

литику по обеспечению эффективной деятельности агропромышленного комплекса страны. Вместе с тем, настораживает ежегодный рост числа студентов, отнесенных по состоянию здоровья к группам специальной медицинской направленности, что указывает на недостаточно эффективную работу по физическому воспитанию в общеобразовательных школах, организации работы по месту жительства населения, в учреждениях профессионально-технического и средне-специального образования республики.

Учитывая изложенное, положительная роль и практическая реализация задач в сфере физического воспитания учащейся молодежи очевидна.

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**STATE AND PROBLEMS OF THE PERSONAL POTENTIAL FOR-  
MATION OF AGRICULTURAL SECTOR IN THE REPUBLIC OF KAZAKHSTAN**

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Nowadays, in connection with the difficult situation in the economy and changes in the international situation, new approaches are being considered that can ensure high-quality growth in the sectors of agricultural production, including the dairy industry. Dairy farming is one of the most important subsystems of the agro-industrial complex of the Republic of Kazakhstan.

One of the determining factors for the further development of the agricultural sector is the personnel potential. The problem of the formation of human resources is of particular importance due to the shortage of qualified personnel in agriculture in general. To a large extent, this is promoted by a low level of wages, a shortage of financial resources allocated for the development of agriculture, and trends of a destructive nature in the system of structural and investment development.

The personnel potential of the industry is a socio-economic category, the analysis of which must be carried out taking into account the scientific, technical, innovative, labour, production potentials of the region (or country). The concept of "labour potential" is closely connected with the concept of "personnel potential"; these categories determine the role of a person in social production, compare his professional and personal capabilities with the goals and predicted results of production. Labour potential affects all the various abilities of a person that he can use in the process of labour activity, both through the basic functions and through participation in the public life of the organization. The personnel potential characterizes, first, the professional capabilities of the personnel available in the organization, industry and region. The concepts of "labour potential" and "personnel potential" are closely interrelated and complement each other, but are not identical. In a narrow sense, human resources are an integral part of labour potential. The staff is an integral resource and factor of production. The quality of personnel expressed through qualifications, education, skills, competencies, health conditions, depends on labour efficiency and, ultimately, production efficiency. Close to the category of "human resources" is the category of "human capital", which is currently being actively developed and used to qualitatively characterize the personal factor of production. [1].

Modern aspects of the formation of human resources are revealed in the works of foreign researchers: M. Albert, M. Meskon, G. Sayman, G. Ford, F. Hedouri and others. Among Russian researchers, their work was dedicated to solving the problems of forming personnel potential: V. Bogdanovsky, R.L. Krichevsky, S.F. Makarov, A.M. Yugai and others.

The results of the activities of many modern enterprises and their experience with the principles and methods of working with personnel show that the formation of production teams capable of highly productive work and the provision of a high level of professionalism and qualification of workers are decisive factors in the efficiency of agricultural production and the competitiveness of agricultural products.

According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan [2], the number of people employed in the agricultural industry in 2018 was 1228.2 thousand people, which amounted to 14.1% of the total number of people employed in the economy

## Секция 6: Актуальные проблемы формирования кадрового потенциала для АПК

of the republic. Compared to 2010, the value of this indicator decreased by half. The annual decrease in the number of workers employed in the agricultural sector is approximately 1.5%. (Table 1).

Table 1 - The number of the rural population of the Republic of Kazakhstan

#	Indicators	2010	2014	2015	2016	2017	2018	In relation to 2010 (percentage)
1	The population of the Republic of Kazakhstan, people	16203274	17415715	17669896	17918214	18157337	18395567	113.5
2	The rural population, people	7383654	7578690	7634319	7668112	7733768	7697357	104.2
3	Share of rural population,%	45.6	43.5	43.2	42.8	42.6	41.8	91.8
4	Employed in the economy, total	8114.165	8510.074	8433.313	8553.376	8585.146	8694.989	107.1
5	Including in agriculture sector	2294.932	1605.128	1362.943	1385.53	1318.971	1228.2	53.5
6	The share of employed in agricultural,%	28.3	18.9	16.2	16.2	15.4	14.1	49.9
Employed youth in the Republic of Kazakhstan (aged 15-28 years) by type of economic activity for 2010, 2014-2018, thousand people								
7	Employed in the economy, total	2180.403	2341.1	2275.294	2182.72	2057.3	2007.861	92.1
8	Including in agriculture sector	718.567	443.887	361.659	343.758	315.726	270.479	37.6
9	Share of employed in agricultural,%	33.0	19.0	15.9	15.7	15.3	13.5	40.9
10	Unemployment rate, %	5.8	5	5,1	5	4.9	4.9	84.5
11	Level of youth unemployment (15-28 years),%	6.6	4.2	4,4	4.1	3.9	3.8	57.6
Note: Compiled by the author based on data [2].								

