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THE INFLUENCE OF GENETIC FACTORS ON THE DEVELOPMENT OF UROLITHIASIS IN CHILDHOOD

Abstract: *Urolithiasis is a widespread disease among both adults and children. Children make up 2-5%. Countries such as India, Turkey, Pakistan, Iran, some countries of South Asia, Africa and the northern states of the USA are endemic.*

The incidence of urolithiasis among the children's population of Uzbekistan tends to increase. Thus, according to statistics, over a thousand new cases have been detected annually in the last 5 years. The prevalence of urolithiasis among children is 2-5%. Among boys, the disease is more common - 1:2-1:4 than among girls. This article presents the features of the influence of the genetic factor on the development of urolithiasis

Key words: *urolithiasis, metaphylaxis, genetics, vitamin D, children.*

Language: *Russian English*

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Introduction

Purpose of the article: to study the features of the influence of genetic factors on the development of urolithiasis in childhood

Urolithiasis in children is a serious disease that requires surgical treatment in most cases. Stone formation encourages doctors to resort to surgical, in some cases repeated intervention, which is accompanied by a high level of complications and recurrence and leads to a rapid decrease in kidney function, disability of children. The problem of child disability remains extremely relevant for all civilized countries of the world and is an indicator of the health status of the child population. The search and finding of the causes of stone formation, sparing methods of removing concretions and adequate metaphylaxis are the main directions of modern study of urolithiasis worldwide (5, 8, 11, 18, 32, 42).

The cause of urolithiasis can be detected in 67-92.6% of cases. Currently, there are two groups of factors for the development of urolithiasis: exogenous and endogenous (29, 32, 38, 42, 45).

Exogenous factors include ecology, lifestyle of parents, burdened gynecological history, living in a

hot climate, race, gender and age of the child, eating food rich in animal protein, high-calorie diet, taking medications. Endogenous factors include abnormalities of the structure of the organs of the urinary system, urinary infection, metabolic disorders, heredity and genetic predisposition.

These are factors that have been well studied and are beyond doubt. However, it is important to note that many researchers in recent years have come to the conclusion that genetic predisposition to metabolic disorders associated with the metabolism of stone-forming substances is the main determinant of the development of urolithiasis, while environmental and dietary factors that play an important role in the development of urolithiasis in adults remain insignificant in children.

The hereditary factor of the development of urolithiasis is increasingly widely discussed in modern literature. The family history of the disease can be traced in 46-83% of cases and is least pronounced in European countries (12-33% of cases); in North American children, this indicator is 33-69%, the highest frequency is observed in children from Asian countries (up to 83%). The role of genetic factors in the development of polygenically inherited membranopathies, congenital and acquired enzymopathies, tubulopathies and metabolic nephropathies, as well as some monogenic forms of metabolic disorders of lithogenic substances has been proved (4, 5, 9, 27, 34, 35, 38, 50, 51).

Modern urology has a significant arsenal of methods for ridding most patients of kidney stones and urinary tract. However, removing a stone does not mean getting rid of urolithiasis. That is why the problems of metaphylaxis (prevention of relapse) of urolithiasis are extremely relevant. The treatment of most conditions in which stones form in the urinary organs is currently based primarily on symptoms, not on causes. In this regard, it is relevant to study the distribution of genotypes of polymorphic markers of vitamin D receptor (VDR) genes in children with and without urolithiasis.

A full understanding of the molecular causes of these conditions, including the identification of mutant genes and their gene products, should lead to more rational treatment protocols. Of great importance in the diagnosis of urolithiasis is the identification of the degree of involvement of genetic factors. The results of the study and the literature data showed that the occurrence of metabolic disorders characteristic of urolithiasis is significantly influenced by hereditary predisposition in combination with environmental factors.

The realization of hereditary predisposition to urolithiasis is associated with genetically determined structural and functional features of metabolism, neurohumoral regulation, and local factors. In their epidemiological or clinical studies, foreign scientists note the participation of genetic factors in the occurrence of urolithiasis, which suggests the existence of specific genes responsible for the occurrence of urolithiasis. One of the candidate genes for ICD is the vitamin D receptor gene.

The vitamin D receptor is encoded by the VDR gene, which is characterized by genetic polymorphism, that is, the existence of various allelic variants of this gene in the population. The most significant polymorphisms of the VDR gene involved in the development of diseases were: Bsm I, For I, Tag I. Several studies have established the association of polymorphism of the VDR gene with urolithiasis. Published data demonstrating the significance of the presence of the ApalAA genotype, which determines sensitivity to vitamin D, in the development of calcium stones in the urinary organs. It is also reported that the incidence of HLA B13, B22 and B35 genes in patients with urolithiasis is higher than in healthy individuals.

Studies conducted by a number of foreign scientists have shown that metabolic disorders of phosphorus metabolism lead to hypophosphatemia and often associated hypercalciuria and urolithiasis. This disorder was found to be associated with two different heterozygous mutations in the renal protein transporting sodium phosphate encoded as the NPT2*a* gene. Each of the destroyed genes has been identified. Such disorders were found in patients with recurrent urolithiasis and decreased renal phosphate reabsorption. Interestingly, other genetic forms of urolithiasis associated with hypophosphatemia were established without the presence of mutations in the NPT2*a* gene of the same name. All these disorders have a very high level of the active vitamin D product of the endocrine system, 1,25-dihydroxyvitamin D. Such high levels of 1,25-dihydroxyvitamin D may contribute to a higher than usual efficiency of calcium absorption through the gastrointestinal tract and a decrease in the synthesis and secretion of parathyroid hormone. Such physiological changes in calcium homeostasis speak in favor of hypercalciuria and thus may contribute to the formation of kidney stones.

Despite many population-based molecular genetic studies, the molecular genetic markers of urolithiasis in children are still insufficiently studied. Also, the issues of the choice of diet therapy, as well as the effectiveness of diet therapy, depending on the genetic status of the patient, have not been sufficiently studied. The pharmacogenetic aspects of urolithiasis, such as the choice of pharmacological drugs for conservative treatment and metaphylaxis of urolithiasis, depending on the genetically determined functional features of metabolism, are also insufficiently studied.

The method of predicting the occurrence of urolithiasis, based on the identification of molecular genetic markers based on DNA analysis, has certain and significant advantages. The biochemical method used for these purposes to determine the violation of

mineral metabolism allows, first of all, to diagnose an existing disease, that is, it is effective for a sufficiently long pathological process. Meanwhile, it was found that even in the presence of an obvious disease, biochemical changes are detected only in half — two thirds of the subjects.

The molecular genetic method of predicting the occurrence of urolithiasis makes it possible to identify a predisposition to the disease at any age, almost from the birth of a person, since the genotype of a particular individual does not change during life. In addition, a predisposition to the disease can be established using this method in the absence of any clinical or biochemical manifestations, that is, at the earliest preclinical stage of pathology development. This means that the earlier the presence of a genetic marker is detected, the more reliable and timely measures to prevent the disease will be.

Thus, such seemingly unimportant risk factors as: the environmental situation in the place of direct residence of patients' families, the lifestyle of parents, the burden of the gynecological history of the expectant mother and the nature of intercurrent diseases of the child itself can lead in some cases to the formation of various kinds of abnormalities of the urinary system in children, impaired metabolism of stone-forming substances and the development of a serious disease - urolithiasis.

Children with a family history of urolithiasis, whose mothers during pregnancy and lactation had risk factors for the development of urolithiasis, suffering from urological diseases or diseases accompanied by metabolic disorders of stone-forming substances, from birth need the close attention of specialists to the state of their urinary system. When detecting abnormalities of the urinary system (ureteral stricture, vesicoureteral reflux, ureterocele, etc.) and metabolic disorders of stone-forming substances, a comprehensive approach to treatment is necessary in each case, which requires the interaction of specialists of different profiles (urologists, endocrinologists, gastroenterologists, nutritionists, geneticists, surgeons) (5, 32, 35, 50).

The complexity of studying urolithiasis is a consequence of the diversity of pathophysiological processes. Although the chemical nature of stones has been known for centuries, and it is known that stones are usually well formed, have a crystalline structure, until recently, it is less known why they are formed and how this process occurs.

It is important to note that many researchers in recent years have come to the conclusion that genetic predisposition to metabolic disorders associated with the metabolism of stone-forming substances is the main determinant of the development of urolithiasis, while environmental and dietary factors that play an important role in the development of urolithiasis in adults remain insignificant in children (27, 32, 48).

The study of the role of genetic factors and the deepening of knowledge in the field of molecular mechanisms underlying the formation of urine components, such as calcium, oxalates, cystine and uric acid, will improve the diagnosis, treatment and prevention of urolithiasis in children.

The study of genetic factors will also make it possible to develop therapeutic measures aimed at eliminating the molecular genetic defect, which will further prevent the formation of kidney stones.

In cases of an existing disease, the study of the association of molecular genetic markers with recurrent forms of urolithiasis, as well as the establishment of pharmacogenetic interactions will contribute to a more effective postoperative metaphylaxis of urolithiasis. Reducing the incidence of urolithiasis due to early effective detection of predisposition to it, as well as more effective postoperative metaphylaxis will lead to a significant reduction in material costs for the organization and conduct of therapeutic measures.

Conclusion.

Thus, the main directions of studying urolithiasis all over the world are the search and finding of the causes of stone formation, sparing methods of removing concretions and adequate metaphylaxis. In recent years, the accumulation of knowledge in the field of molecular genetics has made it possible to explain the mechanisms of the development of urolithiasis, which has led to a new era of diagnosis and treatment of stones. In contrast to traditional diagnostic methods, the molecular genetic method of predicting the occurrence of urolithiasis makes it possible to identify a predisposition to the disease at the preclinical stage at any age, practically from the birth of a person, since the genotype of a particular individual does not change during life. The earlier the presence of a genetic marker is detected, the more reliable and timely measures to prevent the disease will be.

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DEVELOPMENT OF A CRITICAL LEVEL OF INDICATIVE INDICATORS FOR DIAGNOSING THE MACROECONOMIC BALANCE OF UZBEKISTAN

Abstract: *This article develops threshold values of indicative indicators for diagnosing the macroeconomic balance of Uzbekistan based on the current criteria for economic security, developed by international organizations, research institutes, foreign and local scientists, by adapting them to the socio-economic conditions of the country's development. In addition, in order to develop a critical level of indicators for assessing the country's macroeconomic balance, the author of this study, by calculating critical values and expert assessment, expanded the composition of economic security indicators by including indicators that indicate a certain degree of deviation from their balance level.*

Key words: *macroeconomic balance, economic security, criterion, threshold indicators, financial stability, degree of balance.*
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Introduction

The desire of Uzbekistan to integrate the world economic system requires it to open the economy, which in turn brings to the fore the policy of ensuring macroeconomic balance, internal and external balance of the country.

One of the main directions of the policy of ensuring macroeconomic balance is the development of a system of indicators for assessing the internal and external balance of the country, which in turn requires the study and formation of threshold values, criteria, as well as norms and standards indicating the limit value of the safe level. It should be noted that the determination of threshold values and their comparison with indicators of the country's macroeconomic equilibrium will allow the development of a state policy to regulate the balanced development of the economy, eliminate internal and external risk factors, as well as the conditions and causes of destabilization of the national economy.

It should be emphasized that the security resulting from the destruction of the macroeconomic balance is characterized by the undermining of economic relations in the field of economic, social and environmental development, as a result of which there is a decrease in economic growth, the collapse of the financial system, a budget deficit, inflation, a collapse in the exchange rate of the national currency, an increase in unemployment and a decrease in the level of life of the population, etc.

Methodological issues of the study of the formation of threshold values. The strategic approach to ensure macroeconomic balance is formed on the basis of threshold values (criteria) and a system of indicators for assessing the country's balanced development, which requires their development in this study. “Special attention deserves the values of their threshold values, which are quantitative indicators of the maximum permissible values from the standpoint of observing national interests” [19, p. 277].

Many scientists, experts in economic security note the difficulty of defining norms, standards, thresholds and economic criteria in general. “The difficulty lies in the fact that the development of

quantitative parameters of threshold values is not always amenable to purely calculation methods, using official statistics. We have to resort to methods of analogy with other countries or periods in the country under study, methods of expert assessments" [2, p.2837].

In the monograph, where the methodological approaches to the formation of threshold indicators are deeply studied, it is emphasized that "the main approaches to research based on expert assessment are chosen ... the use of empirical methods - the analysis of statistical data and the choice of the base year for the minimum reference point, which showed the minimum values, the worst in terms of indicators the resulting critical situation of the country in the sphere of national security" [30, p.16-17].

Adhering to the ideas presented above, in order to form threshold values for indicators of the level of balance, we borrowed the criteria, norms and standards developed by research institutes, international organizations or individual scientists and operating in world practice in assessing the macroeconomic balance and security of the country. In addition, in the absence of criteria for certain indicators, we used in the form of norms - world averages or data from developing countries as threshold values

It should be especially noted that the criteria and indicators of macroeconomic equilibrium are intertwined with threshold values and indicators of the country's economic security. Rather, they are part of the indicators and threshold values of economic security developed at the macroeconomic level, reflecting the stability of the national economy to external and internal threats and risks, along with conditionally grouped threshold indicators at the meso and microeconomic levels, set out by Uzbek scientists A.F. Rasulev and D.V. Trostyansky based on the world practice of forming normative values [19, p. 277].

Criteria for ensuring the macroeconomic balance of the country. The criteria for macroeconomic equilibrium of Uzbekistan, in our opinion, are:

- ensuring macroeconomic balance of resources and their use, aggregate demand and aggregate supply, balance of SNA macro proportions;
- the ability of the economy to function in a mode of consistent and longer expansion of production and balanced consumption;
- ensuring an acceptable level of inflation and monetization of the national economy, changing the exchange rate of the national currency against foreign currencies, and the stability of the financial system as a whole;
- balance of foreign trade, reduction of economic dependence on imports, ensuring the country's competitiveness in the world market;
- availability of the country's capacity to repay internal and external debt, coordinate and regulate financial resources, borrowed resources and the consolidated and state budget to ensure balance
- flexibility of state regulation in the presence of a relatively high level of poverty, unemployment and differentiation of incomes of the population and other indicators of the social stability of society;
- the capacity of the state to manage the socio-economic development of society using various mechanisms for regulating macroeconomic balance with the priority of market levers.

Threshold indicators (criteria) of the macroeconomic balance of the country are the limiting values, ignoring or not taking into account which prevents the normal functioning of reproductive processes in the national economy, and, accordingly, will negatively affect the socio-economic development of society. Also, the macroeconomic equilibrium criteria are a tool for system analysis and forecasting, as well as indicative planning of the country's strategic development through the prism of determining national interests in the world economy.

Threshold values of indicators of macroeconomic equilibrium allow us to determine the limiting boundaries of the equilibrium state of the national economy. The ideal level of the equilibrium state of the domestic economy is observed when the values of macroeconomic equilibrium indicators are balanced or are within the acceptable level. When the value of macroeconomic equilibrium indicators exceeds the limit, the domestic economy is in a dangerous zone, which is fraught with a crisis in the financial and economic system and social upheavals in society.

In connection with the previous view, it should also be noted that there is a division of opinion among economists on the definition of dangerous and safe zones of normal functioning (equilibrium state) of the national economy. Some believe that it is enough to divide into dangerous and safe zones [23, p. 41-50]. Along with this, there are selections of threshold values for the upper and lower boundaries [1, p. 45]. There are also approaches to dividing the zones of normal functioning of the national economy into several groups (prosperous, pre-crisis and crisis) [13].

The development of a critical level of indicative indicators for diagnosing the macroeconomic balance of Uzbekistan initially requires the development of indicators for the balanced development of the national economy.

The system of indicators for ensuring the macroeconomic balance of the country. Indicators of macroeconomic equilibrium for which threshold (criteria) values should be developed, in our opinion, should be divided into the following groups:

- macroeconomic indicators of equilibrium (balanced, sustainable) development;

- a system of indicators of the country's financial stability;

- a group of indicators of foreign economic activity (including foreign trade);

- macroeconomic indicators characterizing the social development of society.

Analysis and development of a critical level of indicators for ensuring macroeconomic balance based on foreign experience of the countries of the world. The volume of gross domestic product and economic growth are considered as the main indicators of macroeconomic equilibrium in studies in the field of economics [9].

The first indicator shows the level of economic development, determines the volume (value) of the produced social (gross domestic product) product, and its per capita value, shows the quality of life of people, since this indicator is directly proportional to the monetary income of the population. In addition, this indicator shows the level of economic activity of citizens who, on average, earn more and work more productively, with a high value of this indicator.

It should also be noted that we consider GDP per capita as a macroeconomic indicator that characterizes the social development of society. To calculate the coefficient of balanced development of the population, as a basis for calculation, as a criterion, we chose the upper threshold value of incomes of countries below the average level, which was established by the International Bank for Reconstruction and Development in the period from June 30, 2010 to the corresponding period of 2020 and fluctuated between $ 3,945 .US to 4045 US dollars [15].

The second indicator, i.e., economic growth, on the one hand, shows an increase in the aggregate national production developed on the basis of the country's existing economic potential, as a result of the socio-economic system, on the other hand, it indicates an increase (or decrease) in the living standards of the country's households through improvements (deteriorations) in the GDP per capita growth rate indicator in dynamics.

In the economic literature, various values are presented as a threshold indicator of economic growth. Russian teachings of V.V. Krivorotov, A.V. Kalina, I.S. Belik believe that “for a normally developing economy, the threshold values for GDP growth are at least 1.5–4%.

When carrying out radical reforms, this indicator can be reduced to 0.5–1.5%, although the duration of such a period should not exceed 2–3 years” [12, p. 896]. A.S. Molchan, K.O. Ternavshchenko and E.V. Lekhman in the textbook "Theory and practice of economic security of foreign economic activity" presented a threshold indicator of economic growth at the regional level in the form of a GRP growth rate of 110-112% [13, p. 149 p.]. VC. Senchagov and S.N. Mityakov as the lower limit of the economic growth criteria presented the average annual GDP growth rate of at least 6% [23, p. 42].

In the concept of the development strategy of the Republic of Uzbekistan until 2035, in the scenario of the country's dynamic development, the GDP growth rate until 2035 on an average annual basis is 6.4% [34]. Taking into account the fact that the actual data of the near past on the country's growth rate and the need to double Uzbekistan's GDP in the near future, it is advisable to set the threshold for economic growth at 6%.

It is well known that in order to stimulate the development of national production of goods and services, a relatively low level of inflation is required, in the order of up to 3% per year. However, rising prices at higher rates are detrimental to the national economy, in the form of a depreciation of deposits, securities, loans, account balances and savings in general, a depreciation of the national currency, a fall in profitability and the country's gross domestic product, a decrease in income, a fall in demand, purchasing power of households and living standards of the population and other consequences. In this regard, it is necessary to monitor, analyze the dynamics of price changes in various markets of the national economy in comparison with the norm or critical values, which requires the development of inflation thresholds.

Stopping by the criterion of the level of inflation, it should be noted that in the study of Russian scientists R.V. Dronova and A.V. Pavlov developed a threshold level in the order of 20% [8]. Despite the fact that the article “Assessment of the critical values of indicators of the state of the Russian society and their use in the management of socio-economic development” was published earlier than the previous study, it presents a 15% level as the critical value of inflation [7, p. 22-41]. At the same time, in the article “Threshold values of indicative indicators for diagnosing the economic security of the Russian Federation at the present stage”, a group of Russian scientists present the required level (criterion) of inflation in the range of at least 0% and no more than 6% [12, p. 897].

The studies of various scientists on the threshold value of the inflation rate are presented in the note “Reducing inflation should not be the main goal of the economic policy of the Russian government” by Academician of the Russian Academy of Sciences, Doctor of Economics V.M. Polterovich to the Government of the Russian Federation. In this note, V.M. Polterovich refers to Romer where, scientists are divided into two groups based on their views on the need for public policy to fight inflation: “the first group considers inflation to be destructive and believes that policy should focus on fighting inflation and not pay attention to other goals ; the second group believes that very low inflation is of little benefit or even detrimental, and believes that policies should be

aimed at keeping inflation at a low or moderate average level, but should also take into account other goals. The opinions of members of this group about the level of inflation to which policy should be guided, as a rule, vary from a few percent to 10%. (Romer (2001), pp. 523-524) [18].

A. Sepehri and S. Moshiri determined the threshold level of inflation for each group of countries in accordance with the classification of the World Bank. According to a study by A. Seperi and S. Moshiri, the threshold annual inflation rate for low income countries was 11% -16%, for lower middle income countries 15% -21% , and for countries with incomes above the middle level 4%-5%, respectively [32, pp.191-207].

In a study by other scientists, moderate inflation was used as a criterion (threshold value) for the level of inflation for developing countries, which means an annual price increase of up to 10%, which we chose as a standard value [31.].

It is important to emphasize that the Decree of the President of the Republic of Uzbekistan dated November 18, 2019 “On improving monetary policy with a phased transition to inflation targeting” UP-5877, in order to ensure macroeconomic stability, sets a goal to reduce inflation to 10% in 2021. As an indicator of balanced price growth in the domestic market of Uzbekistan, we have chosen an indicator - the consumer price index and calculated the coefficient of deviation from the threshold value of the inflation rate.

One of the conditions for ensuring macroeconomic balance, as well as long-term economic development, is to increase the level of monetization of the economy, along with the achievement of relatively moderate inflation in the national economy as the per capita income of the country rises. In the textbook, prepared by a team of authors from the Institute of Economics of the Russian Academy of Sciences, the Council for the Study of Productive Forces of the Ministry of Economic Development of Russia under the guidance of V.K. Senchagov presents threshold values for the monetization of the economy in the order of 50% of GDP [30].

Academician of the Russian Academy of Sciences S.Yu. Glazyev and Professor V.V. Lokosov, considering the state of development of the Russian financial and credit system, emphasize that “the total amount of monetization of the economy throughout the post-Soviet years remains significantly below the critical level necessary to ensure the normal circulation of capital, estimated by experts at 50% of GDP” [7].

In later studies by Russian scientists on ensuring the economic equilibrium (security) of the country, the threshold values for the monetization of the economy are presented in the order of 60% of GDP [12, p. 897]. This indicates that the time interval in the development of the national economy and the world community as a whole has an impact on the formation of threshold indicators.

Along with this, it should be noted that in the scientific work of an applied nature, studied by Armenian scientists E.M. Sandoyan, L.M. Akopyan, the level of monetization of the economy calculated (coefficient of monetization, based on WDI, 2007) for the M2 aggregate for countries with lower middle income which includes Uzbekistan (over the past 12 years) averaged 43.7% [22].

A.E. Kaptagaeva in the article “The dynamics of the level of monetization as an indicator of changes in money circulation in the Kyrgyz Republic” presents the calculated data of the monetization coefficient (calculated on the basis of the M2 indicator, based on WDI, 2010) for states with an income below the average level in the order of 0.49 or 49%, which indicates a gradual increase in the level of monetization of the economies of developing countries [10].

Along with this, it should be noted that the Uzbek economist B. Rakhimov presented data on the monetization of the economy at the level of 25% of the country's GDP, i.e., two times lower than the criterion of Russian scientists, the establishment of which is justified by the current situation in the development of the monetary system Uzbekistan [20, p.11].

In the review of anti-crisis measures and directions for further improvement of state policy, data are presented on the level of monetization of the economy of Uzbekistan and developing countries for 2000-2018. “The level of monetization on average for 75 developing countries comparable to Uzbekistan in terms of economy and population increased from 50% in 2000 to 95-100% in 2018. At the same time, the level of monetization of Uzbekistan during these years fluctuated within 10–25%” [17, p. 45].

Based on the above review of the threshold level and an analytical analysis of the dynamics of changes in the coefficient of monetization of developing countries, in our opinion, it is advisable to set the criterion for monetization of the economy for Uzbekistan at the current level of development at the level of 50% of the country's GDP.

The unemployment rate is one of the key indicators for determining the country's macroeconomic balance. In world practice, various approaches are used to calculate the unemployment rate, which does not allow their comparison across countries of the world. In this regard, the International Labor Organization (ILO) has developed a unified accounting and calculation methodology to eliminate errors (differences) in calculating the values of the unemployment index.

VC. Senchagov, S.N. Mityakov, assessing the country's economic security during crises, notes that “the unemployment rate according to the ILO

methodology is one of the key factors that determines the threat to the country's economic security in the social sphere. The threshold value of this indicator in the system of indicators of Russia's economic security is no more than 4%" [24, p.45].

In the article by Russian scientists "On the issue of indicators of national economic security: historical and modern aspects", the unemployment threshold is presented at the level of 5% of the economically active population, calculated according to the methodology of the ILO [2].

The threshold unemployment rate according to Glazyev should be 7% [5, p. 187], according to V.V. Krivorotova, A.V. Kalina, I.S. Belik -8% [12, p.896], A.S. Molchana, K.O. Ternavshchenko, E.V. Lekhman - 10% [13, p.149], which indicates the lack of consensus on this issue and this aggravates our work on developing a critical value.

If you look at the formation of empirical data, it is necessary to indicate that the global unemployment rate for 2020 was 6.47%, an increase of 1.1 percentage points. compared to 2019, which would be worth taking as a basis for the threshold value [33]. However, the current state of development of the economy of Uzbekistan in terms of unemployment is ahead of the world average and is included in the group of countries with the highest share of the unemployed part of the economically active population. A very solid share of the able-bodied part of the population is in labor migration abroad. "According to unofficial estimates, unemployment in Uzbekistan can reach 35%, that is, every third citizen of the working age of the Republic is unemployed" [34].

The Scientific Center for Employment and Labor Protection of the Ministry of Employment and Labor Relations of the Republic of Uzbekistan presented actual data (based on a survey in December 2019) on the unemployment rate in 2019, which, excluding external labor migration, amounted to about 9% of the economically active population. The unemployment rate among youth (aged 16–30 years) and women in Uzbekistan in 2019 is 15 and 12.8%, respectively [14].

At the same time, it should be noted that in the General Agreement on socio-economic issues for 2020-2022 drawn up between the Cabinet of Ministers of the Republic of Uzbekistan, the Confederation of Employers of Uzbekistan and the Council of the Federation of Trade Unions of Uzbekistan, a clause was introduced to prevent the unemployment rate from exceeding 5% of the economically active population (according to the ILO methodology), improving vocational training and retraining of unemployed citizens, developing a network of short-term innovative courses for teaching relevant professions [4].

In connection with the above empirical data and threshold indicators, the most relevant and most accurate value of the criterion for the unemployment rate is the standards developed in the conditions of Uzbekistan by scientists Khasan and Murod Abulkasymov in the order of 8% [1, p.45].

It is well known that in order to achieve sustainable economic growth and restructuring of the economy, along with other factors, it is necessary to finance investments in fixed assets. M.S. Syupova and N.A. Bondarenko in a jointly written article, as a threshold indicator of investment in fixed assets, represent a value of at least 25% of the gross regional product, which is equivalent at the macroeconomic level relative to the gross domestic product [25].

There is also a representation of the criteria for investing in the national economy purely at the macroeconomic level. S.Yu. Glazyev to bring the Russian economy to the trajectory of advanced development "assumes an increase in the rate of accumulation to 40% of GDP with the concentration of investments in the breakthrough areas of the new technological order" [6, p.44].

I.P. Saveliev and A.V. Kalina, as well as the rate of investment in the national economy, presented the criterion of at least 40% of the gross domestic product based on world experience [21, p. 17].

Our calculations to determine the required level of investment to achieve a double GDP (from 2017 to 2030) according to the strategy of social and economic development of Uzbekistan until 2030 also showed that it is necessary to maintain a 40% level of financing of fixed capital relative to the gross domestic product of Uzbekistan.

As a threshold value for the degree of involvement of resources in the shadow sector, we took as a basis the critical level of the spread of the shadow economy on a scale of 40 to 50% of GDP, developed by Russian scientists V.V. Krivorotov, A.V. Kalina, N.D. Eriashvili [26] and P. Orekhovsky [16]. According to their opinion, "at this point, the shadow economy subjugates all spheres of society, and the line between the official and the shadow economy becomes invisible."

Among the indicators of the country's financial stability, a special place is given to indicators characterizing external and internal debt. These indicators characterize the accumulated obligations of the country to internal and external actors. The threshold criteria for the country's external debt in many economic publications are presented at the lowest and highest levels. For example, the critical value of external debt relative to the country's GDP is set at a level of at least 25% by scientists V.V. Krivorotov, A.V. Kalina, I.S. Belik [16, p. 897], no more than 60% of V.K. Senchagov and S.N. Mityakov [24, p. 45]. The threshold value of the volume of total domestic debt relative to the country's GDP is presented by S.Yu. Glazyev and V.V. Lokosov in a joint article "assessment of the critical values of indicators of the state of the Russian society and their use in the management of socio-economic

development" in the order of not more than 60% [7, p. 39].

