

**THE ROLE OF SELF-GOVERNMENT IN IMPROVING THE QUALITY
OF LIFE OF RURAL RESIDENTS**

**АУЫЛ ТҰРҒЫНДАРЫНЫҢ ӨМІР СҰРУ САПАСЫН АРТТЫРУДАҒЫ
ӨЗІН-ӨЗІ БАСҚАРУДЫҢ РӨЛІ**

РОЛЬ САМОУПРАВЛЕНИЯ В ПОВЫШЕНИИ КАЧЕСТВА ЖИЗНИ ЖИТЕЛЕЙ СЕЛА

SH.M. KANTARBAYEVA^{1*}

Dr.E. Sc., Associate Professor

S.T. ZHUMASHEVA²

C.E.Sc., Associate Professor

ZH.B. SMAGULOVA³

Master of Economics

¹ «Narxoz» University, Almaty, Kazakhstan

² Kazakh Research Institute of Economy of Agro-Industrial Complex and Rural Development, Almaty, Kazakhstan

³ Korkyt Ata Kyzylorda University, Kyzylorda, Kazakhstan

*corresponding author e-mail: shyryn-76@mail.ru

Ш.М. КАНТАРБАЕВА^{1*}

э.ғ.д., доцент

С.Т. ЖҰМАШЕВА²

э.ғ.к., доцент

Ж.Б. СМАҒУЛОВА³

экономика магистрі

¹ «Нархоз» университеті, Алматы, Қазақстан

² Қазақ аграрлық-өнеркәсіптік кешенінің экономикасы және ауылдық аумақтарды дамыту ғылыми-зерттеу институты, Алматы, Қазақстан

³ Қорқыт Ата атындағы Қызылорда университеті, Қызылорда, Қазақстан

*автордың электрондық поштасы: shyryn-76@mail.ru

Ш.М. КАНТАРБАЕВА^{1*}

д.э.н., доцент

С.Т. ЖУМАШЕВА²

к.э.н., доцент

Ж.Б. СМАҒУЛОВА³

магистр экономика

¹ Университет «Нархоз», Алматы, Казахстан

² Казахский НИИ экономики АПК и развития сельских территорий, Алматы, Казахстан

³ Кызылординский университет им. Кorkyt Ата, Кызылорда, Казахстан

*электронная почта автора: shyryn-76@mail.ru

Abstract. *The aim* is to show the main directions of strategic reforms that contribute to improving the well-being of the rural population, modernizing public administration and balanced territorial development. *Methods* - economic and statistical, assessment, comparative analysis. *Results* - it was revealed that despite the respondents' satisfaction with the quality of life in the countryside, the existing problems in rural areas are associated with insufficient use of production and intellectual potential, competitive advantages of the agricultural sector of the republic. The article discusses the need to improve the methods of State regulation and self-government based on the involvement of rural residents in these processes. This will make it possible to form a national model of positive socio-economic dynamics, taking into account historical experience, traditions and foreign practice. In the context of this, the arguments for increasing the responsibility of the institution of State self-government in making decisions on the effective development of the territory seem relevant. The authors note the need for the participation of the rural population in formation of the budget, lobbying for social and

Introduction. The Republic of Kazakhstan has updated its National Development Plan 2025. It reflects socio-economic, administrative, territorial, and even ideological issues. In each of the ten national priorities, there is a focus on building momentum to overcome the economic recession and structural problems in an uncertain capital and commodity market. The emphasis has been placed on the development of systemic industries that form economic growth. The agricultural sector acts as one of these areas, where the share of agricultural production in gross domestic product in 2020 was 5.4%, and the development of export potential. In addition to the economic importance, the development of the agricultural sector is aimed at solving social issues. More than 40% of the population of the Republic lives in rural areas and the same amount of the labor force is concentrated there, of which about 30% is in agriculture [1,2].

The post-pandemic response of market development was a shift from some global trends to the activation of others. For example, value-added formation will become more diversified and shorter, thus promoting the development of internal connections. In addition, self-isolation and protectionist support measures contribute to the development of potential advantages. In this aspect Kazakhstan considers the agrosphere as the most important part of the national economy and strives to “create social security for rural residents”, ensure sustainable development of rural territories, and achieve global goals of economic growth and environmental protection.

The negative consequences of market fluctuations are most acutely reflected in the situation of rural residents, since their sources and level of income are limited, and the development of social infrastructure is significantly inferior to urban infrastructure.

