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CENTER OF KNOWLEDGE DISTRIBUTION (CKD) IS ONE OF THE MOST IMPORTANT FACTORS AT AGRO-INDUSTRIAL COMPLEX DEVELOPMENT

Бұл мақалада білім тарату орталығының мәні ауыл шаруашылығының тұрақты дамуының маңызды факторларының бірі ретінде қарастырылады. Ұлыбритания, АҚШ, Канада, Дания, Германия және т.б. елдер мысалында экстеншн серистің үлгілері, құрылымы және қызметі талданады.

В статье рассмотрено значение центров распространения знаний как одного из важнейших факторов устойчивого развития сельского хозяйства; условия и перспективы экстеншн-сервисов в сельском хозяйстве. Рассмотрены модели, структура и функционирование экстеншн-сервисов на примере Великобритании, США, Канады и Дании, Германии и др.

Currently, knowledge distribution and development of educational and informational activities is gradually becoming an important tool for the development of innovations in agriculture, where the interaction of market and state components aimed at developing an integrated community-oriented strategy for the long term is provided.

According to the Strategic Plan of the Republic of Kazakhstan development up to 2020 three main directions of agro-industrial complex development are identified: increasing labour productivity through the introduction of new technologies and the growth of agricultural raw materials processing; ensuring food security of the country, development of export potential of the agricultural field. To implement these provisions the State takes measures to improve the competence of agricultural commodity producers through the distribution of current scientific knowledge and practical skills of advanced technologies application among them. It should be noted that in Kazakhstan such work has not been carried out before. In Soviet times, commodity agricultural production was performed by large units - collective and state farms. The specialists gathered by the established norms were working at these farms [1].

Well organized system of further training, mainly on the basis of specialized secondary and higher education institutions acted for them. Once the majority of agricultural enterprises have been privatized by dividing into shares, with partial uniting of them in future, the old system of agro-industrial complex management on the level of separate economic entities ceased to exist. In agricultural production, especially in cattle production, where 80 percent of cattle were distributed to personal households, the participation of qualified experts has sharply decreased, the results have worsened. According to statistics in 1990 in Kazakhstan there were 4,918 agricultural enterprises, in 2009: 175 636, but mainly small farmers. Most of the farmers cannot afford keeping experts in the field of agricultural technologies, zoo technologies, and employees of the corresponding public services run mainly control functions. In such circumstances, it is necessary to use knowledge distribution experience among farm producers that emerged in countries with well-developed agricultural sector. In many developed countries, the competence of farmers and peasants started being solved long ago - along with the development of agricultural science. These countries include the United States, Canada, Holland, Britain, Germany, Denmark, etc. In all

these countries for many decades there are special advisory services for agricultural commodity producers who do not have special education, helping farmers to effectively manage, implement achievements of science. Thus, in the USA in 1862 the Law on the organization of science, agricultural education and knowledge distribution among farmers was adopted. On the basis of this law Advisory Service "Extension Service" was established on the basis of agricultural colleges, which were created in each state. Advisory service in agriculture in each state in the U.S. is included in the organizational chart of the State University and has headquarters and branches in all counties. Extension service system provides its services to farmers free of charge. Funding is from both the federal and local budgets. Private investors means are also used. In the Netherlands the system of knowledge distribution in agriculture, including both farmers' further training and the introduction of science and technology to production has also existed for long. This work is in the competence of the Ministry of Agriculture, Fisheries and Environment of the Netherlands. Within the Ministry structure, there are national advisory centers (DLV), which provide information assistance to educators and innovative organizations counselors that have direct contact with farmers.

Agricultural implementation service, socio-economic advisory services of farmers' organizations, as well as consultants of servicing and processing companies directly work with farmers. The main role belongs to Agricultural implementation service. This is a government organization, whose funding is mainly provided through budgetary funds. A leading advisory service of England ADAS was established over 50 years ago, in those years when the country experienced a food shortage and its main function was to increase food production by implementing best practices, new technologies. In the early years it was more educational and delivered progressive methods and production technologies, which have been successfully implemented in some farms, including both own experimental farms, vegetable plants services and other farms in the district.

