

Sergii PRYLIPKO

**INNOVATIVE DEVELOPMENT OF SERVICING COOPERATION
OF RURAL AREAS: PUBLIC-ADMINISTRATIVE ASPECT**

In accordance with the provisions of the Single Integrated Strategy for the Development of Agriculture and Rural Areas of Ukraine in 2015 – 2020, the transition to the innovative way of development was taken as the basis of the state policy. Under the conditions of decentralization and modern management processes, the study of theoretical and methodological aspects regarding the specifics of public management of the development of service cooperatives of rural areas on the innovative basis is an actual problem of the present. Co-operation is one of the traditional forms of business activity in agricultural sector. As a system of socio-economic relations, it substantially affects the development of governance and economics of the country. Public administrative policy of the innovative development could be implemented with the help of servicing cooperation in rural areas.

The purpose of the article is to study practical aspects of public administration of the innovative development in the servicing cooperation in villages. The tasks are to determine priority measures of the public administration policy.

One of the main national priorities should be the development of a cooperation institution which is the most serious leverage for the development of rural areas. An important methodological point in studying servicing cooperation is the transition to a new cooperative sector management system based on the interaction of the state, local governments and service cooperatives in order to introduce innovations.

Public administration of service cooperatives should be adapted to the best international legal practices on the innovative development. The system of taxation and crediting of subjects of cooperative relations introducing innovations should facilitate attraction of investment resources for the construction and modernization of the material and technical base of cooperatives and their associations (procurement centers, grain, fruit and vegetable stores, meat and milk processing shops, warehouses, wholesale trade networks and facilities for production social infrastructure) in rural areas. Within the Ministry of Agrarian Policy and/ or local authorities, it is necessary to create Agencies which should be empowered to train members and workers of cooperatives to coordinate

work with non-governmental organizations and provide organizational and administrative support (including feasibility studies) for the creation of cooperatives. Targeted innovative state support of servicing cooperation must be carried out during the first five years since the establishment of such entities on the basis of appropriate programs. The priorities are adaptation of capacities to ensure integrated rural development, creation of additional workplaces, expansion of the sphere of social services of the population, attraction of investments, including grants of international projects of technical assistance for introduction of innovative developments in objects of industrial and social infrastructure. The result of implementing public administration policy of the innovative development of servicing cooperation of rural areas should be: increase in the share of service cooperatives and their associations, improvement of financial and economic indicators of their activities, ensuring diversification of service provision to inhabitants of the territorial community, stimulating the integrated development of rural areas, improving the quality of life and raising the level of employment and income of peasants.

The innovative development of cooperative relation subjects involves obtaining state, regional and local support for the introduction of innovations through the development of targeted programs for activity diversification, integration of cooperative associations and improvement of skills, abilities and awareness of inhabitants of the territorial communities. Public and private partnership should act as the main mechanism for implementing principles of the public administration policy for the innovative development of rural servicing cooperation.