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UNIVERSITY**

**THE MECHANISM OF SUSTAINABLE SOCIO-ECONOMIC
DEVELOPMENT OF THE AKMOLA REGION**

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I. INTRODUCTION

1.1. Actuality of the research topic

At the present time, the socio-economic development of the region cannot be considered separately from national and world socio-economic processes. The greatest interest is caused by the necessity of the world community's transition to sustainable development with the aim of resolving the aggravated socio-economic problems of a global scale. The International Commission on Environment and Development at the 42nd session of the UN General Assembly in 1987 for the first time formulated the principles of sustainable socio-economic development, which should be implemented by states and regions in their territories.

Ideally, sustainable development assumes a stable development of the economy and society without causing irreparable damage to the environment, taking care of the fate of future generations. The overall global goals of sustainable development are realized by each member - the state of the world community, and on their territories - by regional or territorial entities.

Sustainable development of the economies of countries, ensuring their dynamic and balanced functioning is impossible without improving regional policies, optimizing regional proportions of the entire reproduction process. Special attention should be paid to the problems of social and economic development of the regions in order to increase the contribution of each region to the growth of national wealth, to improve conditions and to improve the quality of life of citizens.

Under the influence of the globalization of world economic processes, the role of regions in the national economy is changing. Increased competition, a free market, availability of resources, primarily information, allow regions to get great opportunities for development, to enter global markets. However, on the other hand, the regions became more susceptible to the impact of the world economic crises, to the economic expansion of stronger competitors.

In connection with this, state regulation of the market economy is gaining more and more importance. The global economic crisis and its consequences once again confirm that without the state regulation it is impossible to achieve the goals of sustainable development of the economy and society. The market mechanism is inherently incapable of solving the problems of sustainable social and economic development. It can also be argued that it generates them to a greater extent, it is their source (for example, an excessive social differentiation, environmental problems, etc.).

In view of the foregoing, the theory and practice of achieving sustainable regional development on the basis of a certain mechanism for its implementation is of great interest.

This is due to **the actuality of the research topic** of the mechanism of sustainable social and economic development at the regional level.

The problem of sustainability of development was first formulated by the greatest Russian scientist Vladimir Ivanovich Vernadsky in his teaching about the biosphere and its transition to the noosphere (P. Karako, 2008). Currently, the problem of sustainability of development and the implementation of ideas for its implementation are widely discussed by representatives of scientific communities of different countries, however, the generally recognized system of scientific views on the solution of this problem and the development of a mechanism for sustainable development has not yet appeared, which also causes the relevance of the research topic.

In addition, the concepts of "sustainable development mechanism" and "sustainable development management mechanism" have not been clarified. More often in various sources there is a question about "the mechanism of management of steady development". In our work, we will also focus on the "mechanism for managing sustainable development" in view of the above arguments about the need for state regulation to ensure the sustainability of development. Currently, administrative, economic, social instruments and management tools of the region are poorly linked, do not take into account the specifics of regional development, do not have a systemic basis. The emerging mechanism for managing the development of the region should ensure the solution of the problems of sustainable development, create a strong regulatory and legal and economic basis for regional development.

In our opinion, the concept of "a mechanism for sustainable socio-economic development of a region" is much broader than the concept of "a mechanism for managing sustainable socio-economic development of a region". However, it should be noted that the mechanism of sustainable socio-economic development of the region cannot exist without a management mechanism, the latter is a kind of support, the basis of the former, gives direction to the development process, ensures its stability.

The degree of scientific elaboration of the problem. The methodological foundations of the sustainability of social and economic development are examined and studied by many foreign and domestic researchers.

The study and systematization of theoretical material showed that, despite numerous studies in the field of sustainable development and regional governance, the issues of developing and implementing a mechanism for sustainable development of the region were not fully reflected. At present, the regional development mechanism is not seen as a system, instruments and levers

of management are disjointed and often contradict each other. In addition, the methodology for assessing the sustainability of the development of the region also needs to be further developed.

1.2. Research questions

- What are the general and specific aspects of economic, social situation in the Akmola region?
- What kind of benefits may be received after study and implementation of the mechanism of the sustainable socio-economic development of the region?
- How can mechanism of the sustainable socio-economic development contribute to the further prosperity of the above-mentioned region?
- What aspects should be taken into consideration to advance the welfare of common citizens?
- What are strengths and weaknesses of the socio-economic development of the Akmola region?
- Which factors have been influencing on the sustainable socio-economic development of the Akmola region?
- Which measures will lead to an improvement of the social and economic situation in the region?

1.3. Research aims and objectives

Aims and objectives of the research. The aims of this research are to theoretically and practically achieve sustainable regional development based on a certain mechanism for its implementation, identifying problems of practical implementation of the regulatory capabilities of the mechanism and developing specific recommendations on the effective use of the mechanism in stimulating regional economic growth in modern conditions; to develop methodological provisions and practical recommendations on the formation of a mechanism for sustainable socio-economic development of the region. In accordance with the stated aims, the following tasks are solved in the work:

- clarification of the concept, essence, content and principles of sustainable socio-economic development of the region, a mechanism for sustainable socio-economic development of the region, a mechanism for managing the sustainable social and economic development of the region; systematization of existing and development of new methodological directions for the formation of a mechanism for sustainable socio-economic development of the region;
- building the management model for sustainable socio-economic development of the region as the basis for a mechanism for sustainable regional development, developing a methodology for assessing the sustainability of regional development;

analysis and identification of features and specific characteristics of the socio-economic situation of the regions, as well as a mechanism for managing the socio-economic development of the region;

- approbation of the mechanism of sustainable socio-economic development of the region, justification of the choice of tools for the management of sustainable socio-economic development of the region, forecasting indicators of socio-economic development of the region.

The object of the research is the Akmola region as a socio-economic system.

The subject of the research is the theoretical and practical basis for the formation of a mechanism for sustainable socio-economic development of the region.

The theoretical and methodological basis of the research is made by the fundamental works of domestic and foreign scientists on urgent issues of sustainable development of social and economic systems, relevant legislative acts and normative documents.

The information-empirical basis of the research. To solve the tasks and verify the evidence of the hypothesis, we used a set of theoretical and empirical research methods. Theoretical methods: analysis of publications; logical and comparative-historical analysis, analysis of definitions of basic concepts; method of modeling. Empirical methods: questioning; comparative analysis; methods of processing and analysis of statistical data of the conducted research.

The information base of the research was made by legislative and normative acts of the Republic of Kazakhstan, monographs and articles in specialized publications, various factual materials (annual reports, analytical and overview developments, statistical and reference materials published in foreign and domestic sources), as well as information from research centers, sociological services, the Internet.

1.4. Research hypotheses

The first hypothesis of the dissertation research is based on the assumption that the condition for sustainable socio-economic development of the region is the creation and functioning of a full-fledged mechanism. This mechanism will be aimed at eliminating the negative trend and bringing the processes associated with sustainable socio-economic development to a balanced state.

The second hypothesis of the dissertation research lies in the scientific assumption that the role of the Akmola region in the regional policy of independent Kazakhstan is growing as the growing pole of Nur-Sultan.

The third hypothesis of the dissertation research is based on the assumption that the condition of the accelerated development of the economy of the Akmola region is the direction of the agro-industrial complex.

The fourth hypothesis of the dissertation research lies in the scientific assumption that the grain industry occupies one of the leading places in the agro-industrial complex of the region and in the whole in the economy of Kazakhstan and is one of the priorities for the development of the grain economy, which contributes to the development of the export potential of the grain market of Kazakhstan and will increase the competitiveness of Kazakhstan grain exporters in the world market.

II. Materials and methods

2.1. The methodology of questionnaire

I will present the methodology used at the stage of the questionnaire in this part. According to Earl Babbie (2011), quantitative researchers need to present clear ideas about how at least you will begin to measure what you want to.

2.2. The process of sample choice

I used the questionnaire to collect the quantitative data. I did 325 questionnaires and each questionnaire lasted about 35-40 minutes.

