

Perfection of The Mechanism of Management of Information and Consulting Support of the Agro-Industrial Complex on the Basis of the Experience of the Countries of the European Union

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Abstract— Intensification of the innovative development of the agro-industrial complex is currently becoming particularly relevant, given the considerable gap in developed countries in terms of labor productivity in the industry and the competitiveness of products. Technical and technological backwardness of the industry does not allow to ensure a high level of competitiveness of products, as well as forced solution of import substitution tasks. The vector of administrative influences is supposed to be directed to the development of the national innovation system. Being part of this system, the information and consulting support of the agro-industrial complex will play an essential role in the development of the agrarian sphere, provided that adequate and effective management is organized. The main attention in the article is given to the problems of improving the management mechanism of information and consulting support, taking into account the experience of developed countries of Europe, in terms of integrating the scientific and technical sphere of the agro-industrial complex with the actual agro-industrial production. The aim of such integration is to increase the efficiency of production on the basis of organizational and managerial and technical and technological renovation. The slowed pace of innovation development, due to imperfections in the mechanisms of mastering the achievements of science and technology, are an important reason for the unsatisfactory state of agro-industrial production. Improvement of the mechanism of management of information and consulting support of the agro-industrial complex will allow to develop an effective system of development of innovations for the purpose of development of the agrarian sphere on a sustainable basis.

Keywords— *agro-industrial complex, innovation, counseling, information and consulting support, control mechanism.*

INTRODUCTION

The key factor in the economic development of the agro-industrial complex and in the growth of competitiveness of its products is the development of a comprehensive innovation policy for the development of subjects of agricultural markets as one of the components of a national innovation policy. The basic guidelines for the innovative development of the agro-industrial complex are set out in such policy documents as: The Strategy for the Social and Economic Development of the Agro-Industrial Complex of the Russian Federation for the

Period to 2020 [2], the State Program for the Development of Agriculture and Regulation of the Agricultural Products, Raw Materials and Food Markets for 2013 - 2020 [3]. Information-consulting services are noted as the most important mechanism for the dissemination of innovations in these documents. The task of achieving target indicators for the development of information and consulting support for the agro-industrial complex can be achieved through the creation of a unified Russian system of agrarian consultation, which will simultaneously serve as a federal system for the dissemination of innovations.

In the context of strengthening the competitive environment in the field of the agro-industrial complex, information on scientific and technological developments, market conjuncture, advanced organizational and production experience of economic activity is becoming more and more in demand. Providing stakeholders with the required information raises the need to create and develop an effective information and consulting system, the purpose of which is the timely and prompt accumulation and transfer of scientific and technical information and recommendations for the development of innovations.

The formation of a system of information and consulting support in the Russian Federation involves a whole range of problems: the lack of a unified development program, the lack of state support, the insufficient level of development of the material and technical base, and the lack of highly qualified personnel. But special attention should be paid to the development of management models of information and consulting support systems, as well as the application of the scientific and intellectual potential of research centers and agrarian universities for this purpose.

The first in the country questions of the organization of consulting in the field of agriculture were touched by the classics of N.D. Kondratiev [11], A.V. Chayanov [20], A.N. Chelintsev [21] and others. The work of N.P. Andreeva [6], V.M. Bautina [7], M.Ya. Veselovsky [8], V.V. Kozlova [9], L.S. Kolotova [10], V.M. Kosheleva [12], V.V. Lazovsky [13],

V.V. Makovetskogo [15], V.I. Nazarenko [16], B.A. Runova [17], I.S. Sandu [18], I.G. Ushacheva [19] et al.

In these works, the problems of organizational activity of information and consulting support are widely covered. At the same time, additional questions are required concerning the theoretical and methodological foundations for the development of the information and consulting support system. The same questions concerning the creation of an effective management system for information and consulting support of the agro-industrial complex of Russia, organized on the basis of research centers and agrarian universities, remain practically unaffected.

The need to study the issues of the formation and development of mechanisms for effective management of information and consulting support at the federal and regional levels in the conditions of a developing market predetermines the relevance of such studies. In foreign countries, extensive experience in organizing the provision of system and one-time consultancy services to agricultural producers is accumulated.

The study and systematization of the world experience of agricultural consultancy led us to the conclusion that five main models of agricultural information and consulting services can be identified:

1. Informational-consulting services, functioning as structural divisions of branch management bodies.
2. Information and consulting services organized on the basis of specialized state institutions.
3. Information and consulting services, operating on the basis of large regional educational institutions.
4. Information and consulting services serving as divisions of commercial firms.
5. Private information and consulting services.

The Institute of Agricultural Counseling should be viewed as a socio-economic system that acts as one of the subsystems of the agro-industrial complex, including the sectoral and territorial aspects. A detailed study of the foreign experience of the functioning of the consulting institute, as well as the existing Russian experience, with the application of scientific approaches, made it possible to reasonably approach the issues of improving the management mechanism of the information and consulting provision of the agro-industrial complex.

The main condition for improving the management of information and consulting support is a comprehensive approach that takes into account all internal and external factors of influence. As the world experience has shown, the most effective model of information and consulting provision of the agrarian sphere is a multilevel, ramified system supported by the state and using the accumulated scientific potential.