It should be noted that in economic science there is a view that the more the national economy is integrated into the world economy, the more it demonstrates economic growth in the long term. From the point of view of the external equilibrium development of the national economy, the volume of exports and imports should be balanced. If one deviates from the second, the excess of exports over imports is approved, leading to the accumulation of foreign exchange. And the opposite situation, i.e., a long-term excess of imports from the country's exports leads to an increase in public debt, which is fraught with a default in the future.

Scientists A.S. Molchan, K.O. Ternavshchenko, E.V. Lekhman note that "import and export quotas do not have a specific norm" [13, p. 150]. At the same time, there are interpretations in economic studies, where the balance of the foreign trade balance should not be less than 4% and not more than 8% relative to the country's GDP [23, p. 42].

Comparison of current payments on external debt to gross exports will provide us with the opportunity to identify a certain part (share) of foreign exchange earnings aimed at repaying the country's debt. The threshold value of the ratio of the cost of servicing the state external debt to the annual volume of exports of goods and services developed by Russian scientists is presented in the order of -15% [12, p. 897], and by Ukrainian economists at the level of -70% [27, p. 488].

Along with these, there are threshold values proposed by the International Monetary Fund for the ratio of external debt payment to gross exports, which is 15-20-25%, which means "low - medium - high risk [3].

Ensuring the budget balance is an important component of ensuring macroeconomic balance. However, in world practice, there is often an excess of public spending over budget revenues, which led to significant problems (inflation, growth of public debt, the problem of debt service and interest on them, and others) and subsequently to the development of threshold values for them. In the studies of scientists, the threshold budget deficit relative to the country's GDP varies at the level of 3-4% [23, p.42].

Threshold values developed by Ukrainian scientists S.I. Yuriy (S.I. Yurya), V.M. Fedosova in terms of the level of expenditures on servicing external and domestic public debt relative to the total volume of state budget expenditures, have overestimated values relative to the critical indicators developed by Russian specialists, which are presented at the level of no more than 20% and 25%, respectively [27, p. 488].

The threshold value "the ratio of the current need for budgetary funds for servicing internal and external public debt to the expenditure side of the consolidated budget" was developed by Russian scientists in the order of 20% [12, p.897]. Although there are separate approaches of Russian economists where, the threshold value of the share of expenses for servicing purely external public debt relative to the total volume of state budget expenditures is presented at the level of 20% [7, p.33].

External debt payments must also be covered by highly liquid foreign assets held by the Central Bank of the country. The indicator of the ratio of international reserves to payments on external debt shows the ability of the state to service payments on external debt in the current year at the expense of reserve assets. The threshold values (criterion) established by the Accounts Chamber of the Russian Federation (for analytical purposes) for the coverage ratio of the annual amount of payments on accumulated external debt in accordance with the schedule (principal debt and interest) by international (gold and foreign exchange) reserves is at least 100% [3]. This makes it possible to repay the public debt in a timely manner, and in the event of a crisis, to purchase imported goods in the amount of at least a six-month supply [24, p.45].

In the group of criteria for indicators of ensuring the macroeconomic balance of the country, we included threshold values that indicate a certain degree of deviation of indicators from their balance level (Table 1).

Table 1. Threshold values of indicators for ensuring the macroeconomic balance of the country*

№	Indicators	Critical (threshold) indicators	Note
1.	Degree of deviation from the balance level of aggregate demand and aggregate supply, in %	Not more than 1%	
2.	Degree of balance between final demand and final supply, in %	Not more than 1%	
3.	Economic growth rates, in %	Not less than 6 %	
4.	Ratio of GDP per capita to the average (GDP per capita) of countries below the average	50%	Upper income threshold for lower middle countries ($3945-4045)

5.	Investments, in % of GDP	Not less than 40%	To achieve a new technological order
6.	Deviation of domestic savings from gross capital formation (investment)	5% to GDP	
7.	Inflation rate, in %	Not more than 10%	High risk
8.	The level of monetization of the economy, in %	50% to GDP	Ratio of M2 money supply to GDP
9.	Unemployment rate, in %	8%	High risk area
10.	The scale of the shadow economy, in % of GDP	50%	Critical Level
11.	The degree of balance between exports and imports	Not less than 4 % and not more than 8% of GDP	Low Risk Zone Critical Level
12.	Domestic debt to GDP, in %	Not more than 25%	Critical Level
13.	External debt to GDP, in %	Not more than 60%	High risk area
14.	The ratio of expenditures on servicing the state external debt to the annual volume of exports of goods and services	Not more than 25%	High risk (IMF)
15.	Consolidated budget deficit relative to GDP, in %	Not more than 4%	
16.	The ratio of the current need for budgetary funds for servicing internal and external public debt to the expenditure side of the consolidated budget, in %	20%	
17	The ratio of international reserves to external debt payments	100%	The criterion established by the Accounts Chamber of Russia
*Developed by the author.			

For example, the degree of deviation from the balance level of aggregate demand and aggregate supply, final demand and final supply. In the world practice of analytical studies, the degree of deviation of aggregate demand and aggregate supply is 1%, which we adopted as the threshold value of fluctuations from the balance level [28].

The balance of domestic savings and gross capital formation is the ideal position for achieving the country's macroeconomic balance. The negative deviation of domestic savings from gross capital formation in economic science is considered as a shortage of domestic capital investments to finance current investment projects.

The ratio of domestic savings to gross capital formation will show the level of deviation of the missing or leading domestic investments of the country. The threshold value of the deviation of domestic savings from gross capital formation should be no more than 5% of GDP, the accumulated excess of which over a long period increases the external debt and, accordingly, can place the country in a high-risk zone.

It should be noted that the developed threshold values, along with the system of indicators for ensuring the macroeconomic balance of the country, serve as the basis for assessing the level of balance of the national economy, which requires the calculation of the values of the indicators and their summary based on the chosen statistical and analytical method.

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METHODOLOGICAL ASPECTS OF STABILIZING THE ACTIVITIES OF MANUFACTURERS OF PRODUCTS THAT HAVE PRIORITIES AND PREFERENCES AMONG CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: *in the article, the authors, on the basis of their research, formulated the so-called "recipes" for creating conditions under which shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District would be able to manufacture competitive and demanded products. Such a solution is possible if the heads of enterprises and regional branches of government of these regions combine their efforts through the use of innovative technological processes based on universal and multifunctional equipment, which will provide production with mobility, flexibility and the ability to maneuver the price of products that will be in demand not only in domestic markets with volatile demand, but also in demand abroad.*

Key words: *quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis, team, success.*

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Introduction

Such a transformation about the quality problem, despite all its conventionality, is not so harmless for objectivity in understanding. Even such a wonderful

thinker as G. Hegel sinned, willingly or unwillingly substituting opponents, so that it would be more convenient to criticize them. The quality is "written by nature" to be at all times in the epicenter of scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposing the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality or "on your mind" or "implied". From the relationship in the dynamics of these projections of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production.

The quality of an activity is the final criterion of its individual, collective and national status. It is in the quality that the energy of creation is accumulated. The quality of activity indicates how much we have penetrated into the essence of things, learned to manage things, change their properties, form, forcing them to serve a person, without significant damage to nature. Quality allows us to see the person himself from new perspectives, to pay tribute to his talent, will, and professionalism. Research carried out under the UN Development Program has made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. The quality-oriented strategy is undoubtedly promotes an increase in the very role of the subjective factor in the development of production, and a more complete all-round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to abolish, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Learning about nature, we discover its qualities, state of quality, levels of quality, embodying new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. The main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning, not focused on such goods and services for which the market is in demand ". Try to argue with him. Production during the transition from industrial to post-industrial mass consumption society is thought of as a function of the market. The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer, but wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products. The queue is for the manufacturer, who must lock in his mind "greed" and "deadly sin" in order to burn out greed. Prominent economists unequivocally declare that the improvement in the quality of goods is not causally related to the rise in prices. Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing must improve, which does not mean becoming more costly. And I would also like to draw your attention to one phenomenon that usually escapes in the troubled bustle of the economy - the historicity of the economy. The economy has not always been the way we perceive it now and will not remain forever. Economic life changes in time, which forces us to tune in not its changing being. The modern economy is built on a market foundation, when the laws of the market dictate their rules to it. Profit is in the foreground, competition, efficiency, unity of command. How long will this continue? The symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, which aggressively squeezes the social sphere to the sidelines, is incompatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to deploy the economy as a front for social security and fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the

fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and on the environmental friendliness of their production. It will require a new look at core concepts. The philosophy of quality will also change. We must be ready for the coming events. It will require a new look at core concepts. The philosophy of quality will also change. We must be ready for the coming events. It will require a new look at core concepts. The philosophy of quality will also change. We must be ready for the coming events.

Main part

The nature of the new competition in the modern world economy, caused by the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025. In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country.

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. The increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

Today, in the volume of sales of light industry goods on the Russian market, only 23.2% falls on the share of domestic manufacturers, on official imports - 27.1%, and the remaining 49.7% are goods of shadow production or illegally imported into the territory of Russia, mainly Chinese. and Turkish production. Almost 650 billion rubles are being withdrawn from taxes. Thus, the Russian market for light industry products is semi-criminal in nature. "Competing" with smuggled and counterfeit products, Russian manufacturers today are deliberately in a losing position.

Russian producers are almost completely ousted from the cheap sector of the market, and the supplied cheap imported goods, which are successfully sold by trade, are not always safe for human health. In general, the contribution of light industry to industrial production in Russia has decreased since 1990 by more than 10 times and today is just over 1%. Hundreds of enterprises went bankrupt and ceased to exist, including city-forming ones, on which the fate of small towns depends. If the prevailing trends in the industry continue, according to international experts, in 5-10 years the Russian light industry may cease to exist.

More than 80% of those working in the light industry are women. During the period from 1990 to 2020, the number of workers employed in light production decreased from 1,932 thousand people. up to 202.3 thousand people The age structure of the labor contingent is extremely unfavorable.

The level of wages in the light industry is still significantly lower (almost 2 times) than the average wages in the manufacturing industries and amounts to a little more than 6,300 rubles per month. This gives rise to a whole tangle of social and industrial problems. Their solution is hindered by the tense financial and economic situation of the industry's enterprises. The profit of enterprises, light industry in 2020 decreased by 29.3% and amounted to 2.933 billion rubles, the loss increased by 56.3%.

In addition, the share of wages, with its minimum absolute value, in the cost of light industry products is quite large, and a simple increase in wages will cause a radical decrease in the competitiveness of products.

A common problem of light industry enterprises is the use of morally and physically obsolete technological equipment. According to Rosstat, at the beginning of 2021 the share of equipment operated up to 5 years was 1.8%, 6-10 years - 33.5%, 11-20 years - 55.0%, over 20 years - 9.7% ... This not only prevents the production of a modern range of competitive products, but also leads to unsatisfactory working conditions and increased industrial injuries. It is impossible to correct the situation without a radical technological re-equipment of the industry and

tightening state control over the observance of legislation in the field of labor protection.

Of course, the decisive factor in relation to light industry is the competitiveness of products in the context of virtually global competition in all markets. In order not to disappear, Russian companies must take into account and fit into the global trends in the development of light industry, namely:

– unbundling of enterprises and the predominance in the structure of production of small enterprises with up to 300 people, capable of quickly responding to market demands;

– unification of industry enterprises into holdings with a closed production cycle, associations and unions that develop common approaches to solving industry problems;

– orientation of the light industry to the tastes and needs of specific segments of the population, the age of consumers, climatic conditions, etc.

As the analysis shows, in fact, the only way to solve both economic and social problems associated with light industry, including improving the standard of living and social protection of its workers, is the accelerated modernization of the industry and the infrastructures that support it.

An increase in the standard of living and social protection of workers in the light industry should be based on the innovative development of the industry, through the introduction of highly efficient technological equipment into production, which allows saving labor, material and energy costs. The second direction of development is to increase the efficiency of the results of the work of light industry enterprises, which can be achieved through the use of more efficient technological processes, including through "horizontal" and "vertical" cooperation and integration of enterprises.

A balanced increase in the level of wages is possible only with an increase in labor productivity and an improvement in the quality of materials and products, which will make it possible to bring its average level to 20.0 thousand rubles. Thus, the modernization of the enterprise will increase the productivity of equipment and labor by 2.5 - 3 times.

In addition, the replacement of outdated equipment will lead not only to an increase in labor productivity, but also to an increase in production automation, ultimately to a decrease in the intensity and monotony of labor, which will positively affect the health and motivation of workers in the industry.

A positive factor and feature of the light industry is the quick return on investment. The high mobility of production and the technological capabilities of enterprises allow a quick change in the range of products produced and not reduce the volume of its output and, consequently, the volume of sales and tax deductions in the event of changes in market conditions associated with seasonal changes in demand and changes in fashion. The turnover in the industry, despite the actual absence of wholesale trade, occurs 2-4 times a year. The large share of final products sold in the retail network provides a quick return on investment, which makes it possible to effectively use borrowed and subsidized funds. Each additional 100 million rubles of working capital provides an increase in production volume for the year in the amount of 350-500 million.

Light industry is one of the most natural spheres for the establishment and development of small businesses. Small businesses today are concentrated in the retail area. Meanwhile, as world practice shows, the margin of safety of private entrepreneurial activity cannot be based solely on trade. Sewing and shoe manufacturing can be effectively organized with fewer than 100 employees and very modest start-up investments.

In our Russian conditions, the gap in the prices of producers and sellers of certain groups of light industry products diverges several times (from 2 to 4 times). Thus, not only the consumer suffers due to the increase in prices, but all the profits obtained mainly remain in trade, while the producers, working at the lower limit of profitability, do not have the funds to develop production and increase competitiveness.their products. This discriminatory distribution of profits leads to a monopoly of sellers and seriously hinders the development of the domestic processing industry.

The Ministry of Economic Development and Trade of the Russian Federation developed and adopted the Concept of Long-Term Socio-Economic Development of Russia until 2025, but unfortunately, in the document prepared by the Ministry of Economic Development and Trade of the Russian Federation, along with many serious studies, there is no integral concept of state policy aimed at developing the country's industry, which would ensure Russia's breakthrough into the number of highly developed post-industrial powers and a decent standard of living for the population. This is possible if the components of Russia's development strategy until 2025 are implemented, namely:

– to develop and legislatively consolidate the foundations of an effective state industrial policy as a system of agreed goals, priorities and actions of state bodies, business and science to improve the efficiency of industry, ensure high competitiveness of products, goods and services and a steady growth of production. In its formation, provide for outrunning growth in all sectors of high-tech products with an increase in its share in the total volume of industrial production by 2025 at least 50%, equality of subjects of industrial policy, guarantees of property rights;

– by ensuring the implementation of special measures to support priority high-tech industries (growth points) such as the aviation industry and engine building, rocket and space, radio-electronic, shipbuilding, nuclear energy, information and

communication, create conditions for the effective development of the entire industry of Russia. In order to increase the volume of investments, create economic and legal prerequisites for the introduction and use of high technologies and new materials, primarily developed in Russia: to legislatively consolidate the foundations of the national innovation system in the Russian Federation; to establish a multiplier for R&D expenses included in the cost price; reduce VAT to 12%; to exempt from taxation the profits of enterprises invested in production; to create institutions for long-term crediting of modernization and technical re-equipment of industry at a low interest rate; to improve the system of VAT administration, to change the procedure and terms for paying taxes to replenish their own working capital by industrial enterprises; to make the transition to a differentiated tax rate for the extraction of minerals depending on natural conditions, the degree of depletion of deposits, etc .; to develop a competitive environment, develop and implement measures to combat price monopoly, to stabilize tariffs for the services of natural monopolies, prepare and adopt a federal law "On Pricing and Tariff Policy"; to promote the creation and promotion of domestic national, regional and corporate brands of domestic products; in order to create competitive products, ensure the introduction of quality systems, promote the implementation of programs aimed at identifying, independent assessment of the quality and promotion of domestic products, intensify work on standardization, including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively secure the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country; including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively secure the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country; including the cost of research in this area to develop new and adjust existing national standards; to create conditions for the massive introduction of advanced technologies and equipment, to normatively fix the transition from the conciliation regime to the declarative one in most cases, with the exception of those necessary to ensure the safety of citizens and the country;

– Considering that mechanical engineering is a backbone complex, ensure its modernization and restoration of the technological basis of the national mechanical engineering complex - machine-tool industry in a short time. To this end, use both domestic developments and the purchase of foreign equipment and technologies, using the international division of labor, and use the leasing mechanism more broadly. In addition to general measures to support industry, it is necessary to additionally prepare and adopt a state strategy for the development of the machine tool industry for the period up to 2025, including the implementation of special targeted programs aimed at financing promising scientific developments; modify the size and procedure for levying customs duties to stimulate the import of the latest technological equipment while promoting the revival of domestic production of such equipment, in particular, abolish customs duties and VAT on the import of new imported technological equipment not produced in the country; to develop and adopt a set of special measures to provide mechanical engineering and machine-tool building with scientific and engineering personnel, highly qualified workers, especially in the field of scientific research and applied developments, to form a system of employment of young specialists; develop and adopt amendments to the Tax Code (Chapter 25), establishing regimes of accelerated depreciation and preferences (premiums), allowing the amortization of the active part of fixed assets in the amount, exceeding their book value; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; to take measures to stimulate the system of state and commercial leasing of technological equipment for the purpose of technical re-equipment of the engineering industries; to consider the possibility of a preliminary 100% payment from the federal budget for the cost of deliveries to enterprises of unique imported equipment, including on a lease basis, necessary for the purposes of technical re-

equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises; necessary for the purposes of technical re-equipment of machine building and machine tool building; to introduce into practice the conduct of a systematic all-Russian census of metalworking equipment, which will make it possible to have objective data on the state of the machine tool park of machine-building enterprises;

– to develop and implement a set of measures to solve the problem of a lack of qualified personnel in industry, to improve the quality of training in higher educational institutions, to provide young specialists with housing on preferential terms, to introduce into practice the training of specialists on state orders, to provide modern equipment and dormitories of vocational schools, allow enterprises to allocate funds spent on personnel training to production costs in full, adopt special legislative and regulatory documents aimed at ensuring the industrial development of Siberia and the Far East;

– develop and legislate a set of measures to ensure the interest of business entities in actively participating in projects to improve resource and energy efficiency, including elements of monetary policy, currency and investment regulation, subsidy mechanisms, special tax and depreciation regimes;

– implement a set of measures aimed at the massive development of small and medium-sized enterprises in the industrial and production, innovation spheres and in the service sector, first of all, in terms of providing small and medium-sized enterprises with access to production facilities, purchasing equipment, including on a lease basis , development of microfinance and credit cooperation;

– to take measures to create the Russian processing industry of equal competitive conditions with importers, to accelerate the development and adoption of the federal law "On Trade" and accompanying regulations on the organization of the effective functioning of the Russian wholesale and retail trade;

– to develop a strategy for regional industrial development of the constituent entities of the Russian Federation, including the territorial distribution of productive forces in the long term, to link the development of regional infrastructure with the location of industrial facilities;

– to clearly define the system for the implementation of the fundamental goals of the state industrial policy, ensuring the solution of systemic problems of the real sector of the economy, to correlate the need for investment, sources of investment and realistically achievable socio-economic results.

In conclusion, I would like to once again draw your attention to the fact that all this will become a reality if one condition is fulfilled, namely, the products of the light industry will be produced of high quality. As can be seen from Figure 1, the quality of products produced and supplied to the market is formed in the process of its production as a result of measures to improve production, improve the quality of products and services carried out by the quality service and quality management units, the purposeful actions of which, in turn, are determined by the results of product assessment in the process of competitions.

Thus, in an unconventional way, we came to the traditional conclusion about the need to expand the work on the implementation of the quality management system at the enterprises of the region.

Quality is the most ancient value of humanity. And it is precisely in the quality of Russian goods and services, in the quality of management that we are losing in global competition. Have you seen sophisticated products with the inscription made in Russia anywhere in the world? We, too.

Long hoped for a worldwide ISO system. Alas, in Russian conditions it slipped into a crisis. Sorry, dear colleagues from the world of quality certification, but it's time to publicly list what it has become and what almost everyone recognizes among themselves:

– an immense number of documents, in which there is no strength to navigate;

– the senselessness of many of them (for example, according to the terms of ISO, job descriptions are required, and everyone rushes to sketch something on the go, and then they forget them without a trace);

– one entrepreneur once said, "We are ISO certified." And then he added: "Do not think, we were certified by such and such a Norwegian company." Can you guess what this is about? Yes, selling certificates. Not everyone sells, of course, but reputation is never accidental.

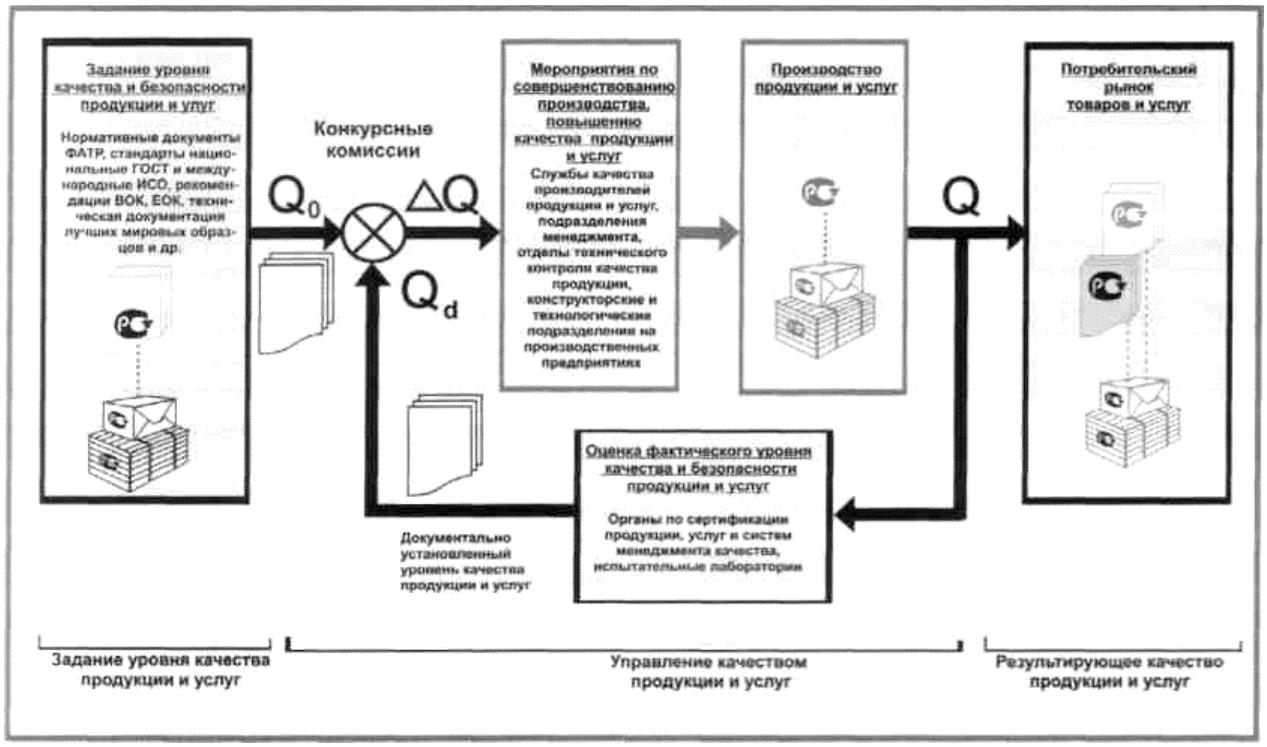


Figure 1. Scheme of the production of quality products.

So now, you say, don't you want to be concerned with quality? No, you just need to understand that the light has not converged like a wedge at ISO.

Let's agree on terms. What is quality? Compliance with standards, most will answer. Of course, where standards are possible, they are. Although the standards have tolerances. And the difference between the upper and lower divisions in these tolerances can be significant. And there are also limits to standardization. Let's say customer contact. Everyone knows that the quality of such contact is critically important for the success of a business, when prices, assortment, terms are aligned under the pressure of competition. A certain set of friendly words, dress code, etc. can be considered a standard. Although we know well what they cover

The current enthusiasm for describing business processes is also gradually approaching absurdity. And somewhere it has already reached it: at different firms we meet already a rigid description of the interview, not only when applying for a job, but even the standard for meeting and negotiating. Now a different approach appears: quality is compliance with the needs of the client, the user. Whoever buys is the one who evaluates. It is only necessary to understand more precisely what exactly he values. If you hit it - here it is, the required quality, that is, the degree of customer satisfaction with the properties of the product. But this approach is also limited and stretches from the last century. Then the formula was considered indisputable: the buyer is always right. In our time, another imperative is much more true: the buyer does not know our capabilities.

Where are we heading? Understanding quality as conformity (standard, need) is outdated. Today, understanding it as a comparison - with another product or with the same, but the same, is becoming much more capacious. Comparison gives the superiority of product over product, service over service, specialist over specialist, organization over, organization. Comparison with a standard or need does not imply superiority. Only equality is possible there. The standard and the need indicate the minimum. And for whom is the minimum enough? Few. But superiority is interesting to everyone, because the law of increasing needs is inexorable.

In practice, this means switching the quality assessment system to levels. For example:

1. Sufficient quality, below which the defect goes, that is, the minimum acceptable, the use of which will not cause damage.

2. Reference quality - according to the principle of conformity to the standard, that is, the best available. The standard can appear from the standard, but any sample can serve as it: from what we have live in our company, from competitors, or at least somewhere in the form we know.

3. Avant-garde quality - something that has been achieved for the first time, surpasses the standards, but can count on effective demand and access to profitability immediately or in the future.

This is the vertical of quality. She may admit more degrees. And one more thing: it's time to give up

the idea that any quality can be measured. You can evaluate everything, but little that is important to us lends itself to measurement.

Russia has joined the World Trade Organization and should be ready to adopt its rules and regulations in order to remove technical barriers in trade and economic relations with other countries and in order to increase the competitiveness of its production. The analysis shows that one of the reasons for the low competitiveness of many sectors of the Russian economy is precisely the preservation of outdated state standards (GOSTs), which no longer contribute to the achievement of modern requirements for the quality of goods and services, technical and technological modernization of production. Under the system of state standardization existing in the Russian Federation, the manufacturer (entrepreneur) is actually excluded from the decision-making process to update the standards that determine quality, technical level and, ultimately, competitiveness.

With the low international rating of the competitiveness of the Russian economy, an urgent need arose to reform the existing system of standardization and certification, the basis of which was formed back in Soviet times in the conditions of undeveloped market relations.The problem of enterprise competitiveness is universal in the modern world. The quality in the economic and social life of any country, practically of any consumer, depends on how successfully it is solved.

The competitiveness of enterprises is the basis for the competitiveness of the national economy. The work of many authors is devoted to the study of the competitiveness of enterprises, as well as its assessment: J. Amel, I. Ansoff, G. L. Bagieva, T.A. Blashenkova, R. Waterman, E.P. Golubkova, A. Glukhova, A.P. Gradova, E. Dikhtlya, M.O. Ermolova, V.S. Efremova, P.S. Zavyalova, T.M., Karetnikova, M.V. Karetnikov, J. Kay, T. Kono, F. Kotler, I. Maksimova, G. Mintsberg, R. T, Pascal, T. Peters, N. Pets, A.N. Pechenkin, M. Porter, S.K. Pralada, N.I., Shaidurova, N.S., Yashina, A.Yu. Yudanova and. etc.

In the conditions of the network economy, the problems of the influence of globalization processes on the evolution of the needs and interests of states are more acute than ever, which in turn changes the conditions of competition. One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. One of the management theories, stakeholder theory, is devoted to the study of these interests, ways of solving problems that arise between external and internal participants, and the establishment of relationships between partners.

The 2009 Nobel Prize to O. Williamson for research in the economics of institutions underlines the importance and relevance of evaluating various forms of organization, including hybrid ones, which include partnerships.

The relevance of the topic is as follows: in order to increase the competitiveness and efficiency of activities, an enterprise must take into account not only its own interests, but also the interests of interested parties (stakeholders) - buyers, suppliers, competitors, government agencies and organizations, municipal authorities, financial intermediaries.

The formation and development of market mechanisms in the Republic of Belarus inevitably entails a radical reform of relations between economic entities. Not only the subjects themselves change, but also the forms of their interaction with each other. The Belarusian economy is at the stage of modernization. The process of reforming the economy is actively developing, new ties and relationships are being created between the subjects of the market economy both within the country and with foreign companies, many of which are active in the Belarusian market. There is a gradual process of inclusion of the Republic of Belarus in the world economy.

