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ON THE ADVANTAGE OF THE TERRITORY OF ADVANCED SOCIO-ECONOMIC DEVELOPMENT IN THE MANUFACTURE OF PRIORITY AND DEMANDED PRODUCTS

Abstract: in the article the authors justifiably paid attention to solving the problem of combining state and market mechanisms for managing competitiveness because it becomes a strategic resource for the economy of these regions. Today, and even more so, tomorrow, in the global economy, the place of price competitiveness will be taken by the competitiveness of quality levels, which has widely increased its importance in connection with Russia's entry into the WTO and the need to use the ISO 9000 series, in this regard, the increase in the quality factor of the results of the domestic light industry in the strategy of competition in world markets is for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets.

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

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Introduction

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The situation under study, which has developed both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal

District with light industry enterprises in filling domestic products in demand on the markets, is regrettable since their absence. Their absence not only provokes shortages, but significantly worsens the social situation of those living in these regions, since for the majority of the population they were the only

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source of income, since they were city-forming and provided the entire infrastructure of the life of the population, provoking not only employment, which in itself is very important, but also ensured the flow of funds to these regions to solve all their social problems, for example, through the formation of a territory of advanced socio-economic development based on the mining towns of the Rostov region.

The hope of the regional and federal branches of power that everything can be solved through the ruthless exploitation of natural resources, which is not only criminal, but also a road to nowhere. And the talk that our domestic products are not in demand is groundless.

We tried to show a way out of this situation through a well-developed assortment and assortment policy, when the unity of all branches of government, namely: municipal, regional and federal, in alliance with manufacturers, will offer consumers in their regions not only demanded and competitive products, but what is especially important - economically justified and guaranteeing enterprises the receipt of sustainable TEP, providing them with a warning against bankruptcy and guaranteeing stability, and employment for the population of these regions, and satisfaction of their social problems. In addition, we propose to create, on the basis of Federal Law No. 473-FZ of December 29, 2014, a territory of advanced social and economic development based on the mining towns of the Rostov region,

After the 2008 crisis, society spent a lot of energy trying to return the economy to the same rapid growth as before. But the assumption that the problems caused by the crisis are temporary is wrong, and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. Klaus Schwab, founder and president of the World Economic Forum in Davos, writes about this in his article on Project Syndicate, he identifies six features of this new world, namely:

- its economic growth will be slower but potentially more sustainable than before the crisis;
- growth will be driven by technological change, and its impact will be larger and deeper than, for example, the industrial revolution and its consequences in the 19th and 20th centuries;
- the current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force, warns columnist;
- the pace of change will be high due to the interconnectedness of today's world, changes will affect simultaneously economic structures, governments, security mechanisms and people's daily lives;
- every standard needs to be revised, every industry is in danger of being turned on its head. If you need an illustration, look at Uber, which has changed not only the sphere of commercial transportation, but

also retail in general: goods and services are being "uberized" - consumers use, but do not own them;

- light industry will change due to 3D printing, because supply chains will have to disappear or transform;

• Gone are the days when the big fish ate the little ones. In the post-crisis world, fast fish will dominate, slow ones will die, - says Klaus Schwab;

• economic growth will be driven not by capital and natural resources, but by human imagination and innovation. According to the economist, despite the difficulties that a new round of technological progress will entail, its overall impact will be positive. At the same time, Klaus Schwab suggests not to be afraid of the advent of robots, because labor automation will allow more people to get well-paid jobs (for this, however, they will have to acquire new skills so as not to be left behind). In general, in order to compete in the economy of the XXI century, and the authorities, and business, and society will need to constantly adapt to new conditions, Klaus Schwab predicts. Governments will need to not so much manage the consequences as they will need to anticipate change and, by anticipation, create the conditions for innovation in the private sector. These changes are inevitable, the columnist concludes, but ultimately they will allow us to improve our strategies.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS for the production of demanded products, including children with pathological deviations, is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at lower cost due to three main aspects:

- employee involvement;
- process approach;
- systems approach.

In addition, the personnel of light industry enterprises are more effectively able to implement the goals and objectives of the QMS also because control activities are more professionally provided to fulfill the following situations:

- belief;
- execution of delegated powers;
- creation of conditions for increasing

productivity and effective use of the business qualities of employees. The attention of researchers to solving the problem of combining state and market mechanisms for managing competitiveness is justified because it becomes a strategic resource for the economy of these regions. Today, and even more so tomorrow, in the world economy, the place of price competitiveness will be taken by the competitiveness

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of quality levels, which has widely increased its importance in connection with Russia's entry into the WTO and the need to use the ISO 9000 series. In this regard, the increase in the quality factor of the results of the domestic light industry in strategy to compete in global markets is a long-term trend. The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets.

Ways to solve this problem based on the use of innovative technological solutions by them, the development of an assortment policy taking into account the characteristics of these regions, the reduction of production costs due to effective technological solutions with a more frequent change of assortment while maintaining minimal costs for reconfiguring the technological process and the formation of a pricing policy that creates advantages in competitive struggle in markets with unstable demand and taking into account the demand for light industry products, but for the realization of these problems it will be necessary to work hard, because today the Russian light industry market with a total volume of 1250 billion rubles is formed from the following sources: 230 billion rubles (18.4%) - Russian legal manufacturers; 240 billion rubles (19.2%) - legal imports; 780 billion rubles (62.4%) - illegally imported and manufactured goods.

As a result, the Russian market began to be filled with products brought from abroad, which, with rare exceptions, do not even have a quality certificate, and now even children are forced to wear shoes that do not provide them with the elimination of their pathological abnormalities.

Thus, the restoration of light industry production volumes is a rather urgent task facing manufacturers, and is of great social and economic importance for the population of these regions, especially for the former mining towns of the Rostov region.

Main part

To revive the production of demanded products in the regions of the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for light industry enterprises at the level of the government of the Russian Federation, regional and municipal authorities in the form of VAT reduction, the provision of non-repayable loans at a preferential interest with a deferred payment for 3 years, support in providing high-quality and affordable shoe materials, the availability of profitable leasing, all this is possible when forming a territory of advanced social and economic development based on the mining towns of the Rostov region within the framework of Federal Law No. 473 - FZ of December 29, 2014.

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

When comparing possible options for solving a technical problem, rationalization proposals, technical improvements, various ways to improve product quality, the best ceteris paribus is considered to be the option that requires a minimum of reduced costs.

Reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments. An analysis of this software was carried out in the manufacture of the entire range of light industry products, which confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment in their manufacture within the territory of socio-economic development.

The obtained advantages of the territory of socio-economic development will allow light industry enterprises to organize efficient and competitive production of products for light industry products.

When implementing these events, buyers will be satisfied with the latest fashion trends and the cost of goods, as well as give preference to products made taking into account climatic features and their preferences. The 21st century has sharpened the scientific, philosophical and practical interest in competition. The scale, content, forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests. The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable

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development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team.

Where are the reasons for such an abnormality, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

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

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, contrary to its rational basis - the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises: if the history of the sociocultural activity of a "reasonable person" should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the existence of social anomalies, a kind of "jams"?

They are historical blind alleys from which we must regularly get out, or the product of the costs of underdevelopment of the organization of social relations and management, including here a limited knowledge of historical patterns. In other words, we have before us the riddle of history and should we determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly to focus on? We don't have an answer that could be adequately substantiated. Moreover, it seems to us that it would be more legitimate to study the nature of this

problem in parallel - both in social life and in public consciousness.

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly resolved problems, left as a legacy to the passing generations.

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Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs must be manifested in thoughts, thoughts capture feelings, become convictions.

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

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ..." How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

To maintain the prestige of the company in Japan, the key phenomenon of the social form of life is actively used - the family, family traditions, accumulating the power of morality. The company is run by a family. Each member of the family, traditionally associated with the history of production, perceives the company and their work through the prism of family tradition, removing the burden of alienation of labor, inevitable in the conditions of exploitation. Exploitation itself is draped in a form of social partnership. The essential contradictions of

bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude to national culture, especially education, which is officially aimed at the development of competencies by policy.

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

The problem here is that all attempts to limit the presence in production and, mainly, in its technological component of the subjective factor, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the aspects of development - conservatism.

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

C. Darwin said: nature does not like jumps and explained, because all of them consist. J. Cuvier, on the contrary, tried to understand the variability of species as a result of earthly cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when it is important to bring something to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational ratio of consumer requirements for a well-known attractive product, its quality and price. But everything comes to an end, improvement is not an exception, therefore, it is necessary to look in advance for options for an interesting promising development of the product line, to think not about what, in principle, already exists, to improve what is available, but to try to fantasize systematically, ahead of demand with innovations.

Our thinking in that part of it, which is called creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic endures its heuristic potential. Perspective thinking is thinking

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that tries to "grab" the direction of change in commodity production. Here, the possibility in thinking of a leading reflection of reality dominates - a property discovered by P. Anokhin. There are physiological grounds for foreseeing changes, mental prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be translated from Aristotelian formal logic to Hegelian dialectical logic, based on the principle of developing the content of concepts and changing the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

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

Here, the features of Aristotelian logic, aimed at the immutability of the conditions of inference, came in handy. If commodity production is the only universal reality of the objective historical process in the conditions of a developed society, then history itself is destined to carry it out with dignity exclusively in the form of a bourgeois organization. Thus, the thinking of the consumer, also generally tuned to a formally logical type of action, is led to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is being created in a bourgeois form. Objective reality was embodied in an absolute, that is, non-historical form.

The power of logic lies in the ability to build an internally consistent theory, but the truth of any theory is not verified by its sequence alone. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested en masse, because its results concern everyone directly. People may or may not be producers, but everyone consumes products of production and everyone wants to make consumption of sustainable quality and corresponding to the ability to pay.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

On the market, the goods were of high quality, one should only be afraid of counterfeiting, which did not have the current scale and was resolutely suppressed by both the state and self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the producer's interest as a commodity was not noted among socially significant ones. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the product range.

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

The developing market demanded a variety of goods. Goods were needed within the framework of the difference in the purchasing power of consumers. Factory - factory production, based on the technical base, opened up the prospect of varying the quality of the goods. Severe restrictions on production, which distinguished shop activity, receded. There are different types of goods on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be

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determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

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

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

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

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of the product, at least, the product of the consumer series. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of industrial, household and socio-cultural merits. Moreover, it is desirable that the product not only satisfies existing needs, but also stimulates their cultural development, serves as a tool for the development of the consumer's personality. Human capital is involved in the creation of the product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of absolutization of private property and its distribution disproportionate to labor. Only giving creativity to work and rewards corresponding to creativity can be "removed", in terms of Hegelian philosophy, the tension of alienation. The quality of goods in a broad sense can be considered as a factor of social progress and as a test of socio-cultural achievements of social development.

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself."

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. "Clothes for the legs" can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose.

The legs, for which he sews clothes in the form of shoes, are part of a living organism. These are not stocks and not the limbs of a corpse, also intended for certain clothes. Leg clothes will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household. Quality is not a set of essential properties of a product, it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid as the basis for determining the quality of a product, then "growing" the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of chemical elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in plain sight" in order to build up the definition later. There is an electron shell around the nucleus of an atom, and together they give the definition of an atom. In the definition, we lay the quality, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing objective difference. The quality of the product, especially for mass direct human consumption, requires additional clarification related to the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes a systematic

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arrangement of core competencies of technical and humanitarian importance.

