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## **BALANCED RURAL DEVELOPMENT BASED ON THE CONCEPT OF “ANCESTRAL HOME”**

The article describes the current state of rural areas and the dynamics of the rural settlements. Priority directions of revival of rural areas through implementation of the Concept of the State Target Program “Ancestral Home” are revealed. Prospects and the effects of the program at the regional level are described.

Understanding the nature of economic conflict of businesses and competition between other parties – owners of resources and income in the agricultural sector, resulting from the factors of market competition make people look for ways to harmonize relationships between subjects of social interaction as multifactorial and synergistically oriented values.

Rural areas are a source of national historical and cultural heritage, the main supplier of raw materials for food and processing industry, recreational center. Concept of the State Target Program “Ancestral Home” provides revival of rural territories mainly by moving urban residents to distant “vanishing” regions, and often those villages that no longer exist on the map of

Ukraine. The concept provides the transfer of one hectare of land to each family that wants a permanent or life use for furnishing the ancestral home without the right of private ownership, land acting as a commodity, prohibition to use it as security deposit, but with the right to transfer by succession. Institute of “ancestral home” is a tool that will change the consciousness toward environmental preservation, provide revival of the national idea and guarantee of food and economic security. The mechanism of these changes is change in the way and quality of life of the urban population interested in restoring the health of children by ensuring quality, and biological (organic) food, safe environment, discovery of the potential spiritual and creative abilities.

The implementation of the concept of “Ancestral Home” will encourage new settlements in rural areas; will stop the process of “dying of villages”; will enhance the process of enlargement of production of fruits, berries, vegetables, livestock and other products, fish farming, mushrooms growing and

gathering, which is inherent in rural areas; will help expand the base for creating cooperatives on harvesting and processing of agricultural products.

In connection with the appearance of new settlements will be created the conditions for the development of the service sector, medicine, education; rural development industry, focused on satisfaction of needs of developing rural areas.

Responsible attitude to land and environment on the part of owners of ancestral homes will significantly improve the environmental situation, including through the use of preferred application by owners of such homes (holdings) of organic farming which will give a significant push to start

agricultural production in all the lands of Ukraine.

These areas of economic and social activities require a significant number of jobs and thus securing families in rural areas. The population, which will “flow” from the city to work in rural areas, will reduce demographic tensions in cities and industrial centers.

Communication with nature will strengthen love for all living things, change attitude and moral principles, treatment of all processes that occur in society, on Earth. Implementation of the program “Ancestral Home” will provide an irreversible rural development based on the new moral and psychological grounds and will have not only tactical but also strategic results.