

Sustainable Development Problems of Rural Areas: Tariff Policy in Energy Power Supply

Michurina Frida Zakharovna¹ & Latysheva Anna Ivanovna¹

¹ Geography, Industrial and Territorial Economics Department, FSBEI HPE Perm State Agricultural Academy, D. N. Pryanishnikov, Perm, Russian Federation

Correspondence: Michurina Frida Zakharovna, Geography, Industrial and Territorial Economics Department, FSBEI HPE Perm State Agricultural Academy, D. N. Pryanishnikov, Perm, Russian Federation. E-mail: kafedrapgsha@bk.ru; fridami@yandex.ru

Received: July 10, 2014 Accepted: August 1, 2014 Online Published: November 27, 2014

doi:10.5539/ass.v10n24p18

URL: <http://dx.doi.org/10.5539/ass.v10n24p18>

Abstract

The article is devoted both to stability theory forming as an important economic conception and tariff policy in energy supply for rural areas as a part of the program to achieve sustainability. Policy evaluation is made on the statistics materials on Permskii Krai. The authors show that government, business and society collaborating can achieve economic efficiency, also through tariff regulation for electric energy payment and due to energy saving. This will have a positive impact on the socio-economic condition of enterprises in rural areas. This policy may also be applied to the whole country as a contribution to sustainable development of rural areas.

Keywords: rural regions, development, stability, sustainable, electric energy supply, energy saving, efficiency, problems, prices, tariffs, provisions

JEL CLASSIFICATION: R11

1. Introduction

In Russia as in the state with federative structure there is hierarchy of administrative division, in which economic principles of the delimitation are used. The large territories of federal districts include subjects of the federation with status of *oblast*, *krai*, *republic*, which also are divided into municipal regions and settlements. Subjects such as a *krai* have also the intermediate level of delimitation with formation of autonomous districts according to a nationality.

Studying each of presented hierarchy stages in any aspect means the application of the appropriate to it level of the used information consolidation. The presented research belongs to meso-level, because the territorial object of study is Permskii krai. As other similar subjects of the Russian Federation it has both a national formation-the Komi-Permyatskii autonomous district and also it is divided into municipal regions and settlements.

Great significance was given in the process of study to rural component of this area. It has functioning problems which are caused by territory length, large quantity of rural settlements with poor communication connections because of bad roads and with not enough developed service industries. It has also the problems which are caused by negative effects of price regulation in the process of market relations formation, when agricultural commodity producer is at a disadvantage. There are a number of other circumstances which complicate businesses and people lives activities in rural areas. Permskii krai is a quite typical territory for Russia with a big enough rural components, complicated functioning conditions, the conflicting changing trends. However it is a very important part of social and economic space and giving of functioning and development stability to it is rational.

The last point in this work is applied as a methodological approach to empiric study which is based on the classic application of key terms interpretation. So the row of the meanings of term *stability* is given in this text as one of the main categories which determine authors' attitude and also objective necessity of urge of society to positive future of stability in rural areas development achievement.

The literature review contains a brief excursus of interpretations for the term *stability*. The research results are given in support of the conclusions. First, it is about the potential stability of rural areas. Second, it is about the stability of economic opportunities particularly with respect to tariff formation for always wide used energy

resource which is needed as well in manufacturing as in people life.

The main idea of study is reasoning of necessity and possible measures of stability achievement in rural zone development. The rural zone is the main component of natural and social and economic environment of each country. It is exposed to some degradation in Russia in terms of population size and settlement network. It is caused by economic reasons: job shortage, low level of labour remuneration and low profitability of agricultural enterprises. The payment amount of all used during production and life resources has a great significance. The electricity supply expenses are the main part of this payment. So reasonable rates of electricity power payment and energy-saving measurements can be considered as elements of programme of achievement stability and stimulation of progressive line of rural areas development.

Permskii krai as a territorial object of study is attractive for condition analysis and determination of outlook tariff policy formation in Russia. Firstly, it is caused by that it is located in Urals in the center of country territory civilizing using, on the border of the eastern and western part of country and so showing the main features which characterizing economic and social situation in rural area of all Russian Federation. Secondly, Permskii krai can be as a territorial model of energy supply tariff policy testing because of problem typicality of agricultural production and people habitation which are determined by hardness of natural conditions of major Russia's regions with low-margin agriculture in conditions of frigid climate and low-productive soils. Labor activity and sustainment in these conditions are power-demanding and typical for the most old-utilized regions of the North as for Permskii krai and all regions of new utilization in the Asian part of country which are the most of country territory.

