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REGIONAL ASPECTS OF THE IMPLEMENTATION OF SOCIAL POLICY ON THE EXAMPLE OF THE PAVLODAR REGION

The key function of the state and the main priority of its internal policy is the implementation of social policy, which includes a system of measures implemented by the state in the field of social security of the population and its social protection. The focus of social policy on improving the quality of living of certain groups of the population largely determines the relevance of the problem of financial support of the social system, increasing importance of the financial mechanism.

Objective: to consider the main aspects and key characteristics of the state's social policy and the specifics of its implementation at the regional level; to identify the main ways of optimization aimed at improving its effectiveness.

Achieving this goal required, firstly, systematization and analysis of the main theoretical aspects that reveal the content, directions of formation and implementation of social policy. Secondly, the definition of the institutional basis for the formation and implementation of social policy. Thirdly, the analysis of the effectiveness of mechanisms for the implementation of social policy at the regional level. Fourth, to assess the socio-economic conditions for the implementation of social policy in the Pavlodar region.

The article is based on a comprehensive approach to analyzing the interrelationships of social structure and social policy, taking into account regional aspects. The specifics of the peculiarities of the regions in the formation and implementation of the state social policy were determined..

The article notes that the objects of social policy, as a multidimensional and complex process, are the social sphere and social relations based on interaction between social groups and layers of society. The main goal of social policy is the welfare of citizens, their social protection and social development.

Key words: social policy, social services, social development, social protection of the population, income of the population, region.

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Павлодар облысының мысалында әлеуметтік саясатты іске асырудың өңірлік аспектілері

Мемлекеттің негізгі функциясы және оның ішкі саясатының негізгі басымдығы Халықты әлеуметтік қамсыздандыру және оны әлеуметтік қорғау саласында мемлекет іске асыратын іс-шаралар жүйесін қамтитын әлеуметтік саясатты іске асыру болып табылады. Сонымен бірге, әлеуметтік саясаттың халықтың белгілі бір топтарының өмір сүру сапасы мен деңгейін арттыруға бағытталуы көбінесе әлеуметтік қамсыздандыру жүйесін қаржылық қамтамасыз ету мәселесінің өзектілігін анықтайды. өзара байланысты ұйымдастырушылық, экономикалық, заңнамалық және басқа шаралар кешенін қамтитын қаржы механизмінің маңыздылығын арттыру.

Мақсаты: мемлекеттің әлеуметтік саясатының негізгі аспектілері мен негізгі сипаттамаларын және оны өңірлік деңгейде іске асыру ерекшеліктерін қарастыру; оның тиімділігін арттыруға бағытталған оңтайландырудың негізгі жолдарын айқындау.

Мақсатқа жету, біріншіден, әлеуметтік саясаттың мазмұнын, қалыптасу бағыттарын және іске асырылуын ашатын негізгі теориялық аспектілерді жүйелеу мен талдауды қажет етті. Екіншіден, әлеуметтік саясатты қалыптастыру мен іске асырудың институционалдық негізін анықтау. Үшіншіден, өңірлік деңгейде әлеуметтік саясатты іске асыру тетіктерінің тиімділігіне талдау жүргізу; оны іске асыру бойынша мемлекеттік билік органдары қызметінің

бағыттарын айқындау. Төртіншіден, Павлодар облысында әлеуметтік саясатты іске асырудың әлеуметтік-экономикалық жағдайларына баға беру. Бұл ретте өңірлік әлеуметтік саясатты оң-тайландырудың негізгі бағыттары тұжырымдалды.Мақалада екі әлеуметтік жүйенің өзара бай-ланысын талдауға кешенді тәсіл қолданылады: соңғысын іске асырудың аймақтық аспектілерін ескере отырып, әлеуметтік құрылым және әлеуметтік саясат. Сондай ақ мемлекеттік әлеумет-тік саясатты қалыптастыру мен іске асыруда өңірлік ерекшеліктер мен ерекшеліктердің рөлі айқындалды

Мақалада көп қырлы, құрылымы жағынан күрделі процесс болып табылатын әлеуметтік сая-саттың объектілері Әлеуметтік сала және әлеуметтік қатынастар болып табылады, олардың негі-зі әлеуметтік топтар мен қоғамның топтары арасындағы өзара әрекеттесу болып табылады. Бұл ретте әлеуметтік саясаттың басты мақсаты азаматтардың әл-ауқаты, оларды әлеуметтік қорғау және әлеуметтік дамыту болып табылады.

Түйін сөздер: әлеуметтік саясат, әлеуметтік қызметтер, әлеуметтік даму, Халықты әлеуметтік қорғау, халықтың табысы, өңір

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Региональные аспекты реализации социальной политики на примере Павлодарской области

Ключевой функцией государства и основным приоритетом его внутренней политики являет-ся реализация социальной политики, включающей в себя и систему реализуемых государством мероприятий в области социального обеспечения населения и его социальной защиты. При этом нацеленность социальной политики на повышение качества и уровня жизни определённых групп населения во многом предопределяет актуальность проблемы финансового обеспечения систе-мы социального обеспечения? повышая значимость финансового механизма, который включает в себя комплекс взаимосвязанных организационных, экономических, законодательных и других мер.

