

СОЦИАЛЬНАЯ СТРУКТУРА, СОЦИАЛЬНЫЕ ИНСТИТУТЫ И ПРОЦЕССЫ/SOCIAL STRUCTURE, SOCIAL INSTITUTIONS AND PROCESSES

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MANAGING YOUTH EMPLOYMENT THROUGH NON-PROFIT ORGANIZATIONS AS A TOOL OF SOCIO-ECONOMIC POLICY IN CONTEMPORARY RUSSIA: THE CASE OF THE "BOLSHAYA PEREMENA" CLUBS

Research article

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Abstract

This article examines youth employment management through non-profit organizations (NPOs) as a crucial instrument of socio-economic policy in contemporary Russia. Drawing on the example of the "Bolshaya Peremena" clubs, the paper analyzes the role of NPOs in creating conditions for youth development. It is emphasized that the clubs' activities contribute to the development among young people of in-demand labor market competencies, leadership and project management skills, as well as social engagement. The mechanisms of NPOs' interaction with state programs are explored, specifically with the Youth Employment Promotion Program until 2030, which is aimed at reducing unemployment rates and increasing youth employability. The article highlights the significance of the "Bolshaya Peremena" clubs as platforms for self-realization, career guidance, and supporting youth initiatives. This, in turn, helps to mitigate the risks of youth inactivity and fosters the formation of a talent pool for the country's economy. Thus, managing youth employment through NPOs is viewed as an effective instrument for implementing state youth policy and human capital development in Russia.

Keywords: youth employment, non-profit organizations, socio-economic policy, youth policy, "Bolshaya Peremena" clubs, contemporary Russia.

УПРАВЛЕНИЕ ЗАНЯТОСТЬЮ МОЛОДЕЖИ ЧЕРЕЗ НЕКОММЕРЧЕСКИЕ ОРГАНИЗАЦИИ КАК ИНСТРУМЕНТ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ ПОЛИТИКИ В СОВРЕМЕННОЙ РОССИИ НА ПРИМЕРЕ КЛУБОВ «БОЛЬШОЙ ПЕРЕМЕНЫ»

Научная статья

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Аннотация

В статье рассматривается управление занятостью молодежи через некоммерческие организации (НКО) как важный инструмент социально-экономической политики современной России. На примере клубов «Большая перемена» анализируется роль НКО в создании условий для развития молодежи. Подчеркивается, что деятельность клубов способствует формированию у молодых людей востребованных на рынке труда компетенций, развитию лидерских и проектных навыков, а также социальной активности. Рассматриваются механизмы взаимодействия НКО с государственными программами, в частности с программой содействия занятости молодежи до 2030 года, направленной на снижение уровня безработицы и повышение трудоустройства молодежи. В статье выделяется

значимость клубов «Большая перемена» как площадок для самореализации, профессиональной ориентации и поддержки молодежных инициатив, что способствует снижению рисков незанятости и формированию кадрового резерва для экономики страны. Таким образом, управление занятостью молодежи через НКО рассматривается как эффективный инструмент реализации государственной молодежной политики и развития человеческого капитала в России.

Ключевые слова: занятость молодежи, некоммерческие организации (НКО), социально-экономическая политика, молодежная политика, клубы «Большая перемена», современная Россия.

Introduction

In the context of the dynamically changing socio-economic environment of Russia, youth employment issues are becoming particularly relevant. The younger generation is facing the challenges of the labor market, the need for professional self-determination and the search for opportunities for self-realization. In response to these challenges, the State youth policy actively integrates non-profit organizations (NPOs) as an effective tool for youth support and development.

NPOs are becoming a link between government, business and society, providing young people with a space to acquire new knowledge, skills and experience necessary for successful adaptation in a professional and social environment. A special place among such organizations is occupied by the "Bolshaya Peremena" clubs — voluntary communities of schoolchildren, teachers, parents and graduates united by the desire for development, creativity and social activity.

The activities of the "Bolshaya Peremena" clubs illustrate modern approaches to youth employment management through the creation of a supportive environment, the development of leadership and project competencies, as well as involvement in socially significant initiatives. These practices not only contribute to reducing youth unemployment, but also form a talent pool for the country's economy, strengthening human capital and social stability in the regions.

Thus, the analysis of the experience of the "Bolshaya Peremena" clubs allows us to consider the role of non-profit organizations as the most important tool for implementing socio-economic policy in modern Russia aimed at supporting and developing youth.

