

THE ROLE OF AGRICULTURAL BUSINESS IN FORMATION OF ECONOMIC AND SOCIAL INFRASTRUCTURE OF RURAL AREAS: EUROPEAN INTEGRATION ASPECT

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One of the most difficult discussions in European process is the issue of forming an integrated European community and finding of a balanced social, political and economic system for common European space.

Along with economic, social and migration globalization the concurrent process is taking place. The localization is based on the formation of cultural clusters to ensure the preservation of identity, traditions and conditions, experience of those communities that are being included in the integration process to take their own position in their own future.

This applies to the different nations and local communities in the national societies. Especially important this issue is for rural and agricultural business with its activities in this area. Therefore, the localization is an integral part of globalization at all levels. It means that there is a need for the formation of a single social and economical complex, which would have reflected in infrastructure facilities, in a specific and unique product that enhances competitive advantages of regional farms. In different state strategies the problem of the social infrastructure's development should take an equal place along with other aspects. It means that the issue of social development should be transferred from the subordinate status to equal one. As for the regional dimension the tested model of relationship between centers and regions, which should also take am important place in Ukraine, when the center is the generator of ideas that have developed in the rural areas. Local government in cooperation with agricultural farms can implement these ideas taking into account the specific features of their region. That is why the model of regional measures for the social village infrastructure revival should be developed accounting local regional specific features which could be implemented in cooperation with local authorities and agricultural businesses.

All social and economic processes, which are going on in Ukraine, are the part of the world transformation in general. Now the new world's leading trend is an understanding of the fundamental ideas of social reproduction which lies in the change of labor and production factor of society formation to the revival of social responsibility of farm businesses to ensure food security. Social characteristics of rural areas should be reinterpreted and used as a certain part of the new organization of life and social infrastructure in the region. If in the past, the state mechanism of social village infrastructure's reproduction was the main one, today this mechanism involves three parts - government, business and civil society. And it is time to move from research partnerships to joint programs, including regional level. This will require the development of the new principles in the field of legislation and the development of new institutional elements in society to connect the efforts of the authorities, agribusiness and the people in the whole.

If comprehend all above mentioned in practical examples, it should be noted that the problematic issue of the village development is a complex of measures for the social infrastructure upgrading. It is known that about 70% of the objects are on the balance of the village. With this, the National Regional Development Strategy to 2015 proposes to involve the private sector to solve problems with the help of public and private partnerships. One of the important steps is the decision to upgrade the village infrastructure through the regional agreements on business cooperation with local authorities, working out the joint strategies and plans for the future development of social infrastructure in rural areas with the help of transition of its facilities to the balance of agricultural enterprises. Such approach is connected with the human factor in the society development. That is why the health of people, their training, safety, living conditions should be very important. The cooperation with the community helps to mutual and economic development of Ukraine as a whole. Any business can be developed only in the sustained environment. Therefore, agricultural producers need to worry about making their employees work in decent conditions - cultural, economic, environmental, as it happens in the EU.