

NON-STANDARD EMPLOYMENT IN RURAL AREAS OF PAVLODAR REGION
OF THE REPUBLIC OF KAZAKHSTAN

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ПАВЛОДАР ОБЛЫСЫНЫҢ АУЫЛДЫҚ
АУМАҚТАРЫНДАҒЫ СТАНДАРТТЫ ЕМЕС ЖҰМЫСПЕН ҚАМТУ

НЕСТАНДАРТНАЯ ЗАНЯТОСТЬ В СЕЛЬСКИХ ТЕРРИТОРИЯХ
ПАВЛОДАРСКОЙ ОБЛАСТИ РЕСПУБЛИКИ КАЗАХСТАН

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Abstract. The results of a sociological study on development and application of non-standard forms of employment on Kazakhstani regional labor market are presented. An interpretation of the conceptual apparatus of standard, formal employment, self-employment, non-standard employment and its types is presented. The main results of a sociological survey of the population on non-standard types of employment among rural residents of Pavlodar region, which made it possible to assess the scale and structure of non-standard labor relations in market system, are shown. The problems of employment in the RS have been identified. The correlation between the forms of formal employment and self-employment of the rural population of the region has been determined. The reasons influencing on the decrease in the interest of rural residents in agricultural activities are analyzed, at the same time, it should be stated that people living in rural areas of the region prefer to work in agricultural and non-agricultural enterprises, even without official employment, which corresponds to Kazakhstani trends. Self-identification of the residents of the villages by types of employment was carried out and the prospects for expanding private business among the village residents were identified. The possibilities of entrepreneurship in rural areas of Pavlodar region were assessed, however, according to the results of the survey, the majority of rural residents do not see acceptable conditions for working in the field of agribusiness. The problems of development of non-agricultural activities are revealed. The attitude of the employed population to labor activity is revealed, the objective reasons for disinterest are determined. It is concluded that in rural settlements, the growth of non-standard employment contributes to the increased level of rural labor and increase in the income of the population.

economy changed to a market economy, when the reduction of production or the complete closure of agricultural enterprises, which were the main sources of income for families in rural areas, rural residents had to look for ways to survive in difficult changing conditions, for example, the search for alternative types of employment. It was in the conditions of a paradigm shift in economic activity that the main types of non-standard work in villages acquired special significance.

Thus, in modern conditions, the labor market is becoming more flexible, new non-standard forms of employment appear and develop. In Western countries, there is a higher rate of occurrence of innovations than in Kazakhstan, for which freelance, distant employment, temporary employment and some other forms of labor relations are still considered new. In connection with the foregoing, there is a lack of information on the extent and effectiveness of the use of non-standard forms of social and labor relations in rural areas, a systematic updating of data is required. Below are the results of a study of non-standard forms of employment in the regional labor market (rural areas) of Pavlodar region. The study conducted a survey of the economically active population, conducted an analysis of official statistical information, and a content analysis of employment information posted on the Internet.

Material and methods of research. As a method of research, a questionnaire was used. The object of research and general acquisition is the economically active population of Pavlodar region.

The purpose of the survey was to determine the scale and structure of non-standard occupations in the labor market of Pavlodar region, in determining the relationship of employees and the population to such occupations, in assessing the prospects for its development.

Below are presented methodological approaches to the definition of elective bidding:

1. In the questionnaire, the method of quota selection was used. Information on general procurement was obtained from the published data on the website of state statistics. Characteristics for the calculation of the selection were selected the number of personnel of the organization and the type of economic activity. At first glance, the ballot box was divided into two groups: small, medium and large. In the second - on the types of economic activity.

