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## STATE REGULATION OF SOCIO-ECONOMIC DEVELOPMENT OF RURAL AREAS

**Abstract.** The article substantiates approaches to improving state regulation of rural development by developing a set of regional policy instruments, as well as supporting the diversification of the rural economy and improving the activities of rural institutions, infrastructure facilities. The policy on the development of rural territories is proposed to be considered as a sphere of mutual responsibility of the state, rural territories, science, business and civil society. State regulation of rural social development does not matter in itself, but is reduced only to measures that mitigate the negative consequences of the formation of market relations. As a result, there is an urgent need for a systematic presentation of the substantive foundations of state regulation of rural social development, analysis of the consequences of its market transformation in the modern Kazakh economy and identification of areas for improvement [1].

The purpose of the article is to propose methodological approaches to assessing the effectiveness of state regulation of social development of rural areas based on the analysis of its content and features and to develop areas of improvement in modern Kazakhstan conditions. And also to consider the content of state regulation and features of social development of the village; to classify the means of implementing forms and methods of state regulation of social development of the village; generalization of the assessment methodology and development of criteria and indicators of the effectiveness of state regulation of social development of rural areas; determination of institutional and socio-economic consequences of market transformation of state regulation of social development of rural areas.

**Key words:** rural areas, state regulation, regional policy, socio-economic, social development, investment project, welfare of the population.

**Introduction.** Today, the country's cities are developing, and the socio-economic situation of their villages is steadily lagging behind. Because we live in an age of progress, and every day we hear and know through the media that residents of settlements still complain about such needs as drinking water, roads, blue fuel, which should be simple and affordable. Speaking of the above-mentioned social problems of the rural population, I am generally silent about the infrastructure of rural areas. First of all, let's delve into the question of why it is necessary to improve villages, improve their socio-economic situation... The people in the village are tired of the daily hustle and bustle and want to settle in automated cities compared to small populated areas. It is known that the situation prevails over the person. The number of villagers who seek financial stability and education in the city has grown. Today there are not even young people who would like to go and work in the village. This is the unshakable truth. In general, according to the results of the last census, young people make up more than 20 percent of the population living in Kazakhstan. If we consider these young people a strategic resource of the country, as the future of the country, then they should be directed to the development of the state both in rural areas and in the city. And now, when in our country, where the infrastructure is lame, there is no access to simple needs, there cannot be enough ambitious, initiative, dreamy, energetic youth. Who then inhabits the countryside? You can say only old people with bent backs, leaning on a stick, children in a cradle. And young people who create new families and live in rural areas can be counted on the fingers. It seems to me that elderly people live like this in rural areas, and they eventually move to cities, if this continues there is a risk that the rural population will die. Urbanization is also an urgent problem today. Therefore, it is very important to develop villages, improve them, bring them to such a level as district centers. And if you look at what is now in a remote village, then their problems immediately catch your eye. In other words, the driving force of the village is highly qualified young specialists who have received higher education. Today, the development of villages is one of the main goals. The goal set by the Head of State in our government is to raise rural areas, so the topic of our villages is one of the most relevant today. Therefore, it is

very important to pay attention to the infrastructure of villages. Therefore, special attention should be paid to regional policy. The aim of regional policy is to reduce the differences between the levels of socio-economic development of regions through the implementation of important investment projects. The implementation of investment projects will improve infrastructure, economic activity, and this, in turn, will increase the standard of living of the population [2].

The market reforms carried out in our country have two different effects on the economic and social development of the village. After the decline in agricultural production, there was an unsatisfactory situation in the social sphere of rural areas, which resulted in a significant decrease in the level and quality of life of the population. To overcome the negative consequences of market transformation, to increase the availability of educational, medical, cultural and commercial services, it is necessary to study and analyze the causes of the deterioration of the situation in the development of rural areas and to develop scientifically sound methods and tools for state regulation of rural social development.

