**ORGANIZATION OF A SINGLE CENTRALIZED MULTI COORDINATION AND ANALYSIS CENTER FOR RURAL.**

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*We consider complex issues management consultancy leisure-time activities in the field of agriculture and identified key factors containment of advisory services, as the key link of a single structured system of life in rural communities.*

***Consulting, counseling, advisory services, the guidance, rural communities, rural development, social and economic development***.

In modern conditions of the agricultural sector of great importance for rural development gets advisory activities aimed at meeting the needs of the rural population and producers in the pi-dvyschenni their knowledge and improve practical skills profitable management, improving the welfare of the villagers and Rural Development [1] . However, in rural areas there are a number of interrelated problems that significantly hinder proper development consulting and advisory security in rural areas and farmers in need of cheap and quality socially oriented advisory services not being fully met. Not received its wide distribution and support advisory services ro-scrolls establishment of NGOs in rural areas and samoorha-tion of the population, has not established an effective system of Rural-Kimi territories in the information society, which would enable municipalities to merge into a single system of life.

Given the above, today there is a need for a broader coverage of complex issues related to management consulting activities in the field of agriculture and sustainable territorial development, defining the high relevance of the research.

***Analysis of recent research and publications***. Various aspects of rural development and extension services studied such famous scientists as M.F.iKropyvko, OD Hudzynskyy, LI Kalachevska, M. Nedviga AM Beau Rodin, O. Krysalnyy, G. Zhavoronkova, TP Locally-Dubinyuk, IT Kischak, VV Klochan, IN Kryvoruchko, MI Lobanov, IP Kudinov, MF Bloodless, PM Makarenko, MI Malik, RN Schmidt, LA Marmul, MP Sakhatsky, PT Sabluk, V.P.iSytnyk and others.

However, more attention needs to study the problem of interaction advisory services with local governments in rural areas, the development of effective management systems development consulting activities as the basis of a unified community support system, the problem of informa-tion providing farmers with modern computer technology and expansion promoted by villagers from imple-tion of electronic systems "feedback", as well as the dis-widening role of extension services in facilitating the mobilization of local salt-ing residents, particularly in the creation of agricultural cooperative-tyviv and community organizations (COs). Today there is in need of an integrated approach to development issues advisory di tivities in terms of capacity advisory structures become consolidates what-factor in the socio-economic development of communities in terms of effective partnership and interaction with the seat-government bodies, employers , people.

***The aim*** - to identify the major problems containment of advisory services as a basic link key link a single structured system of life in rural communities.

***The main material***. Advisory Services is one of the most important tools, more support and development of eco-agricultural areas the country's economy, efficiency and profitability of agricultural production-governmental, and raising the quality of life in rural areas, decrease shennya-social stress by organizing alternative types and activities of the improve employment in rural areas. Privacy Dorado ing services helps in its economic and social reforms aimed at the harmonious development of rural areas as a whole, including the implementation of enlightenment functions for villagers to tovarovyrobykiv-learning and management of agricultural production-ment, promoting increased role of local government (rural commu nities,) in the rural development [2].

The main factors that, in our opinion, to hinder the development of advisory-farm activities and contribute to create a centralized system-topic information and management consultancy that rural development, conductor, there are.

1. The main reason - lack of system providing advisory services in rural areas. Currently, there is the problem of ensuring the efficient operation of agricultural advisory services, which are formed as legal entities ifunktsionuyut in different legal forms and have different ownership, or are the structural units of agriculture universities and research institutions. Unsystematic providing advisory services does not meet the social and economic needs of society, the level of agricultural production and food security. In fact, there is currently insufficient legislative activities of advisory services and the uncertainty of their legal status, and the Law of Ukraine "On Agricultural Advisory Services" is not implemented properly. In many rural areas are virtually no effective system to deliver information to agricultural producers, especially small and medium.

Owners households actually do not have the knowledge and skills in the market, not with modern technology in the areas of advanced technologies and crop breeding, Social-d flat co-perazim, gaining experience with ahromenedzhmentu, marketing, accounting and taxation, information technology, on the application of existing legislation, etc., while counselors are oriented mainly to large-scale producers. Also, farmers lack information about the possibility of extension services. As a result - currently advisory services actually provided no more than 15-20% of the rural population-tion and farmers (some optimistic estimates this chi-Fra reaches 29.4% [3]), and advisory services mainly confined to activities specific information and counseling centers.

These problems primarily caused by the incompleteness of the formation of a network of agricultural extension services at the regional and district level with branches in rural / city councils, neuro-hulovanosti farmers access to information as well as due to lack of funding advisory. Market structure extension yet to be defined, extension services have only local "point" value, their network is not extensive. Thus, according to some reports, advisory services in 24% of the administrative regions of Ukraine are concentrated exclusively in regional cities and have their offices even at the district level [4]. The demand for advisory obedience not being fully met.

***Conclusions and prospects for further research***. Thus, today the village is virtually no meaningful dialogue between government and community-us, rural communities are often not aware of the characteristics and mechanisms of implementation of the state Agricultural or social policies have no real leverage to influence the decision even local management groove-making and thus therefore, not united to effectively address local economic or social problems. Many problems stand in front and advisory services, we, the main of which is lack of funding and lack of system of service delivery. The way out of this situation has become devel-BSA and of a single centralized system of cooperative, pro-nycho and economic activities and serving rural areas on the basis of partnership advisory services, government, public a