Research methods and principles

Methods and principles of scientific research (using the example of the activities of the "Bolshaya Peremena" clubs as a tool for managing youth employment through non-profit organizations). The following methods are used in scientific articles on youth employment management through non-profit organizations, in particular, using the example of the "Bolshaya Peremena" clubs:

- Analysis of regulatory documents. Study of federal and regional programs, regulations on clubs, standards of additional education regulating the activities of NGOs and youth associations.
- Content analysis and analysis of the clubs' program documents. The articles of association, programs, reports on the activities of the "Bolshaya Peremena" clubs, their project initiatives, methodological materials and the results of program implementation are analyzed.
- Sociological methods. Questionnaires and surveys of club members, teachers, and parents to identify motivation, level of engagement, acquired competencies, and impact on professional self-determination. Interviews with club leaders, mentoring teachers, and organizers of regional leagues.
- Methods of surveillance and enabled surveillance. Direct participation in club events, monitoring the process of project implementation, teamwork, and the development of soft skills among young people.
- Case study methods. A detailed analysis of specific project initiatives implemented in clubs, an analysis of successful practices and their impact on youth employment and socialization.
- Comparative analysis. Comparison of the activities of various clubs and regional leagues, identification of effective models for involving young people in socially significant activities and the formation of professional skills.

The research on the "Bolshaya Peremena" clubs is based on the following scientific principles as clubs are considered as part of an ecosystem of youth support, where the activities of NGOs are integrated with educational organizations, parents, business and the state. The article analyzes not only educational, but also social, economic, and cultural aspects of the clubs' activities, their impact on the formation of competencies, motivation for work, and the development of leadership and entrepreneurial qualities. The effectiveness of the clubs is assessed through the analysis of real-world cases, project initiatives, volunteer and labor practices, as well as through tracking the career paths of graduates. The club's programs are tailored to the personal needs of teenagers aged 11–17, with an emphasis on individualization, the development of soft skills, and the creation of a safe environment for self-realization. Interaction of teachers, parents, graduates and partners of the club, support and support of young people on the path of professional and personal growth. The clubs are open to all comers, regardless of the level of academic achievement, social status, which contributes to the formation of equal starting opportunities.

Features of the activities of the "Bolshaya Peremena" clubs as an object of research. The key method of work is training in social design technology, developing skills among young people to identify and solve social problems, teamwork, and project presentation. Clubs become the "first place of work" for teenagers, where they gain experience in organizing events, volunteering, and entrepreneurship, which contributes to their professional self-determination. The clubs provide constant support, mentoring, the opportunity to show leadership skills, implement their own ideas and projects, which directly affects the increase in employment and social activity of young people.

Main results

The study of the activities of the "Bolshaya Peremena" clubs as a tool for youth employment management through non-profit organizations requires a combination of empirical and theoretical methods, an emphasis on practice-orientation, consistency and partnership. This approach makes it possible to identify real mechanisms for the formation of professional and social competencies among young people necessary for successful integration into modern society.

The main results of the research on the article on the activities of the "Bolshaya Peremena" clubs as a tool for managing youth employment and social activity include the following key conclusions:

Formation of social activity and personal potential of youth "Bolshaya Peremena" clubs promote the development of teamwork skills, creative and non-standard thinking, as well as social responsibility among teenagers. Participants acquire the competencies necessary for successful socialization and professional self-determination in modern society.

The basis of the clubs' activities is the training of social design technology, which helps teenagers realize the importance of their activities, learn how to identify and solve socially significant problems, as well as implement their own initiatives in teams.

Clubs create an environment where young people can implement project initiatives, receive mentoring support, and develop leadership skills. This helps to increase motivation for an active lifestyle and the development of managerial skills.

Participation in "Bolshaya Peremena" clubs and competitions helps teenagers gain their first practical skills, experience in organizing events and volunteering, which contributes to their successful integration into the labor market and career development.

The finalists and winners of the "Bolshaya Peremena" competition receive unique opportunities for further development: educational programs, trips, scholarships and the opportunity to study at leading universities in Russia, which increases their social and professional status.

The project is being implemented with the support of federal agencies and large companies (Rosmolodezh, the Ministry of Education, Sberbank, Rosatom, etc.), which ensures the sustainability and scale of the program, as well as integration with national projects in the field of education and employment.

The Federal Government is developing a system of interaction between students, teachers, and parents that stimulates civic engagement and involves young people in the development and implementation of socially, economically, and politically significant projects. The "Bolshaya Peremena" contest started in 2020. The flagships of this competition are ANO "Russia — the land of opportunities", the project "Projection", the Federal State Budgetary Institution "Rospatriotcenter".

