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ON THE IMPORTANCE OF QUALITY FOR THE DEMAND FOR MANUFACTURED PRODUCTS BY ITS REAL BUYERS

Abstract: In the article, the authors motivate the manufacturer to recommend to the market due to their motivation, managing quality, to produce import-substituting products for the consumer, to revise their concept of forming a market with demanded and competitive goods, taking into account their attractiveness. Such mutual understanding will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, to ensure that manufacturers sell their products in full and guarantee themselves sustainable TEP from their activities and financial stability, maintaining the spirit of solidarity in the team - one for all and all for one - and success will surely find the seeker.

Key words: quality, preference, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, economic policy.

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Introduction

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There are two periods in the history of the quality problem. During the first, serious interest in what quality is was limited mainly to professional theory. Philosophers tried to define quality and its systemic position, however, in numerous philosophical

disputes, the concept of “quality” was not one of the main problems.

The actualization of the theory of quality turned out to be dependent on the degree of development of the system-forming philosophical concept of “being” in the context of basic concepts derived from it, i.e. those concepts that help to carry out the ascent from an extremely abstract statement of existence with the only distinguishing property to be, to exist, to a

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concrete understanding with an established content, thanks to answers to derivative questions, such as “What is everything from?”, “Due to what does everything exist?”, “Is there non-existence?”, “In what systemic forms does being find its certainty?”.

Apparently, it was the last of these questions that brought philosophy onto the “path” of that interpretation of quality, which “hooked” not only those who “equipped” a fundamentally new type of worldview 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, was hardly of concern to anyone outside the limited community of philosophers. Everything indicates that it was interesting to those whose gaze was turned to the Cosmos, to the depths of its construction, and the vast majority of fellow countrymen - philosophers were in the grip of earthly problems.

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

The problem of quality has acquired the scale of social relevance in the context of the transition to a mass production economy, the democratization of social relations, the development of education, the availability of education and other cultural values. In order for the question of quality to become one of the most important for a society, it was necessary for it to become relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make a choice, “quality” is not able to be among the priorities of the mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main goal of which is not to achieve the truth, but to satisfy the needs of customers.

Of course, the qualitative and quantitative characteristics of phenomena of natural and artificial origin were known long before these signs were actualized in social life and consciousness reflecting its development, but, in the light of our study, the existence of knowledge of quality de facto is 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 the 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 qualitative-quantitative changes was clarified. 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 began.

As history shows, having left savagery and barbarism, having laid 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 heavily. Biological history has laid in the nature of man an active principle, combined with a developed ability of thinking, noticeably superior to all other types of reflection. But this whole superstructure was formed over a fairly rigid animal frame, subordinated to the systemic goal of surviving 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 the natural egoism of the biological level to rationally active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either the romantics or the realists-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 on a par with the most important problems, quality had to appear in several functions: as an end, 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 arranged 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 trends ways to solve his problem, sometimes far from private.

Intuitively, even at the dawn of civilization, the term history (historia) was interpreted in the sense of the study of the desired process, as opposed to a chronological description. Among the Ionians, the story, the story of the past, was called 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 “instructions in the way of life” for those who live in the present. Having passed the test of time, historicism strengthened its positions and became the ideological basis of cultural memory. ON THE. Berdyaev argued: “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 into time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right when he said that

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everything clever is already known, you just need to think it over again.

History is a treasure trove of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the combined result 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, representing it as the sum of repeating cycles closed on itself. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite terrestrial and infinite extraterrestrial. The opposition between 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 G. Hegel and K. Marx, what is relevant is not the idea of something in general, but immersion in a concrete-objective, or concrete-historical state of what turns out to be the object of research. In the case of time, it is important to analyze not only its universal properties, but to determine where and how it moves. What is important is that everything that exists in time can take place only if it corresponds to these objective characteristics of time. To exist in time means to have the properties of time. This position is universal both for the infinite variety of individual phenomena, and for the signs of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the view of their relationship. Both G. Hegel and F. Engels were far from the meaning that spread under the cover of the dialectical theory of development. Quantity does not translate 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 reserve for the stability of functioning.

