

Support of small business as a factor of sustainable development of Krasnoyarsk region districts

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Abstract. Nowadays, a complex socio-ecological and economic situation is developing in the rural territories of the region. Changes in governance structures, the collapse of both social and industrial infrastructure, as well as unemployment exacerbate the current situation. The gap between the standard for living of the urban and rural population continues to widen. A large number of villages disappear from the map of the country every year. In this regard, the economy, life, way of people's life, their history, traditions and culture are being destroyed. In this regard, special attention should be paid to state support of small and medium-sized businesses as a factor of sustainable development of rural areas.

1 Introduction

The balanced structure of rural economy largely determines the sustainability of the territories' development. In developed European countries, small business plays a crucial role in the diversification process. The purpose of the study is to consider the possibility of supporting small business in rural areas of the region for its adaptation in today's difficult conditions and sustainable development.

The development of any regions is associated with the implementation of two principles: functional compliance and positional. Firstly, it implies the efficient use of land, considering its resources and value. Secondly, it is necessary to remember the spatial position relative to other objects. In this regard, rural areas are not always equal to administrative boundaries. Sustainable socio-economic development of any territory should begin at the level of state power. Effective development depends on the priorities of the economic situation, the level for development of market institutions presents in the territory, the development of regional policy, the level of support for entrepreneurs in the region, the development of the legislative framework. All this leads to an increase in the competitiveness of the territory, attracting investment and, as a result, sustainable development. Small and medium-sized businesses are the segment of entrepreneurial activity in the region that affects the state and prospects of the national market, the development of exports of agricultural products, and is also a link with large businesses and consumers [1,2].

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Nowadays, several characteristics can be identified that contribute to the development of small entrepreneurship: for example, the creation of support funds, the creation of a basic level of information support system for entrepreneurs at the local level, the improvement of the legislative framework, the development of innovation in small entrepreneurship. Despite this, entrepreneurship today functions very inconsistently and slowly. It is at the early stages of the life cycle that timely targeted support is needed, which will consider all the nuances and specifics of the development of the territory and its infrastructure. Whatever it was, the role of small and medium-sized businesses contributes in part to solving employment problems in the territory.

The economy as a whole and the agro-industrial complex of the Krasnoyarsk region are developing today in unprecedented difficult social and economic conditions, trying to adapt to new trends that have developed as a result of the sanctions imposed by Western countries. In this sense, the need for a highly effective model of state support for agricultural producers in the context of creating a competitive Russian market for agricultural products and effective implementation of import substitution policy is particularly timely and significant today. This has become an important factor in ensuring national security, one of the strategic objectives of the Russian agro-industrial complex, while being a driver of the country's economic growth. The Russian business has faced a new challenge to restructure its work, namely, adjusting plans, changing suppliers of components, increasing costs due to a sharp increase in the dollar, etc.

2 Materials And Methods

One of the ways to develop small business as a factor of sustainable development is strategic planning of territorial development. At the same time, at the initial stage, it is necessary to assess the potentials and problems in the territory using the SWOT analysis method, with the identification of "growth points". Growth projects can be from different sectors of the economy, considering the specifics of rural development: agriculture, local industry, tourism, construction, etc. The main task is to correctly identify the most effective trends in terms of sustainable development of the area. It is impossible to solve the development issues of the district without the interested villagers themselves. Effective local self-government is an indispensable condition for the revival of rural areas [3,4].

The risks for the agro-industrial complex that appeared in 2022 were not considered either in investment planning or in production planning, and therefore the industry had to adapt to them "in motion". Despite the difficult situation, the Krasnoyarsk region is considered one of the examples where economic stability is preserved with a significant impact of sanctions on its key industries. In 2021, the Krasnoyarsk region, as well as nine other subjects of the Russian Federation, improved its positions in the Expert RA rating – the level of investment attractiveness of the region is rated as average, the region is among the top ten in terms of socio-economic status. According to the Ministry of Agriculture in the Russian Federation, the Krasnoyarsk region also belongs to the number of agricultural regions-leaders.