Studies of relations with stakeholders are especially relevant for light industry enterprises. Light industry is an important industry for the national economy, since it plays an important role in ensuring stable and balanced economic growth, improving the quality of life of the population on the basis of obtaining a synergisticthe effect of large-scale production of cost-effective and environmentally friendly goods. Aboutproduction of light industry has a steady demand, it is in demand in almost all spheres of human life, as well asin the production of many sectors of the economy. Light industry creates demand in related industries (mechanical engineering, chemical industry, automotive industry, agro-industrial complex).

The industry ensures the strategic security of the country, meeting the needs of law enforcement agencies and government departments in clothing, related products for military equipment, technical textiles and personal protective equipment. Currently, the light industry is in a difficult financial situation due to increased international competition and the negative consequences of the global financial and economic crisis. All this makes it relevant to substantiate the mechanism for increasing the efficiency and competitiveness of light industry enterprises based on the theory of stakeholders.

There are three main options for the concept of an enterprise in a developed economy: neoclassical, agency (stock) and the concept of stakeholders.

The stakeholder concept, stakeholder theory, or stakeholder theory, examines the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers,

shareholders, managers, employees, etc. At the same time, each of the stakeholders has certain rights to control the company, therefore the concept implies the need to make decisions taking into account their interests.

The theory of strategic management is one of the most difficult areas of management science. For a fairly short period of its existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of firms' long-term competitiveness. These sources are determined by the strategy of the firm and, accordingly, raise the question of its nature.

The systemic concept of the enterprise can be considered as a starting point for the strategic description of enterprises at the present time, since, as G.B. Kleiner, none of the above concepts "in its pure form represents a scheme for analysis, relevant to the real situation and the role of the enterprise in any economy."

Insufficient adequacy of the company's stakeholder concept, according to G.B. Kleiner, follows from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only internal top management and large owners.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. This is evidenced by the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the “role of stakeholders in the management of the company”. One cannot fail to note the recent increase in attention to the concept of “social responsibility of business”.

The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the fact that different firms have specific tasks at different stages of their activities.

In particular, not all companies are the main consumers of stakeholder theory, but only those with an interest in maintaining and managing relationships with a wide range of stakeholders. For such companies, stakeholder theory can offer non-standard approaches to address their specific challenges.

There is a certain relationship between the company and the stakeholders; they can be different, both competitive and collaborative. Stakeholders can exist independently of each other, or they can interact. The set of stakeholders, which the adherents of this theory call the "coalition of business participants" or "coalition of influence", is a force that continuously influences the organization, forcing it to evolve, change and adjust.

The foundations of the theory began to form in the 60s of the XX century as applied to business. According to this theory, a company is not only an economic integrity and a tool for making a profit, but also an element of the environment in which it operates, as well as a system that influences and itself is influenced by its environment: local communities, consumers, suppliers, public organizations, as well as personnel, investors and shareholders. In the mid-70s, a group of researchers led by R. Ackoff gave the concept of stakeholders a second wind. As groups interested in the activities of the corporation, he named not only suppliers, buyers, employees, investors and lenders, the government, but also future generations. Therefore, according to R. Ackoff, managers should not make decisions which will limit the scope of choice for new generations in the future. Considering the organization as an open system, he was convinced that many social problems could be overcome if the basic institutions were reorganized and the effective interaction of “stakeholders” in the system was established.

In its modern form, the “stakeholder concept” has been spreading since the mid-1980s. The emergence of stakeholder theory (stakeholder theory of the firm) as a full-scale, detailed theory is associated with publication in 1984 year... E. Freeman's book "Strategic Management: Stakeholder Approach".

According to E. Freeman, the stakeholders (potential beneficiaries from the activity) of any firm are: the owners of the firm; buyers of her products; suppliers of various kinds of resources; employees of the company; local community; various broad community groups;state.

The idea put forward by E. Freeman about the representation of a firm and its external and internal environment as a set of parties interested in its activities, whose interests and requirements should be taken into account and satisfied by managers as official representatives of the firm, received wide support.

A certain advance in the development of this theory was the emergence of the "stakeholder approach" by J. Post, L. Preston and S. Sachs, emphasizing the importance of relationships with stakeholders in creating organizational wealth, especially for such organizations as complex "extended enterprises", in which, according to According to the authors, large corporations were transformed at the beginning of the XXI century.

In Russia, the first dialogues with stakeholders on a systematic basis began to be held by British American Tobacco in 2001 during the preparation of its non-financial report. In modern conditions, consultations and dialogues with stakeholders are regularly held by large Russian and foreign companies operating in Russia, such as RAO UES of Russia, BP, Eurochem, Norilsk Nickel, etc.

In recent years, the practice of interacting with stakeholders is increasingly being used not only by companies, but also by state, municipal institutions, and non-profit organizations. In addition, non-profit organizations (NPOs) themselves act as stakeholders, becoming participants in the decision-making process by business, government, and other NPOs.

M.A. Petrov made an attempt to form a methodology for strategic analysis of the organization on the basis of the “stakeholder” theory of the firm. The scientific basis for the study of stakeholder theory was the work of T. Donaldson, R. Mitchell, L. Preston, S. Sachs, J. Stiglitz, A.S. Weeks, E. Freeman, J. Fruman. Among Russian scientists, the works of Yu.E. Blagova, I.B. Gurkova, G.B. Kleiner.

The authors emphasize that we are talking specifically about relationships, not about transactions, believing that transactions are one-time interactions, while relationships are inherent in a long and repetitive nature, which does not exclude both conflicts and cooperation.

Stakeholders work with the company and among themselves at different levels and develop their ability to adapt, deal with uncertainty and manage risk. The main goals of cooperation between stakeholders and the company are: changing internal documents, improving business operations and forming effective management in the company. Stakeholders' work in partnerships includes developing solutions that contribute to sustainable development, planning, broad discussion and implementation of activities in a specific geographic area, the use of benchmarking, progressive development and the involvement of other stakeholders.

Stakeholders are persons and parties who are influenced by the activities of the enterprise or can influence its work. Stakeholder (stakeholder) theory is a universal approach to doing business.

The essence of this theory is that managers at the enterprise must make decisions taking into account the interests of all interested parties in the organization. The basis of this theory is business ethics, and the main principle is that the interests of all parties are legitimate and require satisfaction.

In order to apply the theory of interested parties, it is necessary: a certain number of groups or individual participants, influencing or who can influence the process, because this theory considers the nature of emerging relationships; the interests of all participants should potentially be taken into account; the main focus is on management decisions.

Stakeholder theory argues that in achieving the goals of an organization's activities, it is necessary to take into account the diverse interests of various stakeholders (stakeholders), which will represent some type of informal coalition. There can also be various relationships between stakeholders, which are not always in the nature of cooperation, coincidence of interests, and can be competitive. However, all stakeholders can be viewed as a single contradictory whole, the resultant interests of the parts of which will determine the trajectory of the organization's development. Such a whole is called the "coalition of influence" or "coalition of business participants" of the organization.

In the modern interpretation of the theory of interested parties, stakeholders are considered not just as groups and persons affected by the activities of the organization, but as contributors of a certain type of resource. Stakeholders provide the organization with the resources it needs to operate because its activities meet their needs. At the same time, satisfying the needs of a stakeholder is nothing more than receiving resources from the organization. Thus, the relationship between the organization and its stakeholders is built around a resource exchange, since each seeks to create its own resource base that would best suit the goals of the stakeholders.

The stakeholders of an organization can be divided into two groups: external and internal. External stakeholders include: buyers, suppliers, competitors, government agencies and organizations, regional authorities, financial intermediaries.

*Buyers.*Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

*Suppliers.*Many firms involve strategically important suppliers in the product development and manufacturing process. Most firms that use the "just-in-time" method, when components produced by suppliers are delivered directly to assembly shops, bypassing the warehouse, include suppliers in their internal processes.

*Competitors.*Competitors are a difficult problem because it often happens that it is in the best interest of one competitor to flinch another. However, competitors are joining forces to tackle the threat of innovative third-party products, to successfully navigate life cycles, and to leap ahead with new technologies. Competing organizations form alliances to accelerate technological progress and new product development, to enter new or foreign markets, to seek a wide range of new opportunities. Sometimes cooperation is determined by the need to develop common standards, create a common service system, etc.

*Government agencies and organizations.*Corporations and government bodies have many goals in common, including the creation of an enabling environment for international trade, stable market conditions, curbing inflation, a successful economy, and the production of essential goods and services. Government-business partnerships (public-private partnerships) are widely practiced in foreign

countries, where governments often play a more active role in the country's economic development.

*Regional authorities.*Good relationships with local authorities and regional organizations can lead to profitable local regulation or local tax cuts. Therefore, the most far-sighted business leaders spend some funds to help regional authorities in their efforts to solve local problems. Sponsorship to support local social programs, assistance to general education schools, cultural institutions, health care, law enforcement, etc. allow reaching mutual understanding and support from such influential stakeholders for small and medium-sized businesses as regional government bodies.

*Financial intermediaries*Is a collection of many organizations, which includes, but is not limited to, banks, law firms, brokerage firms, investment advisors, pension funds, mutual fund companies, and other organizations or individuals that may be interested in investing in the firm. Trust is especially important when dealing with creditors. Financial disclosure helps build trust, as does timely payments. In an effort to build relationships with creditors and establish relationships of trust, many organizations invite their representatives to their boards of directors.

Internal stakeholders includes managers, employees, owners, and a board of directors or board of directors, in which managers and owners are represented. One of the most significant internal stakeholders is the senior executive.

One of the important ways that managers influence organizations is to bring their values to work processes and organizational roles. The importance of organizational values or a management-shared business ethic is that ethical principles facilitate decision-making in soft-type situations. They also provide a rationale for building a hierarchy of value for external stakeholders to organize and a sequence of actions to respond to their often concurrent demands.

The most advanced way to interact with stakeholders is bridging. It implies a strategic partnership that can exist in various forms, up to joint business with major customers or cooperation with competitors. No wonder the word "bridging" in English means "build bridges". Bridging is the organization’s closest alliance with the stakeholders that matter most to it.

Such associations are most common when environmental conditions are uncertain or complex. Bridging helps reduce uncertainty through closer collaboration between organizations. Bridging firms have common goals and this is beneficial for all parties. Traditional methods of interaction with stakeholders allow to negate adverse impacts from stakeholders, while bridging has the ability not only to prevent negative impacts, but also to improve the external environment together with other parties.

The approach of the theory of stakeholders to the problems of management and increasing the competitiveness of the enterprise suggests that its further development will be able to solve a number of problematic tasks facing the enterprise. Currently, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an enterprise made it possible to combine them into the following groups.

First group includes an approach to determining the competitiveness of enterprises based on the identification of competitive advantages. Representatives of this approach are M. Porter, G.L. Azoev, Yu.A. Yudanov. It should be noted that this approach arose with the emergence of strategic planning and the development of the theory of competition. It allows you to analyze the achieved competitive advantages of an enterprise, but does not provide an accurate quantitative expression of the assessment results and therefore cannot be used for a comparative analysis of the competitiveness of enterprises, analysis of the implementation of the plan to increase the competitiveness, the dynamics of the competitiveness of enterprises.

Second group scientists offers an assessment of competitiveness using polygonal profiles. It is based on the construction of vectors of competitiveness by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sale preparation (the method of French marketers A. Olivier, A. Dayan, R., which is used by E.P. Golubkov, Belyaev S.G. However, the authors do not specify how such factors as the concept "," foreign policy "," pre-sale preparation ", etc. can be assessed.

Other scientists (third group) - Belyaev S.G., Koshkin V.I. offer a rating assessment of the competitiveness of an enterprise based on the following factors: product, assortment, price, image, service, packaging (design), sales volumes, market segment, supply and sales policy, advertising and demand stimulation. The disadvantage of this approach is that, in essence, it only evaluates the marketing activities of the enterprise, but does not take into account other important resources of the enterprise's potential (innovation, management, finance, etc.). In the approach considered by the authors, a simple sum of factors is obtained, the mutual weight of which is not taken into account.

Fourth group scientists proposes to evaluate the competitiveness of the organization on the basis of the product of the index by the mass of goods and the index of the object's efficiency (Kozhekin G.Ya., Zubik V.B., Starikov V.Ya., Kruglov M.I., Moiseeva N.K. Imperfection of this approach is that this is a simplified approach to assessment, since it does not take into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of

marketing at the enterprise, finance, export potential. In addition, most authors do not indicate how to determine the efficiency ratio manufacturer.

A variation of the fourth approach is the method proposed by Fatkhudinov R.A., which proposes to evaluate the competitiveness of an enterprise as a weighted sum of the competitiveness of the main products of the enterprise in various markets, taking into account the importance of the markets. This approach is not entirely fair, since:

first, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts);

secondly, he proposes to introduce the importance of foreign markets twice as great as the importance of national markets;

thirdly, the assessment method of Fatkhutdinova R.A. does not take into account other important factors influencing competitiveness - marketing, finance, innovation, management, personnel.

Fifth group The authors propose an approach based on a balanced assessment of the factors of enterprise competitiveness. Representatives of this approach are I. Maksimov, N.K. Moiseeva, M.V.Konysheva. The integral indicator of enterprise competitiveness is determined according to the rules of linear convolution (the assessment of the competitiveness factors of individual aspects of the enterprise's activities is multiplied by the weight of individual factors in the total amount).

So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises revealed many methods for assessing the competitiveness of enterprises.

The success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, the company must take into account not only its own interests, but also the interests of interested parties. Stakeholder theory uses the term “stakeholder”, which translates to “stakeholder”.Stakeholders are persons and parties who are influenced by the activities of the enterprise or can influence its work.

Developing small and medium-sized enterprises, as a tool of competition, need to form a system of marketing relationships with stakeholders, a system based on mutually beneficial long-term cooperation, which makes it possible to reduce the time for making commercial decisions.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders (stakeholders of the enterprise) is proposed. The proposed technique includes the following steps.

Stage 1. Selection indicators for assessing competitiveness factors enterprises. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 1).

So, taking into account the analysis of the system of indicators for assessing the competitive potential of an enterprise, we can propose the following system of indicators for assessing internal factors of competitiveness enterprises (table 2).

Table 1 – The system of indicators for assessing the competitive potential of an enterprise

Competitive potential factors	Assessment indicators	Authors
1	2	3
1. Marketing Effectiveness	The ratio of the quality of the product and the costs of its production and marketing	Assel G.
	Growth rate of marketable products	Pokhabov V., Ponomarenko I.
	Growth in sales and profits	Assel G.
	Profitability	Moiseeva N.K., Konysheva M.V.
	Market share, image	Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.
	The quality of partnerships	Ted Levit, Tim Ambler, Jean-Luc Jinder, Kjell Nordstrom, A. Wilson, K. Charlton I. Akulich, I. K. Dobrolyubov. and etc
2. Quality management	Return on total assets, return on equity; return on investment	Rasskazov S.V., Rasskazova A.N. Shkradun V.
	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume	Sheremet A.D., Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.

3. The financial condition of the enterprise	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products	Instructions for analyzing fin. condition and solvency of enterprises, Taran V.A; Sheremet A.D.
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments	Taran V.A; Eliseeva T.P.
	The share of certified products in accordance with international standards of the ISO 9000 series	Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.
	Depreciation of OPF, growth of labor productivity	Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods	Pigunova, O. V., Aniskova O.G.
6. Activity of innovation activity	Annual expenditure on R&D, number of patents for inventions	Taran V.A.
	The share of innovative products, the share of product exports, the number of advanced technologies created	Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.
	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software	Statistical Yearbook
7. Competitiveness of personnel	Personnel turnover rate, coefficient of advance of labor productivity in relation to wages, educational level of labor force, level of professional qualifications of workers	Aleksandrovich Ya.M., Yasheva G.A., Prokofieva N.L., Kvasnikova V.V.

Table 2 - Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Enterprise competitiveness factors	Indicators	Significance,%
1	2	3
1.Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	40
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	3
	Market share of the enterprise	3
	Sales growth rate	3
	Assessment of the level of partnerships with stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3
	Return on Total Assets	3
	Total	6
4. Financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9

5.The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	4
	Cost of innovation	4
	Total	8
8. Competitiveness of staff	The coefficient of the outstripping growth of labor productivity in relation to the growth of wages	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	60
	Total maximum significance score	100

Stage 2. Determination of the importance of indicators in the overall assessment of competitiveness. The significance of indicators for assessing each factor of competitive potential are presented in Table 2.

Stage 3. Calculation of dimensionless estimates indicators of the competitiveness of the enterprise.

To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Indices of dimensionless indicators are determined by formula (1) for positive indicators with a positive trend - growth (for example, profitability of sold products, labor productivity) and by formula (2) for negative indicators with a positive trend - decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate).

$$O_i = X_i / X_i^{\max}, \qquad (1)$$

$$O_i = X_i^{\min} / X_i, \qquad (2)$$

where Oi is a dimensionless (index) estimate of the i-th indicator of enterprise competitiveness,

Xi - the value of the i-th dimensional indicator for assessing the competitiveness of the enterprise,

Ximax - the maximum value of the i-th dimensional indicator for assessing the competitiveness of an enterprise,

Ximin- the minimum value of the i-th dimensional indicator for assessing the competitiveness of the enterprise.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to the methodology.

Stage 5. Calculation of the generalizing indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of the competitiveness of an enterprise according to the following formula (3).

$$K_{\Pi} = \sum_{i=1}^{m} \alpha_i \times O_i, \qquad (3)$$

where KP is an assessment of the competitiveness of the enterprise in percent,

α_i - the significance of the i-th indicator of competitiveness in percentage,

Oi- index (dimensionless) assessment of the i-th indicator of competitiveness,

m - the number of indicators for assessing the competitiveness of the enterprise.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100 (ratio 4).

$$Kp = 0 \div 100 \qquad (4)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum score): 4 (number of levels) = 25. As a result of the calculation, the following scale was obtained (Table 3).

Table 3 - The scale for assessing the qualitative level of competitiveness of the enterprise

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	short
from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained generalized assessment of competitiveness is that it shows the degree of satisfaction with the product and the degree of use of the competitive potential of the enterprise.

The developed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones, firstly, takes into account the specifics of the "light industry" industry, secondly, reduces the subjective factor in the assessment, and thirdly, allows for an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises.

Taking into account industry specifics in the developed methodology for analyzing and assessing the competitiveness of an enterprise consists in substantiating, firstly, a system of indicators for assessing the competitiveness of enterprises and their significance based on a correlation-regression analysis of the dependence of the resulting attribute (Y) on factors-arguments (Xi) according to the statistical base of enterprises light industry of the Republic of Belarus; secondly, the parameters for assessing the competitiveness of the main product groups; third, the toolkit and method for assessing consumer satisfaction with light industry products.

Thus, the proposed methodology for assessing the level and quality of relations with internal and external stakeholders of the enterprise according to a number of criteria, in contrast to the existing methods of assessing and analyzing stakeholders, allows for a deeper analysis of partners and is more algorithmic.

To select the optimal capacity, the authors have developed software that allows manufacturers, on the basis of an innovative technological process using universal and multifunctional equipment, to produce the entire assortment of footwear with minimum, average and maximum costs, which creates the basis for varying the price niche due to a gradual increase in the share of domestic components in the production of leather goods with a significant reduction in the cost of its manufacture. At the same time, as the criteria for a reasonable choice of the optimal power when forming the algorithm, it was justified to choose exactly those criteria that have the greatest impact on the cost of the finished product, namely:

- coefficient of workload of workers,%;
-productivity of labor of one worker, a pair;
- losses on wages per unit of production, rubles;
- specific reduced costs for 100 pairs of shoes, rub.

Of the four given criteria, in our opinion, the main ones are labor productivity of 1 worker and unit reduced costs.

Labor productivity of 1 worker is the most important labor indicator. All the main indicators of production efficiency and all labor indicators, to one degree or another, depend on the level and dynamics of labor productivity: production of products, number of employees, expenditure of wages, level of wages, etc.

To increase labor productivity, the introduction of new equipment and technology, widespread mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment, are of paramount importance.

Specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best option for solving technological problems.

When comparing possible options for solving any technical problem, rationalization proposals, technical improvements, various ways to improve product quality, the best option, all other things being equal, is the option that requires a minimum of the reduced costs.

The given costs are the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments. Tables 4 and 5 show the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes for the entire range of footwear. Analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the volume of output of 889 pairs (for men) and 847 pairs (for women). allow the calculated production volumes to be realized, then in this case the option of the optimal capacity is chosen that is acceptable, for example, the

production volume of 556 pairs, which corresponds to the standard indicators for the proposed production areas and is characterized by the best values of the indicated criteria, which form the cost of the entire assortment of shoes. The authors have developed consolidated technological processes both on the side of the upper blank and on the assembly of shoes, respectively for 12 models of men's and 12 models of women's shoes (Figure 2 and 3). Tables 6 and 7 provide fragments of an example of an initial technological process for assembling an upper and shoe blank using the example of a men's winter boot (model 2). The summarized volumes of the main costs are shown in Table 8.

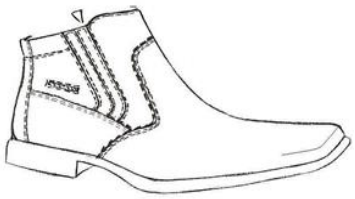
Table 4– Calculation of the optimal power with a range of 300-900 pairs using the example of men's shoes

Power options	Equipment type	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Worker load factor,%	Losses on wages per unit of production, rub	Specific reduced costs per 100 pairs of shoes, rub
1	2	3	4	5	6	7
300-500	1	500	27.73	62.18	13.40	6980.5
500-700	1	700	27.73	69.14	9.83	6277.43
700-900	1	847	27.73	74.50	7.54	5673.49
300-500	2	500	24.45	63.90	14.11	7630.92
500-700	2	556	27.73	69.14	9.83	6404.71
700-900	2	812	25.64	75.40	7.77	6060.55
300-500	3	500	27.00	61.74	14.02	7827.12
500-700	3	556	29.32	68.21	9.71	6607.65
700-900	3	847	27.00	74.70	7.66	6341.05

Table 5 - Calculation of the optimal power with a range of 300-900 pairs using the example of women's shoes

Power	Equipment type	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Worker load factor,%	Losses on wages per unit of production, rub	Specific reduced costs per 100 pairs of shoes, rub
300-500	1	500	28.09	61.39	13.68	6735.36
500-700	1	556	27.73	69.14	9.83	6404.71
700-900	1	889	28.09	77.20	6.42	5236.17
300-500	2	500	28.09	61.39	13.68	6728.68
500-700	2	556	27.91	68.70	9.97	6083.28
700-900	2	889	28.09	77.20	6.42	5240.72
300-500	3	500	28.09	61.39	13.68	7533.95
500-700	3	700	28.12	67.28	10.56	6734.02
700-900	3	889	28.09	77.20	6.42	5876.59

Model 1

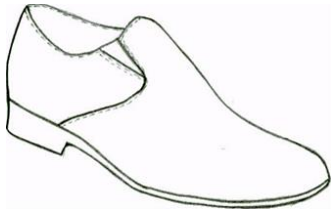


Model 2

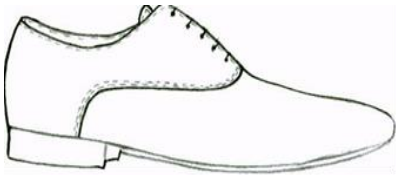
Model 3

Model 4

Model 5

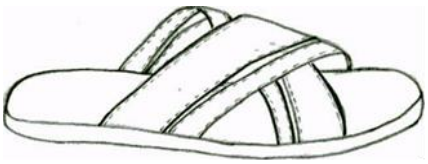


Model 6



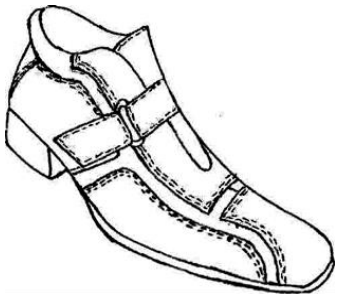
Model 4

Model 5

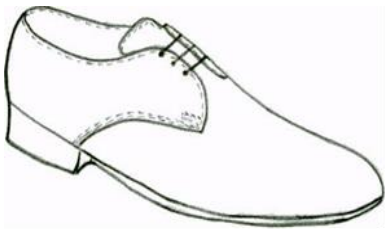


Model 6

Model 7



Model 8



Model 9

Figure 2 - Assortment of men's shoes

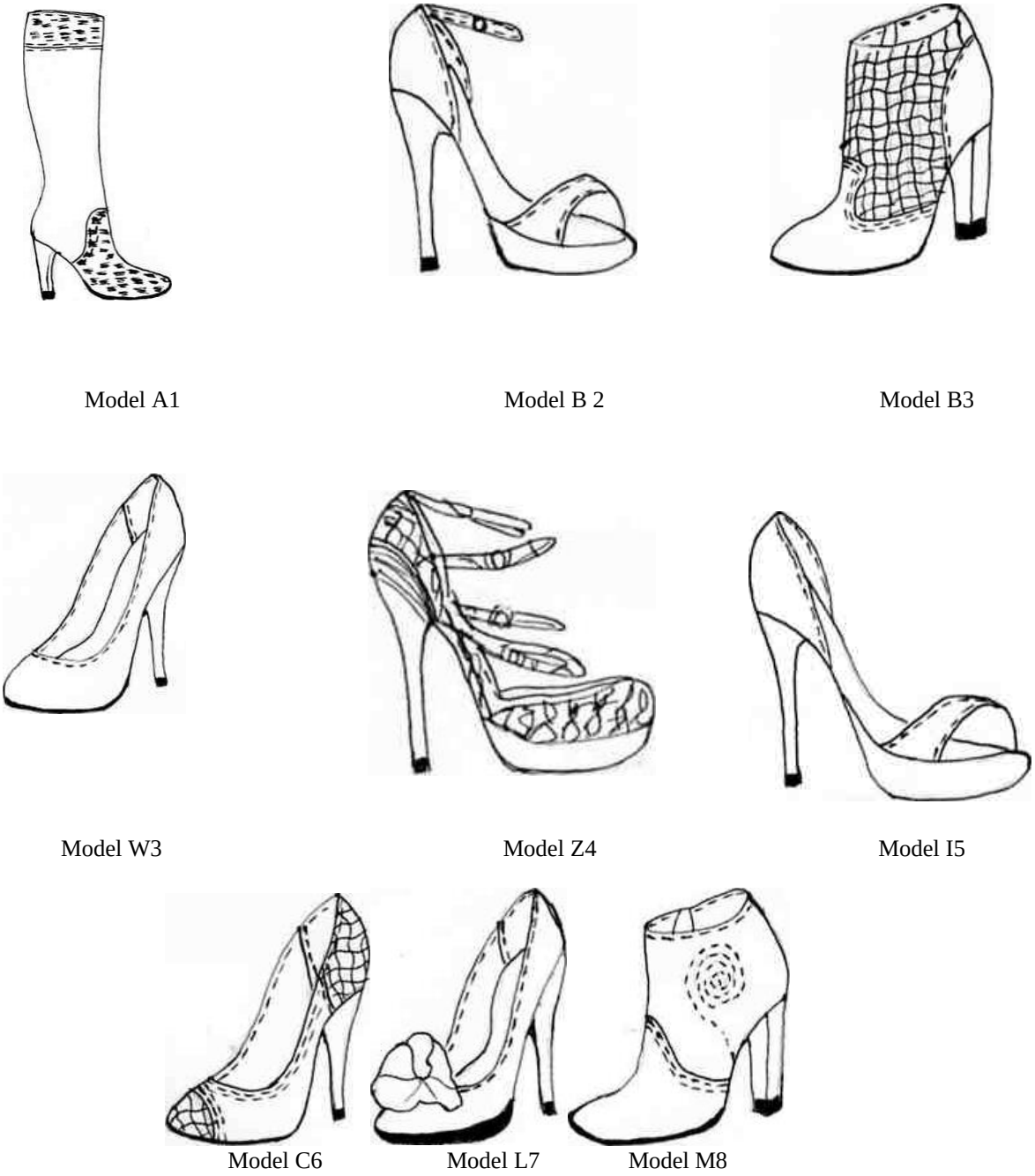


Figure 3– Assortment of women's shoes.

