

RURAL TERRITORIES OF KAZAKHSTAN: REALITIES, PROBLEMS AND SOLUTIONS

ҚАЗАҚСТАННЫҢ АУЫЛДЫҚ АУМАҚТАРЫ: ШЫНДЫҚТАР, МӘСЕЛЕЛЕР
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СЕЛЬСКИЕ ТЕРРИТОРИИ КАЗАХСТАНА: РЕАЛИИ, ПРОБЛЕМЫ И ПУТИ ИХ РЕШЕНИЯ

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Abstract. The study deals with the formation of a model of sustainable and effective development of agriculture and rural areas as the main task of implementing the State agricultural policy. The relevance of the tasks set by the author lies in considering the living conditions in the countryside as an integrated approach to the country's economy in order to diversify the types of activities in rural areas, create new sources of income. The directions representing a new economic paradigm of rural development in Kazakhstan are justified. The ways of implementing a comprehensive policy are shown, which consists in the partnership of public structures, local governments, public organizations and private sector, so that in the future, rural areas will become the most important socio-economic and ecological subsystem of society. One of the key issues in the development of a model of modernization of the Kazakh countryside - the methodology for assessing the strategy and taken measures are highlighted. It is noted that monitoring of a wide variety of regional situations in rural settlements is of great scientific importance in creating a reliable and objective basis for developing substantiated measures to improve the quality of life of the rural population and determining priorities. The author states that the implementation of the "Auyl - El besigi" program contributes to the development of support and satellite villages, which have the potential to increase the level of life and well-being of rural residents, modernize the social infrastructure of the SNP JSC "Fund for Financial Support of Agriculture" allocated significant amounts to ensure employment of the rural population. The program condition in the funded projects should be startups, proposals for non-agricultural areas of expansion of activities in rural areas.

Аңдатпа: Зерттеу мемлекеттік аграрлық саясатты іске асырудың негізгі міндеті ретінде ауыл шаруашылығы мен ауылдық аумақтарды тұрақты және тиімді дамыту моделін қалыптастыруға арналған. Автор қойған міндеттердің өзектілігі - ауылдық жерлердегі қызмет түрлерін әртараптандыру, жаңа табыс көздерін құру мақсатында ел экономикасына интеграцияланған тәсіл ретінде ауылдағы өмір сүру жағдайларын қарастыруда. Қазақстанның ауылдық дамуының жаңа экономикалық парадигмасын білдіретін бағыттар негізделген. Перспективада ауылдық аумақтар қоғамның аса маңызды әлеуметтік-экономикалық және экологиялық кіші жүйесіне айналуы үшін мемлекеттік құрылымдардың, жергілікті өзін-өзі басқару органдарының, қоғамдық ұйымдар мен жеке сектордың әріптестігінен тұратын кешенді саясатты іске асыру жолдары көрсетілген. Қазақстандық ауылды жаңғырту моделін әзірлеудегі басты мәселелердің бірі – стратегияны бағалау және қабылданатын шаралар әдіснамасы айқындалды. Ауылдық елді мекендердегі өңірлік жағдайлардың алуан түрлілігін мониторингтеудің ауыл халқының өмір сүру сапасын жақсарту және басымдықтарды айқындау жөніндегі негізделген шараларды әзірлеу үшін сенімді және объективті база құруда маңызды ғылыми мәні бар екендігі атап өтілді. Автор "Ауыл – Ел бесігі" бағдарламасын іске асыру ауыл тұрғындарының өмір сүру деңгейі мен әл-ауқатын

spending of the population [6]. In market conditions, the price of goods and services is higher the greater the distance to their destination, i.e. the prices of goods and services in rural areas are usually higher than in cities. Kazakhstan has huge territories, each region and even district has its own specific features, which are manifested in the level of profitability, the difference in the types of products consumed and their quality, the share of products of a high degree of readiness, etc. the following group includes the individual conditions of an individual rural family: housing conditions, working hours, the size of a personal subsidiary farm, etc.

The difficulties of household's work in rural areas are associated with a low level of public services, the need to process the products of personal subsidiary farms on their own, and the low availability of cultural and household items for rural families.

Based on the above, social policy aimed at improving the quality of life of the population should include: an effective demographic vector; creating conditions for the development of human capital, reducing poverty and increasing employment; expanding opportunities for participation in all spheres of public life.

The positive aspects include the increased funding for social sectors, which allows the construction of a number of modern facilities and their overhaul, improvement of material and technical equipment and introduction of new technologies in the industry, creation of the effective regulatory framework for social reforms.

