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### Perspective directions of sustainable development of rural territories of Aksu district

**Annotation.** This article discusses the shortcomings in the management system that hinder the sustainable development of rural areas. The main problems of rural development are identified. The directions of development of the Aksu district are determined on the basis of ensuring sustainable growth of the district's economy, as well as diversification, modernization of economic sectors and creating conditions for the production of competitive products. Promising directions of social and economic development of the Aksu district, which will allow the most dynamic development in the current conditions, are proposed.

**Key words:** rural areas, sustainable development, socio-economic development.

Sustainable development of rural districts in Kazakhstan is due to the level of implementation of agricultural support programs, social support, development goals of the living standards of the population and optimal spatial organization. Implementation of programs for resettlement of citizens from unfavorable and unpromising settlements within the framework of the territorial development strategy shows a lack of citizens' interest in using the proposed advantages.

In general, the potential of rural districts in developing sources and opportunities for economic activity of the population is not being used effectively enough. The level of the existing infrastructure of rural districts does not meet the objectives of ensuring sustainable development, therefore, more targeted coordination of planning, development and implementation of capacity allocation schemes at the macro and microeconomics level, social infrastructure, population resettlement in accordance with prevailing business traditions and promising areas of social-economic development of regions and individual territories.

In this regard, we consider the shortcomings in the management system that hamper the sustainable development of rural areas:

1) In most rural areas there are no strategies for socio-economic development, which practically indicates the absence of strategic management in their territories, the validity of the desired goals and development paths. The objective reason for this is the non-binding nature of this document in local authorities, as well as the lack of necessary qualifications from local specialists for its independent development and lack of funds in the budget to pay for services of third-party organizations.

2) In the region and rural areas, the adopted target programs for the sustainable development of rural territories are not fully consistent with the problems and strategic goals of spatial development; the high level of formality in their development does not allow taking into account all the conditions and features of individual settlements. The adopted documents give reason to state that the main attention is paid to a small number of large settlements and the current differentiation between individual settlements in the quality of life of rural residents and the availability of basic social services will continue to deepen.

3) Rural development programs are initiated and they are currently being implemented mainly at the republican level, and accordingly, the task of intensifying the aspirations and efforts of the rural community is practically not being solved, and it is also not possible to form a positive attitude towards the countryside and the rural way of life, which leads to low efficiency of the authorities' efforts.

4) A management system corresponding to the strategic goals and priorities of sustainable development of rural areas has not been formed, without which it is practically impossible to achieve significant results.

The rural development policy at the regional level can achieve strategic goals – the country's food security through domestic production and ensuring a decent quality of life for the rural population – with a comprehensive solution to numerous and acute problems, presented in a systematic way in table 1.

Table 1 – Problems of rural development

Problems	Problem content
Political problems	- Ineffective system of state and local management of rural development; - underestimation of the role and functions of the village;
Financial and economic problems	- price disparity between agricultural and industrial products, energy resources; - lack of investment, difficulties in obtaining loans;
Production and economic problems	- obsolescence of the material and technical base of agriculture; - underdeveloped sales infrastructure; - low competitiveness of agricultural products in comparison with imported

Continuation of Table 1

	products; - insufficient level of development of consumer cooperation;
Social and labor problems	- high unemployment, seasonal unemployment; - An increase in the number of rural settlements without agricultural organizations; - low salary and living standards of the population in the village; - lack of qualified personnel in rural areas;
Demographic problems	- High migration of the working population to the city; - aging of the rural population; - depopulation of rural areas; - lack of youth policy in the countryside;
Socio-psychological problems	- low prestige of agricultural labor and rural lifestyle; - passivity of some of the villagers; - social dependency;
Infrastructure problems	- reduction of the network of social and cultural objects; - high deterioration of social and life-supporting infrastructure; - difficulties in providing a certain range of social services to the rural population;
Ecological problems	- degradation of agricultural land and soil depletion; - environmental pollution and more.

The above problems are systemic in nature and require a comprehensive solution at all levels of management of social, economic and environmental processes in rural areas. Based on the fact that the transition to sustainable development is the general goal of rural development, we believe that the most promising is an innovative scenario that contributes to the integrated and strategic development of rural areas of the Republic of Kazakhstan.

