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MECHANISMS OF PUBLIC ADMINISTRATION FOR OVERCOMING POVERTY AND IMPROVING THE STANDARD OF LIVING IN UKRAINE

The methods used by public administration to combat poverty and improve the quality of life for Ukrainians are thoroughly examined in this article. Standard of living is the most significant social category, which is one of the primary features of poverty as a social phenomenon. Its foundations include the consumer basket and the subsistence minimum; property potential as viewed through the lens of resource security; the poverty scale, which takes into account the efficacy of state social policy; and the poverty culture and subculture as markers of the poor's disconnection from societal norms and values. It is shown how crucial elements of public administration formation are to enhancing the channels of communication between the government and the populace.

It would most effectively support the growth of civil society. Furthermore, the theory of public administration views people as active participants in this administration when it comes to reducing poverty and improving the standard of living for the populace. In the practical dimension, it is explained that the tactics, initiatives, and resources employed by state authorities, local self-government entities, and public sector organizations to address the issue of poverty in society serve as public management tools for overcoming poverty.

The goal of these mechanisms is to improve the social and economic circumstances of the most vulnerable segments of society. Thus, they necessitate the collaboration of civil society, local self-government, and the state government. It was observed that the state should not take a disorganized approach to lowering or eliminating poverty. It must be targeted, intentional, and ideally preventive in order to enable the implementation of numerous projects and programs that will most effectively combat poverty. At the same time, the state's focus on creating favorable conditions for socially conscious businesses can and should be a key component of its strategy to combat poverty. The creation of mechanisms for the active interaction of state authorities, local self-government bodies, civil society, socially conscious business, and the scientific community is

described as a crucial component of public administration in terms of eradicating poverty and improving the standard of living in post-war Ukrainian society.

Each of them is aimed at restoring the country's economic potential, infrastructure on the affected territories, the creation of new jobs and effective social security mechanisms for the most vulnerable sections of the population.

Key words: *mechanisms, public management and administration, poverty, poverty alleviation, raising the standard of living of the population, strategies for alleviating poverty, income, types of poverty.*

МЕХАНІЗМИ ПУБЛІЧНОГО УПРАВЛІННЯ ЩОДО ПОДОЛАННЯ БІДНОСТІ ТА ПІДВИЩЕННЯ ЖИТТЄВОГО РІВНЯ НАСЕЛЕННЯ В УКРАЇНІ

У статті детально проаналізовано механізми публічного управління щодо подолання бідності та підвищення життєвого рівня населення в Україні. Розкрито основні характеристики бідності як соціального феномену, а саме: життєвий рівень як найважливіша соціальна категорія, заснована, зокрема, на таких факторах, як прожитковий мінімум та споживчий кошук; майновий потенціал, що розглядається через призму ресурсної забезпеченості; масштаб бідності, з урахуванням якого оцінюється ефективність державної соціальної політики; культура та субкультура бідності, як показники відчуження бідних від загальноприйнятих норм і цінностей. Зазначено важливість аспектів формування публічного управління у вдосконаленні механізмів взаємодії влади і громадян, які оптимально сприяли б розвитку громадянського суспільства. Крім того, теорія публічного управління в контексті подолання бідності і підвищення життєвого рівня населення розглядає людей як активних учасників цього управління. Окреслено, що у практичному вимірі механізмами публічного управління щодо подолання бідності виступають стратегії, програми та інструменти, які використовують органами державної влади, органами місцевого самоврядування, організаціями громадського сектору для боротьби з проблемою бідності в суспільстві. Такі механізми спрямовані на покращення соціального та економічного становища найбільш уразливих груп населення і вимагають спільних зусиль державної влади, місцевого самоврядування та громадянського суспільства. Зауважено, що характер дій держави щодо зниження рівня бідності (її подолання) повинен бути не хаотичним, а цілеспрямованим, адресним і, бажано, профілактичним, дозволяючи з найбільшою ефективністю реалізовувати різні проєкти та програми боротьби з бідністю. При цьому важливим елементом державної стратегії сприяння скороченню бідності може і має стати орієнтація держави на формування умов для соціально відповідального бізнесу. Зазначено, що важливим аспектом публічного управління щодо подолання бідності та підвищення життєвого рівня в повоєнному українському суспільстві є розробка механізмів активної взаємодії органів державної влади, органів місцевого самоврядування, громадянського суспільства, соціально відповідального бізнесу та наукової спільноти, спрямована на відновлення економічного потенціалу країни, інфраструктури на постраждалих територіях, створення нових робочих місць та дієвих механізмів соціального забезпечення найбільш вразливих верств населення.