As part of the Strategy of Kazakhstan's entry into the top fifty most competitive countries in the world, agricultural sector of the country should solve the important task of increasing the competitiveness of human capital to achieve effective parameters of human capital in solving socio-demographic problems, which can be grouped as follows:

- the quality of human capital decreases due to the deterioration of public health, formalization of access to social services;
- there is a structural distortion of education and health care, which is expressed in the discrepancy between the real needs of society;
- in the regions, there are weak mechanisms for influencing the competitiveness of human capital, which significantly reduces the effectiveness of financing public expenditures;
- existing territorial disparities are becoming more pronounced in the form of special anomalies, the alignment of which requires significant funds to achieve the desired result;
- social needs of territories and opportunities to meet them require a special approach

to the use and application of indicators of socio-demographic development.

The main indicators of the State Program on Development of Regions for 2020-2025 include the increase in the level of urbanization. If in 2015 the level of urbanization was above 56%, in 2019 it is 58.2%. With the implementation of the program in the first 5 years, water supply has significantly improved not only in cities, but also in rural areas. The level of provision with centralized water supply in cities has reached 94.5%, and in rural areas - almost 60%. This work continues within the framework of the "Nurly Zher" program since 2020.

A separate priority within the framework of "AuyI-El besigi" is the development of reference and satellite villages that have the potential for development in order to improve the quality of life and improve the well-being of our citizens. This program is aimed at improving the quality of life of rural residents and modernizing the social infrastructure of rural localities.

Of the 6.5 thousand villages in the country, about 3.5 thousand have been identified, of which 1150 are support villages, the rest are satellite and border villages, which also have development potential. The project will work for 7 years, which will allow for the modernization of all social and engineering infrastructure in these localities until 2027. It is expected that by 2027, approximately 90% of the rural population will live in these rural localities, meaning that 7 million people will be provided with high-quality social and engineering infrastructure. About 900 billion tenge will be allocated over 7 years for the development of social and engineering infrastructure for the life of the population: reconstruction of the water supply network, power supply network, etc. activities of the population.

Over three years, 160 billion tenge has been allocated through the "Fund for financial support of agriculture" JSC for lending projects under the Enbek program. With this money, more than 53 thousand people are employed. A special condition of the Enbek program is that 20% of the number of funded projects should be start-UPS, 20% - non-agricultural projects in rural areas. The Fund finances projects on animal husbandry, crop production, storage and processing of agricultural products, and development of entrepreneurship in rural and urban areas.

Preferential micro loans are provided for a period of up to 6.5 years at a rate of 6% per annum, the effective interest rate is not more than 6.7% per annum, the average size of a micro loan is 4 million tenge. A grace period is provided for the payment of principal and re-

Thus, the deep differences in the demographic structure of the population in certain regions of the Republic require a differentiated approach when developing a regional strategy for socio-economic transformations aimed at improving the quality and standard of life of the rural population [8]. The transition to a qualitatively new employment structure should be preceded by the development of programs based on the socio-demographic characteristics of territories, the analysis of "bottlenecks" of employment, taking into account the need for effective use of raw materials and unique resources.

The creation of cooperative associations in the Republic is accompanied by significant difficulties related to the lack of proper state support, insufficient legal and regulatory framework, and imperfect organizational and economic mechanism of cooperation. In addition, in conditions of insufficient satisfaction of the needs of material and technical support of agricultural entities, there is an objective need to organize a wide network of servicing agricultural infrastructure through the service centers that are being created.

NCE "Atameken" has launched a pilot project in several regions to develop a cooperative chain in the village "from field to counter", three pilot regions have been identified – Almaty, Zhambyl and Turkestan, where regional project offices have been established. To finance this project, 3 billion tenge was allocated from the state reserve, i.e. 1 billion tenge for each region. These funds will be used for lending to retail chains and producers, who will then purchase agricultural products from small peasant (farmer) and personal subsidiary farms for further processing and sale to consumers at an affordable (fixed) price. In Almaty region, the pilot project will be implemented through lending to major food producers [9]. Six manufacturing enterprises have been tentatively identified, which will be granted loans in the amount of 1 billion tenge for the further supply of 11 types of food products to retail facilities, which will ensure solid sales of up to 25% of the volume of products produced.