The project is being implemented within the framework of the national project "Education" and is classified as a first-level Olympiad in accordance with the Order of the Ministry of Education and Science of the Russian Federation dated December 11, 2020 No. 715 [6].

The innovations of such a large-scale competition can be considered prizes for the winners. For students in grades 5–7, this is a "Dream Trip" from ANO "More than a trip" across Russia by train from Moscow to Vladivostok. For students in grades 8–9 and first-year students of secondary vocational education, this is a prize of 200 thousand rubles. As for students in grades 10–11 and students of secondary vocational education, the award is 1 million rubles [4].

It should be noted that teachers and mentors of students in grades 5–7 are also awarded with cash gifts in the amount of 100 thousand rubles. Teachers and mentors of high school and secondary vocational students receive 150,000 rubles each. But if the child becomes the winner of the competition [4].

Students from 89 regions of our country represent different schools in the "Bolshaya Peremena" competition. According to the results of the competition, the 30 best educational organizations are determined. Each of these schools receives 2 million rubles for the development of the educational environment. Teachers from the top 20 schools in Russia are taking part in the Teacher of the Future competition, bypassing the preliminary stages.

The functions of the All-Russian contest "Bolshaya Peremena" are not only social, but also political, educational and cultural. Without patriotic education, it is impossible to build a country in which citizens would be comfortable to live and work. Patriotism forms the basis of the state and gives strength to the state and its citizens. In 2021, the contestants competed in 12 areas: science and technology, art and creativity, journalism and new media, volunteerism, historical memory, healthy lifestyle, ecology, urban studies, travel and tourism, dedicated to the development of educational technologies, youth entrepreneurship and the special direction "UNARMIA".

Patriotic education is the systematic and purposeful activity of public authorities, civil society institutions and the family to form patriotism among citizens, readiness to fulfill civic duty and constitutional obligations to protect the interests of Russia.

The "Bolshaya Peremena" clubs began to form in 2021, and by January 2022, 210 clubs from 60 regions of the Russian Federation, with between 15 and 100 students each, had been opened. 84 regional teams have been created, which include more than 5,000 students.

As part of the final of the competition in 2021, a meeting of teachers-mentors was held. Oleg Mikhailovich Sharko, Deputy Director for educational work of MBOU secondary school No. 55, represented the Irkutsk region. Irkutsk, mentor of the winner of 2021 and teacher of the MAOU Lyceum IGU Irkutsk "Mentor of the winner of 2021.", V. V. Kozhukhova. The participants of the meeting were presented with the most effective training program within the framework of personal effectiveness areas and courses with the possibility of applying the acquired knowledge in practice. The program included the most relevant and interesting topics, foresight sessions. The methods of the educational program also included teamwork and live communication between the participants of the event, meetings with the First Deputy Head of the Presidential Administration of the Russian Federation Sergey Kiriyenko, Director of the Federal State Budgetary Institution Rospatriotcenter, coordinator of the "Bolshaya Peremena" project N.A. Mandrova, Adviser to the Minister of Education of the Russian Federation N.Yu. Sklyarova, Executive Director of ANO Profitoria, member of the Expert Council on Culture of the Youth Parliament under the State Duma of the Federal Assembly of the Russian Federation V. V. Chukhrina, head of the department for work with teachers and educational organizations of ANO Bolshaya Peremena G. I. Bolotov. This is instant feedback from forum participants, an exchange of opinions, and field sessions to discuss mentoring and project activities.

At the finals of the "Bolshaya Peremena", the leadership qualities of schoolchildren are constantly being tested, and the potential of future Russian political and public figures is being formed. Therefore, master classes by leading politicians, public figures and prominent athletes are popular.

Creation of "Bolshaya Peremena" clubs in the regions of the Russian Federation to implement various ideas, project expertise, methodological and organizational support for the project from the "Bolshaya Peremena" directorate; participation in interregional and All-Russian events, including for club members only; participation in educational events of partners, as well as cooperation with the National League of Student Clubs; participation in the best acceleration programs in Russia with large corporations, educational and industrial partners; participation in interregional internship programs for teachers-mentors; positioning of the educational institution at the federal level; the possibility of holding events in the spaces of the "Bolshaya Peremena"; consulting support for the competition; personal account on the website with the possibility of verifying their teachers and students, as well as tracking the dynamics of registrations and participants passing the stages of the competition. In 2021, two "Bolshaya Peremena" clubs were opened in Irkutsk. One of them is open on the basis of the ANO East Siberian Educational Center, the second is in MBOU Secondary School No. 55. Irkutsk.