Table 6 - (Fragment) Characteristics of the equipment for assembling the blank of the base model (male winter boot model 2)

the name of the operation	1 set of equipment for innovative technological process							2 set of equipment for innovative technological process							3 set of equipment for innovative technological process						
	vendor code	weight	manufacturer	dimensions	power	performance	price	vendor code	weight	manufacturer	dimensions	power	performance	price	vendor code	weight	manufacturer	dimensions	power	performance	price
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22

Thread trimming	Sewing the back group to the front group while sewing the thread bartack	Duplication of upper details with interlining	Bending with simultaneous application of hot melt glue,	Lowering the edges of the outer baby top and lining	Cutting into production	Receiving and checking the cut
ST-B	Typical GC24680	M107 \ R	RP67TE	SS 20	ST-B	ST-B
ST-B	130 Kg	180 Kg	180kg	135 kg	ST-B	ST-B
ST-B	Typical (China)	Sabal (Italy)	Sagita (Italy)	Comels	ST-B	ST-B
ST-B	900 * 500 * 850	1430 * 780 * 950	1100 * 550 * 1270	1050 * 550 * 1030	ST-B	ST-B
ST-B	0.27 kW	2.1 kW	0.75 kW	1.2 kW	ST-B	ST-B
ST-B		150 pairs per hour	60 pairs per hour	75 pairs per hour	ST-B	ST-B
ST-B	58212 rbl	RUR 185640	402 090 rub	15900 rbl	ST-B	ST-B
ST-B	Typical GC24026	From 1100V	S1031C	3SE-RZ	ST-B	ST-B
ST-B	130 Kg	180 Kg	170 kg	140KG	ST-B	ST-B
ST-B	Typical (China)	Schön (Germany)	Schön (Germany)	Fortuna (Germany)	ST-B	ST-B
ST-B	900 * 500 * 850	1800 * 130 * 950	1050 * 550 * 1200	1050 * 540 * 1160	ST-B	ST-B
ST-B	0.27 kW	0.8 kW	1.0 kW	0.5 kW	ST-B	ST-B
ST-B		150 pairs per hour	60 pairs per hour	77 pairs / h	ST-B	ST-B
ST-B	58212 rbl	123 150 rub	234500 rub	15600 rbl	ST-B	ST-B
ST-B	Pfaff 574-900 cl	PR 86 A	01280 / P1	01146 / P5	ST-B	ST-B
ST-B	130 Kg	180 Kg	186 kg	130 Kg	ST-B	ST-B
ST-B	"PFAFF"	NEVE (Italy)	Sweet (Czech Republic)	Sweet (Czech Republic)	ST-B	ST-B
ST-B	520 * 180	1250 * 900 * 1350	900 * 600 * 1280	1050 * 540 * 1190	ST-B	ST-B
ST-B	0.27 kW	3.1 kW	0.5 kW	0.7 kW	ST-B	ST-B
ST-B		150 pairs per hour	65 pairs per hour	63 pairs per hour	ST-B	ST-B
ST-B	79600 rub	123500 rub	320,700 rbl	17800 rbl	ST-B	ST-B

The amount of equipment costs	Quality control, procurement of blanks, delivery to the warehouse	Lacing the shoe upper	Shoe uppers cleaning
892438 rub	ST-B	ST-B	G12 / 1
	ST-B	ST-B	100 Kg
	ST-B	ST-B	GEL mini
	ST-B	ST-B	760 * 855 * 1480
	ST-B	ST-B	1.9 kW
	ST-B	ST-B	120 pairs / hour
	ST-B	ST-B	54,000 rbl
636552 rub	ST-B	ST-B	KARO 1
	ST-B	ST-B	80 Kg
	ST-B	ST-B	Leibrock (Germany)
	ST-B	ST-B	520 * 1100 * 1370
	ST-B	ST-B	2.2 kW
	ST-B	ST-B	150 pairs per hour
	ST-B	ST-B	54,000 rbl
RUB 694,000	ST-B	ST-B	SP75AR
	ST-B	ST-B	70 Kg
	ST-B	ST-B	"NEVE"
	ST-B	ST-B	1100 * 900 * 1400
	ST-B	ST-B	1.0 kW
	ST-B	ST-B	120 pairs per hour
	ST-B	ST-B	54,000 rbl

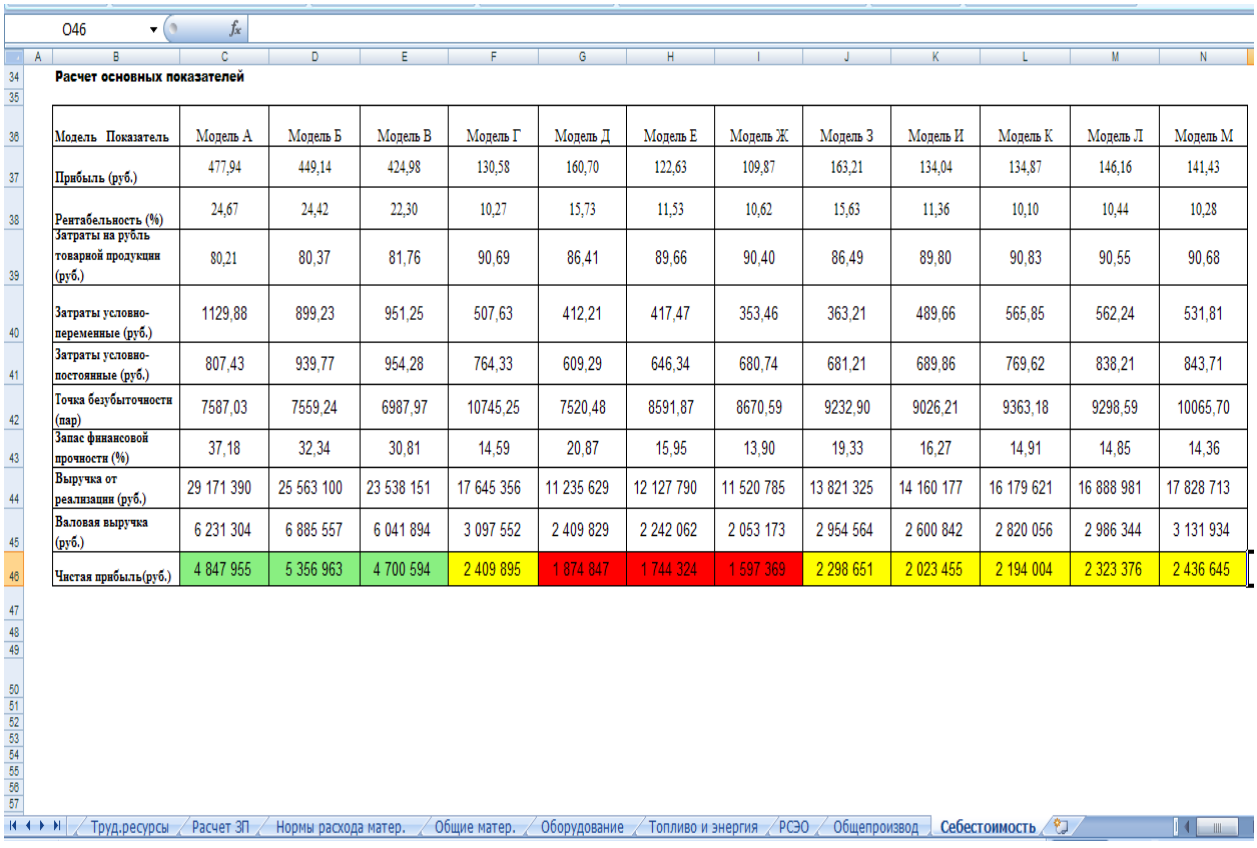
Table 7 - (Fragment) Characteristics of equipment for assembling footwear of the base model (male winter boot model 2)

Launching blanks for production	Receiving blanks;	the name of the operation	1 set of equipment for innovative technological process							2 set of equipment for innovative technological process							3 set of equipment for innovative technological process						
			vendor code	weight	manufacturer	dimensions	power	performance	price	vendor code	weight	manufacturer	dimensions	power	performance	price	vendor code	weight	manufacturer	dimensions	power	performance	price
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
ST-B	ST-B		ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B

Dyeing, finishing and retouching the top and bottom of shoes	Bonding heel pads and insoles	Removing shoes from the last	Pre-attachment of the insoles to the shoe with metal staples	Pads selection and cleaning	Moisturizing ZVO
TL 75	ST-B	LO2	10/11 / C	ST-B	UT12
155 kg	ST-B	205kg	630 kg	ST-B	100 Kg
GRANUCCI (Italy)	ST-B	Omsa (Italy)	"BESSER" Italy	ST-B	Stema (Italy)
1850 * 950 * 1000	ST-B	1130 * 800 * 500	800 * 900 * 1800	ST-B	620 * 550 * 1230
2.0 kW	ST-B	1.5 kW	0.5 kW	ST-B	12 kWt
150 pairs / hour	ST-B	300 pairs	250 pairs / h	ST-B	120 per shift
98240 rub	ST-B	359520 rub	RUB 250,000	ST-B	23100 rbl
TL 75	ST-B	ASL-1	10/11 / C	ST-B	URP / 2
155 kg	ST-B	80 Kg	630 kg	ST-B	110 Kg
GRANUCCI (Italy)	ST-B	Leibrock (Germany)	"BESSER" Italy	ST-B	ISM (Germany)
1850 * 950 * 1000	ST-B	420 * 330 * 1100	800 * 900 * 1800	ST-B	645 * 2485 * 1700 * 26
2.0 kW	ST-B	1.3kw	0.5 kW	ST-B	12 kWt
150 pairs / hour	ST-B	250 pairs per hour	250 pairs / h	ST-B	135 pairs per hour
98240 rub	ST-B	186,000 rbl	RUB 250,000	ST-B	RUB 150,000
TL 75	ST-B	LP 1	04054 / P1	ST-B	U 17 BFV
155 kg	ST-B	120 Kg	650 kg	ST-B	100 Kg
GRANUCCI (Italy)	ST-B	Stema (Italy).	"Sweet"	ST-B	Stema (Italy)
1850 * 950 * 1000	ST-B	820 * 360 * 1215	800 * 900 * 1800	ST-B	620 * 550 * 1230
2.0 kW	ST-B	1.1 kW	0.27	ST-B	12 kWt
150 pairs / hour	ST-B	250 pairs per hour	250 pairs / h	ST-B	120 pairs per hour
98240 rub	ST-B	352800 rub	280,000 rubles	ST-B	17000 rbl

Lace-up finished shoes	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B	ST-B
Shoe packaging; Delivery of shoes to the warehouse, paperwork	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO	ST-UO
The amount of equipment costs	9 490 840 rub							7 130 650 rub							RUB 7502180										

Table 8 Calculation of the main costs for the assortment range for 12 models (for example, women's shoes)



Расчет основных показателей

Модель Показатель	Модель А	Модель Б	Модель В	Модель Г	Модель Д	Модель Е	Модель Ж	Модель З	Модель И	Модель К	Модель Л	Модель М
Прибыль (руб.)	477,94	449,14	424,98	130,58	160,70	122,63	109,87	163,21	134,04	134,87	146,16	141,43
Рентабельность (%)	24,67	24,42	22,30	10,27	15,73	11,53	10,62	15,63	11,36	10,10	10,44	10,28
Затраты на рубль товарной продукции (руб.)	80,21	80,37	81,76	90,69	86,41	89,66	90,40	86,49	89,80	90,83	90,55	90,68
Затраты условно-переменные (руб.)	1129,88	899,23	951,25	507,63	412,21	417,47	353,46	363,21	489,66	565,85	562,24	531,81
Затраты условно-постоянные (руб.)	807,43	939,77	954,28	764,33	609,29	646,34	680,74	681,21	689,86	769,62	838,21	843,71
Точка безубыточности (пар)	7587,03	7559,24	6987,97	10745,25	7520,48	8591,87	8670,59	9232,90	9026,21	9363,18	9298,59	10065,70
Запас финансовой прочности (%)	37,18	32,34	30,81	14,59	20,87	15,95	13,90	19,33	16,27	14,91	14,85	14,36
Выручка от реализации (руб.)	29 171 390	25 563 100	23 538 151	17 645 356	11 235 629	12 127 790	11 520 785	13 821 325	14 160 177	16 179 621	16 888 981	17 828 713
Валовая выручка (руб.)	6 231 304	6 885 557	6 041 894	3 097 552	2 409 829	2 242 062	2 053 173	2 954 564	2 600 842	2 820 056	2 986 344	3 131 934
Чистая прибыль(руб.)	4 847 955	5 356 963	4 700 594	2 409 895	1 874 847	1 744 324	1 597 369	2 298 651	2 023 455	2 194 004	2 323 376	2 436 645

In the context of geoeconomic competition, the regions compete for people's investment, political influence, external relations, property, commodity and financial flows. The removal of the control centers of enterprises, commodity and financial flows and property flows beyond the boundaries of the "Administrative" regions speaks of the growth of a new regionalization of Russia, now not on an administrative, but on a cultural and economic basis. Regional policy ceases to be only compensating for objective territorial disparities. It is increasingly becoming focused on the development of promising economic and economic structures, the launch of new types of activities, the formation of modern infrastructures, changes in the territorial structure of the economy and the settlement system.

In the era of globalization, sustainable competitive advantages are often of a purely “local” local character. Standard factors of production, information and technology are readily available. However, the competitive advantages of a higher order are still territorially limited, since the regions have their own, influencing the level of their economic growth, features that lie outside the area of endowment with factors of production. Attributes of this kind are interrelated and complementary. That is why competitive success is the result of combining the unique socio-economic environment in the region with the competitive advantage of industries. Regional differences are very important and often essential to competitive advantage.

This predetermines the need to solve the problem of sustainable regional development from the perspective of the cluster approach with its inherent conceptual apparatus, tools and logic, which together make it possible to link the competitive potential of the region with the formation of a strategy for its sustainable development in modern conditions. The intensification of structural transformations is accompanied by an increasingly pronounced territorial concentration of economic activity. At present, this is manifested in the formation of clusters - new forms of entrepreneurial structures focused on the development of regions.

The phenomenon of clusters or networked forms of doing business has been studied in the economic literature for a long time, but only in recent decades, in connection with the publication of M. Porter's works, clustering has been assessed as the dominant strategy of regional development. The cluster concept represents a new kind of national economy, and also indicates the new roles of companies, governments and other organizations seeking to improve competitiveness.

According to his theory, a cluster or industrial group is a group of geographically adjacent interconnected companies and related organizations of a certain sphere, characterized by a commonality of activities and complementary to each other.

M. Porter showed that the competitiveness of a country should be viewed through the prism of international competitiveness not of its individual firms, but of clusters - associations of firms from various industries, and the ability of these clusters to effectively use internal resources is of fundamental importance. He also developed a system of determinants of the competitive advantage of countries, called the “competitive diamond” (or “diamond”) according to the number of the main groups of such advantages. These include factor conditions, conditions of domestic demand, related and service industries (clusters of industries), strategy and structure of firms, and intra-industry competition. In addition, there are two additional variables that greatly affect the situation in the country and random events that the management of firms cannot control, and government policy.

The cluster consists of three main elements, closely interconnected and especially important for its competitiveness. First of all, these are key or "anchor" firms that act as leaders and ensure the economic success of the entire cluster, whose initiative is the beginning of the process of its formation, and the strategy determines the behavior of all firms and organizations in it. If these companies are competitive, then they tend to depend on a network of suppliers and their quality affects the well-being of the entire cluster as a whole.

And the third, no less important factor is the business climate (technologies, information and human resources, administrative and other infrastructures, the existing economic policy of the government). The internal competitiveness of companies and the cluster as a whole depends not only on their strength, but also on a large number of external factors: on access to high-quality human resources; capital markets; levels of socio-economic development of the region and research infrastructure; from the institutionalization of the regional economy.

Thus, it seems that clusters are groups of geographically concentrated interconnected companies and their accompanying organizations (suppliers, infrastructure, research and training institutions) specializing in a specific area of activity related to common technologies and skills that mutually complement each other and reinforce competitive advantages of individual companies and the cluster as a whole....

Based on this, the conclusion suggests itself that it is always important for a cluster that the principle of proximity of the location of structural formations (location and geographical concentration), network organization and specialization based on innovation be implemented. These are three characteristic features of a cluster that underlie the construction of the principles of its formation and development, as well as the conditions of existence in geographically localized systems. “This approach is based on taking

into account the positive synergistic effects of regional agglomeration, i.e. proximity, consumer and producer, network effects and diffusion of knowledge and skills due to personnel migration and business separation. " The formation of a cluster in the region requires all the factors of its effective functioning;

A cluster generates an economy of scale of production with a core and in the form of an innovation cluster, which is one of the firms for the production of a certain type of product or service. In a broad sense, cluster theory is a new, providing additional opportunities way of structuring and understanding the regional economy, organizing the theory and practice of regional economic development, as well as formulating an appropriate economic policy. Clusters reflect the process of real creation of welfare not only of all its participants, but also of the society, territory, society in which the clusters function; they make the competitiveness of the region more powerful and the competition more effective.

Enterprises united in a cluster are a special subject of the market, therefore, the assessment of the effectiveness of the functioning of a cluster can be carried out from two points of view: the cluster as a subject of the market and a separate enterprise included in it. The successful development of the cluster means an increase in the competitiveness of the regions, an increase in the growth rate of the gross regional product, an increase in the share of regions in the total volume of the country's GDP. In addition, the efficient functioning of the cluster ensures the preservation and creation of new jobs, which expands the tax base and reduces unemployment benefits. The high performance of the cluster increases the innovation and investment rating of the regions. From the point of view of the cluster as a market entity, the effectiveness of its functioning can be assessed by the indicators of the cluster itself: profitability, susceptibility to innovation,

The effective development and functioning of the cluster has an impact on the development of the regions of the Southern Federal District and the North Caucasus Federal District in the following directions:

- implementation of projects and programs that ensure the growth of the competitiveness of the regions;

- creating conditions for the development of regions as an integral system and the implementation of its competitive advantages in the domestic and foreign markets.

Each of these areas for the development of regions is provided with a whole range of aspects affecting the financial, tax and tariff, infrastructure and other resources of the regions.

The development of the existing structural elements of the regions and the creation of missing elements is carried out due to the achievement of the following results by the cluster:

- reduction of budget financing and transition from subsidies to domestic lending;

- creation of a system to support the promotion of the results of research and development work in production, bringing their results to the stage of commercialization, including the creation of an internal cluster network of start-up financing organizations;

- support for research and development that can lead to the production of competitive products;

- creation and strengthening within the cluster of vertically and horizontally integrated structures in production and technology spheres, including scientific and educational organizations;

- ensuring the growth of production of high-quality products by supporting small and medium-sized businesses;

- providing organizations - members of the cluster - technological, legal, financial and other information that ensures their main activities.

Regional and municipal branches of government have developed long-term target programs for the development of small and medium-sized businesses for 2016 - 2025, including for the manufacture of shoes. The main goal of such Programs is to ensure equal and favorable conditions for the development of small and medium-sized businesses in the regions of these districts. The main objectives of the Program are to increase the role of small and medium-sized businesses in improving the living conditions of the population in the regions of the Southern Federal District and the North Caucasus Federal District. Ensuring interaction between business and regional government bodies through the development of public-private partnerships, involving SMEs in resolving issues of socio-economic development of districts. Filling the regional market with goods and services of small and medium-sized enterprises, including those of an innovative nature. Increase in the number of SMEs. Increase in tax revenues from SMEs to the budgets of the budgetary system of the Russian Federation. Increasing the investment activity of SMEs.

The total amount of funding for the Program only for the Rostov region is 476 403 606 thousand rubles, including: regional budget funds - 1 547 910 thousand rubles, federal budget funds - 472 804 thousand rubles, extra-budgetary sources - 474 382 892 thousand rubles. rubles, funds of local budgets - volumes and directions of financing of events. Programs are determined by regulatory legal acts of the representative bodies of municipalities. The amounts of funding for the Program are subject to annual adjustments, taking into account the possibilities of the respective budgets.

The program is financed within the budgetary allocations provided for its implementation by the Regional Law on the Regional Budget for the next

financial year. Expected final results of the Program implementation:

1. Ensuring an increase in the number of small and medium-sized enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

2. Increase in the share of goods (works, services) produced by SMEs in the volume of GRP.

3. Ensuring the growth of the average number of employees in small and medium-sized enterprises.

4. Increase in the share of the average number of employees (excluding external part-time workers) of small and medium-sized enterprises in the average number (without external part-time workers) of all enterprises and organizations.

5. Ensuring the growth of investment in fixed assets of small and medium-sized enterprises.

6. Increase in average monthly wages in small and medium-sized enterprises.

The priorities in providing support to small and medium-sized businesses in the territory of the two districts in 2009-2014 will correspond to the priorities determined by the Federal Law of 24.07.2007 No. 209-FZ "On the development of small and medium-sized businesses in the Russian Federation", as well as include additional priority directions based on the relevance of solving business problems.

Since the shoe cluster being created on the territory of the Southern Federal District and the North Caucasus Federal District falls under a priority activity, the main financing of this project will be carried out in accordance with the above law and the regional long-term target program for the development of small and medium-sized businesses in the Rostov region for 2009-2014.

The main forms of state support for the investment activities of organizations from the regional budget are:

- Provision, on a competitive basis, of state guarantees to the regions of the Southern Federal District and the North Caucasus Federal District for investment projects;
- placement on a competitive basis of regional budget funds to finance investment projects;
- provision of tax incentives to investors;
- the provision of subsidies in order to reimburse the costs (expenses) for the payment of interest on loans from commercial banks provided for new construction, expansion, reconstruction and technical re-equipment of existing enterprises.

Sources of financing the need for working capital and for the implementation of the investment project are presented in Table 10

Table 10 - Sources of financing the need for working capital and for the implementation of the investment project

Np / n	Source of financing	Financing amount, RUB thous.
1.	Total, including:	200,000.0
2.	Own funds	50,000.0
3.	Attracted loans (loans, subsidies)	150,000.0

The rationale for the use of budgetary funds to subsidize working capital and the implementation of the investment project is presented in Table 11.

Table 11 - Rationale for the use of budget funds to subsidize the replenishment of working capital and the implementation of an investment project

The name of indicators	The value of indicators
Wage fund, rub.	17547479.15
Average level of wages, rubles	13056.16
Production volume, rub.	568637650
Production volume, pairs	320928
Proceeds from product sales, rub.	568637650
Income tax, rub.	113727530
Contributions to funds, rub.	5264243.74
Job creation (number)	112

The assessment of the validity and effectiveness of tax incentives is carried out in order to: monitor the results of the tax incentives; preparation of proposals on early termination of tax benefits or their prolongation.

To assess the validity and effectiveness of tax incentives, the following criteria are used: budget efficiency, social efficiency, economic efficiency.

1. Budgetary efficiency - an assessment of the result of economic activity of the categories of taxpayers who are provided with tax incentives, in terms of the impact on budget revenues and expenditures of the regions of the Southern Federal District and the North Caucasus Federal District. The budgetary efficiency of the established tax incentives is recognized as positive if the amount of additional actual receipts of taxes and fees to the budget of the districts from the categories of taxpayers who have the opportunity to use the tax incentive exceeds or is equal to the amount of the established tax incentives for the period under review.

2. Social efficiency - an assessment of the degree of achievement of a socially significant effect, which is expressed in a change in the quality and volume of services provided as a result of the implementation by taxpayers of a system of measures aimed at improving the living standards of the population. Social efficiency is the compliance of the results of economic activity with the basic social needs and goals of society, the interests of an individual. The social efficiency of the established tax benefits is recognized as positive if the provision of tax benefits has ensured the achievement of one of the following goals: - increase in wages; - creation of new jobs; - improvement of working conditions;

- creation of preferential conditions for paying for services to unprotected segments of the population.

3. Economic efficiency - an assessment of the dynamics of financial and economic indicators of economic activity of taxpayers who have been granted tax benefits.

The economic efficiency of the established tax incentives is considered positive if, as a result of the provision of tax incentives, a positive dynamics of the financial and economic indicators of taxpayers' activities (profitability, profitability, expansion of the range of products, reduction of production costs) is ensured.

When implementing this project, social efficiency will be expressed in the following indicators:

- creation of jobs (as a result of the implementation of the work done, at least about 112 people will be employed);

- the receipt of funds in the budgets of various levels. Insurance premiums, which make up 30% of the payroll, including: the pension fund of the Russian Federation -22%, the social insurance fund of the Russian Federation - 2.9%, the federal fund of compulsory medical insurance -5.1%;

- reduction of expenses of the constituent entity of the Russian Federation.

In accordance with Article 33 of the Law of the Russian Federation "On Employment of the Population in the Russian Federation", the Government of the Russian Federation established in 2012 the amount of unemployment payments in the amount of 4,900 rubles. If we assume that all employed workers who will be provided with jobs as a result of the implementation of the work done would receive unemployment benefits in the amount of 4,900 rubles, then the total amount of benefits paid from the budget will be: 112 * 4900 = 548,800 rubles.

As a result, social tension in society will decrease and direct costs associated with an increase in government spending on overcoming socially negative processes will decrease. Social and economic consequences of unemployment: 1) social consequences of unemployment (exacerbation of the crime situation; increased social tension; increased social differentiation; decreased labor activity); 2) the economic consequences of unemployment (depreciation of the consequences of training; reduction in production; costs of helping the unemployed; loss of qualifications; decrease in living standards; underproduction of national income; decrease in tax revenues).

The financial well-being and stability of an enterprise largely depends on the flow of funds to cover its obligations. Lack of the minimum required supply of funds may indicate financial difficulties. In turn, an excess of cash may be a sign that the company is suffering losses. The reason for these losses can be related both to inflation and depreciation of money, and to the missed opportunity to place them profitably and generate additional income. In any case, it is the analysis of cash flows that will make it possible to establish the real financial condition of the enterprise.

Cash flow is the difference between the receipts and payments of the company's cash over a certain period of time. It characterizes the degree of self-financing of an enterprise, its financial strength, financial potential, and profitability.

Cash flow is characterized by:

an inflow equal to the amount of cash receipts (or results in value terms) at this step;

an outflow equal to the payments at this step;

balance equal to the difference between inflow and outflow.

Cash flow usually consists of partial flows from individual activities:

cash flow from the investment activities of the enterprise;

cash flow from operating activities;

cash flow from financial activities.

Effective cash flow management increases the degree of financial and production flexibility of the company, as it leads to:

to improve operational management, especially in terms of the balance of receipts and expenditures of funds;

increasing sales volumes and optimizing costs due to the great possibilities of maneuvering the resources of the enterprise;

improving the efficiency of management of debt obligations and the cost of their service, improving the terms of negotiations with creditors and suppliers;

creating a reliable base for assessing the performance of each of the divisions of the enterprise, its financial condition as a whole;

increasing the liquidity of the enterprise.

All three types of activity take place at each enterprise.

The cash flow from investing activities as an outflow includes, first of all, the costs allocated by the steps of the accounting period for the creation and commissioning of new fixed assets and the liquidation, replacement or reimbursement of retired existing fixed assets. In addition, changes in working capital are included in the cash flow from investing activities (an increase is considered as an outflow of funds, a decrease as an inflow). The outflow also includes own funds invested in the deposit, as well as the cost of purchasing securities of other economic entities intended to finance the project.

Cash inflows from investing activities include income from disposal of retired assets (sale of footwear or sale of obsolete equipment).

Cash flows from operating activities include all types of income and expenses at the appropriate step of the calculation associated with the production of products, and taxes paid on these incomes.

The main inflows are income from sales of products and other income. Production volumes should be indicated in physical and value terms. The initial information for determining the proceeds from the sale of products is set in steps of calculation for each type of product.

In addition to proceeds from sales in the inflows and outflows of real money, it is necessary to take into account income and expenses from non-sales operations that are not directly related to the production of products. These include, in particular:

income from renting or leasing property;

receipts of funds upon closing deposit accounts and on purchased securities;

repayment of loans provided to other participants.

Outflows from operating activities are formed from the costs of production and distribution of products, which usually consist of production costs and taxes.

Financial activities include transactions with funds external to the investment project, i.e. coming not at the expense of the project. They consist of equity (equity) capital and borrowed funds.

Cash flows from financial activities as inflows include investments of equity capital and borrowed funds: subsidies and grants, borrowed funds, including through the issuance of its own debt securities by the enterprise; as outflows - the cost of returning and servicing loans and debt securities issued by the company, as well as, if necessary, for the payment of dividends on the company's shares.

Cash flows from financial activities are largely formed when developing a financing scheme and in the process of calculating the effectiveness of an investment project.

If the manufactured shoes are not fully sold, the enterprise loses part of the profit, which is necessary for the further development of production. To reduce losses, the manufacturer must have daily information on product sales and make decisions on timely changes in prices for specific shoe models.

