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ON MEASURES IN MANAGING THE QUALITY OF PRODUCTION OF PRODUCTS PREFERRED BY CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

Abstract: The authors recommend that the market reconsider the concept of forming it with in-demand and import-substituting goods, taking into account their attractiveness. Such a concept will fully correspond to the consumer's desire to satisfy his desire and desire to make a purchase, taking into account his social status, providing manufacturers with the sale of their products in full and guaranteeing enterprises stable TPP of their activities.

Key words: assortment, assortment policy, competence, preference, standardization, production management, product quality, demand, competitiveness, stable financial position, stable TPP, demand, profit.

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Introduction

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Following the results of December 14, 2017. in the Russian Union of Industrialists and Entrepreneurs, discussion of the draft Strategy for the Development of Light Industry in the Russian Federation for the

period up to 2025 with the participation of members of the Russian Union of Industrialists and Entrepreneurs on Textile and Light Industry, the Sectoral Committee of the RF CCI and the Board of the Russian Union of Textile and Light Industry Entrepreneurs, a Resolution was prepared and

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proposals of industry participants on the project were formulated Strategies.

The prepared document was sent for consideration to the Ministry of Industry and Trade of Russia.

The meeting participants made the following proposals:

1. It is proposed to indicate "the development of the country's competitive advantages" as the goal of the Strategy. Russia has its own oil, rich forest resources, favorable natural and climatic conditions, which makes it possible to successfully develop the production of wool, flax, and chemical fibers.

2. The Project lacks a detailed analysis of the current economic situation in the industry, regional concentration of production. It is necessary to assess the results of the current state support measures and those proposed for the first time, the balance of the needs of the domestic market, imports, including the EAEU countries, export opportunities and available production capacities in various production segments.

3. It is proposed to envisage measures to support and develop existing jobs in the industry. The "side effect" of such measures will be the withdrawal of enterprises from the shadows, since the amount of state support provided will be necessarily reflected in the official reporting of enterprises.

4. It is advisable to include promising proposals for the location of new industries in the industry development plan.

5. It is necessary to pay attention to state support for small and medium-sized enterprises in the industry. The Project focuses on the creation of 10-15 large enterprises, which does not reflect the real situation. According to Rosstat estimates, about 90% of the 300-330 thousand people employed in the light industry work in small and medium-sized enterprises. First of all, this concerns the sewing and knitwear subsector, whose enterprises are currently not fully loaded.

It is proposed to increase the availability of the concessional leasing program for small businesses. To date, such a support measure can be used by enterprises purchasing equipment for an amount of 30 million rubles or more. The industry participants consider it expedient to reduce this "threshold" to 10 million rubles, which will allow small and medium-sized companies to take advantage of the concessional leasing program.

6. Speaking about attracting foreign labor, it is necessary to specify that we are talking about attracting intellectual resources.

7. The Project practically does not consider the development of such important subsectors of light industry as the production of leather and footwear.

8. Much attention in the Project is paid to the problem of providing the industry with chemical fibers and threads. At the same time, many enterprises traditionally specialize in the production of cotton

products. It should also be noted that the volume of consumption of natural fibers in the world is not decreasing, this indicates a constant demand for products from cotton, flax, and wool. It is proposed that one of the key strategic directions for the development of the industry indicate the development of textiles for workwear / uniforms and home textiles from natural fibers, which have shown the best growth rates in recent years.

9. The direction "Technical textiles" (including "nonwovens") is proposed to be allocated in a separate section, taking into account the international classification by fields of application (sports, medicine, geotextiles, construction, etc.).

10. It is necessary to focus on the development of machine-building and machine-tool areas for the needs of the light industry.

11. It is necessary to consider in detail the experience of the development of light industry in such countries as China, Uzbekistan, Bangladesh, India and others. Thanks to government support, production figures in these countries have grown exponentially in recent years. Analyze the experience of light industry in competing countries, compare the level of taxes, tariffs for gas, electricity, water, fuel, etc. in order to create a level playing field for manufacturers.

12. The Draft refers to a decrease in the share of imports on the market from 75% to 70%. This is a very small value, within the statistical error. We propose to set a target of no more than 55% of imported products on the domestic market by 2025. In this context, systematically prescribe work to combat counterfeiting.

13. To consider it incorrect to indicate the low level of wages in the industry as one of the competitive advantages of domestic products. This contradicts one of the main tasks - attracting qualified workers, the main incentive for which should be a decent level of remuneration.

14. The project focuses on the development of technical textiles. According to Soyuzlegprom, it is necessary to move away from import dependence in the sector of household textiles, first of all, the clothing group. To develop the production of fabrics using traditional technologies and modern equipment.

15. It is necessary to work out the raw material balance in the industry. Show the need for various types of raw materials at present and in the future until 2025. Accordingly, pay attention to the problem of inter-sectoral cooperation between industries producing raw materials (agriculture, chemical industry) and light industry.

16. The Draft does not cover export. Meanwhile, this is the most important indicator characterizing the demand for products not only within the country, but also on the world market. Already today, many enterprises export their products, mainly to

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neighboring countries. It is necessary to envisage measures to stimulate exports.

17. As one of the most important measures to support the industry in the context of WTO membership, it is necessary to indicate the need to maintain preferences for Russian light industry products for companies with state participation and to preserve the ban on the supply of foreign products under the state order.

18. More realistic approach to the problem of providing the industry with qualified personnel. It is necessary to envisage incentive measures aimed at attracting young specialists to enterprises, especially to the regions: providing housing, decent wages, etc.

19. It is necessary to reflect in the Strategy the issues of technical regulation, the development of industrial science, in particular, developments of an applied nature.

All participants of the meeting noted the insufficient level of "ambition" of the Project. In fact, the proposed version of the Strategy fixes the level at which the light industry is today.

"It is necessary to change the industry development scenarios (basic and conservative) to ambitious ones: mastering breakthrough technologies, creating a real competitive environment in production and in the industry's markets, creating production chains from raw materials to manufacturing and selling products," the document says.

List of instructions of the President of the Russian Federation following the meeting

"On measures for the development of light industry in the Russian Federation", held on August 24, 2017 in Ryazan

1. To the Government of the Russian Federation:

a) provide, when forming the draft federal budget for 2019 and for the planning period 2020 and 2021, the provision of state support to light industry enterprises annually in volumes not lower than the level of 2017.

Report - by October 15, 2017 and January 15, 2018;

b) provide, within the framework of the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food Markets for 2013 - 2020, the formation of a subprogram aimed at providing light industry with high-quality agricultural raw materials, as well as the implementation of anti-epizootic measures in order to eliminate hypodermosis in cattle.

Deadline - February 1, 2018;

c) consider the issue of establishing at the federal level tax benefits on the property of organizations in respect of movable property in order to stimulate the modernization of production and ensure the introduction of appropriate amendments to the legislation of the Russian Federation;

d) take measures to mitigate, within the framework of bilateral international agreements with

the central veterinary authorities of foreign countries, veterinary requirements for raw hides imported into the territory of the Russian Federation;

e) determine the sale of fine and semi-fine wool, long flax fiber to processing enterprises located on the territory of the Russian Federation, as a prerequisite for providing state support to agricultural producers engaged in the production of these products, and ensure the introduction of appropriate amendments to regulatory legal acts;

f) provide for the introduction of amendments to the legislation of the Russian Federation aimed at developing a system for ensuring traceable turnover of light industry goods.

Deadline - December 25, 2017;

g) consider the feasibility of introducing a recycling fee for footwear;

h) jointly with the Russian Export Center joint-stock company, submit proposals for promoting the development of exports of Russian light industry products, including by compensating for the costs associated with the entry of these products to foreign markets.

Report - until November 20, 2017

Responsible: Medvedev D.A.

