The entrepreneurial orientation of the rural development considers entrepreneurship as the central force of rural growth and development without which other factors are not effective. However, the determination of entrepreneurship as the basic factor of the development by itself will not lead to rural development and the rural enterprises growths. Corresponding surrounding promoting the entrepreneurship development in rural districts is necessary.

The paper focuses on the current determinants in rural entrepreneurship development. The results of investigation in the paper present the analyzing problems of rural entrepreneurship development. The priorities of rural entrepreneurship development have been summarized and specified.

The basic preconditions for creating the institutional surrounding of rural entrepreneurship are highlighted.

**Key words:** rural development, entrepreneurship, programming, mechanism