A value of the village social sphere in ensuring sustainable development was highlighted. The village socio-economic condition was analyzed, deteriorating living conditions factors were identified and ways to overcome them were suggested.

Key words: sustainable development, social sphere, village, infrastructure, agriculture.

The economy of Ukraine has not yet reached the 1990 level. In particular, agricultural production accounts for only 70% of the aforementioned level indicator. Even in this century, the output of agriculture (in total) has decreased. For example, in 2000 it was 14.4% and in 2010 - 8.2% (at basic prices). During this time the proportion of fixed assets has dramatically decreased - from 10.2% (in total), the number of employees - from 17.1 to 6.2 (in total). Along with it, an unemployment and social disorganization in the rural areas, deterioration of living conditions of an increasing number of people are growing. Economic problems are also compounded. Currently, the level of pollution in Ukraine is at 6.5 times higher than, for example, in the U.S., is at three times - than in Europe. For every citizen of our country accounts for 300 kg of waste, more than a third of Ukraine's
population breathes air, saturated with harmful substances. In general ecological situation in Ukraine, including rural areas is estimated as stressful and difficult [10, p. 48].

Revival of the economy in the rural areas in our country is largely dependent on the activity of social society, the successful implementation of social policy, the creation of the necessary habitat for agricultural workers, and for those who lives there. So it is not surprising that problems of social development at rural areas have became the object of many scientists’ investigations, among of which should be highlighted the works of M. Baranowski, K. Vaskivska, V. Velichko, M. Zalihanova, O. Kovalenko, N. Kanischeva, M. Carlin, A. Lisovskyi, I. Prokop, I. Rusynska, V. Slavova, O. Furdychko, M. Chumachenko, L. Shepotko and others.

However, the problem of social development in rural areas to create the conditions for sustainable development is not discussed enough in the published papers. Therefore the aim of our research is to study the need and ways to improve social development in the rural areas to ensure sustainable development.

There were used the materials that characterize the level of social infrastructure, social services and the provision of public services during the research.

The investigation of social development in rural areas of Ukraine were carried out by using a wide range of methods, including resource (by capacity), target (if required), extrapolar (by the achieved level), interiorpolar (by the future outcome) factor and statistical analysis, the standard.

The presentation form of research results is textual, tabular, graphical, logical and structural.

The XXI century is a time of high-tech, information transformation of society. The current state of civilization development is characterized by the growing role of information and knowledge, increasing share of information products and services, building a global information space, including rural areas.
Social policy in the rural areas is aimed at the development of adequate habitat, economic and social interests of the rural population, integrated rural development, conservation of rural settlement network, development of social infrastructure, modern information systems and computer science, housing areas and roads construction [1, p. 175]. As experience shows, all of this, promotes the formation of the rural environment, which includes both production and social sphere, which performs the following functions:

- distribution and exchange (trade enterprises, restaurant industry, institutions of credit and insurance systems);
- consumer services (housing and communal services, consumer services, passenger transport and communications);
- health care (medical institutions, spa services, fitness and sports, social welfare of the population);
- formation of civic consciousness and scientific outlook (network of cultural and educational institutions, art and religion);
- management and protection of public order (government, community organizations, whose activities are aimed at ensuring public order).

The effectiveness of agricultural production, the formation of habitat for rural residents depend on the implementation of the social sphere. This largely depends on the form of socio-humanitarian purposes objects ownership. Now they (objects) in rural areas include:

- communal ownership (ownership of local communities);
- state owned;
- private ownership of legal entities and individuals;
- collective property of social facilities in several towns, villages agricultural cooperatives, etc.;
- public ownership (ownership of public organizations, political parties, etc.).

A satisfaction of rural population by various social needs depends on the social development level of the countryside, which, unfortunately, continues to
decline [2, p. 55]. Thus, there is a narrowing of the employment scope, particularly in the manufacturing sector, which is the basis of income - a prerequisite for meeting the population needs, forming settlement network. In addition, a network of consumer services, primarily workshops of sewing and repairing shoes, clothes, television and radio studios, etc. has significantly decreased in rural areas over the past two decades. However, the low level of labor motivation, and reduced welfare is observed here. Because of narrowed range for employment opportunities and poor habitat quality there is intense migration of educated and competitive farmers, resulting in deterioration of security personnel of agroindustrial and other enterprises in rural areas.