The measure is "qualitative quantity", it indicates the limits of quantity change without significant consequences for the given quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the former quality, there is a process of birth from it, on its basis, of a new quality, commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the same measure, quality specialists prefer not to talk seriously, reducing the measure to quantitative standards. As if the 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" belongs to neither quality nor quantity. It expresses a systematic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through the measure, the measure mediates their connection. What "benefit" will the practitioner gain from this conclusion?

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

The state behaves in the market like a teacher in a kindergarten. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the general idea - the market pulls production along with it, the market and the state are merging. Quality - quantitative assessments are stamped into 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, getting the effect due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing methods of quality management, one can discern a certain logic. Life, on the other hand, requires not a "certain" logic, but logical certainty in the form of a holistic, systematically sound theory of quality as a methodological basis for building universal principles of quality management theory. 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 to reveal the full quality. A quality thing can be created in one copy, but in order to reveal the qualitative potential of the manufacturer, a single copy (or work) is clearly not enough. The Faberge firm secured fame for itself with the first branded product, but it became a brand due to subsequent success in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - dimensional certainty are small series, the issue of collectible coins, medals. Quality is fixed within the boundaries of a quantitative value, which serves as a measure of its expression. The point here is not only to provide conditions of preference for the vip-

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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 the frontier service of quality; going beyond the measured quantity is a crime against quality.

Main part

A mass domestic manufacturer is hardly interested in the theory of quality. She is irrelevant 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 classical quixoticism. First, it is necessary to organize the market space through political will, legislative initiatives and effective, rather than sham control over the legal order, to return the manufacturer of goods to the market, removing an unmeasured number of intermediaries.

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

A sense of national dignity is brought up by history and the existing reality. At school, you can learn from the best history textbook, but in addition to school history lessons, there is a current life that is more impressive than historical digressions. In the East they say: "how many times do not repeat halva, it will not be sweet in the mouth." Theory has always been considered the best practical guide, however, in the normalized circumstances 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 quality is replaced by pseudo quality and the costs of advertising props grow.

Quality does involve serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in his own and national future. A properly built understanding of quality guarantees a perspective even in the conditions of the domestic semi-market.

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

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

- Quality allows 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 system-

forming features to varying degrees. The "play" 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 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, when creating quality, it is necessary to put into qualitative characteristics a quantitative expression both in relation to individual properties of the goods and the quantity of marketable 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, author's copies have a high level of craftsmanship and are well paid for. The artist was also paid. When P. Tretyakov was asked a question: would he buy a copy of Savrasov, what would happen to the original? Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative:

- Quality and quantity are connected by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimensionality, both from the standpoint of market conditions and from the point of view of the signs of quality themselves. "Quality" is concretized in the concept of "quality". "Quality" - a concept that reflects the model image of the product, "quality" - determines the quantitative limits of reality and reasonableness of quality (the physical and moral status of the product).

- Quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria of quality were the usefulness and size of the subject, relations. With the development of consciousness and practical possibilities, the grounds for comparison and choice have developed. Quality is relatively separate from quantity. The differentiation of usefulness is being made, participation is being rethought as quantitative features. The evolution of the understanding of quality is directly conditioned by 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 way for talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the specificity of the interpretation of quality, in particular, such a basic characteristic as objectivity. The social theory of being is built on a natural-historical basis - the canvas 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 spontaneous movement. In society, every

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phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things? and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things? and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things? created by human activity is impossible without socio-cultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things? created by human activity is impossible without socio-cultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing the theory of quality.

From the above reasoning, 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 pragmatic approach of liberal marketers to scientific and philosophically sound theory. A lighter version of the theory, when a fragment torn from the general theory is turned into the theory itself and adjusted to the design of a market distorted to please speculators, economists-theorists and suppliers of a high-quality surrogate to domestic shelves suits. How long the Russian economy will retain this configuration, we (and not only us) are not given to know, however, the world experience of economic development at various stages of economic

relations shows that transition periods pass and over time economic life returns to normal.