I chose 3 districts to do the questionnaire. I surveyed 3 districts: Akkol district, Burabay district, Zerendi district. The sample total was 325 respondents. I chose 3 districts to do the questionnaire, in which there is a district with a large area of wheat production, the next one with medium area of wheat production and the third one is rich in natural resources.

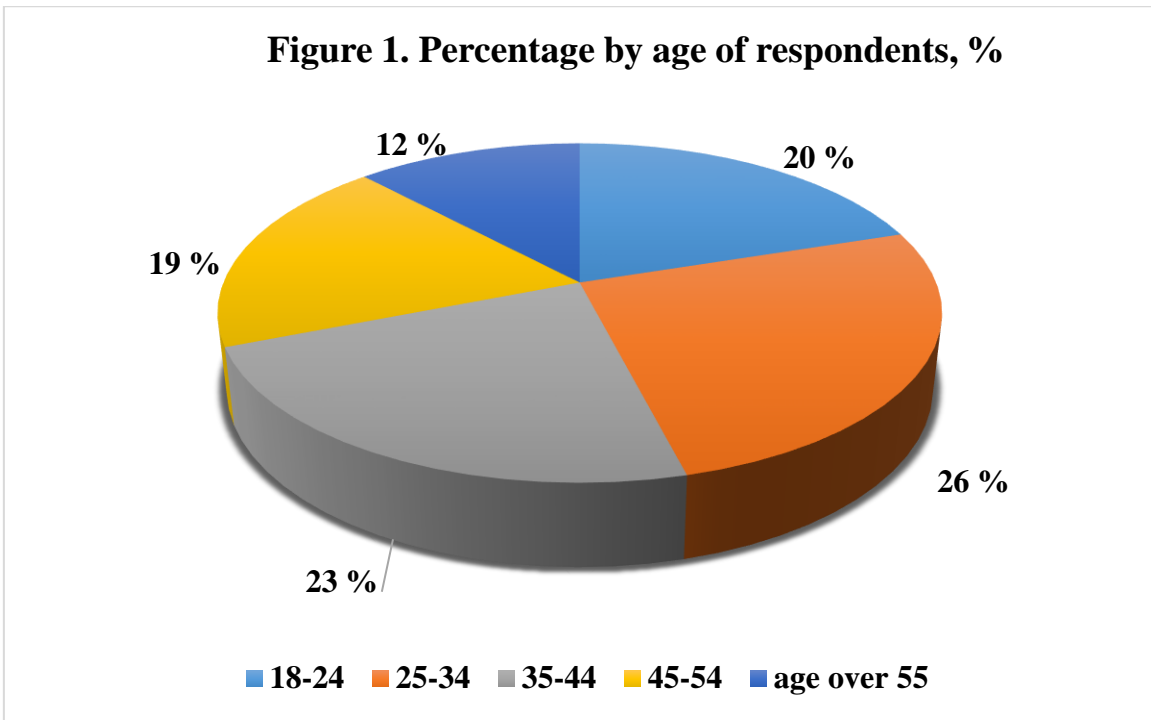
A random sample of 325 participants from small and medium size enterprises registered in this district industries center. 325 questionnaires with farms workers have been conducted altogether. I randomly chose 60 farmers per district to do this questionnaire. The sample total was 325 respondents.

2.3. Data analysis

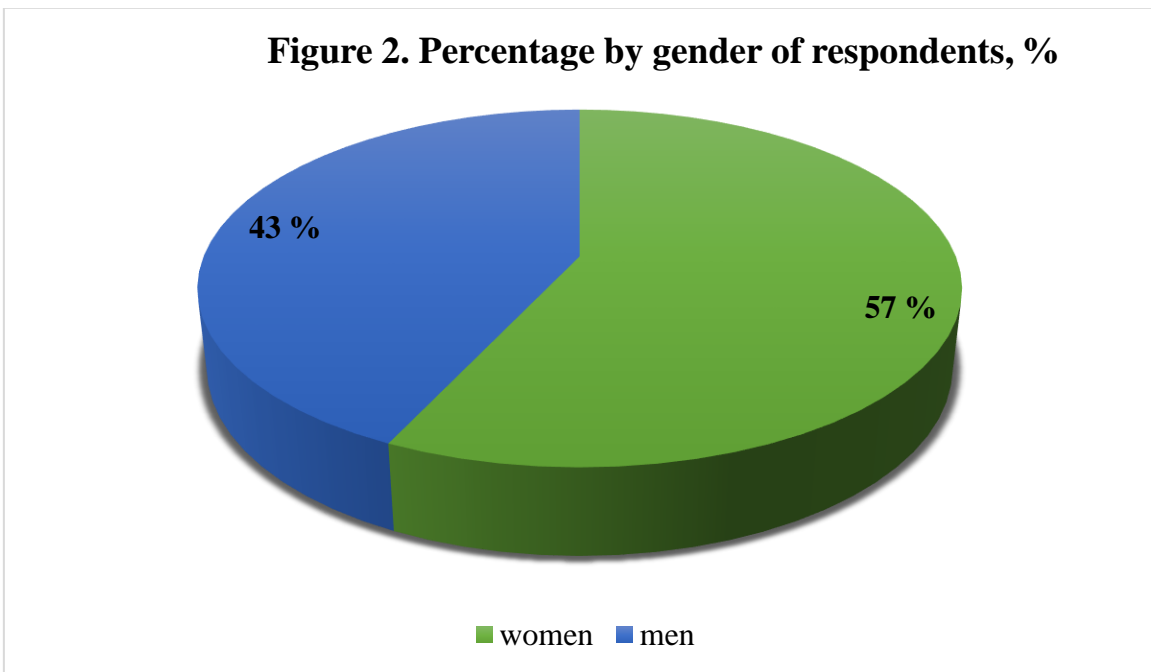
This part will present the output of the data analysis and interpretation. The research results will be presented by figures, tables and verbal description.

2.4. Socio-economic characteristics of respondents

Age: As a result of the analysis of the questionnaire data of respondents over the age of 18, the following portrait was determined. From figure 1 we see that the respondents are mostly aged 25-34 years (26%) and 35-44 years (23%). The age categories of 18-24 years (20%) and 45-54 years (19%) slightly lag behind. Only the category 55+ (12% of the total number of respondents) is distinguished by its small number. This indicates that interest in this subject of the survey is shown mainly by economically and socially active groups. The majority of respondents refer to the so-called "most socially active age": 25-34 years. Among active respondents, females predominate: 57%, males: 43%. (figure 2)