The authors argue the reasoning of methodological approach for choice of Permskii krai for its stability study in this paper. The improvement of tariff policy has been accepted by authors as a hypothesis of stimulation of such stability. The proving of this hypothesis has been given in this article on the base of presented calculations. It has been done to show an example of positive influence of this policy improvement on economics and financial condition of initial economy subject. As well reasonable solving of power payment tariff problem as measurements of energy-saving for these regions are important incentives of development which is able to increase active income of enterprises and people due to decreasing of expenditures for widely used power resources.

Thus, the sTable development of rural areas as a common purpose of rural socioeconomics and as a reality of maintenance the most of settlements network elements process has been used in this paper as a conceptual reason. The reasonable energy supply tariff policy coupled with energy-saving measurements is authors' hypothesis of reasoning of element-wise stimulation of favorable conditions for living and carrying out of activity in rural area formation process. It promotes achievement of sTable development of spatial lengthy rural areas.

2. An Overview of the Issues and Problems

As objective reality and scientific knowledge about it is developing, a conceptual apparatus is broadening, forming the dialectical systems of categories (Sovjet encyclopedia, 1984, p. 557) which are belonging to specified knowledge spheres.

One of them is *stability*. This term is widely used both in the identification of activity goal of economic subjects and of operated political structures and in educational practice.

It is included in formulation of science conferences themes and in disciplines names. This term is comparable to term *innovation* due its wide sphere of application in scientific and management practice. If *stability* as a term shows goal in condition or in development of economy subject including also of territorial development then innovation defines the method to achieve this goal.

In spite of wide application sphere of the term *stability* it will be mentioned according to it understandable for us the main essence of this term meaning. If we approach it traditionally and using information from Encyclopedia (1984, p. 1385), then we need to differentiate movement stability, balance stability, system stability, liabilities stability. Every this phrase embraces meaning aspects which are quite necessary for consciousness of all concept comprehension *rural regions stability*.

There is significant point in the interpretation of meaning *movement stability* by social practice of life activity analysis which define capacity of system moving under the effect of imposed forces do not depart from this movement under the accidental influence. This stability exists under the conditions which are called stability criteria while the movement without this capacity is unsteady. The phrase "sustainable balance" enriches the idea of the stability that reflects the ability of a system after a slight deflection under the influence of certain forces to return in the equilibrium position. This is also a very important point, is characterized as a state of the studied

phenomenon stability.

The interpretation of meaning *system stability* shows the system opportunity to restore the base condition under special regulation measures. As for the meaning of *liabilities stability* it was found quite significant by the volume of investment study, which is necessary for achievement and stability maintenance of initial level of economy subjects and businesses as the guarantees of rural areas stability, because it shows the presence of circulating amount of permanent normal bill payable according to conditions of their application to owned circulating assets (e.g. of suppliers) (Sovjet encyclopedia, 1984, p. 878). Interpretation of sustainability as a constant, not a subject to change, able to withstand the adverse effects is also interesting.

Summarizing the above-mentioned interpretations of phrase meaning we reveal the aspects of concept meaning consciousness which define the opportunity of studied system to have balance condition and return to it by deflections.

It becomes obvious that there are conditions for achievement this balance and the mechanisms of its formation are necessary. It is quite important to determine the stability criteria which are needed for assessment and for achievement of stability condition.

It is also important to distinguish the functioning stability and development stability by the analysis of local or territorial system condition. The first is system condition which is characterized by certain stability and the second is direction, vector and maintenance of movement direction.

Not setting our mind on overall describing of quite complicated meaning of category "sustainability", we turn to a subject-object-designation of the phenomenon that is studied from the perspective of sustainability. In a brief statement, a fragment of which is given in this text, the rural area serves as the study object, the subject-the functionality and dynamics of its economic and social spheres. The fragments of this research are given in this text. The common study of these spheres was used in our preceding works and shown in the monograph *Economy and society of the regional agro industrial complex: processes, problems, development opportunities* (2005). This methodological approach is applied for research of rural territories, particularly by assessment of existent potential of their development and conditions under which they function.

The stability of rural areas development has been formed as a conception on the base of necessity to delay rural zone degradation which was provoked by shock therapy of rapid change of production relations to capitalistic. It has happened at the turn of the 90-s of XX century. The adequacy of this conception goal condition on the examination of term *stability*, promote a search of component elements of adjustment policy of processes which would be able to promote of stability development.