Material and methods of research. The informational basis was the National Development Plan of the Republic until 2025, the state program for the development of the agro-industrial complex in terms of determining the indicators of the sector, as well as regulatory legal acts governing the development of local government and self-government, indicators of quality of life in the Republic and in international comparison. In the course of the study there were used the economic-statistical, logical, analytical methods, as well as methods of evaluation and comparison.

The data of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, including information on the quality of life of the population, the Open Dialogue portal, regulatory

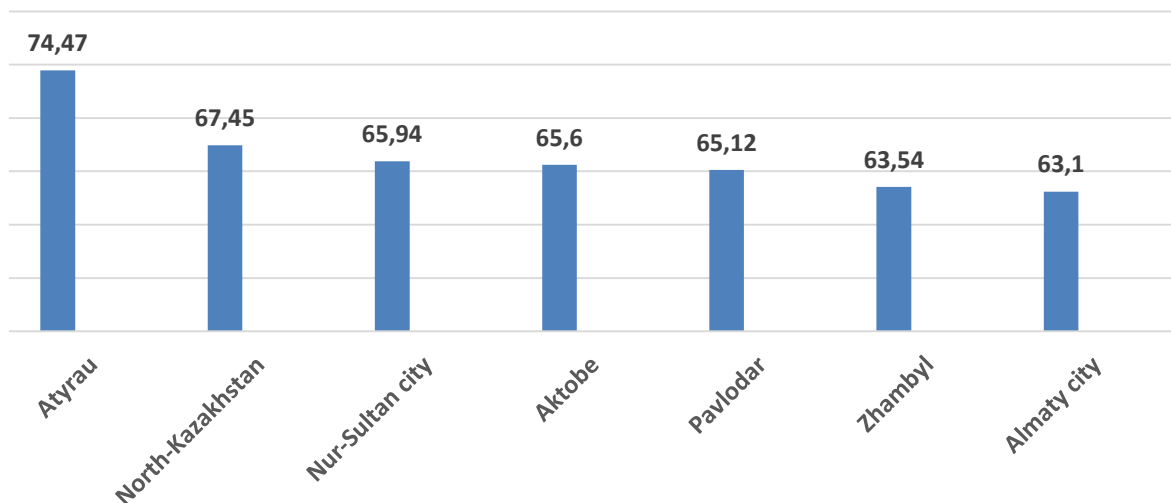
and regulatory documents of the Ministry of Agriculture of the Republic of Kazakhstan, materials of official publications of international organizations, information from the website of official partners of the Ministry of Agriculture of the Republic of Kazakhstan were used as an information base.

Were also used domestic and foreign publications, articles from periodicals, information resources that are in the public domain. The open data of the rating of the regions of Kazakhstan, compiled by experts of the Center for Strategic Studies to assess the activities of local executive bodies, were used.

Results and their discussion. The concept of “quality of life” is one of the indicators that characterize the effectiveness of public administration and the degree of accessibility of the population to the main social and other institutions. In Kazakhstan, the public administration system is under transformation and is being implemented within the framework of the strategic measures taken to deepen socio-economic and political reforms developed by the Supreme Council for Reforms under the President of the Republic of Kazakhstan.

The new department has identified 3 areas and 10 national priorities, in which ensuring the well-being of citizens, implemented through a fair social policy, an affordable and effective health care system, and a high-quality education system, is put on the first plan. In this context, the income of the population is the main indicator of the standard of living and the driving force for the development of the consumer market. Thus, by 2025, this indicator is expected to increase by almost 1/3 of the level of 2019 and reduce the number of the least well-off population. This problem is particularly acute in rural areas, where the average salary in 2020 amounted to just over 100 thousand tenge, which is 2 times lower than the indicator for the entire economy.

The pandemic and its consequences on the economy of the Republic have shown the low efficiency of the social component and the need to take measures to improve it. Local executive bodies are responsible for this direction, the details of which were tried to be evaluated in the Center for Strategic Initiatives [3]. The rating was compiled for 7 regions in 5 blocks: education, healthcare, promotion of socio-economic activity, quality of life and public administration (figure 1). Each of them is directly related to the formation of market and social infrastructure and ensuring the well-being of the population, including in rural areas, and requires a comprehensive assessment.



Note: data for Q1 2021
Reference [lk.3]

Figure 1-Rating of Regions of Kazakhstan, Top-7

At the same time different ranges were used for the calculation. For example, from 0 to 100% or from 0 to the arithmetic mean. Thus, in comparison with the same period of the previous year, the Atyrau region retained its leading positions. Aktoobe region and Almaty lost positions by 2 and 4 points, respectively. And while the availability of preschool educational institutions is almost unquestionable, there are still many schools with three-shift schooling – 7 of the 17 regions are in the range of < 1.