In Zhambyl region LLP "ORC "Zhambyl" and three of the commercial facility have been preliminary identified, which have 43 units of branch networks and retail outlets ("Breakfast basket" has 27 retailers, 3 000 sqm warehouse space; network of large stores "Firkan" LLP has five retail chains, 1000 sq. m warehouse space; "Empire" has 11 social boutiques at the APC "Taraz"). Through these trading companies, it is planned to provide a loan for the purchase of 10 types of food products from domestic producers, which will

ensure a solid sale of up to 23% of the volume of products produced by domestic producers. In the Turkestan region, eight producers have been tentatively identified, which will supply about 10 types of food products to retail facilities. In turn, small peasant (farm) and personal subsidiary farms will be financed under the "Enbek" program through the Fund for financial support of agriculture, 4.5 billion tenge has been reserved for this purpose.

Almost 80% of all investments are made through the "KazAgro" group of companies – the main financing institution in agriculture in Kazakhstan, which includes three subsidiaries that finance all sectors-from micro-loans to large business financing and leasing of agricultural machinery.

The holding company, as a state institution, attracts investors both on international and domestic markets, and attracts state funds. Every year, the amount of funding for innovative projects is growing, and in 2018, almost 85 projects worth almost 240 million Euros were commissioned. For investors, it is possible to obtain financing from a Kazakh Bank and provide a guarantee of the national holding "KazAgro" as collateral. In 2019, the total volume of investment in the agricultural sector of the country amounted to 1.1 billion USD, which is 41% more than in the previous year. Forecasts for activity in the agro-industrial sector suggest that it will attract about \$ 10.3 billion over the next five years [Ik.8].

By the end of 2019, there are 49 farms that have implemented digital technologies (28 farms - in the direction of "precision" agriculture, 21-in dairy and meat farming). The economic effect of the introduction of digitalization elements amounted to 2.5 billion tenge (+30% to production; - 20% of production costs). An increase in production was obtained and production costs were reduced by up to 20%. A set of elements is formed to determine the level of farms, for example: in crop production, these are electronic field maps, navigation systems, and automatic management; in animal husbandry, there are milking machines with software, automatic systems for feeding water and feed, and systems for monitoring animal activity [Ik.9].

Telematics elements in crop production include attachments for sowing complexes, combines and other equipment. More than 5 million hectares of land, or 20% of the total acreage is tilled by 1.5 thousand units of modern agricultural machinery. An increase in production was obtained and production costs were reduced by up to 20%. Elements of digitalization are included in the existing mechanisms of public support. If the appropriate

equipment is available, the increased subsidy rate is foreseen.

In Akmol region the digitalization of agricultural production is being implemented and from 2019 in the region the submission of applications and payment of grants is organized in electronic form via the web portal Minagro.kz. Rural producers don't need to apply themselves, everything is digitized. In the region the work on creation of electronic maps of fields is carried out, focused on the development of precision farming. In the region, 1,393 land users digitized fields on an area of 3 006.1 thousand hectares, or 52.4% of the area subject to digitization. Three basic enterprises for the introduction of precision farming technologies were identified («AF Rodina» LLP Tselinogradsky district, «Belagash» LLP of Zhaksynsky district and «Zhuravlevka-1» LLP of Bulandinsky district) and three enterprises in animal husbandry that produce products using smart-farm technology («AF Rodina» LLP in Tselinogradsky district, «Yessilagro» LLP in Burabaysky district and «Enbek» LLP in Akkol district).

A number of projects will be implemented to introduce digital technologies in crop production, online monitoring and accounting systems for field work using digital technologies and GPS equipment.

The introduction of digital technologies will make it possible to quickly make optimal decisions on field work, save fuel and lubricants, increase the efficiency of fertilizers and herbicides, which will generally contribute to the sustainable growth of agricultural production in rural areas [10].

Conclusions

1. The level of welfare of the rural population is determined by the employment of rural residents, the degree of participation of the able-bodied population in socially useful work.

2. It is necessary to take measures to reduce the outflow and create permanent qualified personnel by increasing wages and developing a competitive environment in rural areas.

3. The development of entrepreneurship in rural areas makes it possible to find ways to support the population for effective employment. At the same time, small business as a lever in solving a complex of economic and social problems: in saturating the market with goods and services, providing employment to the rural population by creating jobs, creating a competitive environment.

4. Digitalization in the crop and livestock sectors will make it possible to make effective decisions on field work, to save fuel and lubricants, to increase the efficiency of fertilizers and herbicides, and will lead to a steady increase in agricultural production in rural areas.

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