The authors have faced with low study of this issue in scientific literature basing on backgrounds mentioned in introduction and considering the power payment tariff policy as the most expensive resource as an important component of regulation policy for purpose of rural areas development stability achievement (Getashvili, 2013). The authors used following normative documents: laws and regulations of Russian Federation Government, exhibitions materials and seminars on their base mentioned at the references (Federal Laws of November 23, 2009 and of July 10, 2012; Russian Federation government regulation of May 4, 2012; exhibitions materials of October 15-18, 2013).

The authors' hypothesis of element-wise filling of rural areas stability conception in this study is about energy supply tariff policy improvement which will be favorable for rural people and equitable for suppliers and including energy-saving measurements. The authors consider maintenance and expansion of production due to optimization of using factors proportion, design of utilities for settlements accomplishment, capital renewals with using of easy sub-federal loan and increasing of rural areas functions due to their application for recreation as the other components for rural areas stable development stimulation. The result of study of one more important component of economic situation improvement problem solving for agricultural enterprises and population of rural zone has been presented in this paper.

Today's market conditions are characterized by the use of capitalism as a type of industrial relations in which both in industry and in agriculture are the primary actors in the economy-first, enterprise. Second-these are people that are either owner-holders of the capital or employees. The third player is the state, which controls economy and society. It should be considered that the first and decisive factor of rural areas stability is market as the modern economic environment and a type of real realized production relations which are called both capitalism and mixed economy. The assessment of this situation by writer and publicist Ayn Rand is noteworthy. In her book *Capitalism. Unknown ideal* (2011) she gives the high potential estimate of capitalism, as the type of production relations which are not remained in the pure state almost in the whole world because modern

capitalism is burned by not always adequate influence of state administrative apparatus.

In regions of the Russian Federation dynamics of lengthy rural areas is conditioned first of all by formation of modern production relations and their main character is private property on the base of production capital. The complicated and not always favourable changing happens if we go away from socialism with inevitable transformation it in universally recognized in world practice the type of the social and economy system. The related with it processes, which happen in the framework of rural areas, on the one hand they have succession of previous time. This succession is conditioned by objectivity of natural environment conditions, which influences on agricultural which is the main kind of activity in rural area. It is also conditioned by actuality bigger or smaller level of the used territory.

Besides, on the one hand the reality is like that the time period of making the new social setup is quite small relatively human history, it is a little more than 20 years. Because of it rural population is waiting for more essential state aid to support production and social parts of rural living as it was characteristic for socialistic type of social setup.

On the other hand, the processes taking place on rural territories show the reality of modern capitalism modified of world practice. This type of capitalism is called mixed economy. The nature of changes is displayed through many parameters of economic activity, management practice and new aspects of rural population social sphere. Some aspects of this practice are identified during the study of taking place processes and their results are shown in the following text below.

3. Research Results

The estimate which characterizes the territorial component of rural Prikamie (Permskii krai) in general is given in this publication. This component is shown through two most important indexes-the number of rural settlements and their population size. The All-Russian population census in 1989 allows to analyze the situation under these indexes in the end of period which was before cardinal changing of production relations. The following census was for the period of making these new relations (2002). The last census in 2010 gives opportunity to observe the changing for the 20-years period.

The censuses materials give information about de facto and permanent population which is corrected by the state statistics organs. These materials were used for making the Table 1 which is significant for estimate of settlements net in the rural Prikamie stability and dynamics of rural population size. Analysis reveals obviousness of villages and countries general number decreasing in all their groups by size excepting that group which has over 1000 residents. In this group the number of villages and countries increased on the contrary. The tendency for all period is unidirectional as well in population size as in condition of settlements net.

Table 1. Classification of the rural settlements in Permskii krai by population size

Year	Total	With number of residents, ppl				
		0	1-100	101-500	501-1000	Over 1000
Rural settlements, pcs						
1989	3953	-	2610	997	239	107
2002	3961	342	2417	896	185	121
2012	3644	244	2331	793	153	123
Population size in them, ppl						
1989	700223	-	78736	232682	165120	223685
2002	697774	-	67707	215146	127645	287276
2012	659206	-	62081	185793	104116	307316

The Table is performed by authors based on materials of statistic collections of the territorial state statistics Federal Agency on the Permskii krai with the 2002 and 2010 censuses results (Population, 2004; 2011).