Ключові слова: *механізми, публічне управління та адміністрування, бідність, подолання бідності, підвищення життєвого рівня населення, Стратегії подолання бідності, доходи, види бідності.*

The problem statement. One of the main responsibilities of the modern state is to ensure the welfare of its citizens. Every nation in the world is somewhat

affected by the issue of public administration creating strategies to combat poverty and improve the standard of living for its citizens. First and foremost, poverty is a complicated issue with grave economic and social repercussions.

However, it is frequently politicized. Excessive poverty can hinder economic growth and raise the price of health care and social services. It results from the interplay between political and socioeconomic processes. When the political system fixes economic factors, their interaction allows some issues to worsen for the most vulnerable groups of people.

Additionally, poverty can raise the prevalence of drug addiction, alcoholism, and crime. On the other hand, it makes matters worse and puts national security at risk. Thus, combating poverty is regarded as one of the most significant worldwide issues of our day.

One of the United Nations' primary sustainable development goals is to eradicate poverty in all its manifestations in all countries. The 2030 Agenda for Sustainable Development was followed when making the statement. The more challenging task is our state's. Overcoming extreme forms of poverty is the task at hand. Ukraine was described as a nation with a high risk of poverty among its citizens. It is the outcome of the first independence decades' failed socioeconomic reforms.

Additionally, it actively looks for efficient ways to raise the standard of living for those in need. The European Committee of Social Rights' findings, however, indicate that Ukraine has not developed a comprehensive and well-coordinated strategy to address poverty and social exclusion.

Examination of current studies and publications. For several domestic scientists, the problem of overcoming poverty became the main focus of their dissertation research. O. Bitter, I. Bilous, V. Yevdokymova, N. Komar, V. Opalko, and A. Flyashnikova are a few of them. Special attention should be given to complex studies on this topic. "The population living standard in Ukraine" (a team from the Institute of Demography and Social Research named after M. V. Ptukh), "Poverty and unequal opportunities of children in Ukraine," "Demographic factors

of poverty," "Implementation of the UN Millennium Development Goals in Ukraine: overcoming poverty and raising the standard of population living," "Analysis of poverty and social consequences of the economic crisis in Ukraine," "International economic aid for overcoming poverty in Ukraine" (V. "Financial levers for overcoming poverty in Ukraine" (I. Adamyk, N. Komar). Bilous, O. Kyrylenko, N. Kravchuk, etc.), "Poverty of the population of Ukraine: methodology, technique and practice of analysis" (E. Libanova), "Global poverty: scales, trends and threats to development" (V. Opalko, O. Chernega). The purpose of this study is to analyze the mechanisms of public administration to overcome poverty and raise the population living standard in Ukraine.

Presentation of the main content. The primary tasks for increasing access to productive employment are outlined in the poverty alleviation strategy. As a result, it guarantees respectable working conditions and encourages the population's income from employment and contributions to the state social insurance system. Specifically, it offers a fundamentally new restructuring of the state employment assistance system that balances the interests of employers and job seekers. However, there are some fascinating facts to consider when studying the problem of ending poverty and improving the standard of living for the populace. These include the difficulties that nations encounter when fighting breaks out on their soil, the issue of the devastation of the state's established management systems, and the loss of a sizable portion of budgetary revenues [1, p. 32].

Without the state's active intervention, Ukraine's population's living standards cannot be raised and poverty eradicated during the conflict. The harmonization of legislation with the new realities and time requirements should be one of the directions of such intervention. A number of laws were passed during martial law to control labor relations. The Ukrainian Law "On the Organization of Labor Relations in Martial Law" dated March 15, 2022, is one of them. It introduced restrictions on the constitutional rights and freedoms of a person and a citizen provided in Art. Art. 43, 44 of the Ukrainian Constitution [2] (right to

strike, right to work). The second is Ukraine's July 1, 2022, law "On Amendments to Certain Legislative Acts of Ukraine on Optimizing Labor Relations."

"On Amendments to Certain Legislative Acts of Ukraine Regarding Reform of the Employment Service, Social Insurance in Case of Unemployment, Promotion of Productive Employment of the Population, Including Youth, and Implementation of New Active Programs on the Labor Market" is another of Ukraine's most significant laws. The Ukrainian Cabinet of Ministers' March 20, 2022, resolution "On approval of the Procedure for providing compensation to the employer for labor costs for the employment of internally displaced persons as a result of hostilities during martial law in Ukraine" should be brought to our attention.

The June 21, 2022, resolution of the Ukrainian Cabinet of Ministers titled "Some issues of granting business grants" is also very significant. The Ukrainian Cabinet of Ministers' Resolution "On approval of the Procedure for providing social services to labor market subjects by career counselors, specialized career counselors, consultants on work with employers" dated March 17, 2023, is something we cannot overlook.

