





**Тұтқалы сөздер:** агроөнеркәсіптік кешен, жас мамандар, жұмыспен қамтылу, уәждеме, мақсатты топтар, сұрақ салу, саралау, кәсіби бағдарлану, әлеуметтік проблемалар.

**Ключевые слова:** агропромышленный комплекс, молодые специалисты, занятость, мотивация, целевые группы, анкетирование, ранжирование, профессиональная ориентация, социальные проблемы.

---

Attracting talented young people and highly qualified specialists is traditionally one of the major problems in agriculture. The global trend towards urbanization, the gap in quality of life and the income gap between urban and rural areas, the complexity of agriculture and other factors lead to the outflow of the most qualified personnel in other sectors.

For example, in Kazakhstan case of annual release of all universities around 2 000 specialists of agricultural profile, shortage of specialists with higher education in agriculture is 1544 people and is relatively constant for several year. The main reason is considered to be a significant part of the outflow of graduates of agricultural specialties and specialists who have worked in agriculture two or three years after graduating from university in other sectors (retail, services, construction, etc.).

According to the National Chamber of Entrepreneurs of Kazakhstan, in 2020 only in Northern Kazakhstan the need for agriculture to highly qualified specialists of different directions is 9.7 thousand. Therefore, ensuring sufficient motivation for employment in agriculture of highly skilled experts is highly relevant.

The authors have explored the basic conditions that create the necessary motivation for employment in agriculture. For this were (1) to develop a questionnaire for the collection of primary data from various target groups, using questionnaires were (2) sets the basic conditions affecting the decision on employment in agriculture.

427 respondents participated in this research. Selection was carried out among students who receive higher education in specialties that are in demand both in agriculture and in other sectors of the economy. In particular, students 7 Faculties (agronomic, technical, economic, energy, land use, veterinary) were involved. Processing and analysis of the data were performed separately on faculties and in a generalized form.

The problem of attracting talented young people and highly qualified specialists in agriculture is devoted to research of foreign scientists from the US, Germany [1-4] and other countries. In these studies have examined the problem of aging of the rural population, estimated propensity of students of agricultural universities to work in agriculture for the completion of training, they are incentives and disincentives. Evaluated image of the agriculture

and demographic changes in rural areas. The United Nations (UNDP, FAO) study the focus was on the problems of unemployment and poverty of rural youth especially in developing countries [5]. Also, Russian and Kazakh scientists works [6-8] devoted to the problem of staffing agriculture. Some researchers pay great attention to the study of educational processes in the university education system, relationship with social class and professional structures of society especially the professional socialization of modern youth [9-11].

However, these studies involve the description of the influencing factors without evaluating their optimal quantitative and qualitative characteristics. Therefore necessary to study the formation of a holistic concept and measurement environment to attract young specialists in agriculture.

First of all, the prospects of employment intentions motivated students determined their professional choice. Sociology distinguishes two dominant in an effort to get a higher education: professionalisation which is determined in the first place, professional attitudes and socialization which considers higher education as a way to acquire high social status and aimed at the general success in life, regardless of the particular profession. The data of sociological studies have shown that the motivation for higher education prevails socialization - initial professional interest manifested itself only in 6.6% of respondents and in most specialties. The position of the respondents have identified three main groups of motivational factors in the choice of specialty (Tab. 1.)

1. Solving the problem of choosing a specialty respondents and their social environment took into account not only professional personal preferences as the objective socio-economic situation. Therefore, to the fore the real factor approach - the chosen specialty provides opportunities for service career (16.3%) and it is always possible to find a job (11.7%). For the students surveyed were important and such important socio-economic specialty motivational factors of choice, as "it is well paid" and "has a high prestige" (the average in the field, respectively - 10.1% and 10.4%).

2. The next group of professional motivational influence on respondents formed a social environment factors an important role in choosing a career for the respondents played the advice of parents (11.7%) and friends (6.2%).



## Социальные проблемы села

Noteworthy is that despite some doubts about the correctness of the choice of the specialty a significant number of respondents (78.8%) suggests to work on it or strongly (37.5%), or with a certain degree of doubt (41.3%). It is indicative that almost the same percentage of respondents who are confident in their professional choice (36.9%) and the share of respondents intending to necessarily work in their specialty (37.5%). The highest degree of

readiness to work on a specialty marked among respondents on economic specialties (53.9%).