In the region, according to Krasstat, there are more than 290 thousand agricultural organizations of individual entrepreneurs, peasant farms, in rural settlements – personal subsidiary farms, non-profit associations of citizens. The leading place in the farm is given to crop production (about 80%). More than 70% of the sown areas are occupied by grain and leguminous crops. According to preliminary data from the Office of the Federal State Statistics Service for the Krasnoyarsk region, the Republic of Khakassia and the Republic of Tyva (hereinafter referred to as the Krasnoyarsk State Statistics Service), the total sown area of agricultural crops for the harvest of 2022 amounted to 1,538.0 thousand hectares, or 104.2% compared to the previous year (2021 – 1,476.3 thousand hectares), including cereals and legumes crops were sown on an area of 958.2 thousand hectares (930.3 thousand

hectares); oilseeds – 264.0 thousand hectares (196.1 thousand hectares); potatoes were planted on an area of 30.9 (31.1 thousand hectares); vegetables – 5.1 thousand hectares (5.3 thousand hectares).

The main goal of supporting the agro–industrial complex of the region is to accelerate the development of the industry. The need for this development is due to the need to ensure the food security of the region [5,6].

The key to the sustainable development of rural areas lies in the fact that it performs an increasing number of diverse functions. Sustainable positive results are obtained with proper coordination of the nature and pace of development of agriculture and other sectors of the economy, considering the environmental component. The functions of rural areas are diverse and very important. The implementation of functions is related to meeting the needs of society for food and raw materials, reproduction of rural areas, provision of industries in the territory with human resources, preservation of local traditions, languages and cultures, customs of the local population, rituals and folklore, maintenance of the ecological condition of territories, development of nature reserves and national parks, in addition to this, creating conditions for the restoration of health and recreation.

For most residents of certain territories, diversification is a strategic direction of development and improvement. Nowadays, there is no single approach to solving this issue, which connects three aspects: social, economic and environmental.

The development of small businesses in rural areas has a number of difficulties:

- lack of roads, undeveloped logistics
- lack of educational institutions
- lack of medical facilities
- lack of highly qualified specialists of different professions
- reduction of housing stock
- reduction of social infrastructure
- difficulties in obtaining bank loans
- support from the authorities at a low level
- lack of contacts for cooperation and innovation
- information isolation.

As a rule, the goals and objectives of small business are determined by the market, considering the intuition and improvisation of the entrepreneur. As for medium-sized businesses, this is already an adaptation to market requirements, planning considering the intuition and improvisation of the entrepreneur. The family and the bank act as financial resources. In small business, the "family business" prevails. The formation and functioning of small and medium–sized businesses in rural areas is becoming a basic and very necessary element of the socio-economic system of the regions.

The sustainable development of small business entities is influenced by internal and external factors. For example, internal factors include personal qualities of an entrepreneur, his professional competencies, organizational and economic conditions, financial condition; external factors include general economic conjuncture, regional environment, infrastructure [7,8].

For most rural residents, diversification is a strategic focus on improving their economic activities. In conditions of unstable markets and economic restructuring, it is necessary to ensure the survival of the rural population. Diversification, risk reduction and varying degrees of vulnerability of agricultural enterprises are an important basis for flexible adaptation to rapidly changing external conditions. For agricultural producers, diversification helps finding ways to solve problems for the development of new industries, as well as expanding economic activity for other members of their families, including on a broader geographical scale, combining rural and urban sources of income (trade, production, service, services). However, despite active efforts to organize and use various forms and methods of support,

entrepreneurs in rural areas note that development continues to be hindered by lack of access to financial resources.

Nevertheless, at present, the provision of grant support to novice farmers (entrepreneurs) is very widely used in the province as a support measure. In 2020, Agro-startup grants for the creation and development of a farm were provided to 14 farmers. This made it possible to create new jobs in rural areas [9,10].

In addition, economic development at the municipal level is affected by various administrative barriers to doing business, insufficient use of existing human and natural resources, lack of financial resources, problems of communication and cooperation of various target groups. Therefore, in these difficult situations, it is necessary to mobilize all the forces of the territory in order to better organize activities in the field of sustainable development. Local authorities, entrepreneurs, the population, associations in the region, research institutes, institutional institutions and other interested parties should participate in this process.