A decrease in the standard of living of the rural population in most regions and regions of the republic contributes to an increase in the migration of young specialists from villages to cities. Even wages are not always sufficient to reproduce the physical and mental efforts expended, as well as to reimburse the costs of one's own time.

Solving the problem of rural provision with qualified labour resources by identifying factors that have an intense effect on reducing people's motivation to live and work in the village, as well as finding ways to form a qualified personnel reserve, is of most interest to research. To avoid miscalculations in the solution of many socio-economic problems, modern managers of agricultural and agro-industrial enterprises need to seriously think about creating, maintaining and improving human resources. Even though over the past decade the number of educated residents has increased, the problems of staffing the agricultural sector remain and require their solution.

To solve the problem of the countryside staffing, the following measures are necessary:

- conducting the study and application of the positive experience gained in the regions in targeted integrated regional programs;
- strengthening the state personnel policy at all levels, especially in matters of support for employers and entrepreneurship in rural areas;

- improvement of approaches to the training of specialists, including the inclusion of business in solving employment problems.

In this way, the combination of efforts of the republican and local levels of government, in our opinion, will provide legal and financial support for maintaining and increasing the personnel reserve of the agricultural sector, taking into account the development of scientific and technological progress, innovative and integration mechanisms of the management system.

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### **CURRENT SITUATION AND PROBLEMS OF INNOVATIVE DE-VELOPMENT OF AGRARIAN EDUCATION IN UKRAINE**

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Recently, the education sector has faced many problems inherent in almost all areas of economic activity in the path of economic reform. First, the legal framework that defines education policy is imperfect. Secondly, there is a loss in this area of the regulatory role of the state, leaving educational institutions facing the problem of self-sufficiency. These problems lead to structural changes in the system of training and retraining of personnel, exacerbation of the phenomenon of mismatch of existing opportunities to the real needs of the labor market. In Ukraine it is urgent to develop new approaches to the organization of training and retraining system for the agricultural sector of the economy, to define and specify the role of the state in the educational activity, to regulate the issues of financing educational institutions and to work out the principles of functioning of the State Employment Service for retraining and upgrading the skills of the unemployed agricultural sector of the economy.

From an economic point of view, education is a social activity that is extremely conducive to attracting economic and social investment, since it benefits not only citizens who are studying or upgraded, but also the businesses in which they work and society as a whole. The competitive advantages of enterprises are obtained from investments in educational activities, which is extremely necessary for our country, because it is included in the international competitive environment.

All knowledge acquired in the course of training can be divided into general and specific knowledge. The former form the basis of human intelligence, awareness of the outside world and are the basis for professional knowledge. Specific or professional knowledge shapes a person as a specialist in the relevant field of economic activity. Given the tendency of rapid technological and technical changes, the disappearance of certain areas of activity and the emergence of new ones that are more in line with market demands, highly specialized training of specialists loses its role due to the rapid aging of knowledge and necessary information. Therefore, in our opinion, fundamental training is relevant, that is, education that provides students with comprehensive knowledge of the world and professional specialization [1, p. 92].

Considering the situation in the field of training, it should be noted that there is no tendency to decrease the scope of training in higher education, despite the current demographic crisis in Ukraine. Thus, for the period 2000-2017 the growth rate of the number of higher education institutions of III-IV levels of accreditation was 6.0%; and the average annual growth rate of students in the same period was 30.1% [2, p. 92]. Expanding the volume of training in higher education institutions is quite a natural process, caused by the revision of social values as a result of the worldwide increase in the intellectualization of society, the increase of the population's desire for higher educa-