Low-calorie and low-protein foods predominate in the diet of rural residents. All this could adversely affect the population health and the country demographic situation. In 2011 the number of population there was 14.3 million people compared with 16.8 million - in 1991, along with that, it should be noted that the fertility rate in rural areas is higher than in urban areas (respectively 11.9 and 10.4). However, the mortality rate for children under 1 year in rural areas is much higher than in urban areas.

Rural environment that affects the demographic situation in the country, also includes social services and social infrastructure, which in recent decades has undergone significant destructive processes. There is a closure or liquidation of social infrastructure objects. Part of clubs, kindergartens, schools, libraries, health posts, hospitals and clinics that require major repairs or are in disrepair, so the number of schools since independence has decreased by 2215 units [3, p. 81]. The network of preschools also decreased, as a result the coverage index of appropriate age children has decreased. If in 1990 it was 43%, in 2010 - 34%. The deterioration of rural areas improvement is noted. Only during 2000-2010 the number of settlements with water supply has decreased by 356 units.

It is clear that it is extremely difficult to maintain a social infrastructure today. After all state-owned enterprises account for only 0.6% of the total now. The basis of the existing enterprises (for organizational and legal management
form) are farmers (73.8%), financial and economic condition most of which doesn’t allow them to keep socio-humanitarian sphere objects. Consequently, the supply of peasants by objects of socio-humanitarian purpose remains rather low.

Along with that, it should be emphasized that the commissioning of housing in rural areas has increased sharply in 2010 (3035 thousand m2 of total area, while the previous year this figure was almost three times lower). Only in 1990 this figure was significantly higher (3,423 thousand m2). Such an increase is observed in all regions (Fig. 1).

![Fig. 1. Dynamics of commissioning of the total area, m2 per 10 thousand population](image1)

By the way, as it is seen from the Figure 1, this figure of 2010 is higher than in urban areas. However, the rural figure is slightly lower than the city by the number of apartments built for 10 thousand people. 2010 was better compared to the previous year and for commissioning secondary schools (Fig. 2). However, this figure is much lower compared with that in 1990.

![Fig. 2. Commissioning of comprehensive educational institutions, thousands of pupils](image2)
A similar trend is typical for health care institutions. Thus, in 2010 the outpatient clinics were commissioned by 53% over the previous year in rural areas, and 12.2 times less than in 1990 (Fig. 3).

![Fig 3. Commissioning of outpatient clinics, visits per day](image)

Network of retail and restaurant industry has sharply declined in rural areas in recent years (Table 1).

<table>
<thead>
<tr>
<th>Table 1</th>
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<tbody>
<tr>
<td>Dynamics of the rural retail trade and restaurants network, thousand units</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Retail trade</td>
</tr>
<tr>
<td>Stores</td>
</tr>
<tr>
<td>Half-stationary objects of trade (kiosks, petrol stations)</td>
</tr>
<tr>
<td>In total</td>
</tr>
<tr>
<td>Restaurant facilities</td>
</tr>
<tr>
<td>Source: [9, p. 292].</td>
</tr>
</tbody>
</table>

When in 1995 there were 48.2 thousand units, in 2010 - 13.4 thousand, that is 3.6 times less. A rural life service is almost completely destroyed. Its infrastructure is absent in 98-99% of rural settlements. This causes deterioration of the population living comfort. In general, most rural settlements have poor and inadequate social infrastructure network. District hospital is only 25% of villages and outpatient - 12% and 40% - do not even have health posts, clubs and houses of
culture, every second inhabited locality doesn’t have any general secondary institutions.

The social living conditions of the rural population are largely dependent on the development and construction level of roads in rural areas. Existing roads are not repaired and fail. Offroading condition does not allow access to health and other social institutions [6, p. 217].

