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## **THE MAIN DIRECTIONS OF INCREASING THE LEVEL OF AGRARIAN BUSINESS SOCIAL RESPONSIBILITY**

The system of measures to increase the level of social responsibility of business has been analyzed. Social programs for the development of agricultural enterprises are characterized. Key elements of social protection of the company's workers have been determined.

**Keywords:** social and corporate responsibility, enterprise strategy, agrarian business, employee motivation, economic and social results.

The creation of a system of measures to increase the level of social responsibility of an agricultural company must be considered at three main levels: state, local, and enterprise level. The first two levels are characterized by the fact that social responsibility is manifested, first of all, in front of citizens. This contributes to the improvement of the standard of living in society and the development of the state economy. It is under the above-mentioned conditions that entrepreneurship, as a type of economic activity, is able to ensure the "achievement of economic and social results", which is defined in the Economic Code of Ukraine [1]. At the last (third) level, SR concerns a part of public society - part-time employees of the enterprise.

As a whole, s.g. the organization receives certain benefits from increasing the level of social responsibility, which include: increasing the trust of the local territorial community in its activities (forming a positive image); the same applies to cooperation with tax, various controlling and other bodies; stability of the position on the market due to the acquisition of significant competitive advantages; prospects for the development of activities with the help of a positive image (for example, in authorities or among buyers, partners, suppliers, etc.); improvement of personnel potential thanks to the growth of creativity, professionalism, responsibility and loyalty of employees.

Social programs are developed for different periods of time, starting with long-term ones, which are specified in short- and medium-term programs. The measures provided for in these programs are grouped depending on their impact on the components of the institution's activities. For example, in an agrarian enterprise, it is rational to group measures according to the directions of their impact on: product supply and sales technologies, economic results, customer service, increasing employee motivation, etc. Specific and clear measures, persons responsible for their implementation, deadlines and a mechanism for control and evaluation of results are defined in each direction. It is worth noting that the implementation of the stipulated measures should contribute to the improvement of the social and psychological climate at the enterprise (strengthening of friendly relations between the members of the labor team).

The key elements of the social protection of the company's workers are contained in the social package, which conditions the creation of safe and favorable working conditions, the participation of workers in the management of the enterprise, the use and

development of the creative initiative of absolutely all categories of workers and their growth on the career ladder, the improvement of the educational and qualification level of employees, their cultural and household and living conditions, formation of a favorable climate in the work team, etc. The development of a social package for the long term will contribute to the increase of social capital.

Management personnel of the enterprise should consider spending on social programs as one of the key forms of long-term investment. An agrarian enterprise that aims to make a profit and secure a competitive position on the market (building a positive reputation) must incur certain expenses, since, unlike contributions to the state social insurance, these expenses, the size of which depends primarily on the individual contribution of each from employees, as a rule, are directed only to employees of this company. The provision of social benefits is designed to motivate employees to work efficiently.

As for Agro-Leader-Ukraine, the social responsibility of the company is characterized by internal and external forms. The internal form can include salary stability, professional development, training, internships, implementation of social solutions for the company's employees (paying health benefits, providing funds for treatment, free annual medical examinations in a private clinic, free annual rest and treatment in our own tourist complex in the Carpathians).

The external form of social responsibility in the company involves sponsorship, charity, volunteering, interaction with local authorities. Talented children of the village have the opportunity to study for free in higher educational institutions of the Kyiv region, to acquire qualifications in order to later return to their native village, create a family, work and receive a decent financial incentive.

On the eve of the holidays, the head of "AGRO-LEADER-UKRAINE" FC LLC, together with the village head, buys and hands over gifts and material assistance to veterans, pensioners, residents who are in a difficult life situation. It is impossible not to mention the fact that every year in Ivanivka, the day of the village, the day of the community is celebrated on a grand scale; folk festivities are held, where artists and groups from other regions are also invited. Also, the management of the company supported the villagers' initiative to open a family-type house in the short term (the management apparatus has already decided on the building that will be purchased by the company and given to such a family for free use).

Active cooperation and communication of the management with the employees gives its effective results: the company employs highly qualified, professional workers who make maximum efforts to achieve the set goal, understanding that their work will be fairly evaluated. By the way, it is "AGRO-LEADER-UKRAINE" FC LLC. of the Uzyn territorial community that has seen the highest level of wages among other agricultural holdings in the Kyiv region over the past three years [2].

#### References

1. Economic Code of Ukraine. URL: <https://zakon.rada.gov.ua/laws/show/436-15#Text>
2. Report on the implementation of the "Program of socio-economic and cultural development of the Uzyn urban territorial community for 2020-2021". URL: <https://uzmr.gov.ua/news/1627462681/>