The negation such an opportunity mostly was traced respondents in technical disciplines (Fig. 2). The data obtained show that respondents are aware of the employment opportunities, taking into account the current situation on the labor market and focus on the real employer offers.

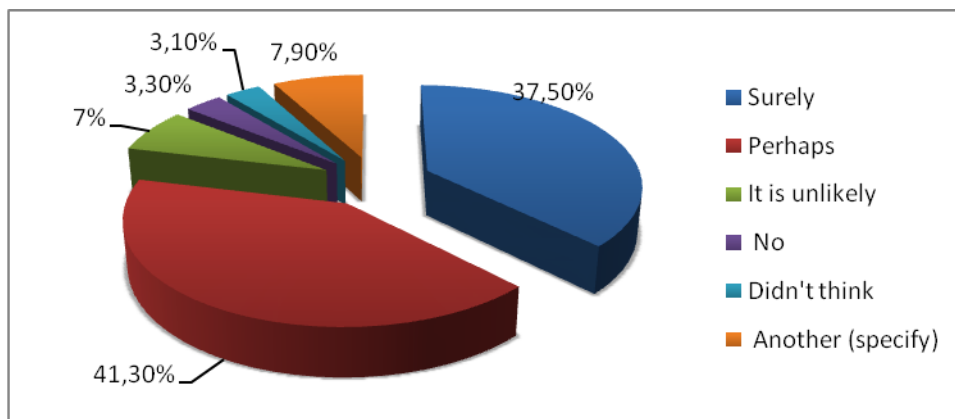


Figure 2. The results of answers to the question: "Do you intend to work in their specialty?"

When asked in what area of the economy, they would like to work (Fig. 3), the respondents have expressed, above all, the inability to specifically and clearly define the intended scope of their professional activities. This is evidenced by a large spread positions respondents who see the scope of the implementation of the professional education offered in all areas of the econ-

omy, even those where it is difficult to find a use for education. In spite of the agricultural orientation of vocational education of the respondents, only 8.4% of respondents linked their employment situation with the sphere of agriculture, especially the respondents agronomic specialties (18.8%).

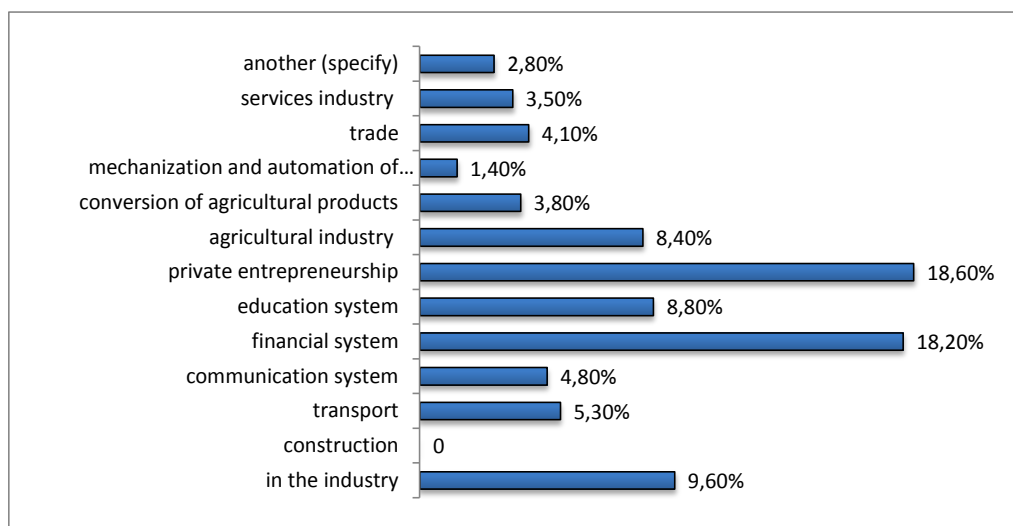


Figure 3. Results of responses to the question: In what area of the economy would like to work?