The club "Bolshaya Peremena" of ANO DPO "VSOC" has such events as "Interview with mentor" in 2021, which was attended by 25 mentors from different regions of our country. Currently, the club members are working on the book "Interview with mentor" and are preparing to accept new interviews "Interview with mentor: 5 years in the competition". The club members took part in the International Bookmaking Campaign organized by the Expert Council on International Affairs of the Youth Parliament under the State Duma. A charity event aimed at helping schoolchildren and students of the Kyrgyz Republic. "The issue of the lack of educational and methodological materials is acute. The help of social activists has never been superfluous. The symbiosis of these efforts will help preserve the fundamental character of the Russian language in the post-Soviet space," said Elena Yerakina, Chairman of the Expert Council. The members of the club have released a "Book of friends on the development of the "Bolshaya Peremena" Clubs in Russia", which contains information on the activities of the clubs in 2022. In 2024, the club members conducted a series of interviews with long-term residents of We visited Irkutsk and learned how our countrymen lived during the Great Patriotic War, how they spent their childhood, and went to school. I would like to mention the winners and prize-winners of the "Bolshaya Peremena" contest: Ekaterina Molchanova became the winner in 2021, participating in the track "Explore Russia!"; Maxim Zhdanov became a finalist of the competition three times, participating in different tracks. Maxim also won the Media Boom contest twice. Mark Danshaev became the winner of the Projektor competition, the final of which took place in Yaroslavl in September 2022. Currently, the club members are working on a "Book of friends about the development of the "Bolshaya Peremena" clubs in Russia. Volume 2". In 2023, 2024, and 2024, club members were awarded trips around the region for their active participation in promotions and events. Thanks to ANO "Bolshaya Peremena", ANO "More than a journey" and ANO "Projection", the guys were able to go on excursions to places they had never been before.

On September 6, 2022, GBOU Moscow School No. 2103 hosted the "Bolshaya Peremena" clubs of the city of Moscow. The regional league of clubs of the "Bolshaya Peremena" of the city of Moscow opened in a solemn atmosphere. Matvey Shalunkov, winner of the federal project "Your Turn", producer of special projects of the Federal Agency "Rosmolodezh", Elena Aleksandrovna Yerakina, member of the Youth Interparliamentary Assembly of the CIS member States, and Valentina Valeryevna Kozhukhova, head of the club, became guests of the celebration. Children from 12 clubs of the "Bolshaya Peremena" educational institutions of Moscow took part in a quest game, and mentors were able to share their work experience and communicate with the Federal coordinator of the Clubs of the "Bolshaya Peremena", Victoria Vadimovna Chukhrina. All participants of the event were able to write their wishes to the participants of the Educational Journey project along the St. Petersburg- Vladivostok route.

09/15/2022 in Irkutsk, the opening of the regional league of clubs "Bolshaya Peremena" took place. The event was hosted by the participants of the "Bolshaya Peremena" club of the Autonomous Non-Profit Organization "VSOC", Maxim Zhdanov, the club's chairman, and Ruslan Komarov, an activist. Welcoming remarks were made by Victoria Vadimovna Chukhrina, Federal Coordinator of the "Bolshaya Peremena" Clubs, project manager of the department for work with teachers and educational organizations of the NGO "Bolshaya Peremena", member of the Expert Council on Culture of the Youth Parliament under the State Duma of the Russian Federation, General Director of the ANO East Siberian Educational Center, head of the club "Bolshaya Peremena" ANO DPO "VSOTS" Kozhukhov Vladimir Gennadievich, Deputy Director of MBOU Irkutsk Secondary School No. 55, head of the "Bolshaya Peremena" club, mentor of the winners of BP 2020, 2021 Oleg Mikhailovich Sharko.

On December 9, 2021, the "Bolshaya Peremena" club was opened in GBOU School No. 2120, curated by Elena Petrovna Solomakhina. The club represents such areas as journalism, sports, ecology, creativity, and patriotism. The club was officially opened by Victoria Chukhrina, member of the Expert Council on Culture of the Youth Parliament under the State Duma of the Federal Assembly of the Russian Federation, project manager of the department for work with teachers and educational organizations of the NGO Bolshaya Peremena, and Georgy Bolotov, head of the department for work with teachers and educational organizations. The guys cut the red ribbon. It is worth mentioning that the participants of the "Bolshaya Peremena" club were encouraged for their active participation by a trip to the cities of Kolomna and Zaraysk, to which the children went in December 2022, and in 2023, club members and teachers Elena Solomakhina and Elena Didukh traveled to the city on the Neva St. Petersburg.