Цель: рассмотрение основных аспектов и ключевых характеристик социальной политики го-сударства и специфики ее реализации на региональном уровне; определение основных путей оптимизации, направленных на повышение ее эффективности.

Достижение поставленной цели потребовало, во-первых, проведения систематизации и ана-лиза основных теоретических аспектов, раскрывающих содержание, направления формирования и реализации социальной политики. Во-вторых, определение институциональной основы фор-мирования и реализации социальной политики. В-третьих, проведения анализа эффективности механизмов реализации социальной политики на региональном уровне; определения основных направлений деятельности органов государственной власти по ее реализации. В-четвертых, дать оценку социально-экономическим условиям реализации социальной политики в Павлодарской области. При этом были сформулированы основные направления оптимизации региональной со-циальной политики.

В статье используется комплексный подход к анализу взаимосвязей двух социальных систем: социальной структуры и социальной политики с учетом региональных аспектов реализации пос-ледней. Также была определена роль региональных особенностей и особенностей в формирова-нии и реализации государственной социальной политики.

В статье отмечается, что объектами социальной политики, являющейся многоаспектным, сложным по своей структуре процессом, выступают социальная сфера и социальные отношения, основой которых является взаимодействие между социальными группами и слоями общества. При этом главной целью социальной политики является благосостояние граждан, их социальная защита и социальное развитие.

Ключевые слова: социальная политика, социальные услуги, социальное развитие, социаль-ная защита населения, доходы населения, регион.

Introduction

The relevance of the topic of the article is due to the need to identify and substantiate effective mechanisms of social policy in the regions, to determine the optimal model of social policy at the regional level through sustainable and stable development of its social sphere.

From a research point of view, the relevance of the topic is due to a number of circumstances.

First. Currently, there are no comprehensive developments of theoretical and methodological foundations for the formation of regional social policy as a political activity and interaction in the context of the implementation of relations aimed at improving the territorial division of labor and ensuring a decent standard of living for the population in the regions of the Republic of Kazakhstan.

Second. The regionalization of the social sphere requires adequate measures of state regulation aimed at creating equal conditions for the social development of the population of all regions of the Republic of Kazakhstan and preventing the emergence of hotbeds of social tension. Based on this, the analysis of the forms of the center's impact on the formation and implementation of regional social policy becomes particularly relevant.

The third. Taking into account the distribution of forces in the social sphere, there is an objective need to develop effective measures for the practical implementation of regional social policy by central and local authorities.

The purpose of the article is based on a comprehensive analysis of the essence and main directions of the formation and implementation of regional social policy to identify its specifics, features of development and implementation, to identify ways of optimization aimed at improving its effectiveness.

Methodology

The methodological basis of the study consists of the following general scientific approaches: systemic, dialectical, historical-logical, structural-functional analysis, which allowed us to consider regional social policy as a complex, integral, developing system.

As an empirical base, data from the Statistics Agency of the Republic of Kazakhstan, the Department of Statistics of the Pavlodar region, materials of regional management bodies on the formation and implementation of social policy were used.

Literature review

The concept of social policy, which is widely used in Public Administration practice today, it is the subject of many scientific discussions due to the lack of a well-established understanding of what should be understood by the phrase «social policy». This is because social policy, which is the most important area of interest of modern society, is the priority field of activity of the modern state. In addition, this policy is closely related to the goals and objectives of the State in the direction of the development of the social sphere, as well as the level of development of society.

The emergence of the very concept of «social policy» is connected with the formation in Europe in the second half of the XIX century of the theory and practice of the social state as a state actively intervening in social processes in order to regulate and stabilize them (Gontmaher,2011:83)

Social policy is understood as a policy of social development and social security, as well as a system of measures aimed at improving the quality and standard of living of certain social groups, as well as the scope of studying issues related to this policy, including historical, economic, political, socio-political. the study of legal and sociological aspects, as well as cause-and-effect relationships in the areas of social problems (Denisova, 2011:35). At the same time, it should be borne in mind that there is no well-established opinion about what should be understood by the expression «social policy», what is the essence of the concept and how its content differs significantly from the opinions of different researchers.

Thus, this term is often used in the sense of social administration in relation to those institutionalized (that is, legally and organizationally fixed) social services that are provided by the state. This use of the term is considered by some authors to be erroneous.

Thinkers of Modern times, including T. Hobbes, I. Kant, G. V. F. Hegel, also considered the question of the duties of the state to its citizens, considering justice an integral social and moral value (Kamaev, 2012:156)

The concept of the maximum participation of the state in ensuring the social living conditions of citizens received the most detailed exposition in the work of I. Fichte «Closed commercial state» (Kamaev, 2012:157).

The term «social policy» is reflected in various fields of scientific research, it is widely used in economics, philosophy, sociology, law (Konstantinova, 2012:108).