The State Employment Service serves as the government's go-between for employers and job seekers on the Ukrainian labor market. It offers state social insurance services in the event of unemployment, free job search and recruitment assistance, and financial support in the event of a temporary job loss.

The Unified Vacancy Portal, <https://jobportal.dcz.gov.ua/>, was established in order to complete the task of developing a national register of openings with free online access and real-time updating in the fall of 2022. The Ministry of Economy of Ukraine, the State Employment Service, and prominent Ukrainian job search engines like Work.ua, robota.ua, novarobota.ua, PidBir, grc.ua, and Jooble collaborated to create it.

They include information on jobs by area, sector, or path, as well as the anticipated pay scale. Government officials claim that a new unified job search and posting tool will make it simpler for people and companies to find employment or

hire workers, including those who were compelled to relocate from areas where fighting is occurring. It is anticipated that the new job portal will also help Ukraine's economy continue to recover and create more jobs [3].

The state program "Grants for the creation or development of a business" is one of the efficient ways the state administration promotes employment. This grant offers funding for training, entrepreneurship development, and business startup. The Ukrainian Cabinet of Ministers' June 21, 2022, Resolution "Some issues of granting business grants" established procedures for giving people microgrants from the state.

These include business entities that establish or grow their own enterprises and grants worth UAH 140,000 to 400,000 for the establishment or growth of viticulture, horticulture, and berry cultivation. The name of the culture determines this. Grants for the establishment or growth of a greenhouse economy and grants for the establishment or growth of their own businesses can also be named for those involved in hostilities. Additionally, there are grants available for war-related disabilities and their families [4].

The "Small and Medium Business Support Fund" provides the funding for awarding grants to recipients. Additionally, there are funds obtained through grants, gifts, humanitarian assistance, charitable donations, and legal entities operating under either public or private law. Moreover, among the grant programs is a program that allows you to receive a grant for the implementation of a startup, including in the IT field, and funds for training in IT specialties.

The "Own business" project is among the most effective initiatives in the eRobota program. Its main focus is on starting or growing small and medium-sized businesses that are already in operation. The creation of new jobs is the primary requirement for funding. The program's goal is to encourage Ukraine's job market to expand. Therefore, it was anticipated that nearly 8,400 new jobs would be created based on the results of the applications that were approved in 2022. We have already created 301 jobs as a result of the decisions made for the first half of 2023 [5].

A sizable portion of microgrants were awarded for military provision-related projects. For instance, selling specialized military gear, providing hot, filling meals to the armed forces, making overalls, etc.

Vocational training in the employment service is another way that the employment service can help address the issues of unemployment and poverty prevention. It has a system of technical and vocational schools. These centers enable you to earn new certifications in 300 specialties and 95 professions.

Ensuring the efficient operation of Ukraine's educational system is one strategy to combat poverty. According to World Bank and UN experts, poverty is not solely caused by a lack of skilled workers, specialists, or professionals with a high level of education and training. It is also a result of the issue brought on by the inadequate funding for the educational sector [6, p. 155].

Ukraine's educational system has undergone significant reform in recent decades. It improves the quality of professional pre-higher and higher education institutions' educational activities as well as the quality of education at all levels and connections within this system. They apply the idea of "lifelong learning" to education at all societal levels. One can succeed regardless of the specifics and direction of an activity by continuous improvement of qualifications and retraining, development of soft-skills (soft/flexible skills), i.e., a complex of "universal competencies," and non-specialized super-professional competencies. Since education is now a way of life and a way to shield a person and his family from future uncertainty and unpredictability, the state's attention to this issue is pertinent.

A mechanism that permits certain groups of people to have preferences emerged in 2023. These include people over 45 with at least 15 years of insurance history, people who have been released from the military, and internally displaced people of working age who do not have access to suitable employment. People with disabilities who lack appropriate employment and those who were deprived of their personal freedom due to armed aggression against Ukraine after their release currently fall under these categories. People who were directly in the areas of

military (combat) operations during the martial law era in Ukraine or its separate territories and suffered injuries, contusions, mutilations, or diseases as a result of military aggression are another advantageous group. A one-time training voucher is available to each of them. It gives the right to undergo free training in the approved list of professions and specialties at the expense of the Fund of Compulsory State Social Insurance of Ukraine in the event of unemployment. The conditions are that all applicants must have a vocational, professional pre-university or higher education. They must not be registered with the employment service as unemployed.

The list of 123 professions and specialties for which a voucher may be issued was approved by the Ukrainian Ministry of Economy's Order dated April 11, 2023-2040. Automation, computer-integrated technologies, robotics, agronomy, architecture and urban planning, biotechnology and bioengineering, construction and civil engineering, veterinary medicine, geodesy and land management, mining, design, preschool education, electric power, electrical engineering, and electromechanics, power engineering, railway transport, information systems and technologies, cybersecurity, information protection, computer engineering, marketing, medicine, weapons and military equipment, entrepreneurship and trade, psychology, secondary education (by subject specialties), social security, therapy and rehabilitation, food technologies, civil security, etc. are some of the specialties that are included in this field [7].