Tabanakova Svetlana Anatolyevna, primary school teacher of 1st grade MBOU "School No. 14" in the Vakhitovsky district of Kazan, winner of the III Republican creative contest "Save the Planet with our own hands", opened the "Bolshaya Peremena" club in her school, is a mentor to the winners of the "Bolshaya Peremena" competition for several seasons. The members of the club work in 12 areas-the challenges of the "Bolshaya Peremena".

Ruslan Gadirovich Seidov is a teacher at the G. K. Zhukov School No. 43 in Kursk, a volunteer, winner of the Recognition Award, and at the same time an indispensable person in the "Bolshaya Peremena" team! Ruslan Gadirovich is the curator of the league of "Bolshaya Peremena" clubs in the Kursk region, actively participates in the public life of the school and beyond, conducts actions and flash mobs, provides humanitarian assistance to all those in need, setting the best example for children.

As of June 2024, 6,652 "Bolshaya Peremena" clubs have been opened in Russia in 89 regions of the country.

The involvement of students in activities aimed at the effective transformation and development of their environment, as well as in identifying and encouraging the best teachers, mentors and families, contributes to the comprehensive development of children, the formation of their active lifestyle based on love for the Motherland, patriotism, the desire to learn, learn something new and change the world around them for the better. Educational organizations and additional education organizations are key venues where students spend a significant part of their time, communicate with teachers and students, develop and implement their first projects, meet with friends and like-minded people.

Thus, the study confirms that the "Bolshaya Peremena" clubs are an effective tool for implementing social and professional policy towards youth, contributing to the development of key competencies, social activity and successful employment among adolescents in modern Russian society.

Discussion

The discussion of the study of the activities of the "Bolshaya Peremena" clubs as a tool for youth employment management highlights their importance and effectiveness in developing the socio-economic potential of adolescents and youth in Russia.

Firstly, the "Bolshaya Peremena" clubs create a unique educational and social environment where teenagers not only gain knowledge, but also acquire practical skills in social design, teamwork and leadership. This contributes to the formation of competencies among young people that are in demand in modern society and in the labor market, which is confirmed by the high motivation of participants and successful project implementation cases.

Secondly, the club's program is focused on the development of personal potential and social activity, which corresponds to the state policy on youth support and the development of citizenship. The "Bolshaya Peremena" competition and clubs bring together schoolchildren and students from different regions, creating a wide network of interaction and exchange of experience, which enhances the effect of socialization and professional self-determination.

The third important area of discussion is the support and recognition of participants from the state and partners. Financial grants, educational opportunities, scholarships and additional points for admission to universities encourage young people to actively participate and develop their projects, which increases the social significance and sustainability of initiatives.

However, the discussion also highlights the need for constant updating of the content of programs and methodologies in order to meet the rapidly changing demands of the labor market and technological progress. It is important to maintain a balance between the use of digital tools and the development of critical thinking in order to avoid excessive dependence on technology.

In addition, the successful implementation of the program requires the active involvement of teachers, mentors, parents and local communities, which ensures an integrated approach to youth development and creates conditions for the sustainable development of projects.

In general, the study confirms that the "Bolshaya Peremena" clubs are an effective tool for implementing social and professional policy in Russia, contributing to the development of key competencies among young people, social activity and successful integration into society and the country's economy. Their activities demonstrate an example of successful cooperation between the state, educational institutions and non-profit organizations in solving urgent problems of youth employment and self-realization.

Conclusion

The study of the activities of the "Bolshaya Peremena" clubs revealed that they are an effective tool for managing youth employment through non-profit organizations, contributing to the implementation of social and professional policies in modern Russia. Clubs create a supportive environment for teenagers to develop key competencies such as social engineering, leadership, teamwork and entrepreneurial skills, which significantly increases their chances of successful integration into the labor market and public life.

The analysis showed that participation in the "Bolshaya Peremena" clubs contributes to the formation of social activity, personal potential and professional self-determination of young people. The club's program, supported by government and corporate partners, ensures the sustainability and scalability of initiatives, which confirms their importance for the system of continuing education and employment.

At the same time, in order to further improve the effectiveness of the clubs, it is necessary to pay attention to the constant updating of educational programs taking into account modern challenges, the development of digital literacy and critical thinking, as well as strengthening interaction between teachers, parents and communities.

Thus, the "Bolshaya Peremena" clubs act not only as a platform for the personal and professional growth of young people, but also as an important element of a comprehensive strategy for the socio-economic development of Russia aimed at supporting and activating the younger generation. Their successful experience can serve as a model for creating similar initiatives in other regions and spheres.

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Не указан.

Рецензия

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Conflict of Interest

None declared.

Review

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