The new agency also planned to provide access to high-quality healthcare, including rural areas, by the end of 2025. Here, the standards of the Organization for Economic Cooperation and Development (OECD) were taken as a basis, on the indicators of which the Republic is guided in its development. Based on the calculation of the average provision of the OECD with 50 beds per 10 thousand people, in 10 regions this indicator corresponds to the norm.

An important indicator of the quality of life is the availability of drinking water and satisfaction with sanitary and hygienic standards. Of the analyzed regions ½ do not meet the standards. And also due to the critically high index (almost 10 points), with a weight of 5 points, a score of 2.85 was taken as the average.

From the total area by the share of arable land not used for sowing, from 14 regions (except cities of republican significance), Aktoobe, Atyrau, West Kazakhstan, Kyzylorda, Mangistau, Turkestan and Karaganda regions entered the top 7. Their score was less than 5 points.

One of the indicators of the quality of life, according to the standards of the United Nations (UN), is within the norm mainly for cities of national significance. Thus, at the end of 2020 at the rate of 30 sq. m. per person, the city of Nur-Sultan exceeded the norm, Almaty – 28.3 square meters, Mangistau region – 26.3, Shymkent – 24.8, Karaganda – 23.3, Ak-mola and Atyrau regions – 23.2 square meters.

In another two indicators – the share of drinking water available through the central water supply system and its quality, the leaders are also metropolitan areas.

Logistics routes have become one of the most significant indicators that determine positions in the ratings of global concreteness, infrastructure development and determine the quality of life. In 1/3 of the regions considered in the rating, it meets the standards. The same situation applies to the share of the population with an income below the subsistence level.

It should be noted that the standard of living of the population is a complex indicator. It is obvious that these data indicate an unsatisfactory quality of life.

Achieving a positive result is impossible without the active participation of citizens in the development of the institution of self-government. It is represented by the components of the state-maslikhat, akimat and public directions-professional and political, non-profit associations.

The Maslikhat is a local representative body, that is, it represents the interests of the electors of a particular polling station. In accordance with the law on Local State Administration and Self-government, the Maslikhat

Deputy – is a guide between the population of a particular administrative territory, taking into account the powers delegated by the state [4]. Thus, the electors have confidence in their deputies by direct voting and have the right to raise problematic issues.

In addition, it is the Maslikhat that gives its consent to the appointment of Akims of oblasts, cities of national significance, and the capital, as well as candidates for the posts of Akims where the consent of Maslikhats is required [1k.4]. This means that the population has the right to raise questions before local executive bodies (LEB), which is also an institution of self-government on behalf of the state.

The elections of Deputies to the Maslikhat in Kazakhstan were held on January 10, 2021, together with the elections of Deputies to the Majlis of the Parliament. More than 10 000 polling stations and 66 polling stations at representative offices of the Republic in 53 foreign countries were opened [5]. This means that in their plans and initiatives, Deputies and Akims are guided by the trends defined in strategic documents drawn up taking into account the post-nominal reality.

One of the ways to reform the public management system implemented at the LEB is the formation of trusting relationships with civil society. The latter is understood as the expression of a person and a subject of their needs, interests and values to influence the system of public administration and the expression of democratic freedoms [6].

In addition, taking into account the increasing role of local self-government in the adoption process, a new document increases the responsibility of the LEB and allows the society to take an active part in the development of a particular territory. Therefore, from 2022, issues of improvement of rural areas can be solved by transferring taxes: single land tax, payment for the use of land plots, proceeds from their sale and rent. The public council “Kenes”, which is being created in the village, will perform the role of supervisory and controlling functions.

The past elections of 730 Akims of districts, cities of district significance, and rural districts, according to experts summarized by the review-analytical portal, show the high confidence of the rural population in the political event and improvement of real life in rural areas [7].

Another structure that can have a stimulating effect on the development of civil society is the block of non-governmental organizations (NGOs).

In the Republic, the symbiosis of state and public structures is not built actively enough and is estimated at an average, intermediate level. In the prevailing conditions, an analysis of the experience of other countries and its adaptation to local conditions will make it possible to develop a system of measures for the development of the institution of interaction.

It should be noted that the use of digital forms of providing information and access to resources, including evaluation, contributes to a more dynamic formation and strengthening of relations with society, which is necessary for Kazakhstan at this stage of development. From these positions, the participation of civil society in the formation of conditions that ensure a high quality of life in rural areas is the main criterion for the effectiveness of such cooperation. In the Republic the organizational system of state structures responsible for building a dialogue has not been formed.