In this regard, the implementation of the tasks of sustainable development of rural areas should be carried out on the basis of using the comparative advantages of rural areas, finding growth points, identifying and supporting priority development areas, improving financial support mechanisms and developing their own revenue base for local budgets.

Aksu district is represented mainly with agricultural specialization in rural areas, which has favorable natural and social conditions for its further development. It is necessary to use a set of the following universal measures aimed at developing the rural economy and improving the living standards of the rural population [1]:

- diversification of the rural economy, support for all types of business in rural areas that create jobs, small businesses and all forms of self-employment;
- development of small business, including the introduction of economic support measures such as soft loans and taxation, the development of business consulting, a simplified registration and reporting procedure, the creation and development of rural cooperation;
- preservation of development of territories, including the introduction of measures such as support for peasant (farmer) households and small businesses;
- improving the quality of life and rural access to housing and quality social services;
- ensuring the development of market infrastructure and increasing the access of small and medium producers to the markets for agricultural products;
- expansion of rural population's access to development resources, development of rural self-government, support of initiatives of rural communities;
- reduction of migration outflow and increase of migration attractiveness of these territories (relocation of families from densely populated regions of the country), as well as to promote employment of the population;
- development of social infrastructure, including the development of special programs to maintain public access to healthcare and educational institutions, improve transport accessibility, and develop engineering and household infrastructure (access to water supply).

In general, the development of the Aksu region is aimed at ensuring sustainable economic growth in the region through diversification, modernization of economic sectors and the creation of conditions for the production of competitive products.

It is assumed that this will be achieved through the implementation of the following priority areas of socio-economic development:

- modernization of the economy and improvement of social infrastructure, increasing the availability of social services;
- development of the agro-industrial complex in order to ensure food security of the region, diversify the industry and increase employment of the rural population;
- development of small business and cooperation in rural areas;
- development and improvement of the quality of human capital;
- development of infrastructural capabilities of rural areas.

The developed Program for the Development of the Territory of the City of Aksu for 2016-2020, which provides for the solution of problems associated with the formation of sustainable economic development and improving the quality and living conditions of the population in the medium term, is aimed at achieving priority areas.

This program in the new system of state planning is a tool for implementing the Strategic Development Plan of the Republic of Kazakhstan until 2025, State and industry programs. The program for the development of the territory of the city of Aksu for 2016-2020 is the main strategic document that defines the main strategic directions of the socio-economic development of the region. Subsequently, plans, programs, and strategies for the development of industries will be agreed upon with the chosen strategic course for the development of the region [2].

The development of the Aksu district is aimed at ensuring sustainable economic growth in the region through diversification, modernization of economic sectors and the creation of conditions for the production of competitive products. It is expected that this will be achieved through the implementation of the following priorities.

Due to the development of the processing industry, the opening of new industries and the introduction of new technologies, the tax base will expand, which will entail an increase in tax revenues to the state budget.

The development of small and medium-sized businesses in the region will provide an opportunity to create additional jobs, which, of course, will solve the problems of unemployment and poverty.

The construction of new and reconstruction of existing social facilities will provide the population of the region with better education, health care and other services. Housing construction, including commercial housing, is also underway in the region.

In the future, in order to create optimal conditions for the development of the region and ensure economic growth, the following areas are priority areas:

- ensuring sustainable and balanced economic growth and increasing its competitiveness;
- creation of conditions for increasing the competitiveness of agribusiness entities;
- creating a favorable environment for the growth of economic activity of the business;
- stimulating the influx of investments in the economy of the region and enhancing its innovative development;
- stimulation of population concentration in the centers of economic growth;
- improving the quality and accessibility of education;
- improving the health of the population of the area;
- the formation of an effective system of social protection of the population of the region;
- an increase in the degree of demand among the population of cultural services;
- the development of mass sports and fitness movement;
- development of infocommunication technologies for the transition to the information society;
- development of housing construction;
- the creation of conditions for unhindered access for people with disabilities and other people with limited mobility to social infrastructure facilities;
- development of the transport and communication complex;
- providing consumers with high-quality public services, the reliability of the functioning of life support systems;
- improving the quality of the environment favorable for the life of the population of the Aksu region;
- Involvement of agricultural land in agricultural circulation and an increase in the share of crop rotation.

