



*Asesorías y Tutorías para la Investigación Científica en la Educación Puig-Salabarría S.C.  
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RFC: ATI120618V12

**Revista Dilemas Contemporáneos: Educación, Política y Valores.**

<http://www.dilemascontemporaneoseducacionpoliticayvalores.com/>

**Año: VI**

**Número: Edición Especial**

**Artículo no.:66**

**Período: Diciembre 2018.**

**TÍTULO:** Las perspectivas de preservación de las profesiones de trabajo entre los jóvenes en el complejo agroindustrial a la República de Tatarstán.

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**RESUMEN.** El artículo presenta resultados de una investigación sociológica en el aumento de la prioridad de las profesiones de trabajo entre los jóvenes rurales modernos de la República de Tatarstán en el marco del proyecto científico No. 17-13-16006, apoyado por la fundación rusa para la investigación básica y el Gobierno de la República de Tatarstán. Los datos empíricos se obtuvieron en los distritos rurales de la República de Tatarstán (RT) mediante el método de cuestionario, incluido el uso de encuestas en el modo en línea que ha permitido ampliar la cobertura geográfica del objeto estudiado. La representatividad de los datos se confirma mediante el cumplimiento de proporciones a las características sociales y demográficas de la población en forma selectiva (n = 800 de personas).

**PALABRAS CLAVES:** Juventud rural, profesión laboral, factores sociales, complejo agroindustrial, estructura del personal.

**TITLE:** The prospects of preservation of working professions among youth in agro-industrial complex to the Republic of Tatarstan.

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**ABSTRACT.** The article presents results of a sociological research on the increase of the priority of the work professions among modern rural youth of the Republic of Tatarstan in the framework of the scientific project No. 17-13-16006, supported by the Russian foundation for the basic research and the Government of the Republic of Tatarstan. The empirical data were obtained in the rural districts of the Republic of Tatarstan (RT) by means of the questionnaire method, including the use of surveys in the online mode that has allowed expanding the geographical coverage of the object studied. The representativeness of the data is confirmed by the proportional fulfillment of the social and demographic characteristics of the population (n = 800 people).

**KEY WORDS:** rural youth, working profession, social factors, agro-industrial complex, personnel structure.

## **INTRODUCTION.**

The rural youth is a social and demographic group with gender, social and psychological characteristics and attitudes.

In modern society, there are negative trends, in particular, out-migration of rural youth to the city, which allows us to say about reduction of the working-age population in the future for the development of agro-industrial complex, including through education “social elevator” [Regionen Aktiv. 2002; The New Rural Paradigm: Policies and Governance/ 2006; The future of rural society, 1988; Rural development in the European Union. Statistical and economic information. Report 2010; Perrier-Cornet PH. 2018]. International experience of formation and international practice of implementing programs of rural development tells us about influence of institutional and socio-cultural factors on the change in provisions status of rural areas.

In this regard, one of the main challenges facing government and society in relation of rural youth is establishing the conditions under which the young generation can be realized in the profession and willing to participate actively in realization of the tasks in the village.

### **DEVELOPMENT.**

As modern agro-industrial complex of the Republic of Tatarstan has a high level of competitiveness among the Russian agricultural production, and is aimed at ensuring steady financial growth and modernization of agriculture; the extent of personnel change in the face of young workers is one of the determining factors in the accelerated and successful development of priority branches of agriculture [Ildarkhanova Ch.I., 2016]. Stability and stability of development of an agrarian and industrial complex in the Republic of Tatarstan need the growing personnel change adapted to living conditions and works in the village that actualizes the problem of studying the formation of the orientation for rural youth to working professions.

In this regard, the first time within the research the complex analysis of characteristics determining factors of formation of orientation of rural youth to receive working professions will be fulfilled; on the basis of empirical indicators will be analyzed the social well-being, life expectancy and socio-professional installations of rural youth to receive working professions, assessment of chances of social and professional mobility and the degree of its intensity among rural youth; deprivation social barriers to getting rural youth working profession and implementation of acquired knowledge in the agricultural- industrial complex in the village are revealed.

The obtained results will help to create the directions of work to increase the priority of working professions among modern rural youth of the Republic of Tatarstan, according to respondents, retention and attraction of personnel in the agrarian-industrial complex.

### **Methods.**

In pursuit of this goal, the group of authors has conducted a sociological research among rural youth of the Republic of Tatarstan (target group, n=800 of people by a questioning method aged from 16

up to 23 years that corresponds to definition of "rural youth", according to the dictionary of financial and legal terms [Mukhametzanova L.K., Khizbullina R.R., 2017; This publication was prepared within the framework of scientific project № 17-13-16006 supported by the Russian foundation for basic research and the Government of the Republic of Tatarstan]).

### **Results and Discussion.**

The object of this research is the rural youth living in rural areas at the age of 16-23 years, being the subject of this research – the perspective areas of work on increase in a priority of working professions among modern rural youth of the Republic of Tatarstan.

The empirical data collection was carried out in the rural municipal districts of the Republic of Tatarstan (RT) by the method questionnaire survey, including the use of surveys online, which expanded the geographical coverage of the studied object. The volume of selection was 800 people; proportions in a sample correspond to social and demographic characteristics in general.

