



Creation of An Appropriate Organizational and Economic Platform for the Development of Rural Business

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ABSTRACT

The world experience of socio-economic development of states and their territories, including villages, is a clear evidence and confirmation of the high importance and role of the small business sector in society in ensuring socio-economic development and socio-political stability. In almost all economically developed countries of the world, this sector represents the middle class, which is the basis for the sustainable development of the entire national economy and the economy at the local level, because it is the leading segment that contributes to the supply of goods and services to the market, the creation of new jobs and the reduction of unemployment.

Keywords:

state policy, small business, rural entrepreneurship, world experience of regulation, agricultural development.

Introduction .

The impact of state support on the development of entrepreneurship in rural areas should be based on the comprehensive solution of existing problems related to financial support of their activities. It is the relevant state institutes and institutions that serve to encourage the establishment and operation of business entities in rural areas, to form a specific organizational and economic environment for quick adaptation of business entities to market conditions¹.

The main principles that should be the basis for the formation of the organizational and economic mechanism of mutual cooperation between the state authorities and management bodies, rural business entities and the regional community:

- the principle of social partnership (freedom of association, multi-level cooperation, equality and powers of all participants in relations;

voluntary acceptance of obligations, benevolence of conflict resolution);

- the principle of effectiveness (all participants of the relationship should pay attention to the jointly planned result, which is manifested in the formation of the corresponding effect - economic, ecological, social, etc.);

reasonableness of the actions of authorities in terms of using available opportunities for distribution of resources, primarily financial, between the state budget and local budgets, as well as between local budgets; a prerequisite is maximum consideration of the interests of the final consumers of the expected profit);

- legitimacy (related to citizens' spiritual and psychological perception of the government, recognition of its right to manage social and economic processes, consent, readiness to obey it; legitimacy represents the connection between the interests of rural entrepreneurs

¹ Usyuk T. V. The role of the director is rozvitu Silskogo pídpriemnitstva . Zb . science pr. Tavríyskogo DATU. 2013. No. 1(21), vol. 3. S. 284–291.

and their internal assessment, which is their statements, worldview and daily life).



Figure 1. Organizational and economic mechanism of mutual cooperation of state authorities, economic entities and regional community²

The mechanism of interaction of the indicated subjects of local development ensures the most effective and rational use of the resources of a particular area to encourage entrepreneurial activity and ensure social and environmental responsibility of all subjects of interaction (Fig. 1).

In addition, the operation of the modern organizational and economic mechanism of mutual cooperation between state authorities and management bodies and business structures requires appropriate coordination support. Such coordination should be carried out systematically and simultaneously at the state, regional, district and local levels, which will allow coordination of the priorities and interests of all parties in terms of mutual cooperation, taking into account the needs of a specific rural territorial community. In order to ensure the effectiveness of the mechanism of

mutual cooperation between the state and business structures, it is necessary to develop appropriate institutional support that guarantees compliance with the established principles of mutual cooperation. Accordingly, it is proposed to form specialized permanent commissions of the appropriate level, whose functional burden will be to prepare normative legal initiatives and documents, to eliminate misunderstandings between the subjects of mutual cooperation, and to justify the priority directions of cooperation, their cooperation, supervision and coordination of related programs and projects.

Taking into account the objective conditions of remoteness of rural areas from regional centers and areas of rapid economic growth, business activity, capital and investments, intellectual and personnel resources, as well as the centers of gathering information flows, the population is

² Author development

characterized by a low level of agricultural development, investment attractiveness, financial and economic development and quality functioning of social spheres. As a result of these and other circumstances, setting up and running a small business here is complicated by a number of objective and subjective internal and external obstacles. This, in turn, determines the uniqueness within the framework of the state regulatory system of support and stimulation of the development of small business in rural areas.

Taking into account the current trends in the development of economic entities, it is extremely important to study in depth the theoretical aspects of the formation of the organizational and economic foundations of their development in the countryside.

Entrepreneurship in rural areas involves solving a complex, often conflicting set of problems, taking into account national and regional interests, as well as the motives of different social groups of the population. However, unlike the world's leading countries, rural entrepreneurship in Uzbekistan suffers from regulatory problems.

This is explained by:

- state regulation of business is sometimes difficult for business structures;
- the level of social responsibility and environmental awareness in the activities of business entities in rural areas is much lower.

For this, it is necessary to achieve mutual coordination of the interests of entrepreneurs and representatives of state institutions, to prevent the appearance of business shadowing, to prevent the spread of corruption in obtaining permits, as well as to implement measures aimed at introducing European business norms and standards.

the research, the main tools for the development of rural entrepreneurship in the EU member states were determined. The formation and development of entrepreneurship in the EU member states has significant economic and social advantages compared to the existing foundations of the development of entrepreneurship structures in Ukraine. This is because, first of all, the implementation of an entrepreneurial initiative

serves not only to provide employment to farmers, but also to achieve self-realization and strategic goals. Most of the countries of the European Union have special programs for the development of rural entrepreneurship.

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