

JEL Classification E22

FORMATION OF THE INVESTMENT PROGRAM OF THE REGIONAL DEVELOPMENT OF THE AGRARIAN SECTOR

TANKLEVS'KA Nataliya

Doctor of Economic Sciences, Professor

State Pedagogical University "Kherson State Agrarian University"

e-mail: ntanklevska@gmail.com

OLIYNYK Viktor

PhD student of the Department of Economics and Finance

State Pedagogical University "Kherson State Agrarian University"

Abstract. *The significance and role of the region's investment policy and investment programs are analyzed in the article. The methodology of developing an investment program for the development of the agricultural sector of the region was explored. The system of elements of the regional investment program in the agrarian sector of the economy is proposed.*

Keywords: *regional investment program, agrarian sphere, investment attractiveness.*

Economic growth in Ukraine is due to the use of the potential of the economy of the country and its individual regions. Management practices, development and implementation of national programs and measures to stabilize the economic situation indicate that excessive centralization of management, elimination of real influence on the resolution of these issues of the regions, underestimation of their interests and economic opportunities - a brake on the way to market economic reform, effective harnessing Ukraine's economic potential. At the same time, the need to strengthen the role of territorial governance, increase the influence of local authorities on the socio-economic situation requires a sound and balanced regional economic policy, setting goals and priorities for the development of the region. Regional economic policy should

organically combine national and local interests, and ultimately aim at full-blown, progressive development of the region.

Effective reform of the economy of Ukraine and its regions is impossible without large-scale investments, which are the most important factor of economic growth and recovery, which provides an opportunity for modernization of existing production facilities, creation and introduction of the latest technology and technologies, modern systems of organization and management of economic processes, quality restoration of market infrastructure. Ukraine's entry into the world economy requires raising the overall level of economic and scientific and technological development. The optimum use of investments, both internal

and external, should play a leading role in this process.

The state of affairs in the economy of the agricultural sector can be judged by the nature of the processes that take place in the investment sphere. It is a certain indicator that indicates the overall situation within the country. Investments are cash-laden civil rights assets (allocated) for engaging in any activity that is not unlawful in order to obtain a positive social impact.

The main directions of the investment policy of the region, methods of activation of the investment process, anti-crisis measures in this field, it is expedient to present in a concentrated form in a separate general document - regional long-term investment programs. In recent years, such programs have been developed in almost all regions of Ukraine. However, the methodology and methodology for their development are poorly understood and remain poor. Regional investment programs are developed with the purpose of intensifying investment activity, concentrating efforts and identifying sources, forms, subjects and directions of investment of the most important problems of socio-economic development of the agro-industrial complex. Therefore, scientifically grounded regional investment programs are an instrument of strengthening the role of regions in managing the economy and realizing priority directions of development of the agricultural sector of the economy.

The strategic goal of implementation of the regional investment program for the development of the agricultural sector is to improve the standard of living and social protection of the population on the basis of intensification of investment ac-

tivity and rational use of the natural, industrial, economic and scientific potential of the industry.

Regional investment programs for the development of agrarian sector should meet the following main objectives:

- intensive development of agroindustrial production on an innovative basis, which is a prerequisite for increasing the competitiveness of agricultural products and increasing revenues to the region of external investment resources;

- expanding the scope and scope of entrepreneurship in the agricultural sector, which should increase the employment of the population, its purchasing power and increase the flow of funds to the budget, including the local;

- creation of new jobs in order to increase production capacity and solve the problem of employment of the population;

- formation of developed production, market and investment infrastructure, which stimulates activity in the agricultural sector of the economy, etc.

The development of the agrarian sector of the economy of most regions should be supported by state support. Based on this, the program envisages measures implemented within the relevant national investment and other programs in the region. At the same time, special attention is paid to regional special investment programs and specific investment projects carried out at the expense of non-state sources, and mixed-financing projects.

In order to select investment projects for inclusion in the regional program, it is necessary to broadly inform producers and investors, as well as local authorities

and agrarian sector management about the strategy, goals and objectives of the program, its principles, priority sectors of the agricultural sector and directions of investment, levers of economic support and organizational, administrative and economic measures for the implementation of the regional investment program.

The investment policy of the regions should better take into account their investment attractiveness and help to increase it. Investment attractiveness is an integral characteristic of individual regions of the country from the point of view of the investment climate, the level of development of productive forces, the investment infrastructure, the possibility of attracting investment resources and other factors that significantly influence the formation of return on investment and reduction of investment risks. Thus, the assessment and forecasting of investment attractiveness and comprehensive measures to increase it - an integral

part of the regional investment program for the development of the agricultural sector.