This paper analyzes the possibility of a developed software product that allows calculating cash inflows from operating activities. This program is necessary for a sales manager or marketer who controls the sales process of a specific released model. As a result of the proposed calculation, we obtain a net inflow from operating activities. A decrease in sales leads to a decrease in cash flow and requires a decrease in the selling price of a product in order to increase sales. If such an event does not lead to an increase in cash flow, then the question arises about the advisability of further releasing this model.

The algorithm for constructing and calculating the software product is located in the Federal State Budgetary Educational Institution of Higher Professional Education "YURGUES". This algorithm is implemented using the Microsoft Excel software product, which can be installed at the workplace of almost any specialist.

For this calculation, it is important to differentiate the data involved in the calculation. To calculate the cost of a specific model being produced, the initial data are fixed and variable costs, which depend on the production equipment, the composition of basic and auxiliary materials, the number of employees, etc. In the Excel calculation table, the cells into which these data are entered are highlighted. In the process of monitoring the sales of a particular model, this data remains unchanged. For another model, the data is adjusted.

The calculation also contains data that does not depend on the model and is entered into the calculation table once. They are highlighted in color. Calculation formulas are also highlighted in color, they are recalculated automatically when the initial data changes. The main initial data that are used in the monitoring process are the selling price of a unit of production and the volume of sales.

Thus, the calculation can be performed daily, or in a selectable time range, while setting only the sales volume and unit price for a certain period, we will receive an increment in the cash flow for this period. The algorithm for calculating the receipt of cash from operating activities is also protected and is the property of FGBOU VO ISOi P (branch) of DSTU

To assess the effectiveness of the production activity of a shoe enterprise, it is necessary to analyze the annual results of the enterprise for the production of men's, women's and children's footwear, that is, the entire product range.

When 60% of footwear is sold, the company's activities generate insignificant income. Basically, this income is achieved through the sale of men's shoes, since losses are observed in the women's assortment with these volumes. A further decrease in sales volumes will lead to an increase in losses. To solve this problem, the conditions for the sale of shoes in a specified period of time are necessary, as well as the volume of sales of at least 50%. If such a situation arises, it is necessary to attract borrowed funds to cover costs and the subsequent release of products. Table 12 shows the relationship between revenues, costs and production volume using the example of winter children's shoes. managing which you can analyze the financial results of the enterprise and make timely decisions on replacing an assortment that is not in demand,

Table 12. Influence of the sale of footwear on the financial condition of enterprises on the example of winter children's footwear (model A)

Indicators	Indicator value for different volumes of sales per month (%)						
	100	80	72	60	40	30	20
1	2	3	4	5	6	7	8
Volume of sales, steam	31020	24816	22334	18612	12408	9306	6204
Price of one pair, rub.	890.9	890.9	890.9	890.9	890.9	890.9	890.9
Sales proceeds, thousand rubles	27635.72	22108.57	19897.36	16581.43	11054.28	8290.72	5527.14
Unit cost, thousand rubles	795.41	795.41	795.41	795.41	795.41	795.41	795.41
Full cost price, thousand rubles, including	24673.63	21307.73	19897.36	18121.82	14845.93	13207.98	11570.03
Conditional fixed costs, thousand rubles	8294.13	8294.13	8294.13	8294.13	8294.13	8294.13	8294.13
Conditional variable costs, thousand rubles	16379.5	13013.6	11629.44	9827.69	6551.8	4913.85	327.59
Profit (+)	2962.09	800.84	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	0	-1540.39	-3791.93	-4917.26	-6042.89
Taxes, thousand rubles	592,418	160,168	-	-	-	-	-
Net profit, thousand rubles	2369,672	640,672	-	-	-	-	-

Table 13 shows the final calculation results for the entire range of shoes, focusing our attention only on profit and loss for various sales volumes per month. Their analysis confirms the high efficiency of the software product developed by the authors for analyzing the results of the work of shoe enterprises, depending on the receipt of cash flow when tracking the sale of shoes during each month of its activity.

Table 13. Impact of the sale of footwear on the financial condition of enterprises

Indicators	Indicator value for different volumes of sales per month (%)						
	100	80	72	60	40	30	20
in the production of children's shoes							
winter (model A)							
Profit (+)	2962.09	800.84	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	0	-1540.39	-3791.93	-4917.26	-6042.89
autumn (model B)							
Profit (+)	2068	104.54	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	0	-1858.92	-3822.4	-4804.25	-5785.8
summer (model B)							
Profit (+)	1422	-	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	0	-340.72	-2103.45	-3866.12	-4748.03	-5628.9
spring (model D)							
Profit (+)	1537.63	-	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	0	-63.04	-1735.16	-3263.51	-4063.78	-4863.98
in the production of women's shoes							
summer shoes (model A)							
Profit (+)	1648.68	739.69	285.01	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-169.31	-623.99	-1648.7
autumn boots (model B)							
Profit (+)	2490.13	1329.09	168.05	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-412.22	-992.98	-2490.1
winter boots (model B)							
Profit (+)	4508.29	2913.36	1317.64	520.18	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	-	0	-277.3	-4508.3
spring shoes (model D)							
Profit (+)	1790.91	1276.49	761.04	246.62	0	-	
Loss (-) from sales, thousand rubles	-	-	-	-	0–	-268.84	1790.91
in the manufacture of men's shoes							
winter boots (model A)							
Profit (+)	2825.44	2260.23	1695.22	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-1477.63	-977.93	-2825.4

autumn low shoes (model B)							
Profit (+)	2068.81	1161.72	254.64	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-652.46	-1106.4	-2068.8
spring low shoes (model B)							
Profit (+)	2730.7	1727.51	724.44	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-278.84	-780.38	-2730.7
summer clogs (model G)							
Profit (+)	1713.77	943.54	123.47	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-596.77	-981.89	-1713.8

Table 14 shows the impact of the cash inflow when tracking the sales of only a certain type of footwear during each month. The results obtained again confirmed the high efficiency of the application of the software product developed by the authors to control the financial condition of the enterprise in order to guarantee it stability and obtain high TEP, and their products to ensure competitiveness and demand in domestic sales markets with unstable growth.

Table 14 - The impact of the sale of the entire assortment of footwear on the financial condition of enterprises

Indicators	The value of the indicator for different volumes of sales per month,%			
	100	80	60	40
summer range of shoes				
Profit (+)	3660.56	1961.85	264.01	-
Loss (-) from sales, thousand rubles	-	-	-	-1434.8
autumn shoe assortment				
Profit (+)	4892.69	2829.04	765.82	-
Loss (-) from sales, thousand rubles	-	-	-	-1298.25
winter shoe assortment				
Profit (+)	7545.06	4842.11	2141.28	-
Loss (-) from sales, thousand rubles	-	-	-	-561.16
spring shoe assortment				
Profit (+)	4621.78	3245.42	215.23	-
Loss (-) from sales, thousand rubles	-	-	-	-1243.14

Most often, the company sells shoes through stores with payment after the sale, concluding contracts with the trade, indicating the timing of the receipt of funds on the manufacturer's accounts. Table 15 shows the calculations of the receipt of cash flow based on the results of the enterprise for the year.

Table 15- Annual results of the shoe enterprise in the production of the entire assortment of shoes

Indicators	Jan.	Feb	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales volume, pairs	26114	26114	29661	29661	29661	28168	28168	28168	25358	25358	25358	26114
Sales proceeds, thousand rubles	45032.84	45032.84	31026.82	31026.82	31026.82	24033.9	24033.9	24033.9	30640.47	30640.47	30640.47	45032.84
Unit cost, rub.	1435.54	1435.54	890.2	890.2	890.2	726.7	726.7	726.7	1024.58	1024.58	1024.58	1435.54
Full cost price, thousand rubles	37487.78	37487.78	26405.04	26405.04	26405.04	20373.34	20373.34	20373.34	25747.78	25747.78	25747.78	37487.78
Profit from sales, thousand rubles	7545.06	7545.06	4621.78	4621.78	4621.78	3660.56	3660.56	3660.56	4892.69	4892.69	4892.69	7545.06
Income tax, thousand rubles	1509	1509	924.36	924.36	924.36	732,112	732,112	732,112	978.5	978.5	978.5	1509
Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928,448	2928,448	2928,448	3914.19	3914.19	3914.19	6036
Product profitability,%	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

In this case, if footwear is in demand and is fully sold, then the company receives money on time, which is also needed to pay wages, purchase working capital and other expenses to ensure the development of production.

During the year, the company produces 327,903 pairs of shoes. With 100% sales of these products, the enterprise will receive proceeds in the amount of 392,202.1 thousand rubles. However, this is not always the case.

For example, when selling autumn shoes in the amount of 80% of the production volume, the profit is reduced by 43.15% and amounts to only 1,178 thousand rubles, while the sale of footwear less than 47.4% of the production volume brings losses to the company. Due to the lack of funds, it is necessary to reduce the volume of production, to delay the payment of wages to workers, for which the heads of the enterprise are currently responsible, sometimes even criminal. If such a situation arises, it is necessary to attract borrowed funds to cover costs and organize the subsequent production of products, which at the moment is associated with certain difficulties: interest on a loan has been significantly increased (up to 18%), loan repayment terms have been reduced, etc., leading to an even greater increase production costs.

Shoe enterprises should focus both on external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, coverage of basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise when shoe sales, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised side of marketing should appear: if the shoes, even without taking into account the requirements of the market, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, eliminate leftovers, attract a large number of consumers, stimulate shoe consumption, using

discounts for this. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, trade. In addition to using discounts, an enterprise can initiate a price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather goods and the enterprise as a whole. In addition, the greater the number of footwear products produced, the more production costs decrease, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers. for products manufactured by shoe enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District.

Consequently, only the joint efforts of the regional municipal branches of government and heads of enterprises provoke a situation when, due to the technical and economic indicators of the activities of the enterprise located in these regions, the grounds for a significant improvement in the social situation of the inhabitants of these regions will actually be created.

Conclusion

The quality is "written by nature" to be at all times in the epicenter of scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universal, relevant, it is strategic.

The domestic light industry is going through hard times, and the consumer is offered products of dubious quality that have entered our markets by counterfeit and other illegal means, that is, they have no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

To reanimate the role and importance of a quality-oriented strategy, since only in this case enterprise managers will subjectively and objectively be forced to improve their production using nano technologies and innovative processes so that competitive and demanded materials and products fully satisfy the needs of domestic consumers. At the same time, the authors' assertion that the consumption of domestic materials and products is regulated by the market is substantiated. In this case, the requirements of the market should be shaped in production, and the authors confirm this situation, drawing attention to the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it by federal, regional and municipal orders; stimulate price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also due to technical innovations aimed at using new technological and engineering solutions.

Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs.

It is no less important to understand the role and significance of quality activities, that is, how much the leaders got into the essence of things, learned how to manage things, change their properties (assortment), form, forcing them to serve a person without significant damage to nature, for the good and in the name of man.

Both political leaders and the government have recently begun to talk about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the restructuring of industry, then the thought arises whether we are not stepping on the same rake here that we have been stepping on during all the years of reforms.

What is the essence of economic reforms and the importance of industrial policy in them, which are theoretically substantiated and practically tested by a number of developed countries?

These are the fight against inflation, the strengthening of the national monetary unit and financial stabilization. This is a change in the forms of ownership in various spheres of the economy through the process of privatization. This is a restructuring of the economy under the conditions of market relations.

Moreover, all these fundamental processes of economic reform must be based on structural adjustment. Both financial stabilization and privatization should be subordinate to the process of structural adjustment, since it is structural adjustment that determines the final result of reforms and the effectiveness of adaptation of various forms of production to civilized market relations.

The end result should also be the basis for the restructuring of the economy. And these are products, services - their competitiveness in the domestic and world markets.

What happened in the Russian reforms? All three basic processes (financial stabilization, privatization and restructuring) went on their own, without interconnection. Therefore, the methods used by the government and the Central Bank to combat inflation

and other economic indicators often ran counter to the tasks of structural adjustment.

As for the process of restructuring, the government's position is expressed by the following statement: "the market will put everything in its place by itself." Given this position on restructuring, it is not surprising that there was no place for the words quality, competitiveness in the national economic policy.

This is, unfortunately, the reality of the reforms carried out today. In this connection, I would like to refer to the well-known world experience.

A world-renowned quality specialist E. Deming, who at one time was a scientific advisor to the Japanese government and led Japan out of the economic crisis, in his book "Out of the Crisis" says: "... managing paper money, not a long-term production strategy - the way into the abyss ".

Regarding whether the state needs to pursue industrial policy, one can quote the statement of the outstanding economist of the past Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants."

What are the results of economic activity today, what are the achievements in this area? Growth of gold and foreign exchange reserves, decrease in inflation, budget surplus and other financial and economic achievements. Is this the end result of public administration? And not the quantity and quality of goods and services sold in the domestic and foreign markets, and not the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the country's population?

Therefore, it is quite natural that today the task is posed for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let's carry out an enlarged factor analysis of the quality of life problem. The quality of life of citizens depends on the quality of consumed goods and services in the full range - from birth to ritual services, as well as on the ability to pay of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises' work depends on the state of management, on the level of application of modern management methods.

The existing world practice of widespread use of modern methods is based on standardization and certification. Standardization allows you to generalize best practices, formalize them in an accessible and understandable form and make them the property of everyone who wants to apply these best practices. Certification allows you to assess the level of implementation of the requirements of standards in practice and give an appropriate guarantee for the consumer. Currently, no more efficient mechanism has been invented for the dissemination of advanced experience in solving various problems, and in the world there are corresponding international structures for standardization and certification.

An analysis of the current international standards, which are aimed at improving the level of enterprise management, shows the following areas of their action:

– quality management systems (a series of international standards ISO 9000 and industry supplements);

– environmental management systems (series of international standards ISO 14000);

– occupational safety and health systems (OHSAS 18001);

– social responsibility system (SA 8000)

The structure of the problem "quality of life" and a set of international standards aimed at solving it.

At the same time, international standards for quality management are of the most significant and global nature. The use of modern methods in them makes it possible to solve not only the problem of improving quality, but also the problem of efficiency and the problem of productivity. That is, today the concept of "quality management" is being transformed into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

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THE QUALITY MANAGEMENT SYSTEM IS THE BASIS OF TECHNICAL REGULATION FOR THE PRODUCTION OF IMPORT-SUBSTITUTING PRODUCTS

Abstract: *In the article, the authors consider the role of quality as a tool for promoting the philosophy of production quality of competitive and in-demand products at light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, the authors absolutely justifiably confirm the possibility of such an implementation. If innovation centers or clusters are implemented, saturated with universal and multifunctional equipment, creating the prerequisites for the production of the entire assortment of footwear, namely: men's, women's and, most importantly, children's shoes, the demand for which in the regions of the Southern Federal District and the North Caucasus Federal District is quite high. And the use of software will provoke a significant reduction in the cost of its production and provide it with a steady demand in domestic markets with unstable demand.And here it is important not to admit a serious methodological mistake - to reduce economic policy to economic analysis, and to maintain the spirit of solidarity in the team - one for all and all for one - and success will surely find the seeker.*

Key words: *quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis, team, success.*

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Introduction

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The results obtained confirm the correctness of the chosen decision on the implementation of QMS and participatory production management and

presupposes their rigorous implementation in the future.

General requirements for products in terms of establishing technical parameters, sanitary standards and safety measures are determined by the GOST of the Russian Federation, and for each product, technical conditions have been developed and approved in accordance with the established procedure, where specific values of product quality are determined, in accordance with technical regulations.

There are two periods in the history of the quality problem. During the first, serious interest in what is quality was mainly limited to professional theory. Philosophers tried to define quality and its systemic position, however, even in numerous philosophical disputes, the concept of "quality" was not among the main problems.

The actualization of the theory of quality turned out to depend on the degree of elaboration of the system-forming philosophical concept "being" in the context of the basic concepts derived from it, ie. of those concepts that help to make the ascent from an extremely abstract statement of existence with the only distinguishing property of being, to exist, to a concrete understanding with an established content, thanks to answers to derived questions such as "What is everything from?", "How does everything exist? "," Is there non-being? "," In what systemic forms does being acquire its definiteness? "

Apparently, it was the last of the listed questions that led philosophy to the "path" of that interpretation of quality, which "hooked" not only those who "equipped" a type of worldview that was fundamentally new in human history.

It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, hardly worried anyone outside the limited community of philosophers. Everything indicates that it was interesting for those whose gaze was turned to the Cosmos, to the depths of its construction, and the overwhelming majority of fellow countrymen, philosophers, were at the mercy of their earthly problems.

Main part

The problem of the quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly took place, but it could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired a scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. For the issue of quality to become one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and purchasing power to make choices, "quality" cannot be among the priorities of the mass consciousness. Elite quality requests are developed in exclusive, unconventional theories, the main goal of which is not the achievement of the truth, but the satisfaction of the customers' needs.

Of course, they knew about the qualitative and quantitative characteristics of phenomena of natural and artificial origin long before these signs were actualized in social being and the consciousness reflecting its development, but in the light of our research, the existence of knowledge of quality is de facto not so significant. The subject of the research is not awareness of quality, but the development of understanding of quality at different horizons of social history.

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression were improved, the dependence of the qualitative and quantitative changes became clear. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life has begun.

As history shows, moving away from savagery and barbarism, laying the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates into the depths of human nature slowly and hard. Biological history has laid an active principle in human nature, combined with a developed ability of thinking, which is noticeably superior to all other types of reflection. But this whole superstructure was formed over a rather rigid animal frame, subordinated to the systemic goal of surviving in the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from natural egoism of the biological level to intelligently active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either romantics or realist optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be in line with the most important problems, quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. A philosopher and a specialist, not a historian, see their

own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past tendencies of ways to solve his problem, sometimes far from private.

Intuitively, at the dawn of civilization, the term history (historia) was interpreted in the sense of studying the sought process as opposed to chronological description. The Ionians called the story, the story of the past, the logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. I. Herodotus and Thucydides understood history as a comprehension of the course, events of the past, necessary for "instruction in the way of life" to those who live in the present. Having passed the test of time, historicism has strengthened its position, has become the ideological base of cultural memory. ON. Berdyaev asserted: “From the first days of Creation ... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself. "

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right in saying that everything clever is already known, you just need to think it over again.

History is a treasure of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, presenting it as the sum of repeating cycles closed on themselves. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, dividing into the finite terrestrial and infinite extraterrestrial. The opposition of cyclical and extracyclical consideration of time is characteristic of theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After Hegel and Karl Marx, it is not the idea of something in general that is actual, but immersion in a concrete-objective or concrete-historical state of what is the object of research. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. The important thing is that everything that exists in time can only take place if it conforms to these objective characteristics of time. To exist in time means to have the properties of time. This provision is universal both for the infinite variety of individual phenomena, and for the sign of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the look at their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the cover of the dialectical theory of development. Quantity does not go directly into quality. A new quality, a qualitative state, arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the stability reserve of functioning.

Measure - "qualitative quantity", it indicates the limits of the quantity change without significant consequences for the given quality of the phenomenon. The exit of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the previous quality, there is a process of birth from it, on its basis, a new quality commensurate with the changed quantity. Measure occupies a key position in the relationship between quality and quantity. On the other hand, quality experts prefer not to think seriously about measure, reducing the measure to quantitative standards. As if a measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of the measure in the management of both quality and quantity.

"Measure" does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through measure, measure mediates their connection. What “benefit” will the practitioner gain from this opinion? Mass production, including its "zealous" variety, requires a measured characteristic. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system.

The market, in essence, is not capable of being the controller of the measure that regulates relations in the "quantity-quality" system. With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation - large-scale speculation and mediation, the modern market opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, is satiated to the extent of its perversity and can afford to set the quality characteristics of goods.

The state behaves in the market like a kindergarten teacher. It puts the interests of the market ahead of the interests of manufacturers and the mass consumer. Under the "roof" of the general idea - the market pulls production, the market and the state are growing together. Quality-quantitative assessments are imprisoned in the zone of subjective arbitrariness.

As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other

conditions, and the effect is obtained due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing quality management methods, a certain logic can be discerned. Life, on the other hand, requires not a "definite" logic, but logical certainty in the form of a holistic, systemically grounded theory of quality as a methodological basis for constructing universal principles of the theory of quality management. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps the quality to fully unfold. A quality thing can be created in one copy, but in order to reveal the qualitative potential of a manufacturer, a single copy (or work) is clearly not enough. The Faberge firm gained fame with the first branded product, but it became a brand due to subsequent successes in creating a collection.

An example of a systemic understanding of quality within the framework of a measure - dimensional certainty is small series, the release of collectible coins, medals. Quality is fixed within the limits of a quantitative value that serves as a measure of its expression. The point here is not only to provide preferential conditions for the vip consumer of products. The dependence of objective quality features on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is a border service of quality, the transition to a measured quantity is a crime against quality.

A mass domestic manufacturer is hardly interested in the theory of quality. It is not relevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, they will smile at their naivety. Trying to rebuild the Russian market with the help of theory, to give it a civilized look is classic quixoticism. First, it is necessary to organize the market space by means of political will, legislative initiatives and effective, not fake, control over the legal order, return the manufacturer of the goods to the market, removing an unmeasured number of intermediaries - speculators.

The real manufacturer is not interested in speculative operations. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own definite and accessible producer within the framework of moral and legal relations.

A sense of national dignity is nurtured by history and existing reality. You can study at school according to the best history textbooks, but besides school history lessons, there is a current life that is more impressive than historical excursions. In the East, they say: "How many times do not repeat halva, it will not be sweet in your mouth." Theory has always been considered the best practical guide, albeit in normalized conditions of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the substitution of quality with pseudo quality occurs and the cost of advertising props grows.

The quality of human activity reflects such a complex of its characteristics, which corresponds to the maximum extent to the ideal idea of success. The object of management is human activity in the totality of its factors, characteristics and characteristics. But any human activity is a set of actions aimed at solving a problem that allows you to achieve the goal. Therefore, we can talk about quality management as the management of those characteristics of human activity that make this activity what is necessary for reliable and real achievement of the goal.

The management of any processes ultimately results in an impact on their certain characteristics: productivity, reliability, timeliness, design, efficiency, etc. The complex of such characteristics reflects the quality of activities. That is why we can talk about quality management as a special approach. In management, there is a goal and a means of achieving it. Moreover, quite definite relations are established between these two factors. These are relations of concreteness, interdependence, direct interaction, adjustment, flexibility, adjustment.

In most cases, our domestic management of quality is seen as nothing more than a means to an end. If we consider that the goals, as a rule, are not sufficiently defined, then the means of achieving them have the same property. Quality in management is present as a general characteristic of manufactured products, achieved through norms, standards, and technical control. The world experience in management indicates a change in the status of quality in the management system and processes. In the strategic plans of many firms, quality is considered as the main goal of management, which determines both profit, and image, and stability, and confidence in competition, and development prospects. At least the experience of Japan testifies to this.

Modern management requires the formulation of the quality problem as a management goal, and the achievement of this goal requires quite definite means. In quality management, it is of great importance to understand that quality cannot be achieved without taking into account all its components, without organizing interaction in the management system according to quality criteria. In many previously created quality management systems, the main role was played by the characteristics of the product, the properties of the manufactured object, and not a set of certain characteristics reflecting the socio-economic process of the functioning and development of production, the quality of the socio-economic system in general. The quality of products is a consequence of the action of many factors - the quality of

personnel, the quality of the organization of production, the quality of equipment and technology, the quality of management,

The quality problem in management should have the status of a goal and a subject of management. It is difficult, but necessary, because it is necessary to approach differently to the definition of the content of the problems solved in management, to evaluate them according to very complex factors. Product quality can be seen, evaluated, understood. But the quality of the firm's activity, which gives good quality products, is difficult to determine and evaluate, all the more to assess the quality potential. Not everything can be judged by the end result, not everything is equally explicitly includes the end result. Much, as it were, falls out in the process of its production, receipt, transforms into other properties. That is why the quality of products and the quality of activities are not the same thing, but the latter is much more important for the analysis of management, its organization, for setting goals and guidelines for management, the choice of means and methods of management.

This is where the real need for a systematic approach arises and becomes more acute, and not just for its declaration. In practice, in the very formulation of the problem, in the disclosure of its content, we often exclude the very possibility of a systematic approach to solving problems.

One should not think that quality is determined only by technological components, there are factors that go beyond technology. These are factors of labor culture, production aesthetics, market conditions, social consciousness, production infrastructure, etc.

A systematic approach in methodological terms involves taking into account not only what exists in stock, in a given product, in finished form, but also what existed in the process of its manufacture or formation. In many cases, these were complex and lengthy processes in which something disappears, turns into something else, something changes status. But nothing passes without a trace, and everything remains in one way or another in quality. That is why the concept of quality itself is valuable, that it focuses on a systematic approach, if it is considered as the goal of management, that it requires taking into account the factors of procedurality and structure, existence and development, factors of compliance with a certain external environment, human interests, values of social life, etc.

Today, quality management requires more than just standards and government quality requirements. They can only reflect the minimum level of quality that the state should protect. In general, state quality requirements are a system of administrative quality management. No standards and government requirements will be able to keep up with changing human interests, market processes of competition, and changes in the value system and lifestyle. But it is they who determine the understanding of quality and the need for flexible, socio-economic quality management.

Quality needs criteria that reflect the dynamics of socio-economic processes. Quality should be determined by market situations that characterize the processes of dynamics of supply and demand, needs and values. After all, only the market through the mechanisms of supply and demand, competition, pricing and other processes can show the true quality of the product, show what must be taken into account in its characteristics. State requirements, if they should be, can guarantee only a minimum of quality, through which a system of consumer protection from completely substandard products is built. The real dynamics of quality can be understood only in terms of economic indicators of demand and consumption, competition, price, functional purpose of a product, its impact on lifestyle and role in changing a person's lifestyle.

Quality is not only a set of product properties, it is also the initiative and activity of manufacturers in achieving these properties, in finding and achieving a certain combination of them. Quality is a concept of a socio-economic type, it is not a static system of properties, it is a person's attitude to his work, to society, to management. In terms of awarding the Quality Mark, we have always been in a state of growth. But we felt the true dynamics of quality despite this indicator. There is a natural conclusion that either the criteria were underestimated, or these indicators were simply compiled and used incorrectly. The quality mark did not show true quality. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing in our country, and the demand for our products in the world market was decreasing due to poor quality, its discrepancy with world standards.

Now the processes of restructuring of our production are underway, and it is very important to lay fundamentally new foundations of quality management in the management system, to orient production towards quality as the goal of management and the basis for the successful functioning of production. Quality is a type of development, it is new approaches to regulating product life cycles, creating new types of products, assessing obsolescence and physical wear, taking into account the principle of universality.

Quality management also requires an information support system corresponding to this goal. Relying only on the meager data of domestic reporting, it is sometimes impossible to draw up a true picture of the state of quality, all the more to find the reasons for its change or evaluate the formation processes. But the main thing in management is the sources of quality and tendencies of its change.

In the traditional view, the problem of quality management is reduced mainly to the problem of quality control. This is a sign and factor of the

administrative approach to quality management. But experience, both domestic and foreign, shows that the main factor in quality management is a comprehensive motivation for quality, in which the leading role is played not by control, it can be minimized, but by the way of activity of a production worker, in which both functions and goals, and means of self-affirmation, and interests, and attitude to the company, and sociability, and the socio-economic atmosphere of activity (Figure 1).