The current state and direction of rural development in the country is characterized by the lack of mechanisms for the introduction and application of innovations that ensure large-scale production in this area. High risks, insufficient financial attractiveness, low profitability of the production sector and the peculiarities of regional development hinder the attraction of innovations and the activation of innovation activities. These issues require scientifically based conclusions in the direction of improving organizational and innovative mechanisms of innovative activity in rural areas. In this regard, one of the urgent problems at the present stage is the development of mechanisms and methods of development management based on regional features of innovative development of rural areas, the study and study of foreign experience in ensuring effective activities, the introduction of best practices in Kazakhstan.

Regional economy is closely related to economic geography, but unlike it is focused on applied practical results. The regional economy, despite its proximity to geography, is an integral part of the economy. In addition, economic theory is closely related to macroeconomic forecasting, sectoral economics, statistics and other socio-economic sciences. Regional economics, along with economic issues, considers ecology as social problems, demography, geography, ethnography and other sciences. Although the villages themselves seem to be a small concept, the study of aspects of the economic and social development of the region began to develop in Russia in the XIX century, and in Kazakhstan at the end of the XX century on a scientific basis. In the West, regional economics is defined as “regional science”. Therefore, it is necessary to do concrete things without looking at the progress of the village-region [3].

The main purpose of regulating the development of the region and the village with state support is to create opportunities for sustainable economic growth of the regions, contributing to the prosperity of the economy of the whole republic. State support of rural territories and farms is carried out within the framework of the following programs: “Business Roadmap 2020”, “Agribusiness 2020”, “Export 2020”, “Employment 2020”, “Efficiency 2020”, the program of industrial and innovative development of the Republic of Kazakhstan, the state program for the development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2021 [15-20]. Achieving this goal presupposes the unity of state and regional interests, their combination.

**Materials and methods of research.** Rural territories are one of the main directions of the country's economy and a determining factor of the political stability of society. The research methods were the works of domestic and foreign scientists reflecting the peculiarities and problems of agriculture and reflecting the peculiarities of the economic development of rural areas. The range of issues under consideration is quite wide, it includes problems related to the development of rural areas and having high social significance: poverty in rural areas, low standard of living of the population, social inequality, shortcomings in the production of public goods and the development of social infrastructure in rural areas.

As methodological tools chosen in accordance with the purpose of the article, a systematic approach in the selection of information, quantitative and qualitative methods of description, as well

as foreign experience of the agro-industrial complex abstract-logical method for identifying factors affecting it were used. The substantiation of the theoretical provisions was carried out on the basis of the application of general scientific methods and techniques, methods of analysis and synthesis, systematic and integrated approaches, the final data of personal observations from the information base of the official Internet, target programs for the development of branches of the agricultural and industrial complex of the republic were considered.

**Results and their discussion.** Economically stable and socially developed rural territories are the key to stability, independence of the state and food security, therefore, the vector of their development should become a priority direction of the national policy on sustainable development. In our opinion, the sustainable development of rural areas is a purposeful process of long-term (continuous) development with a qualitative and fair gradient of development in the economic, environmental and social spheres of life with the preservation of this ability in the future. Rural development undoubtedly implies economic growth and an increase in the quality of human capital of rural communities. The development of the agro-industrial complex is promoted by a market approach to farming, favorable natural conditions and an abundance of natural resources, the sufficiency of scientific and educational potential, the scale of the domestic food market, environmental safety factors and the possibility of producing natural food.

The market approach to farming reflects the coordination of branches of the agro-industrial complex, the placement of production in various natural and economic areas, the use of technologies adapted to local natural and economic conditions, insurance, lending, the search for sources of income outside agricultural production, as well as the variety of forms of enterprises included in the complex, the possibility of full participation of workers in the process of public administration in production, in labor collectives. The natural conditions and natural resources of the country play an important role in the development of the agro-industrial complex.

First of all, let's delve into the question of why it is necessary to improve villages, improve their socio-economic situation... Indeed, Kazakhs with a population of eighteen million have enough villages. And if you look at remote areas, you can immediately notice their problems with the naked eye. Among them are Kurchum, Katon-Karagai, Tarbagatai, Zaisan, Urdzhar districts of East Kazakhstan region. These areas amaze with the beauty of their nature. There is everything here: a mountains, forests, lakes, and deserts. In these parts, all kinds of crafts from cattle breeding to agriculture, from fisheries to beekeeping, you just have to want to start. Only the state of the border territories leaves much to be desired. Because the Land is remote, there is a shortage of specialists, high cost and unemployment. Therefore, the border with the neighboring country began to be exposed. I am aware of the current situation with the village of Markakol, where I was born and grew up.

