**Abstract**

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**NEW APPROACHES AND FORMS OF STATE AND LOCAL SUPPORT FOR THE DEVELOPMENT OF SOCIAL INFRASTRUCTURE IN RURAL AREAS**

**Introduction.** Social infrastructure in rural areas plays a leading role in providing many basic needs of the population. However, its functioning has a number of features that should be considered when managing and regulating the development of its industries and businesses. The results of work in the sectors of social infrastructure are often intangible in the form of material goods, that is the object of the employment impact in this area is not a matter of nature or of production, and the man himself, his needs.

If the products of material production sectors satisfy the material needs of the population, social infrastructure, personal, spiritual and other social needs. The activity of enterprises, organizations and institutions of social infrastructure aimed at meeting a variety of vital human needs. In this regard, the principles of management of development of social infrastructure and non-material production are determined by the unity of socio-economic processes in these sectors of the economy.

**Purpose.** Justification of new approaches to management and regulation of development of social infrastructure of rural territories on the basis of the normative planning, the establishment of trust funds funding non-profit organizations, public-private partnerships

**Results.** The main economic-financial lever of regulation of social development of rural areas, the current legislation determines the budget financing at the expense of state and local budgets. In recent years, the total investment in the reproduction of the material base of social infrastructure is greatly diminished. Sectoral structure, composition and placement of objects are formed largely spontaneously. So, in the budget revenues to support the development of social objects is dominated by compensation of expenses of the enterprises for the construction of appropriate institutions.

Therefore, in modern conditions of development of social infrastructure in rural areas the main problem is the funding of its facilities, especially the second (communal) and third (state) groups (caused by the budget deficit). Therefore to retain its objects it is appropriate to establish on the basis of village councils additional funding on the basis of charitable contributions individuals and legal entities. It will allow to form in almost every rural settlement trust funds for social development as a non-profit charitable organization.

The financing mechanism of rural institutions of culture and education, it is expedient more actively to change in the direction of the transition from the former government-funded normative. The latter requires the allocation of funds to primary rural parts non-productive sector on long-term and targeted evidence-based standards, that is, in fact, the prices of services, which pays the state for its citizens. Government regulation will preserve a unified cultural and educational space, while performing a stabilizing and regulatory role. The state management of cultural and educational institutions in the village should be reduced to two main areas: regulation and subventions to territorial branch of cultural and educational programmes with clear target orientation.

**Conclusion.** In modern conditions an important priority of the administrative-territorial reform in the agricultural sector is to improve the functioning of social infrastructure, promotion of the implementation of social functions of rural local authorities and self-government of rural communities, special trust funds as non-profit organizations. Filling the budgets of rural councils to facilitate the adoption of new activities such as rural tourism, processing of agricultural raw materials, crafts, organic production, etc.

The development of public-private partnerships in rural areas, commercial loans to small big agribusiness, agricultural cooperation will also allow to use the advantages of large commodity production and to consider the interests of rural producers, contributing to the revival of the social status of the peasant as an independent owner, the real owner of the means of production and the manufactured products, will contribute to the development of agricultural market infrastructure and restoration of social infrastructure of rural territories.