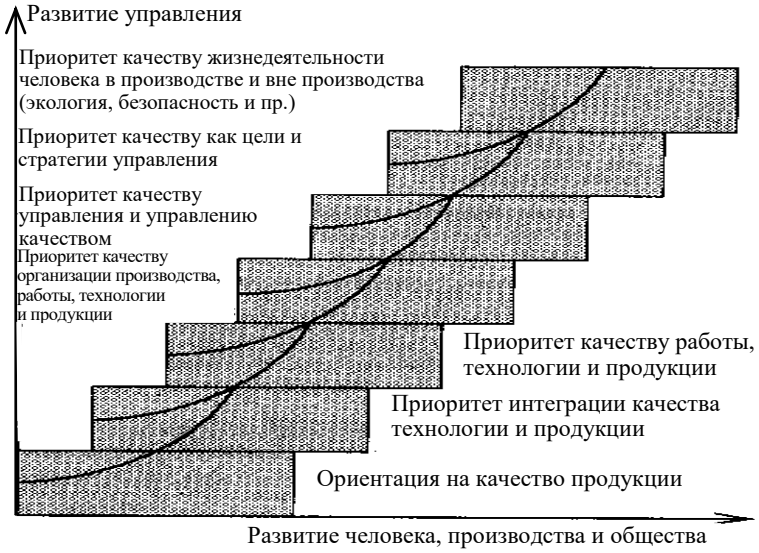
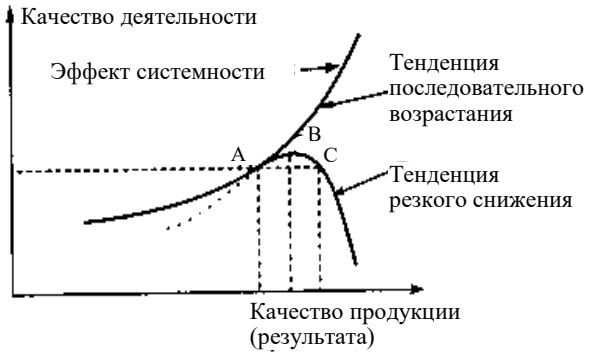


Figure 1. Changing the priorities and role of management in achieving quality, seven steps into the future

Management should be focused specifically on the way of activity corresponding to a certain type of qualityactivities. As a result, this gives product quality without strict administrative control, but control as a system of analytical evaluation. In a market economy, the "quality mark" is the price of a product, its popularity, demand, the image of a company that cannot produce low-quality products at all (Figure 2)



A – точка необходимого переключения приоритет
B – точка упущенных возможностей в росте качества продукции
C – точка тенденции на снижение качества

Figure 2. Quality of activity and quality of products: trends of interdependence

Achieving a certain quality is costly. The value of quality costs is the most important characteristic reflecting quality management. But quality costs do not yet characterize the potential for achieving quality. The costs can be very high, but the quality is low, because the costs do not always have an immediate and direct return. They sometimes serve only to consistently form the quality potential, for example, the costs of the qualifications of workers, production infrastructure.

Therefore, in quality management, the formation of quality potential is of great importance, which includes the culture of activity, the socio-psychological atmosphere, the qualifications and education of workers, technology, technical equipment, and the type of organization of activities.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in his own and national future. Correctly built understanding of quality guarantees the future even in the conditions of the domestic market floor.

We will try, in the order of introduction to the theory of quality, to formulate practically significant fundamental provisions:

Quality is not limited to the sum of properties that are important for the existence of a product; it is a peculiar combination of them, built on the basis of usually two features - more general and more specific. For example. Shoes - "clothes for the feet", hat - "clothes for the head", mufflers - "clothes for the nose and neck", etc. Therefore, the focus should be on them.

Quality allows for changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy, to varying degrees, system-forming characteristics. "Backlash" of quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and the consumer.

- Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, creating quality, it is necessary to put quantitative expressions in qualitative characteristics both in relation to individual properties of the product and the quantity of commodity products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting The Rooks Have Arrived. As a rule, copyright copies have a high level of craftsmanship and are well paid for. The artist was also paid. When asked a question to P. Tretyakov: he would buy copies of paintings by the artist A.K. Savrasova, what happened to the original? P. Tretyakov's answer turned out to be categorically predictable - no! Quality requires not only skill but also inspiration. Inspiration burns out with repetitions.

- Quality and quantity are linked by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimension, both from the position of the market conjuncture, and from the point of view of the very signs of quality. “Quality” is concretized in the concept of “quality”. “Quality” is a concept that reflects the model image of a product, “quality” - defines the quantitative limits of reality and reasonableness of quality (physical and moral status of the product).

- Quality and perception of quality are stable phenomena, but time changes them too. Originally, quality was equated with meaning. The quality criteria were the utility and the size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly due to the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: in what status and to what extent is consciousness included in what is traditionally called the quality of things (there is more clarity with services)? The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: in what status and to what extent is consciousness included in what is traditionally called the quality of things (there is more clarity with services)? The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: in what status and to what extent is consciousness included in what is traditionally called the quality of things (there is more clarity with services)? In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is

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The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation is not directly related to the theory of quality. It contains the keys to the methodology for constructing a theory of quality.... From the above considerations, it is clear that the authors are not idealists, rather they are balancing on the verge of pessimism and optimism. They are critical of the modern, progmatized approach of market liberals to scientific and philosophically sound theory. A light version of the theory, when a fragment torn from the general theory is turned into a theory itself and adjusted to the construction of a market perverted to please speculators, theoretical economists and suppliers of a high-quality surrogate for domestic counters suits. How long the Russian economy will maintain such a configuration is not given to us (and not only to us) to know, however, the world experience of economic development at various stages of economic relations indicates that transition periods are passing and over time, economic life comes to a normal state.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of a person is not substantial. It is not self-sufficient and can take place exclusively due to interchange, initially with nature, and subsequently with society, through which human relations to each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the “second” nature (reconstructed, adapted by man to suit his interests) is synthetic. It appears to be a double helix formed by natural features of natural material (possibly - in relations between people, knowledge expressed indirectly) and qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the person.

Personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress personality. The negative consequence of alienation is caused by the disproportionate replacement of the lost energy of activity. Finding out the poor quality of the goods, the hidden production defects, the deceitful actions of the seller, the normal buyer gets upset, first of all, because of his own poor-quality decision. Other transaction losses are most often reimbursed. The feeling of imperfection of one's own taste and knowledge remains.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. Hence, it follows that it is necessary to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what is quality. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

For the sake of objectivity, let's say: true creators of high-quality products will be outcasts in our market as long as the law enforcement officers are confident in their own impunity for corruption. Nevertheless, it is necessary to go forward. History is ugly, but nevertheless it is moving towards order by the conservatism of manufacturing techniques, but even at that time the municipal authorities strictly checked the quality of the products, as well as the abilities of the candidate for manufacturers, there was an official regulation approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process, created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the

possibility of falsifying quality was formed. Further, both de facto and de jure, there was only a step to the substitution of brand qualities. Going beyond the border of the measure opens the way for legal violations and moral crisis, up to and including limit.

Were the trends in the interpretation of quality and attitudes towards quality in the economy of mass production inevitable? No, they were generated by a new nature of production, reflected this character and to a certain extent were an objective reflection, but, in addition to the object reflected by consciousness, there is a perspective of reflection, conditioned by the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectified, which, in general, looks in accordance with the theory of reflection. However, it admits, in private, both subjective distortion - involuntary - due to misunderstanding, and deliberate in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality has been and remains a subject of manipulation in the interests of those who run the market. Consensus about the quality of the creator, producer, seller, and consumer is the sweetest fairy tale. Agreement is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. Creator - the creator of a product finds satisfaction in production and consumption. He realizes his human strength in them. The producer is interested in a sustainable relationship with the creator and the consumer. The consumer is satisfied with the quality and value for money. "Shares" and "sale" do not confuse him or deceive him.

The previous quality management, although it had such a name, had the following disadvantages:

1. It was carried out in the conditions of administrative management and therefore bore the imprint of this management (administrative methods of quality regulation, limited opportunities for motivating high quality, reliance mainly on the quality control system, quality planning and thereby limiting its improvement).

2. Quality in management processes was considered as a means of achieving certain goals (implementation of predominantly quantitative indicators of the plan).

3. Quality was declared very broadly, but was not a factor in the management mechanism, the call for quality was not supported by additional funding.

4. The main thing in the understanding and regulation of quality was the quality of the products. Hence, all actions to improve quality and its analysis began with the product and were tied to it. This is the management methodology, this is the approach to quality management: take into account only what directly affects the quality of products, and assess its quality according to planned indicators. This was a limited approach.

Let's designate new approaches to quality management:

1. Quality must enter the management process as a goal that determines all the necessary means of achieving it. The difference is that the goal directs the development, and the means provide the purposefulness of the processes, the possibility of achieving the goal. Quality is something to strive for, and not something that would act as a tool or method for any achievements of a different nature.

2. From an orientation towards product quality, it is necessary to move to an orientation towards the quality of activities. This requires expanding the range of factors included in the methodology of problem analysis, formulation and search. This means understanding that the quality of products is determined by the quality of life, it is this that shows what quality is necessary and achievable; this means that product quality must be viewed from the perspective of quality of life. This would indicate a truly human factor of governance.

3. Quality management should be based on market mechanisms of economic development. This means that you should not strive to manage quality based on requirements. The main thing is the economic motivation of quality, both in general and in small things, ensuring its achievement, quality research.

4. The quality management methodology assumes a systematic approach. This means that in quality management, the main thing is to identify all hidden and explicit, direct and indirect relationships of factors that affect quality and shape quality, and we will name practical recommendations for quality management:

1. When working with personnel, attention should be paid not only to their qualifications, but also to the quality of education.

2. Do not strive to make demands on product quality or even on the quality of work, but strive to increase activity in relation to quality, to look for ways to improve quality at every workplace, to form quality, both in small things and in general.

3. It is necessary to find the main thing in the process of forming the quality of activity. It is different for different firms, but it always exists.

4. It is not standards and requirements that solve the quality problem, but people interested in improving quality.

5. Quality is not only and not so much a characteristic of manufactured products as a socio-economic characteristic of an activity. It is necessary to strive not only for the quality of products, but mainly for the quality of activities, because this lays

the potential for quality even when initially does not affect the quality of the product.

6. The quality of activity is not just labor productivity, it is awareness of activity, culture, attitude to activity, professionalization, education, which allows using professional skills in a different way.

7. Striving for the quality of activity means not only working well, but striving for self-improvement, creativity, self-education.

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. Not a single branded light industry enterprise has appeared in Russia for twenty years, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality consulting support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of personnel, service maintenance. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the sold goods to its certificate, and the demonstration of the goods. The seller's profit should not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumer salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

Only in Russia and only the liberals - the market people at every opportunity remember how bad it was for the people before the advent of true democracy - they starved, went ragged, lived who knows where and how. Monitoring the quality of life - through quality consumption opportunities - is advisable within the current time frame. There is only one criterion - the consumer basket is growing and how does it grow?

The rate of inflation is a necessary but insufficient indicator of the state of the quality of life. The government took inflation reduction as its main reference point. The indicator is actually socially and economically significant, testifies to the culture of the market and, indirectly, to the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality dilutes quality. The quality of footwear, clothing, cereals, fish, vegetables, fruits within the general name varies greatly. The reserve for quality manipulation is significant. The main thing is still in understanding quality, not the name, but the system characteristic of the product, reflecting the assortment,

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. By replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the framework of the infrastructural status of the market.

Monopolization of production led to the accumulation of financial capital, the autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to replace the role of the organizer of economic activity as a whole, which distorts the system of the economy.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienating consumption. In natural production, product quality was hardly a pressing issue. The quality was “dissolved” in the conservatism of technique and technology, in the traditionality of the assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the manufacturer and the consumer. Levers of management - financial policy, directions - the main - two: the impact on the quantity and quality.

Product quality has gained relevance in commercial production. It became clear that in the understanding of quality there are sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to directly influence the objective properties of a product (using its own mechanisms), but it can very well even objectify subjective ideas. Thus, the manipulation of quality was first included in the functions of the market, then it became an element of economic policy.

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation. on the importance of quality to the customer. The availability of choice and ability to pay does not serve as the basis for the indisputability of a high-quality acquisition.

In the existing market, price and quality are divorced even at auctions that are famous for the careful organizational culture. The buyer is turned into an expert and this grimace of the market is not as bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, so as not to be suckers, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic integral form.

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people (" buyers ") is the work of the drowning people themselves, read" buyers ". Increasing the “purchasing qualifications”, if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse the better."

Imported consumer goods - not Chinese - in the 80s - 90s. was with us with a bang! The assortment, packaging, external features of the product were impressive. And what is the bottom line? After 10 years, the manufacturer returns the Soviet brands, naturally in the absence of effective control, not Soviet quality.

We know how to make quality products and are quite capable of regaining "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only the consumer, judging by the failures in rocketry, the operation of aircraft, etc.) market. They explain to us: we need economic measures. Correct, however, this is half-truth. If necessary, then accept. The power should have power that is not nominal. It's time to understand that economics has always been politics, economic theory has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technological progress, futurists of all stripes groan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere with the development of the economy. For whom is it better? One conclusion suggests itself: not to disrupt the self-movement of the economy in the interests of those who have privatized the economy and whose service is the "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent and the “free” movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the success of joining the WTO. It is good that they were bargaining, creating a legal "safety cushion" for the domestic producer of consumer goods. Problem: how will they use concessions from the WTO now?

The time for political action - not decisions - is the most favorable. The intoxication of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural products in the countryside. Mistrust in consumer imports is growing, including due to its massive Chinese production. Migration flows are stabilizing.

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential instructions of 2020 in the Address of V.V. Putin, are associated with the determination to "tighten the screws" so that the movement goes on the intended course. A clear activation in interethnic economic relations within the Customs Union, a reboot of

strategic relations with an emphasis on China, India, Iran, Latin America. The real possibility of full-scale cooperation with Egypt, Syria and the same Iran - the key states of the Middle East and the African North - all this is a unique international sphere for restoring the balance in the domestic consumer goods market.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful topic of research is “real and“ advertising quality ”, that is. created by advertising.

It is no less important to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obviousness of the difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration is the interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - “Union State (RF and RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the onset of the event is postponed, but it itself is overly relevant in importance, then speculators, including financial oligarchs, are actively rushing into the gap, trying to extract profit from uncertainty.

Quality is associated with globalization, but practically not so relevant. Quality is directly related to integration.

Let's consider the problem of “quality of consumer goods” in the “national” and “international” coordinate system. First of all, it is necessary to find an answer to the question: is integration capable of crowding out the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, the being of the common is not self-sufficient. General requirements are implemented through special development, due to the specificity of the circumstances of the action. In other words, no matter how standardized the production of a product is, the originality of production conditions will still manifest in it.

The specificity of conditions - regional, national - is immanently present in the raw materials, climate, traditions, and culture of performers' consciousness. And in all this lies the power of production, which determines the nuances of the quality of the product, creating a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil, and more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into a rational practice, not only because it is correct. Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

Interest in the quality of a product, in theory, should not start in production. Its initial position in the normalized market, more precisely at the meeting of the manufacturer and the buyer. A normal market is an indicator of the quality of a product. Demand pulls along the production chain. But not the spontaneous demand of abandoned buyers. Demand is a state of consciousness conditioned by purchasing power, however, it cannot be reduced only to the amount of money, especially when lending is stimulated in every possible way by banks. The demand left to the mercy of intermediaries, lobbyists, speculators is a deadly disease for the national producer of Russia. Demand should be taken under control and generated, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the "producer - seller - buyer" system. The seller is assigned the role of an active intermediary, but nothing more. It culturally provides a meeting point for producer and consumer. The system, however, must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The

perfection of a system is not determined by aesthetics, but by a design feature. It manifests itself in the maximum activation of the possibilities of what it acts as a system of relations. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is not perfect for the size of its payment capacity. His complicity is determined by the knowledge of the commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "lochism" will cease to populate the market. The quality of the product begins in the mind of the consumer. To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - “smart”, “lean” economy, activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's perfection - the whole world to take up the formation of consumer culture.

The accusation of the current generation in the consumer attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is of a truly sociocultural dimension. Another consequence of the financing of cultural progress. Why is one power replacing another, while culture is still in power last in line for political relevance? It is time to understand that not only science has turned into an immediate productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor.

The domestic light industry is going through hard times, and the consumer is offered products of dubious quality that have entered our markets by counterfeit and other illegal means, that is, they have no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

It is necessary to reanimate the role and importance of a quality-oriented strategy, since only in this case enterprise managers will subjectively and objectively be forced to improve their production using nanotechnology and innovative processes so that competitive and demanded materials and products fully satisfy the needs of domestic consumers. At the same time, the statement is justified that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should be dictated to manufacturers for the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain a range of goods, regulating it by federal, regional and municipal orders; stimulate price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also due to technical innovations aimed at using new technological and engineering solutions.

Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for meeting demand. It is equally important to understand the role and significance of high-quality activities, that is, to what extent managers have penetrated into the essence of things, learned to manage things, change their properties (assortment), form, forcing them to serve a person without significant damage to nature, for the good and in the name of man, that is, in in accordance with the requirements of the Federal Law "On Technical Regulation". Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if you carefully consider the normative, methodological documents on the structural restructuring of industry, then an idea appears,

A world-renowned quality specialist E. Deming, who at one time was a scientific advisor to the Japanese government and led Japan out of the economic crisis, in his book "Overcoming the Crisis" says: "... managing paper money, not a long-term production strategy - the way into the abyss ".

Regarding whether the state needs to pursue industrial policy, one can quote the statement of the outstanding economist of the past, Adam Smith, who laid the foundations of the scientific analysis of the market economy 200 years ago. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't say more precisely.

What are the results of economic activity today, what are the achievements in this area? Growth of gold and foreign exchange reserves, decrease in inflation, budget surplus and other financial and economic achievements. And what, is this the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay

to purchase these goods and services? And, ultimately, not the quality of life of the country's population?

Therefore, it is quite natural that today the task is posed for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let's carry out an enlarged factor analysis of the quality of life problem. The quality of life of citizens depends on the quality of consumed goods and services in the full range - from birth to ritual services, as well as on the ability to pay of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises' work depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from similar crises (the United States in the 30s, Japan, Germany in the post-war period, and later South Korea and some other countries) shows, in all cases, the basis of industrial policy and the rise economy, a strategy was put in place to improve the quality and competitiveness of products, which would be able to conquer both domestic and foreign sales markets. All the other components of the reform - economic, financial, credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing must improve, which does not mean becoming more costly.

It was absolutely right that attention was drawn to one phenomenon that usually escapes in the troubled bustle - the historicity of the economy. The economy has not always been the way it is perceived now and will not remain forever. Economic life changes in time, which forces one to tune in to its changing being. The modern economy is built on a market foundation and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? The symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, aggressively pushing the "social sphere" to the sidelines, is incompatible with the prospect of economic development, this is confirmed by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It demanded a new look at the fundamental concepts. And therefore the philosophy of quality must also change. We must be ready for the coming events.

The quality is "written by nature" to be at all times in the epicenter of scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposing the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to “forget” about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "in mind" or "implied." From the relationship in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule, reflecting the relevance and profitability of activities aimed at the development of production.

The most significant and global are international quality management standards. The use of modern methods in them makes it possible to solve not only the problem of improving quality, but also the problem of efficiency and the problem of productivity. That is, today the concept of "quality management" is being transformed into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies carried out under the UN development program allowed us to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy undoubtedly contributes to an increase in the very role of the subjective factor in the development of production, and to a more complete all-round satisfaction of human needs themselves. The desire to

"live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to abolish, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that learning about nature reveals its quality, state of quality, quality levels, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional.

And here it is absolutely justified that the main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning, not focused on such goods and services for which the market is in demand." Try to argue with him. Production during the transition from industrial to post-industrial society of mass consumption is thought of as a function of the market.

And the authors fill these quality properties with criteria, namely:

-ideology of quality - the perspective of production development;

- quality management is an integrated approach to solving the quality problem;

–Fashion and technical regulation - components of the quality of the manufactured footwear;

- quality systems "ORDERING / 5 S" and "THREE" NOT "- not only the basis for the stability and safety of production, but also a guarantee of quality;

–Quality in the market is a paradigm for the formation of production that meets the needs of the market;

- advertising is always at the service of quality;

–A trip to the past as a guarantee of quality in the future;

–A product quality assessment model - these are the priorities for production;

-prediction of quality costs in the development of a new range of footwear - the guarantee of its relevance and its competitiveness;

–The method of business visual assessment of a product - a means of assessing the effectiveness of quality;

–Increasing the quality and competitiveness of domestic special footwear;

–About indicators for assessing the quality of footwear - as a tool for the formation of popular products;

–Quality and market: a marriage of convenience and this is undeniable;

–The stability of the enterprises' work is the guarantor of the quality of the footwear they produce;

- all these aspects together and provide a revolution in quality, guaranteeing the manufacturer stable success in the market with unstable demand.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activities of an important branch of the public economy of leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A separate author, no matter how knowledgeable and authoritative he was, is forced to explain not only his point of view on the problem under study, but also to talk about how colleagues “see” this problem, to present someone else's view of the order of things, to turn into their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such a wonderful thinker as G. Hegel sinned, willingly or unwillingly substituting opponents, so that it would be more convenient to criticize them.

The quality of an activity is the final criterion of its individual, collective and national status. It is in the quality that the energy of creation is accumulated. The quality of activity indicates how much we have penetrated into the essence of things, learned to manage things, change their properties, form, forcing them to serve a person, without significant damage to nature. Quality allows us to see the person himself from new perspectives, to pay tribute to his talent, will, and professionalism. Research carried out under the UN Development Program has made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. Quality oriented strategy, undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and a more complete all-round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Learning about nature, we discover its qualities, state of quality, levels of quality, embodying

new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. The main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning, which is not focused on such goods and services for which the market is in demand." Try to argue with him.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products, the turn of the manufacturer. Prominent economists unequivocally declare that the improvement in the quality of goods is not causally related to the rise in prices.

To the best of their competence and interests, the authors tried to share with you, dear reader, their thoughts, entrusted you with their judgments about the past, present and future of the case to which they have devoted their lives, their research, in order to answer the main question: what dominates quality - advertising or the manufacturer and will unite them by a revolution in quality or will it be impossible to do it? But life will judge both.The 21st century has sharpened the scientific, philosophical and practical interest in competition. The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the executor and manager, and up to those states. in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, you cannot call it otherwise, is occupied by the attitude of self-awareness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation for human capital. Competencies are not effective in and of themselves, they are valid when they are formed as the needs of an individual, developed in many ways and in harmony with his own, national and universal interests.

The formula for the harmony of personal interests is extremely simple. It was discovered 2500 years ago by Confucius, and I. Kant clarified it, giving a rational look “another person should not be a means for you”. Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to production in general and consumer goods, in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian (socio-cultural and psychological) conditions aimed at a high-quality, demanded and affordable product. The organization of production can be considered reasonable only when it is subordinated to a single goal - the satisfied customer needs. Unfortunately,

Where are the reasons for this abnormality, what? Is this connected with objective factors, we have not yet been able to overcome the resistance of whose forces, or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves?

The answers to these questions must be sought in systems analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The famous naturalist D. Dan, following Charles Darwin, analyzed the meaning of competition, came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, in spite of its rational basis, the history of the implementation of the activity of Homo sapiens, often drives the reflection of reason into a dead end. In this connection, the problem arises: if the history of the socio-cultural activity of a "reasonable man" should be, at least, no less reasonable and logical than the individual mind of a person subject to randomness is incomparably greater than the socialized mind of

mankind, then how to explain the presence of social anomalies, a kind of "jambs"?

They are historical dead ends from which we must regularly get out, or the product of the costs of the underdevelopment of the organization of social relations and management, including here a limited knowledge of historical laws. In other words, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly should you focus on? We do not have an answer that could be reasoned enough. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The reasonableness of the history of human activity could not fail to lay down a logically expressed picture, but the absence of extra-logical processes in real history would look as if the scenario of history had been written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid along a ruler. He did this to emphasize that historical consistency requires specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it nonlinearly.

There are no straight lines in nature - they are conditional and exist as intervals of movement. The same is in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries both something new and unresolved or limitedly resolved problems left as a legacy to passing generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationales built from the contradictions of the rationality of human activity, in fact, the relative logic of the historical specifics that accompanies the historical ascent of the socialized Homo sapiens.

The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rational-active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs - to be manifested in thoughts, thoughts to capture feelings, to become a conviction.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, however, in no less dependence, the productivity and quality of productive activity depends on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: “When governing the state ... constant attention to affairs and sincerity in relation to people, moderation in spending and love for the people are necessary. And it is no less important to encourage people to work ... ”.

In Japan, China and other countries of the East, you can find examples of moral disorder, but they do not so much indicate a sociocultural reorientation in the national format, as about the historical costs of the development of national culture. There, the overwhelming majority of the population continues to listen to the words and reasoning of teachers. “Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they got it illegally ...” How can a noble man bear such a high name if he has lost his philanthropy? A noble husband does not part with philanthropy for an hour, it is certainly with him: both in trouble and in worldly vanity. "

To maintain the prestige of the company in Japan, the supporting phenomenon of the social form of life is actively used - the family, family traditions, which accumulate the strength of morality. The family serves the firm. Each family member, traditionally associated with the history of production, perceives the firm and his work through the prism of family tradition, relieving the burden of alienation of labor, which is inevitable in the conditions of exploitation. Exploitation itself drapes into the form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude towards national culture, especially towards education, which is officially aimed at developing competencies by politics.

The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" in view of its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

The problem here is that all attempts to limit the presence of the subjective factor in production and, mainly, in its technological component, inevitably lead to the absolutization of the technical component.

It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the sides of development - conservatism.

The original law, and in essence, the principle of this logic is the law of identity. The subject and the subject, their connection are recognized as unchanged. Movement is reduced to its relative moment - rest. Peace replaces movement and, along with it, change as the essence of any movement.

Charles Darwin said: nature does not like jumps and explained, because everything consists of them. J. Cuvier, on the other hand, tried to understand the variability of species as a result of terrestrial cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when something is actual to bring to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational balance of customer requirements for a well-known attractive product, its quality and price. But everything comes to an edge, improvement is no exception, therefore, you need to look in advance for options for an interesting perspective development of the product line, think not about what, in principle, already exist, improve what is available, but try to fantasize systematically, outstripping demand with innovations.

Our thinking in that part, which is called creative, creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic suffers its heuristic potential. Forward thinking is thinking trying to "grasp" the direction of change in commodity production. It is dominated by the possibility in thinking of anticipatory reflection of reality - a property discovered by P. Anokhin. There are physiological grounds to foresee changes, mental prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be transferred from Aristotelian formal logic to Hegelian dialectical, based on the principle of development of the content of concepts and changes in the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea ... as if the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to his heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

This is where the features of Aristotelian logic, aimed at the invariability of the conditions of inference, came in handy. If commodity production is the only universal reality of an objective historical process in a developed society, then history itself is destined to be carried out with dignity exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also tuned in general to a formally logical type of action, leads to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is taking place in bourgeois form. Objective reality was embodied in an absolute, that is, ahistorical form.

The power of logic is in the ability to build an internally consistent theory, but the truth of any theory is verified by more than one of its sequences. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested on a massive scale, because its results directly affect everyone. People may or may not be producers, but they consume the products of production and everyone wants to make consumption consistently high quality and consistent with payment capacity.

Beginning with handicraft work and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. While the division of labor wore a guild form, and inside the guild, everyone produced goods up to the final marketable form and fully guaranteed quality with their brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, boiling down to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the goods was removed by the specifics of his attitude to production.

On the market, the goods were of high quality, the only thing to be feared was falsification, which did not have the current scale and was resolutely suppressed both by the state and by the self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the manufacturer's interest in the quality of goods among the socially significant was not noted. It undoubtedly existed, but the nature of production did

not allow it to leave the sphere of private consciousness and materialize in the assortment of goods.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the relevance of the quantity of the product produced. Manufacturing was only gaining momentum as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the produced product, specialization of production was outlined depending on the originality of the natural environment.

An emerging market required a variety of products. We needed goods within the framework of the differences in the purchasing power of consumers. Factory - factory production, based on a technical base, opened up the prospect of varying the quality of goods. The harsh production restrictions that characterized the shop floor have receded. Products of different quality appeared on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from the natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are fully independent of man. "Secondary" features, on the other hand, are dependent on human labor. It is labor that identifies them or creates them, therefore the quality of objects transformed by labor should be determined with human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. In this connection, the load on the control process increases.

Management is subordinate to the solution of the problem of sustainable production of a quality product. As in any task, it is necessary here:

- clearly define what “quality” is;
- understand what is specific to the quality of the product;
- to understand how the “quality” of commodity production and its mass production are related, to trace the mechanism of interaction of qualitative changes with quantitative ones;
- to reveal the systemic position of the problem of the quality of mass production in the context of a developing economy.

Only after receiving answers to the listed questions, we will be able to productively investigate the problem: "How realistic is our desire to give a mass producer the need for quality product results", in other words, "is it possible to sufficiently motivate obtaining a quality product from within mass production?" So far, unfortunately, quality management is carried out by introducing ideas into production that were developed not in it, but in "pure" management theory.

Such a quality management mechanism raises the significance of scientific analysis, defining the role of an auxiliary, experimental farm in the self-propelled production towards quality. A retrospective look at the history of understanding how to manage the quality of production in general, demonstrates clearly that this story is very similar to the movement of thought on the principle of "trial and error". Each subsequent "theory" after S. Colt (1870s), - G. Lalande, G. Ford, A. Fayol, M. Weber, F. Taylor, V. Schukhert, E. Deming, I. Ishikawa, I. Jurana, F. Crosby, A. Feigenbaum invariably resembled a way out of the impasse into which her predecessor led, until in the end they replaced the key concept of SK with QMS - “Quality Management System”.