## Социальные проблемы села

It is obvious that this approach affected the professional and life orientation of the respondents work in the agricultural sector, despite the fact that studied on agricultural specialties. Specific interest in the field of processing of agricultural products and food industry expressed only 3.8% of respondents and especially in the field of veterinary faculty (15.9%). However the main professional interest in such areas of the respondents called the economy, as a private entrepreneurship and the financial system. Professional orientation is a considerable part of the respondents in the (18,6%) private enterprise rather explainable. Meanwhile the desire of the other group of respondents (18.2%) find the professional use of the financial system only matches of the students of economic faculty (24.0%), but not those professions that do not have a financial system of direct professional connections - energy ( 29.2%), land management (28.2%), agronomic (11.8%) faculties.

Other groups of respondents identified themselves to other professional priority areas of the economy from industry and construction (respectively 9.1% and 10.1%) to education (8.8%). Thus, trying on the labor situation the respondents have identified priority areas in professional orientation activities to a greater extent to ensure a high level of economic and social life. Therefore, less professional interest is the field of activity with lower economic and social position is transport (5.7%), Communications (4.8%), trade (4.1%), services sector (3.5%), mechanization and automation of processes (1.4%).

Noteworthy is that the majority of students (67.0%) receiving predominantly agricultural education and only 33.0% of the respondents are from the countryside. This situation naturally affects both the obvious and hidden territorial and professional orientation of the respondents (Fig. 4).

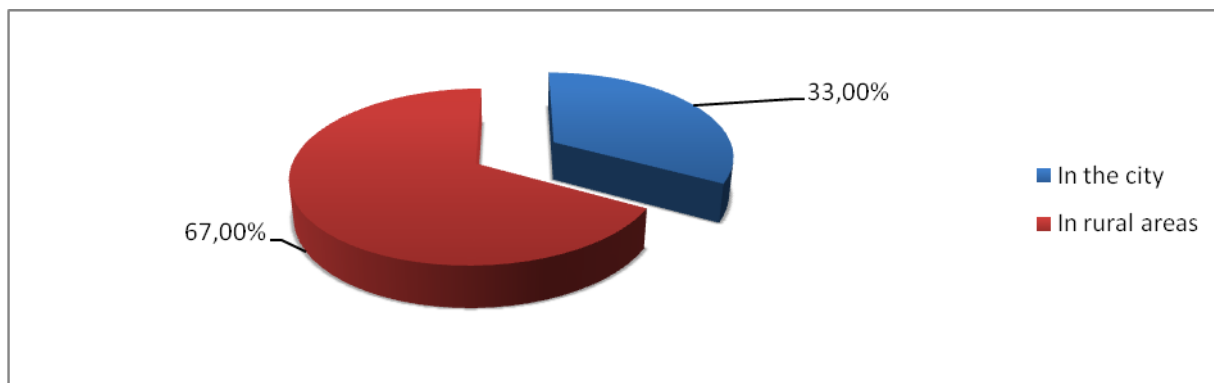


Figure 4. Results of responses to the question: "Your place of residence prior to university studies"

The main part of respondents (52.7 %) of people from the countryside has a long rural life more than 10 years. Another group of respondents (29.4%) also has some experience of living in rural areas from 1 to 10 years (Fig. 5).

Therefore, respondents are quite capable to objectively assess the quality and level of socio-economic conditions and the labor situation in rural areas.