However, we should not make the conclusion about the loss of rural areas stability because it is required to examine dynamics direction simultaneously with estimate of townspeople population and rural population correlation changing in Permskii krai. This correlation testifies about increasing the importance of rural areas in the edges of krai. If the percentage of rural population in general population was 24.7% in 2002, it increased up to 25% in 2010 while percent of urban population decreased from 75.3% in 2002 up to 75% in 2010. There is a

number of other arguments for presence of rural displacement main framework certain stability in Prikamie which are given in other publications (e.g. Michurina, 2005; 2010).

However, the problems of functioning are quite serious. One of them is the problem of rural businesses running which is related to high production cost of products and impossibility of selling it by prices which allow withstanding competition on market with importing products.

The fact is Russia and Permskii krai as a quite typical region of it will be territories where production cost of producible products will be above the average production cost in Europe. Even the north country-Canada is located in warmer climate. So the amount of energy resources used for heating per unit in Russia is higher. It is objective reason for high fuel factor in production expenditures of any type and particularly agricultural products. Considerable spaces of country inner territories require also additional power inputs for production transportation.

As a result the policy of energy providers has the great importance for producing and selling products with energy application user. It is also important for consuming these products people.

It is important to note that tariff making in energy sector is divided into two components. The first it is heating tariffs, the second is energy tariffs. The tariff policy in progress consists in drive to defray ever-increasing expenses which are related with energy and routine operations appreciation. It is one side of the problem. Another side of this problem is inefficient and wasteful using of heat. It causes the unplanned heat issue and also growing level of wastes in heating system which is quite depreciated.

These main reasons of tariff growing need to be removed. To solve this problem it is necessary to realize the measurements complex which is aimed to removal all compensation surcharges which are used because of irrational energy consumption. These surcharges are about 50% of tariff. We will mention the main necessary measurements to overcome this unfavourable situation.

a) Perfection of heat calculation. It is possible by installation of energy meters with gradual renunciation of standard calculation mode.

b) Modernization of heating system. It comprises removing and replacement of not insulated and depreciated heating system with replacement of old equipment.

c) Carrying out of energy efficiency programme. It aimed at heat use efficiency by rural consumers. Nowadays about half of supplied in housing stock heat is lost through rundown walls of buildings, interpanel joints, windows. Energy efficiency by a consumer it is giant and cost-based project which is related with housing stock and agricultural objects investment. But heat consumption will be several times greater as compared to necessary without carrying out it. And it creates permanent problems with energy payment and products price escalation which are producible in agriculture both in large and small businesses.

d) Modernization of basic funds of energy producers. Re-equipment of present boiler houses under cogeneration will allow to use energy of own making and reduce production cost of main manufactured resources. Simultaneously it is important to reduce energy intensity of agricultural production, to use this expensive resource economically with adoption of remote production control for boiler houses. It also will allow to reduce the production cost of production and minimize the opportunities of unjustified tariff indexation.

As a result of these measurements the sector of tariff making will be out of wrong practice to compensate growing expense of permanent appreciation which traumatizes consumers, creates a problem of non-payments and as a result heating business does not become more commercially viable and agriculture does not become more competitive. All these points are very important for rural areas particularly nowadays when Russia joined the World Trade Organization and reduction of food products production cost is particularly topical.

Predesigned growing prices happened under control of the Federal Tariff Service of the Russian Federation since September 2012. The prices for electricity, hot-water and cold-water supply, heating increased by 12%, for domestic gas-by 15%, for wastewater disposal-by 6% (Fundamental principles..., 2012).

Inflation is 7% per year officially so it is the serious tariff increasing which by economic criteria must not exceed inflation. It is important that tariff growing causes the price appreciation of agricultural products. Consumers try to come over this unfavourable situation. Therefore there are 40 criminal proceedings about cancellation of baseless tariffs in Permskii krai.

The tariff policy can become more flexible due to realization of above-mentioned measurements complex aimed to increasing of efficiency and minimization of losses. Besides the opportunities for tariff reduction will be the indexation of which will be related only with production cost of manufacturing and not to be caused of fuel cost

so strong. The function of heating tariff government regulation will be limited to measurements in the sphere of tariff extreme value making.