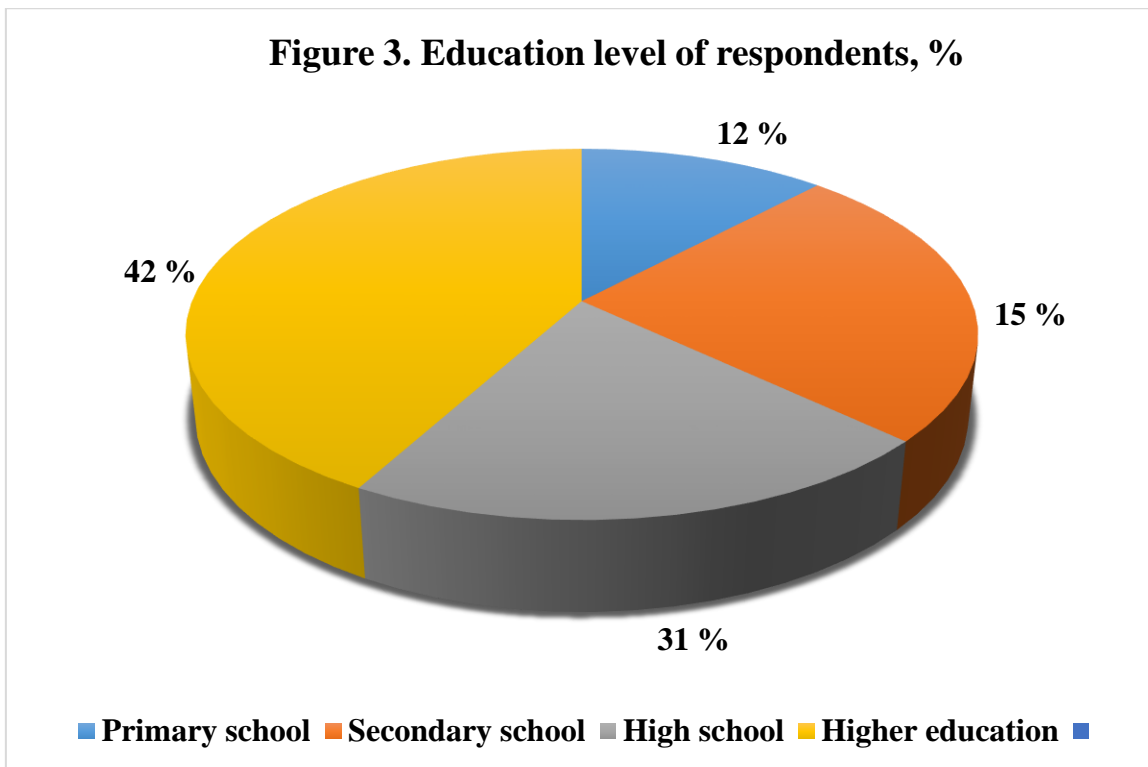


Source: Own survey



Source: Own survey

Education level: Education level of respondents will influence on their analysis and usage. The findings of this research show that 42% of the respondents had higher education, 31% of the respondents attended high school, 15% of the respondents was at secondary schools and 12% had attended the primary education. This shows that respondents had a basic education and consequently, they have an ability to understand and define socio-economic problems of the Akmola region.



Source: Own survey

On the basis of this, it can be assumed that the results of the survey reliably represent attitudes towards socio-economic problems at the professional level.

2.5. Data collection

The main tool of my quantitative study was the questionnaire for collecting the data of meeting the research purposes and objectives. Using the questionnaire was useful for me to gain the data and information in an effective and significant manner. My questionnaire was designed with 2 main parts and 20 questions to collect required basic information.

A comprehensive questionnaire was designed to evaluate the survey. Questionnaires were personally circulated by me to respondents. The result was presented in the form of tables, bar charts in chapter 4 which is the result of discussion. In the Akmola region a total of 325 questionnaires that were distributed to the participants of the study, was evaluated and used for this study.

In this research the questionnaire was used for all respondents. The main aim of the questionnaire was to find out the challenges and socio-economic problems of the Akmola region. The instructions provided in the questionnaire were very simple, clear and briefly written.

This part will present the comprehensive output of the data analysis and interpretation. For a more detailed description of the identified problems of socio-economic development of the

Akmola region, we used the results of a public opinion poll conducted by the questionnaire method. The research results will be presented by figures, maps, tables and verbal description.

The survey was conducted of the population's views on the socio-economic problems of the Akmola region. We diagnosed the key problems of socio-economic development of the Akmola region. To solve this problem, the methods of questioning, economic-statistical and comparative analysis were used. The survey covered various groups of the region's population. The composition of the key problems of socio-economic development of the Akmola region established by the professional-logical method was recorded in the questionnaire, which was offered to the respondents.

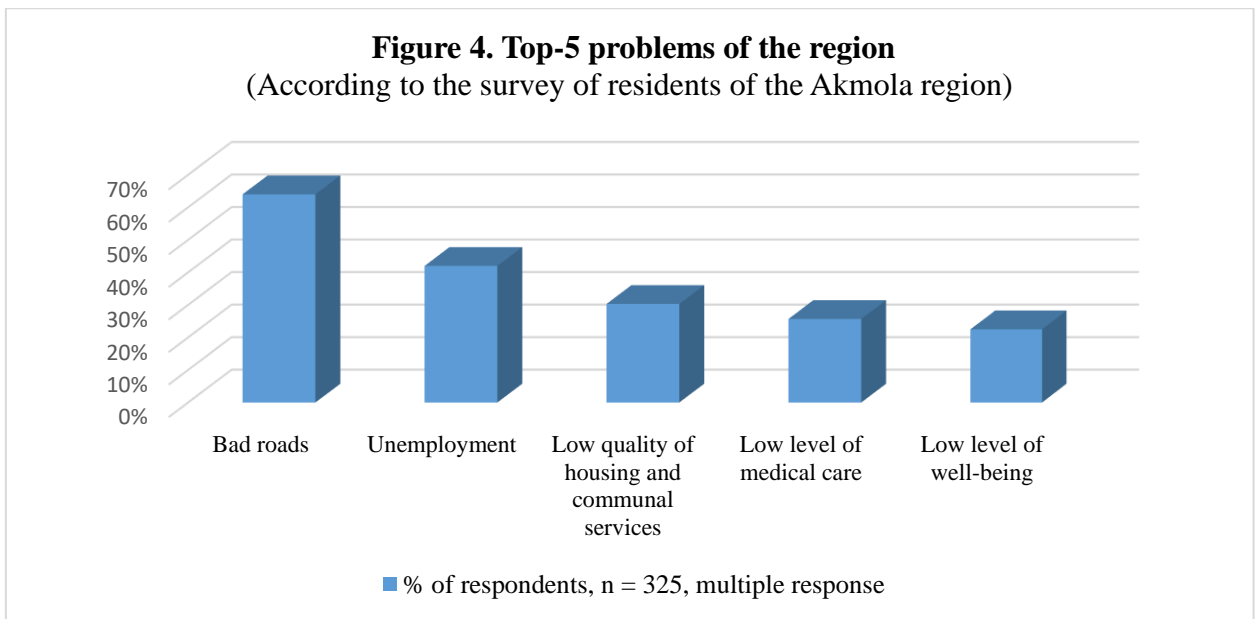
Regarding the answers to the question "Please write the top problems of the region", the questionnaires allowed to rank the significance of social and economic problems in the minds of the respondents. Since many pointed out several problems at once for them, a large number of detailed answers were received.

The study showed that the population of Akmola region is not satisfied with the socio-economic situation in the region. The main reasons for this are low incomes and lack of prospects for personal growth and development, which is especially important for young people. The main problems in the economic sphere are identified: a decline in production in industry, a timber processing complex, the use of obsolete technologies and equipment by enterprises, lack of innovative projects, high unemployment, especially among young people, low level of investment, poor quality of transport infrastructure.

In the social sphere - low living standards (low wages, incomes, pensions), high tariffs for housing and communal services and their poor quality, high cost and inaccessibility of housing, low level of health care. Many respondents also noted the lack of an idea uniting the population, which could become the core for the development of the region.

Many people associate the existing problems with the shortcomings in the management of the region - the lack of unity and coherence of the actions of the executive authorities.

The five main problems identified by the residents of the region and presented in this figure:



Source: Own survey

The problems are ranked as follows:

- Bad roads: 64%;
- Unemployment: 42%;
- Low quality of housing and communal services: 30.3%;
- Low level of medical care: 25.7%;
- Low level of well-being: 22.5 %.

In our opinion, the main reason for this situation is the lack of competent and effective management in the region for many years. Thus, with proper management and use of human resources, there is a chance to get the region out of crisis.

The answers to the question "How much are you satisfied with the quality of housing and communal services" allowed to reveal the general situation in this area.