Markakol is a village in Kurchum district of East Kazakhstan region, centered in Markakol rural Okrug. The name of the village was called "Alekseevka" until 1992, and "Terekty" until 2016. Located 154 km east of the district center - the village of Kurchum, south of Lake Markakol. If in 1999 the local population was 5,020 people (2,439 men and 2,581 women), then in 2009 it was 3,489 people (1,680 men and 1,809 women). To date, the population has completely decreased, the exact number is unknown, since the number of people moving to urban lands is too large. There are 2 schools, 1 hospital, 1 music school in this village. According to the rural district, there are 13 grocery stores providing the population with food, 63 are registered in the district today, including 47 active individual entrepreneurs. This year, 1 service station, 1 public bath, 1 barber shop, 1 singing karaoke, 1 woodworking sawmill, 1 household goods, 2 shops of various products, 1 sewing workshop are under construction. In the Markakol rural district, in the past 2020, for the purpose of breeding animals, 7 peasant farms and 2 agricultural production cooperatives are carrying out various works. For example, this year 6 peasant farms purchased 10 heads of breeding bulls at their own expense. The task plan for the rural district for 2021 is the structure of the arable land of 3682 hectares. The sown area in the rural district is: 730 hectares of grain crops, 900 hectares of sunflower, 187 hectares

of potatoes, 100 hectares of melons, 115 hectares of vegetables, 1,650 hectares of perennial and annual grasses.

For example, in the 90s, about 1,700 children were enrolled in rural schools, currently only 300-350. To the question “What is the cause of all this?”- so the highly respected elders (aksakals) answered:

- If the people have good conditions and a comfortable life, then why do they move to the city in batches? In remote border areas, conditions are completely different, there is a shortage of food and medicines, young people do not stay here for a long time, because there are no incentives, there are not enough personnel, the road is far and harsh, the communication routes are very bad. In winter, during blizzards, this village remained without communication with the central districts for months, I myself saw and witnessed how food supplies were delivered to the village by helicopter, there was no other way. And there is a shortage of specialists in the Markakol district Hospital. There are no surgeons, no obstetricians, operations are not carried out, women in labor are sent to the Kurchum district center, which is located 200 kilometers from the village - that's the answer we received [4].

Unfortunately, there are no exact data on the village of Markakol, however, since the abolition of the district by the Decree of the President of the Republic of Kazakhstan dated May 23, 1997 and the entry of the territory into the Kurchum district, the data have been generalized, including for the Markakol (Terekty) rural district. Kurchum district borders on the north with Katon-Karagai district, on the West with Kokpekty district, on the southwest with Tarbagatai district, on the south with Zaisan district of East Kazakhstan region, on the east with Xinjiang Uygur Autonomous Region of China.

**Table 1.** %-s share of the population in the Kurchum district

	Kazakhs	Russians	Tatars	Germans	Uighurs	Ukrainians	Others	Total people
2019	22 235 people 91,34%	1 955 people 8,03%	48 people 0,20%	30 people 0,12%	17 people 0,07%	11 people 0,05%	47 people 0,05%	24343 100,00%.
2020	21 951 people 91,41%	1 898 people 7,9%	50 people 0,21%	28 people 0,11%	21 people 0,08%	13 people 0,054%	52 people 0,236%	24 013 100,00%.
Deviation								-330
<a href="https://ru.wikipedia.org/wiki">https://ru.wikipedia.org/wiki</a> compiled by the author on the basis of data								

According to the schedule, information is provided for the Kurchum district, including for the Terekty rural district, 3767 people are distributed in the villages of Terekty, Akzhailau, Karashilik, Karaoi, Kainar, Bulgars Tabyty, Moylydy, Tentek, Matabai, the land area is 228645 hectares. I clarified the state and economic situation of the population a little by interviewing local residents. If there were 37,000 people in Kurchum district in 2010, then 243 people in 2020, 37900 people in Katon Karagai district in 2010, 23,000 people in 2020, 40400 people in Zaisan district in 2010, 36979 people in 2020, 57600 people in Tarbagatai district in 2010, 38,852 people in 2020, if 81400 people in Urdzhar district in 2010, then 73760 people remained in 2020. Such exposure of borders is dangerous, said our wise elders. This situation manifests not only in the East Kazakhstan region, but also in all border zones of our state. Therefore, it is necessary to take this issue seriously. This particular problem cannot be solved without the intervention of the state, without its socio-economic regulation [20].