2. Economically active population of Pavlodar region. The method of 2-step quota

selection was used to determine the selection process for the survey questionnaire. The first step of the selection is the determination of the characteristic settlements of the region on the basis of data statistics. Twelve rural areas were selected. At the second stage, the number of the population in question in the rural areas was determined. The status of economic activity (occupied and unemployed), age, as well as the type of occupation were studied. The number and structure of the selection complex was determined on the basis of statistical data on the socio-demographic composition of the population of the rural district of the region. At the preparatory stage of the investigation, questionnaires were developed to conduct a survey of employees, employed people and unemployed citizens.

Results and their discussion. Employment as a socio-economic phenomenon is a socially useful type of activity, the purpose of which is to satisfy social and personal needs, as well as generate income (earnings) [1]. The transformation of employment is an indicator of the development of the socio-economic system, any changes in which determine the emergence of new types and principles of employment. In Kazakhstan, permanent employment remains the main segment of the labor market, but now it has gained some flexibility, which promotes other forms of employment that differ from the standard ones (self-employment, part-time employment, temporary, remote, freelance work, etc.).

Consider the main types of employment:

• *standard or formal employment.* A form of employment in which, in accordance with the definition of the International Labor Organization (ILO), an employee is fully in the legal field and the relevant laws govern all his or her relations with the employer [2]. According to some authors, standard employment is full-time employment on the basis of a perpetual employment contract concluded with an enterprise or organization, which are managed either by the employer or by the appointed managers [3]. A significant number of developed countries (including Kazakhstan) legislated this form as a standard, while all other forms of employment are considered non-standard;

• *precarious and informal employment.* Forms of employment, other than standard, began to attract the attention of researchers from the mid-20s [4]. C. Hart's research was the first in the field of precarious work in Africa, and P. Gutman's research in developed European countries;

Based on the foregoing, it can be assumed that the lack of a wide choice of employment opportunities in rural areas and

Some of the respondents who indicated that they were engaged in trade, construction or agriculture are also self-employed, since in addition to formal employment, they are self-employed in additional work that brings them additional income (table 2).

Социальные проблемы села

Table 1 - Types of employment of the rural population according to the survey, 2019

Type of employment	Share, %
Unemployed	31,2
Trading	9,4
The provision of housing and communal services	13,0
Building	4,3
Transport and communications	5,1
Education	9,4
Healthcare	2,9
Culture	4,0
Agriculture and forestry	4,3
Public service (administration, police, military, fire, social services)	12,3
Nutrition	2,9
Financial activities	1,1

Table 2 - Correlation of forms of formal employment and self-employment of the rural population of the region (according to the survey), share of all answers, %

Type of formal employment	Type of self-employment				
	trade	crafts	agriculture	construction	other
Unemployed	—	0,5	4,2	0,5	0,5
Trade, Owner	2,6	—	—	—	—
Unemployed pensioner	—	—	1,9	—	—
Housing and communal services	—	—	1,6	—	1,0
Building	—	—	0,5	—	—
Agriculture and forestry	—	—	2,1	—	—
Total	2,6	0,5	10,3	0,5	1,5

The problem of the inability to officially find work in the rural district is an acute one. At the same time, rural residents of the region are not actively looking for non-standard types of employment or self-employment. According to 3% of respondents, a state agricultural enterprise within a settlement will solve not only the problem of job shortages, but also social problems.

Restoring agriculture as a leading economic activity is a priority for 13.3% of respondents. In their opinion, it is the development of agriculture that will improve the socio-economic situation of the region.

Formal employment, which provides material income and social security, is an ideal employment option for 50.8% of the rural population. At the same time, rural residents often do not seek to work temporarily or by agreement with local leaders of farms, farmers.

It should be noted that 37.6% of the studied rural population do not have any subsidiary farms at all, and this is not about large peasant farms, but about small subsidiary farms. Of the respondents, 36% are limited to a domestic garden and / or a small number of animals, and this is typical not only for urban-type settlements, but also for rural districts. These trends confirm a decline in

interest in agricultural employment among rural residents, associated with both labor and low wages in agriculture. The development of television and Internet communications also affects the change in employment of rural residents (urban lifestyle is being introduced into the mass consciousness of rural residents).