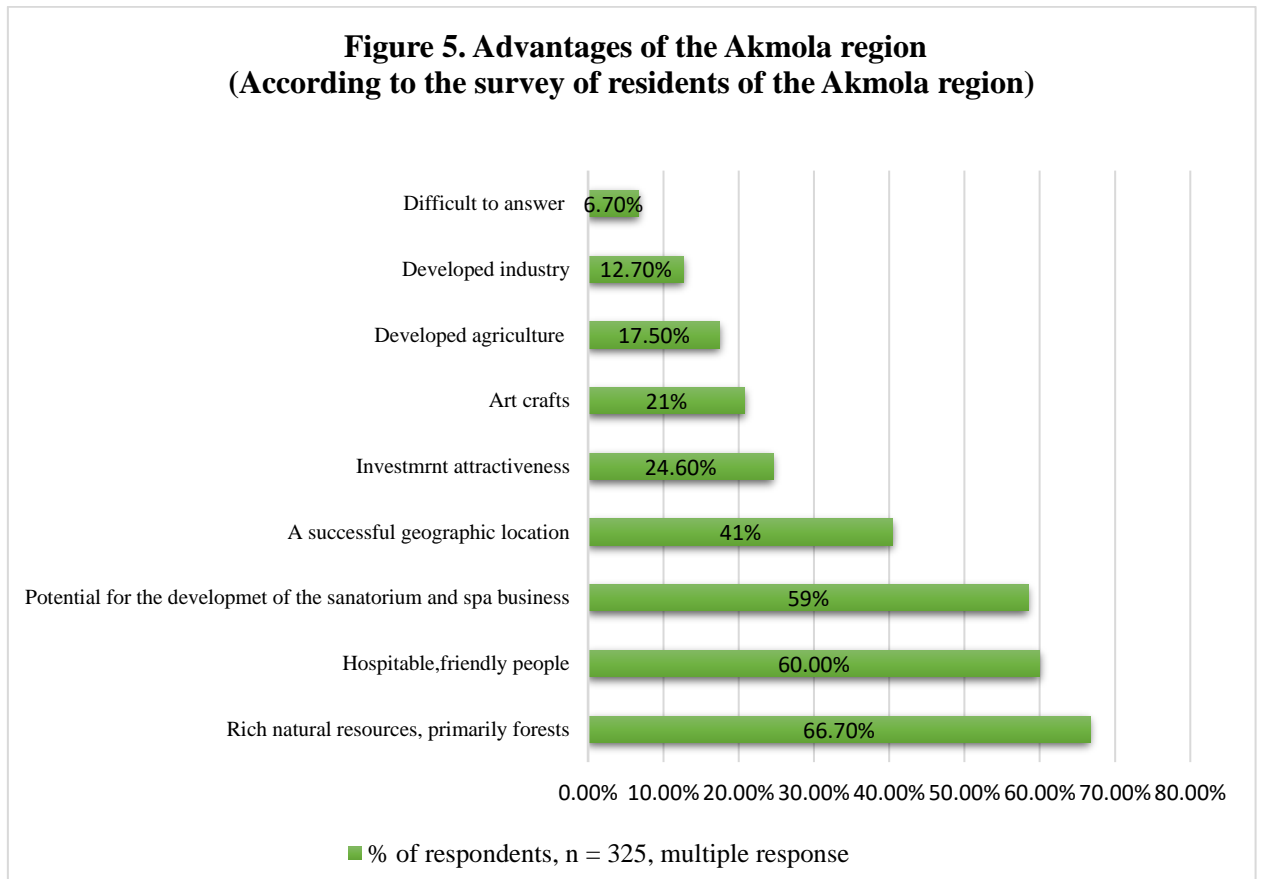
This information may impact on the effect of diagnostics of key problems of socio-economic development of the Akmola region.

The answers to the question "Which of the following do you consider the strength of the Akmola region?" gave the following result:

- rich natural resources, primarily forests: 66,7%;
- hospitable, friendly people: 60%;
- potential for the development of the sanatorium and spa business: 58,5%;
- a successful geographic location: 40,5%;

- investment attractiveness: 24,6%;
- art crafts: 20,8%;
- developed agriculture: 17,5%;
- difficult to answer: 6,7%.

The population also highlighted the advantages and disadvantages of the Akmola region. The main advantages were the rich natural resources, primarily forests, good geographic location, art crafts, as well as hospitable, benevolent, industrious and patient population.



Source: Own survey

Agriculture is an important sector of Kazakhstan's economy. In terms of grain production, the Republic of Kazakhstan ranks third in the CIS after Russia and Ukraine. There is a further development of vegetable growing, melon growing, cotton growing, poultry and livestock. Kazakhstan exports raw materials produced by mining, fuel, metallurgy, chemical industry and agriculture. Kazakhstan has rich natural resources, while our country - Kazakhstan has the ninth largest territory in the world. Namely, we have huge agricultural areas with a full range of agricultural areas. The Akmola region in the current borders was formed in 1999, when the city of Kokshetau and the three southern districts of the abolished Kokshetau region were transferred to the Akmola region. At the same time, the administrative center of the Akmola region was moved

from the capital of the country of Nur-Sultan to the city of Kokshetau. From that moment a new stage of development of the region began.

Akmola region is rich in natural resources. In the region there are deposits of ore minerals. The territory of the region contains explored unique in its composition and scale reserves of gold, silver, uranium, molybdenum, technical diamonds, kaolin and muscovite, as well as iron ore, coal, dolomite, common minerals, mineral waters and therapeutic mud.

In addition, within the region there are a number of poorly studied ore occurrences and ore fields that are promising to identify new gold deposits.

In Akmola region, a reliable raw material base for the production of basic types of building materials has been created. Explored deposits of kaolin, limestone flux, brick clay, sand and gravel mixture, granite, diorite and marble limestone for the production of facing materials and construction rubble, dozens of deposits of natural soils.

Vegetation is represented by steppe species of herbage and, correspondingly, to landscapes, especially in the northern part of the region, pine-birch forests, herbage and grass vegetation, which covers the slopes of the mountains. Mountain pine forests are the wealth of the region.

Akmola region has significant natural resources, occupying the territory extremely favorable for the development of tourism business. Recreation zones have a convenient geographical location. Associated with the proximity of industrial densely populated regions.

Having unique natural and climatic conditions - the beauty of the landscape with a magnificent combination of Rocky Mountains, coniferous forests, lakes with comfortable beaches, recreational zones of the lakes of the resort area "Burabai", lakes Jockey, Kotyrkol, Maybalik can compete with the most famous resorts of the CIS. On the territory of the region there are the State National Natural Park "Kokshetau", as well as the Korgalzhyn Reserve of international importance, which is one of the most unique places on the whole Euro-Asian continent. Many areas of the region have great opportunities for the development of domestic tourism. There is a developed network of holiday homes, sanatoriums, tourist bases, dispensaries, boarding houses, etc.

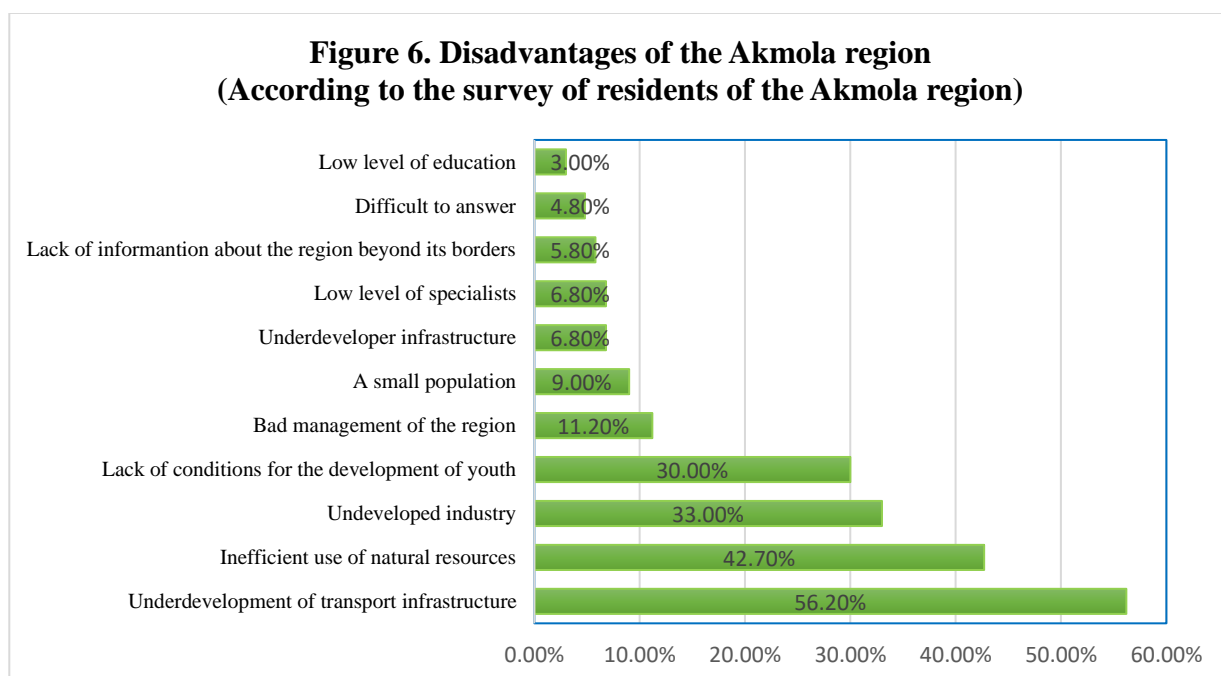
The Akmola region is a large agro-industrial region of Kazakhstan, producing a quarter of wheat grown in Kazakhstan, highly valued in the world market.