Thus, social policy, in particular, refers to the study of cause-and-effect relationships in the field of social problems, as well as the study of issues related to such policies, which include historical, economic, political, socio-legal and sociological aspects.

The social policy of the state in the economy is usually understood as the «social policy of the state»... a set of state measures to ensure the social protection of a person, the preservation of a certain status of various social groups and the creation of conditions for the comprehensive development of man and society» (Dakhin, 2019:28).

«Social policy is an integral part of the internal policy of the state, embodied in social programs and practices, regulating relations in society in the interests and through the interests of the main social groups of the population» (Shvedov, 2022:80).

I.A.Grigorieva's definition seems to us more complete and comprehensive, which states: «social policy is the activity of the state and/or society (public institutions) to coordinate the interests of various social groups and socio-territorial communities in the field of production, distribution and consumption, allowing to coordinate the interests of these groups with the interests of a person and the long-term goals of society».(Grigorieva, 98:20) It is noteworthy that in this interpretation the author notes the role of both the state and society in the formation and implementation of social policy

Social policy as a special type of state activity in the social sphere, aimed at uniting the efforts of all subjects of economic and managerial structures, the entire population in order to solve social problems (Volgin, 2012:46).

Social policy is also considered as a system of state measures and actions aimed at regulating relations between individual social groups of the population, at improving public welfare. The overall goal of social policy is to improve the quality and standard of living of the population, rational use of labor potential, which is generally aimed at improving the efficiency of the functioning of the country's economy (Aslanova, 2019:511).

Social state policy is aimed at creating normal living conditions and favorable opportunities for the development and self-realization of all members of society (Yarskaya-Smirnova, 2012:91).

Social policy in the narrow sense is a system of state measures to support those groups and strata of society who, for various reasons, find themselves in a difficult situation, suffer from specific circumstances and cannot improve their well-being on their own (Roic, 2022:10).

The basic principles of social policy are the following:

1. Justice and equality
2. Priority on the protection of vulnerable segments of the population:
3. Prevention of social and economic exclusion:
4. Sustainability and long-term
5. The principle of subsidiarity.
6. Productivity and adaptability.
7. Partnership and participation.

These principles serve as the basis for the development and implementation of social policy in various countries and ensure the sustainable and equitable development of society. (Hodusov, 2017:100).

Social policy is one of the main links of the internal policy of the state, designed to ensure the reproduction of social resources. Its basic goals are to achieve stability, integrity and dynamism of society, compensation for the shortcomings of market self-regulation. These goals are achieved by providing social guarantees to prevent social, natural, man-made and other disasters, redistributing material resources and organizational efforts to ensure the achieved standard of living of the population and changing its quality in a direction that reduces social tension, as well as regulating lifestyle by economic, moral and other measures, including repressive (Strebkov,2010: 24).

The main structural elements of social policy are:

1. Social programs and support measures.
2. Legislation and regulations.
3. Social partnership.
4. Social institutions and organizations.
5. Information support

These structural elements together form the basis of social policy, which is aimed at ensuring social justice, equality of opportunities and improving the quality of life of citizens. (Smirnov, 2014: 56).

The analysis of various approaches to the definition of the essence and content of the concept of «social policy» shows that there is no contradiction between them, and allows us to draw some conclusions.

Firstly, social policy is a multifaceted process and structurally complex phenomenon, its object is the social sphere and social relations developing on the basis of interactions between social groups, social strata of society (classes), the main purpose of which is a person, his well-being, social protection and social development. (Apostolova, 2012:78).

Secondly, social policy is formed by the state and non-state public institutions, including labor

collectives, public structures – subjects of social policy, based on the ideas of the rule of law, civil society.

Thirdly, social policy has as its main goal the improvement of conditions and quality of life of people, mitigation of negative consequences of individual and social inequality (Kanaeva, 2016:78).

The purpose of social policy is to create a favorable social climate and genuine social harmony based on the balance of different social interests with the help of certain mechanisms that ensure the satisfaction of the basic vital needs of the population and the growth of the quality of life of all citizens (Paramonov, 2012 :56).

Among the functions of social policy, one can distinguish, firstly, the function of regulating the reproduction of labor. In connection with the development of production forces, the transition from the extensive nature of the development of production to the intensive, higher requirements are imposed on the quality of labor. Therefore, objectively, great attention is paid to the social sphere in developed countries (Bajkin, 2018:26).

Results and discussion

Social policy in a market economy assumes that the state supports various segments of the population, including entrepreneurs, undertakes social support for poor citizens, finances education, healthcare, environmental protection, regulates the sphere of labor relations, etc. (Lipaykina, 2018:113).

Currently, the center of gravity of the implementation of state policy in the social sphere is increasingly shifting to the regions. Under these conditions, regional public authorities and management become the main subject of social policy in the region.

The mechanism for the implementation of regional social policy is a normatively secured procedure regulating the activities of subjects of social policy to achieve a specific social goal and respect the interests of all participants, which will ensure the fundamental possibility of implementing these mechanisms.

