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**ВЗАИМОДЕЙСТВИЕ ОБЩЕСТВЕННЫХ ОРГАНИЗАЦИЙ СКФО:
ПРОБЛЕМЫ, ПОТЕНЦИАЛ, РАЗВИТИЕ****INTERACTION OF PUBLIC ORGANIZATIONS OF THE NORTH CAUCASUS
FEDERAL DISTRICT: PROBLEMS, POTENTIAL, DEVELOPMENT**Северо-Кавказский федеральный университет, Ставрополь, Россия
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Аннотация: представлено авторское исследование общественных организаций в современной России, их способов взаимодействия. Проведено сравнительное изучение проблем общественных организаций в региональном пространстве.

Различные Форумские компании являются практико-ориентированными образовательными площадками для общественных организаций, где в условиях благоприятной среды для общения, культурного обмена и саморазвития НКО могут активизировать раскрытие своего потенциала, решение проблем в контексте развития гражданского общества.

Методы и материалы исследования: в статье охарактеризованы тенденции развития общественных организаций в современной России, исходя из собранных данных на Северо-Кавказском молодежном Форуме «Машук – 2019». Автор использовал системный и сравнительный подходы при изучении проблематики общественных организаций Северного Кавказа.

Результаты исследования акцентируют внимание на активном, но все же недостаточном развитии общественных организаций. Российские общественные организации на данном этапе проходят путь становления, это молодой сектор, который требует особого внимания, так как является неотъемлемой составляющей для функционирования гражданского общества и государства в целом.

Заключение: подтверждает авторские выводы о том, что российские общественные организации на данном этапе проходят путь становления, это молодой сектор, который требует особого внимания, так как является неотъемлемой составляющей для функционирования гражданского общества и государства в целом. Общественные организации с помощью участия в Форумах могут решать актуальные проблемы, которые встречаются на пути реализации идей, но данное направление требует систематической поддержки со стороны государства, так как данный сектор способен решать общественно-социальные проблемы в обществе.

Ключевые слова: общественные организации, некоммерческие организации, проблемы, «Машук», гражданское общество, развитие, молодежь, органы власти, государство.

Abstract. The author presents the research of public organizations and their methods of interaction in modern Russia. It is a comparative study of the problems of public organizations in the regional space.

Introduction. Various Forum companies are practice-oriented educational platforms for public organizations. And NGOs can enhance their potential and solve problems in the context of the development of civil society in a favorable environment for communication, cultural exchange and self-development.

Methods and materials of the study. The article describes the development trends of public organizations in modern Russia, based on the data of the North Caucasus Youth Forum «Mashuk – 2019». The author used a systematic and comparative approach in studying the problems of public organizations in the North Caucasus.

The results of the study focus on the active, but still insufficient development of public organizations. Russian public organizations are currently on their way to becoming a young sector that requires special attention, as it is an integral part of the functioning of civil society and the state as a whole.

Conclusion. The findings confirms the author's conclusions that Russian public organizations are at the stage of development. This is a young sector that requires special attention, as it is an integral component for the functioning of civil society and the state as a whole. Non-governmental organizations through participation in the Forums can solve current problems that are encountered in the implementation of ideas, but this area requires systematic support from the state, as this sector is able to solve social problems in society.

Key words: public organizations, non-profit organizations, problems, Mashuk, civil society, development, youth, government, the state.

Introduction. The North Caucasus Youth Forum "Mashuk" is the largest youth forum in the south of Russia. The 10th Anniversary Forum of 2019 was attended by 3,000 young people from the subjects of the North Caucasus Federal District, other subjects of the Russian Federation and neighboring countries [1].

The venue for the event, as in previous years, was the city of Pyatigorsk, where, according to the established tradition, a camp was set up at the foot of Mashuk Mountain from August 9 to August 30, 2019 to implement the educational and cultural program of the Forum.

The Mashuk Forum is a practice-oriented educational platform for young people, where, in a favorable environment for communication, cultural exchange and self-development, participants can intensify the disclosure of their personal potential in the context of the country's development.

The North Caucasian Youth Forum "Mashuk" is not just a platform for training and communication of young people from the North Caucasus Federal District, it is a place where young leaders jointly seek solutions to the prob-

lems facing the region and the country. The Forum participants are called to work on the challenges facing the regions of the North Caucasus, to make a personal contribution to the development of the North Caucasus Federal District.