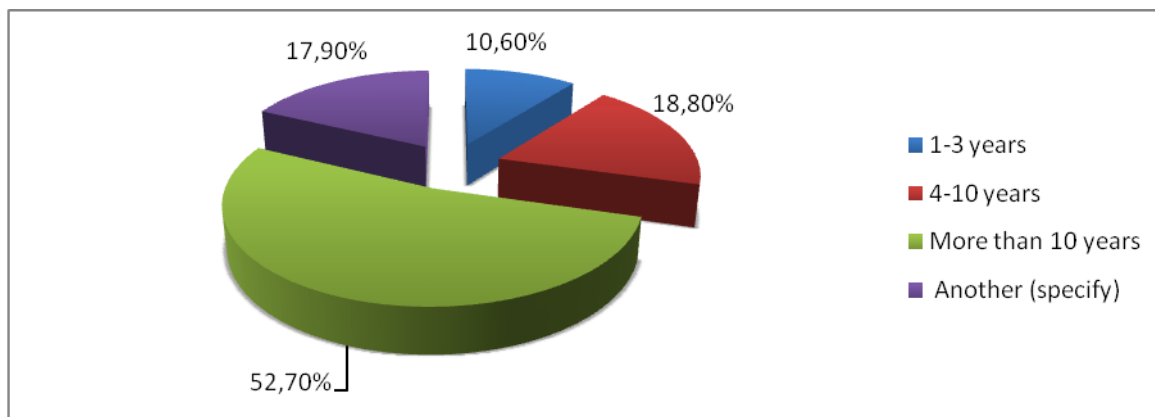


Figure 5. The results of answers to the question: "How long have you live in the countryside?"

## Социальные проблемы села

This territorial and life experience has a definite influence on the decision of the respondents about the potential for employment in rural areas (Fig. 6). Therefore, more than half of this

group of respondents (5, 2%) expressed the desire not to return to work at the former place of residence in the countryside is completely denying (55.6%) and doubt (3.6%) in this.

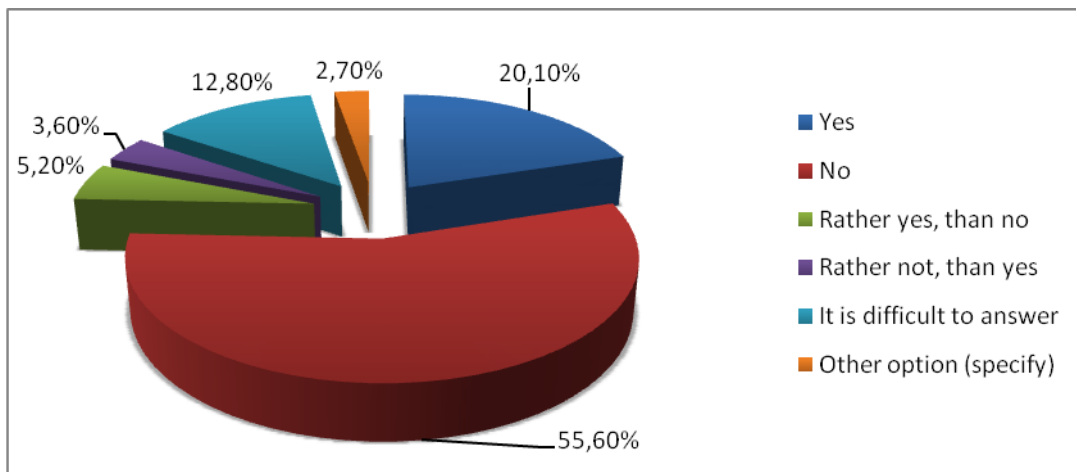


Figure 6. The results of answers to the question: "Would you like to come back after graduation to work in the former place of residence in the countryside?"

Even a significant portion of the respondents (51.8%), who are trained on the agronomic specialties did not wish to return to work at the former place of residence. A more positive attitude of the students of the Faculty of Veterinary, 62.4% of which are thought to go back to the countryside. Moreover, there is a group of respondents (12.8%) who have not yet thought about it and whose position, both negative and positive depends on many factors. Therefore, respondents identified the existence of serious socioeconomic problems and professional labor problems in their place of permanent residence in the village. When analyzing the data on the intended place of work (Fig. 7), it is necessary to emphasize once again that the respondents ac-

quired specialty focused primarily on agricultural production. Respondents also hope to realize their professional choice exclusively in city conditions (91.8%). And that desire can be traced in all specialties: 98.7% of respondents with a degree in land management faculty; 84.8% in specialty veterinary faculty. The findings confirmed the unwillingness of respondents, both natives of the countryside and the city to work in the countryside. Only 8.2% of respondents do not exclude the possibility to work in the countryside. A certain desire to work in rural areas was of only a small group of respondents in the field of veterinary (15.2%) and agronomic (10.9%) faculties.