Nowadays, when more and more attention is paid to meeting the needs of consumers, and with all this, the requirements are becoming more stringent each time, the industry is increasingly thinking about careful quality control. The need for quality control at every stage of production is now a generally accepted position, from which it follows that the quality of products and services is the responsibility of everyone working at the enterprise.

What is a quality management system (QMS)?

Quality Management Systemit is the collection of the organizational structure, methodologies, processes and resources required for overall quality management. It is intended for continuous improvement of activities, to increase the competitiveness of an organization in the domestic and world markets, and determines the competitiveness of any organization. It is part of the organization's management system.

Quality isthe degree to which the set of intrinsic (inherent) characteristics meets the requirements.

*The emergence of a quality management system (QMS).*The history of the emergence of the QMS leads to the beginning of the industrial revolution, when the same type of activity was developed. For example: an artisan managed and supervised not only the development and design of his products, but also its production, sale and, accordingly, quality.

During the Industrial Revolution in the 19th century, small workshops arose in Britain, run by artisans. It was these artisans who served as the basis for the formation of the first industrial associations, although at that time they were only associations of friends. The first to organize in such associations back in 1825 were skilled artisans, carpenters, tailors and textile manufacturers.

The era of artisans lasted until about 1910.

During the First World War, the importance of quality control increased due to the lack of strong personnel and the use of poorly trained or newly recruited employees.

Meanwhile, as science, technology and technology developed, enterprises became even larger, the owner could no longer be present all the time and everywhere, so decisions began to be made and carried out by other appointed persons, but not with the same interest that would have been the case. with a craftsman. Consequently, the importance of quality issues increased, since now not only the enterprise felt the consequences of mistakes, but also a wide range of consumers. For example, a mistake in the manufacture of drugs could cause many deaths during treatment; a malfunction of the electrical contact could paralyze an entire industry, and a malfunction of the gas equipment could cause an explosion. This caused the need to revise the approach to management, causing the need for a new system - a quality management system (QMS).

As the staff expanded at large enterprises, various production divisions were created, numerous departments began to take part in the manufacture of products, the quality of the manufactured products began to be lost due to the complexity of control of all divisions involved in production, which negatively reflected on the satisfaction of consumers' needs.

Under the influence of all this, gradually, the role of inspection and quality control in production increased, which led to the formation of separate organizational structures, called Quality Control Departments, which began to master such areas as standardization, error prevention and analysis of customer complaints. Further development of the quality management system (QMS) took place in the field of reliability of engineering, design and development of manufactured products.

To stimulate the production of quality goods in the 1990s, numerous Quality Awards appeared in the United States, and many other countries established annual quality awards, such as the European Quality Award, which is still awarded today for results achieved and for development prospects.

Development of quality management systems. During the 50s - 60s of the last century, Armand W. Feigenbaum coined the expression "Total Quality Control".

Total quality control Is an effective system for integrating all efforts aimed at developing, maintaining and improving the quality of work of all parts of the organization, which creates conditions for marketing, design and development, production and service in the most economical way in order to fully ensure customer satisfaction.

A. Feigenbaum remains the main promoter of such a method of work and coordination of actions between employees of the organization, which ensure the satisfaction of customer needs. The Japanese experience with quality management owes much to his originality of thought.

Interest in quality management systems (QMS) has increased to such an extent that in 1987 the International Standards Organization (ISO), based in Geneva, Switzerland, published a series of quality management system models to enable the global community to standardize a general set of requirements for quality management systems and thus facilitate the alignment of trade barriers based on a lack of acceptability or understanding of various national Quality Management System (QMS) documents. They became known as the series *ISO* 9000.

Series ISO standards, published in 1987, consisted of the following standards:

ISO 9000 - Quality management systems - Guide for selection and use.

ISO 9001 - Quality management systems - Model for quality assurance in the design and development, production, control and service of products.

ISO 9002 - Quality Management Systems - Model for Quality Assurance in Manufacturing and Product Control.

ISO 9003 - Quality Management Systems - Quality Assurance Model for Final Inspection and Testing.

ISO 9004 - Guidelines for quality management and elements of a quality management system.

What is quality?

The answer is unambiguous: quality is something that fully meets the needs of the buyer, be it an industrial buyer, a government official, a businessman or a housewife.

The needs of some buyers are sophisticated, others the opposite, but they will all value the quality of a product or service, depending on the degree to which their needs and expectations are met, including the price they have to pay.

There is no concept of absolute quality. Since quality is a subjective concept for different people. First of all, it is very important to establish who our customers are, and then - what they expect "quality" from us: a product or a service.

How can you achieve product / service quality?

The key to this is effective and ongoing market research. Until the customer's needs are fully understood and identified, the developer cannot translate them into products. At the same time, developers must work closely with suppliers of materials and components to ensure that not only the products being developed are fit, but ultimately meeting the needs of the customers.

The designer must also ensure that all the needs of the production process, the service of the product are taken into account, and that the product is constantly revised in accordance with these requirements and the accumulated experience. All

those involved in the production process must understand the fact that quality is "created" and cannot be additionally "established". Subsequently, the marketing process must provide a situation in which the buyer can rely on reliability, as well as after-sales service and delivery of spare parts, if necessary.

Thus:

1. Goods (Products) should be designed to meet the needs of customers, and be easy for further production and service.

2. Products must be manufactured accurately and in accordance with the project specification (technical conditions, requirements).

3. Marketing and Sales must provide adequate advertising, on-time delivery, reliable service and effective market research to provide the customer feedback necessary for continuous product improvement.

4. And, above all, there must be a complete and organized system for maintaining quality at all stages of production.

How can the quality of the product / service be ensured?

Quality cannot be achieved by chance, it is the result of a series of pre-planned operations that ultimately result in the provision of a service to the customer, making them satisfied with the service and price provided.

In some cases, when providing a service, there may be many different buyers, each of whom must be satisfied, and at the same time it is difficult to establish their real needs, and later assess the degree of satisfaction of each of them.

For example: education, research, architectural design, telecommunication services.

In the future, when we are faced with the problem of determining consumer needs, it is necessary to consider a way to solve it:

1. Service delivery should be planned to be consistent and reliable.

2. Advertising must be accurate and truthful.

3. The employees who provide the product / service must be well trained, competent and motivated to work.

4. The quality of products / services should be assessed on the basis of certain criteria and feedback that they have been achieved.

*Quality assurance and management.*Quality management is a part of quality management aimed at meeting quality requirements (ISO 9000 - 2015).

The first significant step in quality management is the definition of customer requirements or expectations. This is no easy task! When customer requirements or expectations are fully established, they should be described in the “language” of the enterprise, and the organization is then ready for the next critical step.

The following is the definition of the appropriate processes (activities) that must be applied to meet all, without exception, the requirements or expectations of buyers. This involves a lengthy quality planning process, during which the required actions and the accompanying controls are determined. The outputs of such a planning process are, as a rule, different instructions, resource requirements and the necessary allocation of responsibilities, which ensures the release of the corresponding product or service.

When these plans are prepared and adopted, and the processes start to operate, it is necessary to ensure that everything planned is carried out completely and continuously, i.e. controlled control over all production processes is required.

What is quality assurance? - the part of quality management aimed at providing confidence that quality requirements will be met (ISO 9000 - 2015).

Quality assurance includes the use of a documented system in the form of procedures and process descriptions, designed to ensure that customer expectations are met. The Quality Management System (QMS) also covers periodic checks of the system's operation.

Modern quality assurance concepts begin with defining the responsibility for quality within the organization itself. It is necessary to ensure that employees in different departments understand who does what and when, and who is responsible for what.

For example:

- the development and design department is responsible for the design quality;
- production departments are responsible for the quality of products;
- for the quality of the installation, if it is carried out, the installation departments are responsible;
- the post-delivery quality (after-sales service) is the responsibility of the sales and service sector, but the purchaser is expected to use and store the products in accordance with the storage and use requirements.

With regard to the provision of services, the QMS should take into account the human factors that are included in the process of providing services, such as:

- management of existing social processes;
- respect for interpersonal relationships;
- giving importance to the status of the buyer;
- motivation and development of personal abilities and qualities.

Comparison of the QMS with the SK allows us to consider the trend of movement - the desire, while developing a new approach to quality management, to overcome the narrowly technological view of quality as a kind of standard limited by the production process outside the conditions of consumption.

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of a product, at least of a consumer product. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction

of its production, economic - household and socio-cultural merits. Moreover, it is desirable that the product not only satisfy existing needs, but also stimulate their cultural development, serve as a tool for the development of the consumer's personality. Human capital participates in the creation of a product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of the absolutization of private property and its disproportionate distribution to labor. Only imparting creativity to work and a reward corresponding to creativity can be "removed", expressed in terms of Hegelian philosophy, the tension of alienation. The quality of a product in a broad sense can be viewed as a factor of social progress and as a test of socio-cultural achievements of social development.

In defining quality, the most common flaw is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of an object. Important, but not defining, remain at the base, and as you ascend to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the object. G. Hegel at one time cleverly defined quality from the opposite - “quality is that, losing that, the object ceases to be itself”.

Following the example of the great thinker, let us define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes of the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. “Footwear” can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative determination of a product. The definition of the quality of a product should be based on its functional purpose.

The legs, for which clothes are sewn in the form of shoes, represent part of a living organism. These are not pads or limbs of a corpse, also designed for specific clothing. Clothes for the feet will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household and household. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid down in the basis for determining the quality of a product, then "growing" the system itself, as a pearl in a shell is grown from a random grain of sand, or the Periodic Table of Chemical Elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of a product, especially for mass direct human consumption, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance.

By its definition, footwear should ensure the interaction of two fundamental competencies - safety and comfort during operation. The aesthetic properties of shoes are subordinated to them and are packed in them. With their help, the producer "lures" the consumer, like the flowers of plants that call on insects, which, through consumption, produce the work of pollination.

It is wrong to simplify the cultural assessment of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides what materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Ascending, we can easily ascend to the very top - the culture of social consciousness. In some countries they do not steal, they consider deception to be meanness, but in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The replacement of the philosophical understanding of the quality of a product with an economic one is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. The desire to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining strength, and most importantly it is supported by the authorities.

Attempts to counter this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical

process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the domain of professional reflection.

It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the product? In fact, when applied in practice, it grows into an ideological problem: how is it permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development?

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production makes production, and not the consumer, a system-forming factor in obtaining the “quality” of the product, which contradicts the quality of the developed economy of the “post-industrial”, “new industrial” and even “industrial” society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

The economic dominant in the characteristics of the quality of the goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois basis of the existing economy, therefore, both politically and ideologically, it will be defended. Moreover, in a certain sense it is interesting, in particular, for solving the problem of mobilizing production potential for obtaining a demanded product in significant volumes, although the very quality of such a product will be conditional, “economic”. The concept of "economy class" was officially recognized as a development of the concept "produced for sale in Russia."

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of quality goods in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theorists - economists, who separated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice of the production process.

Recognizing a consumer as a companion is tantamount to including him in the production policy development team, although formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to start improving production with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are promoted by the footsteps of Japanese women, while the dominance in production of the interests of companies is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting consumer interests and is not yet expected.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Aleshina et al: “For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that ensures this satisfaction, but also take a direct part in the continuous improvement of the quality of this process”, to this end, improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times more proposals for improving the production process from their employees than US companies (40 million versus 1 million). It is also significant that over 90% suggestions, one way or another, were used.

The ideology of quality is being rebuilt to a new one - consumer orientation is extremely reluctant and half-hearted. The quality management system ISO 9000 (in the Russian Federation - GOST R ISO 9000-2015) was introduced into world practice more than 30 years ago. Its starting position (No. 1): "Product quality is a characteristic controlled object" sets the general direction in the understanding of quality. Quality is a product of production. Clause No. 2 specifies the places of the participants influencing the quality of the product: "the purpose of quality management is to create products of such a level of quality that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read, separated by commas - "consumer requests".

The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex

products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000-2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: “Customer orientation”. It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of buyers. The enterprise must understand their current and future needs, fulfill their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested for maintaining the quality of the organization of production. The interests of the consumer remain "for later." All the leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, in the quality management market, numerous home-grown and joint companies are offering their services, which are related to the certification of the quality of production and products. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for a production or product out of context with the interests of consumers,

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to seek a balance of interests of both subjects in order to give the production of quality goods a stable character that serves as protection against recessions and crises. Overproduction crises - classic for capitalism in the 19th and first half of the 20th centuries - have become history. They were replaced by financial systemic shocks. Specialists are looking for a panacea in a high-quality, smart, lean production economy. “Historical experience shows that with an increase in attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies aimed at improving quality.

In solidarity with the above analysis of the economic history of the second half of the XX - first two decades of the XXI centuries, we express our surprise at how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of rewards, that the true beginning of the new economic policy. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from the incentive for high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists who have reorganized from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about the solution of the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development. In turn,

The formal and logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formally abstract awareness of the basic contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to be grinding themselves in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, are distinguished favorably by the fact that the unity in their relations is laid down at the origin. It only needs to be brought to

its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating the advantages of interaction in detail. There is no other way of overcoming alienation, objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for the attainment of the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order.

The revolution of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, the transition to the post-classical one. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in work has not been overcome, but development objectively (society) and subjectively (personality) was carried out through interaction. There are certain conditions for the removal of alienation. And the new approach to consumer-production quality is a milestone on the path of convergence of the main subjects of social life. It will force us to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort social life “on the shelves”.

The qualitative vector of economic development, of course, will require additional costs, but that is what the state and its economic instruments will need to try to compensate for them. And the market, for sure, will respond positively to a quality product with its activity.

In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of alienation of G. Hegel, apparently had in mind a certain way of organizing labor associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of property, then it does not contain economic guarantees of overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is appropriate to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. “Really existing” is based on the need to be in its own form, it represents an evolving reality. “Really existing” has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and well-established production technology. The question is: do I need to do this? Time moves forward in a certain mode, "in its own way", objectively tailored to the "schedule". You will not get into the rhythm, you will lag behind, you will no longer meet the changed requirements. The art of management - production management is no exception, it consists in the ability not to "fall out" of the present, then you will always do it in accordance with rationality. Reasonableness will protect you from most problems. E. Deming's "seven deadly diseases" will fit into one - not to fall out of the time cycle with the definition of goods and the organization of production.

This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance of gaining a stable position in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the

development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of the demand for quality products. This need should be tested by the responsibility to the consumer as to himself. Ancient wisdom of Confucius: Treat others the way you wanted them to treat you,

The concreteness of achieving rationality in modern quality-oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality;
- external solidarity with the consumer, taking into account the interests of the latter;
- solidarity in understanding quality based on a combination of economic and sociocultural approaches;
- consistency and balance of economic policy of the state on the orientation of the market, the induction of quality interests in the development of the market by the tools of the economic mechanism.

Organization of economic activity within the framework of enterprise quality management systems. In recent years, management theory has moved from developing sequential activities to simultaneously working on projects. Engineering work is carried out as much as possible in parallel, with maximum interaction, which improves the quality of the result and shortens the development time. It is significant that a simple modification of the interconnections of processes - a systemic organizational idea - can lead to noticeable positive results. The importance of simultaneous work is due not to changes in individual processes, but to changes in their relationships. Significant reductions in time to market with simultaneous design can only be achieved through modifications in the organization of the development cycle, rather than individual processes in the cycle, and only through the intervention of top management, not changes within the system.

Over the past few years, especially with the proliferation of TQM models rooted in quality premium models, there has been some relaxation of the focus on a systems view of the organization. The reason, apparently, lies in the highest influence of processes on the results of activities, which leads to the need to move away from the "vertical" management of the company. But, as is often the case, a good idea is taken to an extreme, causing other problems. Since “horizontal” process-based management is legitimate only as part of a systematic approach that highlights the interconnections of departments.

In the 50s - 60s. In the 20th century, the product life cycle concept formed a rational basis for quality assurance. The emphasis on the processes occurring in different phases of the product life cycle made it possible to create the foundation for the development of a quality assurance policy (not only the main result of the life cycle - the product itself, but also the results of various phases of the cycle: development, procurement, production and service). This strategy is based on a holistic, systematic view of the enterprise, its resources and processes.

Obviously, if we consider an enterprise as an object, one of the most important characteristics of such an object is the purpose of the enterprise. At the moment, in various sources, the concept of the purpose of the enterprise is revealed with varying degrees of breadth. Perhaps the most voluminous concept is given by T. Conti.

The main objective of the enterprise is to achieve a number of short and long-term goals related to business and concern for the image (the term "image" includes a comprehensive view of the enterprise: how it looks and how it seeks to look). The enterprise functions thanks to the contributions of various interest groups, which, in return, naturally expect that their legitimate expectations, and not only economic ones, will be justified. Enterprises are expected to create opportunities for self-realization of employees, starting with managers, transparent relations with business partners, caring for the environment and the development of the social sphere, and contributing to the management of society. In addition, customer satisfaction is a fundamental goal of an enterprise if it wants to achieve its business and image goals.

Exploring the behavior of an enterprise that meets the goals set, one can consider various logical schemes, structures, division of the enterprise into divisions, etc. From the standpoint of the general theory of systems, one should consider the behavior of the organization, determined by decisions made, first of all, by the management of the enterprise, and, in principle, by all employees of the enterprise. Obviously, if the decisions made by the personnel of the enterprise are interconnected, then we will have a problem solving system with the system, i.e. enterprise management system.

The process approach proposed in the ISO 9000-2015 model assumes the defining role of continuous improvement activities. Based on this premise, it should be considered which methodology best suits the tasks of implementing, developing and measuring the results of these activities. Analysis of continuous improvement activities in enterprises shows that improvements are usually slow in enterprises. Despite the presence of numerous programs, methods and tools, many enterprises cannot find the optimal means to accelerate this process in the course of their work. According to the research conducted, more than half of the surveyed enterprises could not rise to 98% in terms of the timeliness of product delivery, and three quarters had not been able to reduce the time spent on essential operations by even 20% over the previous five years. Other statistics were also depressing. About 77% of respondents reported that the cost of

repairing defects and waste exceeds 1% of the cost of products sold. Similar data are presented in other reviews, and one cannot help but conclude that improvements are being made extremely slowly.

The slow nature of the improvement process can be attributed to two reasons. The first and most common explanation is that improving quality requires reducing process variability, i.e. increasing their stability. This conclusion is attributed to Deming's discoveries. He was convinced that the real essence of management is to constantly maintain the stability of the processes that underlie business activity.

The second important and often overlooked aspect of improvement activities is speeding up processes by reducing wasted time and reducing the number of non-value-added activities. Simultaneous efforts to improve performance in these two areas, i. E. Eliminating the causes of quality degradation and shortening the process time are more effective for quicker improvement.

Because the Cost Poor of Quality of slow-running processes tends to be hidden in overheads, it is often referred to as a 'hidden factory'. Minimizing the cost of "hidden production" by improving quality and speeding up processes can lead to significant reduction in production costs. An added benefit is that faster manufacturing and delivery of products leads to higher revenues, as the consumer will always prefer to deal with a faster, more flexible supplier.

Awareness of the importance of simultaneously improving the quality and speed of processes leads to the creation of a more efficient production system, where material resources are used only to support subsequent processes. Reducing the consumption of material resources by accelerating production saves working capital and allows them to be directed to innovations and other purposes.

Increasing productivity by continuously reducing the material resources used to manufacture certain batches of products opens up ways to improve the production system. If we accept that success in business is determined by three components, namely quality, capital and time, then by influencing them, you can optimize the use of financial and labor resources, as well as fixed assets and free up working capital for the expansion and development of production.

One of the main conditions for success in achieving continuous improvement is understanding the relationship between continuous improvement and value creation. Since value creation is a function of profitability and growth, NPV (Net Present Value) is a critical metric for measuring improvement. For improvements to drive profitability and revenue growth, NPV should be used to identify value streams (the totality of all activities that transforms the opportunities that consumers provide into an accomplished result, from the use of raw materials to the delivery of finished products) and the implementation of improvement projects, which is most contributes to the creation of value for stakeholders. Due to its close relationship with value creation, NPV is a key parameter for determining actions,

Analysis of the processes and activities that make up value streams, which contain the greatest opportunities for NPV growth, in most cases points to specific reasons that cause variability and a decrease in the rate of processes. Identifying these causes shows what exactly needs to be done to reduce costs, improve quality and shorten the production cycle and allows you to develop specific measures to eliminate them. The priority of certain measures is determined by the degree of their importance and economic feasibility.

The culture is created by the top management of the organization. Continuous improvement is impossible without his direct participation and involvement of the highest level. The compatible pair of standards - ISO 9001: 2015 and ISO 9004: 2010 - clearly emphasize the importance of this point for continual improvement in Section 5, Management Responsibility, and places the responsibility for creating a culture in an organization that strives for improvement on top management.

Culture is about staff training and organizational development. Genuine continuous improvement exists in businesses that have proven themselves to be “learning businesses” and where the knowledge gained is used to continually increase the added value delivered to both consumers and all stakeholders.

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is being done for the first time, therefore, clarifications and additions will be perceived positively.

So, what should be considered as necessary conditions for achieving a radical change in relation to the quality of production of a really high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the product market. In another way, the market will not allow to take a stable place on it.

2. Significant increase in purchasing power. Reaching the level that allows you to choose the right product. A quality product cannot, by definition, be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of manufacturers, which is ensured on the basis of the formation of a professional culture and national identity. The main thing should be the education of an

attitude towards work as a matter that has dedicated its life. Expanded education of consumers, their perception as subjects of a common cause.

4. Overcoming the feeling of conscious and unconscious alienation of the ability of the individual in work and its products with the help of the following tools:

- achieving symmetry of the quality of labor and remuneration;
- reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, clarity of the grounds for such proportionality;
- the dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process:
- all-round involvement of socio-cultural mechanisms to stimulate the individual to the general corporate movement, to enter the command forms of movement;
- sustainability of corporate activities;
- the formation of relationships of the type: "One for all, all for one." Active promotion of the command form of responsibility for labor results;
- organization of systematic competition for the quality of labor;
- striving for national and international recognition of the quality and range of products manufactured;
- the formation of labor dynasties, participation in the distribution of profits;
- understanding the quality of the product as a comprehensive assessment of the product;
- awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as a building material of quality.

Conclusion

Quality and quality perception are stable phenomena, but time changes them too. Originally, quality was equated with meaning. The quality criteria were the utility and the size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly due to the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized:

- in what status and to what extent is consciousness included in what is traditionally called the quality of things (with more clarity services)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation is not directly related to the theory of quality. It contains the keys to the methodology for constructing a theory of quality.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of a person is not substantial. It is not self-sufficient and can take place exclusively due to interchange, initially with nature, and subsequently with society, through which human relations to each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the “second” nature (reconstructed, adapted by man to suit his interests) is synthetic. It appears to be a double helix formed by natural features of natural material (possibly - in relations between people, knowledge expressed indirectly) and qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the person.

Personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress personality. The negative consequence of alienation is caused by the disproportionate replacement of the lost energy of activity. Finding out the poor quality of the goods, the hidden production defects, the deceitful actions of the seller, the normal buyer gets upset, first of all, because of his own poor-quality decision. Other transaction losses are most often reimbursed. The feeling of imperfection of one's own taste and knowledge remains.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual, in objectified (objective or functional) terms. Hence, it follows that it is necessary to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what is quality. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

Let's honestly admit that the quality problem remains theoretically worked out one-sidedly, which is not very noticeable, because there is no normal organization of production and marketing of high-quality commercial products. The current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management has been simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what is the quality of a product?

Historically, the understanding of quality and the concreteness of its reality, presented in a product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time, the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for manufacturers, there was an official regulation approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process, created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the possibility of falsifying quality was formed. Further, both de facto and de jure, there was only a step to the substitution of brand qualities. Going beyond the border of the measure opens the way for legal violations and moral crisis, up to and including limit.

Were the trends in the interpretation of quality and attitudes towards quality in the economy of mass production inevitable? No, they were generated by a new nature of production, reflected this character and to a certain extent were an objective reflection, but, in addition to the object reflected by consciousness, there is a perspective of reflection, conditioned by the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectified, which, in general, looks in accordance with the theory of reflection. However, it admits, in private, both subjective distortion - involuntary - due to misunderstanding, and deliberate in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used, replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the framework of the infrastructural status of the market.

Monopolization of production led to the accumulation of financial capital, the autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to replace the role of the organizer of economic activity as a whole, which distorts the system of the economy.

The economy of commodity production was created by the production of a product and the need

for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienating consumption. In natural production, product quality was hardly a pressing issue. The quality was "dissolved" in the conservatism of technique and technology, in the traditionality of the assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the manufacturer and the consumer. Control levers - financial policy, directions - influence on quantity and quality.

Product quality has gained relevance in commercial production. It became clear that in the understanding of quality there are sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to directly influence the objective properties of a product (using its own mechanisms), but it can very well even objectify subjective ideas. Thus, the manipulation of quality was first included in the functions of the market, then it became an element of economic policy.

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation. on the importance of quality to the customer. The availability of choice and ability to pay does not serve as the basis for the indisputability of a high-quality acquisition.

In the existing market, price and quality are divorced even at auctions that are famous for the careful organizational culture. The buyer is turned into an expert and this grimace of the market is not as bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, so as not to be suckers, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic integral form.

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people (" buyers ") is the work of the drowning people themselves, read" buyers ". Improving the "purchasing qualifications", if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer.

We know how to make quality products and are quite capable of regaining "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only the consumer, judging by the failures in rocketry, the operation of aircraft, etc.) market. They explain to us: we need economic measures. Correct, but this is half-truth. If necessary, then accept. The power should have power that is not nominal. It's time to understand that economics has always been politics, economic theory has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technological progress, futurists of all stripes groan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere with the development of the economy. For whom is it better? One conclusion suggests itself: not to disrupt the self-movement of the economy in the interests of those who have privatized the economy and whose service is the "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent and the "free" movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are

called upon to ensure the rights of producers. The Customs Union lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality.

It is no less important to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obviousness of the difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration is the interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - "Union State (RF and RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the onset of the event is postponed, but it itself is overly relevant in importance, then speculators, including financial oligarchs, are actively rushing into the gap, trying to extract profit from uncertainty.

Quality is associated with globalization, but practically not so relevant. Quality is directly related to integration.

Let's consider the problem of "quality of consumer goods" in the "national" and "international" coordinate system. First of all, it is necessary to find an answer to the question: is integration capable of crowding out the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, the being of the common is not self-sufficient. General requirements are implemented through special development, due to the specificity of the circumstances of the action. In other words, no matter how standardized the production of a product is, the originality of production conditions will still manifest in it.

The specificity of conditions - regional, national, is immanently present in the raw materials, climate, traditions, and the culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the product, which creates a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil, and more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into a rational practice, not only because it is correct. Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

Interest in the quality of a product, in theory, should not start in production. Its initial position in the normalized market, more precisely at the meeting of the manufacturer and the buyer. A normal market is an indicator of the quality of a product. Demand pulls the production chain, but not the spontaneous demand of abandoned buyers. Demand is a state of consciousness conditioned by purchasing power, however, it cannot be reduced only to the amount of money, especially when lending is stimulated in every possible way by banks. The demand left to the mercy of intermediaries, lobbyists, speculators is a deadly disease for the national producer of Russia. Demand should be taken under control and generated, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the "producer - seller - buyer" system. The seller is assigned the role of an active intermediary, but nothing more. It culturally provides a meeting point for producer and consumer. The system, however, must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is not perfect for the size of its payment capacity. His complicity is determined by the knowledge of the commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. The quality of the product

begins in the mind of the consumer. To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - “smart”, “lean” economy, activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's perfection - the whole world to take up the formation of consumer culture.

The accusation of the current generation in the consumer attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is of a truly sociocultural dimension. Another consequence of the financing of cultural progress. Why is one power replacing another, while culture is still in power last in line for political relevance? It is time to understand that not only science has turned into an immediate productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor, and this must be understood.