To solve the presented problems, work continues on the implementation of measures to attract highly qualified specialists - citizens, young specialists by providing them with state support for improving housing conditions. For example, for the period from 2007-2020, 2064 citizens received state support related to housing conditions. In some territories of the region, issues of improvement and development of social, engineering and transport infrastructure are being resolved, if possible.

3 Results

Special business development centers can be created to solve these problems. The creation of Business Development Centers should be connected with the implementation of strategic goals and objectives of the administration, as well as with the support of entrepreneurs, business representatives, active segments of the population.

The strategic objectives of the Business Development Center include: creating favorable conditions for the economic, social and environmental development of municipalities; promoting the development of small and medium-sized businesses in rural areas; developing and implementing a strategic plan for the development of the district; supporting initiatives of entrepreneurs and the population of their participation in the socio-economic development of the territory; providing information and consulting assistance to the administration and to the population (Fig. 1).

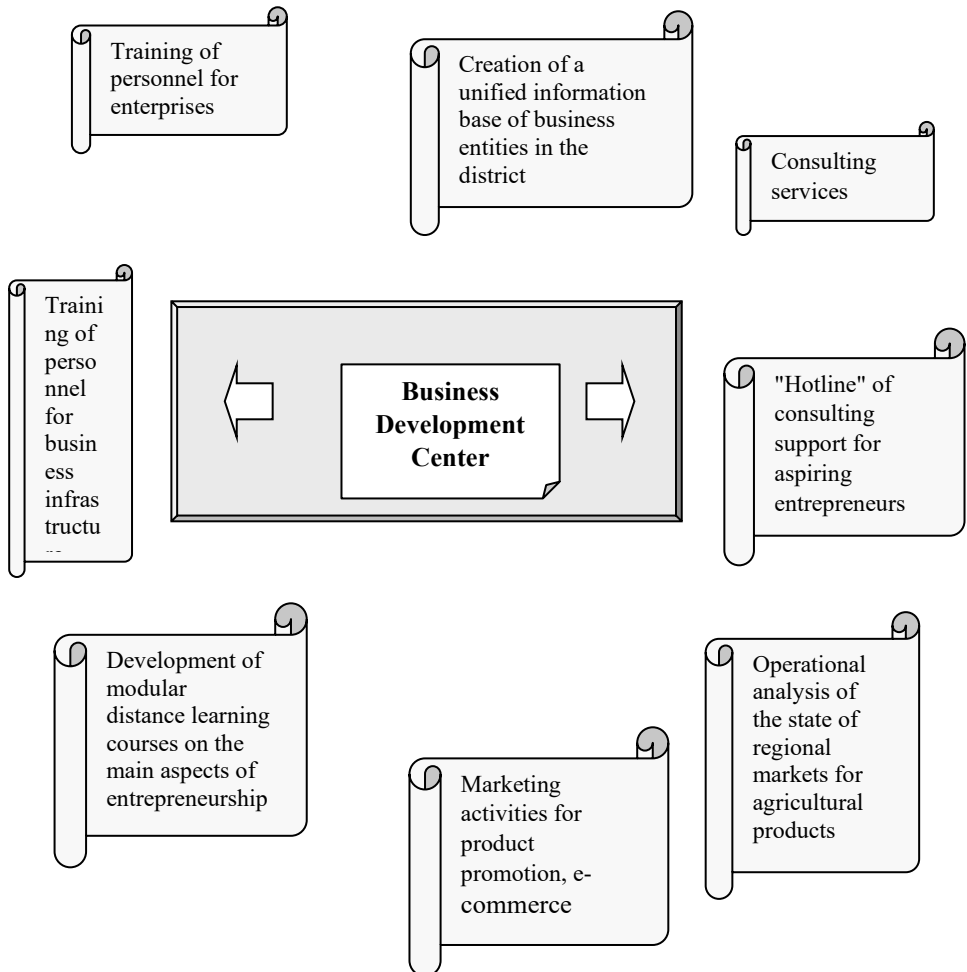


Fig. 1. Directions of the center's activities.