Therefore, developing an effective, real, effective, effective investment program for the development of the agro-industrial complex of the region is quite difficult. Therefore, it is advisable to involve not only research institutions, but also consulting and project organizations, which have the necessary specialists with experience in investment design, in addition to the relevant administrative structural units. The effort and cost required to develop an investment program, which is essentially the basis for ensuring the socio-economic development of the agro-industrial complex of the region, is fully offset by the results that can be obtained from such a program, which will generally contribute to improving the use of investment resources at the regional level and national levels in Ukraine.

References

1. Tanklevs'ka, N. (2007). Investytsiyna prohrama rozvytku APK rehionu [Investment program for the development of the agricultural sector of the region]. *Visnyk ahrarnoyi nauky Prychornomor'ya*. Vyp.1 (39). pp. 102-108 [in Ukrainian].
2. Lytovchenko, M. (2011). Udoskonalennya derzhavnoho rehulyuvannya investytsiynoyi diyal'nosti sub'yektiv hospodaryuvannya z urakhuvannyam aktyvizatsiyi protsesiv zlyttya i pohlynannya pidpryyemstv v Ukrayini [Improvement of state regulation of investment activity of economic entities, taking into account the activation of mergers and acquisitions of enterprises in Ukraine]. *Investytsiyi: praktyka ta dosvid*, 24, 24-27 [in Ukrainian].
3. Kononenko, O. Regional structural and investment policy of Ukraine. Retrieved from: <http://ekhsuir.kspu.edu/bitstream/123456789/5299/1/%D0%9E.%20%D0%A>

- E.%20%D0%9A%D0%BE%D0%BD%D0%BE%D0%BD%D0%B5%D0%BD%D0%BA%D0%BE.pdf [in Ukrainian].
4. Tanklevs'ka, N., Karnaushenko, A. (2015). *Rozvytok finansuvannya innovatsiynoyi diyal'nosti sil's'kohospodars'kykh pidpryyemstv [Development of financing of innovative activity of agricultural enterprises]*. Kherson: Aylant [in Ukrainian].
 5. Hryn'ova, V., Koyuda, V., Lepeyko, M., Koyuda, O. (2002). *Problemy rozvytku investytsiynoyi diyal'nosti [Problems of development of investment activity]* /Ed. Hryn'ovoyi V. KH.: Vyd KHDEU [in Ukrainian].
 6. Tanklevs'ka, N. (2008). Metodychni aspekty vyznachennya investytsiynoyi pryvablyvosti APK rehionu [Methodical Aspects of Determining the Investment Attractiveness of AIC in the Region]. *Naukovyy visnyk NAU*, 120, 182-186 [in Ukrainian].
 7. Danilov, O., Ivashyna, H., Chumachenko, O. (2001). *Investuvannya [Investing]: Navch. pos. K.: VD «Komp"yuterpres»* [in Ukrainian].
 8. Revutska, N. (2014). Suchasni instrumenty zaluchennya inozemnoho kapitalu [Modern tools of foreign capital]. *Tsinni papery Ukrayiny*. vol. 9. pp. 54-58. [in Ukrainian].
 9. Komarova, A. (2013). Rehulyuvannya investytsiynoho rozvytku Ukrayiny ta mizhnarodnyy dosvid [Regulation of investment development of Ukraine and international experience]. *Pravosuddya — harant u sferi ekonomichno-pravovykh vidnosyn*. T. № 21 (1). pp. 147-151. [in Ukrainian].
 10. Mel'nychenko, O. (2012). Investytsiynyy klimat: sutnist' ta napryamky yoho pokrashchennya v Ukrayini [Investment climate: essence and directions of its improvement in Ukraine]. *Visnyk Skhidnoukrayins'koho natsional'noho universytetu imeni Volodymyra Dalya*. 14(185). CH. 1. pp. 292-295. [in Ukrainian].
 11. Drobot, V., Zub, H., Kononenko, M. (2003). *Ekonomichnyy dovidnyk ahrarnyka [Farmers' Economic Directory.]* / Ed. YU. Luzana, P.Sabluka. K.: "Presa Ukrayiny" [in Ukrainian].
 12. Nebava, M., Tkachuk, L. Upravlinnya rehional'nym rozvytkom [Management of Regional Development]. *Elektronnyy navchal'nyy posibnyk*. Retrieved from: https://web.posibnyky.vntu.edu.ua/fmib/25nebava_upravlinnya_regionalnym_rozvytkom/4.html [in Ukrainian].