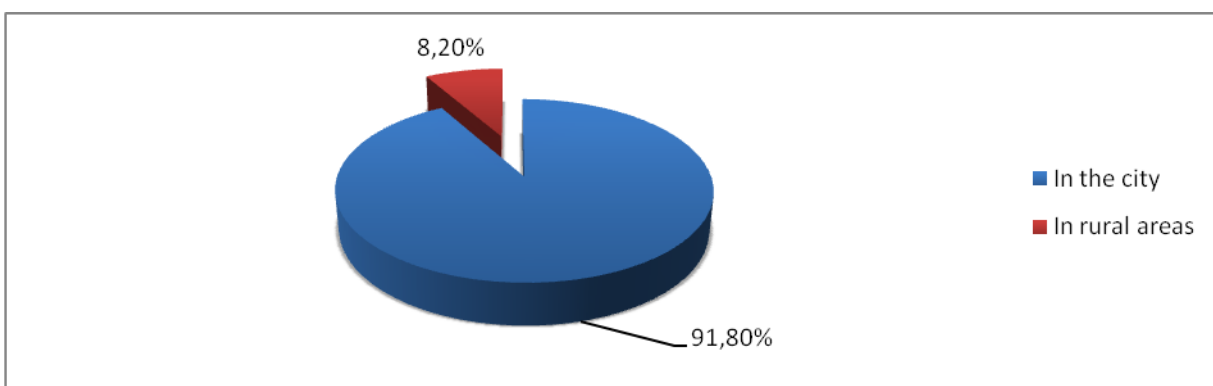


Figure 7. The results of answers to the question: "Where would you like to work?"

The following two groups of questions reveal important factors that affect the willingness or unwillingness of respondents work in the countryside.

The findings reveal the importance of the conditions that influenced the respondents who would like to work in rural areas (Fig. 8).

## Социальные проблемы села

These reasons can be grouped into the following indicators:

- to the forefront in importance nominated by professional and labor factors are working directly on the specialty (16.6%) to obtain a wealth of practical experience (17.6%);

- The importance of economic motives have an opportunity to start their own business (12.2%) and to receive government support in the initial phase (6.5%);

- A role play a vital oriented motives is a favorable environment (10.2%) and the most appropriate way of life (4.4%).

Noteworthy is that the respondents highly appreciated the low importance for agriculture such prestigious social factors, such as the importance of agriculture to the state (4.7%) and the prestigious position of a specialist (1.6%).