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption.

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

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

Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been particularly solidarity. Philosophical systematic analysis of the quality and defects of its interpretation remains the lot of professional reflection.

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

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production, makes production, and not the consumer, a backbone factor in obtaining the "quality" of the product, which contradicts the quality

of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of mankind, the consumer was happy with everything that could be produced. Production was the defining party in relations with the consumer. Today, the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The customer is always right!" involves determining the quality of the product by its consumer.

The economic dominant in characterizing the quality of goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois foundation of the existing economy, therefore, it will be defended both politically and ideologically. Moreover, in a certain sense it is interesting, in particular, to solve the problem of mobilizing the production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" has received official recognition in the development of the concept of "produced for sale in Russia."

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

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

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the tread of Japanese women, while the dominance of manufacturing by the interests of companies is marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen.

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

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

The interests of the consumer are taken into account, but on a residual basis. They are remembered last, "if the production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

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

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, and not to obtain a quality product. The quality of the enterprise, as before, is

tested to maintain the quality of the organization of production. The interests of the consumer remain "for later". All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, in the quality management market, numerous home-grown and joint ventures related to the certification of production and product quality offer their services. The problem is not in finding the organization you are looking for, but in the dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial systemic shocks. Specialists are looking for a panacea in a high-quality, smart, lean, lean economy. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality.

In solidarity with the above analysis of the economic history of the second half of the 20th - the first two decades of the 21st centuries, we express our surprise at how it happened that when defining the latest social development through quality, the approach to understanding quality itself was not radically modernized. The totality of the meaning of quality implies a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of the activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude towards quality. It is required to orient the development of production towards internal - not introduced promises.

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

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic

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romanticism and not communist nostalgia for the need of a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is being tested as a condition for the development of the individual.

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

A special place in this list should take the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. The dialectical opposites to which the individual and society belong are favorably distinguished by the fact that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way to overcome alienation objectively embedded in the relationship of the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the bourgeois state. Democracy was adapted to the bourgeois social order.

The revolutions of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, a transition to post-classical capitalism. The dominance of private property and the advantages of capital remained

intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of its associative use in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They moved the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (individual) was carried out through mutual respect. There were certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the way of convergence of the main subjects of public life. It will force to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to put social life "on the shelves."

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

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

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

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

In development, there are two states that are perceived in the form of existence, but differ within

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the general status of their manifestation - "real existence" - "reality" and "actual existence" - "reality". These forms of existence are fundamentally different on the grounds. "Really existing" relies on the need to be its own form, it represents an evolving reality. The "really existing" has passed the stage of its necessity, has ceased to be a development factor, has lost its relevance. It hinders the development process. Since G. Hegel understood the development of thinking and society as a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don't get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you.

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

- the presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it;

- a significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can and should be made available through market mechanisms;

- a high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause;

- overcoming the feeling of conscious and unconscious alienation of the ability of the individual in labor and its products with the help of the following tools;

- a) achieving a symmetry of the quality of work and remuneration;

- b) reduction to a reasonable ratio of the difference in the amount of remuneration of managers and executors, the clarity of the grounds for such proportionality;

- c) the dependence of remuneration on the dynamics of advanced training and participation in the improvement of the production process;

- d) the full use of socio-cultural mechanisms to stimulate the individual to a general corporate movement, entry into command forms of movement.

- e) sustainability of corporate activities;

- f) priority of relations by type: "One for all, all for one". Active promotion of the command form of responsibility for the results of work;

- g) organizing a systematic competition for the quality of work;

- h) striving for national and international recognition of the quality and range of products produced;

- i) formation of labor dynasties, participation in the distribution of profits;

- j) understanding the quality of the product as a comprehensive assessment of the product;

- k) awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

Man began to realize his rationality and its advantages much later than homo sapiens became. The understanding of rationality, apparently, occurred under the influence of the development of economic activity, and specifically, in that historical period when the process of diversification of socially important labor began - productive labor significantly pressed gathering, those who tamed domestic animals stood out from among the hunters for products of purely natural origin animals and managed them, and farmers, who were the first to experience the design potential of intelligence.

It is extremely problematic even now to build the desired result in the conditions of the dominance of the natural order that prevailed long before your appearance, and in the initial period of the history of human activity it was almost a hopeless business. However, it was then that what can be defined as

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proto-planning or arch-planning was born. The man turned on the reserves of his rationality.

Rationality is the ability of a person, within the framework of systemic relations with the natural environment, to complete the animal (biological) form of subordination to nature not only by the art of adaptation, but also of transformation.

Planning arose in the process of mastering by a person those advantages that rationality provided him. And here it is necessary to clearly dialectically oppose rationality and consciousness as specific characteristics of modern man. Intelligence is predominantly a biological attribute, consciousness is its specific historical development in the conditions of the social form of human life, a kind of way to realize the potential of intelligence. In this connection, the systemic use of the concepts of "consciousness" and "reasonableness" differs. "Reasonableness" is included in the composition of consciousness as a tool for building the latter. Intelligence singled out a person from the totality of biological species, consciousness allowed him to develop into a modern person and build his human, social structure of relations, thanks to the ability to foresee and plan, and by planning.

Planning is an attribute of activity, one of its qualitative features. It is twice qualitative: both as a qualitative sign of activity, and as a measure of measuring the level of perfection of activity. The art of planning shows the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to oppose planning and creativity are nothing more than a desire to limit the universality of planning, to simplify the nature of human intelligence. It is also wrong to oppose planning to freedom of competition. Both creativity and competition are ways of manifesting activity, therefore, all its attributes must be present in them. Another thing is that the general is realized through the special, and, therefore, in its reality it is specific, concretized. S.V. Kovalevskaya ventured on an original solution to the problem of describing the rotation of a rigid body with a shifting center of gravity - aerobatics in mathematics, according to the Paris Academy of Sciences, accessible to her only by L. Euler and J. Lagrange, she planned her actions both objectively and in time, meeting the deadline. Even the ancestors of the current apologists for the fight against the planned economy, the pioneers of the development of the wealth of North American lands, the cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2019, the growth of the world economy amounted to three percent, the EU economy added about 2 percent, and did not lag behind its Western neighbors and the Russian Federation. The indicators can be qualified as satisfactory, based on the conclusion of science that the basic indicator of social

development in conditions of ecosystem tension caused by exploitative technologies in industrial and agricultural production is the sustainability of growth, and not an absolute value.

A slowdown in the increase in production is perhaps undesirable within the framework of the present, existing being, but it is necessary as a temporary measure. It is more important for modern humanity to gain time, for nature to get hope that the global nature of the environmental problem can be dealt with without a global cataclysm. Both nature and humanity have reserves. Now it is important not to increase the pace of production development, but to have time in the "reserve time" to develop sparing technologies and rebuild production on them, especially materially and energy-consuming, with open cycles. The extent to which mankind turns out to be truly intelligent will depend on its fate. It looks like Homo sapiens is being tested for survival again, with the difference that this time he forced nature to test itself for viability. Climate change is already calling into question the advertised possibilities of technological progress to protect humans. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents; recently looked well.

Analysis of the situation is directly related to the Russian Federation. We also have to transition in a short time from the idea of the absoluteness of mass production and megalomania in the centers for the sale of goods to the relativity of subordinating the economy to the principle: "satisfy the needs of the buyer here and immediately." The manufacturer must know his buyer "in person", only then the production costs will acquire rational proportions and everyone will be satisfied: nature, producer, consumer. The functions of trade will also change, it will become an industry providing a direct connection between the consumer and the producer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, consumer purchasing power, to be ready to quickly provide goods routes from "porch to porch", solve logistics problems on the ground in real time. The "consumer society" will gradually return to the "production society", and public consciousness will again be closely linked to consumption with participation in production. Fake labor will be reduced - a product of the virtual part of "production", fake workers will be legalized and will work for their own future.

Big science, through system analysis, is called upon to determine the optimal rates of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly accumulative interests.

At the beginning of the third millennium, the most urgent question is: how to optimize the

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organization and management of production development in the priority of consumer interests and environmental safety.

The underestimation of the strategic scope of planning reveals the flaws that are born from the understanding of rationality, and ultimately the defects of the rational ability of those behind the attacks on the universality of planning. In relation to planning, one can easily trace, firstly, the lack of panoramic thinking, and secondly, its ideological orientation towards the narrow format of utilitarianism as a perverted pragmatism.

The ideological pluralism that replaced the communist ideology must be viewed critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and complaining has no legal meaning. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept that is closer to the values of your consciousness is blocked in the information society by ownership of the official and most significant sources of information in terms of resources. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. Ideological pluralism is fair to liken to a big river, for example, to the Don. A big river is not born, it is made to it as how small rivers and streams flow into it, traces of which are dissolved. Rostov is on the Don, by and large, not on the Don, but on the totality of water sources united in the Don. But all these sources will remain nameless in Rostov. To the question: what kind of river? The answer will be short: Don, and he will be on the map.

In pluralism, as a rule, one thing dominates, reflecting the alignment of forces provided by economic interests and financial resources. Now the media, programs of general and vocational education, pop cultural practices induce the formation of a worldview in the direction of liberal values. At the same time, few people say that modern liberalism is not at all the democratic one, under the banner of which the Europeans stormed the strongholds of absolutism, and the bourgeoisie of the 18th-19th centuries won the historical right to build social relations required by the specifics of the capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi relied on the systemic importance of labor in any production system, they were the first to realize the increasing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of labor organization, in which the reasonableness of human status is manifested. Capital, in order to reveal its potential, had to grow with freedom of advancement, and the freedom of movement of capital had a prospect only in the conditions of freedom of the subject of labor, his

social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a specific - historical meaning of the totality of people whose lives were determined by the development of production.

The revolutionary bourgeoisie emphasized the value of fairness in distribution - remuneration in any form should be tied to the quantity and quality of labor, the place in the management hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between the growth of labor productivity and remuneration is violated everywhere. In the spirit of the time, the Scottish scholar explained this by the moral fall of the owners. J. Sismondi in the well-known work "New Principles of Political Economy" (1819) argued in favor of the regulation of economic competition and the balance between supply and demand, initiated social reforms as the laws of production development. The classic of the 20th century, J. M. Keynes, was subsequently guided by his ideas.

The outstanding achievements of the classics of political economy should include exactly what scientists economists, who guard the interests of the current heirs of the revolutionaries - the bourgeois of the eighteenth-nineteenth centuries, seek to carefully disguise:

- the fundamental position in the production of that labor that can be concretely measured in the product produced;
- developing a theory of value in relation to such labor;
- freedom of the producer as a necessary condition for the development of production;
- the decisive factor in the development of production is labor productivity, and the improvement of labor productivity is due to the division of labor, which also facilitates the introduction of scientific and technological achievements into production;
- the goals of the economic movement are only partly within the development of production, the main goal is determined by the systemic position of production itself in the life of man and society. Production is a tool for solving problems of social and personal development, therefore, planning must be socially and culturally oriented.

