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**Theoretical aspects of the management of social projects**

Abstract

 Social Project - designed by the project proponent innovation, which aims to create, upgrade or maintenance of a changed environment material or spiritual values, which has space-time and resource boundaries and whose impact on people is considered positive in their social value. Modern social engineering - this is one of the most effective ways of development of civil society. Public participation in the decision-making on projects, their adjustment, in preventing arbitrary social decisions of the authorities or individuals - one of the fundamental pillars of social engineering practice in many countries. The inclusion of society in different forms in the design and implementation of social projects significantly increases civic participation of the population.

 Social, cultural life of society remain poorly controlled with the help of law are difficult to administrative influence of the state and non-governmental organizations. In these still underdeveloped in terms of organization of the emerging and new questions, not all of which can and should be resolved within the framework of management. Therefore, social engineering, as well as its variant - the socio-cultural development, is the border area of ​​social knowledge and social activities.

The use of social engineering in the activities of civic associations are increasingly in demand due to the urgent need to modernize economic and social life of our country, the introduction of innovative technologies for management of public processes. The significance of social engineering is determined the increasing role of civil society, public examination and the need to develop inter-sector cooperation structures.

The **project** - a work plans, activities and other tasks aimed at creating a unique product (device, works, services). [1]

**Social Project** - designed by the project proponent innovation, which aims to create, upgrade or maintenance of a changed environment material or spiritual values, which has space-time and resource boundaries and whose impact on people is considered positive in their social value.

**Subjects of social engineering**: individuals, organizations, labor groups, social institutions, specially created project teams. An integral feature of the design of the subject - his social activism.

**Objects of social engineering:**

• a person as an individual company with their needs, interests, values, attitudes, social status, roles in the relationship;

• a variety of elements and subsystems of social structure (social groups, labor groups);

• a variety of public relations (administrative, moral, political, ideological, family and living, interpersonal, aesthetic).

Modern social engineering - this is one of the most effective ways of development of civil society. Public participation in the decision-making on projects, their adjustment, in preventing arbitrary social decisions of the authorities or individuals - one of the fundamental pillars of social engineering practice in many countries. The inclusion of society in different forms in the design and implementation of social projects significantly increases civic participation of the population.

**Types of social projects:**

1) to change the projected nature

1. Innovation (characterized by properties). Task - the introduction of new developments.

2. Restoration or supporting projects solve environmental problems may be directed to the preservation and use of cultural heritage.

2) in the direction of activities

1. Education.

2. Scientific and technical.

3. Cultural.

3) on the specifics of financing

1. Investment.

2. Sponsorship.

3. Credit.

4. Budget.

5. Charity.

4) scale

1. Micro.

2. Small Projects.

3. Mega-projects. [2]

**Social engineering** - scientific-theoretical and practical work at the same time subject to the establishment of development projects of social systems, institutions, social objects, their properties and relations on the basis of social foresight, forecasting and planning social qualities and characteristics that are important social need. Projected modeled and engineered quality and properties of social objects provide the ability to manage social processes and are an expression of a new social, that characterizes the trend of social development. In accordance with this social engineering is related to innovation and social innovation.

Design when moving into the social sphere acquires its own specific features wording object and purpose, the choice of technologies and assess the quality of the result. Social - it's all connected with people. So social engineering drawn to people and the depth characteristic of people associated with their activities, as to the method of the existence of social systems. It is through the activity can affect the needs and abilities, attitudes and institutions, ie, the whole society. Therefore, social engineering - is, first of all, the design of human activities (functions, processes, operations, work, work). Social engineering - is designing social facilities, social qualities, social processes and relationships. In contrast to the design of such facilities, a change which does not take into account the subjective factor in the design of social facilities, this factor should be taken into account. Social engineering is inherently involves certain social changes, these changes reflect receive justification, planned, ie, represent a form of innovation. Innovation - easy upgrade (which is the meaning of the Latin word), it is a conscious activity on the design of new and its application to life, based on a rethinking of previous experience.

Design stages - system techniques, methods, rules, procedures, operations, creating a social project. The most common is the following scheme of social engineering: 1) clarification of the problem (the problem); 2) the social order; 3) social passport; 4) The objectives of the project; 5) The objectives of the project; 6) Forecasting; 7) model; 8) project.

Let's examine each element of the scheme

1. Clarifying the problem. Subject problematic situation (organizational, social) - a kind of social conflict, requiring organizations targeted action to eliminate it, or select one of the possible alternatives for social development.

2. The social order. Order serves as a particular social setting to develop concrete measures to implement the material and spiritual needs of people, resolving contradictions, search for a compromise. Social order is formed on the awareness of the need solve the social problems, without which it is impossible to further the effective functioning and development of community, good progress.

3. Certification of the object - to provide accurate data on the system, process or phenomenon, a description of their states, functioning and development. Passport - a consolidated document, which shows the quantitative and qualitative parameters of the system, affecting the operation and development, analyzed the structure of the elements. In the social passport should provide basic information about the changes of the social structure, providing protection and wages, housing and cultural conditions, and so on. N.

Thus, the social project management technology is a real program of action, which is based on an actual social problem requiring a permit. Its implementation contributes to the improvement of the social situation in a particular region, society, institutions, associations, and the social project - an activity to transform social reality, the result of which is the creation of specific social or cultural products or services that benefit society.

**References**

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