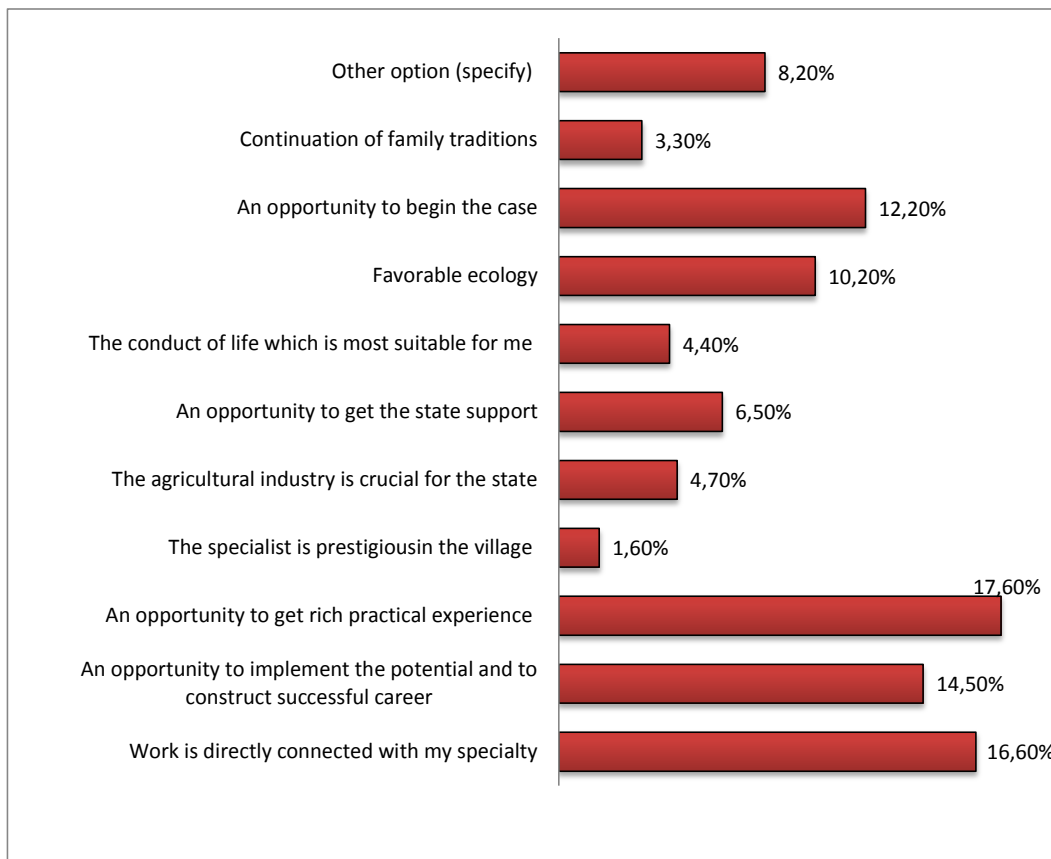


Figure 8. The results of answers to the question: "Why would you like to work in the countryside?"

The findings reveal the importance of conditions that influenced the decision of the respondents did not work in rural areas (Fig. 9).

Grouping of importance to respondents of factors and conditions of work and life in rural areas should be highlighted:

- the first group of claims young professionals are the conditions and organization of professional and labor relations: low salaries (18.3%), difficult working conditions (13.0%);

- then, the respondents as modern young people drew attention to the low standard of living in rural areas is the lack of infrastructure in rural areas (energy, water, sewage) and lower than the city level health and education (10.3%), and leisure activities, cultural events (10.1%). Therefore, respondents expressed a negative position in the first place to the organization and working conditions in rural areas, and then to the living conditions in rural areas.