Self-identification of the rural population by type of employment. We found that 84.5% of respondents either officially work or are unemployed (pensioners or unemployed). 15.5% of the population surveyed described themselves as self-employed. The structure of self-employment includes agriculture (10.3%), trade (2.6%), construction (0.5%), manual labor (0.5%) and other types of self-employment (services to the population), manufacturing enterprises, employment in network companies, etc. (1.5%). The results obtained are partially confirmed by the official data of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan. According to studies, in 2019 in the Pavlodar region 20 000 people were employed in the informal sector (25.7% of the total number of employees), and had a tendency to increase (since 2014 - by 10%). The decline in income has an impact on employment (the number of people employed

in the formal and informal sectors is increasing simultaneously).

The structure of workers in the informal sector deserves special attention. In urban areas, 44.8% of the population were engaged in trade, 11.7% - in transport and communications, and 10% - in agriculture, and the remaining 33% were engaged in other activities. In rural areas, agriculture prevails over all other activities (43%), followed by trade and repair of household goods (28%), processing industry (13.1%), etc. This differentiation confirms the differences between the city and rural district, caused by different rhythms of life, areas of activity of the population, etc.

There are some differences in the dynamics of informal agricultural and non-agricultural employment. In 2019 in urban areas, agricultural growth was 24.3%, due to fresh food markets, and only 0.7% in the non-agricultural sector (due to oversupply). In rural areas, the dynamics are different: there is a slight decrease in informal employment in the agricultural sector (by 3.2%) and non-agricultural activity (by 23%) due to the lack of a developed service sector.

Despite the fact that the countryside is inert, non-standard types of employment began to appear, which are more typical for cities (freelance, outsourcing), but in general these processes are not typical for the region.

Prospects for the development of private business among the rural population. It should be noted that the term "private business", the authors understand any (both agricultural and non-agricultural) activities of the rural population, officially registered with the tax authorities (peasant farming, individual entrepreneurship). A significant part of the surveyed population (60.8%) refuses to develop their own business, which confirms the general Kazakhstani trends, if someone demonstrates a desire, then it is not supported by actions. According to our estimates, about 11.5% of respondents still plan to open their own business. These people have their own ideas for organizing their own business, and they willingly share them, and some have already prepared business plans. Weak financial opportunities of active citizens remain the main deterrent. This category of population refers to potential entrepreneurs, and if favorable conditions arise (the appearance of seed capital or an improvement in the economic situation for the development of small enterprises), they can fulfill their desires, which will contribute to the development of

non-standard types of employment in the region.

According to official figures, in 2019 about 5 000 people were employed in small business, 51.5% of them worked in the field of trade and agriculture. The results of a survey conducted by the authors confirmed statistical data, namely that 3.1% of respondents are engaged in business (mainly trade and agricultural activities). For people involved in agricultural production, financial support from the state can serve as a certain incentive. In risky farming, such support is justified. If there are changes in financial and economic relations with rural districts at the regional level, complex technical and technological transformations of agricultural production and the modernization of social conditions in rural areas, this will improve the socio-economic situation in rural areas. According to the survey, obtaining a deferred payment in an unfavorable year and issuing loans on concessional terms in rural areas can increase the number of entrepreneurs in agricultural activities.

Awareness of the rural population about the opportunities to support small businesses in the region. Creation of a freely accessible database of standard, but at the same time relevant for the socio-economic conditions of Pavlodar region, business plans can be significant support for the development of private business by rural residents. It can be assumed that if such information is distributed among the population, this will increase the financial literacy of the local population and, possibly, the number of active residents who are able to develop their own business, which will generally improve the socio-economic situation in the region. This conclusion is confirmed by an analysis of the responses of the following respondents. About 55% are very positive about the help they could receive in the business incubator of the region.