2. The Prosecutor General's Office of the Russian Federation, the Federal Customs Service of Russia, the Federal Security Service of Russia, the Ministry of Internal Affairs of Russia, Rosfinmonitoring, Rospotrebnadzor, taking into account previously given instructions, to take additional measures to identify and suppress illegal import into the territory of the Russian Federation, production and turnover in the territory of the Russian Federation of light industry products, in including counterfeit.

Deadline - February 1, 2018

Responsible: Chaika Yu.Ya., Bulavin V.I., Bortnikov A.V., Kolokoltsev V.A., Chikhanchin Yu.A., Popova A.Yu.

3. Rosstat, the Ministry of Industry and Trade of Russia, the Federal Customs Service of Russia, together with industry unions (associations), develop a methodology for calculating the share of goods illegally produced in the territory of the Russian Federation and illegally imported into the territory of the Russian Federation in retail trade.

Deadline - December 25, 2017

Responsible: Surinov A.E., Manturov D.V., Bulavin V.I.

Light Industry Development Meeting

As part of his working trip to Ryazan, Vladimir Putin held a meeting on measures to develop light industry in the Russian Federation. They discussed, in particular, the prospects for the development of the industry and ways to combat the production of counterfeit products.

Light Industry Development Meeting

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Keynote speakers - Minister of Industry and Trade Denis Manturov, President of the Russian Union of Entrepreneurs of Textile and Light Industry

Andrey Razbrodin, Director General of the Russian Union of Leatherworkers and Shoemakers Alexandra Andrunakievich.

Before the meeting, the President visited the Ryazan tannery: he inspected the leather processing and tanning shop, the dyeing shop, the automotive and aviation leather production shop; The head of state also talked with the workers of the plant and got acquainted with the products of light industry enterprises.

The Ryazan tannery of the Russkaya Kozha group of companies is the largest producer of natural leather in Russia, accounting for 35 percent of the leather production in Russia.

Currently, the enterprise produces almost all types of natural leather for shoes, furniture, clothing and haberdashery. The plant supplies products to companies in Russia, Italy, Portugal, Spain, France and Asian countries.

Verbatim report of the meeting "On measures for the development of light industry in the Russian Federation"

You and I met to discuss problems and issues that need to be resolved in light industry in March 2017 in Vologda, and some of our colleagues just remembered this today. Today we will return to this topic and together with the leaders of leading enterprises, representatives of business associations, we will analyze the problems of the industry and outline specific steps for its development.

Since 2017, a lot has changed. Both the industry and the economy as a whole have changed. Both of them faced well-known difficulties of an objective nature. At the same time, new opportunities have appeared for Russian manufacturers, I mean, first of all, of course, import substitution.

I would like to note that the light industry in Russia is gradually moving towards positive dynamics. Last year, the textile, apparel, leather and footwear segments added about five percent, and in the first half of this year, all three sectors grew by about six percent.

Modern competitive industries appear and develop, which occupy their niche in the domestic market, and also have a good export potential.

We are at one of these enterprises today. I looked at the documents, by reference, and now Igor Nikolayevich [Igor Surin, chairman of the board of directors of the Russkaya Kozha group of companies] said that this is the largest tannery in Europe, which cannot but please, with which I congratulate Igor Nikolayevich, and all its employees, managers and employees of the enterprise - in general, all employees, indeed. He was now proudly telling me about his technologists, how they achieve the highest quality, and this is confirmed by the volume of sales.

It is important to support the growth of business activity in the domestic light industry, to stimulate the emergence of new successful industries. And of course, it is necessary to resolve systemic issues that hinder the effective development of the industry.

Many of them, unfortunately, are chronic in nature, first of all, we are talking about the fight against counterfeit and smuggling, which not only undermine competition in the domestic market, but also pose a clear threat to the health of our citizens.

Let me give you a few figures. In 2017, when this issue was raised, relevant instructions were given, the share of goods illegally produced and illegally imported into the customs territory of Russia amounted to 39 percent of retail sales, or about 1 trillion 100 billion rubles. Today it has decreased, but only to 33 percent and 860 billion rubles in sales.

I would like to draw the attention of my colleagues: the dynamics over the past three years is, of course, unconvincing. I would like to hear from all of you how each of you in his place views this problem, what do you think prevents it from being regulated, what protective steps, additional regulatory measures are needed to block the flow of illegal imports.

Let me emphasize that counterfeiting and smuggling actually devalue and devalue measures of state support for those who work in the legal field.

Incidentally, I was pleased to hear today that the measures we have outlined in the Government to support the industry are still working. And this can be seen in the examples of specific enterprises. But they would have worked even more efficiently if there had not been those negative phenomena that I have already mentioned: counterfeit and illegal import of foreign products into our territory.

It is in the cleaning of the market from dubious products that, in my opinion, is the most important resource for the development of light industry. Let's think together about what needs to be done additionally in this area.

One more question, which I would like to dwell on separately, concerns the supply of raw materials to domestic enterprises. As far as I know, there is a shortage of natural fibers and materials on the domestic market, and their quality often lags behind the level of processing, today we also talked about this.

Here we need flexible solutions that will stimulate our own production of raw materials and at the same time will allow us to meet the current needs of processors.

In this regard, I propose to discuss the launch of a separate subprogram in the state program of agriculture. Arkady Vladimirovich [Arkady Dvorkovich, Deputy Prime Minister], I ask you to pay attention to this. Here is a concrete first example here today: animals suffer if they are not vaccinated on time, and the quality of raw materials is then reduced.

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I also consider it necessary to work out the issue of removing excessive barriers to the import of high-quality raw materials in those cases where it is objectively necessary. Let's talk about this too, let's talk about this.

Further. It is necessary to build up the personnel potential of the light industry, to revive the prestige of the profession and to attract young specialists to the industry. Today, the main educational institutions in this field are concentrated in Moscow, while production facilities are located mainly in the regions of the Russian Federation.

You need to carefully analyze this situation. Future cadres should be trained where there is practice, where the acquired knowledge can be applied, including I propose to consider the possibility of opening specialized departments at the leading enterprises of the industry.

And of course, a very sensitive issue for young people, for all light industry workers, is the level of wages. Here at the enterprise the level of wages is higher than the regional average, but this is not the case in the industry, unfortunately. From 2013 to 2016, output per person employed in the industry increased by 60 percent, and wages increased by about a third and, at the end of last year, averaged 18.6 thousand rubles per month in the industry. This is significantly lower than the average for the Russian economy.

I propose to think together about how to improve this situation, what measures should be taken to attract young employees to light industry enterprises.

Denis Valentinovich, you have the floor, please.

Dmitry Manturov: Mr President, Dear Colleagues!

Despite the crisis in the economy, they did not allow investment downtime in the industry. Over the past four years, about 80 billion rubles of private investments have been invested in the development of the light industry. This ensured the stability of enterprises and allowed a return to production growth in almost all segments.

In a short time, more than 40 operating enterprises were modernized in the country and about 17 new industries were opened. Industry leaders are occupying new market niches by launching the production of products that are in demand in related industries. In particular, the production of high-tech fabrics and nonwovens for the construction of houses and highways, for the needs of agriculture, the medical and furniture industries has been established.

In the segment of workwear, our enterprises have mastered the production of high-tech fabrics with special protective properties, today we reported about this at the exhibition. The combination of interests of producers and consumers of related industries ensured the growth of production in this sector by 40 percent over the past year.

To develop a direction in the sub-industry of leather production, we were able to significantly

reduce the shortage of raw materials due to the timely, in 2017, decision to ban the export of semi-finished leather from Russia. In general, today the light industry has gone far beyond the traditional understanding of this industry, this is due, among other things, to the focusing of state support on innovative areas through subsidizing research and development, equipment leasing, loans for those re-equipment and replenishment of working capital.