It is curious that all the leading economists - theorists of the 18th - early 19th centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be insignificant. In vain. The combination of philosophy and economics in research turned out to be a tradition of the subsequent time - Proudhon, Dühring, Marx, Engels, Mill, Spencer, the list goes on. The essence of the explanation of this union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy focuses more on the discovery and definition of

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development problems, science - on ways to solve them. Hence the normativity of scientific knowledge. A. Smith and his contemporaries saw, first of all, the problems of the economic movement, that is, they showed their philosophical talents, then they took up their scientific understanding.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was envisaged by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of production. In the titles of numerous studies by D. Ricardo, which served as material for his heirs - worthy and dubious, there is no word "planning", but the content of the works is built as a superstructure on the process of planning the corresponding actions of the economic order. Especially the British economist D. Ricardo was interested in pre-planning - a set of calculated operations of thinking that preceded planning at the stage of determining substantive actions - choosing the direction and nature of participation, and in evaluating the results.

Neither S. Smith, nor D. Ricardo, nor Sismondi opposed freedom of economic choice to planning, and planning was not considered as an action incompatible with economic freedom. They interpreted freedom within the framework of the political condition of life, that is, in the spirit of the ideological positions of the class, solving the historical task of changing the socio-political, economic and cultural system of social relations. It should be noted that a certain advancement was also characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations. Unlike most of his descendants - the current academic economists, the classics of economic science sought to involve in economic analysis not so much mathematical methods and the narrow content of the concept as fundamental categories of economic science. Their talent built a theoretical basis for a science-specific analysis. In essence, the progress of scientific economic knowledge in the twentieth century was a superstructure on this basis, and what happened from above is more like the Leaning Tower of Pisa. The intense discourse on the content of basic political economy concepts in the 19th century is not difficult to explain; the birth of something new in theory requires methodological advances. In order to understand what the mechanism of clock pendulums should be, Huygens had to independently supplement mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and could not divide the labor purchased from the labor expended. Smith's mistake was corrected by D. Ricardo, explaining that his predecessor did not notice that the cost of goods

should also include the costs of production and operation of equipment. At the same time, D. Ricardo himself did not consider the cost of producing raw materials. I. Sismody, and Smith, and D. Ricardo evaluated the value mainly by the relations of things.

The historically determined relations of people remained for them, as it were, on the sidelines. Hence the inconsistency in understanding the political essence of production relations, their class nature. For them, production was the stage on which the scenario of production unfolded as a relationship of partners. Some had capital, others knew how to make things. Everyone is part of the common cause. In such a combination, the political essence of the economy is reduced to the foundations of organization, development planning and distribution, that is, it is simplified to the level of special knowledge, moral responsibility and decency of participants. What does the above have to do with the theory and practice of modern planning? Direct. The foregoing analysis serves as a basis for asserting that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, reflecting the natural nature of the emergence and development of production. The quality of planning theory is determined by the methodology of its political and economic equipment. In planning, the level of depth of knowledge of the economic process that requires management and the degree of reasonableness of managerial actions are manifested. The latter needs a special explanation. Intelligence, as a phenomenon, has a twofold interpretation. In the philosophy of the past and in the new century, "reasonableness" was understood and is understood as an independent phenomenon that realizes the identity of thinking and being, for example, in Hegel the expression of this was the absolute idea; or is considered as a unique ability of the subject, - the highest level of ideal ability to reflect reality. The characteristic of such a level is determined by the adequacy of reproduction by thinking of what is happening outside it. Reasonableness is a guarantee of the possibility of obtaining an ideal copy of objective reality. The task of thinking, which has reasonableness, is to transform the possibility into a corresponding result.

The process of cognition - reflection of reality by thinking is natural, therefore it can and should be planned. Here the main condition for obtaining a product is to match the actions to the nature of the object. There are many obstacles on the way to the truth, connected both with the peculiarity of the planned action and with the specifics of the thinking itself. Thinking is capable of knowing the truth, but it is also characterized by movement in a false direction, which may be a delusion, or may be deliberate in order to fit the result of the fulfillment of someone's interests, to be a consequence of moral dishonesty. Most of the vices in the search for correct solutions to

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economic problems have a fundamental basis, they are associated with a one-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale, which makes it possible to simplify the process, leaving out everything that is not directly related to production. The essence of the economic transformations in Russia in the 1990s and their continuation in the “zero years” of the 21st century was to remove responsibility for social development from the economy, which meant opposing the economy to social policy. Politics is the business of the state and its institutions, and the new owners should only deal with production. In addition to what was traditionally considered non-economic, no less was added to what was also traditionally attributed to the economy. The new owners took all the addition out of the "staff", considering all this to support production, in other words, its infrastructure. Therefore, an oligarchic semblance of capitalism has grown in our country: taking possession of the most economically profitable property with the help of the state, outright robbery through raider seizures, indexing with the help of its people in the state of political activity in the direction of objectifying and legitimizing the "new economic policy". Corruption is not abuse of office in one's own interests and not securing profitable economic projects for bribes, corruption is the fusion of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policy, miscalculations of the planning organization. Poverty did not come for economic reasons, it was the result of the usurpation of power by political clans that expressed the economic interests of those who illegally became the master of national wealth. According to clearly underestimated statistics, at least 71 percent of the resources are currently controlled by one million owners, and 140 million cannot even count on the remaining 29 percent, because the economic “reforms” that began in the 1990s continue. Economic violence was carried out under political and ideological cover. The Deformers carried out a gigantic scam, masking their actions with the need to decisively fight the centralized planning model. Realizing that their own practice and theory were doomed to failure, the initiators of the collapse of the socialist image of the economic system were in a hurry to have time to use the created people of a great country and scatter around the world in the hope of finding shelter from its enemies. The "scholarship" of the reformers was so high what the most elementary did not suggest to them - the idea of socialism has long since turned from a ghost in different parts of the world into a political program, including government parties. Socialism attracts by the fact that it expresses in a concentrated way the logic of social progress and the meaning of the systemic position of production.

The concreteness of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systemic principle of social life is crystallized - the dialectic of the individual and society. Society is a form of the reality of human existence, but the very reality of human existence exists and develops only thanks to the three hypostases of the individual. Social history begins with the personality, it is its main subject of advancement, and in it is the goal of social progress. Production is called upon to be the economic basis of social practice, aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human personality. The economic policy that determines the image and purpose of planning may be different, but all this political and economic diversity ultimately decomposes into two series of actions. The first row is formed by those programs that express private interests and are focused on the social benefits of representatives of these groups. Typical cases of such economic plans are the political programs of Trump in the United States and Macron in France. These programs are real, but not historical. They concentratedly reflect one side of production - stimulating its growth, but the other side is not defined - the final goal of the systemic status of production. The systemic place of production in social progress is camouflaged. We repeat: production is a way of personal development. Thanks to participation in production, a person earns for himself the reality of his existence, and it seems natural that the way of his existence would be development as the only opportunity to realize potential talents. Expressed in terms of the genius of Hegel, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, and not historical interests. Such a reality is possible, but it lacks "reasonableness" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely. Actual history will certainly carve out its proper path of movement through this kind of economic "obstructions". But the "tax" of historical logic on the illogicality of human economic activity is very high. When they say: “measure seven times, only then cut off”, then, in comparison with the “tax” on the unreasonableness of economic policy, this ratio seems modest. There are calculations showing that for every year of the "bazaar" - criminal-arbitrary planning practice - a country can pay with an eighteen-year restoration. The “loafers” of the 1990s did not defeat the planned economic development on a national scale. They turned out to be more active than the "masters" of the 1980s, confirming the old truth: history requires an active attitude towards itself. Actual history will certainly carve out its proper path

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Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. It was necessary to activate the economic status of Russia in a different way. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians love to write about how bad Americans and NATO members deceived the first Presidents of the USSR and the Russian Federation. Analytical materials showing how Gorbachev and his company and Yeltsin and like-minded people deceived those in the world who looked with hope at the fate of socialism in the USSR and, not without reason, counted on an alliance with the new Russia, are much less common. It would be interesting to go step by step mentally along the route of the "road map" of the reformers of the 1990s, if only to reason with their heirs, the current political liberals, who are not relenting after two decades. trace, how they were looking for a replacement for the previous practice of economic planning, completely ignoring not only national identity, which could somehow be explained, but also the specificity of the historical process. In search of a possible model, domestic engineers-economists went through states from all continents. And, nevertheless, it is still not clear what should happen after the "transition period" ends. What kind of economic order will we have to prepare for. The arrow is capable of taking us both to capitalism, however, here we are a century and a half late, and to socialism, which we seem to have renounced. Let's try to analyze the current situation, using objective grounds. Despite differences in particulars, reformers of the economy remain within the limits of the common goal - to clear the planning of economic construction from social aspects. If on the banners of the revolutionary bourgeoisie was written liberte, which gave the name to the liberals and demanded that the state grant civil liberties in full, then the liberals of the new generation want to gain freedom by eliminating the state from active complicity in the development of production through planning and control. They are trying to decentralize economic management, remove social responsibility from economic activity, forcing only the state to be socially responsible, while in every possible way preventing those actions of the state that lead to an increase in the social burden on economic profit. Essentially, liberal reformers are striving for a special freedom and

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privilege of their status within the state. Any objectively reflective analyst will see a clear historical illogicality: the founding liberals, who laid the foundation of the liberal ideology, clearly identified the main value of liberalism - equal freedom for all, as a necessary condition for social responsibility, and their successors in the 21st century are burning with the desire to be free enough not to bear responsibility for social progress. By and large, this is nothing more than a 180-degree turn to the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. They are even more than the state, obliged by their social status to be responsible for the exercise of constitutional freedoms. It is easy to forgive redundancy in the liberal interpretation of the foundations of social relations for A. Smith, who is convinced of the system-forming status of morality, but after it became clear that morality has a historical form and is formed under the active influence of the economic basis, it is not a unitary entity - several varieties of morality, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as a self-promotion, to plan its cleansing from the socio-cultural burden. The idea of "infrastructure" is possible and expedient acquisition of science, but not in the case of economic movement. Human intelligence has its own special history, however, it is absurd to understand it apart from biological evolution and the sociobiological continuation of natural history. Before human rationality appeared as the special intelligence of learned liberal economists, infected with the idea of reformism, it was itself a derivative product of labor activity, that is, the formation of economic reality. The real history of the mind is built into the history of the development of what was eventually called the economy by a natural-historical process, therefore, socio-cultural progress, revealing the potential of human intelligence, must immanently belong to the economic movement. The concept of "superstructure" characterizes not some artificial constructive addition to the main structure, it helps to understand the architecture of a monolithic structure. No matter how you depict the first floor and do not call the second the first, you will not be able to get rid of their structural unity - the second will be considered above the first and the second will be, thanks to the first: there will be no first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It was in the animal world that nature "worked out" the model of human reality and "understood" that without achieving a sociocultural effect in such practice - psychological progress; transformation of quick-witted thinking into a conceptual one by developing an abstract ability; the formation of the significance of a holistic perception of the world based on imagination and the

strengthening of the social value of responsible behavior, that is, the formation of rationality, labor will not be able to realize its potential. labor history, developed into the history of production, which became the object of a special scientific analysis, which gave the subject of economic science, is the history of a single interdependent process, consisting of labor activity and its sociocultural support. The problem can only be the extent to which the socio-cultural factor is economic? Trying to be smarter than everyone else, liberal economists turned out to be both above science and above the achievements of philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical construction of the system of social life that has developed historically. Simplify the basic part of the social structure - to separate economic activity from socio-cultural, regardless of either the objectivity of relations or the pattern of development.