Pavlodar region is one of the major industrial centers of the country and is rightfully among the sustainable regions of Kazakhstan today. Historically, this is one of the largest regional production complexes of the CIS Economic Space, complex mineral and hydrocarbon industries and enterprises engaged in the development of an optimal combination of raw materials have traditionally been created here.

As can be seen from the data in Table 1, the region has a tendency to reduce the population of the Pavlodar region.

Table 1 – Population of Pavlodar region, people

Regions	At the beginning			Change (+, -) 2022 year to	
	2020 year	2021 year	2022 year	2020 year	2021 year
Pavlodar region – total, people	752169	751012	747057	-5112	-3955
city of Pavlodar	360502	361903	361764	1262	-139
city of Aksu	70099	69995	69775	-324	-220
city of Ekibastuz	152854	152444	151957	-897	-487
Aktogay district	12317	12118	12003	-314	-115
Bayanaul district	25303	24898	24800	-503	-98
Zhelezinsky district	15131	14955	14842	-289	-113
Irtysh district	16092	15786	15598	-494	-188
Terenkol district	19872	19539	19382	-490	-157
Akkuly district	12077	11958	11903	-174	-55
Maysky district	10254	10106	10027	-227	-79
Pavlodar district	26311	26202	26073	-238	-129
Uspensky district	11935	11824	11781	-154	-43
Shcherbaktinsky district	19422	19284	19129	-293	-155
The number of urban population – total by region, people	530762	530225	529245	-1517	-980
The number of rural population – total by region, people	221407	220787	219789	-1618	-998
Note – compiled by the author according to the Department of Statistics of Pavlodar region, https://stat.gov.kz/region/263009					

As can be seen, the decrease in the population of the region is due to the decrease in both urban and rural population. In the composition of the population of the Pavlodar region, the urban population is predominant, which accounted for 70.8% of the total population as of January 1, 20122. This indicates the presence in the city of the rudiments of the formation of a supporting framework of settlement.

Currently, 219.8 thousand people, or 29.2 percent of the region's population, live in rural areas. Relative to 2019, the number of rural population decreased by 3,595 people, which is mainly due to the migration of rural population to urban settlements.

The analysis of the social composition of the population of the Pavlodar region, the results of which are presented in Table 2, shows that in the total population of the district, on average for 2019-2021, 70% of the population of the Pavlodar region belong to the economically active population. At the same time, 30% of the total population was economically inactive. As part of the disabled population, almost half – 49.9 percent – accounted for pensioners and the elderly.

Table 2 – Social composition of the population of Pavlodar region

The name of the indicator	2017 year	2018 year	2019 year	2020 year	2021 year
Economically active population, people	416311	412957	409685	406718	403342
Level of economic activity, %	70,8	70,5	70,3	70,0	70,0
Employed in the economy, people, including:	396390	393340	390539	387131	384096
- in small and medium-sized businesses	127155	130461	134526	132021	134808
- self-employed	64985	61684	61232	59778	59122
Employment rate, %	95,2	95,2	95,3	95,2	95,2
Unemployed, person	19888	19617	19146	19587	19246
Unemployment rate, %	4,8	4,8	4,7	4,8	4,8
Economically inactive population, person	171729	172429	173103	174579	173205
Level of economic inactivity, %	29,2	29,5	29,7	30,0	30,0
Note – compiled by the author according to the Department of Statistics of Pavlodar region, https://stat.gov.kz/region/263009					

In general, it can be concluded that the Pavlodar region has a relatively high labor potential with positive dynamics of the able-bodied population and certain reserves for its growth.

Thus, according to Table 2, it can be seen that the number of economically active population of the region in 2021 amounted to 403.3 thousand people. which is below the 2017 level by 12,969 people. At the same time, during 2017-2019, there was a tendency to reduce the total number of unemployed, followed by an increase in 2020. The number of unemployed in 2021 amounted to 19,246 people, which is 341 people less than the level of the previous year and 642 people less than the level of 2017.

The dynamics of the main indicators of the functioning of the labor market is shown in Figure 1.

The official statistics presented in the table indicate that the unemployment rate averaged 4.8% over the period. At the same time, it should be noted that in the sectoral structure of employment, the largest share falls on the service sector – 48.8 percent. About a third of all employees are employed in the industrial complex. At the same time, the level of female and youth unemployment remains high in the region, amounting to 5.8 and 6.0 percent respectively in the reporting year 2021.

One of the main reasons for the high unemployment rate among women and youth is the discrepancy between supply and demand in the labor market. Thus, 62.9 percent of the registered unemployed are women, while 70 percent of the claimed vacancies are in demand for male labor. Young people are also not competitive enough in the labor market due to lack of work experience or lack of demand for their specialty in the labor market.

