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PROMOTION OF DIVERSIFICATION OF RURAL ECONOMY AS A STRATEGIC DIRECTION FOR RURAL DEVELOPMENT

Diversification of rural economy that is based on redeployment existing resources in new kinds of agricultural and not agricultural activity. It stimulates creation of opportunities for the best use of the human capital, to increase in profits of the enterprises and households, to increase in standard of living of agricultural population, acts as the animator of new workplaces. It identifies the basic components of strategy development and the mechanism of regulation of self-employment of agricultural population which will provide an appropriate level of the income as bases for creation of qualitative conditions of a life. Spheres of application of work, kinds of labor activity should base on existing territorial resource potential.

Diversification strategy is traditionally used as a tool to increase income of business entities (such as farms and households) that describes the need for income as the main factor of the process. However, in each case determinant of diversified activities is available capacity.

Parts of the strategy development and self- regulation mechanism are self territorial development strategy and coordination with regional management entities.

The first subsystem includes:

- identifying priority areas of different organizational and economic forms of self-employment in the branch and territorial aspects;
- developing programs to promote individual entrepreneurship at different levels of government;

- formation mechanism of multi-source financing;
- creating a favorable economic environment through the mediation of indirect stimulation of individual business.

The second subsystem governs the totality of economic relations arising directly between business entities and includes the following components:

- mechanism of prices of goods and services produced by individual entrepreneurs;
- mechanism of income distribution of self-employment;
- effective system of tax payments and tax benefits;
- mechanism of interaction of business owner with intermediaries;
- development of system of social protection of entrepreneur-individualists and the development of special insurance funds unrelated to the state budget;
- investment support mechanism for beginners entrepreneurs.

Areas of employment , types of work should be determined based on comprehensive consideration of economic, social , technological, environmental, demographic, ethnic conditions of the area. In these circumstances, the task of regional authorities is to find the types of work in every branch of production which correspond to the conditions and possibilities of self-employment .