

Increasing the Level and Quality of Life of Population as a Primary Goal of the New Strategy of the Regional Development

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Abstract: The article reveals the approach to the actualization and development of strategies for socio-economic development of Russian regions in the new economic conditions. The preamble of the new strategy of socio-economic development of the Tambov region aimed at people saving and improving the quality of life of the population is substantiated. The results of the analysis of the demographic situation in the region and the assessment of the level and quality of life of the population are presented. It is concluded that the Tambov region is characterized by a number of negative trends in the demographic sphere: the predominance of mortality rates over fertility; a high level of migration outflow; the aggravation of the demographic situation by migration movements and their negative impact on the labor market; the outflow of labor resources from the region. At the same time, positive trends characterizing the level and quality of life of the population are revealed: the growth of the average monthly nominal wage; the growth of real accrued wages, the increase in the average size of assigned monthly pensions, the reduction in the population with incomes below the subsistence minimum. In general, it is determined that the primary goal of the new strategy of regional development is to make the region a leader in raising the quality of life of the population and improvement of the environment on the basis of industrialization, social modernization, comprehensive digitalization and effective state regulation. To do this, the Tambov region has all the necessary prerequisites: favorable geographical location, proximity to major highways, developed rail and road links, rich natural resources and human potential.