Akmola region is one of the main agricultural regions of the Republic of Kazakhstan. The main direction in the agriculture of the region is grain production.

The region, being one of the leading regions of the republic for the production and processing of agricultural products, also has a significant industrial potential, which is represented mainly by enterprises of the mining industry, machine building, non-ferrous metallurgy, and processing of agricultural products.

Answers to the question of the questionnaire "Which of the following do you consider to be the weak sides of the Akmola region?" gave the following result:

- underdevelopment of transport infrastructure: 56,2 %;
- inefficient use of natural resources: 42,7%;
- undeveloped industry: 33%;
- lack of conditions for the development of youth: 30%;
- bad management of the region: 11,2%;
- a small population: 9%;
- underdeveloped infrastructure: 6,8%;
- low level of specialists: 6,8%;
- lack of information about the region beyond its borders: 5,8%,
- low level of education: 3%;
- difficult to answer: 4,8%.



Source: Own survey

Deficiencies were attributed to underdevelopment and inefficiency of industry, lack of development prospects for young people, undeveloped transport infrastructure, ineffective management of the region, inefficient use of available resources.

Thus, it is obvious that the economy of the region requires competent management of state bodies. As follows from the above information, the greatest number of answers was received to the question concerning the socio-economic problems of the Akmola region. At the same time, it should be remembered that people know about socio-economic problems of the region, mainly from the mass media, and from their own experience. Acquaintance with the socio-economic problems of your locality is based primarily on your own experience.

Analysis of the table allows us to draw a number of conclusions. The most significant problem, according to the consolidated opinion of all groups of respondents, is the underdevelopment of the transport infrastructure.

The prevailing part of the problems presented in the questionnaire received ratings above the "average importance" for all groups of respondents. For a number of problems, a significant discrepancy between the estimates of different groups of respondents is noticeable. The presence of a budget deficit, of course, has a destructive effect on the socio-economic development of the region, as the need to reduce budgetary expenditures, the opening of renewable and non-renewable credit lines to cover the deficit is steadily being reproduced.

According to the results of a public opinion poll, 64% of local residents were dissatisfied with the quality of roads in the Akmola region. The main reasons for the dissatisfaction of citizens are: poor condition of the road - 93.8% of respondents; absence of road signs, marking, traffic lights - 25.3% of respondents; absence of asphalt covering - 15.2% of respondents. The next group of problems concerns the sphere of housing and communal services and includes: growth of tariffs for services, high wear of engineering networks, monopolization of the industry, untimely capital repairs, poor quality of improvement. As can be seen, for city residents the main problem in the sphere of housing and communal services is the high cost of services, which has a significant impact on the level of citizens' well-being.

Along with the sphere of housing and communal services, an important group is the problems associated with the development of the social infrastructure of the city, including inadequate provision of social facilities (kindergartens, schools, cultural and sports facilities) and high depreciation of the material base and low infrastructure provision of institutions providing social services.

It should be noted that the statistics do not provide detailed information in the territorial context about the insufficient provision of social institutions, which does not allow to diagnose the nature of the problem: it is a citywide one, requiring operational intervention by the authorities, or local, requiring adjustments in the rules for building residential areas, because the rapid

development of new neighborhoods, social infrastructure often does not have time. A significant problem is the state of social institutions: based on official reports of local authorities, it can be concluded that more than 30% of kindergartens and schools are in emergency condition or require major repairs.

Despite the significant improvement in this indicator compared to the previous year, this problem still requires a priority decision, since the emergency situation of educational institutions influences not only the quality of the services provided, but also the safety of children, which results in low population satisfaction, which results in to the need to search for other educational institutions - as a result, the above-mentioned problem of providing places in institutions with an additional guides educational services.

Another important group of problems associated with unemployment. Another important group of problems associated with the development of the regional center includes low investment attractiveness, the presence of administrative barriers, the level of corruption, weak interaction between local government and business.

Thus, the main factors contributing to a sharp decline in the positions in the rating were the low level of infrastructure security, the characteristics of which are the period of obtaining the site for construction, the cost of connecting to electric networks, tariffs, etc.; The presence of administrative barriers that hamper the development of small and medium-sized businesses.

Based on the above, we can draw a number of conclusions that characterize the socio-economic development of the Akmola region:

- For the Akmola region, as well as other regions of Kazakhstan, there are problems of transport congestion in the central part of the city and in the areas of intersection of large transport highways with the adjacent roads, which requires the search for new approaches to the organization of traffic;
- In the sphere of housing and communal services, the Akmola region is much inferior to the positions of many regions. Most of its residents are not satisfied with the condition of residential buildings, the quality of public services provided and the efficiency of public services, which primarily requires the formation and development of a competitive environment in this area, the effective development of public-private partnership tools that not only attract additional financial resources, but and provide a different level of management in organizations providing utilities;
- In the Akmola region, as in many other regions of Kazakhstan, there is a problem of insufficient provision of social facilities with their material and technical equipment, which, with the current state of the local budget, virtually excludes a qualitative change in the situation. Its overcoming is connected, first, with the activities of public authorities of regional and local levels designed to

ensure the inclusion of the city in the territories of the implementation of federal and regional government programs for the development of the social sphere; secondly, stimulating the development of social responsibility of business, expanding its participation in social investment;

- Socio-economic development of the region can be substantially achieved by removing administrative barriers for business, building a dialogue between the authorities and commercial structures, ensuring active participation of the population in the development of policy documents that determine the goals, directions and mechanisms of the social and economic development of the district.

Answers to the question "How does the state support regions? What do you think of this support? "Show that the majority of the respondents, and in this case, most often give recommendations to the authorities of different levels and do not well imagine their role in solving these problems.

Under the conditions of the command and administrative control system, the economy of any territory was managed by union, republican, branch bodies, and there was no complete management of the economy. With the transformational processes and new conditions of management, additional problems arose associated with the territorial features of the formation of market relations. This raises the need to develop and implement a sound regional policy of the state at a new stage in its development.

The formation of such a regional policy should proceed from the following fundamental requirements:

1. Ensuring a single nationwide market, as an integrated system of regional markets in Kazakhstan.
2. Substantiation of the most important territorial priorities, optimization of the location of productive forces, based on general strategic provisions of the state's macroeconomic policy.
3. Ensuring the priority of all-republican interests in the formation of interstate and interregional relations
4. Rational use of diverse economic opportunities of regions, objective advantages of territorial division of labor and economic cooperation of regions.
5. Orientation to own resources and reserves of regional development, supplemented by a system of state support for priority, lagging and disadvantaged regions.
6. Overcoming of excessive regional contrasts in social conditions due to support of backward and depressed areas. Providing a decent level of welfare in each region, creating approximately equal chances for all citizens regardless of place of residence.

7. Necessity of the state decision of the major regional problems having republican value.

8. Providing, by measures of state influence, the implementation of the territorial principle of social justice in the conduct of market transformations in regions that objectively differ in their parameters, regional policy is an integral part of the general policy of the state aimed at the effective use of territorial factors of life and business, to achieve strategic goals and objectives sustainable socio-economic development of the country.

The goal of the regional policy of the Republic of Kazakhstan is to create relatively equal opportunities for the life of the population and to effectively use the resource and production potential of each region on the basis of rational territorial division of labor and the formation of principles for the development of territorial self-government. Tasks of state regional policy.

