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FACULTY OF ECONOMICS

DEPARTMENT: MANAGEMENT AND INFORMATICS

MASTER THESIS

**MANAGEMENT OF RURAL DEVELOPMENT PROJECTS IN KOSOVO,
CASE STUDY: NATURE-G ENTERPRISE**

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INTRODUCTION

The graduation thesis is a scientific work that has a structure and a certain purpose through which the student symbolically completes the studies at a certain level in the concrete case - in the master and prepares the work as a kind of protection for the years accomplished. I have tried to comply with some formal and structural rules and with a good content, the results obtained from the research and the literature that will complete a completed work.

Topic "Management of rural development projects in Kosovo", case study: "Nature-G" company, where are presented the ways how to define a project, how are project management done, rural development projects, projects use goals and their impact on employment, respectively in the overall economic development and in particular in the development of rural areas, the ways of implementing such projects in Kosovo, is further explained and analyzed by one of the winning enterprises of an RDP in the context of how it has managed and implemented the project. Following the elaboration of the topic is described the company which is taken as a case study, its most serious competitors, the description of the sector in which it participates, its customers, positioning in the Kosovar market and outside its borders, continuing with the explanation of the project management process and finally with the conclusions and recommendations made during the work of this paper starting with the review of the literature, the analyzes made to the conclusions reached during the elaboration of the topic.

Projects today are an important development tool used massively by both the public and private organizations. Projects provide rational use of rare funds and resources, contributing to revenue growth, economic sustainability, and better quality of life in general. Filling these key objectives depends on what steps the planned project parameters meet. A project is a unique, temporary, complex and purposeful task, with precise description of tasks and defined resources. Projects are a special way of development and an important form for the realization of goals defined in the development plans of the country, locality, company or farm, they provide rational use of funds and rare resources, contribute to revenue growth, economic sustainability, as well as the best quality of life in general. It is important to learn how a project is managed because successful project management helps in achieving success and minimizes the risk of its eventual

failure, does not guarantee full success but can reduce the risk of project failure and loss of invested resources in the concrete project.

Rural development is a process in which people in rural areas (individuals, households, communities, farmers etc.) combine their resources to improve living and working conditions. By improving and increasing their skills, they aim to increase the overall capacity of individuals and their community organizations to improve their incomes, health, education, infrastructure and other social services. Finally, rural residents are given the opportunity to contribute to civil liberties, to manage their own development, balanced gender relations and sustainable use of rural environments.

Agriculture has always been one of the key areas for the country's economic development, which is a high percentage of GDP, the share of agriculture in GDP is estimated at around 25% due to the geographic structure of Kosovo and the appropriate ecological conditions, agricultural production has a great potential in terms of quantity and diversity of products. In Kosovo, most of the cultivation includes cereals (wheat, corn, barley), while the vegetable sector in Kosovo, for efficiency and work, is one of the most potentially good agricultural sectors. The milk production sector is one of the post-war producers in Kosovo. Businesses with their investments and with the support of grants, subsidies from MAFRD, WB, have increased manufacturing and processing capacities. Great investments have also been made to increase quality and quantity. Today there is a large number of dairies, which have been certified with the highest standards for quality and safety, certified mainly by licensed European companies.

CONCLUSION

The project has been completed successfully, this is a fact. This is evidenced by the fact that after the realization of the first project, the company has been a beneficiary of a second project that was implemented in July-November 2014. Consequently, the success of the project has been influenced by many factors, among others was the seriousness and the correctness of the LDA officials who advised the company on any dilemma they had for the way of action in certain situations.

Planned investments to be realized in the project have all been completed, after the completion of the investments is submitted the payment request in the AZHB where for purchases over 10.000.00 € has been necessary to go with the procurement procedures, for this is received consultancy from BB then, for some ambiguity, the relevant officials in the AZHB were contacted. For purchases of 60.000.00 € the beneficiary must publish its interest through at least one daily national newsletter of the broad circulation, but if the value is higher than 150.000 € the tender must also be presented in the international media. In addition, the beneficiary has the right to send direct invitations to potential suppliers to ensure a better competition among the bids, invitations may only be sent on the same day the tender was announced.

Among other things, for purchases under € 10,000.00, purchases were made only with invoices without procurement procedures. For the above-mentioned projects, all purchases are made through the bidding collection, their review, selection of the best offer and signing of the contract with the economic operator.

Upon completion of the payment application, the commission consisting of two AZHB inspectors came out at the scene and found the current situation and the verification / comparison of the provided documents and the real situation. As expected, the commission has accepted all the investments made by stating that they are in full compliance with the submitted documents.

CONCLUSIONS AND RECOMMENDATIONS

From all the readings, researches and surveys made we conclude that have affected the rural development projects in increasing the degree of development of rural areas in Kosovo and have also influenced the projects in raising citizen awareness on the importance of agriculture in rural areas since every day more and more the number of farmers engaged in agriculture is increasing. In addition to the substantiation of the basic hypothesis, there is also asserted hypothesis (Ho) according to which rural development projects are the most effective stimulators for the growth of rural development.

From the presented data, it is clear that only agriculture cannot generate enough income to increase the standard in rural households. Through financial and technical assistance, MAFRD and other stakeholders - agribusiness associations and farmers, should support productivity growth for priority sectors, especially livestock, fruit and vegetables. As the most efficient means to increase economic growth in Kosovo's rural areas are various investments that will be made not only in rural development projects but also in tourism as it has favorable conditions for its development. Through the RDP many farmers have improved working conditions, built stalls, have hired themselves and their families in some cases also other workers. RDP in the case study in the development of its business has had a great impact, in addition to improving the working conditions with the implementation of the project others were employed too, which is expected to increase in the coming years. Another specialty of employment is that many women are employed by stimulating their independence and generating additional family income.