The trajectory of the process of alienation of human creativity into something that exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of man is not substantial. It is not self-sufficient and can take place solely due to the interchange initially with nature, then with society, through which human relations with 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, high-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 seems to be a double helix formed by the natural features of natural material (perhaps in people's relations, knowledge expressed indirectly) and the qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, as opposed to the product itself, embodies the quality of the individual.

The personality is alienated in quality, and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, hidden production defects, fraudulent actions of the seller, a normal buyer is upset, first of all, because of his own poor-quality solution. Other losses of the transaction are most often compensated. There is a feeling of imperfection of one's own taste and knowledge.

The quality of everything that is created by activity includes the properties of both practical and spiritual activity in an objectified (objective or functional) expression. This leads to the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: certain experience in the Soviet era was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not commensurate with the size of the deception. Who should be the main educator? The producer and only he, because only he, in full measure, according to the logic of the formation of understanding, should know what is quality. Taking on the production of goods without understanding the

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specific quality of this product means a professional failure in the market. The release of a product with 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 theoretically remains developed one-sidedly, because there is no normal organization of production and marketing of high-quality commercial products. Current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management is 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 collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" on the principles of real freedom of competition. For signs 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. Few people are interested in the culture of the producer and consumer, not up 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 the quality and specificity of its reality, presented in the 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 the manufacturer, there was an official position 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 the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and the range of goods became more accessible, ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was formed. Further, both de facto and de jure, there was only a step to replace the brand qualities. Going beyond the limits of 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 that developed in the economy of mass production inevitable? No, they were generated by the new nature of production, reflected this nature and, to a certain extent, were an objective reflection, but, in addition to the object

reflected by consciousness, there is an angle of reflection, due to 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, resides outside and independent of consciousness. Its reflection is subjectivized, which, in general, looks in accordance with the theory of reflection. However, it allows, in private, and subjective distortion - involuntary - due to misunderstanding, and conscious 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 the subject of manipulation in the interests of those who control the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him.

The seller stands on the way to consensus, the subject of relations, which, 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 relations through price interest and profit margins. In twenty years, not a single branded light industry enterprise has appeared in Novosibirsk, on the contrary, a lot of trade brands have appeared. Trade rows are multiplying, and consumers are assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "sales quality". The culture of trade is measured by the assortment, price and physical availability of goods, high-quality advisory support, the absence of queues, compliance with sanitary and hygienic standards, the appearance and behavior of staff, after-sales service. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumer wages, but create the most favored nation regime 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 has taken inflation reduction as its main benchmark. The indicator is actually socio-economically significant, it indicates the culture of the

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market and, indirectly, 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 erodes quality. The quality of shoes, clothes, cereals, fish, vegetables, fruits within the common name varies quite significantly. The reserve of quality manipulation is significant. The main thing is still in understanding the quality, not the name, but the systemic characteristic of the product, reflecting the assortment.

Quality is a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. Replacing properties or their consistency in a quality product. Essential properties are those that are not just 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 view 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 infrastructural status of the market.

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

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 alienation of consumption. With natural production, the quality of the product was hardly an actual problem. Quality "dissolved" in the conservatism of technology and technology, traditional 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 producer and the consumer. Management levers - financial policy, directions - the main ones - two: the impact on quantity and quality.

The quality of the product has become relevant in commodity production. It became clear that in the understanding of quality there are sensual and rational

thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to influence the objective properties of a product directly (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 became an element of economic policy.

A sound and healthy economic policy is called upon 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 the 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 for the buyer. The presence of choice and solvent opportunities do not serve as a basis for the indisputability of a quality acquisition.

In the existing market, price and quality are divorced even at auctions, famous for the thoroughness of the organizational culture. The buyer is turned into an expert and this grimace of the market is not so bad as 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 qualifications". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic holistic view.