A comparison of countries with different levels of regulation of public relations contributed to the definition of the main directions necessary for achieving success and progress. Thus, we can say that the development of civil society and associations can give great growth for building mutually beneficial relations between the state and citizens, and also contribute to the prevention and combating of corruption. However, a large number of public organizations can also negatively affect the results of such activities. Significant differences arise when there is a different level of economic and social development of the country. Thus, developed and developing countries have differences in the formation of relations with society. Experience, technology, and mentality, and external relationships come into play here.

One of the solutions in the conditions of post-COVID reality is the introduction of various tools in the village, aimed at forming and strengthening the dialogue of the triad of government, business, and society in the framework of the state program “Digital Kazakhstan”. The transfer of part of tax deductions to the budget, increasing the responsibility of the executive power requires preliminary, evaluation measures on their impact on the development of certain areas and the economy of the territory. To do this, it is necessary to apply the established practices of assessing the regulatory impact, containing pre - and post-support of decisions taken [8].

Currently the Republic is adapting the methodological approaches of the OECD to the assessment of the parameters of the quality of life. Various surveys are conducted for

this purpose, the results of which show the loyalty of residents to the level and quality of life in rural areas. Thus, the population of rural areas by 71% are satisfied with their lives (the urban population – by 56%). At the same time, 58% are satisfied with the state of their health in rural areas (in the city – 44%). The degree

of confidence in their own safety is higher in the city than in the countryside – more than 40% and in the city – about 30%. This can be explained by a higher level of ensuring the prevention of violations and security measures in the urban environment (table).

Table – Indicators of satisfaction of respondents with the quality of life in Kazakhstan, Q1 2021 in percent

Satisfaction of Respondents	Opinion of respondents			
	satis fied	partially satisfied	not satisfied	couldn't answer
	city/village	city/village	city/village	city/village
with their life	56.1/70.9	43.2/28.6	0.5/0.4	0.2/0.3
with living conditions	49.8/63.7	48.5/34.9	1.4/1.1	0.3/0.3
with their health	43.7/57.8	52.2/39.6	3.9/2.6	0.2/0.0
with their financial situation including in the household	35.1/49.3 56.2/43.8	62.1/46.0 70.8/29.2	0.6/0.5 68.2/31.8	2.2/4.2 49.1/50.9
Happiness in life	61.8/76.6	36.5/21.7	0.6/0.5	1.1/1.2
Living conditions	46.8/60.7	49.3/36.6	2.8/2.3	1.1/0.4
with the opportunity to independently purchase housing and the support of the state in providing housing	15.7/29.0	44.1/41.1	22.1/15.3	18.1/14.6
with the services in the field of healthcare	29.4/40.6	57.1/50.4	10.8/5.4	2.7/3.6
with the quality of state services (SC “Government for Citizens”)	36.2/53.3	47.7/31.8	4.3/1.5	11.8/13.4
with the quality and accessibility of educational services:				
preschool	37.2/61.3 and 39.3/67.4	38.3/28.4 and 38.6/21.1	3.3/1.8 and 3.6/0.7	21.2/13.5 and 18.5/10.8
general secondary education (secondary)	36.1/61.7 and 51.1/72.1	42.4/26.7 and 33.0/19.9	4.4/2.0 and 2.0/0.3	17.1/9.6 and 13.9/7.7
secondary professional (special)	32.5/56.2 and 39.4/58.9	41.4/25.4 and 38.5/26.1	3.6/1.9 and 2.4/0.6	22.5/16.5 and 19.7/14.4
higher and postgraduate education	31.9/55.2 and 32.5/53.3	40.9/24.7 and 42.9/28.2	3.7/1.9 and 3.8/2.3	23.5/18.2 and 20.8/16.2
Reference: [9]				

The table shows that the population in rural areas is more satisfied with their life, although they have less developed social and industrial infrastructure. At the same time, the average amount of wages and payments is lower in rural areas. The diversification of the sources of income of rural families makes it possible to level the underlying problems.

Under the current conditions, it is necessary to improve the quality of life in rural areas, which is the cradle for human resources.

Conclusions

1. The quality of life is an indicator of the sustainable development of rural areas. It includes such criteria as income and consumption, labor potential, housing conditions, health

and healthcare, social security, human rights, and freedoms.