According to results of the sociological research carried out by group of authors, working profession getting by rural youth aged 17 to 23 years is focused more on work outside rural areas (61%). The results of the survey to identify the orientation of rural youth to receive working professions and their implementation in rural areas have shown: 60% of those interviewed independently determined by the choice of occupations, 33% of respondents have noted that they listen to the opinions of parents.

A significant percent (42%) of respondents noted that the choice of a working profession in the village isn't "lack of the choice" for youth. 29% have noted that the working profession acts as "the social elevator" for rural youth.

Among the main reasons, according to which the youth could return to countryside in the first place was called the ecology (83%), an opportunity to keep the farm, the possibility of living together with parents/relatives, the possibility of implementing knowledge and experience, the convenient schedule of work in comparison with the city.

The main obstacles in obtaining working profession, according to the respondents are: lack of knowledge for admission to educational institution (23%); distance from the nearest educational institution (22%); lack of practice on the enterprises/organizations (14%); language barrier (5%). At the same time, it is worth noting that 26% of those interviewed note the absence of significant barriers to get and realize the working profession in the village, commenting on these shortcomings of the educational system.

In the structure of the quality of life of rural youth one of the most significant factors in determining their social well-being is involvement in the work process, professionalization. It integrates many aspects of human relations with society and reflects the population subjective assessment of satisfaction with living conditions, financial situation, and social status. Among the factors influencing the career development of youth in the village, young people call getting a working profession (56%), experience of work (16%), obtaining additional knowledge in process passing additional courses (15%), personal qualities (12%).

The respondents who have already decided with the choice of working profession noted that most of all when choosing, they focused on the prestige of the profession and level of salary (81%), socially-mediated nature of the profession and an ability to communicate with people, demand, opportunity for career growth and development of their abilities, the convenient schedule of work.

Assessing the possibility of professional self-realization and job prospect in rural areas in general as "good", the interviewed youth, however, points to limitation of the possibility of self-realization in certain professions and doesn't seek to realize themselves in the village without trying to find a job in the city.

The main difficulties of rural youth in the village are the lack of the developed infrastructure (81%), slowed pace of life, distance from towns, "is far to get", lack of a decent salary and career development, the small number of youth, and the impossibility of career development and employment in the chosen specialty.

In general, respondents (8,6%), indicating availability and positive evaluation of the existing measures of the state support of rural youth in Tatarstan note that often they are insufficient. According to data of research, the rural youth sees support from the state in the decision financial (50,7%), social (7,5%) and housing issues (9,7%) .

Summarizing, problems of attraction and preservation of youth in the village are the important and perspective direction; however, in the conditions of insufficient financing of the village, undeveloped infrastructure and others social and economic barriers today, they form in consciousness of youth negative stereotypes of employment and life in rural areas. Before the scientific community and government institutions today, the challenge is not only to raise rural economy, but also to revive the Russian village, instilling in schoolchildren knowledge of the same level, as a graduate of the city schools.

Improving education level is the development of its innovative capacity as well as reform of the educational system taking into account the latest technologies.

To attract young specialists to rural areas, first of all, it is necessary to develop the infrastructure to meet the needs of youth. This includes improving the quality of medical care, increasing the number of schools, kindergartens, benefits for housing. In short, it is necessary to create such conditions for comfortable life. [Journal "Arguments and Facts" № 22 30/05/2018 (accessed 24/08/2018)]. So, for example, the rural social development program, which has been already operating in the regions of Russia, young families and specialists who decided to move to the countryside, have the opportunity to build or acquire housing with subsidies from the state.

## **CONCLUSIONS.**

Within the submitted empirical data, authors have made an attempt of definition of the perspective areas of work on increase in a priority of working professions among modern rural youth of the Republic of Tatarstan.

Forcing the younger generation to preserve the territorial identity and the rejection of creation migration trends, this will not solve the problem, and according to the carried-out analysis, the synergetic effect promoting preservation and attraction of personnel structure in agro-industrial complex can be achieved from the realization of the system of economic (the prospect of work and with mechanisms of material compensation), sociocultural incentives (development of modern infrastructures for leisure and communication), etc., [Agency of innovations and development of economic and social projects. <https://www.innoros.ru/innovation-idea46/ideas/privlechenie-molodezhi-v-selskuyu-mestnost>].

The existing offers on development of rural areas in regions are aimed on the intensive development of the village as well as urban environment.

Attraction and deduction of young specialists in rural areas where they will be able to realize the potential, that will allow developing agriculture that will give the progressing economic effect: increase in number of jobs, introduction of new technologies in an agrarian and industrial complex, and development of infrastructure in rural areas. Implementation of ideas is possible only when carrying out a range of activities [Zaychenko D.V., 2016].

### **Acknowledgements.**

This work was prepared within the framework of scientific project № 17-13-16006 supported by Russian humanitarian scientific fund and the Government of the Republic of Tatarstan.

### **Conflict of interests.**

Authors confirm that the submitted data don't contain the conflict of interests.

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**RECIBIDO:** 2 de noviembre del 2018.

**APROBADO:** 13 de noviembre del 2018.