"Purchasing qualification" includes, along with certain knowledge that helps to determine the location of the store, the price range for the goods, requires basic information about the manufacturer, quality features of the product, the manufacturer's market reputation, company traditions, scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond any reasonable measure, of being the victim not only of deceit, but also of his own carelessness, and therefore without any right to compensation.

The buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "saving the drowning ("buying") is the work of the drowning themselves, read "buying". Raising the "purchasing qualifications", if there is a desire, is a mutually beneficial matter for the state, activating the cultural national heritage and the patriotic mood of the mass consumer.

We know how to make high-quality products and are quite able to regain "our" market. The question is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by failures in rocketry, aircraft operation, etc.) market. They explain to us: we need economic measures.

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True, however, it is a half-truth. If you need it, then take it. The government should have power that is not nominal. It's time to understand that economics has always been politics, economics has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. The economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to actively engage in the mechanisms of economic self-propulsion, 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 in the wagon train of the economy instead of being ahead of its development on the basis of objective socio-economic trends.

The time for political action—not decisions—is most propitious. The dope 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 mass production in China. Migration flows are stabilizing.

Domestic producers need a "clear" economic policy. By "intelligibility" they mean: clarity, consistency, guaranteed support, allowing to cut off the many-sided arbitrariness of administrative bodies and "guardians" of order. Everyone is responsible for quality. And those who produce, and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate natural, and not advertising quality. By the way, a wonderful research topic is "real and "advertising" quality, i.e. created by advertising.

No less important, from our point of view, is 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 obvious difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration - interethnic interpenetration of various types of activities of a socio-economic, cultural and humanitarian scale. It may have an international size, for example - "Union State (RF and RB); local - Customs Union; regional (Shanghai Organization, EEC). Globalization indicates the worldwide scope of the phenomenon. Global problems include those that have arisen as a result of

common, 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 event is postponed, but it itself is super-relevant in significance, then speculators, including financial oligarchs, actively rush into the resulting gap, trying to profit from uncertainty.

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

Consider the problem of "quality of consumer goods" in the coordinate system "national" and "international". First of all, it is necessary to find an answer to the question: is integration capable of replacing 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, being in common is not sufficient on its own. General requirements are realized through a special development, due to the specific circumstances of the action. In other words, no matter how standardized the production of a commodity is, it will still show the originality of the conditions of production.

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

The Customs Union reinforces the interethnic division of labor built in the 20th century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating the access of manufacturers to it. But this is all theory. Theory develops into reasonable practice not only because it is correct. Activity makes theory a practice, and in order to get the desired result, the activity must be systematic and consistent.

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Interest in the quality of goods, theoretically, should not begin in production. Its initial position is in a normalized market, more precisely, at a meeting between a manufacturer and a buyer. A normal market is an indicator of the quality of a product. Demand drives the production chain. But not the spontaneous demand of buyers abandoned to the mercy of fate. Demand is a state of mind determined by purchasing power, but not limited to the amount of money, especially when lending is stimulated by banks in every possible way. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, 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 system "manufacturer - seller - buyer". The seller is given the role of an active intermediary, but nothing more. It culturally provides a meeting point between producer and consumer. The system, on the other hand, must be functionally active, which implies not the presence of its constituent components, but their participation. The perfection of the system is not determined by aesthetics - a sign of design. It manifests itself in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system 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 knowledge of the commodity-economic situation. The consumer is not the object of the application of the actions of the seller and the manufacturer. The consumer is a subject of the market and it is in his (and other subjects too) interests to be informed not by the advertising community, but by professional sources. The quality of a product starts in the mind of the consumer. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It needs to be brought up 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 - a "smart", "prudent" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on knowledge of consumer tastes. To the perfection of the system, it remains to take only one, but not an easy, step - the whole world to take up the formation of a consumer culture.