In the agro-industrial complex of Russia, the information and advisory service functions at the federal, regional and district levels. The uneven development of the system of consulting in the country's agrarian sector occurs for a number of reasons: the lack of a legal status, feedback mechanisms with agricultural producers, the training of personnel, the practice of forming orders for research and development, the procedure

for the systematization and inventory of agricultural innovations, weak material and technical base and regulatory framework of information and consulting services, inadequate funding.

In the current conditions, a tangible impetus to the development of the agricultural advisory system can be given only by state support, both from the position of financing and from the position of the organization. Despite the demand for the functioning of this system on the part of commodity producers, its creation "from below" is not possible because of the large initial costs to which Russian farmers are not ready. This is evidenced by foreign experience. Private consulting services in all developed countries of Europe arose only on the basis of prerequisites, formed by the state.

The experience of advising countries with developed agriculture is recognized by us unconditionally. Its consideration when developing the concept of the formation of the information and consulting service in Russia is the main condition for its successful functioning. In our opinion, the following measures will contribute to the improvement of the mechanism for managing the information and consulting support of the agro-industrial complex of Russia:

1. Combination of the application of the advantages of foreign experience of information and consulting support with the formation and development of own management tools for consulting activities. The implementation of state programs aimed at developing the infrastructure of the Russian agro-industrial complex, including consulting in accordance with the "Agreement on Agriculture" [3], signed with the World Trade Organization, are included in the green box measures.

Consequently, financial injections from the state budget for the development of information and consulting support can be unlimited. It is advisable to form information and consulting services on the basis of agrarian universities with full or partial funding from the regional and federal budgetary levels.

In the State Program for the Development of Agriculture for 2013-2020, the targeted support in the form of a dedicated activity related to the system of agricultural counseling in the regions and municipal entities is not included, which negatively affects the development of the system in the regions, since support from the federal budget as a rule stimulates financing of this direction from the regional budgets.

In addition, this support has a moral significance, raises the importance of information and consulting activities. Involvement of researchers and university scientists in advisory activities will improve the quality of services, and the university innovation system will be the most important link in the state network of information and consulting services. The key objective of the system of information and consulting activities is to increase the efficiency of agricultural production, the level and quality of life of the rural population on the basis of mastering and implementing the achievements of scientific and technological progress and the application of innovative production methods, expanding access to advisory services, organizational forms and methods of counseling. Information

and consulting services are able to implement educational, research and information functions, including in the form of educational programs for agricultural commodity producers. To solve these problems, information and consulting services need to develop the material, technical and educational-methodological base.

2. Improvement of federal and regional legislation. The institute of advisory activity in the agro-industrial complex functions within the framework of formal and informal rules. Formal rules are set out in the main regulatory and organizational and methodological documents. Strategy of innovative development of the Russian Federation for the period up to 2020. put forward a target setting for the transfer of eco-nomics to an innovative socially-oriented model of development.

The Federal Law of the Russian Federation "On Amendments to the Federal Law" On Science and State Science and Technology Policy "consolidated the principles of state support for innovation activities and outlined the forms of its implementation [4].

In the Federal Law "On the Development of Agriculture" as a measure of the implementation of the state agrarian policy, "Information provision of agricultural producers and other participants in the market of agricultural products, raw materials and foodstuffs, as well as providing them with consulting assistance" is indicated [5].

State support for agro-industrial production, sustainable development of rural areas is planned in a number of areas, including advisory assistance to agricultural commodity producers, training and retraining of personnel for agriculture. At the same time, taking into account the world experience, successful functioning of the agricultural advisory system, only the special Federal Law "On Agricultural Counseling" can provide, which will determine the procedure for the operation of information and consulting services, and the status of consultants. The draft of this law has already been developed on the instructions of the Ministry of Agriculture of Russia.

3. The successful functioning of the information and advisory service in the agrarian sector of the Russian economy requires the transformation of the entire system of higher agricultural education. Currently, Russia does not provide training for specialists with a basic education aimed at information-consulting activities. The lack of professionals is one of the reasons why the development of the agrarian consulting system reverses. Solving the issues of forming the organizational and economic bases for the development of the agricultural advisory system will require the organization of a territorial network of agricultural counseling centers, the first tasks of which will be methodological developments that will improve the management of advisory activities. To expect that the problems of information and consulting support as part of the market system will not self-regulate. Their solution must be organized at the federal and regional levels through state regulation.

State programs for the provision of agricultural advisory services refer to measures of the "green" basket. In this regard,

it is necessary to create a federal information and consultation system, subordinate to the Ministry of Agriculture of Russia, which includes a network of regional centers for agricultural counseling. It is advisable to organize the work of these centers in institutions of higher and additional vocational education of an agricultural profile.

CONCLUSION

The main advantages of this structure will be: the possibility of attracting highly qualified consultants, consisting of the staff of educational institutions; the developed material and technical base of the consulting service, which the university has; the ability to monitor the quality of the consulting and educational services provided; the possibility of monitoring the effective expenditure of budget funds allocated for the implementation of agricultural counseling; the ability to control the expenditure of funds received by the information and consulting service in the framework of the state order, the grants being implemented; the possibility of a gradual transition of the functioning of the service on an extrabudgetary basis.

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