The main problems of the labor market in the region remain the structural imbalance of supply and demand for skilled labor, the difficulty of providing employment for certain categories of target groups of the population (women, disabled people released from prison, persons of pre-retirement age).
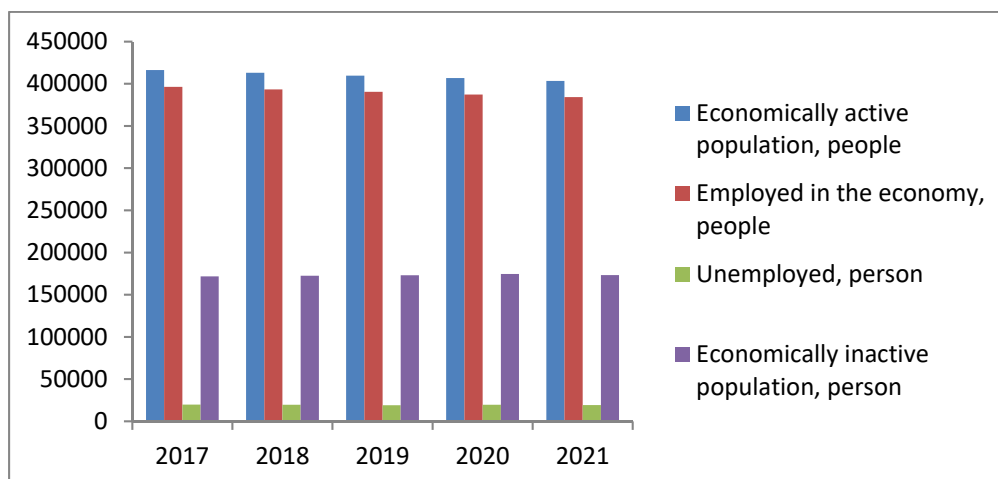
Figure 1 – Dynamics of the main indicators of the labor market for 2017-2021, people
Note – compiled by the author according to the Department of Statistics
of Pavlodar region, https://stat.gov.kz/region/263009

The Pavlodar region, in terms of the ratio of monetary incomes of the population to the average republican, belongs to the number of regions whose monetary incomes exceed the average republican level.

During the analyzed period, positive dynamics was observed in the incomes of the population of the Pavlodar region as a whole. The average per capita monetary income of the population in 2021 amounted to 76988 tenge with an increase of 64.7% compared to the level of 2017. In general, over the past five years, the average per capita income has increased by 1.65 times

The main indicators reflecting the standard of living of the population of the Pavlodar region are shown in Table 3.

Table 3 – Indicators of the standard of living of the population of Pavlodar region

The name of the indicator	2017 year	2018 year	2019 year	2020 year	2021 year
The proportion of the population whose incomes are below the subsistence minimum, %	1,7	3,1	3,8	3,9	3,9
City	0,9	2,1	3,0	3,3	3,4
rural area	3,7	5,3	5,5	5,3	5,1
The proportion of the population whose incomes below the cost of the food basket, %	…	…	0,0	0,2	…
City	…	…	…	0,3	…
rural area	…	…	0,1	…	…
Monetary expenditures of the population on average per capita per month, tenge	46759	52410	56950	64734	76988
City	49706	54801	58775	67888	81492
rural area	39657	46678	52570	57162	66113
The ratio of income used for consumption to the subsistence minimum,%	227,3	223,0	227,0	222,8	212,4
Average per capita nominal monetary incomes of the population, on average per capita per month, tenge	85714	93162	106226	119334	138250
Real Money Income Index, %	101,0	102,5	108,6	105,0	107,2
Note – compiled by the author according to the Department of Statistics of Pavlodar region, https://stat.gov.kz/region/263009					

The indicator for determining the spread of poverty is the proportion of the population with incomes below the subsistence minimum. The value of this indicator in the Pavlodar region was 3.9% in 021.

The next indicator for assessing the level of poverty is the differentiation of the population by income level.

The improvement of the living standard of the population was achieved, first of all, due to an increase in the labor income of the population, which accounted for 73.9% of the total income of the population in the income structure of the Pavlodar region, as can be seen from the following table 4.

Table 4 – The structure of monetary income of the population of Pavlodar region

Indicators	2017 year	2018 year	2019 year	2020 year	2021 year
Cash income -	100,0	100,0	100,0	100,0	100,0
total, including:	72,5	72,2	73,7	70,9	73,9
Income from work, of which	67,0	65,7	66,9	64,3	67,2
- income from employment	5,5	6,5	6,8	6,6	6,7
Social transfers, including					
- pensions	20,0	21,4	20,1	21,5	18,8
- benefits	3,4	3,0	2,6	3,8	3,8
- targeted social benefits and housing	0,0	0,0	0,2	0,2	0,0
assistance	0,5	0,5	0,3	0,4	0,5
- scholarships	2,4	1,8	1,9	1,3	1,9
Financial assistance from relatives, acquaintances, alimony	1,2	1,1	1,2	1,9	1,5
Note – compiled by the author according to the Department of Statistics of Pavlodar region, https://stat.gov.kz/region/263009					

In recent years, work has been carried out in the Pavlodar region to ensure effective employment of the population, preserve existing and create new jobs, and prevent an increase in the unemployment rate.