The accusation of the current generation in the consumer attitude to 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 really of a socio-cultural dimension. Another consequence of funding cultural progress. Why does one power replace another, while culture is still in power last in line for political relevance? It is time to understand that not only science has become a direct productive force. Culture is also a factor in the development of production, and the factor is multifaceted and very effective.

The Yeltsin-Gaidar reforms were bound to destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical preparation. Gaidar, on the other hand, had to be clearly aware that most of our achievements in these industries - we do not take into account the military-industrial complex and space technology - were "home" successes. Here we clearly lagged behind competitors, with whom the Democrats aimed at 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 Polish transformations is not comparable to 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 the ideas of Deng Xiaoping about the parallel development of socialist gains and economic reconstruction, in fact they modernized the Leninist plan for the NEP. The experience of the growth of the industrial and financial might of the PRC in subsequent decades proved that it is not socialism that is economically weak, but those who manage socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically based 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 a permanent expression, overgrown with references to the world situation, climatic anomalies, and so on. What happened in our country. However, one trouble does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival method - to shift from a sick 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 actively multiplied. The meaning of myth-making was simple: how difficult it is to manage such a people. Peter I, having inherited backward Rus', did not suffer. He acted and divided history into pre-Petrine Rus' and Peter's Russia, forcing the whole world to reckon with its interests.

Domestic myths multiply and spread. They are also gaining positions in light industry, which is

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politically dangerous, because they threaten to step up measures to integrate the economies, cultures, and strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who are serious about cooperating 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 as well.

Let's start with what everyone is talking about, with the thesis that we are sitting on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our income from the sale of raw materials is almost 50 percent. The indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The essence of the problem is not that Russia has become dependent on its natural wealth, but how the income is used. China is developing production, especially transport, construction, and light industry. In our country, only recently, attention has been paid to those who shoe, clothe, and manufacture textiles for Russians. It turned out that the "unpromising" industry is responsive. The total market for clothing, footwear, accessories in 2020 amounted to 2.8 trillion. rubles, and in the past 2021 it passed the milestone of 3 trillion.

Another common myth about the inability to compete with similar production in China. There is no dispute - low wages give the Chinese a head start in the fight for cost. But the Chinese will be forced to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss in the quality of Chinese goods, hope for European brand orders should decrease due to crisis volatility and a reduction in external investment.

Europe and the US need China, but they need China working for them. The Chinese certainly think differently. Contradictions will grow as China gets stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rate of the Chinese economy has slowed down.

There is one more circumstance hindering the development of the production of consumer goods in China - remoteness from the consumer. Now transport services are growing at a faster 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 boost production in China so much. The Chinese skillfully took advantage of the struggle of the superpowers. And the 1980s, 1990s, 2000s passed. Together with them, the political and economic situation in the world has changed.

For some time, cheap labor will be found in the countries of Southeast Asia neighboring China -

Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they do not have 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. Sea routes are not safe. Pirates of the 21st century around Africa behave in a businesslike way. They understand the futility of trying to escort all the "merchants".

Let's add to the arguments a thesis that does not often come into view: the low qualification of the labor force in the region. The quality of goods of complex production can be maintained by limiting mechanization and automation. The circle is closing, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and a decent reward for their much-needed work.

Costs pulled up and began to disappoint investors. First of all, they are upset by the logic of the futility of continuing to move along the knurled road. Turning is always difficult, but it is necessary. Changes in real 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 significant and contagious. Well-known designers Kira Platinina and Alena Akhmadulina reached out with production closer to their fellow countrymen. Platinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. The owner of 48 clothing factories and the Gloria Jeans brand, V. Melnikov, 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 that it is realistic for Russian manufacturers to fit in between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2021, Russians reduced spending on purchases in this market sector. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in the United Europe.

V. Yevtukhov, Deputy Head of the Ministry of Industry and Trade of the Russian Federation, stated that our companies compete on an equal footing in the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and non-woven materials. One cannot but agree with the official's opinion about the presence of excellent designers in the country, the achievements of high Russian fashion.