The development of the export potential of the industry is ensured through the organization of collective stands of our manufacturers at the world's leading exhibitions in Beijing, Munich, Milan, Dusseldorf. In the future, we will expand both the geography of participation and the number of exhibitors. In total, over the past four years, the Government has allocated more than seven billion rubles to support the innovative development of the industry, and we can already see the return, including the provision of soft loans from the Industrial Development Fund - about three billion rubles. In particular, the amount of taxes during this period increased by almost 35 percent.

In order not to hinder the positive processes emerging in the industry, we consider it necessary to save about three billion rubles a year for state support at least in today's volumes. I would like to note that in recent years this support has been provided at the expense of the Government's Reserve Fund, but we expect to fix these amounts in the current budget when the three-year budget is finalized.

We are doing this work with the Ministry of Finance and count on support. This will allow enterprises to more clearly plan their work, form an investment policy and actively promote new directions.

In this regard, I would like to note two promising raw material projects that are key for the industry. First of all, this is the creation in the Ivanovo region of the production of polyester fibers and threads. This project is supported by Vnesheconombank and is scheduled to be launched in 2020. Thus, we will significantly reduce import dependence on raw materials for the production of synthetic fabrics.

To guarantee the provision of textile enterprises with flax, together with the Ministry of Agriculture, the constituent entities of the Federation, we are working on options for the formation of an interregional cluster for the cultivation of flax fiber. In general, for the consistent development of any of the branches of the industry, within the framework of your instructions, we are intensifying our work to reduce the share of illegal products in the market. In order to achieve significant progress in this part, at the site of the State Commission for Combating Illegal Trafficking of Industrial Products, created by you at the end of 2017, we focus on three main areas.

First, adjusting the regulatory framework. We plan to submit the next package of documents to the

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State Duma in terms of simplifying the procedure for the removal of light industry goods from illegal circulation and their subsequent destruction.

Second, we are creating a system of end-to-end traceability on the route of light industry products within the perimeter of the Eurasian Economic Union. The main tool for this is the marking of legal goods with control marks. You know that last year we launched the first such project for natural fur products.

At the Ryazan tannery. The President got acquainted with the main activities of the enterprise.

To be honest, we ourselves did not expect such an effect. Before that, in 2017, the turnover of products was in units of approximately 380 thousand. In units, it increased 12 times - we did not even have time to issue these control marks for some period of time - and if we talk about money, then six times during this period, and the legal turnover amounted to 55 billion rubles.

In 2018, we plan to extend a similar mechanism to leather shoes, and from 2019 to introduce marking of outerwear: jackets, blouses, shirts, suits, bed linen and table linen.

The third priority area of the work of the state commission is the active involvement of the regions. Without them, we cannot implement all our plans on the ground. In all subjects of the Federation, subjective commissions have been created, which are headed by the heads of the subjects. This makes it possible to efficiently coordinate the work of both law enforcement and control and supervisory bodies on the spot to identify and eliminate points of sale of illegal goods.

Only such an integrated approach to the development of light industry will make it possible to accelerate the technological modernization of the industry. Together with enterprises, business and colleagues from other federal executive bodies, we have prepared a list of instructions, which you are considering today.

Thanks for attention.

V. Putin: Andrei Valentinovich, please.

A. Razbrodin: Good afternoon, dear Vladimir Vladimirovich! Dear Colleagues!

Before moving on to the problems and tasks, I would nevertheless like to note that very serious and great work has been done over the past four years. The system of work of the professional community with our colleagues, primarily from the Ministry of Industry, has completely changed. That is, we work in close, absolutely close contact, we interact very concretely. And the programs that are being released today have been worked out together, we understand, and we are calmly ready for their implementation.

Therefore, I would like to say that the Industrial Development Fund is really working today, which listens very seriously to the specifics of the industry, today we have already talked about this, and the corporation to support small and medium-sized

businesses, with which there are already a number of concrete projects.

Despite the fact that over the past few years, external economic conditions sometimes required very serious, including manual, work, this manual work was carried out, we constantly felt it. I would like to thank my colleagues for such work, because in any case it must be done.

If we talk about tasks, then I would like to immediately support Denis Valentinovich and ask him to keep the support measures he spoke about. I will not dwell on each separately, so as not to waste time, exactly in the amount that was mentioned - in the amount of three billion rubles.

Today, one of the significant problems for enterprises in the industry that operate in the B2C segment [business-to-consumer, "business for the consumer"], first of all, that is, directly with retail, is the lack of working capital.

In recent years, to our great regret, the policy of the banking community, for obvious reasons, of course, led to the fact that the working capital of enterprises was constantly decreasing.

In part, it was in the retail segment that this led to the fact that the redistribution that took place in recent years between imports and domestic production, that is, domestic production began to receive additional orders from retail, often manufacturers could not use, because there was simply not enough working capital for the purchase raw materials in order to quickly meet the needs of the trade.

We talked about this, it was several times during the discussion and at Arkady Vladimirovich's meeting. There were proposals to find opportunities to create an authorized bank or to authorize any of the banks to work on a specific basis with the textile, light industry.

Today we understand that this is probably not the most reasonable decision, but we would like, perhaps, with some of the banks, because such examples exist today, to create a specialized program on special terms specifically for lending the working capital of enterprises. Therefore, we would ask you to continue this work and bring it to the end.

In the field of personnel training, this is really a problem for everyone today. We also discussed it before today's meeting, literally on the sidelines. As a professional community, we have our own ideas and suggestions. I think that these proposals should not be widely presented now. I think that in working order we can discuss these issues and further, as they say, promote them together with the Ministry of Education. Therefore, if not required, I will not dwell on this separately. That is, there is a problem, there are ideas too, I think it is quite possible to work.

Now a few words about raw materials. Colleagues will say, but I will just say about the part of raw materials that are not specifically represented

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here from our industry, so I, as the president of the union, will speak for them - I am talking now about wool. We discussed this, among other things, at the last meetings at the Ministry of Agriculture and, in general, came to a certain consensus.

We asked to change the rules for granting subsidies for wool producers, to change the focus in such a way as to provide subsidies primarily to those who produce fine and semi-fine wool and sell it to producers in the Russian Federation.

Exactly in this way, because until now this measure was still of a compensatory nature. We need to move to a stimulating nature, and that will be wise. I will not talk about the rest of the wool measures, because we discussed them; in general, the decision, I think, has been reached, we will simply continue to work in the current mode.

Last thing. I do not want to waste time and bread from my colleagues, because everyone was preparing, I would also like to say in the field of personnel and personnel policy. We would like to ask you to consider the possibility of giving the award again, we have been promoting it for several years now, that is, it has existed for 13 years, it was born at the Fashion Academy under the leadership of Vyacheslav Mikhailovich Zaitsev, who is now the honorary president of our Union - this is the Golden Spindle award. But for the fourth year now we have been trying to reformat it under an industry award in order to celebrate both ordinary workers from different specialties, and the best enterprises, that is, not only in the field of fashion, but also in the field of fashion.

I would like to give this award a more serious status, because experience shows (even the young entrepreneurs who sit here already have experience of participating in this award) that the award is a success, interest and is in great demand in the professional community.

As for the authorized and any other specialized financial institution, it is not the institution that is important, but the program that the state formulates for the industry. And so it is possible to carry out through any operating financial institution.

Some other programs, frankly speaking, are unprofitable for the state at a certain stage. Therefore, it all depends on funding in the end, that's all. An appropriate decision must be made. As far as I understand, we will generally move in this direction.

At the Ryazan tannery. The President got acquainted with the main areas of activity of the enterprise.

Of course, for the tanners and shoemakers whom I represent here, I must say that this meeting is a rare event, a holiday, a great responsibility and a kind of industry report on the effectiveness of government support measures. Therefore, even this event is the most important state support for our industry, because it gives us a further impetus for development.

It has already been said about the successes. I would like to say about the footwear, leather and footwear industry. You were at a factory today - this is one of the largest factories. We have a sufficient number of leather and shoe enterprises in our country, which, in principle, have all been modernized.