The state does indeed have such a function, but it is not the only responsible social entity. Rationality and sociality are immanent signs of everything that constitutes social life. An attempt to get rid of "super economic" burdens, referring to the need to rationalize and optimize the structure of relations - to change the immediacy of relations to mediation; economic policy - we are taxes to the state, it fulfills the socio-cultural responsibility for us - a typically selfish move. The goal here is obvious, and, unfortunately, it is not to make production more perfect, but to pay less for the right to produce, leaving yourself a larger margin. One example to illustrate: the first libraries, cultural institutions, in many places, schools in Siberia appeared only with the construction of the railway and with the help of the railway. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents,

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Thousands of settlements, millions of people have lost a stable way out of their places to regional and regional socio-cultural benefits. Planning unfolded exclusively in the direction of the transition to full cost accounting, which meant one thing - "optimization of the economy" by reducing costs, first of all, "non-production", which included the socio-cultural complex. In words - in speeches and publications - the leaders called for the mobilization of reserves to create sufficient conditions for the development of "human capital", as the main resource for the progress of production, in reality it turned out to be completely different. The bureaucracy did not deprive itself of the advantages of socio-cultural support. Full cost accounting in the Russian Federation during the period of complete transition to a new economy was presented in a planned context with the utmost simplicity: not so much to increase labor productivity through the scientific and technical equipment of production and the creation of socio-cultural conditions for the growth of human capital, but to "optimize" costs. Before the reforms of the 1990s, there was a long queue "for the driver", the reform reduced it and led to a shortage. There are many places, especially in Siberia, Transbaikalia and the Far East, where the railway service would be completely depopulated if people had other work. Railways are our main national mode of transport. Russia, the USSR grew with railways, built them actively socio-culturally equipped, thinking about people. A socially and culturally equipped people is the No. 1 value in the state, even Catherine the Great complained: I would be glad to build an enlightened society, but we do not yet have an enlightened people. Railroad construction was planned from the 1840s; Nicholas I personally presented himself as a domestic

Hamlet - he solved the problem: "to be or not to be" for railways. The court dissuaded the emperor, convincing him that reactionary evil spirits would roll along the railways from Europe, and, in general, our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the country's railway future. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only, relying on the full support and patronage of the state.

The result of the reforms turned out to be proportional to the new approaches to planning and management: the economy cannot recover in thirty years. The exception is the extractive industries, which have increased production, developing mainly deposits that have already been discovered earlier. In agriculture, they began to produce more grain, grain is an exported product. Construction was launched, but none of the chronic problems of the population has been resolved. The picture is consistent with the above analysis. Only export-oriented production is moving systematically. It is either owned by the oligarchs or under their real control. They are ready to provide the whole world with gas, but their population can not wait, especially away from the main pumping. The prices of gas and gasoline hurt those whom advertising ranks as the owners of energy resources. Statement: "Gazprom is a national treasure" irritates more and more Russians. Optimization in planning destroyed the system of organization of health care, education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively went to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social and cultural life, albeit on a modest scale. education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively went to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social and cultural life, albeit on a modest scale.

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Those who developed the plans understood from real experience the impossibility of implementing projects without something that serves the development of the individual, satisfies his cultural needs, and warms the soul. After all, people went to large construction sites from places inhabited and equipped. To the question: what's the matter? The answer is simple. At the described time of rise, with all the punctures and costs, the goal was universal - the well-being of the Fatherland. Of course, even at that time the benefits were not shared equally - there were both rich and poor, the main thing - the goal seemed to be the same and the opportunity to make a career was equally placed. They built and produced not for the pleasure of "golden paratroopers", they promoted the country and themselves along with it.

The liberal ideology of planning, which clearly dominates modern economic policy, reflects the objective state of a society that finds itself in a difficult situation of development, when the previous understanding of the political and socio-economic perspective, either could not overcome the emerging crisis, or, having realized its creative potential, required a change. In both cases, it was not without the participation of opposition forces claiming the right to resolve social contradictions.

The growth of globalization also affected the implementation of political and economic changes in domestic reality. Their foreign comrades-in-arms helped our "messianaries" to direct public consciousness on the path of liberal ideology, but the essence of what happened in the 1990s was not conditioned from outside. A foreign policy conspiracy undeniably took place. It is evidenced by the collapse in energy prices of obviously artificial origin, and

numerous promises of assistance that turned out to be false, and a demonstration of sympathy for changes and a willingness to share the accumulated ideological experience. In the late 1980s and the beginning of the new decade, the world was still two polar. In general, we never considered them enemies of our competitors. For us, they were adversaries. And suddenly the enemy appeared as a friend, ready to help in every possible way.

A metamorphosis in relation should have made one think: why such grace? The answer lay on the surface. New relations were offered for a change in the political and economic course, the beginning of which was supposed to be a radical methodological break. Gorbachev's "new political thinking" found objectification in "perestroika", which blurred the contours of the social guidelines for development. We went out of our way, instead of once again repairing it, as it was in much more difficult conditions. Suffice it to recall the NEP: socialist industrialization; higher education reforms that made it one of the best in the world; creation of optimal conditions for the development of science, mobilization of scientific and technical resources, which made it possible to prevent the third world war; the initiative to use atomic energy for peaceful purposes; space exploration program and much more. It was necessary not to "patch holes" in what had outlived its time, but on the previous methodological and socially oriented platform, to develop new options for socialist construction.

Capitalism, we repeat, by the 20th century completed its "classical" history and was forced to rebuild, refusing under compulsion what had once helped it quickly increase its advantages: the colonial system collapsed as a result of a long struggle for independence; wars with the aim of redistributing property became a dangerous business - they could return like a boomerang; had to accept the idea of peaceful coexistence; it was necessary to strengthen the social direction in economic policy; the question of the maximum load on the natural habitat arose sharply. There have already been different stages in the history of capitalism: the primary accumulation of capital; revolutionary activity; monopolization of capital; concentration and dominance of finance capital.

In nature, a biogenetic law operates, according to which representatives of a more perfect species in the process of their uterine development in an accelerated mode repeat the main stages of biological evolution. Thus, nature links the course of evolution, ensuring continuity and strengthening the strength of evolution. Something similar can be conditionally singled out in social history. At the turn of the 20th and 21st centuries, trying to become a capitalist is quite realistic, but it is very doubtful to become capitalism, to fit into the system of capitalism that has been formed for centuries as a socio-economic entity. The composition was formed, and the locomotives,

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designed to be the driving force, were at the limit of their capabilities. New "cars" threatened to slow down the movement.

The capitalist perspective of the Russian Federation was enjoyed exclusively by domestic liberals, who were blinded and stupefied by hatred for communist ideals. To them, even twenty years later, it seems that capitalism, and not communism, is the bright future of mankind. The metaphysical nature of liberal thinking is manifested in the desire to strengthen the positions of linearity of thinking in ideology, stop historical development at the level of the bourgeois organization of social relations, wrest the capitalist turn from the spiral of social progress and declare that at this stage the nature of the development of society has changed radically - the historical spiral straightened and became forever rectilinear movement. One could agree and accept their understanding as an option, if liberal reflection had an internal systemic form.

The liberal approach to the planning of economic activity, tearing the solution of economic problems out of the systemic nature of social relations, opposing the economy to socio-cultural improvement, leaves no grounds for compromise with the adherents of the liberal course.

A critical analysis of the liberal planning methodology provides sufficient material for a number of fundamental conclusions.

First of all, it should be noted the desire of liberals of the 21st century to methodologically simplify knowledge and social construction, including planning, and economic development. Actively involving the mathematical apparatus in economic science, turning to IT technologies everywhere, academic economists do not activate their own methodological resources of economic science. In comparison with what A. Smith, D. Ricardo, K. Marx, J. Mil, G. Spencer introduced into the methodology of economic knowledge and transformation, the methodological acquisitions of the 20th century look more like a deep depression of philosophical and scientific reflection. A small part of modern researchers continues to look for ways to advance in the direction of the dialectical and systematic approaches, being aware of the limited possibilities of the mathematical apparatus. Mathematics for economic research is an auxiliary part of the methodological equipment of the search for a solution to the problems of development identified by research experience. It is not even able to formulate the problem, its capabilities help to quantify the state of the movement of economic processes. Mathematical modeling is effective in terms of developing possible prospects for spontaneous and constructed processes, but it has never been "political mathematics", unlike political economy.

We must heed the warning of K. Jaskers about the fundamental difference between the desire for

simplicity of scientific thinking and simplification as a search for a way out of a complex scientific situation, sequestering its content. Simplicity is the path to true understanding, and simplification is a movement away from it under the guise of scientific similarity. A direct confirmation of this conclusion is the recognition in economic studies and projects of the "admissibility of speculation."

Speculative thinking is a well-known phenomenon that arises in philosophical reflection or in the course of scientific discourse. Its epistemological nature is well studied - the systemic assessment of individual aspects of the subject of thinking and, as a result, the absolutization of the meaning of these aspects. Mental speculation falsely reflects objective reality, so it can be qualified as a cost in the production of the required knowledge. Very rarely has speculation been the product of artificially inducing the process of cognition in the wrong direction. The "scientific permissibility of speculation" (by liberal economists) has a completely different epistemological mechanism of education, indicating that there is nothing related to postulates, delimiting the scientific way of cognition from non-scientific ones, in their thinking.

We must always clearly differentiate philosophical reflection, scientific thinking and non-scientific ways of knowing the world. The problematic nature of philosophical knowledge is logically compatible with the subjective costs of thinking. The falsifiability of philosophically identified problems is limited, since philosophical knowledge is conditionally standardized.

Scientific knowledge, on the other hand, must be subject either to strict verification or equally severe falsification. It does not reproduce in consciousness its attitude to the object (subject), it is, in content, a completely objectified process. Even the choice by the subject of thinking of a coordinate system, a reference point, etc. is regulated at all stages of cognition. When scientific knowledge is "enriched" by the "permissibility of speculations", then such an addition testifies to one thing - the desire to modernize the post-non-classical stage of the history of science with something that has nothing to do with the current time or with scientific history in general. Allowing speculation not as a cost, but as a scientific phenomenon in the knowledge of economic movement, innovator economists want to squeeze a subjective action in nature into the chain of objective reflection of the developing reality, sliding into solipsism in perspective. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural

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studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development. it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development. a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development. a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to a fact, and quite another - the desire to substantiate the regularity of speculation's system belonging to economic science as a necessary condition its development.