The core of social policy is the redistributive function of akimats aimed at maintaining a decent standard of living of the population. The strategy of actions in this direction is implemented through the following activities:

- determining the need for social security facilities and forming a list of priority investment projects for the medium term;

- development of a network of small-capacity boarding houses and comprehensive rehabilitation centers;

- development of territorial centers for social services for lonely elderly and disabled people at home;

- provision of social support measures for certain categories of citizens, the formation of an effective mechanism for compensation payments and benefits to certain categories of citizens in compliance with the principle of targeting;

- improving the efficiency of the social protection system of the population, including simplification of bureaucratic procedures for obtaining social benefits, employment policy;

- provision of state social assistance to low-income citizens, taking into account the need to create conditions for them to independently get out of a difficult life situation and prevent social dependency and other.

As already noted above, social security, being a subsystem of social protection of the population, includes pensions, unemployment benefits, services for the elderly and disabled, etc. Thus, social security can be represented as a set of socio-economic measures of the state to ensure vital activity, medical care and treatment of citizens at the onset of old age and loss of working capacity.

In this system, the main place is occupied by benefits that are strictly targeted. Some benefits are paid in order to replace earnings lost for good reasons (in case of temporary loss of working capacity, unemployment, etc.), while others are for the purpose of providing social assistance.

The number of recipients of state social benefits for disability, loss of breadwinner and age represents the number of persons at the end (beginning) of the reporting year who have been assigned a monthly sum of money under the conditions provided for by the Law of the Republic of Kazakhstan «On State Social benefits». The total number of recipients of state social benefits (GSP) is calculated by the number of personal accounts of recipients registered with social protection agencies.

As of January 1, 2022, the number of recipients of state social benefits in the republic as a whole amounted to 804,167 people, of which 3.8% of recipients accounted for the Pavlodar region, according to Table 5.

Table 5 – Number of recipients of State social benefits

Indicators	At the end				
	2017 year	2018 year	2019 year	2020 year	2021 year
Total recipients of benefits, person					
Republic of Kazakhstan	781692	779587	787092	790385	804167
Pavlodar region	30106	30076	30039	30139	30575
Region in the national indicator,%	3,9	3,9	3,8	3,8	3,8
By disability, person					
Republic of Kazakhstan	519289	520206	528289	525377	529858
Pavlodar region	19993	19976	19883	19764	19783
Region in the national indicator,%	3,9	3,8	3,8	3,8	3,7
On the occasion of the loss of the breadwinner, persons					
Republic of Kazakhstan	261222	259 441	258803	265008	274309
Pavlodar region	10083	10100	10156	10375	10792
Region in the national indicator,%	3,9	3,9	3,9	3,9	3,9
Note – compiled on the basis of data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, https://stat.gov.kz/official/industry/66/statistic/8					

As can be seen from the table, the total number of recipients of the state special allowance in the Pavlodar region amounted to 804,167 people or 3.8% of the national figure. In general, during the analyzed period, the number of recipients of state special benefits in the region increased by 1.02 times in 2021 compared to 2017.

Compared to last year, the number of recipients of disability benefits in the Pavlodar region in 2021 increased by 19 people and by 147 people compared to the base year 2017. A similar trend of increasing the number of recipients of benefits was observed in the republic as a whole.

In the Pavlodar region, the number of recipients of survivor's allowance has increased, amounting to 274,309 people in 2021, or 3.9% of the national figure.

The structure of recipients of state social benefits is dominated by persons from among the civilian population receiving it for disability. The share of this category at the beginning of 2022 was 66.3% of the total number of beneficiaries.

In second place are persons receiving state social benefits for the loss of a breadwinner, their share was 33.4% of the total. The share of other categories of GSP recipients was insignificant – less than 1%.

During the analyzed period, there was a trend of positive dynamics in the growth of the average size of the assigned state social benefits for age, disability and loss of breadwinner.

The amount of targeted social assistance per person (family) is calculated as the difference between the average per capita income and the poverty line established in the regions (city of republican significance, capital) based on each family member.

Targeted social assistance (TSA) is designed to support poor and very poor households and especially reduce food poverty, ideally the amount of the benefit should compensate for the

amount of household income up to the subsistence minimum.

According to official data targeted social assistance was assigned to 990,539 citizens with incomes below the poverty line at the beginning of 2022. In the Pavlodar region, targeted social assistance was assigned to 22,691 citizens, which is 2.3% of the total number in the republic. In general, the average monthly amount of TSA per recipient in the republic amounted to 6736.2 tenge, in the region 5112.4 tenge.

The average social portrait of the number of recipients of state targeted social assistance is as follows: total – 530 people, including:
- children under 18 – 65 percent;
- unemployed registered with employment agencies – 7.3 percent;
- employed – 5.5 percent;
- self–employed – 0.4 percent;
- pensioners -0.4 percent;
- disabled people of all groups – 0.9 percent;
- students – 2.4 percent;
- persons engaged in child care – 17.7%;
- other – 0.4 percent.

The state allowance for children has been assigned to 975 families (including 2,459 children) for a total amount of 15.8 million tenge. Children's benefits are received by families whose average per capita income does not exceed the cost of a food basket, which in 2021 amounted to 22.1 thousand tenge.