According to the information, a comprehensive program has been adopted for the development of border areas in the region, for which 218 billion tenge has been allocated. However, it seems that this is not enough to stop the process of migration. In addition, within the framework of this program, measures should be taken by the state not to disperse the population at the border.

I clarified the state and economic situation of the population a little by interviewing local residents. According to the survey, the share of pensioners in the region is 15-20% of the population, while 5-10% are people from the disabled group. I received information that the average amount of the allowance is 60-70 thousand tenge, but then no one revealed to us a more complete answer.

The largest example of migration was in the settlement of Moydy, which is located a kilometer from the village of Markakol. Once upon a time, life was in full swing in a village where pastures were full of cattle, known for the prolific berry moyyl. And now there is not a single sign of life, only occasionally empty houses are seen, as if reminding that they are witnesses of that time. At one time there were more than 60 houses here, and more than 300 residents. When people leave the region, the land becomes orphaned, now a whole village on the border line is empty. Only 3-4 families who do not want to leave these lands hoping that the village of Moydy will recover, everything will return to normal. Kazakhstan ends further from this village; the borders of China are visible nearby. It follows from this that the borders are also being emptied, in particular of the Markakol rural district [4].

In general, socio-economic policy for the development of rural areas should be considered as a sphere of mutual responsibility of the state, rural areas, science, business and civil society for ensuring a decent quality of life for people, and the quality of life as a criterion for the effectiveness of state regulation of rural development. The system of state regulation of rural development is integrated as a constructive and meaningful expression of rural development policy, should correspond to the interests of various rural settlements (in terms of population, remoteness, level of economic development, social sphere, etc.), and this position is currently being resolved within the framework of a neo-endogenous approach. At the same time, in order to organically adapt rural communities to the market, it should be institutionalized in the form of local self-government, cooperation, etc. and it is assigned to territories (natural, human, economic, historical, cultural, etc.). b.) Within the framework of targeted development programs aimed at unlocking the internal potential, of course, the scale of state assistance, organically coordinated with the interests of the rural population, is important.

### **Conclusion.**

After analyzing all of the above, we met with the akim of the rural district and asked about the measures being taken. In order to improve rural areas, a number of measures are being implemented, including: lending to support agriculture under the "Agribusiness" program, which is under the "Business Roadmap program – 2025" through the "Damu" fund, financial grants and other measures are provided to peasant farms, such as village improvement, street lighting, asphaltting, updating agricultural equipment, repairing the Central Stadium "Markakol", construction of various sports and recreation grounds, major repairs of buildings of municipal institutions, measures are being taken to ensure employment of the population. But it seems that all these ongoing works are unable to stop the influx of people who are leaving for big cities.

In conclusion, I was looking for ways to solve the problem we are facing, and made the following conclusion:

- firstly, the construction of new railways, highways, waterways for the population suffering from the severity of roads;

- secondly, the development of tourism in the border areas, which by the beauty of their nature is in no way inferior to the famous Switzerland. Since the funds from tourism will be replenished by regional and district budgets, and these regions will be able to finance themselves.

- thirdly, it is necessary to increase the sources of production on the lands of Zaisan, where the subsoil is full of gas, and in the Markakol district, where ore is full underground. However, these problems still do not find their solution.

-fourth, residents of border zones in China are paid benefits for living in this region, as well as salary allowances. Perhaps we should also apply this experience.