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"Speculation", by definition (omitting its philosophical interpretation as "contemplation,

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speculation"), is "calculation, intent, based on something, using something for selfish interests." Therefore, law enforcement agencies should deal with speculation, it would be nice for them to pay attention to speculative manipulations, those who are looking for justification for speculative actions in economic and political sciences. Political liberals, for example, make little secret of their desire for terrorists to bring into action those who are called the political opposition, then terrorism would be easily put an end to. So the United States and its partners have officially recognized the Taliban as an opposition political movement, that is, legalized, next in line are Al-Qaeda and ISIS, organizations banned in the Russian Federation. Speculators in economic science are no less dangerous in the context of social progress than advocates of terrorists. It's just that the effects of their negative impact on economic and socio-cultural development are not so psychologically resonant, besides, they have grown into the existing corruption scheme and look like their own to many.

The promotion of economics, as follows from the above, is not accidental. It is primitive, manipulative, controlled, it is not held by the "anchors" of the requirements for objectivity and essential reflection of reality by scientific knowledge. Scientific knowledge opens up facts in order to understand the pattern of their existence, while economics describes the structure of facts in a scientific way.

The second main conclusion is no less obvious: on the platform of methodological simplification of scientific analysis, curtailment of the systemic approach and rejection of the dialectical way of thinking in favor of methodological anarchism and borrowing, liberal economic theory systematically lowers the epistemological and sociological status of the concept of "planning". The task here is as follows: it is necessary to simplify the concept to such a content that its scope of use opens up the possibility of a purely digital solution of all problems according to the program for optimizing the economic component. Planning must be a technically carried out action, free from social policy.

The main obstacle on the way is the growing demand of social progress for the effectiveness of economic construction. If we convert specifically the historical content of the current stage of social development into a purely economic process, that is, remove socio-cultural construction, "pushing" it to the state, then economic planning will be completely freed and will move forward, driven by the prospect of maximizing profits and absolutization of competition.

Liberals hide the growing contradiction of economics to everyone else. The day is not far off when mathematics will present its accounts to the liberal economists. Economists, mercilessly exploiting mathematics, do not give the expected

results either in the development of production management or in mathematics itself, but in fact they devalue the value of mathematical analysis with their extremely low productivity. Another "lifeline" for economics was promised by political strategists who spoke in favor of the "digital economy", replacing the concept of "production" with the concept of "economy". Manufacturing will go digital. The economy has emerged, formed, and will continue to develop as a basic social instrument of social progress, which, in turn, has been and will remain the main factor in the development of people. The economy must have a human face. All other characteristics of her are derived from her humanitarian vector. That's just in the liberal - economic dimension, economic planning is consistently moving away from the satisfaction of personal development needs. It would not be so, it would not make sense to "teach speculation." Speculation is persistently tried to be presented as a necessary link in scientific thinking, and this is done in the interests of that minority that controls distribution, and does not produce a real product. Within the framework of artificially constructed relations in the superstructure of production, speculation has long been legally flourishing, but it is unnatural within the framework of the established system of production itself, where everyone, regardless of their position, is a participant and has the right to count on their legitimate share in the product produced. The order of distribution is determined mainly by property, and only then by the share of participation in the production of goods. The gap between the two realities - labor and property, the direct creator of the real product and its real owner, formed in connection with the regularity of the development of production and the social superstructure, opens up a real opportunity to supplement the objectively regular reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property.

Speculation is a roadmap to the capital that may be sufficient to start a real business. And in this version, speculation has a real meaning, it can be a conditional fact of scientific research. But under the dominance of financial, essentially speculative capital, speculation has become a steadily autonomous variety of activity, divorced from the production of a real product. Speculation in the market is an excessive form of intermediary activity. It has

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already become an obstacle to the development of production. And so it began to concentrate the costs of the social movement. By and large, speculation has matured, blossomed and outgrown the limits of law enforcement reality.

It is a typical phenomenon of that form of reality that slows down progress, having squandered the rationality of its action, and is subject to denial. However, everything will remain the same, because speculation has a reliable "roof" that protects it from political control, financial capital on a transnational scale.

So, historical logic requires that the planning of economic activity be carried out in a systematic form of expression, create optimal conditions for socio-cultural development and be stably oriented towards humanitarian results. Economic planning is conditioned by the solution of socio-cultural problems, therefore, economic planning models should be complicated, not simplified. An economic analysis of the situation prior to planning should be based on special scientific research and be conceptual. Deepening the epistemological and methodological equipment of economic reflection involves the active use of the requirements of dialectical thinking - the comprehensiveness of the involvement of historical dialectics and sufficient completeness of the analysis of the relevance of the involvement of historical dialectics, as well as the advantages of a systematic approach. Domestic specialists should keep in mind that foreign researchers also criticize liberal innovations, opposing them with an objective analysis of production development trends. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result,

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J. Galbraith compared the development of industrial systems according to two, significantly different scenarios, planned, which liberal economists identify with socialist management, and market, regulated through competition. The last liberals always cite as an example, as the ideal embodiment of economic freedom. Based on the experience of the economic history of the two-thirds of the twentieth century, which included both the rise and the "great depression", peacetime and wartime, the American scientist showed that economic progress does not contradict the planned activities of the state. Thanks to the analysis of economic processes in the format of social and personal changes. J. Galbraith convincingly demonstrated the limitations of the liberal concept of economic freedom.

The conclusions of J. Galbraith are relevant for a correct understanding of what happened at the end of the 20th century and the early decades of the 21st century in Russian society, on the one hand, and for an adequate assessment of the futility in the scientific and practical aspects of the ideas of domestic liberals who turned into conservatives. The industrial system is dangerous because of the high level of its organization; it is increasingly turning into a gigantic mechanism, acting according to its own order, functionally engulfing the individual, subordinating his freedom to his organization. The industrial order, which is so important and beneficial for the development of production, becomes a trap for the progress of the individual, leads to a one-sided development of the individual - the formation of a technical man. The "specialist" displaces the individual from the goals of social development. Economists need a specialist sharpened by the technology and organization of production, personal development to liberal economists seems to be transcendent for the purposes of production. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, displacing from the programs everything that contributes to personality development in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the

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The United States experienced this reform back in the 1960s and, according to J. Galbraith, became disillusioned with the idea of training education for specialty training. Both in the field of foreign and domestic economic policy, J. Galbraith wrote, everything that is considered - and not without reason - as an automatically accepted or taken on faith position of people now called the "establishment" is being questioned. These mindsets need political leadership. This process of reassessment of tasks arose because the idea of liberal reform is now no longer quoted. In the past, liberals have acted as economic liberals; reform meant economic reform. The goal of this reform was invariably repeated in hundreds of programs, speeches and manifestos. Production must rise; income must rise; income distribution should be improved; unemployment must be reduced. For decades, the program of liberal reformism has boiled down to this. Even the ten biblical commandments are less known and, of course, much less implemented than these requirements. The role of a liberal reformer does not require any effort, it is not associated with any bitter disputes, scandalous strife, no one has to be persuaded and persuaded. It is only required to stand still and bow when the Gross National Product increases again. At the end of his book, J. Galbraith concludes: "The progress we are talking about at the

present time (recall that the book was published in 1967) will be much more difficult to measure than the progress that is associated with the percentage of growth in gross national product or with unemployment rate. This is because the tasks which the industrial system sets itself are so narrow that they lend themselves to precise statistical measurement. But life is complicated. The definition of the concept of the prosperity of society should be the subject of discussion. We would like to complete the study of the methodology of production development planning by listing the monographs of J. Galbraith: "American Capitalism" (1952), "The Great Crash" (1955), "Affluent Society" (1958), "The Time of Liberalism" (1960). .), "New Industrial Society" (1967). It seemed that the author found a name for modern society, perhaps it was so, but when J. Galbraith revealed the essence of the "new industrial society", he realized that this society, despite its novelty, was outdated. What the future society should be, the scientist did not know, so he carefully defined the emerging society as a "prosperous society".

J. Galbraith corrected the status of economic science with the dynamics of welfare in society. As wealth grows, the role of economic research changes. When people are malnourished, poorly dressed, have no decent housing, and die of disease, those that contribute to the improvement of material living conditions turn out to be the first priority, economic ways to increase incomes must be sought - "the ways of saving the soul are most diligently sought by people with a full stomach." With a high level of income, problems other than physiological arise, and society is obliged to help its citizens solve them. The benefits of a comprehensive change analysis are significant, argued J. Galbraith. "Great as well - and growing over time - are the benefits of an analysis of change that goes beyond economics. This is explained by the fact.

J. Galbraith generally adhered to the "general line" of the modern interpretation of the subject and functions of economic science in the West. He delimited scientific economic research from political problems, the belief that their solution goes beyond the competence of economic science, is the prerogative of the authorities themselves. How fair his position is, we will not judge. Let us only recall: there was a post-war period of clear successes in capitalist construction, economic science was not relevant for an extended interpretation of the subject of its research, to be political economy, to explain economic inconsistencies with political relations; secondly, we note that J. Galbraith felt very uncomfortable, realizing that limiting, like liberals, economic analysis by a simple study of the dynamics of the economic characteristics of production, he drives himself into a dead end. To understand the system requires a systematic approach.

Globalization of the economy is a policy that uses the objective trend of integration of national

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economies. This is clearly seen in the example of the WTO. The WTO, on the one hand, stimulates the planned form of managing economic movement, on the other hand, it strictly regulates the possibilities of planning the development of the economy on a national scale, subordinating national interests to global goals, the justification of which, from a scientific point of view, looks insufficient, politically biased. Meanwhile, having joined the WTO, the country is forced to accept the conditions of this, to a large extent, political game.

National economic development projects are increasingly loaded and adjusted not in the national interest, which has to be put up with as the costs of globalization. At the same time, it should be borne in mind that there is no alternative to integration. Homo sapiens exists as a universal species. The earth is his common home, development is a common interest, synthesizing biological evolution and socio-cultural arrangement.

When planning, it is necessary to proceed from the dialectical requirement of a comprehensive objective analysis of reality, once and the need to act together in the common interest, two. States have something to share, but you can't test history for strength, humanity has no other and never will. Dialectics has opened up to us the range of confrontation, both practical and theoretical. The struggle is reasonable only within the boundaries of unity, therefore, contradictions should be filtered through the need to obtain a common result that corresponds to the laws of motion of the human reality of being.

Scientific knowledge comes with costs. The scientist's understanding of what is happening does not always occur in the form of true knowledge; delusion is a natural movement of any knowledge, it is important to have a critical attitude here. A scientist should not believe, he should doubt. J. Galbraith is an honest scientist, aware of the limitations of his scientific potential, he logically addresses the discussion, sees a way out of deadlocks and dubious judgments in scientific disputes.

K. Marx was careful about the mistakes of those who served science, believing that not politicians, but scientists are called upon to determine the paths of economic development. Politicians should create political conditions for solving economic problems, following the recommendations of scientists. J. Galbraith is absolutely right when he talks about the complication of social development and the need, in connection with this, to consider economic knowledge and planning in a new, broad socio-cultural format. An American scientist with a similar methodological attitude fell out of favor with domestic reformers - liberals at the end of the last century, when the time of economic reforms was compressed, then there was already a train of vices of their actions. The idol of our liberals turned out to be Soros, a typical financial and

political speculator. Speculators with no ideas found a speculator with ideas.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

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

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

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

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of the product, at least, the product of the consumer series. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of its industrial, household and socio-cultural merits. Moreover, it is desirable that the product not only satisfies existing needs, but also stimulates their cultural development, serves as a tool for the development of the consumer's personality. Human capital is involved in the creation

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of the product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of absolutization of private property and its distribution disproportionate to labor. Only giving creativity to work and rewards corresponding to creativity can be "removed", in terms of Hegelian philosophy, the tension of alienation. The quality of goods in a broad sense can be considered as a factor of social progress and as a test of socio-cultural achievements of social development.