The sources of information for the analysis of the "problem field" were:

- National projects and national programs of the Russian Federation;
- The State Program "Implementation of the State National Policy";
- The Strategy for Socio-economic development of the North Caucasus Federal District until 2025;
- The concept of state Youth Social Policy in the subjects of the Russian Federation included in the North Caucasus Federal District until 2025;
- Strategy for the Development of Tourism in the North Caucasus Federal District until 2035.

The forum includes aspects related to the involvement of young people of the North Caucasus Federal District in meaningful socially useful activities, including the development of volunteership, the involvement of youth in the socio-economic development of cities and settlements, strengthening and development of interethnic relations and preserving the immateriality heritage of the peoples of the Caucasus.

The goal of the Mashuk Forum is to form a vector of development "A happy and self-realized person in his comfortable and modern territory" by creating teams and network projects to implement "points of growth" in the North Caucasian Federal District and developing the personal potential of Forum participants [2].

The main mechanics of the Forum program is built around the direct work of participants with stakeholders.

Stakeholders are individuals or organizations that are interested in the development of certain sectors of the economy and social sphere and are able to influence these sectors. Stakeholders represented by directors of companies and organizations, heads of federal and regional authorities, representatives of HR services pose specific problems and tasks of their industries to the participants. In this connection, the participants get the opportunity not only to engage in abstract design activities, but to immediately focus their project on solving the problem of a particular employer, thereby proving their professional suitability.

The chosen structure for the development and construction of such a Forum program provides:

- simultaneous training of beginners and more experienced participants;
- building a system of conscientious learning that allows you to start successful activities after the Forum;
- the relationship between the participants who prepare the projects within the Competition of Youth Projects of the North Caucasus Federal District and of the other subjects of RF and a network of like-minded people and teams;
- meaningful communication with guests of honor, outstanding figures of culture, sports, education and economics.

The North Caucasian Youth Forum "Mashuk – 2019" was held in three productive work shifts. Let us consider each of them separately.

The first shift "Breakthrough Directions" took place from August 9 to August 16, 2019, on the agenda of which was the analysis of the following topics: career growth, business and technology.

The goals and objectives of the first shift were achieved by interacting with employers and solving industry cases, championships in programming and IT solutions, the work of career services, including professional assessment.

In the period from August 16 to August 23, 2019, the participants arrived at the second shift of the Forum – "Civil Society". Based on the name of the shift, the topics of its study were social problems and interethnic relations.

For a more detailed analysis and consideration of problems, the participants were included in direct interaction with representatives of government bodies, the solution of social cases. The final events were a competition of short films of the Moscow-Caucasian Club on the topic of interethnic relations, as well as an amateur art festival "One World – a Thousand Voices".

In conclusion, the organizers of the Mashuk – 2019 Forum in order to assess and reveal the leadership potential of the youth of the North Caucasus Federal District organized the III session "I am the leader!" in the period from August 23 to August 30, 2019.

The grant fund of the North Caucasus Youth Forum "Mashuk" in 2019 amounted to 85.5 million rubles.

To receive grant support, individuals and legal entities submitted applications for the competition.

Let's analyze the question of public organizations participation in the North Caucasus Youth Forum "Mashuk 2019".

Materials and research methods. Let's carry out a comparative study of the development of public organizations in modern Russia on the data collected at the North Caucasian Youth Forum "Mashuk – 2019". The author used a systemic and comparative approach when studying the problems of public organizations in the North Caucasus.

Results. In 2019, 31 non-governmental organizations of the North Caucasus Federal District received grant support totaling 50 million rubles. Of these, 13 organizations represented the Republic of Ingushetia, 3 – Stavropol Territory, 4 – Republic of Alania, 7 – Republic of Dagestan, 2 – Karachay-Cherkess and 2 – Kabardino-Balkarian Republics. If we consider the project component of the representatives of the non-profit sector, then they are mostly aimed at solving social problems and strengthening interethnic relations of the peoples of the North Caucasus Federal District [3].

Social activists and their organizations have certain difficulties and problems on the way of implementing their ideas and carrying out activities.

In order to identify the problems faced by a public organization, we conducted a sociological survey (the questionnaire is presented in Table 1) of the heads (representatives) of non-profit organizations [4].