Low-income families in which the share of maximum allowable utility costs exceeds seven percent of total income are provided with housing assistance. In 2021, housing assistance was assigned to 1,848 low-income families in the Pavlodar region, which is 5.7% of the national total, according to Table 6.

Table 6 – The number of recipients and the average monthly amount of targeted housing assistance paid

Indicators	2017 year	2018 year	2019 year	2020 year	2021 year
Number of families assigned State housing assistance					
Republic of Kazakhstan	76623	68389	54476	37368	32237
Pavlodar region	4783	4119	3129	2278	1848
Region in the national indicator,%	6,2	6,0	5,7	6,1	5,7
Average monthly amount of targeted housing assistance, tenge					
Republic of Kazakhstan	2583,0	2749,9	2519,6	2363,0	3297,3
Pavlodar region	1548,0	1651,8	1390,5	1144,9	1614,3
Note – compiled on the basis of data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, https://stat.gov.kz/official/industry/66/statistic/8					

The number of disabled people characterizing the contingent of disabled people registered with the labor and social protection authorities, regardless of the time of their recognition as disabled, at the beginning of 2022 was 27,824 people in the Pavlodar region, or 4.0% of the national population.

The number of children with developmental disabilities in the Pavlodar region at the beginning of 2022 amounted to 6928 people, which is 4.0% of the national figure, of which 50 children live in boarding schools for disabled children. 1,397 people with disabilities live in residential homes for the elderly and adults with disabilities.

One of the features of financing regional social policy is a combination of own funds and state subsidies. The budget policy of the region is aimed at mobilizing and concentrating financial resources for the full and timely implementation of all the commitments undertaken by the region, and, first of all, these are social obligations, as well as activities that indirectly affect social support for the population of the region, including employment.

The budget of the Pavlodar region is socially oriented. The share of budget funds for financing the social sphere in 2019 amounted to 59.0, the amount of funding increased 1.3 times in 2021 compared to 2019. This is evidenced by the data in the following table 7.

In 2022, 4152.4 million tenge was allocated for employment and the implementation of social programs, including 2458.9 million tenge was provided at the expense of the republican budget.

The planned expenditures for financing social protection and provision are presented in table 8.

An analysis of the budget funds allocated for social protection and provision in the context of funding sources shows that in 2022 the share of the republican budget funds is predominant, amounting to 59.2% of the total amount of allocated funds.

Table 7 – Dynamics of regional budget expenditures for 2019-2021 (fact)

Directions of spending budget funds	Amount, million tenge		
	2019 year	2020 year	2021 year
Social sphere, thousand tenge	64964,4	75131,9	81616
Expenses of the region – total, thousand tenge	104370,6	130832,1	138429,2
The share of social expenditures in the total amount of expenditures, %	62,2	57,4	59,0
Note – compiled on the basis of data from the State Institution «Department of Economics and Budget Planning of Pavlodar region», www. econompavl.gov.kz			

Table 8 – Social protection and welfare expenses

Показатели	2022 year	План		
		2023 year	2024 year	2025 year
Budget expenditures – total, billion tenge, including:	130,7	137,2	108,0	110,9
Social protection and welfare expenses	4,2	3,9	3,4	3,5
Note – compiled on the basis of data from the State Institution «Department of Economics and Budget Planning of Pavlodar region», www. econompavl.gov.kz				

The structure of funds allocated for social protection and welfare is dominated by local budget funds, which amounted to 73.1% of the total amount of funds, that is, an increase of 32.3 percentage points compared to last year. Accordingly, the share of republican budget funds decreased by the same amount. These structural shifts are mainly due to the growth of local budget funds allocated for the implementation of social policy measures in the region.

In general, summarizing the results of the analysis of budget expenditures on social protection of the population, it allowed us to identify a number of features and trends of budget and social policy:

- shifting the priorities of the policy of financing social protection measures towards non-insurance types of assistance provided without taking into account need;

- uneven social protection of children and families with children reduces their social security at certain stages of the life cycle.

Conclusion

Summarizing the above, it should be noted that in general, despite the positive changes achieved, the following main problems remain in the social protection system of the region's population:

- difficulty in providing employment for certain categories of target population groups (women, disabled people released from prison and persons of pre-retirement age);

- increase in the number of disabled citizens living alone and alone;

- increase in the number of persons with neuropsychiatric pathologies (high priority in neuropsychiatric medical and social institutions);

- insufficient provision of medical and social institutions with personnel with higher medical education.

In order to develop a successful social policy and for its subsequent successful implementation, it is necessary to have a clear vision and idea of what

the Pavlodar region will be like in 2030. This vision should be clearly formulated and understood by all interested parties in order to properly coordinate efforts in achieving the set goals. Based on the vision, various initiatives and activities are being formed, the implementation of which is aimed at implementing the strategy of socio-economic development of the region.

Pavlodar region in 2030.