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself."

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. "Clothes for the legs" can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose.

Legs, for which clothes are made in the form of shoes, are part of a living organism. These are not stocks and not the limbs of a corpse, also intended for certain clothes. Leg clothes will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household. Quality is not a set of essential properties of a product, it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid as the basis for determining the quality of a product, then "growing" the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of chemical elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in plain sight" in order to build up the definition later. There is an electron shell around the nucleus of an atom, and together they give the definition of an atom. In the

definition, we lay the quality, revealing it later in the aggregate of concretizing properties.

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

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption.

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

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

Attempts to oppose this logic, the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process, are ineffective. They are assigned the role of local public opinion, which has never been particularly solidarity. Philosophical systematic analysis of the quality and defects of its interpretation remains the lot of professional reflection.

It would seem that we are faced with a purely theoretical problem: what is the actual quality of a

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product and what does the system of qualitative properties look like in the characteristics of a product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the current concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production, makes production, and not the consumer, a backbone factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of mankind, the consumer was happy with everything that could be produced. Production was the defining party in relations with the consumer. Today, the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The customer is always right!" involves determining the quality of the product by its consumer.

The economic dominant in characterizing the quality of goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois foundation of the existing economy, therefore, it will be defended both politically and ideologically. Moreover, in a certain sense it is interesting, in particular, to solve the problem of mobilizing the production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" has received official recognition in the development of the concept of "produced for sale in Russia".

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

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

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these

possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the march of Japanese women, while the dominance of manufacturing by the interests of enterprises is marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen.

The consumer with his interest as a product is theoretically not excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Alyoshin et al: "For a quality strategy to be successful, both internal and external customers must not only be satisfied and involved in the process that provides this satisfaction, but also be directly involved in the continuous improvement of the quality of this process." To this end, the Kaizyo system has been improved; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer, who is also the production worker, feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese enterprises received 40 times (!) more suggestions for improving the production process from their employees than US enterprises (40 million vs. 1 million). It is also indicative that over 90 percent of the proposals were used in one way or another.

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

The interests of the consumer are taken into account, but on a residual basis. They are remembered last, "if the production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000 - 2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer Orientation". It is the consumer who declares the properties of

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quality. The status of the enterprise depends on how the quality of the offered product satisfies the quality requirements of buyers. The enterprise must understand their current and future needs, meet their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, and not to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later". All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of production and product quality offer their services in the quality management market. The problem is not in finding the organization you are looking for, but in the dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial systemic shocks. Experts are looking for a panacea in a high-quality, smart, diligent, sparing (lean production) economy. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality.

In solidarity with the above analysis of the economic history of the second half of the 20th - the first two decades of the 21st centuries, we express our surprise at how it happened that when defining the latest social development through quality, the approach to understanding quality itself was not radically modernized. The totality of the meaning of quality implies a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of the activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude towards quality. It is required to orient the development of production towards internal - not introduced promises.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Encouragement, of course, no one is going to cancel, they are swapped with motivation.

Today, encouragement encourages the required quality of action; tomorrow, the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. Remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is being tested as a condition for the development of the individual.

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

A special place in this list should take the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, differ favorably in that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way of overcoming, objectively embedded in the relationship of the opposites of the individual and society, alienation. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism,

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alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the bourgeois state. Democracy was adapted to the bourgeois social order.

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

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

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

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

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, whose task is to control the nature of contradictions,

to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

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

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

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don't get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you.

The concreteness of achieving rationality in modern, qualitatively oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality;

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- external solidarity with the consumer, taking into account the interests of the latter;
- solidarity in understanding quality based on a combination of economic and socio-cultural approaches;
- consistency and balance of the economic policy of the state in terms of market orientation, inducing the interests of quality in the development of the market by the tools of the economic mechanism.

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

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

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

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

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause.

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

- ❖ achieving symmetry of the quality of work and remuneration;
- ❖ reduction to a reasonable ratio of differences in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality;
- ❖ dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process;
- ❖ full use of socio-cultural mechanisms to stimulate the individual to the general corporate movement, entry into command forms of movement;
- ❖ sustainability of corporate activities;
- ❖ formation of relations according to the type: "One for all, all for one." Active promotion of the

command form of responsibility for the results of work;

- ❖ organization of a systematic competition for the quality of work;
- ❖ striving for national and international recognition of the quality and range of products;
- ❖ the formation of labor dynasties, participation in the distribution of profits;
- ❖ understanding the quality of the product as a comprehensive assessment of the product;
- ❖ awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

The internal life of an enterprise consists of a large number of different actions, sub-processes and processes. Depending on the type of enterprise, its size and type of activity, individual processes and actions may occupy a leading place in it, while some processes that are widely implemented in other enterprises may either be absent or carried out on a very small scale. However, despite the huge variety of actions and processes, there are five groups of functional processes that cover the activities of any enterprise and which are the object of management by management. These functional groups of processes are the following production; marketing; finance; work with personnel; accounting (accounting and analysis of economic activity). The 21st century has sharpened the scientific, philosophical and practical interest in competition by improving the quality of manufactured products. The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that wins from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and head of the enterprise, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. the forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that wins from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and the head of the enterprise, and up to those states in which interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. the forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that wins from

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We all wish ourselves and our neighbor success in life, and we associate this with happiness. We explain this state more often - by external factors: luck, luck, support. Less often - internal - personal qualities.

Judging by the interest in various types of testing, expert assessments, the question generally remains open: what determines success in life?

Often subconsciously we feel our inefficiency, but, not understanding the origins, we react to this in different ways: some with even greater frenzy pounce on the hateful work, others no less zealously begin to conflict with others, blaming them for their failures. Success is usually associated with the fact that the more you produce, the more you do, the higher your efficiency, your success. They are very often confused (and sometimes even consciously) with performance, forgetting or not knowing that any result will be effective if it is not commensurate with costs.

The production of thoughts and things, with the positive interaction of a person with the world, obeys the general law of Nature: existence is possible only on the condition that the income of energy must be greater than its consumption. True efficiency is a function of its two constituent elements: the result achieved (P), as well as the resources and means (PC) that allow it to be obtained: let us recall the fable of the peasant and the goose that lays golden eggs. Efficiency lies in the balance of its components, i.e. "P / PC = MEASURE". Indeed, if you adopt a behavior pattern that focuses only on golden eggs and neglects the goose, you will soon be left without the resources that produce these golden eggs. On the other hand, if you only care about the goose, forgetting about the golden eggs, you will soon be unable to feed yourself and the goose.

The resource of an enterprising person is the whole world around him, but first of all he himself. The personal resources of a person in his mind and

character, in the skills and abilities of interacting with the world.

They say: "situations change a person", but only the Master in them deeply experiences what is happening, is their active participant. The situation for the Master is filled not only with novelty, but also with meaning, in it he finds differences, changes, points of growth. He sees his purpose in her. The problem arouses in him a sense of rivalry, a sense of readiness and mobilizes all his forces, which, with such an attitude, only multiply with each positive decision. We learn from our mistakes, but he doesn't have any mistakes, he only has experience, positive experience.

It is the Masters who make up those 20% of people who account for 80% of success. And so our eternal problem looks like a dilemma: either you become a Master, or you spend your whole life chasing the ghost of twenty percent success in the "collective" of the eighty percent crowd. And the question sounds justified: will we become the master of our destiny with the internal resource of the Master?

The developed strategies and lines of behavior can be assessed as productive or unproductive, depending on their relevance to the situation: let us recall the tale of the fool, the peasant and the goose that lays golden eggs.

The technical term for thinking styles is query modes. Query modes are a basic set of purposeful methods for compiling a picture of the world. They are built on previously acquired preferences, learned values and views of the world - concepts of the world and the nature of reality, which are related to the map as a system of landmarks used in movement.

To succeed in learning, it is enough just to start working with the material, try it without any prejudice, and reinforce its assimilation with appropriate exercises.

In any "masterful" skill or action, we can find a certain "strategy". His strategy of the Master includes a series of thoughts and actions leading steadily to success.

The cherished goals are the measure of success. The choice and achievement of a goal (dreams, hopes, desires, and specific goals can be considered among them) can be considered the most important components of the human experience. In addition to feeling satisfied with the success achieved, choosing the right goal can literally change our lives. Usually the desired is achieved due to personal qualities. It is individuals who turn clear goals into motivation, self-confidence, perseverance and other human qualities that steadily lead to success. One of these qualities is undoubtedly ambition.

The activity of the imagination and the development of the will are undoubtedly far more beneficial than overtime work.

Behavior has a purpose because it must lead to a certain outcome, and we interpret our actions as aimed at a certain outcome. We ourselves attach importance

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to them, although sometimes we do this only after, "in retrospect."

Even in those cases when we act without being aware, we still have a fundamental motivation - an unarticulated goal.

Consciously and accurately formulating our own goals, that is, a "well-defined result", increases the chances of turning our desires into appropriate actions on the path to success.

Let's analyze this in the context of a general movement towards excellence, namely:

- ❖ decide what you want (formulate and set a goal);
- ❖ do something;
- ❖ see what happens;
- ❖ if necessary, change the approach until you achieve what you want;
- ❖ setting the right goals means being able to "correctly formulate the result".

The main principles for the formation and selection of their goals are:

- ❖ the choice of such goals that deserve their achievement;
- ❖ choosing a goal that you can achieve on your own;
- ❖ formulate your goal in affirmative terms;
- ❖ express your goal accurately, in sensory terms;
- ❖ match your goal with the situation;
- ❖ soberly assess the consequences of achieving your goal.

Perhaps we have begun to understand that if we want to change something, then we must begin the change with ourselves. And in order to change ourselves effectively, we must first change our perception. Our personal resources and means (RS) can be described using four dimensions of human nature: physical-volitional, spiritual, intellectual and socio-emotional.

Physical - volitional:

- ❖ physical exercises,
- ❖ food,
- ❖ management of stressful situations.

intellectual:

- ❖ imagination,
- ❖ reading,
- ❖ planning,
- ❖ letter.

socio-emotional:

- ❖ internal Security,
- ❖ empathy,
- ❖ service,
- ❖ synergy.

spiritual dimension:

- ❖ clarification of values
- ❖ commitment to them
- ❖ study and meditation

Effective skills are well-learned principles and behaviors. To turn something in your life into a skill, you need three components: knowledge, skill, desire.

Knowledge is a theoretical paradigm that defines what to do and why. Skill determines how to do it. And desire is motivation - I want to do.