This, of course, is the experience of the Soviet Union, nevertheless, very many, almost everyone who work in the market (about 45 thousand enterprises), meet modern requirements, produce excellent products, have their own brand stores, that is, this is a completely different industry.

But, unfortunately, you have already noted that our market is such that the industry's share, although it has grown from 15 to 20 percent over the past five years, is still small for our country. Annual growth - 5 - 8 percent, over the past two years investment in projects amounted to about 10 billion rubles.

We are building, if anyone does not know, in the Altai Territory, "Russkaya Kozha" finances a tannery, whose task is to block the export of leather raw materials through the open borders of Kazakhstan. I must say that this problem remains, it is impossible to prove it, live cattle are distilled, and raw materials are exported, this "hole" is decent.

Therefore, we hope that the regional authorities on the border with Kazakhstan (Altai leaders) will set up a barrier to Russian raw materials in other republics, because the leather industry is the only light industry in Russia that operates entirely on Russian raw materials, but the supply is 60 percent.

And, as Denis Valentinovich noted, a temporary ban has been introduced, and we would ask to introduce it almost automatically. This measure has been in effect for the third year already, but, unfortunately, our specialized Ministry, the Ministry of Industry and Trade, our curator Deputy Minister Yevtukhov have to fight for this measure every time. Every six months we have to prove that this measure is important, that it ensures a 100 percent government order, and so on. Therefore, we would nevertheless ask you to give an instruction so that it does not raise doubts. While our agriculture is not yet growing with cattle, we would still ask you to support us in this matter.

Over the past year, the number of livestock decreased by 300 thousand heads. For us, this is one tannery with a capacity of 100 million square decimeters. This, of course, is not "Russian leather", but an average good tannery with 300 employees.

There are successes, but we need to move forward. We believe it is possible to double the footwear market share if the challenges are addressed.

We have already mentioned the meeting, two days ago we spent at the Ministry of Agriculture, our colleagues agreed with us. But we would still ask for an instruction to change the certificate on the basis of bilateral agreements. Where the countries have developed animal husbandry and veterinary medicine,

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where we are confident in the safety of their products, a separate agreement could be signed with them. The Ministry of Agriculture believes that this is possible. We would ask for such an instruction.

Because we must coordinate veterinary requirements at the level of the Customs Union. In principle, if this is allowed by the agreement, we can also conclude bilateral agreements with countries at the national level and then we can change the national certificate with these specific countries, there is such a scheme. But this is still an important state task - maybe, after all, an order needs to be given.

About raw skins imported, for example, from Germany, Holland, Argentina, where the raw materials meet the quality and international veterinary requirements.

And one more problem we encountered is the administered VAT. The fact is that between the slaughterhouse and the receipt of raw materials at the tannery there is a whole chain of three to five intermediary firms, and often these firms use VAT for profit, do not always pay, and we have to answer to the tax service.

Due to the fact that our tax service has worked hard enough, tanneries have many problems. We turned to the Government with a request to zero VAT, but we were offered (there was a meeting at the level of the State Duma, the Ministry of Finance and the Federal Tax Service) to become tax agents. This is a different scheme, more responsible.

We have now, together with the Federal Tax Service, prepared amendments to the Tax Code and would ask Anton Germanovich for these amendments to be considered by the Ministry of Finance, submitted to the Government and then to the State Duma.

Of course, we cannot change the collection of raw materials. You yourself understand that 50 percent of the raw materials are in personal subsidiary plots, which is why all this arises in this area. And then our country is huge, very dispersed: Siberia, from the Urals to the Far East - we do not have processing plants, we are building one Altai plant. There are raw materials there, about 28 percent of the total volume of raw materials, but there are no factories. Therefore, we would ask to speed up the solution of this problem.

And for raw materials. I would like, of course, for the Ministry of Agriculture to have some kind of subprogram that would link animal husbandry and the leather industry.

By quality. We would like to see the resumption of the subprogram to combat cattle disease - hypodermatitis (this is a gadfly). For understanding, he bites through the skin. It turns out, roughly speaking, a hole in simple slang, and nothing can be done from this skin. That is, it is a very dangerous disease. I want to say that we underestimate him. It affects not only the quality of the skin: the animal is poisoned, milk, meat becomes harmful, although they do not understand this, and so on.

The British conducted a study of the poison of the gadfly: the rabbit was dying in a minute from this poison, that is, it is a rather serious disease that must be fought, and the whole world is struggling with it. We would ask, taking this opportunity, Alexander Nikolaevich to reconsider this program. Your colleagues supported us, but without an instruction, we understand that it will be difficult to do this, because we need to allocate some funds at the federal level, all veterinary medicine is now subordinate to the regions.

As for the footwear market, illegal smuggled and counterfeit products, this is the most powerful negative factor that affects the development of the footwear industry. Its potential is very serious. Enterprises are ready to continue working, develop and modernize, build new enterprises, so we think that we need to be more actively involved in this.

Denis Valentinovich said that commissions have been created in the regions and so on. Well, nevertheless, we know that everywhere in the regions there are huge markets like our Cherkizovsky (now he has moved to Sadovod, is expanding, improving, and so on).

You just need some kind of will and give a command to the regions so that all these commissions work seriously at the regional level. And Rospotrebnadzor, together with the Ministry of Internal Affairs, carried out inspections, because this is not only volumes and production, this is the safety of our people, our population, our children, above all.

What is being done? They said about the marking. Vladimir Vladimirovich, we are now actively working with importers, we are working out conditions for marking shoes, it will be much more difficult than for fur coats, for fur, because the volumes are incomparable: seven million fur coats - and 500 million pairs of shoes turnover; of course, a serious burden on the tax service. But there must, of course, be tracking. In 2018, we plan to launch this project as a pilot.

What else could you suggest? There is a recycling fee for shoes. After all, 80 percent of the market is imported to us, of these 80 percent, we analyzed, about 65 - synthetic (all kinds of substitutes), shoes at a price of \$ 4.5 per pair, but at such a price there can be no good shoes. If you enter these stores, you will immediately feel what kind of shoes they are.

And ecology - these shoes are worn for one season at most, that is, from the point of view of ecology, this is a contamination of nature. Therefore, maybe, after all, by the type of cars, try the scrappage fee as a pilot project? Maybe colleagues from other ministries will suggest this.

Of course, they can say that the load and the price of shoes will increase, but I gave you a figure of 4.5, and the average price of imported shoes is \$ 9. And the price on the domestic market for consumers is

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three times more expensive, so even if they move through taxes, the market will still regulate, no one will sit on expensive shoes and wait for them to be sold. Therefore, it may be worth trying to introduce such a tax.

And of course, we need to strengthen the control of the FCS. There are control and reference prices for leather shoes. The imported price has already risen from \$ 16 to more or less acceptable - \$ 26. This is important: when there is control, then there is some kind of responsibility.

In conclusion, I would like to say that the leather and footwear industry is ready to develop further, a very important industry. The people who work, the leaders are committed to their industry and ready to grow. But we need to help in the issues that I have outlined.

It's no secret that competitiveness is achieved through modernization. The new equipment allows the production of new types of products. Often, the equipment is still imported. We already buy it at a higher price than our foreign competitors. We are even forced to keep backup equipment: if some piece of equipment stands up, it may be a drop in the volume of production.

Today, equipment, that is, movable property, which is registered as fixed assets at the federal level, is subject to a privilege. That is, all equipment is exempt from taxes. But from January 1, 2018, the possibility of applying this benefit has been transferred to the regions. The regions are all different in their economic condition. You see, some regions are subsidized, some are not. It may turn out that we will all pay 2.2 percent for all equipment at once.

In general, to be honest, all new equipment today needs to be exempt from tax for at least three years, and all other equipment - let them decide at regional levels whether to accept the benefit or not. I would like to be instructed to at least work out this issue.