## Социальные проблемы села

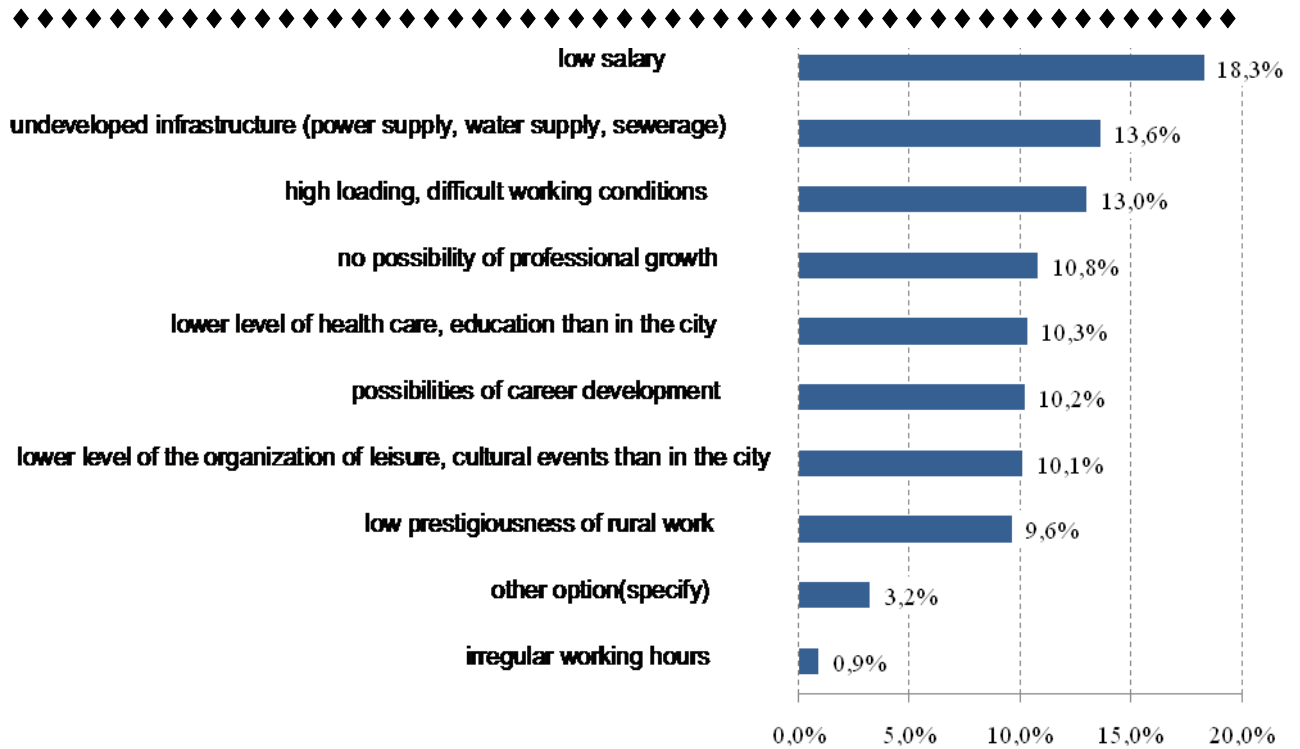


Figure 9. The results of answers to the question: "Why do not you want to work in the countryside?"

As one of the major negative factors working in rural areas, the respondents noted low salaries. Therefore interesting to determine what level of salaries of the students surveyed consider themselves suitable (Tab. 2). It should be mentioned that the respondents approached realistic enough to answer this question: about a third of respondents (27.4%) would satisfy the salary from 70 000 tenge to 120 000 tenge per month. We also define groups with large (from

170 000 tenge to 220 000 tenge per month) is 16.0% or less (up to 70 000 tenge per month) is 8.9% of complaints on the level of the desired salary. Noteworthy that despite the constantly traceable in many positions unwillingness of respondents did not to work in the countryside. In this matter only 14.3% of respondents said that regardless of the level salaries they will not work in the countryside.

Table 2 - Results of responses to the question: "What are the level salaries for you is acceptable for work in the countryside?"

Possible salaries	Average value in%
Up to 70 000 tenge per month	8,9
70 000 tenge to 120 000 tenge per month	27,4
120 000 tenge to 170 000 tenge per month	21,5
from 170 000 tenge to 220 000 tenge per month	16,0
more than 220 000 tenge per month	11,8
regardless of the level salaries I will not work in rural areas	14,3

A careful study of the subsequent results of a sociological survey, we can conclude that young professionals assume for themselves a certain ability to work in agricultural production (Tab. 3).

His positions under any circumstances do not work only 2.9% of respondents confirmed in the countryside. Modern attitudes orient them to

a sufficiently high level of quality of life and opportunities for career growth and they are entitled to expect their implementation in any field of vocational and employment, including in rural areas and agricultural production. Initially, the respondents believe it is necessary to pay attention to solve some of the priority needs of young professionals.



## Социальные проблемы села



Table 3 - Results of responses to the question: "Under what conditions you would definitely work in the countryside?"

Possible answers	Average value in%
a significant lump sum allowance for arrangement of life	3,4
preferential loan for the acquisition or construction of housing in rural areas	6,3
preferential loan for a long time for the start of their business related to agriculture	4,0
preferential loan for a long time to start your business is not associated with agriculture	2,1
acceptable salary	14,7
providing free of service flats	7,3
preferential loan for the acquisition vehicles	0,9
specific projected career prospects	8,2
guarantee of permanent employment with a certain threshold of salary level	5,4
closeness to the city and the quality road to the city	10,6
the presence of young people in the village	1,6
employment opportunities in the specialty for the wife / husband and other family members	4,4
quality school education	2,8
quality pre-school education	2,1
centralized heat supply	2,1
centralized hot water supply	2,0
centralized cold water supply, sewerage	1,7
permanent access to safe drinking water	3,0
stable supply of electricity	4,1
the allocation of land for the organization of part-time farm	1,2
internet access, cable TV	2,4
quality health care	2,0
leisure-time activities: sports facilities, cultural events	4,3
under no circumstances I will not work in rural areas	2,9
Other (specify)	0,6

The most important for young professionals a worthy salary. 14.7% of respondents expect that exactly this factor can influence the positive solution of the question of work in the countryside. Moreover, to solve the problem of employment in rural areas, according to respondents, should pay attention to the social side of it, in particular, opportunities for career growth (8.2%). Respondents also believe it is important to establish permanent links with a more developed social and cultural infrastructure is the proximity of the city and good roads (10.6%). For young professionals it is very important opportunity to solve their housing problem. Therefore they counting on the provision of free service housing (7.3%), as well as preferential credits for home ownership (6.3%) and a significant one-time cash allowance for life improvement (3.4%). Moreover, the terms of the device to work in rural areas for the respondents are the possibilities of strengthening the family: work in the specialty for the wife / husband (4.4%) and the possibility of social and cultural development, and organized leisure time for sports, cultural events (4, 3%).