Opportunities for business development in Pavlodar region. It is important to note that 35.6% of respondents believe that there are not enough conditions for business development in the region. This opinion is due to the lack of developed transport infrastructure; markets for finished products, including small enterprises for the storage and processing of agricultural products, such as vegetables and dairy products; storage facilities, such as purchasing centers, where you could sell home products; the high cost of raw materials and other related products needed for agricultural production.

Of the 33.0% of residents who were optimistic about the development of their own

business in the region, 27% were unable to name specific areas of activity. Among the remaining 6%, 8 and 2% industry and construction respectively; 16% named trade and catering; 6% called a pharmacy. Another 8% of respondents noted prospects in the field of leisure, recreation, sports and spiritual education of children and youth in the region. Another 5% spoke about the importance of the quality of actions carried out in any field of activity. Lack of prospects in rural areas was noted by 5% of respondents. The remaining third (31.4%) found it difficult to answer this question.

Problems of the development of arts and crafts in rural areas. The development of non-agricultural activities in rural areas is mainly associated with trade (28% are employed). Arts and crafts (A&C) and crafts, craftsmanship of goods made at a higher level, are non-agricultural species. Among respondents, about 25% think or are already engaged in some type of A&C. Sex is clearly visible here: men (about 5%) do not exclude the possibility of A&C development in the field of design, repair and construction of houses; women (slightly less than 20%) are mainly engaged in various types of needlework, food production. Experienced handicrafts, as a rule, are provided by artisans, their families, in rare cases, products are sold (usually jewelry, cut and sewing); 5% of women, despite craft skills, do not use them at all.

Currently, according to the survey, the rural population is not ready to actively use A&C as an alternative source of income in the family budget. Most respondents (62.4%) do not want to do this. The elderly can often not do this kind of work because of age characteristics (poor eyesight, muscle weakness, etc.). The middle-aged population does not always have the ability to produce A&C products due to lack of free time (main job, subsidiary farming, caring for children and / or elderly parents). Most of the young people surveyed do not seek to engage in any type of A&C.

One third of respondents (31%), often those who are not engaged in crafts, do not see any obstacles to A&C in the region. The second third (30.9%) is of the opposite opinion that there are problems both at the level of procurement of materials of the required quality for A&C (absence in local stores, poorly functioning postal service and Internet connections for orders outside the locality), and complexity sales of finished products (undeveloped infrastructure, poor purchasing power of the population due to the

relatively high cost of non-bulk products). All this also impedes the development of the A & C system, especially in remote settlements.

The development of A&C in order to generate additional income for the family budget should be based on the principles of high product quality and a creative approach to each product that needs to be studied and constantly improved when communicating with other masters, which is also fraught with difficulties due to weak relationships. Currently, the bulk of artisans creates mass products, albeit by manual labor. By developing this type of employment in rural areas, local authorities can use those already employed as an educational link for those who want to increase their family's budget through such activities.

Conclusions.

During the study, it was revealed:

1. In modern economic reality, non-standard forms of employment can become typical. In rural areas, the development of precarious work can contribute to employment growth and increase incomes.

2. According to a sociological survey of the rural population, non-standard forms of employment in the Pavlodar region are still not developed in modern conditions, and in stable conditions the situation will remain the same. State support programs (including financial) for employment in agriculture and outside agriculture (for hairdressers, tailoring, home design, arts and crafts, agricultural production and other areas) should be an integral part of rural development.

3. Currently, the rural population of Pavlodar region prefers employment in agricultural and non-agricultural enterprises, which corresponds to Kazakhstani standards. According to a survey, about 40% of the rural population refuse to develop their own business, which is associated with both a lack of financial resources and an unstable economic situation and interest rates on loans.

4. It should be noted that the hypothesis formulated at the beginning of the article that the rural population in the absence of official (standard) types of employment tends to non-standard types does not work in rural areas of Pavlodar region. Perhaps this is due to the passivity of the local population, perhaps due to numerous difficulties in organizing and developing their own business, or, possibly, to a lack of funds.

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