Achieving the goal of regional policy requires a phased solution of the following tasks:

- Development of a set of political, economic, environmental and legal measures that ensure the economic independence of the regions;

- Determination of territorial priorities in accordance with the general strategic provisions of the state's macroeconomic policy;

- Combination of selective state support of certain regions with state stimulation of economic activity;

- Formation and development of regional and all-republican markets for goods, labor and capital, institutional and market infrastructure;

- Maintenance and restructuring of small and medium-sized farms in order to bring their economy out of the crisis and accelerate social and economic development;

- Creation of a material basis for the revival of backward villages and villages;

- Forming a rational spatial structure of the economy, improving the territorial organization of production;

- Provision of resource-target balance of the production complex, restoration of ecological-economic, scientific-technical, natural resources of the territories;

- Alignment is different in the level and quality of life of the population by region, overcoming the depressed state of the economy and the social sphere in the regions, especially in the underdeveloped. Principles of implementing the policy of regional development.

Practical implementation of regional policy is based on the following principles:

- rational combination of interests of the state as a whole and its separate regions;

- coherence of actions of regions with the basic principles of foreign policy and foreign economic activity of the state;
 - interaction of economic entities on the basis of an effective interregional division of labor and the integration of production;
 - economic independence of the regions in solving the problems of social and economic development of the territories, mitigation of social consequences
- reforming the economy and mobilizing the necessary financial and production resources for these purposes;
- ensuring social norms and guarantees for the population of the regions;
 - responsibility of regional bodies for the level and quality of life of the population, rational use of mineral and raw materials, land, water and other resources, reproduction of flora and fauna.

In accordance with the goals and objectives of regional policy, the following are its main areas:

- maintenance of production and increase in output of products that are in demand on the external and internal markets, increasing the export potential of the regions;
- gradual curtailment of economically unpromising industries with increased environmental control;
- formation of new (interregional) organizational structures, technologically interconnected productions for the purpose of concentration
- capital and the revitalization of productive activities in large enterprises of basic industries;
- Supporting the development of local entrepreneurship, especially small and medium-sized businesses in order to preserve employment and create new jobs, increase the supply of goods and services in the local market;
- creation of favorable conditions for attracting investments, including foreign direct investment, primarily in the sphere of material production and regional infrastructure;
- Formation of financial resources of the region, a system of institutional investors capable of accumulating savings and effectively turning them into investments.

In the conditions of a market economy, the function of developing the national economy becomes particularly important. Its importance is due to the need to overcome such shortcomings of the market system, as: first, the lack of incentives for the production of goods and services of collective and public use; second, the lack of interest of economic entities to react to the results of

their production activities; third, the lack of a guarantee for labor to those who want and can work; Fourthly, there is no guarantee of the citizens' right to standard welfare; Fifthly, the inability, on a stable basis, to promote the development of fundamental research in science; sixthly, instability of development, susceptibility to inflationary processes. These problems are to be solved by the state through the use of various forms of interference in the socio-economic processes taking place in society. State regulation is one of the subsystems operating in a market economy, a regulatory mechanism, which also includes a market-specific sub-system (a mechanism for market self-regulation), a subsystem of monopoly regulation (antimonopoly regulation), and a subsystem of supranational regulation.

The state regulation of the socio-economic development of the region is understood as the specific planned impact of the state (through the system of republican and regional economic bodies) on the process of spatial distribution and development of productive forces, on the socio-economic development of territorial (municipal) entities, which finds expression in various types of programs, forecasts, plans and is realized through both direct and indirect regulation.

The state regulation of regional development is the economy of the republic, as a certain territorially structured system of the economy of its individual regions (districts). The subject of regulatory influence on the part of the state is the processes of spatial distribution and development of productive forces within the territory of the republic, regional aspects of the formation of market relations, as well as economic, social and other aspects of its individual regions. The subject of state regulation of regional development are republican and territorial economic bodies. The main forms of state regulation of the economy are the rules of law, fiscal levers, monetary instruments and strategic planning. Administrative and legal regulation has as its goal the organization, with the help of the norms of law, of various types of activities of people, their social communities; definition of competence, scope of powers and responsibilities of state and regional government bodies, commercial organizations. The mechanism of legal regulation consists of various sources of law - regulatory acts, laws, decrees, by-laws. There are two groups of methods:

- a) a change in the tax system and the level of tax rates;
- b) provision of direct and indirect benefits to entrepreneurs and individuals with a view to influencing the size of their investment activities.

With the help of the state budget can be carried out:

- financing of public investments directed to financing of priority scientific researches, programs of preparation of highly skilled manpower, formation and realization of programs of

modernization of an infrastructure, programs in the field of maintenance of defensibility of the country;

- financial encouragement of modernization of fixed capital and growth of its productivity;
- financing activities for nature protection and rational use of natural resources;
- financing of social infrastructure and ensuring the functioning of the social security system;
- The state purchases the resources needed to replenish state material reserves, other national needs.

The most important mechanisms of state regulation of the region's economy are:

- a comprehensive forecast of the socio-economic development of the regions and the location of the productive forces of the Republic of Kazakhstan for a long-term perspective, ensuring interconnection and harmonization of national and regional interests, strengthening and rational use of the region's industrial, economic, intellectual and export potentials;
- a system of strategic plans at the national, regional and sectoral levels aimed at implementing the stages and priorities of the country's social and economic development identified in the integrated forecast;
- development and implementation of national programs to address large-scale interregional problems; the implementation of targeted programs to address the most acute problems of the development of specific regions, including special programs for the state support of environmentally impoverished regions, depressed small and medium-sized cities, the development of remote rural areas; Creation of the SEZ with the appropriate legislative, institutional and methodological support to accelerate the development of the region concerned, to make fuller use of its potential, attract foreign investment, modern technologies, etc. financial and credit and tax levers.

Methods of regions are divided into two groups:

- direct (administrative)
- indirect (economic).

Direct methods for regulating the economy are targeted and aimed at intervening in the economic activity of a particular regulated entity. These include: the establishment of a state order for the production of a certain volume of a particular product (service), etc.

Indirect methods are not specifically addressed but are mandatory for all economic subjects of the market. These include tax regulations, financial and credit, monetary, etc. To regulate the

regional economy, the state uses a system of methods. It must be flexible, differentiated and comprehensive, taking into account the specifics of the regions, the nature of the strategic and tactical tasks that they resolve. For regions that have strategically important types of mineral resources, specializing in the processing of products of basic industries, as well as for regions with high scientific and production potential, where the enterprises of the military-industrial complex have developed, the methods of state regulation should be oriented, first of all, to assistance and creation of conditions for structural reorganization of the region's economy, including the technical re-equipment of enterprises, with the aim of increasing the output of export rationed products and consumer goods in the converted industries. For these regions, issues of state regulation in the sphere of foreign trade and attraction of foreign investments, determination of the conditions for privatization of large enterprises, are of great importance; State assistance in attracting domestic and foreign investment. The factor that stimulates structural reorganization in these regions can be the creation of depreciation incentives in priority sectors, a differentiated investment and tax credit.

An important role can be played by attracting foreign investments to these regions, with the help of a system of tax incentives, especially in those industries that can reach the world level in a short time and actively participate in the technical re-equipment of the whole economy, including. region-wide infrastructure For the group of regions forming the country's food fund, economic levers and incentives should promote the development of small and medium-sized businesses, increase employment, expand the types and methods of processing agricultural products, establish maintenance centers, wholesale production markets, trading houses and exchanges, marketing services, leasing companies, the formation of new effective forms of agro-industrial integration of enterprises and organizations of various ORM property. The methods of state regulation for ecologically destitute and backward regions, as well as depressed small and medium-sized cities, remote areas should be directed, first of all, to rendering them the necessary assistance for activating the economy and social support of the population, implementing certain projects and targeted comprehensive programs for improving ecology and socio-economic development, as well as assistance in attracting foreign technical and humanitarian assistance.

In the Republic of Kazakhstan, new economic and administrative entities are formed - special economic zones (SEZ), whose main goal is to accelerate the development of the regions of the republic - to activate Kazakhstan's investments in the system of world economic ties in order to:

- create cutting-edge advanced technologies;
- development of new types of products;
- attraction of foreign investments;

- mastering of modern management methods.

Special economic zones - one of the types of organizational and economic territorial entities that differ:

- Directions; regional policy economic zone
- level of specialization;
- degree of freedom, i.e. the breadth of rights and powers in solving the tasks facing them.