As for the ban on the export of semi-finished leather products, in fact, we are not waging any war with the Ministry of Industry. It is just very important, given that we are in the WTO, to competently build arguments and correctly adopt government resolutions.

Unfortunately, the previous time it was not completely accepted in our country, because of this we had a number of problems; Now we have worked with the Ministry of Industry, extended it for six months, everything is fine. I think when the next date comes, there will be no reason to act differently.

The second issue is related to the tax on movable property. The position of our Ministry is actually absolutely the same as yours, we consider this tax to be actually harmful.

De facto, the tax on movable property is a tax on new investments. For the company that buys new equipment, immediately the tax for what it has put on its balance sheet has not yet amortized - pay this tax.

Yes, this form was adopted with the granting of rights to the regions, but there is a danger that some region may not understand the consequences that may be and, accordingly, lead to the fact that in some region the investment processes and production activity may seriously stand up.

And the third question is related to the recycling fee. Our opinion is that this is not the most correct option, because we will cover all importers with a recycling fee, but what is the problem? The problem is precisely two things.

The problem is that some of the imports are imported with evasion of taxes and customs duties. The project on marking and tracking is very important and it closes this hole. It doesn't matter, even if you underestimated the cost, if later it passed at a higher price in the cash register equipment, all the same, they will take tax from you in full.

And the second question is, of course, the use of substandard, often hazardous materials. This is more of a technical regulation issue. The situation is such that at the level of the EAEU there are those regulations on children's shoes, and on adult shoes, on the use of bad materials, there is no.

I think it is possible to work together with the Ministry of Industry and work out a solution to put a barrier on those shoes that come with the use of low-quality materials, which is why it is so cheap - and manufacturers are losing the competition.

And the third question - Andrey Valentinovich raised the issue of financing. Together with the Ministry of Industry, this year they made an amendment to the law, which now refers to small and medium-sized enterprises enterprises of just light industry with a greater number.

After this law, before it was adopted, together with the Ministry of Industry we prepared a by-law that will say on what principles an enterprise belongs to this register, which means that an enterprise that falls into such a register immediately gets access to all support programs.

For example, in terms of financing, the Six and a Half Program, when medium-sized enterprises receive 9.6 loans, small enterprises receive 10.6 loans. The program is very active. Dmitry Anatolyevich in Sochi announced the expansion of this program back in February.

Since the summer, this expansion program has been operational. Accordingly, banks have a new limit. And by the end of the year, the new limits will increase the volume of lending.

In fact, we look at the increase in lending to small and medium-sized enterprises as one of the sources of acceleration and lending activity, respectively, of economic growth.

For VAT. We have practically solved the issue, found understanding regarding the vesting of buyers of raw hides with the right of a tax agent in terms of

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VAT. Such a bill will be submitted to the State Duma within a month, there are no questions.

With regard to movable property. Some time ago, a privilege for this type of property was indeed established at the federal level. But we saw, and the governors especially paid attention, that enterprises, entrepreneurs were cheating about whether this new property was not new, because the privilege was provided only for a new type of property: enterprises specially bought this property from each other - in any case, there was such loophole for evasion.

And what did the regions ask us? Actually, they asked to transfer the right to establish benefits for regional taxes, and this is a regional tax, to the level of a constituent entity of the Russian Federation. This was done, Vladimir Vladimirovich, the law has already been adopted.

Starting from 2018, the right to introduce or establish tax benefits on movable property falls within the competence of the constituent entities of the Russian Federation. Regions, after all, also make decisions based on economic feasibility. If they see that in this case, a tannery is developing in the Ryazan Region, if there is a need and if it is obvious that preferences are needed for the development of this enterprise, including the tax on movable property, I have no doubt that such decisions will be made ...

Nevertheless, this is a regional tax, it is significant, more than 130-150 billion rubles in the Russian Federation as a whole next year can add to the budgets of the constituent entities of the Russian Federation. It would seem to me that the regional authorities should really have this right.

And the last topic is junk collection. I think that we, together with the Ministry of Industry and Trade, could, if you give us such an instruction, prepare proposals. Indeed, it may be necessary to decide on the segment of shoes.

You spoke about the cheap segment of footwear, which is both environmentally and health hazardous, so you need to decide on the segments that can be collected for scrap. And the funds that we will help out, I think, can just help the light industry as a whole.

As for the tax on movable property. What was your argument? That some enterprises are doing chemistry, as you said. So they will chemistry at the regional level if the tax is transferred there. This does not eliminate the possibility of chemistry. The fact that the collection of this tax was transferred to the regional level will not change anything from this.

Regional authorities will be more precise about.

How are the regional authorities? Big cities, what will they be able to do if the "chemistry" you mentioned is that used equipment is passed off as new and is bought from each other. What's at the federal level, what's at the regional - what's the difference?

It's just a regional tax. We are now pursuing a rather tough policy.

We did the right thing by transferring it there. How to make sure that, after all, where new equipment is actually purchased, there are no demotivating actions on the part of the state?

An entrepreneur sits with his management and thinks: "To buy or not to buy? The tax must be paid, fifth, tenth. It's hard, expensive, and besides, you have to pay tax - I won't." And I didn't buy it at all. Then you will not have any VAT, there will be no income tax, there will be nothing, there will be no jobs, there will be no personal income tax, there will be nothing. So what?

Or, on the contrary, it is possible to obtain such a privilege - a decision is made to start production, purchase equipment, and deploy. This is an incentive for development.

We have already discussed this topic with Dmitry Nikolaevich Kozak. He was always a preacher of the transfer of these powers to the regions. But even in this case, even he said that at least a list of those industries for which the benefit would remain at the federal level was needed.

One of the options that we discussed is the permanent postponement year after year of the date from which the movable property is vacated. We are talking about something that should not be released forever - for example, for three years.

This means that in 2018 the property introduced not from 2017, but only from 2019 or 2018 will be released. Each year, this cut-off will move as the exemption will only last for three years. And the property introduced in 2017 or 2018 will already be taxed.

Acquired but new property. What it is, new or not new, this is still a question of the tax service, the regions have nothing to do with it. This can only be administered by the tax office itself with the help of its tools.

Therefore, the proposal is as follows: in the next 10 days before the start of the spring session, we will see, maybe we will find a mechanism in which the regions will remain interested in investments, because at some point they will start receiving money from this tax, but the first three years are so that the benefit remains after the purchase of new equipment.

It says that property introduced starting from January 1, in my opinion, 2017, is exempt from tax. That is, it was introduced already five years ago - the liberation is still in effect.

The point is that this date, January 1, 2018, should be automatically shifted every year by one year, so that at some point the previously introduced equipment would already begin to be taxed.

Most regions will not introduce this benefit. Why? Because the Ministry of Finance will come to them and say: you have budget loans, you will first repay them, - I think the governor of the Ryazan Region can say - then introduce benefits.

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Therefore, it is necessary to give a longer period so that the enterprise can calmly plan its activities for the next at least three years, realizing that the benefit will be valid for some time.

Gradually, it will cease to operate on the old property, and if they buy property again, it will again operate on the new property for three years. So it would be, I think, wiser.

To be fair, we made this decision last year, that is, the regions and enterprises had a temporary reserve in order to adjust their plans, if necessary, I mean enterprises in the first place.

This benefit will be valid only from next year, as long as the law says about it. I agree that we can probably see how to set up the mechanism so that it is not a discouraging measure for business entities, so that the process of equipment modernization is not discouraged by this tax. Therefore, I think that within two weeks.

We need to work it out. You cannot cancel. You just said the right words, this is a discouraging tax. Why do we need to do this? People do not buy equipment, and there is nothing, there is no development, there is no personal income tax, there will be no income tax - nothing will happen. What for?

Indeed, in Europe, these measures have been canceled because there is no foot and mouth disease. Since we, unfortunately, not only here, in the EAEU countries ...

Meeting on measures for the development of light industry in the Russian Federation.