In the 60s a number of experimental farms were created on the basis of which new breeds, sorts, technologies were tested and where the seminars were held. Over the years, when an urgent need to increase food production has decreased, the amount of service funding from the state budget has also declined. Since 1987, the office began the transition to a commercial basis. In Germany special advisory services appeared in the first third of the 20th century. Anyone can get consultations on agricultural production issues and farm management.

The State support is an important guarantee of effective advisory service activity in Germany. The federal and land advisory services: government organizations, agricultural chambers, private advisory firms and associations, as well as private consultants work in this country.

Some work on the creation of information and advisory service for peasants was conducted in the early 20th century in Russia as well. Its theoretical framework has been outlined by Academician Alexander Chayanov in his work "The basic ideas and methods of public agronomy, published in 1918 [2]. Currently in the world various models of information and advisory services have developed. In some countries they were created as subdivisions of field management bodies, in others - on the basis of regional educational institutions.

Sometimes these services are farmers' organizations or associations. In addition, most countries have commercial firms providing advisory services to agricultural commodity producers.

In Kazakhstan, the project to create a system of knowledge distribution in agro-industrial complex field, coordinated by the Ministry of Agriculture, is being realized since 2008 by a joint stock company "KazAgroInnovatsiya", a company which is responsible for the state science and technology policy in the agrarian sector. Research organizations with agrarian specialization under the management of the company become the basis for a system built on the model of «EXTENSION SYSTEM», adopted as noted, in many developed countries.

The main source of funding for the knowledge distribution measures is the national budget means, allocated through a series of budget programs. The main contributors to knowledge distribution in agro-industrial complex field in Kazakhstan are: Ministry of Agriculture, JSC "KazAgroInnovatsiya"; research organizations, higher educational institutions with agricultural specialization and the regional agriculture departments.

The centers of knowledge distribution (hereafter CKD) are created in agro-industrial complex field in the form of independent structural subunits in research institutes. Currently there are five suchlike centers already functioning: CKD "Shortandy" created on the basis of LLP "A.I. Barayev Research and Production Center of Grain Farming"; CKD "Kostanay" - on the basis of LLP (LLP - limited partnership) "Kostanai Research Institute of Agriculture"; CKD "Tassay" - on the basis of LLP "Southwest Research Institute of Cattle production and Plant cultivation"; CKD " Balkhash "- based on the Balkhash branch of LLP "Kazakh Research Institute of

Fisheries Economy". Each center has the infrastructure to carry out theoretical studies. The main activity of CKD is to conduct short-term educational seminars on various fronts [3].

In 2009 a lot of work was done in the framework of «Extension» system introduction. 79 training programs on the main branches of agro-industrial complex were developed. The same number of teaching research and practical seminars and scientific achievements presentations were held. Seminars completion certificates were given to 1733 people. Seminars were held by Kazakhstani and foreign scientists. 2 workshops and round tables were held with the participation of Canadian and Russian experts.

Manuals and guidelines for farmers on co-operation, business planning and various directions of agriculture running were developed. 14 instructional videos were created. Learning results analysis and questioning of students prove the high interest of agricultural enterprises specialists in conducting seminars and getting information on the latest developments of scientific and research institutes. Centers on knowledge distribution and transfer will be created in different regions of the republic. 14 centers in total ill have been established by 2013. In the future the system is planned to be developed in two key areas: training agro-industrial complex subjects' practice of modern technologies application and advisory service organization on technological issues of agro-industrial complex subjects. Modern agrarian science including the domestic one offers production a variety of effective technologies, high production techniques and cost-effective business solutions. Their introduction and employment in industrial practice will enable to greatly improve agro-industrial complex efficiency and domestic agricultural products competitiveness.

List of references:

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