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**FEATURES OF RURAL YOUTH EMPLOYMENT
IN THE MODERN ECONOMY**

Abstract. The future of our country is youth. However, the youth market, especially rural youth, is a vulnerable group in the labor market. Young people have limited job opportunities. To regulate this segment it is necessary to develop regulatory measures taking into account the requirements for youth labor market.

In order to increase the effectiveness of the rural population's labor perspective, the specificity of targeted and implemented target programs is that rural youth, as a target group, has enormous potential. General strategic programs are considered by the rural population, including youth, as a major social issue that should be addressed.

Thus, modern requirements for graduates of educational institutions in the labor market are high. According to the author, the quality of vocational education is an essential condition for graduates' demand in the labor market.

Keywords: youth employment, labor market, vocational preparation, vocational education, unemployment.

Special attention is paid to young people information of future economic, social, political image of the country. Therefore, state-run regulatory measures should be aimed at adapting young people to the labor market requirements. So, it begins when it comes to school, continues during vocational training, and becomes more urgent when it comes to the labor market.

Nowadays, it is necessary to ensure the qualitative education of technical and service personnel according to the Annual Address of the President of the Republic of Kazakhstan N.A. Nazarbayev. Through the system of vocational and higher education institutions, the national vocational training program has brought positive changes.

At the same time, according to the opinion of A.A. Alimbayev and S.B. Uteshov, S.N. Akhmetov, A.A. Taubayev, «...the features of youth employment in the modern economy: the decline in the average entry age to the labor market and decrease of youth education level (especially in rural areas); regulation of employment through non-flexible forms of employment, along with active forms of employment that promote youth employment; preparation and implementation of state and regional programs that promote employment of youth; the use of new forms of employment in the world practice in our domestic market» [1, p. 507].

The state employment policy is an important part of the state's socio-economic policy directed to improve the employment programs, organizational and economic mechanisms of employment on the basis of employment programs efficiency rise, a social partnership system development, public works organization, stimulation of economically active population, and the labor market flexibility's increase.

State employment policy can be attributed to the following key areas:

- regulation of labor migration in the labor market and protection of domestic labor market;
- providing citizens with the opportunity to work and self-employment;
- socio-economic and organizational conditions creation that ensure free human development and a healthy lifestyle;
- support of labor and entrepreneurship activity of citizens;
- social protection in the field of employment;
- prevention of mass unemployment and reducing unemployment;
- stimulation of employers who retain their previous jobs and create new jobs;
- coordination of state bodies and local executive bodies on employment;
- regulation of population income increase and distribution, prevention of inflation;

- creation, implementation and monitoring of the population employment;
- ensuring sustainable employment and coordination of labor migration, taking into account regional and sectoral aspects;
- creating flexible system for vocational training and retraining of the unemployed, considering the regional and sectoral labor market needs;
- carrying out the policy on transferring foreign specialists to Kazakh personnel, with a special focus on vocational training and retraining of local specialists.

Professional training of the population is an important direction of the state policy and social protection of the unemployed on the labor market.

Implementation of various training activities will improve the quality of professional education of the employees, and in accordance with the situation in the labor market, the training and retraining of unemployed population for new specialties will increase their competitiveness.

According to Article 14 of the Law of the Republic of Kazakhstan "On Population Employment" one of the measures of social protection against unemployment is an organization of public works [2].

Public works are organized through the creation of temporary jobs, allowing unemployed people to have jobs that are socially oriented, which does not require temporary special training and qualifications.

In the organization of public works, their economic relevance and effectiveness should be taken into account. The choice of public works types is based on the priority types of employment for the unemployed.

On the other hand, there is a possibility of temporary employment of unemployed people without special education. Social work is a social support of the unemployed ones.

New stage of development and strategic goals set a number of new, most important tasks for the agro-industrial complex of the country. The main reason for this is that after planned economy collective farms broke up and replaced by small-scale private farms that have a negative image for young people on the choice of agrarian professions.

The Head of State emphasized the importance of vocational and technical education in his Annual Address to the people of Kazakhstan and highlighted the need for a new approach.

At the same time, the well-known scientist O.Sabden said: «The most important factor of ensuring competitiveness of the country is the high level of education of the population. Implementation of the Concept of Continuous Education for further development of the education system will contribute to the restructuring of the vocational education system and training of personnel in accordance with international educational standards, improving the quality of knowledge at each stage of the education system»[3, 6 p.].