The light industry is in the limited capacity of the Russian Federation and in a limited competitive market, since we are located and dependent on the purchasing power of our population and the capacity of the market.

The enterprises that are represented at this table and the industry today are probably not only Russian regional enterprises, but enterprises that are ready to compete in foreign markets, in any markets - European, American.

But there we also compete in the domestic market with imported goods, for example, goods, not only with enterprises and representatives of some countries - China, India or Uzbekistan, and with the industrial policy that is pursued in these countries. And this complex of the entire competitive struggle gives the result to which we come today.

We represent the field of home textiles. In the past three years, the company has grown in terms of revenue in rubles by 20 percent annually, and this year we are going to grow as well. We have reached a 25 percent share in the Russian market - a fairly decent volume already, and are ready to compete in foreign markets, but this is where the rules of a certain industrial policy of barring markets come into play.

And for us, the most promising market, of course, is the European market. But we are faced with the fact that there are protective duties in the form of,

for example, 12 percent additional import duty, customs duty. This economic confrontation stops the flow of our goods.

The proposal is as follows. Let's try to consider the possibility of subsidizing this duty. Why? Because we will discover huge markets. We are ready to compete in these markets, and our products - price-quality - are absolutely competitive. This will allow us to increase our production volumes, as well as investments, because new capacities will be required, by 30-50 percent, according to our estimates.

For example, with which countries do we have to compete? Turkey - zero percent import to the European market, Ukraine - zero, Turkmenistan - zero, Pakistan - zero, Armenia - zero, Russia - 12, Thailand - 12, Kazakhstan - 12.

I would also like to add that from the point of view of public administration, the light industry is probably a profitable industry in terms of taxation, because about 20 percent of the proceeds goes to the budgets of different levels.

Even overcoming the budgetary, protective duty of 12 percent, the state still benefits from budget efficiency. And for the industry, this will open up serious opportunities for involving not only jobs, but also the overall growth of the economy.

I would like to say special thanks to the Ministry of Industry and Trade for the financial programs that exist, the Industrial Development Fund, the leasing program, because access to capital at a cost of 5-7 percent per annum creates a queue of investment projects and those willing to invest.

You rightly said: if the investment pays off, then there is a desire to develop enterprises and buy new equipment. My proposal is to support the Ministry of Industry in terms of financing these programs, perhaps even increasing, because this is one of the sources of investment in the industry today.

As for subsidizing this duty: we will subsidize, and they will take it and raise it, we can endlessly subsidize. We need to think about it.

Main part

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, and 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,

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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 the philosophers' fellow countrymen were at the mercy of earthly problems.

The problem of the quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly took place, but 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 research is not the awareness of quality, but the development of an 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. The philosopher and the non-historian specialist 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. Among the Ionians, the story, the story of the past, was called 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. Both Herodotus and Thucydides understood history as a comprehension of the course of 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 THE. 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.

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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 non-cyclical 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 their inherent features of being, 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 the 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?

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 intermediation, 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 imprinted 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 an integral, 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 item 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 signs of quality on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is a border

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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 through political will, legislative initiatives and effective, not fake control over the legal order, to return the manufacturer of the goods to the market, removing an unmeasured number of intermediaries.

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.

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 instance. 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 in qualitative characteristics a quantitative expression 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: would he buy a copy of Savrasov, what happens to the original? Tretyakov's answer turned out to be categorically predictable - no! Quality requires not only skill but also inspiration. Inspiration burns out with repetitions. Quality is always quantitative and quantity is always qualitative.

- Quality and quantity are linked by the most often forgotten measure. Meanwhile, when defining quality, one must simultaneously think about its dimension, both from the position of the market situation, 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 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, of such a basic feature 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. Determining 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

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does consciousness enter into what is traditionally called the quality of things (there is more clarity with 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.

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, pragmatized 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 transitional periods pass 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, then 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" (reconstructed, adapted by man to suit his interests) nature 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, and 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 quality is. 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.

The problem of quality remains theoretically worked out one-sidedly, 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 the quality of a product is, the market is in charge of production. The market is ruled by speculators - intermediaries. The state seeks to minimize its economic function before tax collection. There is no real activity aimed at giving the market a civilized form of "purchase and sale" based on the principles of real freedom of competition. For attributes that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. The culture of the producer and the consumer is of little interest to anyone, not to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

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,

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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 and 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 a moral crisis, up to lawlessness.

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.

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 Novosibirsk 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 advisory support, lack of queues, compliance with sanitary and hygienic standards, the appearance and behavior of personnel, and service. 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).

The rate of inflation is a necessary, but not sufficient 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 systemic characteristic of the product, reflecting the assortment, its change and the dynamics of the proportional representation of the goods that make up the totality.

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

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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, the traditional character 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 (with the help of its own mechanisms), but it can very well influence the objectification of subjective ideas. So 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, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, journalists use it, 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 risks, beyond any reasonable measure, being 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 malfunctions 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.

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.

The time for political action - not decisions - is the most favorable. The hope 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. There is a growing distrust of consumer imports, including due to their massive Chinese production. Migration flows are stabilizing.

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 bodies and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called to ensure the rights of producers. The Customs

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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. By the way, a wonderful research topic is “real and “ advertising quality ”, that is. created by advertising.

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

Integration - 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 us 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 realized through special development, conditioned by 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 goods, which create 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. The priority of national traditions is clearly spelled out in the fundamental treaties governing relations in the United Europe.

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, making it easier for producers to access it. 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 design. 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. He is perfect not by the size of his ability to pay; his complicity is determined by his knowledge of the

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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 for 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, and a multifaceted and very effective factor.

The reforms of Yeltsin-Gaidar were to inevitably destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical training. Gaidar, on the other hand, was obliged to clearly realize that most of our achievements in these branches of production - the military-industrial complex and space technology we do not take into account - were "domestic" successes. Here we clearly lagged behind the competitors, with whom the Democrats set their sights on the common market.

We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of the Polish transformations is not comparable to the Russian ones. In China, after the Cultural Revolution, it was possible to minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest and more patriotic. They were guided by Deng Xiaoping's ideas about the parallel development of socialist conquests and economic reconstruction, in fact they modernized Lenin's plan for the NEP. The experience of the growth of the industrial and financial power of the PRC in the following decades has proved that it is not socialism that is economically weak, but the directors of socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically grounded reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on permanent expression, become overgrown with references to the world conjuncture, climatic anomalies, etc. This is exactly what happened in our country. However, one misfortune does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival technique - to shift from a sore head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas were actively multiplying. The meaning of the myth-making was simple: how hard it is to govern such a people. Peter I, having inherited backward Russia, did not suffer. He acted and divided history into pre-Petrine Russia and Petrine Russia, forcing the whole world to reckon with its interests.

Domestic myths are proliferating and spreading. They are gaining positions in light industry, which is politically dangerous, because they threaten to intensify measures to integrate economies, cultures, and the strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who seriously intend to cooperate with us now and in the future.

Let us dwell on some myths, one way or another connected with the present and future of the domestic light industry. It is important to analyze this in the professional and educational process.

Let's start with what is being said everywhere, with the thesis that we are on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our revenues from the sale of raw materials are almost 50 percent. This indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The crux of the problem is not that Russia is dependent on its natural resources, but how the income is used. China is developing manufacturing, especially transport, construction, and light industry. In our country, only recently have they paid attention to those who put shoes on, put on, and make textiles for Russians. It turned out that the "hopeless" industry is responsive. The total volume of the market for clothing, footwear, accessories in 2012 amounted to 2.8 trillion. rubles, and in the past passed the milestone of 3 trillion. Only the first steps have been taken.

Another common myth about the inability to compete with similar production in the PRC. There is no dispute - low wages give the Chinese a head start in the struggle for production costs. But, the Chinese will have to raise wages, their other organizational expenses have already been optimized, the pursuit of

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quantity is accompanied by a loss of quality of Chinese goods, the hope for European brand orders should diminish due to the crisis volatility and a reduction in foreign investment.