The tariff making in the sphere of energy issue works on similar to this principle. Expenditures and so called investment surcharge which is aimed to compensate investment cost are put in tariff. In this case tariff structure is complicated through participation in it different sectors of electric-power industry such a generation, delivery and selling. Distribution of parts it is unequal. The delivery and generation are main beneficiaries in price structure (66%-delivery, 31%-generation). The selling companies have no more than 3% (Tariff setting..., 2013). So existing tariff making in electric-power industry practice caused two problems. First, it does not motivate the generation, because the price structure form in favour of delivery, second, it put selling companies in a difficult position of work on the edge of rentability because of inferior part in tariff.

Significantly that ever-growing level of non-payments put on the selling sector like additional finance burden. The selling companies are forced to finance higher level of payment on the wholesale market of energy and own working efficiency due to all available to them resources-own profit and debt funds. So the difference of resource payment on the wholesale and retail market was 20% in Permskii krai in 2011. And it is tens of billions rubles in terms of money.

The mentioned problems show the obviousness that using tariff making practice need correcting due to special regulation measurements including interests of selling sector. It is necessary because of frustrated expectations from implementation of mechanism which was initiated by Russian Association of Asset Holders. The payment increased to 25% instead of guaranteed recovery of investment by simultaneous reduction of expenses and delivery tariff. The influence on energy appreciation it is great due to delivery past of tariff by the share of delivery in 67%. The function of government regulation by shift in proportions in tariff structure will be limited to making and control of market cooperation regulations implementation in certain sectors and also to maintenance of part guiding functions in socially important spheres.

However, the authors consider increasing of expenditures for electric and other types of energy utilization by home economics and enterprises as the main problems of appropriate tariff setting. These expenditures increase as well absolutely as comparatively. Calculations characterizing increasing of home economics expenditures for electric power in general expenditures amount have been presented demonstrably at the Figure №1. It has shown that share of expenses for used power of all kinds has duplicated from 3.2 to 6.5% for decennial period. First of all it is related to increasing of used power unit payment tariffs. Payment for the gas increases less.

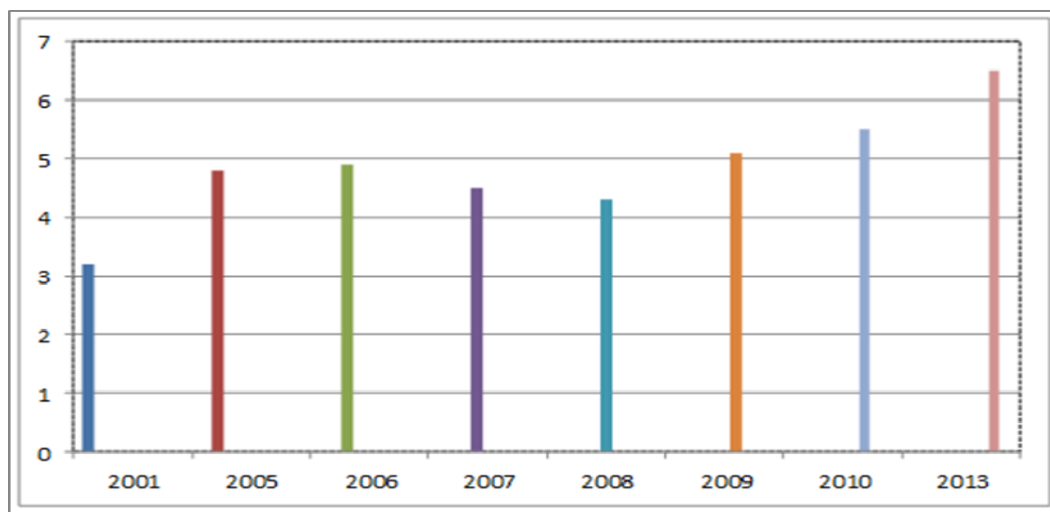


Figure 1. Increasing of home economics expenditures for electric power, gas and other fuel types in general expenditures amount, %

Impact of tariffs on amount of used power payment outlay cost becomes obvious considering small changes in electric power size consumption by rural population (where each home economy consume on average 150 kW every month). Tariffs for power payment increase as well during displayed decennial period (Figure 1) as each half of a year. The statistic data of tariffs increasing during 2013 year has been given in the Table 2.

Table 2. Increasing of electric energy tariffs used by Permskii krai population in 2013

Consumption time	Payment tariff 1 kW, RUB		
	January	July	November
In the afternoon	2.50	2.65	2.97
At night	1.58	1.68	1.88

Authors came to the conclusion, using during the assessment of negative for consumers tariffs increasing average amount of rural population monthly income as 5000 rubles, that share of rural populations' outlay costs for electric power payment has increased from 7.5% in January to 8.9% in November 2013.