1. Pavlodar region is a dynamically developing region with a diversified, competitive and balanced economy.

2. The new generation aluminum industry is successfully operating in the region. A developed industrial park has been created, which houses dozens of enterprises specializing in the production and export of aluminum products for consumers in the food, electrical, aerospace, automotive and other industries.

3. The petrochemical cluster, based on the basis of a chemical industrial park, concentrated production enterprises engaged in deep processing of raw materials and production of final products. Taking into account the complete ban on the creation of environmentally dirty industries in the field, only those enterprises that provide high added value, have reliable sources of raw materials and do not harm the ecology of the region have been localized in the industrial park. The existing petrochemical plants have been modernized in order to eliminate the negative impact on the environment.

4. Pavlodar region has become the leading competence center in Eurasia on the creation and application of environmental technologies: air and water purification, solid waste recycling and alternative energy. The core of the cluster is the International Institute "Clean Planet", created on the initiative of a number of countries and implementing an extensive research program involving the world's leading experts in the field of ecology and alternative energy. Numerous manufacturing, research, consulting, engineering and educational enterprises specializing in design, mass production and provision of professional services in the field of ecology and alternative energy are localized in the cluster.

5. Pavlodar region is considered the capital of the electric power industry of Kazakhstan. A modern research and production cluster has been formed on the basis of the University. Branches of leading national and international companies engaged in the design and creation of energy systems and technologies, as well as the production of electrical products are based in the region.

6. Pavlodar region has regained its former glory as one of the leading centers of mechanical engineering in Kazakhstan. The machine-building cluster, created on the basis of a modern industrial park, allowed attracting dozens of international investors to the territory -manufacturers of industrial equipment (oil and gas, chemistry, metallurgy, railway and other transport, machine tool construction).

7. The unique geographical location of the region allowed not only to realize the transit potential, increasing cargo turnover through the region by more than 10 times, but also to create a modern cluster of the food industry. In fact, the region has become a springboard for the export of high-quality food products to accessible border territories. At the same time, not only the capabilities of agricultural producers of the region were used, but also the unique potential of other agricultural regions of Kazakhstan.

8. The region occupies the third position in the Republic of Kazakhstan as a venue for commercial exhibitions and fairs. One of the most modern exhibition centers in Central Asia has been built and operates in Pavlodar, which has significantly increased the attractiveness of the region for business tourism.

9. The geographical location and developed transport infrastructure made it possible to turn the region into a "Northern Eurasian Bridge". The region managed to win the competition for attracting capital from China and ensure the construction of a large-scale industrial zone created jointly with one of the provinces of China and focused on exporting products to the macroregion (Russian border territories and Central Asia).

10. Pavlodar is one of the three leading centers of innovative entrepreneurship in the Republic of Kazakhstan. In cooperation with leading universities, incubators of new technologies have been created, the international "Start Up Academy" operates, the "Club of Angels" (private investors) operates, which twice a year selects dozens of projects for financing from among the innovative enterprises presented not only from the Pavlodar region, but also from other regions of Kazakhstan, as well as from other countries.

11. The rapidly developing agglomeration of Pavlodar-Aksu is one of the most attractive and modern cities for the life and self–realization of talented people. High concentration of high-tech and research companies. A developed education system based on the best international practices and standards. High level of security. Good conditions

for the life and upbringing of children, including: high-quality housing and social infrastructure, favorable ecology. Pavlodar has become one of the leading centers of contemporary art and culture in Kazakhstan. A distinctive feature of the Pavlodar region is high tolerance towards national, religious and other minorities.

12. A comprehensive educational program has been created in the region, from primary to higher education. The campuses of international universities have been localized and a number of joint faculties of Pavlodar Universities and colleges with international educational institutions have been created. A branch of one of the leading international business schools has been opened. Professional development programs have been formed and are being successfully implemented for all categories of the population, including the elderly. The region has become one of the leading exporters of educational services in the macroregion, which has allowed an influx of talented young people to the territory.

13. The region has become an exporter of health services. In cooperation with the most reputable international clinics in the region, the leading Cardiology Center in Kazakhstan and Central Asia has been established.

14. As a result of the implementation of the comprehensive tourism development program, an influx of tourists in the amount of 1 million people per year was achieved. At the same time, not only ecological tourism has been developed in the natural parks "Bayanaul" and others. The development of tourism has created more than 20,000 new jobs and attracted the self-employed into the economy, especially in rural areas.

15. Pavlodar region is considered one of the safest regions of the Republic of Kazakhstan. The Pavlodar region was one of the first to implement the high-tech program "Smart and Safe City", which made it possible to significantly reduce the crime rate and achieve a high level of automation of housing and communal services.

16. The Regional Administration is provided with qualified and effective personnel. A developed system of strategic management by goals and performance control has been created. Modern development institutions have been formed and are functioning.

17. Over the next decade, more than 120,000 new jobs will be created in the Pavlodar region, half of which will be high-tech and high-performance. The region provides an average annual increase in gross domestic product at the level of 8%. The region is confidently among the top five regions of Kazakhstan in terms of living standards and the quality of the business climate.

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