The creation of a Business Development Center helps:

- to provide a meeting place and develop mechanisms for interaction of all business entities and infrastructure elements in a specific territory;
- to create a database and ensure effective management of information flows;
- to ensure the exchange of information between the administration, business representatives and other interested structures.

The consulting system methodically and organizationally combines four areas: consulting services; provision of up-to-date and timely information to producers and the population of the territory; innovative support; personnel training and participation in retraining of agricultural personnel.

The main participants can be grouped into target groups: the population and public organizations of rural areas, entrepreneurs and their associations, partners (external and internal) and administrative structures.

Table 1. Main activities.

Main activities	Result
I direction.	
1. Monitoring the participation of small businesses in the formation of socio – economic indicators of sustainable development of the district	<ul style="list-style-type: none"> • monitoring of socio–economic, demographic, etc. processes; collecting information on indicators and criteria for sustainable development of the territory; • creation of a unified information base of business entities in the district; creation of mechanisms for its effective use; • formation, maintenance and operation of databases;
2. Development and implementation of a system for informing stakeholders about existing proposals. Ensuring the communication process between the participants	<ul style="list-style-type: none"> • creation and implementation of a "hotline" consulting support for small businesses in the district and start-up entrepreneurs; • ensuring equal access to information and services; • organization of conferences, round tables, working groups on various development issues with the participation of representatives of the administration, entrepreneurs and interested persons; • organization of practical training of farmers, specialists in the field of agribusiness, marketing, management, modern technologies of production and processing of agricultural products, and other areas related to market transformations in the economy;
3. Implementation of operational analysis of the state of regional product sales markets, implementation of marketing measures to promote products, provision of information on prices for agricultural products. Maintaining stat. accounting and analysis of the needs of agricultural producers.	<ul style="list-style-type: none"> • providing consulting for all participants of the business environment in the district on planning, organization and coordination of activities; support in the development and implementation of the strategic development plan of the district; "feedback" on the possibilities of including projects of entrepreneurs and initiatives of the population in the strategic development plan. • formation and promotion of the "image" of the territory; advertising, public relations, PR campaigns; support of local enterprises, promotion of products and services of local enterprises to the Russian and foreign markets; assistance in finding sales channels and necessary partners; assistance in the creation of associations, unions formed by entrepreneurs from various sectors of the economy, to increase their competitiveness. • accounting and reporting; • development of an enterprise development strategy; preparation of business plans; • organization of participation in exhibitions, presentations and fairs. • justification for obtaining loans.

In order to create organizational and economic conditions for the formation of the personnel potential of the agro-industrial complex, capable of ensuring its effective functioning in modern conditions, the activities provided for by the subprogram "Staffing of the agro-industrial complex" of the State Program of the region are being implemented in the region. In order to develop housing construction in rural areas and improve the living conditions of citizens living in rural areas, the subprogram "Integrated development of rural

areas" is being implemented in the region within the framework of the State Program of the region, which provides for measures to improve the living conditions of citizens living in rural areas, including young families and young professionals. Due to the difficult economic situation, and, as a consequence, the complexity in the supply of imported equipment and components, the funds are directed to compensate part of the costs of farmers for the purchase of new machines and agricultural equipment [11-13].

4 Conclusion

One of the most significant factors affecting the investment attractiveness of the region and its sustainable development is influenced by the state of small and medium-sized businesses.

Based on the above, in the current difficult conditions of development and functioning, it is necessary to consider the influence of factors such as environmental factors, urban planning factors, economic factors, social factors, demographic factors in a very timely and adequate manner. Differences between districts of the same territory are sometimes more complex than relative to regions. Within the region, territories (districts) can be distinguished with completely different levels of infrastructure development, and of all its types, with different levels of sustainable development and the state of elements of support for small and medium-sized businesses.

The implementation and systematic using various approaches within the framework of various measures to support the development of small businesses will help:

1) to create conditions for the rural population to receive the necessary information regardless of their place of residence;

2) to increase the educational level of the rural population and awareness on the issues of maintaining and improving personal subsidiary farms, the development of folk crafts; the creation of farms, conducting business;

3) to create conditions for expanding the labor market in rural areas and ensuring employment of the rural population;

4) to organize a system of training and retraining of personnel for enterprises.

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