Accession to the WTO has complicated the state's attitude to production. Essentially, it is separated from the production process. The participation of the authorities and the budget is

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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 raw material 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, shoes, clothes, equips them are not contained in the restrictions imposed by WTO membership. The essence of the new situation lies in the organization of the activities of the authorities themselves.

The conditions for joining the WTO exposed the socio-economic scale of the vices of Russian managers - the corruption component, low values of professional culture. The very ideological attitude to separate the managerial profession from the specifics of the object of management is also flawed. The "pure" manager brings us back to the attitude of the medieval scholastic realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection on managerial experience. Like any theory, it is not a working tool for a manager. In it, the manager is looking for directions and possible methods of activity. Similarly, in a haute couture show, a businessman who understands fashion, economics and public sentiment is trying to capture significant ideas - a barometer of the market. 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 method of management, which subordinates the management theory of 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 detached 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 significant they are. All top companies are the first to show signs of crises and the last to emerge from 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 wrinkle prematurely. Most of the "VIP-persons" of the managers speculate on this. V. Yudashkin, who fulfilled the state order for the development and tailoring of uniforms for the Armed Forces, was rightly indignant at the fact that a company of "pure" managers headed by Serdyukov had created with his models and instructions, which placed the manufacture of things in China and changed those terms.

A "pure" manager everywhere is drawn not to production, but to finance. He needs a quick return.

The market rules the quick returns. Real production cannot jump, it moves smoothly.

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

Peacekeepers like 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 of affairs 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 2025". Through the "seven years" the total share of domestic light industry goods in the domestic market should be equal to total 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, similar to the "cold". Here it is impossible to bring the matter to the complete destruction of the enemy. 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 longingly at the richness of the assortment of foreign production. Twenty years later, frustrated Russians are looking for something of their own making, realizing that genuine quality cannot be infinitely colorful.

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

Quality is identical to originality, to itself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year the grapes were harvested. The assortment is justified when it implements a variety of original quality and quality conditions.

When pushing imports out of the market, one must be prepared to expand the dispersion of the qualities of one's own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, it is proposed to

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increase the share of innovative products in the total volume up to 46 percent.

Progress makes you move forward, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. Managers do not make a smart economy, it will become smart when it meets the sustainable interests of public demand. It is necessary not to chase innovations, but to study common sense in the minds of the people.

The Chinese do not like political change. The Russians are afraid of changes in the assortment. Comparing the advertised benefits of the latest products with real materials and the properties of rather 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 something new, but an experienced consumer is selective in his attitude to renewal, matching the variety of display cases with the taste developed by the experience of consumption.

A 3-fold increase in exports over the planned time and bringing it up to 3-5 billion dollars is a very optimistic commitment. Therefore, such an unusual spread of values for statistics. As for the task of reducing shadow production and illegal import by 10 percent, everything here looks real, reflects the demands of lobbyists. The logic is interesting: for us, the external market is a problem that can be solved, but what we have inside is beyond our power to change significantly.

Officials reluctantly fight illegal immigrants. A lot of money is spinning in the shadow business, you can't earn that much on exports. By the way, our "horse" in light industry, for the mid-2010s, is not the development of foreign space, but the construction of our own market, otherwise the transition period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be a model of the European beginning of the 19th century.

Among specialists in the world economy, there is an opinion about the beginning of a mass exodus of capital from China. More restraint should be exercised in the evaluation of statistics. World financial flows are like "capricious" rivers overflowing unpredictably, investments are overflowing in different directions and in waves. Even a significant observation time is not a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and curtailment of production will not scare them. China in the recent past has hardened, developing according to Mao's formula - "rely on one's own strength." We can position ourselves in the Chinese market by creating joint ventures. The Chinese will support such an initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices.

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with the 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 for its quality and was in steady demand. In the memory of Europeans, the history of economic relations with Russia has been preserved at the genetic level. You need to activate the memory. V.V. Putin is right in ordering to comprehensively improve the image of the country among foreigners.