The participation of unemployed people in the "Army of the Restoration of the Country" through their engagement in socially beneficial projects is another strategy for battling poverty that the Ukrainian government has implemented in the current era. The military command and the regional military administrations will organize the work, either on their own or with the assistance of executive authorities. The work may involve physically fit individuals, specifically those who are registered unemployed and internally displaced and do not have any health limitations. In addition, the unemployed will be paid for their labor in an amount that is at least equal to the minimum wage (6700 UAH). It is typically greater than

unemployment insurance. based on labor code-compliant fixed-term employment contracts that have been concluded.

The work that unemployed people will be doing may have something to do with defense-related topics. For example, the eradication of the emergency's natural, technological, and military effects. These could be projects meant to support the Armed Forces of Ukraine, other military units, and civil defense forces, as well as to guarantee the general needs of the economy and the population's vital activity. These could specifically include setting up and fortifying checkpoints, cutting down trees to create trenches, and gathering firewood for both the populace and the military. Additionally, it may involve removing debris, repairing homes and other structures damaged during fighting, fortifying dams, and clearing debris from roads. Additionally, they are responsible for unloading humanitarian aid, setting up shelters in basements of multi-story buildings and schools, repairing and restoring social facilities, and helping the elderly, those with disabilities, and internally displaced people [8].

Since the "Army of Restoration" project began in the fall of 2022, approximately 48,000 people who were previously considered unemployed have participated in socially beneficial projects in 19 different regions of Ukraine, according to the country's Ministry of Economy. 305 million UAH has already been earned by them [9].

The Ministry of Social Policy has been running the "Helping Hand" budget program since January 2022. It consists of loans to jobless individuals from low-income households who wish to reenter the workforce. They occasionally wish to launch or grow their own company. Only bills for the acquisition of supplies and equipment required to launch their own business may be paid with interest-free financial aid up to 15 minimum wages. The program was created in collaboration with the World Bank between 2016 and 2018 and has shown itself to be a successful social project.

It is encouraging that Ukraine “has managed to balance efforts aimed at increasing competitiveness and economic efficiency with the protection of the

most vulnerable segments of the population,” stressed World Bank Regional Director for Eastern Europe Arup Banerjee. [10] During martial law, the state authorities have also created several social security systems for the most vulnerable members of the populace.

The number of Ukrainian citizens who have encountered challenging life circumstances has dramatically increased since February 24, 2022. It primarily affects the territorial communities that have been occupied or where hostilities have occurred.

In this sense, the legislative level streamlined the process for approving decisions regarding the delivery of social services as well as the process for acquiring them. Permission to delegate was given in order to reduce the time frame. If necessary, the decision on the provision of social services to providers is made directly by local authorities. The decision on the provision of social services can be adopted within one day.

The most vulnerable categories, which mainly fall into the category of poor people, include pensioners. From March 1, 2023, pensions were indexed using the coefficient of increase in the average wage in Ukraine, from which insurance contributions were paid. Payments were increased by 19.7%.

The Ukrainian Constitutional Court upheld the pension guarantee on March 22, 2023. It is the primary source of income in Ukraine. It is the sum that is not less than the subsistence minimum, which is UAH 2,589 per person per month as of January 1, 2023. The ruling states that "if the state does not provide a person with at least minimal social benefits, human dignity will be denied" [11].

When creating policies to carry out the strategy for reducing poverty, the authorities have a key tenet in mind. It should prioritize long-term programs and be based on labor rather than social subsidies. This is done in order to boost the country's economy and guarantee a high employment rate.

Conclusions. In response to current issues, Ukraine's public policy on eradicating poverty is changing significantly under martial law. Specifically, several mechanisms have been presented. Under martial law, the first is the

legislative regulation of labor relations. The Unified Vacancy Portal's launch is the second. The third is the "Helping Hand" budget credit program, which enables low-income and unemployed citizens to start or expand their own businesses. In the event that certain groups of people are unemployed, the Fund of Compulsory State Social Insurance of Ukraine will pay for voucher training in the authorized list of professions and specialties. The fifth is that the unemployed join the "Army of the Restoration of the Country" by taking part in socially beneficial projects. The sixth one is simplification of the procedure for obtaining certain social services. And the last but not the least is the development of a number of measures for social support of "new" vulnerable categories of the population. They are internally displaced persons and persons released from captivity. And another category is the persons in respect of whom the fact of deprivation of personal liberty as a result of the armed aggression of the Russian Federation against Ukraine has been established.

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