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MARKETING ANALYSIS OF RED CHILLI (Capsicum annuum) IN SEBERIDA DISTRICT, INDRAGIRI HULU REGENCY, RIAU PROVINCE

Abstract: *Red chili is a horticultural commodity with significant economic potential for national and export commodity. This study analyzed the marketing pattern of red chili in Seberida District and its operational efficiency in terms of the farmer's share and marketing margin. This survey involved 40 respondents comprising of farmers, collectors, and retailers. Descriptive qualitative and quantitative analyses are included in this study. The results showed that there were three marketing channels for red chili. Channel I is farmers sellingred chili directly to consumers, Channel II is farmers selling through collectors and retailers, and Channel III is farmers selling the chili to consumers through retailers. In Channel I, the distribution margin between farmers and consumers showed no difference. In Channel II, the difference was IDR 8000/kg. In Channel III, it was IDR 4,000/kg. The total marketing costs in Channel I was IDR 1,931/kg, in Channel II was IDR 3,708.59/kg, and in Channel III was IDR 979.86/kg. This study concludes that the marketing of red chili in Siberida District is efficient with farmers' share in marketing Channel I being larger than other channels.*

Key words: *Red Chili, Efficiency, Marketing.*
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Introduction

Red chili (Capsicum annuum L.) is a horticultural commodity with a high economic value. Chili is considered as a spice that cannot be substituted; it is used as a vitamin and mineral-rich culinary spice as well as an ingredient in traditional medicines (Prayitno et al., 2013; Saptana et al., 2010). Chili is a popular cooking spice in Indonesia, and it can be found in almost all Indonesian dishes.

Chili plants have long been cultivated in almost all parts of Indonesia. The price of chili, which often fluctuates ranging from IDR 40,000 to IDR

200,000/kg, contributesa significant amount to the inflation rate in various regions in Indonesia as well as at national level. Chili also has a promising economic potential as a national and export commodity.For this reason,the cultivation of chili plants requires attention from the government sinceit plays a substantial role in various aspects such as social and economic aspects.

Siberida District is the main producer of the red chili in Indragiri Hulu Regency. Thered chili plantation is spread in almost all villages in Siberida District with varying harvested areas. Figure 1 shows the harvested area and production of red chili in Siberida District from 2016 to 2020.

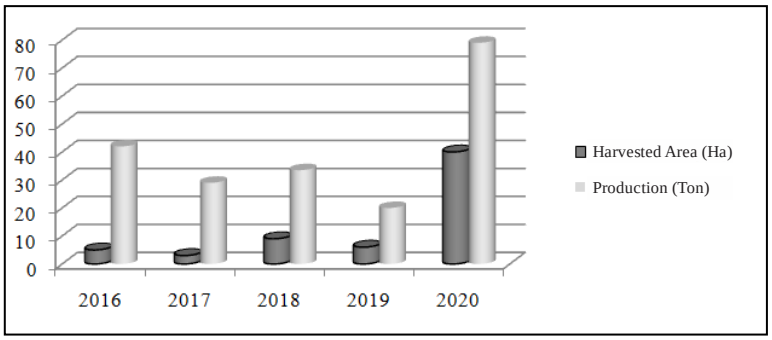

Figure 1 - Harvested Area and Red Chili Production in Siberida District

Figure 1 depicts that from 2016 to 2020, the harvested area and red chili production in Siberida District fluctuated. 2020had the most harvested area of 40 hectares. It producedred chili of 1.98 tons/hectare. This productivity was lower than the productivity of chili in Indragiri Hulu Regency, which was 2.08 tons/hectare. The difference can be due to seasonal factors.A lot of water can induce root rot in red chili plants during the rainy season. Meanwhile, in the dry season or low rainfall,the plants dry up. In addition, pests and plant diseases affect red chili since it is susceptible to disease. In addition, red chili production is influenced by several production factors including land area, seeds, labor, and pesticides (Adhiana, 2021).

The demand for red chili on the domestic and international markets is expected to rise in the future, in line with the rising population and industrial development that use chili as a raw material.From producer to consumer, an item can pass through several hands (Kotler, 1997). Farmers need one or more intermediaries to get their products to consumers. In general, agricultural locations are in mountainous areas. Thus, intermediary is neededto market agricultural products,especially red chili. These intermediaries include collectors, wholesalers, and retailers. The involvement of intermediary traders will cause the prices received by farmers and those paid by consumers to be much different. This is due to the functions of intermediaries, including the exchange and facilitating functions. These functions raise the marketing costs. Intermediaries typically charge both customers and producers for marketing costs. So far, red chili farmers have not taken into account the efficiency of their business due to their limited knowledge of marketing channels. This study seeks to examine the marketing pattern of red chili in Siberida District and its operational efficiency in terms of farmer's share and marketing margin.

Method

Method, Place, and Time of Study

The method used in this research is a survey method. This survey was carried out in Seberida District, Indragiri Hulu Regency. The selection of this research location is based on the consideration that this area is the center of red chili production in Indragiri Hulu Regency. This research was conducted from January to June 2021.

The population in this study is the stakeholders in red chili farming in Seberida District. They include red chili farmers, collectors, and retailers. There were 32 red chili farmers in Siberida District. The farmers were taken by the census that all farmers were taken as samples. Meanwhile, the traders were taken purposively involvingthree collecters and five retailers because they continuously buy and sell red chilies. The total number of respondents in this study were 45 respondents.

Data Analysis

The data analysis in this study includes qualitative and quantitative data. Qualitative data is used to analyze the marketing channels formed in the process of distributing red chilies to the consumer. This marketing channel describes the pattern of marketing channels. While the quantitative data is used to analyze the operational efficiency of marketing based on margins and farmer's share.

1. Marketing Margin

Margin is the difference between the price level at the consumer and the price level at the producer. According to Sudiyono (2001), the following formula can be used to calculate the margin:

$$Mp=Pr-Pf \qquad (1)$$

Description:
M_p=Marketing Margin(Rp/Kg)
P_r =Consumer Price (Rp/Kg)
P_f =Producer Price (Rp/Kg)

2. Marketing Cost

Marketing costs are costs incurred for marketing purposes. The marketing costs can be calculated using this formula (Soekartawi, 1993):

MC=C1+C2+C3+C4+C5+C6 (2)

Description:
C1 = Transportation Cost(Rp/Kg)
C2 = Loading and Unloading Charge (Rp/Kg)
C3 = Packaging Cost (Rp/Kg)
C4=Packaging Sacks(Rp/Kg)
C5 = Rent Expense (Rp/Kg)
C6=Market Retribution
Cost(Rp/Kg)

3. Market Efficiency

Market efficiency is calculated based on the general formula of Soekartawi (2002):

$$ME=\frac{Tmc}{Tpc}x100\% \quad (3)$$

Description:
Ep =Market Efficiency of Red Chili(%)
Tmc=Total Marketing Cost(Rp/Kg)
Tpc =Total Production Cost(Rp/Kg)
According to Roesmawaty (2011), the categories of market efficiency (ME) are 0–33% (efficient), 34–67% (less efficient), and 68–100% (Inefficient).

4. Farmer'sShare

Farmer's share can be calculated by dividing each margin detail by the price at the consumer level. Farmer's Share is calculated with the formula as follows (Soekartawi, 2002):

$$Fs = \frac{Fp}{CP}\text{x } 100\ \% \quad (4)$$

Description:
Fs=Farmer's Share (%)
Fp=Farmer Price (Rp/Kg)
Cp=Consumer Price (Rp/Kg)
According to Prayitno (2013), Cp% Pf>70% is categorized as efficient,. Meanwhile, Cp% Fp<70% is categorized inefficient. According to Downey and Erickson (1992), FS>40% is categorized as efficient while FS<40% is categorized inefficient.

Results And Discussion

Respondents Identity

The number of respondents in this study was 40 people. They consist of 32 red chili farmers, three collectors, and five retailers. All respondents are from Siberida District. They are included in the productive age of farmers (47 years), collectors (39 years), and retailers (45 years).

Productive age is expected to show optimal farming as well as the potential to develop their business. Red chili farmers and traders are generally male, while retailers are generally female. The formal education of farmers and traders is still low at the junior high school level.However, knowledge for farming and trading can be obtained in informal education. They have seven years of experience as a red chili farmer, six years of being collectors, and eleven years of being retailers. Their dependent family members ranged from four to five people.

Marketing Channel

A marketing Channel is a series of products flow from farmers to consumers in the marketing process. The marketing of Red chili in Siberida Districtinvolved collectors and retailers. The marketing channel for red chili in Siberida District starts with farmers selling their products to the market. In addition, farmers sell red chilies to collectors and retailers. Based on the research, there are three marketing channels for red chili in Siberida District, namely (1) Farmers-consumers, (2). Farmers-Collectors-Retailers-consumers, and (3) Farmers-Retailers-consumers.

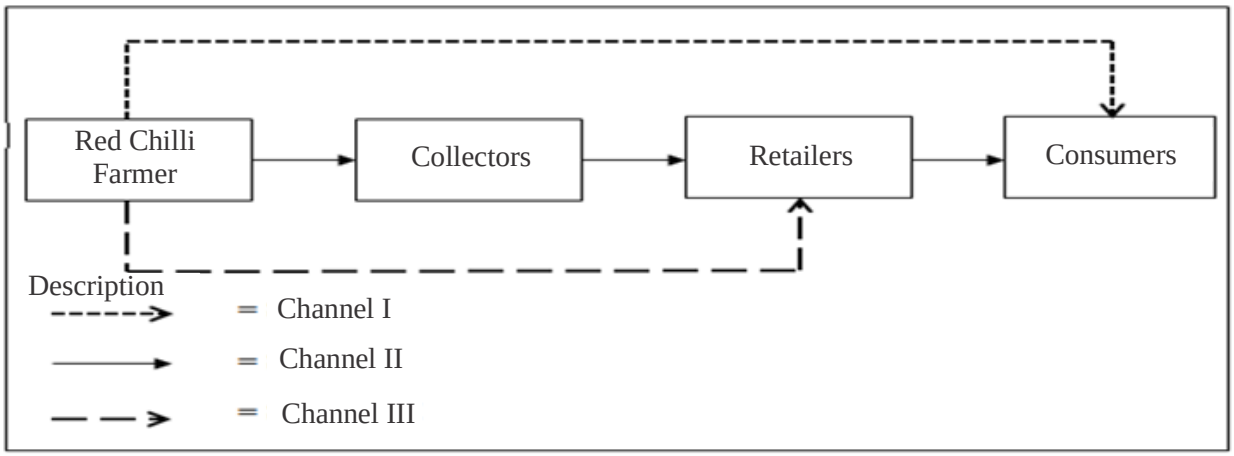

Figure 2 - Red Chili Marketing Pattern in Seberida Subdistrict, Indragiri Hulu Regency, 2021

Channel I

Channel I shows the flow of red chili from farmers to consumers. The channel used in Channel I is a zero-level channel, meaning that the red chili farmers directly sell fresh red chili to consumers. Consumers buy red chilies directly to farmers due to the location, most of which are far from the market. So for people whose settlements are close to farmers' land, they directly buy from farmers. In addition, consumers choose to directly buy red chilies from farmers because the selling price set by farmers is cheaper than the in the market.

The distribution carried out by red chili farmers is selling fresh red chilies to consumers who live in areas close to farmers' lands or those who come directly to the place where farmers cultivate red chili. The average number of red chilies sold by farmers to consumers in one harvest is nine kg. The amount of red chili purchased by consumers is adjusting the stock. Consumers who buy red chilies bring red chilies by motorbike. Fresh red chilies are stored in plastic.

Channel II

Channel II involved red chili farmers, collectors, and retailers. In this channel, farmers sell red chilies to collectors. Collectors resell red chilies to retailers which are then sold to consumers in stalls and traveling merchants. Collectors distribute fresh red chilies to retailers in traditional markets, one of which is the Soegih market in Seberida District.

The distribution of red chili is subject to the agreements made throughphone callsor face-to-face talk. The price of fresh red chilies is entirely determined by the collecters. Collectors' vehicles, such as motorcycles, are used to distribute fresh red chilies from collectors to retailers. The stall retailer buys fresh red chili from the market and then sells it at their stalls. Traveling merchants buy fresh red chilies at the market and sell them by traveling around on motorbikes carrying fresh red chilies.

The risk is taken by the collectors themselves. When the prices fluctuate or in the rainy season, it will be difficult for traders to collect fresh red chilies from farmers due to the damaged roads during the rainy season. In the delivery, collecters must be careful so the red chilies are not damaged or rotten to avoid losses.

Retailers sell to consumers. The risk is also entirely taken by the retailer. Because red chilies are easy to rot, businesses face the danger of fluctuating prices and red chilies not being sold out.

Channel III

In Channel III, red chilies from farmers are sold to retailers in the market. Then, the retailerssell them to consumers. Farmers harvest red chilies from the land and then sort them to choose those with good quality. The number of fresh red chilies purchased by retailers in one harvest is an average of 42 kg. Retailers' purchases of red chili are not always predictable based on available stock and market demand.

Retailers use motorbikes to transport red chilies. Fresh red chilies are stored in sacks. At this stage,the price is set by the retailer. Risk at the retailer level is entirely the responsibility of the retailer. The risks faced by retailers are fluctuating prices, and red chilies that are not sold out because red chilies are easy to rot. Costs, margins, and Farmer's share in marketing red chili in Siberida District are presented in Table 1.

Marketing Costs

In Channel Iof the red chili supply chain, farmers do not incur costs. Farmers directly sell red chilies to consumers without an intermediary. The costs incurred by consumers are transportation costs, which are an average of IDR 1,497.22/kg, and the cost of packaging (plastic) of IDR 433.88/kg. The total cost incurred by consumers is IDR 1,931/kg. In Channel II, collectors spend an average of IDR 381.38/kg, loading and unloading charge ofIDR 286.93/kg, and packaging sack costs of IDR 82.07/kg. The total cost incurred by the collecters is IDR 750.36/kg. While the costs incurred by retailers include an average of transportation costs of IDR 2,423.33/kg, rental cost of IDR 78.33/kg, market retribution cost of IDR 52.22/kg, and packaging cost of IDR 404.33/kg. The total cost incurred by retailers is IDR 2,958.21/kg. While in Channel III, retailers spend an average of IDR 731/kg for transportation, IDR 75.72/kg for renting a place, market retribution of IDR 50.34/kg, and packaging costs (plastic) of IDR 122.80/kg. The total cost incurred by retailers is IDR 979.86/kg. The most costs incurred are for chili harvest time.

Table 1. Analysis of Cost, Margin, and Farmer's Share for Each Red Chili Marketing Channel In Seberida District, Indragiri Hulu Regency in 2021

Description	Channel I		Channel II		Channel III	
	(Rp/Kg)	Share (%)	(Rp/Kg)	Share (%)	(Rp/Kg)	Share (%)
a. Farmer						
Selling price	36,000	100.00	40,000	83.33	38,000	90.47
Marketing Cost						
1. Transportation	1,497.22	4.15				
2. Packaging/Plastic	433.88	1,20				

Total Cost	**1.931**	5,37				
Margin	-					
Profit	34,068	94.63				
Selling price	36,000	100,00				
b. Collectors						
Selling price			40,000			
Marketing Cost						
1. Transportation			381,38	0.80		
2. Loading and Unloading			286,93	0.60		
3. Sack Packaging			82,07	0.17		
Total Cost			**750,36**	1.57		
Margin			3.000			
Profit			2.249,64	4.68		
Selling price			43,000	100.00		
c. Retailers						
Selling price			43,000		38,000	
Marketing Cost						
1. Transportation			2.423,33	5.04	731	1.74
2. Rent			78,33	0.16	75,72	0.18
3. Retribution			52,22	0.10	50,34	0.11
4. Packaging/Plastic			404,33	0.84	122,80	0.30
Total Cost			**2.958,21**	6.16	979,86	2.33
Margin			5.000		4.000	
Profit			2041,79	4.25	3.020,14	7.20
Selling price			48.000	100.00	42.000	100.00
d. Consumers						
Purchase Price	36,.000		48.,0		42.00	
Total Marketing Costs	**1.,31**		**3,708.59**		**979,86**	
Total Margin	**-**		**8.000**		**4.000**	
Total Profit	**34,068**		**4,291.41**		**3,020.14**	

Marketing Margin

According to Pearce and Robinson (2008), marketing margin is the difference between each marketing agency in terms of prices at the farm level and prices at the consumer level. The marketing margin consists of the costs and profits of each marketing agency.

Table 2. Differences in Red Chili Distribution Margin for Each Marketing Channel In Seberida District, Indragiri Hulu Regency in 2021.

No	Description	Channel I	Channel II	Channel III
1.	Farmer Price (Rp/Kg)	36,000	40,000	38,000
2.	Consumer Price (Rp/Kg)	36,000	48,000	42,000
Distribution Margin (Rp)		**-**	**8.000**	**4.000**

In Channel I, there is no difference in the price of red chili between farmers and consumers. This is because farmers directly sell red chilies to the consumer. The distribution cost of red chili in the form of operational costs is IDR 1,931/kg. The costs incurred are the costs charged to the consumer. In Channel II, the distribution margin for each kilogram of red chili is IDR 8,000/kg, for traders, it is IDR 3,000/kg. Meanwhile, retailers are IDR 5,000/kg. The distribution cost of red chili in the form of operational costs is IDR 3,708.59/kg. The distribution costs incurred by the collecters are IDR 750.36/kg. Meanwhile, for retailers, distribution costs in the form of operational costs are IDR 2,958.21/kg. These operational costs are often incurred by traders in every marketing process. In Channel III of the red chili supply chain, the distribution margin for every one kilogram of red chili is IDR 4,000/kg. The distribution cost of red chili in the form of operational costs is IDR 979.86/kg. These operational costs are often incurred by traders in every marketing process. Among the three marketing channels, Channel II has the highest marketing margin of IDR 8,000/kg.

Farmer's Sharein the Supply Chain

Farmer's Share is the share received by farmers. Farmer's Share is an indicator to determine the level of marketing efficiency. According to Downey and

Erickson (1992), if the share received by farmers is > 40%, the farmer's share can be said to be efficient. Meanwhile, if the share received by farmers is < 40%, the farmer's share can be said to be inefficient.

Table 3. Farmer's Share on Each Marketing Channel of Red Chili in Seberida District, Indragiri Hulu Regency in 2021.

No.	Description	Channel I	Channel II	Channel III
1.	Farmer Price (Rp/Kg)	36,000	40,000	38,000
2.	Consumer Price (Rp/Kg)	36,000	48,000	42,000
Farmer's Share(%)		**100.00**	**83.33**	**90.47**

Marketing Efficiency in the Supply Chain

Marketing efficiency is the maximization of the ratio between outputs and inputs in marketing.

Table 4. Marketing Efficiency of Each Marketing Channel on Red Chili in Seberida District, Indragiri Hulu Regency in 2021

No.	Marketing Channel	Total Product Value (Rp/Kg)	Total Marketing Costs (Rp/Kg)	Marketing Efficiency (%)
1.	Channel I	36,000	1,931	5.36
2.	Channel II	48,000	3,708.59	7.72
3.	Channel III	42,000	979,86	2.33

Table 4 signifies that marketing efficiency in marketing Channels I, II, and III of red chili in Seberida District, Indragiri Hulu Regency is efficient. Among the three marketing channels, Channel II has the highest percentage of efficiency, which is 7.72%. According to Soekartawi (in Roesmawaty, 2011), the decision rule on marketing efficiency is 0-33%. According to Prayitno (2013), the criteria to determine marketing efficiency is if %Fp (FS) > 70%. If %Pf (FS) < 70%, it is considered as inefficient.

Conclusion And Recommendation

Conclusion

From the findings of this study, some conclusions were drawn. There are three channels in the marketing of red chili. They areChannel Iof farmers-consumers, Channel IIof farmers-collectors-retailers-consumers, and Channel IIIof farmers-retailers-consumers. The distribution margin in Channel Ishows no difference in the price of red chili between farmers and consumers. In Channel II, there is a difference at IDR 8000/kg. In Channel III, it is IDR 4,000/kg. The total cost of marketing in Channel I is IDR 1,931/kg. In Channel II, it is IDR 3,708.59/kg, and in Channel III, it is IDR 979.86/kg. Marketing of red chilies in Siberida District is efficient, with farmer's share in marketing Channel I being larger than other channels.

Suggestion

It is suggested that farmers optimize the sale of red chilies directly to consumers without going through marketing agencies. Thus, farmers can determine the selling price of red chili and get more profits. Using intermediariesmakes farmers get less profit than traders.

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	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
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QR – Issue QR – Article

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HISTORICAL STAGES OF SCULPTURE OF UZBEKISTAN

Abstract: *This article scientifically highlights the stages of development and historical aspects of sculpture in Uzbekistan. In particular, mature sculptors and works of art created in the field of sculpture in our country are analyzed. The styles and types of traditional sculpture, bas-relief, high relief, relief and examples of decorative sculpture are considered. It is shown that the sculptures found on the territory of the republic are made of various materials, such as stone, iron, bone, wood, plaster, clay, copper, gold, silver, and the significance of this type of art. In recent years, positive changes in the field of monumental sculpture have been reflected in our country.*

Key words: *sculpture, art, work, bas-relief, high relief, relief, decorative sculpture, monumental sculpture.*
Language: *English*
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Introduction

In ancient times, the first manifestations of the art of sculpture appeared in our country. Approximately in two millennia BC, the amulet with the image of a snake from a black stone attracts the attention of antiquity not only in terms of its skilful processing, but also in terms of the fact that there is a certain worldview to the content of the work.

Can meet all the requirements and legislation in the art of sculpture, with a high taste ishlangan sculptures are found in the monument of the Turkish Holchayon. In the sculpture depicting the head image of a military man of the I century BC, such aspects are clearly manifested. It is known that making the head part of the human beak is an extremely complex process. Two thousand years ago used it is possible to witness that the structure of the head skeleton from this Haikal was precisely carried out. Since The Shape of the face, forehead, nose, eyes, lab are brought to the norm of the figure of such members, it can be seen that the sculptor has a high level of skill and skill[1].

Materials and Methods

By the second half of the VI century BC, the encounter of the Achaemenids invasion and the appearance of Nakshi Rustam, Bexstun, the inscriptions on the images of this period were the reason for the emergence of samples related to the art of both Iranian and Central Asian peoples. Therefore, samples of fine art from the Achaemenids period can be found in the monuments of Perespol and its surroundings, the central city of the ancient Iranians[2].

In the "FINDING OF AYXANIM" (BC.AV II-III centuries, now in the territory of Afghanistan) a bronze monument of Geracl was found. This sculpture was professionally made from all sides, and the current period was almost no difference in comparison with the methods of sculpture. It is found from the "Korapichak" (BC.the hunt. The image of Gerakl - Vertragna worked in the form of barrels[3] in the ceramic tile (dated to the III - IV centuries).

It is associated with the third stage of tranformation in a piece of ceramic found in our term. It was found that the statue of Gerakle, found from there, was depicted in an octagonal dress. In the first century BC in the art of ancient Khorezm there were dynastic temples in the regions of Ellin culture (Toprakkal, Gaurkal, Koyqirilganqal'a), which moved from the southern regions of Central Asia (Parthia, Bactria, Sogd), where local art of Khorezm, characteristic of the gedonistic traditions, discovered a special charm for him. In these temples were found

sculptures of works of mural fine art and the influence of the great majestic, workshop-like Ellin culture [4].

Such a special feature is the sculpture of the head part of the ishlangan man on the threshold cover of the VII-VIII centuries, found in the Afrosiab monument, one of the examples of art reflecting the views. With the fact that the sculptor had a serious method of research, he managed to finally characterize the image inherent in the local people. In addition, statues depicting more than half of the female ghomat (VI-VII centuries) found in Varakhsha with a statue of ishlangan female head on the ostodon cover found in the Taylak District of Samarkand reveal such national traditions[5].

But while the styles of sculpture have been preserved, it is now customary to lower plants tasvirini in the form of reliefs to ceramic dishes, copper and other hard metals (obdasta, Lagan, flask, grain storage items). From the NUROTA mountains, a vessel of water was found carved from marble with the image of a wolf opening its mouth from the XIX century. In the Middle Ages, the development of Science, Science and culture also influenced the imagination. During this period, the image of man was not developed, the image of birds and other living things, ceramic and metal dishes, bas-relief on the walls, gorelef, began to be processed in the form of relays [6].

By Russian sculptors in the XX centuries A.Navoi, M. Ulugbek sculptures of Uzbek figures such as and others began to be created. Since the 60 years of the XX century M.Musaboev, A.Boymatov, X.Xusniddinxujaev " K.Salahiddinov, A.Akhmedov, J.Kuttimuradov, D.Ruziboev of talented Uzbek sculptors, such as Ruziboev, began to enter the Creative Arts. They began to represent in their sculptures the past, present, prison, labor activity and creative work of the Uzbek people.

The majestic works of art created in Uzbekistan in the late twentieth century - new constructions - not only give art and expression to the rapidly growing beauty of our modern country, but also contribute to the enrichment of the spiritual world, bringing this art closer to the life of our people.

During this period, decorative sculpture also developed effectively. Legendary dragons, deer and lambs of Samarkand masters took place on the sites of cultural and administrative buildings built in those years. The relief of deer for the Tashkent railway station, rams in front of the Central Exhibition Hall, dragons in front of the Samarkand Museum, reliefs and statues for the Intourist Hotel in Bukhara, as well as a number of fountains are examples of this art. Abdumumin Boymatov, Anvar Shoymurodov, Tolibjon Kasimov, Damir Ruzibaev, Yakov Shapiro, later I.Jabborov, T.Tajikhodjaev, A.Khatamov successfully worked in the art of bench sculpture. The creative research of sculptors Joldasbek Kuttimuradov and Daribay Toreniyazov in Karakalpakstan is unique. The animal genre also came to life in sculpture. Brothers P.Ivanov and M.Ivanov deserve attention in this regard. In the works of A. Boymatov, T. Kasimov, I. Jabborov and others, remarkable works in this genre have been developed. During the years under study, significant progress was also made in small sculpture. In this art, the legendary statues created by Samarkand masters Usto Umar Jurakulov, Sofiya Rokova, Abdurahim Mukhtorov, Bukhara H. Rakhimova began to spread around the world through visitors to Uzbekistan. Various sculptures were also created from ceramic (terracotta), chamotte, porcelain, faience, wood and other materials.

In the works of Ilkhom Jabbarov, one of the manifestations of Uzbek khikaltarashli, the color and richness of the composition are clearly visible. Especially noteworthy is the work with the name" Fantasy". The sculptor's works dedicated to the image of such historical scientists as" Ibn Sina"," Farabi"," Navoi and Jomiy"," Amir Temur"," Fergani"," Gafur Gulom " are remarkable.

Works of art by another self-sacrificing sculptor Jalaliddin Mirtojiev are famous not only in our republic, but also in foreign countries. The creator is considered a master of both bench and bench sculpture. Jalaliddin Mirtojiev entered the world of art in the 80 years of the XX century. It is a monument to “Mother and child” from his works, created in the style of his first workshop sculpture. This work was dedicated to the memory of the participants of the Second World War and those who were sacrificed, who put forward the idea of patriotism. In addition, Jalaliddin Mirtojiev created several works on a variety of diverse themes. In 1990 year, the national hero in the method of sculpture with a loom creates a statue of “Timurmalik” from bronze. In 1995 he created the images of” rain“, in 1996” Homeland to miss“, in 2000” Road leading Babur“,” Happy family “monument and” Kamoliddin Bekhzad " sculptures.

In addition, Jalaliddin Mirtojiev gradually began to work in the method of magnificent sculpture. During his career he began to create works with a deep study of historical and national patriotism, and later made a huge contribution to the world promotion of the Uzbek people in foreign countries. Monument “Abdulla Qadiriy”, “Timurmalik”, “Zahiriddin Muhammad Babur”, “Chulpon”, “Gafur Gulom”, “Zulfiya”, “Oath to the Fatherland”, “Alisher Navoi” statues installed in the city of Tokyo, Russia, “Al Fergani” statues installed in Egypt and Azerbaijan, “Kamolidin Behzod” installed in the city of Chanchun, in the city of Belgium, in the city of Kortriyk, in Latvia, the statues of “Ibn Sina” installed in the city are from the following sentence.

Another positive aspect of monumental sculpture is that since the years of independence, works have been created on topics that have not been mentioned and banned for a long time. Monuments were created in honor of the great commander of the past and the heroes of the people, the victims of

repression. The works of Tolagan Tajikhojaev, Joldasbek Kuttimuradov, Anvar Rakhmatullaev, Ahmad Shoymurodov, Farid Ahmedzyanov, Marina Borodina, Rustam Ermetov, Kamol Jabborov, Leonid Ryabtsev, Azamat Khotamov, Tolagan Yorkulov, Turkmen Esonov, Eynulla Aliyev have developed in a unique way. Updates, new artistic forms have emerged.

Conclusion

In short, it is difficult to imagine the development of our spirituality without works of fine art, which have the ability to have a strong impact on people's emotions, their consciousness and thinking. In particular, in recent years, one of the most popular tours, which includes majestic sculptures and memorial complexes - is a significant achievement in the field of monumental art.

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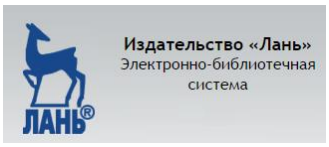

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