Creation of SEZ is one of the most widespread forms of business development and international relations. SEZ, as an organizational and legal form, are separate territories of the country with a certain target orientation and specialization of entrepreneurial activity, a wide attraction of foreign capital, the internationalization of production and a specific economic mechanism of functioning, enshrined in special regulatory enactments.

The SEZ is a form of development of productive forces and production relations adequate to a market economy based on a combination of state, cooperative, joint-stock and joint forms of ownership of residents who participate equally in all spheres of activity and foreign economic relations. A significant specific regulatory and legal framework for the implementation of economic activity in the territory of the SEZ is determined by the implementation of a special policy for regulating economic processes for the activation of entrepreneurial activities. The introduction into force of the Decrees of the President of the Republic of Kazakhstan, having the force of the law "On SEZ in the RK", "On Foreign Investments" allows foreign investors to enjoy preferential tax and customs regime, simplified procedure for the implementation of export-import legal protection operations. It is not allowed to discriminate enterprises with foreign investment and not based on the law, measures for the forced withdrawal of foreign investment, as well as nationalization, confiscation and other measures similar in its consequences. The SEZ will create the most favored nation regime for attracting and operating foreign and domestic investors. Local self-government presupposes the existence of management bodies that together constitute an integral system capable of functioning purposefully on the basis of independence, independence, responsibility for solving all issues of local importance, protecting the interests of the population. The Constitution of the Republic of Kazakhstan fixes the basic principles of organization and activity of local self-government. At the same time, in the subjects of the Republic - cities, districts, auls - the system of local self-government is different.

Local self-government is a special power that does not belong to any of the three branches of state power - legislative, executive, judicial. The main forms of direct state participation in regulating regional and intra-regional development should be: state regional programs financed by

the republican budget; especially important structuring investment projects; placing orders for the supply of products or national needs through a contract system.

State regulation of regional development should be carried out at all levels of government: republican, regional, regional and local. A local economy is a set of enterprises and institutions that carry out economic activity on the territory of municipal (local) education aimed at meeting the collective (public) needs of the population.

The Akmola region is one of the largest regions of Kazakhstan. The region surrounds the capital of Kazakhstan Nur-Sultan. Located between the major industrial regions of the country. This area should be one of the main flagships of Kazakhstan, providing development of the whole region.

In conclusion, it should be noted that the survey provided extensive material. In this paper, an analysis is given, which gives a lot of food for thought. It seems to us that the information provided can be very useful for the administrations of the region and the city (both executive and representative) in order to adjust their activities in the light of public opinion.

III. CONCLUSIONS AND RECOMMENDATIONS

The urgency of the problem of sustainable development of states, regions and territories is currently quite high, since it touches upon the very existence and survival of mankind on the planet. To achieve the goals of sustainable development, their implementation is necessary not only at the global, but also at the regional level.

Sustainable development of the region is the development of the territory as a system of equitable elements (man, nature, society), which in response to the influence of environmental factors contributes to the preservation of the system, restoration of its equilibrium, maintenance of the state, structure, type of functioning, its qualitative improvement at a new stage of development.

In this paper, we propose a mechanism for realizing the goals of sustainable development in a specific region of the Republic of Kazakhstan - Akmola region. The theoretical foundations of the mechanism of sustainable development of the region and the mechanism for managing sustainable development of the region, principles, patterns, levers and tools, the methodology for assessing sustainability are developed. The need for public administration to ensure sustainable socio-economic development of the region is proved.

The mechanism for managing sustainable regional development is the development of the Strategy for Sustainable Development of the Region and the systematic use of administrative, legal, economic, social and institutional methods, levers and management tools to implement the region's development strategy, which reflects the basic principle of sustainable development.

The analysis of the existing mechanism of development management by Akmola region, analysis of the existing Development Strategy, levers and management tools is carried out. Their advantages and disadvantages are revealed; a conclusion is made about the effectiveness of this mechanism. Currently, the Akmola region is a region with a slow pace of development - in terms of industrial production index, in terms of investment in fixed assets, etc.

We propose methods to improve the effectiveness of the mechanism for managing the development of the region. First of all, this is a justified position and the Strategy for the development of the region, developed using PEST and SWOT analysis, and implementing the basic principle of sustainable development.

The conducted strategic analysis of the region showed that the greatest potential for development is in the branches of agriculture and machine building. The analysis showed that the Akmola region is characterized by a predominance of industrial enterprises in the machine building industry. In accordance with the conducted research for sustainable development of

engineering enterprises, it is necessary to provide for the Regional Development Strategy and use the following tools:

- carry out regular monitoring of the execution, the current state order and its financing;
- participate in the formation of the Strategy for the development of industry enterprises, recommend the direction of development;
- participate in the development of investment projects of engineering enterprises, conduct an audit of investment projects, act as an intermediary for obtaining co-financing of investment projects from the national budget;
- regularly conduct audit of management decisions of the top management of machine building enterprises.

The main reason for the problems that need to be solved in engineering today is insufficiently efficient management, which results in low labor productivity, inefficient use of machinery and equipment, depreciation of fixed assets, and so on. In order to increase the efficiency of management of engineering enterprises, we are also proposing the introduction of a program to improve the level of qualification of the management personnel of enterprises, based on training in lean manufacturing technologies (lin management). The essence of this program is the periodic training of management personnel in the technologies of lin-management, lean production. The main goal of the program is to form the prerequisites for creating a new enterprise management mechanism with the aim of increasing the productivity of human resources and achieving high competitiveness of these enterprises.

The sustainability of the Akmola region in 2012-2016 is assessed. The level of stability in the region can be assessed as a crisis, since the two indicators of sustainability are less than one - physical and environmental capital. Thus, for sustainable development of the region, it is necessary to create impulses for the development and modernization of leading industries, agriculture, increasing investment activity of economic entities; measures are needed to prevent pollution and clean up water bodies, especially in the urban area. Particular attention should be given to the problems of the development of single-industry towns, which are quite large in the territory of the Akmola region.

In addition, it is necessary to actively create a favorable environment for business development in the region, use levers and management tools that promote the growth of investment and innovation activity of economic entities. sustainable development of the enterprise, business entity is the basis for sustainable socio-economic development of the region. The proposed measures will lead to an improvement of the social and economic situation in the region, create prerequisites for its further sustainable social and economic development.

3.1. Assessment of the hypotheses

The first hypothesis of the dissertation research is based on the assumption that the condition for sustainable socio-economic development of the region is the creation and functioning of a full-fledged mechanism. This mechanism will be aimed at eliminating the negative trend and bringing the processes associated with sustainable socio-economic development to a balanced state.

Hypothesis 1 (H1) In the course of the study on the mechanism of sustainable social and economic development of the region, it was revealed that the mechanism for managing sustainable regional development consists in the development of the Strategy for Sustainable Development of the Region and the systematic use of administrative, legal, economic, social and institutional methods, levers and management tools for the implementation the development strategy of the region, which reflects the basic principle of sustainable development. Based on these factors the hypothesis was accepted.

The second hypothesis of the dissertation research lies in the scientific assumption that the role of the Akmola region in the regional policy of independent Kazakhstan is growing as the growing pole of Nur-Sultan.

Hypothesis 2 (H2) - The region is located on the territory geographically formed around the rapidly growing capital of Nur-Sultan. The Akmola region is near the capital and becoming one of the main regions of the country. This hypothesis was accepted, and I made an analysis of the development of the region in the regional policy of Kazakhstan which proved my statement.

The third hypothesis of the dissertation research is based on the assumption that the condition of the accelerated development of the economy of the Akmola region is the direction of the agro-industrial complex.

Hypothesis 3 (H3) –The Akmola region is one of the main agricultural regions of the Republic of Kazakhstan. There are strong positions on the promising development of livestock, including meat with a high export potential. The implementation of investment projects, the creation of new enterprises and the modernization of existing poultry production facilities allow the region to take one of the leading positions. The implementation of projects contributes to the development, implementation and commercialization of new technologies in agriculture, which allows to significantly improve the quality indicators of the industry development and its competitiveness. Based on these factors the hypothesis was accepted.