An analysis of the problems in this sector was made from the data. The study involved 12 public organizations from the regions of the North Caucasus, namely:

- Republic of Ingushetia – 4 organizations;
- Karachay-Cherkess Republic – 1 organization;
- Stavropol Territory – 7 organizations.

Table 1

Questionnaire for public organizations

1) To help what category of the population your organization is focused on (no more than 5 answers)	<ol style="list-style-type: none"> 1) Families (young families) 2) Large families and single mothers 3) Minor children and children at risk 4) Great Patriotic War veterans; labor veterans; disabled veterans; pensioners 5) People with disabilities 6) Youth 7) Cultural and scientific elite; trade union associations 8) National minorities and religious groups 9) Other
2) Indicate the difficulties and problems that your organization faces in the work (no more than 5 answers)	<ol style="list-style-type: none"> 1) Difficulties with the premises 2) Lack of partner organizations 3) Imperfection of the legal framework 4) Insufficient qualification of personnel 5) Financial difficulties 6) Staff turnover 7) Lack of support from local authorities 8) Low activity of the majority of members of the organization 9) Lack of volunteers 10) Other
3) What you need to make your organization work more efficiently (no more than 5 answers)	<ol style="list-style-type: none"> 1) Increase the staff 2) Increase funding 3) Improve the qualifications of employees 4) Solve the issue with the premises 5) Get to know the experience of other NGOs in the region 6) Get acquainted with the experience of NGOs in neighboring regions 7) Get acquainted with the experience of foreign NGOs 8) Develop special programs to support NGOs 9) Create an advisory website for NGOs 10) Receive timely information related to the activities of the NGO 11) Other
4) Indicate how often your organization interacts with other NGOs	<ol style="list-style-type: none"> 1) every week 2) 1-2 times a month 3) 3-4 times a year 4) once a year or less 5) does not interact
5) Information assistance (provision of information in printed and electronic form)	<ol style="list-style-type: none"> 1) This kind of help is not needed 2) Very rare 3) Sometimes in specific situations 4) Periodically 5) Very often 6) Constantly
6) Advisory and methodological assistance (consultations, assistance in the development of projects, in the conduct of the event, transfer of methodological developments)	<ol style="list-style-type: none"> 1) This kind of help is not needed 2) Very rare 3) Sometimes in specific situations 4) Periodically 5) Very often 6) Constantly
7) Material and financial assistance (monetary and non-monetary)	<ol style="list-style-type: none"> 1) This kind of help is not needed 2) Very rare 3) Sometimes in specific situations 4) Periodically 5) Very often 6) Constantly

The first question was: "Which category of the population does your organization aim to support?" In their activities, 10 organizations put youth in the first place (Ingushetia, Karachay-Cherkess Republic, Stavropol Territory); Public organizations of the Stavropol Territory are involved in national minorities and religious groups; Minors and children at risk are included in the activities of 4 non-profit organizations (Ingushetia, Stavropol Territory); Public organizations of Ingushetia and the Stavropol Territory are engaged in the development of cultural and scientific elites, as well as trade union associations.

It is worth noting that public organizations from Ingushetia and the Stavropol Territory, in view of their activities, are engaged in rendering assistance to Great Patriotic War veterans, labor veterans, invalids of the Great Patriotic War, pensioners, people with disabilities, large families and single mothers.

In the second question: "What difficulties and problems does your organization face in its work?", the heads of 6 public organizations (Ingushetia, Karachay-Cherkess Republic, Stavropol Territory) identified financial difficulties and 5 organizations from the above-mentioned republics face difficulties in premises. Also, 3 organizations of the Stavropol Territory noted the imperfection of the legislative framework, 2 organizations – a lack of volunteers. There are no partner organizations for two organizations from the Karachay-Cherkess Republic and the Stavropol Territory. It is worth noting that for two organizations (Ingushetia, Stavropol Territory), the problematic part of their activities is the lack of support from local authorities, and the Karachay-Cherkess organization notes the low activity of most members of the organization.