If one day we command that from now on our behavior depends on our decisions, and not on the surrounding conditions, then the very first skill necessary for the beginning of self-development of a person is proactivity. By proactivity it is necessary to understand, comprehending it as a fact, that by initiating what is happening, subordinating feelings to our values, we are responsible for our actions and, above all, to ourselves. The behavior of a proactive person is a product of his own choice, he does not look for "guilty" for his actions and for their results. In this case, he asks himself, and looks for the answer in himself. Stephen R. Covey believes that in order to achieve personal victory over self-victory, a person needs at least two more skills, in addition to "Be proactive" (1): these are "Start with an end in mind" (2), and "First do what needs to be done first" (3). If we have already quite clearly defined the meaning of the goal in our activity, then we still need to figure out the third skill. In this case, we mean the need to manage our time, clearly presenting the degree of importance and urgency of those cases that we plan for execution.

Abstracting from individual private aspects, we can say that the main components of any enterprise are the people included in this enterprise, the tasks for which the enterprise exists, and the management that forms, mobilizes and sets in motion the potential of the enterprise to solve the tasks facing it.

Based on this understanding of the main components of the enterprise, it can be defined as a systematic, conscious association of people's actions, pursuing the achievement of certain goals. In the event that there are established boundaries of the enterprise, if its place in society is determined, the enterprise takes the form of a social cell and acts as a social institution. Such enterprises are both private and state enterprises, state institutions, public associations, cultural and educational institutions, etc. If the enterprise is not institutionalized, then in this case we are talking about the organization as a process. For example, it could be organizing a rally. In this consideration, the organization rather acts as a separate management function.

Any enterprise can be represented as an open system embedded in the outside world. At the input, the enterprise receives resources from the external environment; at the output, it gives it the product created at the enterprise.

Therefore, the life of the enterprise consists of three fundamental processes:

- obtaining raw materials or resources from the external environment;

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- product manufacturing;
- transfer of the product to the external environment.

All three of these processes are vital to the enterprise. Management plays a key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for its implementation.

When we say that an enterprise is functioning, we mean that within its framework people carry out certain actions aimed at both interaction with the external environment and internal organizational interaction. The first type of interaction is the role-based functioning of the enterprise. Here the function appears in its social interpretation and is part of the general role that any enterprise performs in the system of society, i.e. in a higher enterprise level system.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. Which must be brought up by the head of the enterprise. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests.

The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only, reliable, effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to the sole purpose of producing products that are in demand by consumers.

Where are the reasons for such an anomaly, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

Answers to the questions posed must be sought in system analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The well-known naturalist D. Dan, following Charles Darwin,

analyzed the meaning of competition and came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

Quite a few phenomena are known in economics and politics that contradict the nature and functions of these spheres of social life. Practical development does not always coincide with historical logic. History, contrary to its rational basis, does not always coincide with the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises, if the history of the sociocultural activity of a "reasonable person" should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the existence of social anomalies, a kind of "jams"?

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

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly solved problems, left as a legacy to the coming generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic

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of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, the need to manifest itself in thoughts, while thoughts capture feelings, become convictions.

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

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ..." How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

To maintain the prestige of the enterprise in Japan, the key phenomenon of the social form of life is actively used - the family, family traditions, accumulating the strength of morality. The company is run by a family. Each member of the family, traditionally associated with the history of production, perceives the enterprises and their work in it through the prism of family tradition, removing the burden of alienation of labor, inevitable in the conditions of exploitation. Exploitation itself is draped in a form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude to national culture,

especially education, which is officially aimed at the development of competencies by policy.

The quality of production and the quality of the product of production depend on the technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Based on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk. The problem here is that all attempts to limit the presence in production and, mainly, in its technological component of the subjective factor, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the aspects of development - conservatism.

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

C. Darwin said: nature does not like jumps and explained, because all of them consist. J. Cuvier, on the contrary, tried to understand the variability of species as a result of earthly cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when it is important to bring something to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational ratio of consumer requirements for a well-known attractive product, its quality and price. But everything comes to an end, improvement is not an exception, therefore, it is necessary to look in advance for options for an interesting promising development of the product line, to think not about what, in principle, already exists, to improve what is available, but to try to fantasize systematically, ahead of demand with innovations.

Our thinking in that part of it, which is called creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic endures its heuristic potential. Perspective thinking is thinking that tries to "grab" the direction of change in commodity production. Here, the possibility in thinking of an anticipatory reflection of reality dominates - a property discovered by P. Anokhin. There are physiological grounds for foreseeing changes, mental prerequisites in the form of will,

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needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be translated from Aristotelian formal logic to Hegelian dialectical logic, based on the principle of developing the content of concepts and changing the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

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

Here, the features of Aristotelian logic, aimed at the immutability of the conditions of inference, came in handy. If commodity production is the only universal reality of the objective historical process in the conditions of a developed society, then history itself is destined to carry it out with dignity, exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also generally tuned to a formally logical type of action, is led to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is being created in a bourgeois form. Objective reality was embodied in an absolute, that is, non-historical form.

The strength of logic is in the ability to build an internally consistent theory, but the truth of any theory is not verified by its sequence alone. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested en masse, because its results concern everyone directly. People may or may not be producers, but everyone consumes products of production and everyone wants to make consumption of sustainable quality and corresponding to their ability to pay.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with

his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

On the market, the goods were of high quality, one should only be afraid of counterfeiting, which did not have the current scale and was resolutely suppressed by both the state and self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the producer's interest as a commodity was not noted among socially significant ones. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the product range.

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

Production management assumes that the relevant management services manage the process of processing raw materials, materials and semi-finished products entering the enterprise into a product that the enterprise offers to the external environment. To do this, management performs the following operations: product development and design management; the choice of the technological process, the placement of personnel and equipment in the process in order to optimize the cost of manufacturing and the choice of methods for manufacturing the product; management of the purchase of raw materials, materials and semi-finished products; inventory management in warehouses, including the management of the storage of purchased goods, semi-finished products of own manufacture for internal use and final products; quality control.

Marketing management is called upon, through marketing activities for the implementation of the product created by the enterprise, to link the satisfaction of the needs of the enterprise's customers and the achievement of the enterprise's goals into a single consistent process. For this, such processes and actions are managed as: market research; advertising; pricing; creation of sales systems; distribution of created products; sales.

The developing market demanded a variety of goods. Goods were needed within the framework of the difference in the purchasing power of consumers.

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Factory - factory production, based on the technical base, opened up the prospect of varying the quality of the goods. Severe restrictions on production, which distinguished shop activity, receded. There are different types of goods on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of an object and their subjective perception by consciousness.

Financial management is that management manages the process of movement of funds in the enterprise. For this, the following is carried out:

- preparation of the budget and financial plan;
- formation of monetary resources;
- the distribution of money between the various parties that determine the life of the enterprise;
- assessment of the financial potential of the enterprise.

Personnel management is associated with the use of the capabilities of employees to achieve the goals of the enterprise. HR includes the following elements:

- selection and placement of personnel;
- training and development of personnel;
- compensation for the work performed;
- creating conditions in the workplace;
- maintaining relations with trade unions and resolving labor disputes.

Accounting management involves managing the process of processing and analyzing financial information about the operation of an enterprise in order to compare the actual activities of the enterprise with its capabilities, as well as with the activities of other enterprises. This allows the business to uncover the issues it needs to pay close attention to and choose the best way to run its business so as not to provoke bankruptcy.

To implement the above conditions, filling the market with demanded goods, it is advisable to form a territory of advanced socio-economic development on the basis of the mining towns of the Rostov region "Shakhty".

Infrastructure of the territory of advanced socio-economic development - a set of land plots with buildings, structures located on them, including objects of transport, energy, communal, engineering, social, innovative and other infrastructures located in the territory of advanced socio-economic development, as well as these infrastructure facilities located outside such territory, but ensuring its functioning.

A resident of the territory of rapid socio-economic development is an individual entrepreneur or a legal entity that is a commercial organization, the state registration of which is carried out in the territory of rapid socio-economic development in accordance with the legislation of the Russian Federation (with the exception of state and municipal unitary enterprises), which have been concluded in

accordance with this Federal Law an agreement on the implementation of activities in the territory of advanced socio-economic development (hereinafter - the agreement on the implementation of activities) and are included in the register of residents of the territory of advanced socio-economic development (hereinafter - the register of residents).

Territory of advanced socio-economic development - a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for the implementation of entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated social -economic development and creation of comfortable conditions for the life of the population.

Authorized federal body - a federal executive body authorized by the Government of the Russian Federation in the field of creating territories of advanced socio-economic development in the territory of the federal district, territories of federal districts.

Management company - a joint-stock company, which is determined by the Government of the Russian Federation for the purpose of exercising the functions of managing a territory of advanced socio-economic development and one hundred percent of whose shares are owned by the Russian Federation, and (or) a subsidiary business company that was created with the participation of such a joint-stock company (hereinafter - subsidiary of the management company).

The territory of advanced socio-economic development is created for seventy years by decision of the Government of the Russian Federation on the basis of the proposal of the authorized federal body. The term of existence of the territory of advanced socio-economic development may be extended by decision of the Government of the Russian Federation.

The decision of the Government of the Russian Federation on the creation of a territory of advanced socio-economic development is taken in the form of a resolution that provides.

The list of types of economic activity, in the implementation of which a special legal regime for the implementation of entrepreneurial activity, provided for by this Federal Law, is in force.

The minimum volume of capital investments of residents of the territory of advanced socio-economic development in the implementation of the relevant types of economic activity in the territory of advanced socio-economic development.

A proposal to create a territory of advanced socio-economic development is submitted to the Government of the Russian Federation by an authorized federal body in agreement with the relevant

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supreme executive body of state power of a constituent entity of the Russian Federation and a local government body or local government bodies with the application of the information specified in part 2 of this article as well.

Predictive analysis of the socio-economic consequences of creating a territory of advanced socio-economic development, including a predictive assessment of the dynamics of growth in the volume of additional income received by the relevant budgets in connection with the creation of a territory of advanced socio-economic development.

The economic and geographical characteristics of the territory of advanced socio-economic development are formed taking into account the situation on the market of the subjects of the Russian Federation.

Assessment of the need to attract foreign workers, including by professional qualification groups, taking into account the situation on the labor market of the constituent entity of the Russian Federation, within whose boundaries the creation of a territory of advanced socio-economic development is expected, taking into account the political, economic, social and demographic situation in this subject of the Russian Federation.

Information on the presence of investors who have concluded preliminary agreements with the authorized federal body that determine the type of planned economic activity, the volume of investments, the number of jobs created.

A territory of advanced socio-economic development is created on the territory of a municipal formation or on the territories of several municipal formations within the boundaries of one constituent entity of the Russian Federation.

Within thirty days from the date of adoption by the Government of the Russian Federation of the decision specified in part 2 of this article, the authorized federal body, the highest executive body of state power of a subject of the Russian Federation and the executive and administrative body of the municipality or the executive and administrative bodies of the municipalities in whose territories a territory of advanced socio-economic development is being created, conclude an agreement on the creation of a territory of advanced socio-economic development that can be established.

