

FINANCIAL OPPORTUNITIES IN ORDER TO FUND AGRICULTURE IN UKRAINE

***DANYLENKO V. V., PHD STUDENT*,
PETRO VASYLENKO KHARKIV NATIONAL TECHNICAL
UNIVERSITY OF AGRICULTURE***

An efficient chain from field to plate depends on a number of different investment and funding sources in Ukraine. The state is required to invest in rural public infrastructure. In its turn, commercial sector is involved in the production system and participate actively in organizing value chains as well. Each of them needs financial resources to provide investments in rural environment and beyond.

However, most of financial institutions, such as banks, do not finance above mentioned activities to the required level.

The state. Achieving the goal of improving agricultural efficiency, the public investments are required to be focused, first of all, on public transportation system, mainly on the rural roads and market spaces` establishment. Basically, public sector involves such sources as taxes and borrowings in order to cover the above mentioned types of expenditures [1].

According to policies of decentralization, local municipalities and other regional administrative levels are becoming a heavier player in creating and serving local infrastructure. On the other hand, the numbers of responsibilities, which are transferred to regional authorities, are not always financed by the public finance system [2].

Furthermore, instead of investing into necessary public directions, we see local municipalities investing in particular commercial maintenance facilities like for instance municipal storage facilities. From our prospective, it may be a force of mobilizing private investments by providing concession models for such kind of income-generating activities.

Primary agricultural production. Banking for agriculture seems to be more risky than for other types of economic branches. Until then, the most frequent approach in rural public finance is the providing credit with the subsidized interest rates using specific state programs via state-owned banks as well as via state-owned leasing company «Ukragroleasing». This approach has eliminated rural poor from financial services, rather than making them obtainable for all. Therefore, it brought about the opposition of what should have been achieved [3].

* *Supervisor: Krasnorutskyy O.O., doctor of science (economics), professor*

In this regard, we promote the statement that the appearance of well-managed and respectful financial intermediaries (as well as financial agricultural cooperatives) with interest in agricultural customers will lead to the strengthening of the poor's financial conditions and opportunities.

Recently, we are observing a couple of strong financial organizations which serve agricultural primary producers, including smallholders. Such credit unions as «Kharkiv Cash register of Support» and «Chance» came up with their appropriate projects «Greenhouse in credit» and «Householding». However, the financial institution's ability to provide credit assessment of agricultural needs in additional resources to manage risk impact is critical for success.

Despite above mentioned projects, there is still a long way to go before Ukrainian agricultural primary production sector will be managed to be satisfied in terms of quality and quantity of financial support entities.

Agricultural service providers and traders. It is fairly for banks to expect facing similar challenges with customers in agricultural processing and trade as they face with primary producers in terms of risk-management. When some reason leads to a reduction of goods quantity in a region, there is also less goods to be processed and marketed either. Thus, financial institutions need to carefully assess and professionally manage co-variant risks characteristics for agricultural finance, including the different value chain actors, in order to allow for the full potential of finance provision for the sector. More financial institutions are still far from such professional management of specific agricultural risks [4].

The efficiency imperative. Discussions about efficiency in providing services to the countryside often focus on technological issues, like cell-phone banking. Thus, according to the rural peculiarities there is a necessity to clarify technological approaches, which may be suggested efficiently, and others that shouldn't be offered.

In this context, the possibility to use infrastructure (like ATMs, branches) for money transfers, credits and savings, etc. by the rural population should be a priority direction for banks to spread their responsibilities and services. Thus, traditional credit unions, providing only credit, are seems to be less effective than full-service banks with possibilities to cover a wider set of services and clients [5].

We understand that for most financial institutions it is a complex issue to define and design their offers to rural communities with the outmost efficiency. Dealing with this issue may result in not meeting a demand on parts of the rural population. But the lack of understanding of the significance of endeavoring to consolidate is the main obstacle to the improving rural financial security.

Literature.

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МЕХАНІЗМ ФОРМУВАННЯ РЕСУРСНОГО ПОТЕНЦІАЛУ КРЕДИТНИХ СПІЛОК НА ОСНОВІ ЗАОЩАДЖЕНЬ НАСЕЛЕННЯ

***ДОБРОВОЛЬСЬКА О.В., К.Е.Н., ДОЦЕНТ,
ДНІПРОПЕТРОВСЬКИЙ ДЕРЖАВНИЙ
АГРАРНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ***

Актуальність проблеми нарошення ресурсного потенціалу кредитних спілок за рахунок заощаджень населення обумовлена низкою факторів. Саме тому на сучасному етапі розвитку кредитного кооперування в Україні вагомим чинником формування його ресурсного потенціалу виступають депозити фізичних осіб, основним джерелом яких є заощадження населення.

Питання формування ресурсного потенціалу кредитних спілок через залучення заощаджень населення у формі депозитів активно розглядають вітчизняні дослідники кредитного кооперування. Зокрема, їм присвятили роботи такі дослідники, як А.П. Вожков, В.М. Геєць, А.М. Мороз, А.В. Олійник, А.Ю. Рамський та інші. Попри значний обсяг досліджень щодо розуміння сутності заощаджень населення та їх ролі в ресурсному потенціалі кредитних спілок, залишається значна кількість проблемних, дискусійних питань, які потребують поглибленого розгляду.