As for tariff setting in enterprises power consumption quite big differences in electric power payment by large and small consumers are more remarkable than tariffs increasing dynamics. Small consumers are in more difficult situation. First of all it is related to rural enterprises that cannot use advantages of low tariffs accessible for industrial enterprises.

This problem is related to problem that is characterized respectively electric power pricing in spreading of payment terms bigger share. Weighted average unregulated price is used in tariffs. This price is completed by extra charge for transmission service. The amount of it is determined by high, medium and low voltage in networks. Networks rather than suppliers form in final important differences in amount of used electric power payment by consumers.

Tariff of electric power transmission payment as a part of general tariffs in high-voltage power networks 771.6 rubles per 1 MW while in low-voltage networks-2284.17 rubles per 1 MW (Fundamental principles..., 2012). These big differences have negative impact on enterprise consumer expenditures that are not to be able to participate in buying of this resource at the wholesale prices. These prices are determined by volume of delivery and voltage level in networks.

The tariff differentiation has been given in the Table 3. The agricultural enterprises forced to pay for electric power by low-voltage networks tariffs are the most vulnerable by this tariff policy application.

Table 3. Tariff differentiation by size of electric energy consumption and level of voltage for enterprises of Permskii krai in 2013

Electric power prices depending on consumer	Voltage			
	High	Middle-1	Middle-2	Low
less 150 kW	2.973	3.314	3.841	4.486
from 150 to 670 kW	2.961	3.302	3.829	4.473
from 670 kW to 10 MW	2.911	3.253	3.779	4.427
more 10 MW	2.868	3.210	3.736	4.381

Unfortunately, energy saving is shown like requirements of control instances although in many large agricultural businesses this policy is carrying out aimed to reducing energy consumption in manufacturing. But extraordinary majority of businesses does not pay the attention to energy consumption saving focusing all efforts on productive processes. It is characteristic to medium-sized enterprises increasingly. The installation of energy calculation equipment will decrease the influence of negative factors both on the part of providers and consumers. The reducing of energy resources losses, non-production expenses, normative headcount it is the real existing reserve due to which agricultural businesses can achieve the reducing of expenses for energy consumption.

The importance of region programmes is great in achievement of success in improvement of energy tariff forming and the improvement of the process itself. The regional programme is formed in Permski krai. This programme gives the certain answer for the question what mechanisms will be involved in situation improvement and what result will be got by realization of energy production modernization as a significant sphere infrastructure. The created Russian Energy Commission (REC) aims to analyze all production, agricultural and investment programmes and pays attention to existing reserves. By this analysis it is rationally to pay attention to extreme values of tariff growing which can be controlled of the REC. Tariffs as it been planned increased from 1st July 2013. (Tariff making, 2012).

It is important and correct that independent calculation has to be done in every rural area to find out how tariffs used for agricultural businesses are utilities on this territory sound economically. The REC will require the execution of these grounds in full. The organizations involved in energy efficiency had to give the large amount of information about themselves according to Resolution of the Russian Federation Government dated 30 December 2009 № 1140 "On approval standards of information disclosure by utilities and subjects of natural monopoly which carrying out in the sphere of heat energy delivery service".

Eventually all this measurements including the government regulation aimed to lead to check prices of manufacturing products due to expenses reduce for necessary favours and in particular for energy and it will be great importance in agricultural development. The production efficiency, the opportunity of extended reproduction realization, the financial encouragement of work, the inter industry proportions and commodity production development within rural areas depend on level of prices by prices based on costs. (Latysheva, 2011, p. 8) The justified tariffs for energy resources will help to solve the problem of price parity maintaining for buying and selling products and it will allow to rural areas to develop and to consumers in cities to get quality and cheap food products of local production.

The above-mentioned circumstance due to showing nowadays the trends of traditional using and population level saving on territory of Permskii krai (Michurina, 2010, p. 150) and to directive do not to reduce this level. It is reasonable to consider the improvement of tariff making in energy-saving and also economy of energy like expensive recourse like components of pursuing policy which is aimed to achievement of price competitive ability of food commodity production. This policy can favour the sustainable development as well production as social sphere of rural areas due to reduce of food production expenses and because of it the increasing competitive ability of it producers. And it will cause positive changes in competitive ability of Russian.

