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POTENTIAL OF RURAL DEVELOPMENT FROM THE PERSPECTIVE OF EUROPEAN INTEGRATION OF UKRAINE

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The potential for the development of rural areas is the available and accessible resources, the use of which can lead to an increase in quantitative and qualitative indicators that will reflect the socio-economic growth in these areas.

The foreign economic vector plays an important role in the development of the country and the realization of its potential, peculiarities of foreign policy, international trade partners and active interaction with them. The modern global economic space promotes integration between countries in both economic and political terms, strengthening trade ties, cooperation and cooperation between countries. Those countries that stay away from these processes cannot remain competitive in the long term, especially in the case of unformed domestic economic potential or its inefficient use. Economic integration with such an association of countries as the European Union has much more positive potential than negative.

Fear of European integration is unfounded in relation to domestic rural areas. The existing potential is able to ensure their development, intensify the formation of new, including non-agricultural, types of economic activity; increase in agricultural production and improve both its quality and production processes. The main problem that slows down these processes at present is the quality of state, regional and local governance.

In the context of European integration, approaches to governance, the way of their actual implementation, public control over these processes must be reformed in accordance with European standards of transparency, responsibility, efficiency, maximization of social effect. This will make it possible to use the available opportunities to the fullest, to reform the rural economy and improve the social conditions of the rural population, and not just to declare assistance to these processes.

Ukraine has significant development potential and this applies to rural areas. At the same time, the presence of significant problems in many spheres of life does not allow its full and even sufficiently high use. As a result, there is not only a reduction in the production of certain types of products, lack of development of many activities,

but also a gradual decline in the available potential, both resource (depletion, erosion, afforestation of agricultural land, uncontrolled deforestation, pollution of water basins), labor (reduction of the share of working-age population, reduction of life expectancy, intensification of international migration) and scientific and innovative (aging of existing developments and reduction of the number of new technologies introduced).

In practice, many mistakes have been made that lead to its reduction and reduction of potential opportunities. All the blame for this can be safely placed on public administration, because the lost opportunities that could have led to the improvement of rural areas, the establishment of effective mechanisms for their sustainable and multifunctional development are obvious. We must finally admit that the reason for the ineffective development of rural areas is not impersonal, but lies both in the functioning system of public administration and personally on state officials.

In addition, the reason for this in most cases was the absence of formed value orientations, with the help of which effective management would be carried out. Such characteristic features of modern domestic civil servants as the predominance of personal interests over public interests, violation of legislative norms for the purpose of obtaining benefits, etc. testify to this. Returning to the issue of the existing potential for the development of rural areas of Ukraine from the point of view of European integration, it should be emphasized that economic science mainly focuses on identifying, assessing and finding ways to realize economic potential.

Ukraine is among the top ten exporters of wheat, ranks first in the world market for barley exports [1]. At the same time, Ukraine already exports grain to almost all countries that import it: the CIS countries, the EU, the Middle East, the countries of the Pacific Ocean (78 countries are importers of Ukrainian grain) [2]. The functioning of national grain markets in most countries of the world is under strong control of public authorities and special state programs, which through administrative and partially market regulators create artificial stability of supply and demand equilibrium at high domestic prices and reduced level of external, world prices. Such mechanisms of grain market regulation were introduced in the USA, Brazil, Mexico, European Community (EC), India, etc. In general, they contribute to the reduction of the world market price, which contributes to the full satisfaction of the needs of the domestic market through profitable grain imports. As a rule, part of the produced grain is consumed by the producing countries themselves, the rest - goes to the world market and goes into stock.

International grain trade also affects the size of domestic grain consumption. It determines the composition of the main wheat consuming countries, which is significantly different from the composition of the countries that produce it. Thus, Ukraine will remain one of the leading suppliers of wheat, corn and oilseeds, as well as the world leader in the export of sunflower oil. For example, today every second ton of sunflower oil sold on the world market is produced in Ukraine.

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opportunities to the fullest, to reform the rural economy and improve the social conditions of the rural population, and not just to declare the promotion of these processes.

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THE SYSTEM OF PUBLIC MANAGEMENT AND ADMINISTRATION IN THE SPHERE OF CIVIL PROTECTION IN MODERN CONTEXT OF EUROPEAN INTEGRATION IN UKRAINE

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The governmental influence levers on the process of training the population to act in emergencies have not been studied enough and there are many questions regarding the directions of improving the effectiveness of the public administration system and administration of the process training of the population in the sphere of civil protection in modern conditions remain insufficiently researched.

Informing the population about actions in an emergency is one of the main tasks of the unified state system of civil protection and is regulated by means of public administration in the sphere of civil protection [1].

At the governmental level, educational institutions that conduct functional training in the field of civil protection have been identified, a list of positions for which this type of training is mandatory has been compiled, and the frequency of its completion has been determined. If the Training and Methodological Centers of Civil Protection and Life Safety provide free services to business units for the practical training of management and specialists, then functional training is carried out under a contract, that is, at the expense of funds of individuals and legal persons.

Currently, there are several types of emergency training programs for working citizens, depending on the functional responsibilities they perform.

First, general training programs provide for the study of information on the probability of occurrence and appropriate actions during emergencies. In parallel, within the framework of these programs, students must acquire skills in the use of individual and collective protection means and the provision of first aid to victims of armed aggression.