on its territory. Agricultural enterprises are directly affected by the following components: the economy, the environmental situation, the natural

and climatic zone and the scientific and technical sphere, the legal policy; the political sphere, the international situation, the socio-democratic state and the cultural sphere have an indirect impact [1].

Today we can distinguish the following problems of sustainable development of rural areas:

- lack of developed institutional mechanisms capable of generating effective strategies for mobilizing and managing the local resource base, since the infrastructure of the region directly and indirectly affects the efficiency and sustainability of the company's functioning. Each region is interested in increasing the share of competitive products of firms and, accordingly, in increasing the mass of profits of firms in the region;

- low level of agricultural technologies and technologies for processing agricultural products, which is one of the main reasons for the lack of competitiveness of domestic products in the world and domestic markets, which reduces the potential income in the agricultural sector;

- the problems of raising the village should not be solved by old expensive methods, but it is necessary to coordinate the efforts of all authorities responsible for certain issues of state regulation and should be solved at the level of their expediency. It should be noted that significant state resources for solving current problems were attracted without proper awareness of the problem as a whole. Thus, the situation remained the same, and the available funds were used inefficiently [2].

So, agricultural enterprises face the problem of solving the main task, namely, steadily increasing the efficiency of social production while reducing the cost of material, labor and natural resources per unit of production. This task is solved, first of all, by accelerated intensification of production, one of the main factors of which is rational specialization and a combination of industries.

In the long-term planning of crop production in the economy, there is a need to ensure stable conditions for the development of animal husbandry, excluding to a greater extent the influence of dry (lean) years. The solution to this problem can be different: the creation of insurance and reserve stocks of feed, the purchase of feed in dry years, the restructuring of crops in unfavorable weather conditions, etc. The task of optimizing the production program is formed as the definition of a long-term plan for the development of an agricultural enterprise based on irrigation with fixed capital investments, taking into account the stochasticity of natural factors.

Thus, it can be said that in the field of agriculture, it is necessary to focus on increasing the productivity of agricultural land and livestock production, taking into account the principles of sustainable development.

The implementation of these tasks involves the following:

- increase the productivity of fields by improving the culture of crop production through the use of a scientifically based system of agriculture, rational use of fertilizers and chemical plant protection products;

- increasing the productivity of livestock, widespread introduction of intensive technologies for raising livestock, rational use of feed;
- orientation of industrial enterprises to regional specialization;
- development and adaptation of advanced agricultural technologies;
- creation of professional organizations in the field of environmentally oriented agriculture to protect its interests and disseminate best practices;
- development of enterprises for processing agricultural products, creation of new production facilities focused on the production of products in demand in the domestic and foreign markets;
- establishment of information support for manufacturers.

The development of agriculture in the region will not only ensure the food security of the region and the country as a whole, but also contribute to the development of the region's economy [3].

Thus, due to the implementation of investment projects, work will continue to expand existing and create new industries in the agricultural sector of the economy. These projects are breakthrough and are aimed, first of all, at solving the existing problems of fully meeting the needs of the domestic market for certain types of food products and increasing the export potential of the industry, ensuring employment of the rural population and expanding the tax base.

It is necessary to pay attention to the increase in agricultural production. The program of subsidizing priority types of agricultural crops continues to be implemented. Thus, the sown areas of cereals, oilseeds, sugar beets, potatoes, fodder crops and others were expanded.

To speed up the solution of all the above tasks, you need:

- creating conditions for the development of a network of greenhouses;
- creating conditions for the development of a network of vegetable stores;
- creating conditions for the development of fruit and vegetable production using drip irrigation technology;
- creation of a network of poultry farms;
- creating conditions for the development of a network of dairy farms;
- creation of production for the assembly of agricultural machinery;
- organization of meat processing complexes with the production of block meat and large-sized cuts in vacuum packaging;
- development of Kazakhstan grain export infrastructure;
- development of social infrastructure [4].

In the first part of this chapter, the current state of rural development and suggestions for improving their economy were described. The main examples of problems hindering the development of villages in Kazakhstan were given. The main tasks for solving these problems were outlined in the second half of this sub-chapter.

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