It is very significant that in spite of that Permskii krai is located in the remotest part of Russia it primary agrarian economy subjects are involved in processes of external economic cooperation gradually. It is expressed by leased procurement of equipment and machinery from foreign commodity producer and in other carrying out economy commodity-money relations nowadays.

The modern economy is characterized of considerable volume of international operations in general. It belongs to external economic activity which influences the condition of the country agricultural sphere. This influence is quite significant and it is characterized the following reasons:

- 1) agricultural products producing in country are exported partly;
- 2) fertilizers, combination fodder, agricultural equipment are imported by agricultural businesses of country;
- 3) there are foreign producers of agricultural products;
- 4) the energy price depends on world oil price indirectly through including in it severance tax.

The international relations bring in indetermination and risks for agricultural businesses simultaneously with some profit. It relates first of all with the unstable course of exchange and so changeable prices on the world market. The unstable exchange rate and world market prices do not allow making an exact forecast of money flows in national currency so there is the risk of competitive ability changing of national products in the world market.

The stability of agricultural businesses functioning depends on many factors including on international currency system conditions which do not give the stability because the rates of foreign exchange are not strongly fixed and the level of prices on the world market is changeable. This analysis is also quite necessary within the framework of rural areas study multidimensionality for example life activity, problems and the ways of their solving.

4. Conclusion

The modern ideas of study of rural areas stability which always involves the complex of businesses are based on multidimensional approach including different but quite necessary study parameters such as state subsidization of agricultural businesses and international monetary system transformation along with trying to reorganize them. We associate ourselves with opinion about study need of the last of mentioned aspects with Rozhentseva E. V., who argues this opinion in her publications (2012). Doubtless, there are a number of other extremely important aspects of study.

We consider that study and search of rural areas stability solving are reasonable noting adequacy and importance of using methodological approach of multidimensionality in this problem study and basing on certain aspects study which are also quite important in analysis of real existing situation and definition of possibilities. The

problems of policy improvement of reducing food production cost are touched upon in this publication. It is possible with application of structure improvement of tariffs for given for agricultural businesses energy and energy economy on the practice. On the base of this analysis the objective definition of reformation direction for achievement of target goal for situation improvement which exists for rural people and servicing them organizations is possible. Under it we mean existing potential of main industrial functions of rural areas maintenance and upraise of new ones-recreational and nature protection.

The development belongs to type of elementwise study these parameters of regulation rural areas life which firstly, can promote the maintenance of their existing using level and secondly the development stability achievement process.

It is aimed at enrichment of stability theory in part of this occurrence structure determination and acceptance of thesis on necessity of element-wise characterization with evaluation of each component element by examination of stability as condition and process.

Authors attribute to structural components of policy stimulating stability achievement firstly, maintenance and allocation of material production due to optimization of used during it factors proportion (Michurina et al., 2012), secondly-design of utilities for settlements accomplishment (this aspect has been illustrated also in above-mentioned source), thirdly-enterprises capital renewals on the base of easy sub-federal loan (Evgrafov & Michurina, 2009), fourthly-addition of functions to the rural territories due to using them for recreation (Michurin & Michurina, 2011) and fifthly-improvement of policy having impact on profit and expenditures of enterprises and home economies.

The issues of situation with used electric power payment and energy-saving have been characterized briefly in this paper. It with justification by calculations has allowed coming to conclusion about possibility of more stability of rural territories achievement on condition that tariff policy will be carried out with regard to rural consumers' interests.

Authors consider that modern situation with duplicating of expenditures for electric energy payment share for the last ten years is quite negative factor having impact on financial condition of home economies. Besides, important differences in payment amount by small and large electric power consumers-enterprises in rural areas and in towns have been determined during this study. In particular agricultural enterprises receiving electric power by transmission through low-voltage networks are in negative situation. They need to pay electric power by tariffs almost duplicating tariffs for large consumers receiving electric energy from high-voltage networks (Table 3).

Given analysis shows necessity of electric power supply tariff payment improvement in favor of rural territories and enterprises in rural areas. The energy-saving necessity is obvious at the same time.

The theoretical aspect of rural areas Table development and hypothesis of practicability of component structuring for it achievement with purpose as well analysis as prediction is conceptual basis for given analysis while tariff setting for electric power supply payment can be considered as justification of existing problems and aim at this process improvement.

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