

Information and Consulting Support of the Agro-Industrial Complex as a Tool for the Transfer of Innovations

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Abstract— Nowadays, agrarian science has a significant potential for developing innovative activities. Completed scientific and technological investigations on the basis of agrotechnoparks are tested, and receive the opportunity for further implementation in the form of innovative products. At the same time, the mass pro-movement of innovations in production has been slowed, primarily due to the difficult access to information on scientific achievements, the lack of consulting support for their transfer to production, the inability of commodity producers to independently understand the specifics of innovative developments and the manner in which they are developed. The current modernization mechanism does not satisfy the innovative needs of agricultural producers. It is necessary to develop ways and methods that make the effective transfer of information about innovations and consultive support for their implementation, as well as the creation of legal and institutional conditions for the formation of organizational structures that are fruitfully implementing the tasks of transfer and scientific support of innovations. In the article, information and consulting services are considered as a key structural link in the developing of agro-industrial complex, as well as an important tool for transferring innovations to production. An important condition for the effective functioning of information and consulting services in the agrarian sphere is the existence of a developed infrastructure that covers the federal, regional and municipal levels; systems of interaction with scientific organizations, authorities and producers.

Keywords—*innovation, transfer, agro-industrial complex, information and consulting service.*

INTRODUCTION

Economic growth and sustainable development in the agro-industrial sector can not be achieved without increasing innovation activity at all stages, from the generation of a scientific idea in the organizations of agrarian science to the ending with the introduction of innovations in the production activities of agricultural producers. The issues of industry development on an innovative basis are studied by scientists constantly, and all of them note significant problems at the stage of introduction and dissemination of innovations.

ACTUALITY

The problem of the transfer of innovations is one of the topical problems of the development of the innovation

environment of Russian agriculture. There is no effective, scientifically grounded organizational and economic mechanism for transferring the achievements of science to production. This causes the industry to lag behind, both in development and in comparison with the pace of innovation in industry [21]. The urgency of the problem, its insufficient elaboration at the theoretical and methodological levels determined the objectives of the study.

The scientific importance of the issue and a brief review of the literature: Many researchers agree that information and consulting support is the most effective tool for transferring innovations in the agro-industrial complex in modern conditions. The problems of forming a consulting system for the purpose of innovative development of the agro-industrial complex were studied by D.S. Aleksanova [3], P.A. Andreev [5], V.M. Bautin [7], M.Ya. Veselovsky [8], Yu.I. Klimenko [10], V.V. Kozlov [12], L.S. Kolotov [13], V.M. Koshelev [14], V.V. Lazovsky [16], V.I. Nazarenko [17], B.A. Runov [18], V.G. Savenko [19], I.S. Sandu [20].

The most famous in the theory and methodology of agricultural counseling among foreign authors were the works of Van Den Bana [6], J. Kranz [15], F. Jozef Kozari [11], N.V. Kazaravets [9], A.R. Ameura [4], J. Christensen, D. Pedersen, B. Jacobsen [21].

At the same time, the tendencies in the development of the agricultural advisory system are not sufficiently generalized and investigated, the approaches to management and organization of information and consulting support are contradictory, and this fact requires further scientific study and justification. The information and consulting service can be described as a specialized system focused on ensuring economic development by providing up-to-date information and prompt consultation to all areas of the functioning of the agro-industrial complex. In the opinion of all researchers of this problem, the regional information and consulting service is the most important organizational link in the system of management of innovative activity in agriculture. The experience of developed foreign countries confirms that the most effective way of transferring innovations to the agrosphere is the formation of regional information and consulting services.

PROBLEM STATEMENT

Agricultural activity is a rather complex process, connected with a lot of natural factors. In addition, agriculture is the carrier of a whole range of factors that determine production technologies, safety and quality of products, plants and animals used. In this connection, extensive scientific knowledge is required to make expedient decisions to improve the efficiency of production activities in the agro-industrial sector. Periods of economic reforms and reforms are accompanied, as a rule, by the emergence of weakly structured problems, the solution of which requires special knowledge and analytical abilities. The solution of these problems in many developed Western countries is entrusted to advisory services in the field of agriculture, functioning with substantial financial support from the state. A careful study of foreign experience in the functioning of agricultural advisory systems on the basis of scientific methods will allow us to correctly approach the solution of problems of improving the methods and forms of consulting activity in order to promptly master the achievements of scientific and technological progress.

THEORETICAL PART

The main condition for the sustainable development of the agro-industrial complex, capable of ensuring food security and raising the level and quality of life of the rural population, is the creation of an effective system for the development of innovations.

Modern agrarian science has the potential to activate innovative activities. At the same time, the mass promotion of innovations in agriculture is slow enough due to the inaccessibility of information on innovations, the inability of commodity producers to understand the intricacies and details of innovative developments, as well as a lack of resources for the implementation of innovative projects. The basis for innovative development of the agro-industrial sector is the formation of legal and institutional conditions for the functioning of organizational structures that will ensure the integration of science, education and production at the federal and regional levels.