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## АУЫЛДЫҚ ЖЕРЛЕРДЕГІ ХАЛЫҚТЫҢ КӨШІ-ҚОН ЖАҒДАЙЫ МЕН МӘСЕЛЕЛЕРІ

**Андатпа.** Мақалада өңірлік саясат құралдарының кешенін әзірлеу арқылы ауылдық аумақтарды дамытуды мемлекеттік реттеуді жетілдіру, сондай-ақ ауыл экономикасын әртараптандыруды қолдау және ауылдық институттардың, инфрақұрылым объектілерінің қызметін жақсарту тәсілдері негізделген. Ауылдық аумақтарды дамыту жөніндегі саясатты мемлекеттің, ауылдық аумақтардың, ғылымның, бизнестің және азаматтық қоғамның өзара жауапкершілігі саласы ретінде қарау ұсынылады. Ауылдың әлеуметтік дамуын мемлекеттік реттеудің өзі маңызды емес, тек нарықтық қатынастардың қалыптасуының теріс салдарын жеңілдететін шараларға дейін азаяды. Нәтижесінде ауылдың әлеуметтік дамуын мемлекеттік реттеудің мазмұнды негіздерін жүйелі түрде баяндау, оның қазіргі Қазақстан экономикасындағы нарықтық трансформациясының салдарын талдау және жетілдіру бағыттарын анықтау қажеттілігі туындайды [1].

Мақаланың мақсаты-мазмұны мен ерекшеліктерін талдау негізінде ауылдық аумақтардың әлеуметтік дамуын, халықтың көші-қон жағдайын мемлекеттік қолдаумен реттеуді зерттеп, жетілдіру бойынша ұсыну және қазіргі қазақстандық жағдайларда жетілдіру бағыттарын әзірлеу. Сондай-ақ, ауылдың әлеуметтік дамуын мемлекеттік реттеудің мазмұны мен ерекшеліктерін қарастыру; ауылдың әлеуметтік дамуын мемлекеттік реттеудің нысандары мен әдістерін іске асыру құралдарын жіктеу; ауылдың әлеуметтік дамуын мемлекеттік реттеу халықтың көші-қон жағдайын тиімділігінің жағдайын саралап, ұсыныстар жасау, әзірлеу; ауылдық аймақтардың әлеуметтік дамуын мемлекеттік реттеудің нарықтық трансформациясының институционалдық және әлеуметтік-экономикалық салдарларын айқындау.

**Негізгі сөздер:** ауылдық жерлер, халықтың көші-қоны, халықтың көші-қонын мемлекеттік реттеу, аймақтық саясат, әлеуметтік-экономикалық, әлеуметтік даму, халықтың әл-ауқаты.

## ГОСУДАРСТВЕННОЕ РЕГУЛИРОВАНИЕ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СЕЛЬСКОЙ МЕСТНОСТИ

**Аннотация.** В статье обоснованы подходы к совершенствованию государственного регулирования развития сельских территорий путем разработки комплекса инструментов региональной политики, а также поддержки диверсификации экономики села и улучшения деятельности сельских институтов, объектов инфраструктуры. Политику по развитию сельских территорий предлагается рассматривать как сферу взаимной ответственности государства, сельских территорий, науки, бизнеса и гражданского общества. Государственное регулирование социального развития села само по себе не имеет значения, а сводится лишь к мерам, смягчающим негативные последствия формирования рыночных отношений. В результате возникает острая необходимость в системном изложении содержательных основ государственного регулирования социального развития села, анализе последствий его рыночной трансформации в современной казахстанской экономике и определении направлений совершенствования.

Цель статьи-предложить методические подходы к оценке эффективности государственного регулирования социального развития сельских территорий на основе анализа его содержания и особенностей и разработать направления совершенствования в современных казахстанских условиях. А также рассмотреть содержание государственного регулирования и особенности социального развития села; классифицировать средства реализации форм и методов государственного регулирования социального развития села; обобщение методики оценки и разработка критериев и индикаторов эффективности государственного регулирования социального развития села; определение институциональных и социально-экономических последствий рыночной трансформации государственного регулирования социального развития сельских территорий.

**Ключевые слова:** сельская местность, государственное регулирование, региональная политика, социально-экономическое, социальное развитие, инвестиционный проект, благосостояние населения.

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