2. The efficiency of rural territories is also ensured by the development of the agricultural sector, which is assigned the role of a system-forming sphere and indicates the need to develop comprehensive measures to transfer agriculture to digital platforms and improve the efficiency of providing state services to economic entities, households, and civil society [10]. To do this, it is necessary:

- for LEB to actively involve the “third sector” in identifying development priorities and solving problematic issues, budgeting, and drawing up development plans for rural areas. This will allow consolidating the interests of the local population and management services in

ensuring social security, and also contribute to the prevention and combating of corruption;

■ institutions (state, public, etc.) should have a common basis for informing all interested participants in the development of self-government in order to increase their involvement;

■ the Ministry of Agriculture, together with the Ministry of Digital Development, the business and scientific community, and the public sector should develop and submit for open discussion the concept of digital development in rural areas. This actively use the existing forms of management and available resources, will make it possible to form a digital ecosystem based on a deep study of foreign experience, provide a scientifically-based approach to the proposed measures, effake into account the opinion of agricultural producers and other subjects from areas related to the agricultural industry;

■ to study and adapt the international experience of qualitative development of rural areas and increase the “real” satisfaction of the rural population with living conditions.

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Information about authors:

Kantarbayeva Shyryn Myrzahanovna – **The main author**; Doctor of Economic Sciences, Associate Professor; Professor of the Scientific and Educational Department "Social Sciences"; «Narxoz» University; 050035 Zhandosov str., 55, Almaty, Kazakhstan; e-mail: shyryn-76@mail.ru; <https://orcid.org/0000-0001-9539-6973>

Zhumasheva Saule Tokanovna; Candidate of Economic Sciences, Associate Professor; Scientific Secretary; Kazakh Research Institute of Economy of Agro-Industrial Complex and Rural Development; 050057 Satpaev str., 306, Almaty, Kazakhstan; e-mail: torehanoba@mail.ru; <https://orcid.org/0000-0003-0559-5608>

Smagulova Zhanna Baglanovna; Master of Economics; Senior Lecturer of the «Economics and management» Department; Korkyt Ata Kyzylorda University; 120014 Aiteke bi str., 29a, Kyzylorda, Kazakhstan; e-mail: zchanna_555@mail.ru; <https://orcid.org/0000-0002-3800-7983>

Авторлар туралы ақпарат:

Кантарбаева Шырын Мырзахановна – **негізгі автор**; экономика ғылымдарының докторы, доцент; «Әлеуметтік ғылымдар» Ғылым-білім департаментінің профессоры; «Нархоз» университеті; 050035 Жандосов көш., 55, Алматы қ., Қазақстан; e-mail: shyryn-76@mail.ru; <https://orcid.org/0000-0001-9539-6973>

Жұмашева Сауле Тоқанқызы; экономика ғылымдарының кандидаты, доцент; ғалым хатшы; Қазақ аграрлық-өнеркәсіптік кешенінің экономикасы және ауылдық аумақтарды дамыту ғылыми-зерттеу институты; 050057 Сатпаев көш., 306, Алматы қ., Қазақстан; e-mail: torehanoba@mail.ru; <https://orcid.org/0000-0003-0559-5608>

Смағұлова Жанна Бағланқызы; экономика магистрі; «Экономика және менеджмент» кафедрасының аға оқытушысы; Қорқыт Ата атындағы Қызылорда мемлекеттік университеті; 120014 Айтеке би көш., 29а, Қызылорда қ., Қазақстан; e-mail: zchanna_555@mail.ru; <https://orcid.org/0000-0002-3800-7983>

Информация об авторах:

Кантарбаева Шырын Мырзахановна – **основной автор**; доктор экономических наук, доцент; профессор Научно-образовательного департамента «Социальные науки»; Университет «Нархоз»; 050035 ул. Жандосова, 55, г.Алматы, Казахстан; e-mail: shyryn-76@mail.ru; <https://orcid.org/0000-0001-9539-6973>

Жумашева Сауле Тоқановна; кандидат экономических наук, доцент; ученый секретарь; Казахский НИИ экономики АПК и развития сельских территорий; 050057 ул. Сатпаева, 306, г.Алматы, Казахстан; e-mail: torehanoba@mail.ru; <https://orcid.org/0000-0003-0559-5608>

Смагулова Жанна Баглановна; магистр экономики; старший преподаватель кафедры «Экономика и менеджмент»; Кызылординский государственный университет им. Кorkyt Aта; 120014 ул. Айтеке би, 29а, г.Кызылорда, Қазақстан; e-mail: zchanna_555@mail.ru; <https://orcid.org/0000-0002-3800-7983>