Rural areas differ from urban not only with quantitative but also qualitative paradigms. It's not a secret that graduates of rural schools have significantly lower knowledge quality than graduates of urban settlements. And this is the result of much poorer resource base. At present, rural schools have poor physical infrastructure of the educational process. Number of specialized classrooms for lessons in physics, chemistry, biology, foreign language, computer science and technology is much lower in rural schools than in urban [4, p. 44]. There is a lack of textbooks, library fund in rural schools. A large proportion of rural students and teachers live outside the walking distance to schools. Only 34% of rural children are covered by preschools. In general education infrastructure in the rural area provides a comfortable time for lectures.

It is clear that currently rural area has no funds for the social infrastructure reproduction. One of the conditions for successful development of national infrastructure in the future is the construction group and associated local water pipes, gas mains and pipelines, public roads, etc. After all, not only the birth rate is decreasing, migratory processes are exacerbating, the socio-economic situation is deteriorating, but also conflicts, social contradictions are activating, social stratification occurs, unfavorable moral and psychological climate is forming in an environment where there is no corresponding social infrastructure. Every year in Ukraine disappears about 26 rural settlements and about 115 rural districts are already referred to the demographic crisis area. Latest increases due to lower income of rural residents are a necessary condition to meet the population needs.
If households with cash income per capita up to UAH 300 per month was
0.2% in urban areas, in rural areas - 1.4%, and vice versa - with incomes over
UAH 1920, these figures were respectively 16.7 and 5.5%.

A concept of "State program for sustainable rural development for the period
till 2020" should contribute primarily to overcoming these negative processes in
rural areas. It notes that the optimal variant for rural areas development is the
creation of legal, financial and organizational conditions for the implementation of
multi agriculture, formation of a competitive agricultural sector, diversification of
production and rural employment, favorable landscapes, high-quality environment
in which people live in rural areas and the development of partnership between the
state, business and local communities.

Within this problem needs to improve housing and communal services for
rural residents. Despite the higher index of peasants by housing, communal living
conditions of the population in rural areas is much worse than in urban areas. Until
now improvement of housing in rural areas is poor and performance equipment for
communal benefits grows very slowly. Of particular note is the problem of the
quality of medical services provided to rural residents, which, statistics show,
caters mostly nurses. First of all the nature of the settlement and allocation health
care institutions affects it. After all according to the practice, 5 km away location
of medical school reduces the frequency of patients address by 40% and more than
10 km – in three times. Currently, most localities are remote from medical school
at the distance of 10 kilometers and more.

Given the demographic situation in the country (this dramatically increases
the proportion of single elderly), in rural areas it is extremely important to improve
medical services, including mobile units, by expanding the branch network (based
outpatient clinics, health posts), medical and social assistance. Calculations show
that no less than 3 thousand medical facilities should be build in rural areas.

Measures to further improve the educational level of the population,
improvement of rural areas should be focused on improving the health of farmers
and it needs to engage in the social development of the village not only state funds, but also patrons, businesses and various foundations.

Current conditions affect, on the one hand, real terms of the rural residents health, and the other - to "improve" the official statistics (currently incidence determined by application of population to doctors. Turns out that when there are no appeals, the disease is absent. In fact much of the rural population do not have much contact).

Status of this culture in rural areas which makes it impossible to carry out cultural and educational activities at a level to meet the rural population needs. There is an obsolete equipment, virtually collapsed catering system, imperfect and territorial availability of services in cultural objects today.

Difficult living conditions, low wages lead to understaffing of many social institutions and cultural significance.

Modern international rating of sustainable social development assessed by three indices: human development, quality of life and education community. Each depends on the educational level of the rural population. And it is not enough for rural areas to actively implement the latest technology, including in the agricultural sector (Table 2). The value of education increases both in the manufacturing sector and in services.