Often, China's success in science, technology, and attracting investors is associated with a 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 throughout the World. Most of the emigrants value their historical homeland and, for sure, do not mind helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be surprised. Curiosity draws to the new, unusual, you want something good, necessary, beautiful and inexpensive. The simple availability of goods has remained a criterion for purchasing in already very poor corners of the Earth, from 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 garish appearance and annoying advertising, assuring how beautiful they are, take the buyer into the recent past, which turned into a complete disappointment and loss of money paid. 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 a power. It is not our business to look for the true motives for the liberalization of the state attitude 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 values.

History is the best of teachers. By learning from historical experience and adjusting operations in real time, much can be achieved. In no case should you lose control over the quality of goods, nothing can justify such a policy. Mass and variety can be combined with quality. We need a novelty of impression - from the type, material, capabilities of the product.

One should not be deceived by the favorable prerequisites for the prospect of developing new markets and strengthening positions in existing ones. Preconditions are just real possibilities. Opportunities "wait" for the activity that transforms them into actual reality. Unfortunately, activity does not only

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transform one level of reality into another. She intersects with different interests. It is the multidirectionality of interests that is the regulating factor of movement towards the economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. There are "fifth columns" in economic policy, representing and vigorously defending the goals of opponents. 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 current situation and does not save on the promotion of goods, remembering how much the miser 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 dark those who logically ask: why not 100? The question is not rhetorical.

Mass order promotes technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, it was possible not to hurry with the transition. Prepare production first. It's not military 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 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 opposite of the interests of the seller and the buyer. One seeks to sell goods and make a profit, the other - to buy and save. The resolution of the conflict of interests is based on the conformity of the price to the quality.

On the way of the buyer, as in a fairy tale, obstacles are placed. 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 real prices (taking into account the fact that goods on the market are cheaper 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 moving through market rapids and shallows, but it also has a temptation when something unusual is offered that evokes meaningful associations.

Flax is a traditional Russian export product. Products made from linen or with the addition of linen are popular. They are hygienic, eco-friendly, pleasant in sensual perception, linen fabric is technological, aesthetic, does not require a delicate attitude, all-weather.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. We need to encourage the peasants. Flax is laborious to grow and manufacture. You can't do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be established quickly. Russian craftsmen guessed to use flax in combination with nettle. Nettle does not need 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, and a neurostimulator. Mixed fabric products at Siberian fairs went with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that the Western consumer will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several regions. Probably, it will also take into account the agricultural characteristics of the 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. Especially in the conditions of growth of the rates for transportation at a faster pace. The separation of the producer of the final product and the production of the necessary raw materials places a double burden on the producer and on the seller. As a result, the retail consumer suffers, which, with the instability of the economy, will return to production like a boomerang. Why is it easier for the West to get out of crisis and depression than ours? Look for the answer in the market. Normally organized market for three centuries of existence of capitalism automatically responds to the decline in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "purse". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates the mass access of buyers to products by various promotions. Manufacturers come up with how to make the old cheap and new. The view of quality at such a time is simplified and loses its relevance until the next economic recovery.

We don't have anything like it on the market. The question involuntarily arises: do we also need to tune in to a three-hundred-year wait, or is there another way? For those who join the movement in the course of the latter, history gives a chance to noticeably accelerate. We must mobilize for the target installation. Again, political will is required. The self-propulsion of the economy becomes the main

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JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

mechanism at the stage of a developed economy and a properly tuned national consciousness.

The public consciousness needs a clear, sympathetic goal and confidence that this goal is common and the fruits will be fairly divided. We have already built one social structure, the demo-reforms have ruined us. Question: 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 control social development.

Without an energetic agricultural policy, the Russian light industry will not be able to solve the set strategic tasks. 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 hope 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 shortage.

Conclusion

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

Logic shows 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

should be carried out in the context of it. Of course, all the presented actions are interconnected. 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 for building that direction in the economy, which someone mockingly called "light" industry. Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team.

It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions, including making a quality revolution either through the quality of advertising, or through real quality.

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