In general, the Aksu district is currently one of the developing regions of the Pavlodar region, in which the district center is a single-industry town with a high resource potential, good budget filling, manageability and all the prerequisites for moving to a high level of development. This is confirmed by the continued steady growth of the economy, expressed in an increase in production volumes, in a reduction in the differentiation of wages in a number of sectors, in a socially oriented policy of local authorities.

However, despite the positive trends in the development of the Aksu region, there are a number of problematic aspects, including the following. So, in spite of certain positive results in the development of rural territories, the measures taken by the authorities are characterized by the absence of a systemic nature and a program-targeted approach, which cannot but affect the socio-economic and demographic situation in the region.

Currently, most rural areas are characterized by: a reduction in the resource potential of agriculture, a decrease in the purchasing power of rural producers and an increase in their payables, low growth rates in cash incomes, a high degree of income inequality, poor development of the road network, engineering and social infrastructures, and high budget subsidy.

In addition, economic and social differentiations in rural areas are intensified, which are influenced by the pace of economic development of each rural territory of the region individually and the socio-economic system of the country as a whole, as well as climatic, cultural and historical factors, features and specifics of rural territories, infrastructure and production potential, the degree of diversification of rural economies and a functioning life support system.

As a rule, the process of socio-economic differentiation taking place in rural areas has its own specifics, which is formed under conditions of the almost universal distribution of multistructure agricultural production based on a variety of forms of ownership and management, a strong dependence on natural and economic factors of housekeeping, and the orientation of manufactured products on mass consumer – the population that is distributed throughout the region is extremely uneven.

The above tendencies do not fully ensure the high level and quality of life of the population of the Aksu region and impede the transition to dynamic sustainable development, which necessitates a more thorough study of them to determine the strengths and weaknesses of development at the district level. Based on the current development trends of the studied region, a conceptual model of sustainable development of its rural territories is proposed, which is aimed at achieving the main and basic guidelines in the economic, social, environmental, institutional areas of rural development.

On the whole, the development of the Aksu region is aimed at ensuring sustainable economic growth in the region through diversification, modernization of economic sectors and the creation of conditions for the production of competitive products.

In the future, in order to create optimal conditions for the development of the region and ensure economic growth, the following areas are priority areas:

– development and implementation of modern technologies for the modernization of the economy and social sphere;

– development of the agro-industrial complex in order to ensure food security in the region, diversify the industry and increase rural employment;

– development of infrastructure opportunities in the region;

– ensuring environmental safety;

– development and improvement of the quality of human capital

The proposed promising areas of socio-economic development of the Aksu region will allow the most dynamically develop in the current conditions

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#### **Ақсу ауданының ауылдық аумақтарын тұрақты дамытудың перспективалық бағыттары**

Бұл мақалада ауылды қаумақтардың тұрақты дамуын тежейтін басқару жүйесіндегі кемшіліктер қарастырылған. Ауылдық аумақтарды дамытудың негізгі проблемалары анықталды. Аудан экономикасының тұрақты өсуін қамтамасыз ету, сондай-ақ әр тараптандыру, экономика салаларын жаңғырту және өнімнің бәсе келестік түрлерін өндіру үшін жағдай жасау негізінде Ақсу ауданының Даму бағыттары анықталды. Ақсу ауданының әлеуметтік-экономикалық дамуының перспективалық бағыттары ұсынылды.

**Түйін сөздер:** ауылдық аумақтар, тұрақты даму, әлеуметтік-экономикалық даму.

#### **РЕЗЮМЕ**

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***Перспективные направления устойчивого развития сельских территорий  
Аксуского района***

*В данной статье рассмотрены недостатки системы управления, сдерживающие устойчивое развитие сельских территорий. Выявлены основные проблемы развития сельских территорий. Определены направления развития Аксуского района на основе обеспечения устойчивого роста экономики района, а также диверсификации, модернизации отраслей экономики и создания условий для производства конкурентных видов продукции. Предложены перспективные направления социально-экономического развития Аксуского района, которые позволят наиболее динамично развиваться в сложившихся условиях.*

**Ключевые слова:** *сельские территории, устойчивое развитие, социально-экономическое развитие.*