

Plotnikova M.F.,
Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Innovative Entrepreneurship
and Investment Activities,
Zhytomyr National Agroecological University

PRINCIPLES AND MECHANISMS OF RURAL DEVELOPMENT

The article deals with essence of development. As the title implies the article describes the principles and mechanisms of rural development. The paper is concerned with methods of the rural territories development program. It is known that socio-economic methods and models of sustainable rural development have been based by system-innovation. It should be noted about prospects of growth qualitative and quantitative characteristics of rural areas, which expense by increasing the volume of organic production, providing principles of non-waste life, outlook method formation of the noospheric education and the investment attractiveness provision of the territories by increasing its natural and human potential in the context of powers decentralization. The article reveals the essence and function of public institutions form the basis of rural development. It also identifies mechanisms for achieving sustainability. The author illustrates the ways and mechanisms of steady development of rural territories in the conditions of globalization. The author illustrates the direction of society and prerequisites for individual effects. It also shows the mechanism of dissemination of information by the word – a key tool for creating vivid perception and

system management. The article defines the priorities of local government and the public in the process of decentralization of power in Ukraine. The author identifies features of the activity and direction of national policymaking rural revival with the participation of public organizations. It also provides the experience and tools of international regulation of social development, creating global networks. The author describes the mission, functions, goals and objectives of international organizations in the field of environmental development. The article illustrates the activities and experience of management and livelihoods in ecological settlements in Ukraine and worldwide. The author considers ecological settlement as a model for future society. The main component of their development is a sustainable approach to business and life activities. The article emphasizes the need for public participation in environmental settlements from the standpoint of land relations regulation private initiatives. It also notes the need for state and private partnership in addressing the issues of organic farming, waste-free life, education and upbringing. The author presents the experience of the Ukraine patrimony as one of the directions of rural territories development.