Table 2

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010 total</th>
<th>% to 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of staff (along with hunting employed) thousand people</td>
<td>931,2</td>
<td>801,6</td>
<td>692,8</td>
<td>603,5</td>
<td>573,4</td>
<td>526,4</td>
<td>56,2</td>
</tr>
<tr>
<td>Among of them have complete and basic higher education, thousand people</td>
<td>131,7</td>
<td>114,0</td>
<td>102,8</td>
<td>90,9</td>
<td>84,7</td>
<td>78,3</td>
<td>59,4</td>
</tr>
<tr>
<td>In% to the number of employees</td>
<td>14,1</td>
<td>14,2</td>
<td>14,8</td>
<td>15,1</td>
<td>14,8</td>
<td>14,9</td>
<td>—</td>
</tr>
<tr>
<td>Complete higher education, thousand people</td>
<td>70,6</td>
<td>67,4</td>
<td>65,4</td>
<td>61,9</td>
<td>61,4</td>
<td>61,1</td>
<td>87,0</td>
</tr>
<tr>
<td>% by number at</td>
<td>7,6</td>
<td>8,4</td>
<td>9,4</td>
<td>10,3</td>
<td>10,7</td>
<td>11,6</td>
<td>—</td>
</tr>
</tbody>
</table>

Source: [5, p. 64].
Among the agrarian during 2005-2010, the number of people with completed higher education has decreased significantly and is much lower than among urban residents (Table 2). One reason for this is the existing living environment that is not conducive to raising the educational, professional and qualification of the villagers.

Therefore, modernization of the educational sector, which made it impossible to raise to a qualitatively new stage of disclosure fundamental human nature, its development and expansion of physical and mental abilities and needs is extremely important for today. After all increasing the educational level of the population contributes to the spiritual provision, and improve the ability to work, creating favorable conditions for employment.

This is what the modernization of the entire rural social sphere must be targeted on. It is clear that the latest development in rural areas depends primarily on the state of the industrial sector and investment climate. Therefore, among the priorities for the further development of the village is not just creating new jobs, and places that appeal primarily to young people. Among the latest it may be a rural green, eco-and agrotourism, the development of which contributes to the creation of new jobs, maintaining ecological balance, restoration of natural and social resources. After all for these types of tourism in rural areas should be build houses, micro hotels, and it means - to intensify construction industry, retail trade and service life. Spheres of life of the rural population includes, in addition to the workplace, providing people with facilities of social infrastructure and social services with a focus on rapid achievement standards and service standards. Recently, low financial status, uncertainty about the future have created unfavorable conditions for the introduction of the market environment in the social development of the village. A service consumption increases due to rising cost to them. The priority of social development in Ukraine in general has become overcome disparities at service residents and village. This should help to increase the effective demand for socio-humanitarian services, which necessitates the
expansion in rural manufacturing segment of the economy, whose development is the basis of income - a prerequisite for:

- meet the needs of the population, including in services;
- improving educational qualification;
- formation of the middle class;
- harmonize all aspects of sustainable rural development.

Suggested above proposals, we believe, will lead to sustainable development of rural economy.

**CONCLUSIONS**

Thus, to enhance the social role of the rural areas in sustainable development, it is necessary:

- an accelerating the revival kindergartens chains to enhance its accessibility for children from those localities where there are no appropriate facilities. It can be educational systems that combine pre-school and secondary school;
- successful solution of the informatization and computerization problem in rural schools, that enables actively introduce into the educational process new forms of training and education of rural children with specific settlement and changes in the age structure of the population of the village;
- provision of primary health care to rural residents through active rural development of general practice objects - family medicine;
- diversification of services that provide rural libraries, clubs, by bringing to it the relevant information resources, Internet and mobile forms of service villagers;
- the revival of enterprises in repair, maintenance and operation of rural housing, and other social and cultural significance in the rural areas;
- providing the implementation of the "own house", the construction of housing for public sector employees and others.

Implementation of these areas will contribute to the revival of the provision of services and opportunities for all villagers to participate in shaping the social
environment in rural areas. After all social and industrial infrastructure are closely related among themselves.

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