In candidate's dissertation on the theme «Ways of improving the management of youth employment», K.S. Apiev noted: «A small proportion of young people are employed in agrarian sector, because their wages are low. Employment of young people shows a set of organizational and economic relationships, which guarantees employment, focused on social and economic development of the object and subject of management»[4, p. 8].

According to the author, it is possible to present the following directions, which let to employ rural youth:

Firstly, preparing young people for the labor market. For this reason, it is necessary to determine the reasons of unemployment for unemployed youth, the value of the labor flows for the students, the competitiveness of the labor market, the optimal professional growth factors, and the social coordination of the issues of social and psychological orientation and professionalism in the labor market.

Secondly, it is necessary to solve the problem of educational institutions graduates employment. Graduates of higher education institutions often seek for job after graduation.

Thirdly, it is necessary to adopt youth support programs frequently. Regional organizations in the social sphere are actively involved in forming a system of state support for the youth and their programs include the peculiarities of the youth problem. But young people are not only age-related to social groups, but also their social services.

Fourthly, the promotion of youth professional training. According to the decision of regional akimat and maslikhat the state labor and social protection sciences should work actively on the basis of a youth program. The areas that ensure the sustainability of the youth employment situation are general education and professional training of young people. Employment of youth will be supported by the creation of jobs, permanent jobs, youth employment institutions, infrastructure and other measures.

We believe that rural youth should be encouraged to self-employment and to increase their motivation to work in solving some of the most challenging employment issues in rural areas. In our opinion, the mechanism of rural employment regulation should be based on the following conceptual approaches:

First, the main programme goals of employment regulation are: increasing the level of employment and income of rural people, reducing poverty; preventing and minimizing rural unemployment; mitigating the burden of seasonal work in agriculture; increased rural flexibility.

Second, the tactical tasks of reforming the employment in the agrarian sector are: alternative forms of employment in rural areas development, restoration and development of rural infrastructure through investment, rural information and consulting services development; agricultural business and entrepreneurship development; creating conditions for the stabilization of young professionals in the village; implementation of measures aimed at raising the prestige of rural labor.

Third, the following state regulation directions of social and labor sphere are: improvement of working conditions in rural areas; Formation of incentive measures in the agricultural sector; stabilization of the rural demographic situation, mitigation of the consequences of unemployment, increasing social protection of the personnel; Creation of new jobs in the agro-industrial sector; it is necessary to create conditions for self-employment of rural population.

It is highly important to increase the effectiveness of the organs involved in the agrarian labor market regulation. It is necessary to have an effective system of the employment agency, which is targeted to the consumer, that determines their requirements and assesses the degree of compliance with the quality of service. Based on the systematic approach to managing and implementing such system, it is essential to improve the training process of young qualified labor force in agriculture to achieve a new level of training of young professionals through quality assurance, as well as the availability of human resources, material, technical, informational and financial potential [6].

Employment services are defined by the responsibility of professionals to increase their capacity in the community and to upgrade them.

Thus, one of the key tasks of the employment agencies is organization and targeted improvement of the employment system in order to meet the employment needs of different citizen categories in Kazakhstan.

Employment was carried out in the conditions of constant change and increase of requirements for professionalism and competence of specialists of all levels. Hence, it is important to create an example of employment services effectiveness in the agrarian labor market and to apply it in practice.

Qualified young professionals are essential for the sustainable development of the agrarian sector. Therefore, it is clear that today it is necessary to increase the effectiveness of labor force in rural areas with a new focus on the training of highly skilled human resources (Figure 1).