Having regard that the respondents received higher education in the capital they consider the countryside should have a developed system of social and communal infrastructure:

quality health care (2.0%), centralized hot water supply (2.0%), centralized cold water supply, sewerage ( 1.7%), stable supply of electricity (4.1%), internet access, cable television (2.4%), district heating (2.0), permanent access to safe drinking water (3.0%). During the sociological research were revealed conflicting positions of the respondents on the issue of the potential realization of their professional knowledge in the private sector. 18.6% of respondents would like to have a form of self-employment. Clarifying questions also show that this desire is going to carry out an extremely small number of potential entrepreneurs. Preferential credits for a long period are a mandatory co-factor for the initiation and development of private entrepreneurship. However, an extremely small number of respondents identified this factor as a condition of employment in rural areas. 4.0% of respondents would like to get a soft loan for a long time for the start of their business related to agriculture. 2.1% of respondents would like to get a soft loan for a long time to start your business is not connected with agriculture. The findings of the study data show that for the majority of students enrolled in agricultural specialties, higher education is a vital opportunity for employment and social realization not in the countryside and in the city. Securing the frames of young professionals in



the agricultural sector of economy should pass complex.

At the fore the need to provide for their appropriate working conditions and salaries and opportunities for professional and career growth. In addition of great importance is development of social and cultural infrastructure of the modern village.

Overall, the findings of the survey show that the development of targeted state programs for the successful solution of the problem of providing the agricultural sector of Kazakhstan by young professionals.

### List of the used sources

1 Mary E. Miller, Barbara C. Lee, Developing a Model Policy on Youth Employment in Agriculture, Journal of Agro medicine, Vol. 19, Iss. 3, 2014.

2 Earl B. Russell, 1993, Attracting Youth to Agriculture, University of Illinois - Urbana-Champaign, <http://www.joe.org/joe/1993winter/a2.php>.

3 Holz-Clause M., Jost M. 1995, Using Focus Groups to Check Youth Perceptions of Agriculture, Iowa State University Extension Ames, Iowa <http://www.joe.org/joe/1995june/a3.php>.

4 Webster, N., Ganpat, W., 2014, St Vincent Youth and Careers in Agriculture, The Journal of Agricultural Education and Extension, Vol. 20, Iss. 1, 2014, <http://www.tandfonline.com/page/termsand-conditions>

5 Anonymous, 2014. Youth and agriculture: Key challenges and concrete solutions. Published by the Food and Agriculture Organization of the United Nations (FAO) in collaboration with the Technical Centre for Agricultural and Rural Cooperation (CTA) and the International Fund for Agricultural Development (IFAD). [www.fao.org/publications](http://www.fao.org/publications).

6 Кузнецова А.Р. «Воспроизводство квалифицированных кадров сельского хозяйства: теория, методология, практика», Санкт-Петербург – Автореферат диссертации доктора экономических наук. Санкт-Петербург -Пушкин - 2011.- 50с.

7 Акимбекова Ш.У. «Мотивация труда как фактор повышения трудовой активности и занятости сельского населения» // Проблемы агрорынка, №2, 2012, стр.107-111.

8 Досумова «Социологические аспекты мотивации труда сельских жителей Ордабасынского района ЮКО» // Проблемы агрорынка, №4, 2012, 75-79.

9 Новиков В.Г., Староверов В.И. Сельская молодежь как источник обеспечения АПК РФ кадрами // Социальные проблемы российского села. М.: ФГОУ РАКО АПК, 2009, №9, стр.367-406.

10 Широкалова Г.С., Дерябина О.Н. Специалисты для села и село для специалиста// СоцИс. – 2010.- №10, стр.26-39.

Нечипоренко О.В. Сельское население и реформы аграрной сферы // СоцИс. - 2009. - №6, стр.57-66.