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CURRENT STATE AND MAIN DIRECTIONS OF LIVING STANDARDS IMPROVEMENT

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Summary. The living standards of Ukraine population are studied considering the specific character of the development of social and economic processes at regional level. The regional assessment of population living standards in Cherkasy region in

2009-2013 is implemented on the basis of determining the index of regional human development. The basic directions of improving the living standards of Ukraine population at region level are proposed.

Key words: *living standards, index of regional human development, regional assessment of population living standards.*

Macroeconomic imbalances that have arisen in terms of national economy transformation, led to the deterioration of living conditions, the changes of society structure, deepening social and property stratification of the population. There is a significant decrease in the level and quality of life that affects employee's motivation to work and socio-economic efficiency of regions. The qualitative changes in the improvement of living standards and social protection of the population are required: not just providing social guarantees but creating conditions for the dynamic development and self-realization of a man should be a priority.

The goal of the paper is analysis and assessment of current state of population living standards and the development of practical recommendations as to the directions of their improvement on the example of Cherkasy region.

The theoretical analysis shows that ensuring the adequate life for a population is the result and crucial prerequisite for the economic growth and successful implementation of sustainable development strategy. At the same time, the development should be considered as not just the increase of economic growth rate but as the investment to the human capital, poverty elimination, the solution of ecological problems, equal opportunities, political and civil rights for citizens, that determine the level and quality of living standards.

The analysis of population living standards shows that, according to all the indicators of Human

Development Index, Cherkasy region is behind the standard values; however, in general, it belongs to the regions with the medium level of development in Ukraine.

Cherkasy region has relatively stronger positions according to the indicators of education and human reproduction; however, low nationwide indicators compared to UNDP standard does not allow to make a conclusion about really positive changes in these spheres of human development.

The coherence of government programs and local bodies as to the increase of economic conditions of population life and social protection should be strengthened to increase the population living standards, social and economic efficiency of Cherkasy region development. At the same time, the principles of consistency and program-based approach should be followed.

The principle of consistency is associated with the formation of state regulation system of living standards directed to the comprehensive development of organizational and substantive components. Program-based approach involves the selection of priority objectives of economic and social development, the development of interrelated measures for their implementation specified in terms with maximum efficiency while providing the necessary resources. The main directions of improving living standards in Cherkassy region are to implement such measures that cover all the aspects of human development.

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