Europe and the US need China, but they need China to work for them. The Chinese probably think differently. Contradictions will grow as China grows stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rates of the PRC economy have slowed down.

There is one more circumstance holding back the development of the production of consumer goods in China - remoteness from the consumer. Now transport services are growing at an outstripping pace, because energy prices are high and are not going to decline in the foreseeable future. When the Americans artificially devalued oil in order to undermine the economy of the USSR, they hardly thought that their policy would raise production in China so much. The Chinese have skillfully used the struggle of the superpowers. And the 1980s, 1990s, 2000s are over. Together with them, the political and economic situation in the world has changed....

For a while, cheap labor will be found in the neighboring countries of Southeast Asia - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they lack the Chinese political stability that guarantees the safety of capital investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railways, their regional scale. The sea routes are unsafe. Pirates of the XXI century around Africa behave like a boss. They understand the futility of trying to escort all the "merchants".

Let us add to the reasoning a thesis that does not often come into view: the low qualification of the labor force in the region. It is possible to maintain the quality of goods of complex production by limiting mechanization and automation. The circle is closed, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and worthy remuneration for their urgently demanded work.

Costs went up and started to disappoint investors. First of all, they are frustrated by the logic of the futility of continuing to move along the road. It is always difficult to fold, but it is necessary. Changes in real world conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen focused on the production of consumer goods: textiles, footwear, clothing. There are not as many examples as we would like, but they are weighty and contagious. The famous designers Kira Plastinina and Alena Akhmadulina moved closer to their fellow countrymen with the production. Plastinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. V. Melnikov, owner of 48

sewing factories and the Gloria Jeans brand, closed factories in China and settled in Russia and Ukraine. He has been working for five years and is mostly satisfied with his decision.

Experts agree on the reality that Russian manufacturers will integrate between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirms that in the second half of 2013, Russians reduced their spending on purchases in this sector of the market. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in the United Europe.

Deputy Head of the Ministry of Industry and Trade of the Russian Federation V. Evtukhov stated that our companies compete on equal terms on the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and nonwovens ("KP" 19-26.12.13). One cannot but agree with the opinion of the official about the presence of excellent designers in the country and the achievements of high Russian fashion.

Accession to the WTO complicated the state's attitude to production. Essentially, it is separate from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government orders, customs duties, tax incentives, and improvement of the resource base. And yet, the problems of the relationship between the authorities responsible for the well-being of the people and the production in which the people are employed and which feeds them, puts on shoes, dresses, equips them, are not contained in the restrictions imposed by membership in the WTO. The essence of the new situation is in organizing the activities of the authorities themselves.

The conditions for joining the WTO revealed the socio-economic scale of the vices of Russian managers - the corruption component, low values of professional culture. The very ideological orientation to the separation of the managerial profession from the specifics of the object of management is also vicious. "Pure" managerial brings us back to the attitude of the medieval scholastics - realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection on management experience. Like any theory, it is not a manager's working tool. In it, the manager looks for directions and possible methods of activity. Likewise, in the demonstration of haute couture, a businessman who is versed in fashion, economics and public mood, the barometer of the market, tries to grasp meaningful ideas. The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command

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method of management, which subordinates the management theory to production reality.

A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is cut off from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case.

The history of the 21st century with top managers clearly shows how important they are. All top companies are the first to show signs of crises and the last to get out of the crisis, despite state support. It's just that these companies are "national-forming", the face of the state. The state is interested in the fact that the face does not frown ahead of time. Most of the "VIP" managers speculate on this. Yudashkin, who fulfilled the state order for the development and sewing of uniforms for the Armed Forces, was rightly indignant at the fact that a company of "clean" managers, headed by Serdyukov, created with his models and instructions, placing the manufacture of things in China and changing those conditions.

The "clean" manager everywhere is drawn not to production, but to finance. He needs quick feedback. The market drives the quick response. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart decisions, strict control over the strict observance of regulations. Everyone knows at what point and how political initiatives are being hindered. It is also clear that the management of the management mechanism - by officials at all levels - is the prerogative of the government. It is in the way it manages the managers, apparently, that we need to look for a criterion for the quality of government activity. And this mission is called very simply - political will. Without a proper - justified - measure of will, there will be no order.

Peacekeepers love to hide behind numbers, presenting them in a way that suits them. Figures, especially large ones, impress the unenlightened. It is convenient and profitable to hide the alignment behind them - you can appear as a winner in the eyes of the public.

The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2020". In the "seven-year" period, the aggregate share of domestic light industry goods on the domestic market should be equal to aggregate imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual one, similar to the "cold" one. Here it is impossible to bring the matter to the complete destruction of the enemy. The pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked eagerly at the richness

of the assortment of foreign production. Twenty years later, disaffected Russians are looking for something of their own making, realizing that genuine quality cannot be immensely variegated.

The pursuit of assortment richness has little to do with the normal interests of the mass consumer. There is never too much good, because it cannot be. Beyond the boundaries of the measure of the present, an objectively given quality gives way to an advertising one. "Similar" is a mathematical concept that formalizes the quality of objects. "Like" in reality, as a rule, replaces the true quality. Why? Because this negates the quality of the product.

Quality is identical to originality, to oneself. Wine from the same producer, made according to a centuries-old recipe, differs in price depending on the year of the grape harvest. An assortment is justified when a variety of original quality and quality conditions are realized in it.

Pushing imports out of the market, you need to be ready to expand the variance of the qualities of your own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, an increase in the total volume of up to 46 percent of the share of innovative products is proposed.

To move forward makes progress, but there is hardly any sense to rush. There are laws in the mass consciousness. It is conservative. It is not managers who make a smart economy; it will become smart by acquiring a correspondence with the stable interests of public demand. It is not necessary to chase after innovations, but to study common sense in the people's minds.

The Chinese do not like changes in politics. Russians are afraid of changes in the range. By comparing the advertised benefits of the latest products with the real materials and properties of enough forgotten things, they understand the trajectory of quality: it will be worse and more expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherent in the desire for the new, but the experienced consumer is selective about updating, matching the display variety with the taste developed by the experience of consumption.

Increasing exports over the planned time by 3 times and bringing them to \$ 3-5 billion is a very optimistic commitment. Therefore, such a spread of values, unusual for statistics. As for the task to reduce shadow production and illegal import by 10 percent, everything here looks real and reflects the demands of the lobbyists. The logic is interesting: the external market for us is a solvable problem, the same thing that we have inside, we cannot change significantly.

Reluctantly, officials are fighting illegal immigrants. A lot of money is spinning in the shadow business, you cannot earn so much on exports. By the way, our "strong point" in light industry, in the mid-

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2010s, is not the development of someone else's space, but the construction of our own market, otherwise the transitional period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be the model of the European beginning of the 19th century.

Among experts in the world economy, there is an opinion about the beginning of a massive outflow of capital from China. More restraint should be exercised in evaluating statistics. World financial flows like "capricious" rivers flow unpredictably, investments flow in different directions and in waves. Even a long observation time does not serve as a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and the curtailment of production will not scare them. China has been tempered in the recent past, developing according to Mao's formula - "rely on one's own strength." We can settle in the Chinese market by creating joint ventures. The Chinese will support this initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices. In the young countries associated with the European Community, the population has felt price pressure and is learning to count the euro.

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with movement to the West. Until the Soviet period, Russia remained a supplier of agricultural and natural raw materials to European partners. The European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West as high-quality, in steady demand. The history of economic relations with Russia is preserved in the memory of Europeans at the genetic level. It is necessary to activate the memory. V.V. Putin is right when he instructed to comprehensively improve the country's image among foreigners.