Such organizational formations will provide scientific support for developments, their implementation and further consulting support in the process of use.

The most suitable for such a mission in all respects is the information and consulting service of the agro-industrial complex. Extensive experience of the functioning of information and consulting services both systematically and on a one-time basis is accumulated in all developed foreign countries. A careful study of foreign experience in the development and functioning of the institute of consulting, taking into account the existing Russian experience, will allow us to reasonably approach the issues of improving the mechanisms for transfer of innovations to production systems, as well as best practices. The information and advisory service developing in the agro-industrial complex of Russia now covers the federal, regional and municipal levels.

The main direction of the activity of the consulting institutes at the present time is the creation of the foundations for effective interaction between scientific organizations, authorities and agricultural commodity producers, which primarily contributes to raising the efficiency of agricultural production. At present, 64 regional centers and 680 regional centers of agricultural counseling are functioning within the information and consulting service of Russia [1]. The strategy of innovative development of the agro-industrial complex advisory centers are defined as key elements of the innovation infrastructure [2].

PRACTICAL SIGNIFICANCE

The most important objective of the information and consulting service is to expand the access of agricultural producers to qualified consulting services, which will improve the efficiency of agricultural production, the quality and standard of living in rural areas, and expand rural employment alternatives. The information and consulting service is focused on performing a number of important functions, among which we note the following:

1. Incentive function. Realizing its activity in the direction of the mechanism of the transfer of innovations in the agricultural sector, the information and consulting service stimulates scientific and technological progress and investments in the development and expansion of production.

2. Information function. Within the framework of this function, a regional information network is formed that accumulates and updates innovative and technological information, information and telecommunication technologies in the agroindustrial complex for the implementation of consulting tasks. The organization of an integrated system of training is also implemented within the framework of the information function.

3. Regulatory function. First of all, it is necessary to note the regulatory legal regulation of the market, consisting in the necessity to bring the changes in general and special legislation at various levels to the stockholders. In the course of the regulatory function, the information and advisory service ensures sufficient and timely financing of innovative projects, by involving the state and financial institutions, as well as the formation of financial chains. The third important direction in the implementation of this function is to ensure cooperation at the international level, interaction with foreign advisory centers on the exchange of experience, and the receipt of grants.

4. Intermediary function. The purpose of the information and consulting service is to mediate actively between the subjects in order to achieve an understanding of the sufficiency of the scientific, technical, personnel, financial potential for the implementation of innovative projects.

5. Consultative function. As we understand, the information and consulting service is a regional center providing consulting services, as well as providing communication links

between agricultural producers, financial institutions, food wholesale and retail markets, and government agencies.

In addition to agricultural consultations, counseling services should provide consulting services in the areas of accounting, management, legal issues. The study of the market situation for the development of recommendations on the volume and range of products, market prices is also in demand by commodity producers information. Figure 1 presents a comprehensive model for the functioning of advisory services.

The main direction of the state agrarian policy is scientific and innovative development of agriculture. Achievements of science and best practices should be promptly communicated to rural commodity producers, as this will enable them to increase efficiency, expand production and develop on a sustainable basis.

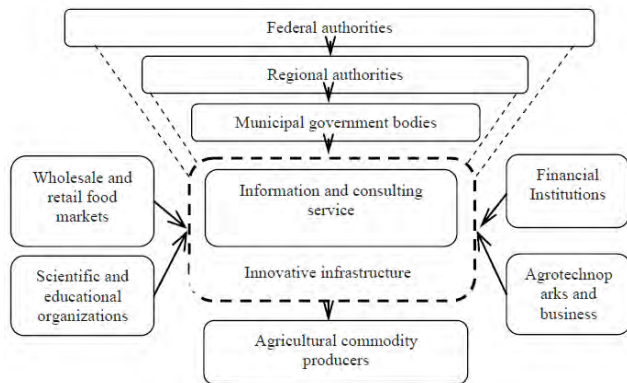


Fig. 1. Integrated model of the functioning of the information and consulting service

Studies show that the activity of information and consulting services is enormously useful and promising. Inclusion of subprograms in the State programs for the development of agriculture aimed at the development of rural advisory services is an important factor in the intensification of the activities of the information and consulting services, its more significant and effective influence on the development of agro-industrial production.

Expansion of access of agricultural producers and rural population to consultancy services, including on the terms of budgetary financing, is stipulated by the measures of the Ministry of Agriculture of Russia to implement the State program.

CONCLUSION

Thus, the service of agrarian counseling is the main and most effective mechanism for innovative provision of the agro-industrial complex. It is necessary to ensure its dynamic development in the following areas: methodological and regulatory support; the organization of regional centers to provide consulting and expand the territorial network of regional centers; strengthening of the material and technical base; staffing; expansion of volumes and improvement of quality of consulting assistance.

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