The fourth hypothesis of the dissertation research lies in the scientific assumption that the grain industry occupies one of the leading places in the agricultural sector of the region and in the whole in the economy of Kazakhstan and is one of the priorities for the development of the grain economy, which contributes to the development of the export

potential of the grain market of Kazakhstan and will increase the competitiveness of Kazakhstan grain exporters in the world market.

Hypothesis 4 (H4) - The Akmola region is one of the grain-growing regions of Kazakhstan with great potential, the prospect of the development of agriculture, therefore the most significant branch is precisely the agriculture sector. The main direction in the agriculture of the region is grain production. Most of the acreage is reserved for crops. Akmola wheat has a high protein content. The production of grain is the basis of the country's export potential. Kazakhstan is one of the 15 largest producers and the top ten largest grain and flour exporters in the world. In recent years, the amount of grain processed in Kazakhstan is growing. In 2017, 3.7 million tons of wheat flour were produced. This hypothesis was accepted.

3.2. New scientific results

The new scientific results are summarized below.

1) The first new scientific result of the dissertation is that this research is the first comprehensive study about the mechanism of socio-economic development of the Akmola region. I hope that this research will be the first basic for the next research in Kazakhstan and this dissertation will also be a good literature source for researchers who will carry out research on this theme. I think that this dissertation will serve as a valuable literature source for agricultural farmers and policy makers in Kazakhstan so that they can see the general picture of the socio-economic development of the Akmola region and can propose policies and programs to improve the socio-economic development of the Akmola region. The research results can be used by government agencies, including social welfare services, in the development of regional programs for the use of labor resources, the formation of a labor market and the reduction of unemployment in the agricultural sector.

2) The second new scientific result of the dissertation is the development of theoretical provisions and practical recommendations for the formation and implementation of a single mechanism for sustainable socio-economic development of the region. The essence and content are clarified, the author's interpretation of the concept of "sustainable social and economic development of the region" is presented, presented as the development of a system of equitable elements (human, nature, economy) in response to environmental factors and contributing to a qualitative improvement of the regional system at a new stage of development; a distinction was made and the correlation of the concepts "the mechanism of sustainable social and economic development of the region", "the mechanism for managing the sustainable social and economic development of the region".

3) The methodological directions of the formation of the mechanism of sustainable social and economic development of the region are substantiated, including the purpose, tasks, the basic principles of the mechanism of sustainable social and economic development of the region, which determine the transition of the socio-economic system (region) to a new qualitative level of development, development of the region - human, investment, innovative, technological.

4) Developed a mechanism for managing the sustainable socio-economic development of the region, which is based on a systematic approach to management and is designed to implement the transition of the regional system to a new qualitative level, i.e. promote sustainable development of the region; a methodology has been developed for assessing (monitoring) the sustainability of the development of the region on the basis of a scoring of three elements of sustainable development-the economy, man, nature, i.e. assessment of the state of physical, human and ecological capital according to indicators of sustainable development.

5) To solve specific problems of the Akmola region, new tools for the management of sustainable development of the region are proposed: PEST - analysis of the strategic position of the region in the development of the Strategy of social and economic development of the region; tools of interaction of the authorities of the region with enterprises of the industry complex; tools and sequence of stages of management of single-industry towns; program "Improvement of professional skills of management personnel of engineering enterprises" on the basis of studying the basics of lean manufacturing ("lean-management").

SUMMARY

Under the influence of the globalization of world economic processes, the role of regions in the national economy is changing. Increased competition, a free market, availability of resources, primarily information, allow regions to get great opportunities for development, to enter global markets. However, on the other hand, the regions became more susceptible to the impact of the world economic crises, to the economic expansion of stronger competitors.

In connection with this, state regulation of the market economy is gaining more and more importance. The global economic crisis and its consequences once again confirm that without the state regulation it is impossible to achieve the goals of sustainable development of the economy and society. The market mechanism is inherently incapable of solving the problems of sustainable social and economic development. It can also be argued that it generates them to a greater extent, it is their source (for example, an excessive social differentiation, environmental problems, etc.).

In view of the foregoing, the theory and practice of achieving sustainable regional development on the basis of a certain mechanism for its implementation is of great interest.

The aims of this research are to theoretically and practically achieve sustainable regional development based on a certain mechanism for its implementation, identifying problems of practical implementation of the regulatory capabilities of the mechanism and developing specific recommendations on the effective use of the mechanism in stimulating regional economic growth in modern conditions; to develop methodological provisions and practical recommendations on the formation of a mechanism for sustainable socio-economic development of the region.

The methodological foundations of the sustainability of social and economic development are examined and studied by many foreign and domestic researchers. The following foreign authors, V.G. Balashov, V.A. Irikov, A. Aubakirov, A.N. Alashabayeva, G. Brundtland, M.A. Bagomedov, O. Bogomolov, L.N. Chainikova, N.I. Dorogov, made a significant contribution to the study of sustainable development. Many important aspects of the theory of stability are reflected in the works of A. Armand, E.I. Dracheva, L.I. Yulikov, N.D. Guskova and others. The studies of A. Adamescu, Zh.M. Elubayeva, are devoted to the formation and development of the theory of regional management.

The study and systematization of theoretical material showed that, despite numerous studies in the field of sustainable development and regional governance, the development and implementation of the mechanism for sustainable development of the region were not fully reflected. Currently, the regional development mechanism is not considered as a system. Tools and controls are scattered and often contradict each other. In addition, the methodology for assessing the sustainability of the development of the region also requires refinement.

Various aspects of the problem under study have always been the focus of attention of scientists. A significant contribution to the study of these problems was made by such domestic researchers as N. Nazarbayev, M. Kenzheguzin, B. Zhunusova, K. Bilyalov, N.K. Nurlanova. Fundamental studies of the problems of sustainable socio-economic development of the regions are reflected in the works of T.V. Voronina, A.D. Ursul, P.I. Shihatov, A.S. Sheulin, N.K. Nurlanova and others.

I used the questionnaire to collect the quantitative data. I did 325 questionnaires and each questionnaire lasted about 35-40 minutes. I chose 3 districts to do the questionnaire. I surveyed 3 districts: Akkol district, Burabay district, Zerendi district. The sample total was 325 respondents. I chose 3 districts to do the questionnaire, in which there is a district with a large area of wheat production, the next one with medium area of wheat production and the third one is rich in natural resources.

A random sample of 325 participants from small and medium size enterprises registered in this district industries center. 325 questionnaires with farms workers have been conducted altogether. I randomly chose 60 farmers per district to do this questionnaire. The sample total was 325 respondents.

The main problems of the region were identified. To solve these problems, to overcome threats to the socio-economic development of the region, we substantiated new tools for the mechanism for managing the sustainable socio-economic development of the region in accordance with the sustainability criterion.

In the course of the dissertation research, the following results were obtained:

1. The content of key definitions in the conceptual apparatus of the mechanism of sustainable socio-economic development of the region has been clarified, allowing us to consider the region as a socio-economic system, and the process of sustainable development of the system as its transition to a new qualitative state under the influence of environmental factors - “sustainable socio-economic development of the region”, “a mechanism for the sustainable socio-economic development of the region”, “a mechanism for managing the sustainable socio-economic development of the region”;
2. The basis of the mechanism of sustainable socio-economic development is the mechanism for managing the region’s sustainable development. The purpose of the mechanism for managing the sustainable socio-economic development of the region is to create conditions, prerequisites, use management methods and tools to move the regional socio-economic system to a qualitatively new level of development;
3. A necessary element of the mechanism for managing the sustainable socio-economic development of the region is a system for assessing (monitoring) the sustainability of development,

since it performs the feedback function in the management system. Using the assessment system allows you to identify the main factors of stability (instability) of the development of the region and purposefully influence them in the future;

4. Sustainable economic development of the leading farms in the region is the basis for sustainable socio-economic development of the subject of Kazakhstan, since it is they who form the bulk of the revenues of the regional and local budgets, provide employment and a certain level of income, form the social infrastructure in the region and ensure effective demand, which serves as an incentive to further development of industry, entrepreneurship and trade, and, consequently, sustainable socio-economic development.

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