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UKRAINIAN NATIONAL POLICY IN AGRARIAN SECTOR COMPETITIVENESS PROMOTION CONSIDERING THE SUSTAINABLE DEVELOPMENT CONCEPT

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In the conditions of world economy globalization accompanied by a dramatic change in the environment, the priority task of the state is to ensure national security and a high level of the economy key sectors competitiveness, with the agri-food sector among the important ones in our country (BNAU, 2019). Ukraine's agriculture with its leading place in the commodity structure of exports and thus contributing to the development of other industries, has remained export-raw material and import-dependent sector so far (Borodina, 2018). Along with general positive evaluation of the Government actions in terms of the agrisector support, we believe that the future state agrarian policy should be aimed at forming a new post-war model of its development with a balance of economic, ecological and social components meeting the goals of sustainable development. At the same time, the key direction of the industry modernization of in the conditions of a full-scale war is increased the level of agricultural raw materials processing, the reconstruction of damaged infrastructure and the construction of modern facilities. In the conditions of post-war recovery, the diversification of the agricultural production development should be ensured through increase in the capitalization and the investment attractiveness of agricultural enterprises. To this end, it is necessary to promote the equal development of all organizational and legal forms of business through institutional and financial support of medium and small producers of agricultural products. Farms and individual peasant farmsteads can be considered as points of economic growth, which ensure the livelihood of a significant part of rural areas and integrate small private households around them. Having a competitive advantage over many other countries in the process of digitalization, Ukraine is able to quickly introduce modern technologies into Ukrainian agricultural research and business and give a powerful impetus to the development of the industry through creating a unified information support system for agricultural producers and using modern technical means of design and programming based on IT technologies through the Internet, as well as involving higher education institutions in this activity. In order to implement an innovative model of the agricultural sector development and to activate economic growth, it is advisable to establish long-term relationships between the entrepreneurial activity subjects through public-private partnerships, agrarian clusters and technology parks, interaction of state and local authorities with self-regulatory organizations, partnership at the local levels regarding the support of rural communities initiatives in the development of the their social infrastructure. The formation and development of human capital through the support of agricultural education and science, training and retraining of personnel is another factor in increasing the industry competitiveness.

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