The third question was aimed at identifying what is necessary for a public organization to work most effectively. 7 organizations (Ingushetia, Karachay-Cherkess Republic, Stavropol Territory) believe that for effective work they need to increase funding. The priority areas for achieving maximum efficiency are:

- solution of the issue of premises (2 organizations – the Karachay-Cherkess Republic, Stavropol Territory);
- to increase the staff (3 organizations – Stavropol Territory);
- to get acquainted with the experience of NGOs in neighboring regions (5 organizations – Ingushetia, Stavropol Territory);
- improve the qualifications of employees (2 organizations – Ingushetia, Stavropol Territory);

The organizations of the Stavropol Territory, in addition to everything, need to receive timely information, develop special programs to support NGOs, create a consultative website for NPOs, get acquainted with the experience of other NGOs in the region and abroad.

When asked how often your organization interacts with other non-profit organizations, we received the following answers: every week and 1-2 times a month (4 organizations – Ingushetia, Stavropol Territory), 2 organizations from Ingushetia 3-4 times a year and 6 organizations do not interact with other organizations (Karachay-Cherkess Republic, Stavropol Territory). According to these statistics, most public organizations do not interact with each other at all, which in turn is a negative moment, because the success of a public organization needs the exchange of information, project ideas, problems and ways to solve them, for the functioning of civil society in modern Russia this is an important point.

As for the information assistance, 4 NGOs of the Stavropol Territory sometimes need information in specific situations, 3 organizations need periodic information (Ingushetia, Stavropol Territory), 2 organizations from the Karachay-Cherkess Republic and the Stavropol Territory are interested in very rare information assistance, as well as 2 NGOs need to receive information very often (Ingushetia, Stavropol Territory).

Advisory and methodological assistance, which consists in assistance in consultations, in the development of projects, in holding an event, transfer of methodological developments, etc., 6 organizations from Ingushetia and the Stavropol Territory need help in specific situations, for 3 public organizations (Ingushetia, Karachay-Cherkess Republic, Stavropol Territory) periodic assistance is needed. Also, 3 NGOs from the Stavropol Territory do not need this type of assistance.

To the final question: "Material and financial assistance", five respondents answered that they need periodic assistance (Ingushetia, Karachay-Cherkess Republic, Stavropol Territory), in such assistance in a specific situation, 2 public organizations of the Stavropol Territory are constantly interested in. Also, 2 organizations from Ingushetia very often need financial assistance and 1 organization from the Stavropol Territory needs this type of assistance very rarely.

Conclusion. In fact, the North Caucasian Youth Forum "Mashuk – 2019" is a practice-oriented educational platform for public organizations, where, in a favorable environment for communication, cultural exchange and self-development, NGOs can intensify the disclosure of their potential in the context of the country's development. Leading experts of the region were invited to the Forum to implement the ideas of public. The purpose of the expert session of the Forum is to improve the quality of projects by providing methodological advice to NGOs (Forum participants) and evaluating projects as part of the public defense of the youth projects in the North Caucasus Federal District.

Expert advice is provided in the following areas:

- selection of a project idea ("points of growth", focusing on current trends in the development of the district's territories, compliance with the solution of strategic tasks of the North Caucasus Federal District);
- the sustainability of the project (the prospects for the long-term existence of the project without permanent grant support, minimization of financial costs or the search for options for implementing the project without grant funds);
- description of the project application (geography, relevance, goals and objectives, target audience, methods and schedule of implementation, estimate and results of implementation);
- public presentation of the project (project evaluation criteria).

Each project is evaluated according to 10 criteria from 0 to 10 points. The project evaluation criteria correspond to the Federal Agency for Youth Affairs method recommendations:

1. Relevance and social significance of the project;
2. Logical coherence and project feasibility;

3. Innovation and uniqueness of the project;
4. Cost-benefit ratio;
5. Realistic budget and reasonable expenses;
6. The scope of the project;
7. Own input and additional resources;
8. Team work experience;
9. Information transparency and publicity;
10. Compliance with the competencies of the team members.

Thus, public organizations of the North Caucasus Federal District by participating in the Mashuk Forum can solve the problems that we identified in the course of this study, but this area requires systematic support from the state, since this sector is able to solve social problems in society.

It should be noted that the Mashuk Forum is not the only platform for NGOs, there are such forums as the All-Russian Youth Forum "Territory of Meanings on the Klyazma", the All-Russian Youth Educational Forum "Tavrida", the International Youth Forum "Baltic Artek" and others. There are also various electronic platforms for project implementation. Thus, we can conclude that Russian public organizations at this stage are going through the path of formation. It is a young sector that requires special attention, since it is an integral component for the functioning of civil society and the state as a whole.

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