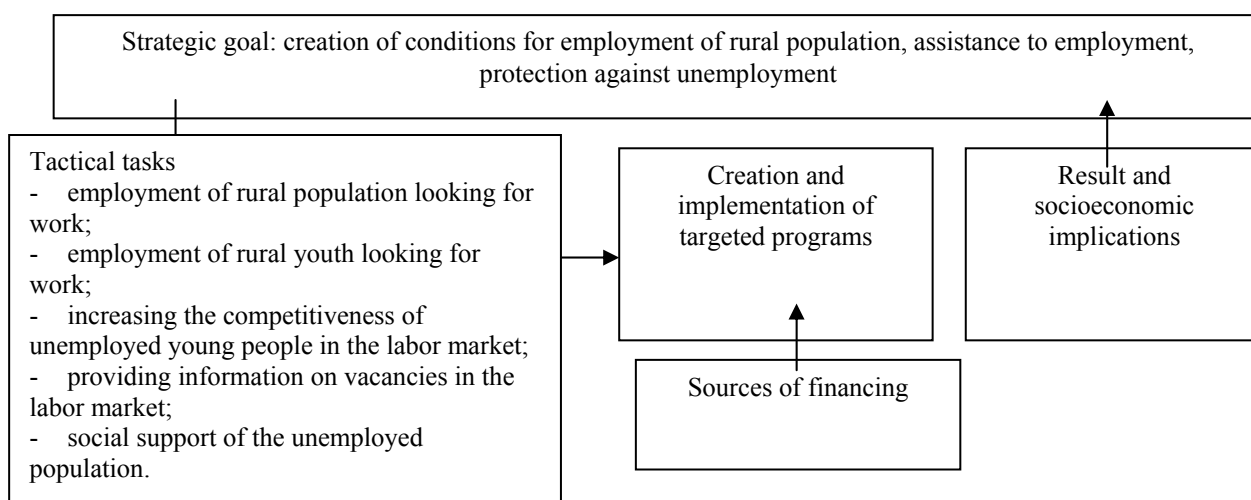


Figure 1 – An example of the effectiveness of employment services in the agrarian market

Note – compiled by the author

Finally, taking into consideration these issues, the following conclusions about the article can be made:

1. The current state of the labor market in rural areas requires an active policy of development of the labor market. The key components of this policy include measures for effective coordination of the implementation of targeted programs aimed at increasing the employment and employment relationships among rural entrepreneurs.

2. Increasing the effectiveness of labor potential in rural areas should be addressed through the creation of alternative forms of employment and normal working conditions for individual farms.

4. One of the mechanisms for the regulation of employment in rural areas is the development of alternative employment services for rural youth.

5. It is essential to provide state support for the effective functioning of entrepreneurship, to specialize in entrepreneurship and to attract investment in it.

Г.И. Нуржанова

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ҚАЗІРГІ ЭКОНОМИКАДАҒЫ АУЫЛ ЖАСТАРЫН ЖҰМЫСПЕН ҚАМТУДЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Елдің болашағы жастар. Дегенмен жастар нарығы, әсіресе ауыл жастары еңбек нарығында қорғаныс топқа жатады. Жастардың өз бетінше жұмысқа орналасу мүмкіндіктері төмен. Еңбек нарығының бұл сегментін мемлекет тарапынан реттеу үшін еңбек нарығындағы жастарға қойылатын талаптарды ескере отырып, реттеу шараларын қалыптастыру қажет.

Ауыл тұрғындарының еңбек әлеуетінің тиімділігін арттыру мақсатында жасалған және жүзеге асырылып отырған мақсатты бағдарламаларының ерекшеліктері орасан әлеуетке ие ауыл жастарын нысаналы топ ретінде қарастыруында болып отыр. Жалпы стратегиялық бағдарламалар ауыл тұрғындары, соның ішінде жастарды жұмыспен қамту мәселесін шешімін табуы тиіс маңызды әлеуметтік мәселелер құрамында қарастырады.

Сондықтан еңбек нарығы мен техникалық және кәсіптік білім беру жүйесіндегі оқу орындарының түлектеріне қойылатын заманауи талаптар жоғары. Ал, біздің пікірімізше, кәсіптік білім берудің сапасы түлектің еңбек нарығындағы сұранысының маңызды шарты болып табылады.

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ОСОБЕННОСТИ СЕЛЬСКОЙ МОЛОДЕЖНОЙ ЗАНЯТОСТИ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

Аннотация. Будущее страны - это молодежь. Однако молодежный рынок, особенно сельская молодежь, является уязвимой группой на рынке труда. У молодых людей ограниченные возможности трудоустройства. Чтобы регулировать этот сегмент рынка труда, необходимо разработать регламентационные меры с учетом требований к рынку труда молодежи.

В целях повышения эффективности трудового потенциала сельского населения специфика целевых и реализованных целевых программ заключается в том, что сельская молодежь как целевая группа обладает огромным потенциалом. Сельское население, в том числе молодежь, рассматривает общие стратегические программы в качестве одной из основных социальных проблем, которые необходимо решать.

Поэтому современные требования к выпускникам образовательных учреждений на рынке труда, к техническому и профессиональному образованию высоки. На наш взгляд, качество профессионального образования является необходимым условием для спроса выпускников на рынке труда.

Ключевые слова: занятость молодежи, рынок труда, профессиональная подготовка, техническое и профессиональное образование, безработица.

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