Often, China's successes in science, technology, and attracting investors are associated with the gigantic diaspora in all parts of the world. There are naturally fewer former Russians. Nevertheless, there are many of them and they are also scattered by fate all over the World. Most of the emigrants value their historical homeland and are certainly not opposed to helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be amazed. Curiosity is drawn to the new, unusual, you want something good, necessary, beautiful and inexpensive. Simple availability of goods has remained a criterion for the acquisition in very poor corners of the Earth, among the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising catchiness of appearance and annoying advertisements, assuring how beautiful they are, lead the

buyer into the recent past, which turned into a complete disappointment and loss of paid money. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of the state. It is not our business to look for the true motives for the liberalization of state attitudes towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical levels.

History is the best teacher. Much can be achieved by learning from historical experience and adjusting activities in real time. In no case should you lose control over the quality of goods, nothing can be an excuse for such a policy. Mass and variety can be combined with quality. We need a novelty of impressions - from the type, material, capabilities of the product.

One should not delude oneself with favorable prerequisites for the prospect of developing new markets and strengthening positions in existing ones. Prerequisites are just real possibilities. Opportunities "await" the activity that transforms them into actual reality. Unfortunately, activity not only transforms one level of reality into another. It crosses in itself various interests. It is the multidirectionality of interests that is the regulating factor in the movement towards an economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. In economic policy, there are "fifth columns" that represent and vigorously defend the goals of the adversaries. They process the finances spent on their actions. This is the world practice, therefore, it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the market is the one who skillfully uses the prevailing market conditions and does not save on the promotion of goods, remembering how much the avaricious pays.

Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70%, leaving in the ignorance those who logically ask: why not 100? This is not a rhetorical question.

Bulk order contributes to technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, there was no need to rush to the transition. Prepare production first. It's not a war time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. The jump from the old 30% to the new 70 is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a

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competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposition of the interests of the seller and the buyer. One seeks to sell the product and make a profit, the other wants to buy and save. Resolving conflicts of interest is based on price-quality compliance.

On the way of the buyer, as in a fairy tale, there are obstacles. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of the real prices (taking into account the fact that the product is cheaper on the market than in boutiques and supermarkets - lower costs, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in the movement along market thresholds and shoals, but it is also tempting when it comes to suggesting something unusual that evokes meaningful associations.

Flax is a traditional Russian export commodity. Products made from flax or flax added are popular. They are hygienic, eco-friendly, pleasant in sensory perception, linen fabric is technological, aesthetic, does not require delicacy, and is all-season.

The production of flax and linen fabrics fell sharply due to the depression of agriculture during the years of "fateful" reforms. The peasants must be stimulated. Flax is laborious to grow and manufacture. You cannot do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be set up quickly. Russian craftsmen have guessed to use flax in combination with nettle. Nettle needs no advertising. By its properties, it is quite competitive with flax. In addition, it has the authority of a strong and persistent antibacterial agent, a circulatory stimulator, a neurostimulator. Products from blended fabric at Siberian fairs went off with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that Western consumers will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several districts. It will probably take into account the agricultural characteristics of those places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as close as possible to the raw material base. All the more so in the conditions of growth of the rates for transportation at an outstripping pace. Separating the producer of the final product from the production of the required raw materials doubles the burden on the producer and on the seller. As a result, the consumer suffers in retail, which will boomerang back into production if the economy is unstable. Why is it easier

in the West to get out of crisis and depression? Look for the answer in the market. A normally organized market over the three centuries of capitalism's existence automatically reacts to a decline in purchasing power. In difficult times for the economy, businessmen try to get money from the buyer by reducing the price burden on his "wallet". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates mass access of buyers to products with various promotions. Manufacturers figure out how to make the old cheap new. The look at quality at such a time becomes simpler and loses its relevance until the next economic upsurge.

We have nothing like this on the market. The question involuntarily arises: do we also need to tune in to three hundred years of waiting, or is there another way? For those who get involved in the movement in the course of the latter, history gives a chance to noticeably accelerate. It is necessary to mobilize to the target setting. Again, political will is required. Self-propulsion of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

Public consciousness needs a clear, attractive goal and confidence that this goal is common and the fruits will be fairly shared. We have already built one social system, demreforms have ruined us. The question is: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that govern social development.

Without a vigorous agricultural policy, the Russian light industry will not be able to solve its strategic objectives. In turn, it is unthinkable to raise agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. Therefore, it remains to be hoped that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial deficit.

The collapse of the USSR deprived Russia of its cotton base and made Russia dependent on capricious suppliers with national ambitions. But it turned out that the country has not lost the ability to "produce its own Newtons." Scientists - breeders opposed politicians with their cutting edge developments. An early ripening variety of cotton was created, which differs from the world standards in greater resistance to drought - "AS-1". In 2012, they harvested the first cotton crop in the Astrakhan region, processed and produced high-quality cotton linen.

Logic suggests that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training must be carried out in the context of it. Of course, all the

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actions presented are interrelated. The base will have to be built and improved by specialists; without modern equipment and technologies, it will not be possible to provide production with raw materials. Clusters will remain good dreams without a balanced system of building that direction in the economy, which someone mockingly called "light" industry. Hard years await the light industry, but in Russia "hard" and "successful" have always been in the same team.

Conclusion

The public began to discuss the draft marking of footwear in the territory of the Russian Federation

On the portal of public discussions, a draft decree of the government of the Russian Federation on conducting an experiment on marking with identification means of footwear in the territory of the Russian Federation has been published.

The document was developed in accordance with the list of instructions of the President of Russia following the results of the meeting "On measures for the development of light industry in the Russian Federation" dated August 24, 2017 No. Pr-1776, as well as in order to implement the order of the Government of the Russian Federation No. 2592 dated December 5, 2016 -p "On the approval of the Strategy for countering the illegal turnover of industrial products in the Russian Federation for the period until 2020 and the planned period until 2025".

According to the draft resolution, an experiment on shoe marking in the territory of the Russian Federation should be carried out from June 01 to December 31, 2018.

The participants in the experiment are:

a) federal executive bodies authorized by the government of the Russian Federation to ensure the conduct of the experiment (Ministry of Industry and Trade, Ministry of Finance, Ministry of Telecom and Mass Communications, FSB, Federal Tax Service, Federal Customs Service, Rospotrebnadzor);

b) manufacturers, importers of footwear, wholesale and retail trade organizations (subjects of footwear circulation);

c) operator of the information system used for the purpose of the experiment.

The subjects of the circulation of footwear are participating in the experiment on a voluntary basis, the

document says. Operator-CRPT LLC (Center for the Development of Advanced Technologies) is proposed to be the operator of the information system (free of charge).

About the drug movement monitoring system based on labeling. What should IOs and MIS developers prepare for?

Recall that the Center for the Development of Advanced Technologies has been determined as a single operator of the experiment on the labeling of tobacco products, develops a digital code technology without a special carrier, organizes the localization of the production of equipment for labeling medicines, and is working on creating a single catalog of goods.

To conduct the experiment, the Ministry of Industry and Trade must approve methodological recommendations that determine the marking rules (including the types of identification tools used in the experiment, the structure of codes applied to the indicated identification tools, methods of their formation and application); equipment requirements; the procedure for interaction of the information system with other information systems of the participants in the experiment; the procedure for submitting an application for participation in the experiment, the procedure for registering participants in the information system, the procedure for entering information into the system, the functions of the experiment participants and the procedure for their interaction.

The State Duma adopted a bill to empower the government of the Russian Federation to determine the rules for mandatory labeling of goods with identification marks

As stated in the explanatory note, "The Russian Federation is interested in the development of the marking system not only within the state, but also within the framework of the Eurasian Economic Union as a whole." In September 2017, at the site of the Eurasian Economic Commission (EEC), a public discussion began on the list of goods for which it is advisable to introduce marking with identification means. Recommendations were received from the business community and authorized bodies of the EAEU countries to include footwear, medicines and jewelry in the list.

Discussion of the project will last until February 8 this year.

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