Obligations of the highest executive body of state power of the constituent entity of the Russian Federation, obligations of the executive and administrative body of the municipality or executive and administrative bodies of municipalities to transfer to the management company the authority to manage and dispose of land plots and other real estate objects that are in state or municipal ownership and located on the territory advancing socio-economic development.

Obligations of the highest executive body of state power of a constituent entity of the Russian

Federation, obligations of the executive and administrative body of a municipal formation or executive and administrative bodies of municipalities to transfer ownership or lease of land plots and other real estate objects owned by the state or municipality and located on the territory of the advanced socio-economic development.

The procedure for financing the construction, reconstruction and (or) operation (hereinafter referred to as placement) of infrastructure facilities in the territory of advanced socio-economic development at the expense of the federal budget, the budget of a constituent entity of the Russian Federation, the local budget, extra-budgetary sources of funding.

The procedure for the operation of infrastructure facilities of the territory of advanced socio-economic development, created at the expense of the federal budget, the budget of the constituent entity of the Russian Federation, the local budget, extra-budgetary sources of funding and located in the territory of advanced socio-economic development.

The procedure for the possession, use and disposal of property created at the expense of the federal budget, the budget of a constituent entity of the Russian Federation, the local budget, extra-budgetary sources of financing and located in the territory of advanced socio-economic development, after the termination of the existence of the territory of advanced socio-economic development.

Conditions for granting tax benefits to residents of the territory of priority socio-economic development for the payment of taxes on the property of organizations, land tax, including the timing of these benefits.

The list of land plots located in the territory of advanced socio-economic development or in the absence of land plots formed in such a territory or part of it, the obligations of the relevant party to the agreement on the creation of a territory of advanced socio-economic development for their formation.

Additional terms of the agreement on the creation of a territory of advanced socio-economic development may be determined by the Government of the Russian Federation.

The decision to change the boundaries of the territory of advanced socio-economic development is taken by the Government of the Russian Federation at the proposal of the authorized federal body, agreed with the relevant supreme executive body of state power of the constituent entity of the Russian Federation and the local government or local governments.

A territory of advanced socio-economic development cannot be created within the boundaries of a special economic zone or a zone of territorial development. A special economic zone or a zone of territorial development cannot be included in the territory of advanced socio-economic development.

On the territory of advanced socio-economic

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development, objects that form industrial (industrial) parks can be created.

Financial support for the placement of infrastructure facilities in the territory of rapid socio-economic development is carried out at the expense of the federal budget, the budget of the constituent entity of the Russian Federation and local budgets, as well as extra-budgetary sources of funding.

The obligations of the Russian Federation to finance the placement of infrastructure facilities in the territory of rapid socio-economic development can be fulfilled through.

Making a contribution to the authorized capital of a management company, one hundred percent of whose shares are owned by the Russian Federation and which finances the placement of infrastructure facilities in the territory of advanced socio-economic development.

Provision of subsidies to reimburse the interest rate on loans attracted by investors for the construction of infrastructure facilities, in the amount of up to one hundred percent of the refinancing rate.

Use of other project financing mechanisms.

Use of other methods provided for by the legislation of the Russian Federation.

For the purpose of coordinating activities and monitoring the implementation of the agreement on the creation of a territory of advanced socio-economic development, assistance in the implementation of projects of residents of the territory of advanced socio-economic development, projects of other investors, assessing the effectiveness of the functioning of the territory of advanced socio-economic development, as well as for the purpose of considering and approving long-term plans for the development of the territory of advanced socio-economic development, exercising control over the implementation of these plans, a supervisory board of the territory of advanced socio-economic development is created. The powers of the Supervisory Board also include the decision on the issue of determining the share of foreign workers attracted by residents of the territory of advanced socio-economic development.

The supervisory board of the territory of rapid socio-economic development includes representatives of the authorized federal body, the highest executive body of state power of the constituent entity of the Russian Federation, other state bodies and the executive and administrative body of the municipality, as well as the management company. The Supervisory Board also includes representatives of territorial associations (associations) of trade union organizations and territorial associations of employers with the right to take part in deciding on the share of foreign workers attracted by a resident of the territory of rapid socio-economic development. Representatives of residents of the territory of rapid socio-economic development may be invited to participate in meetings of the Supervisory Board.

The composition of the supervisory board of the territory of rapid socio-economic development in the amount of not more than ten people is approved by the authorized federal body.

The powers of the supervisory board of the territory of rapid socio-economic development are established by the regulation on the supervisory board of the territory of rapid socio-economic development, approved by the authorized federal body.

The authorized federal body carries out:

- issuance of construction permits, permits for putting objects into operation during the construction and reconstruction of infrastructure facilities of the territory of advanced socio-economic development;

- approval of the scheme of territorial planning of the subject of the Russian Federation, in which a territory of advanced socio-economic development is being created or operates, approval of documentation on planning the territory of advanced socio-economic development for the placement of capital construction objects of regional significance within the boundaries of municipalities in which the territory of advanced socio-economic development is located development, implementation of state construction supervision in cases provided for by the Town Planning code Russian Federation;

- approval of the draft planning of the territory of advanced socio-economic development for the purpose of its integrated development;

- approval of the procedure for maintaining the register of residents, the composition of the information contained in the register of residents, as well as the procedure for submitting to public authorities, including tax authorities, to the local government or local governments, bodies exercising control over the correctness of the calculation, completeness and timeliness of payment (transfer) of insurance premiums to state extra-budgetary funds (hereinafter referred to as the bodies controlling the payment of insurance premiums), in accordance with their authority, documents confirming the status of a resident of the territory of rapid socio-economic development;

- control over the implementation by a resident of the territory of advanced socio-economic development of an agreement on the implementation of activities;

- control over the activities of the management company and its subsidiary;

- coordination of territorial planning documents of municipalities, within whose boundaries the territory of advanced socio-economic development is located, as well as land use and development rules;

- provision of land plots that are in federal ownership and located on the territory of advanced socio-economic development;

- making a decision on reserving land and

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expropriating land plots (seizure of land plots) for state needs in order to locate infrastructure facilities in the territory of rapid socio-economic development;

- establishment of easements in relation to land plots for the purpose of locating infrastructure facilities in the territory of advanced socio-economic development;

- other powers provided for by this Federal Law.

- publishes on its official website in the information and telecommunications network "Internet" information on the availability of land plots and other real estate located in the territory of advanced socio-economic development and subject to lease.

The list of types of economic activity, in the implementation of which there is a special legal regime for the implementation of entrepreneurial activity in the territory of advanced socio-economic development "Shakhty":

1. Crop and animal husbandry, hunting and the provision of related services in these areas.
2. Extraction of other minerals.
3. Food production.
4. Production of soft drinks; production of mineral waters and other bottled drinking waters.
5. Manufacture of textile products.
6. Manufacture of wearing apparel.
7. Manufacture of leather and leather products.
8. Woodworking and production of wood and cork products, except furniture, straw products and wickerwork.
9. Manufacture of rubber and plastic products.
10. Manufacture of other non-metallic mineral products.

11. Metallurgical production.
12. Manufacture of finished metal products, except for machinery and equipment.
13. Manufacture of electrical equipment.
14. Manufacture of motor vehicles, trailers and semi-trailers.
15. Manufacture of other vehicles and equipment.
16. Furniture manufacture.
17. Activities of land and pipeline transport (except for the activities of pipeline transport).
18. Fishing and fish farming.
19. Manufacture of coke and oil products (except for the production of oil products).
20. Manufacture of chemicals and chemical products.
21. Manufacture of computers, electronic and optical products.
22. Manufacture of machinery and equipment not included in other groups.
23. Manufacture of other finished products.
24. Repair and installation of machines and equipment.
25. Provision of electricity, gas and steam; air conditioning.
26. Collection, treatment and distribution of water.
27. Collection and treatment of wastewater.
28. Collection, processing and disposal of waste; processing of secondary raw materials.
29. Warehousing and auxiliary transport activities.

The characteristics of the territories included in or attracted to the territory of advanced socio-economic development are shown in Figures 1 - 7.

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Figure 1 - Territory of advanced socio-economic development within the Southern Federal District and the North Caucasus Federal District

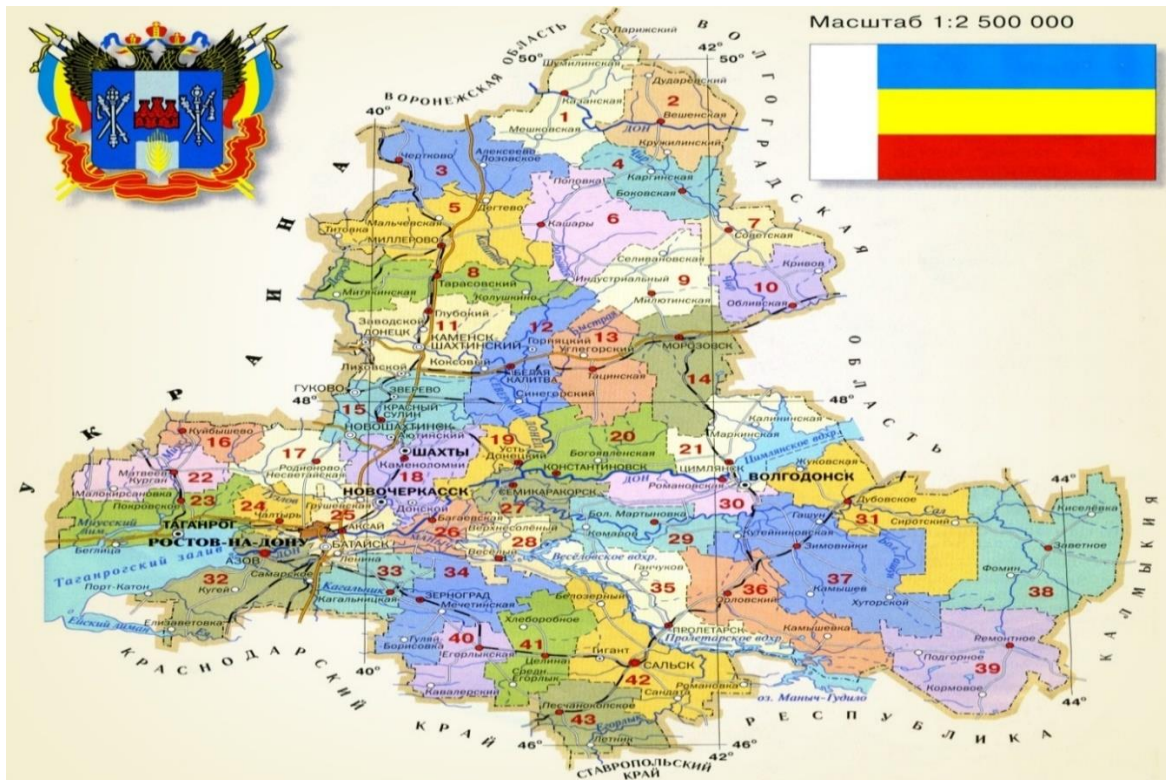


Figure 2 - Characteristics of the territory of the Rostov region within the framework of the ASEZ

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Figure 3 - Characteristics of the territory of the Voronezh region within the framework of the ASEZ



Figure 4 - Characteristics of the territory of the Stavropol Territory within the framework of the ASEZ

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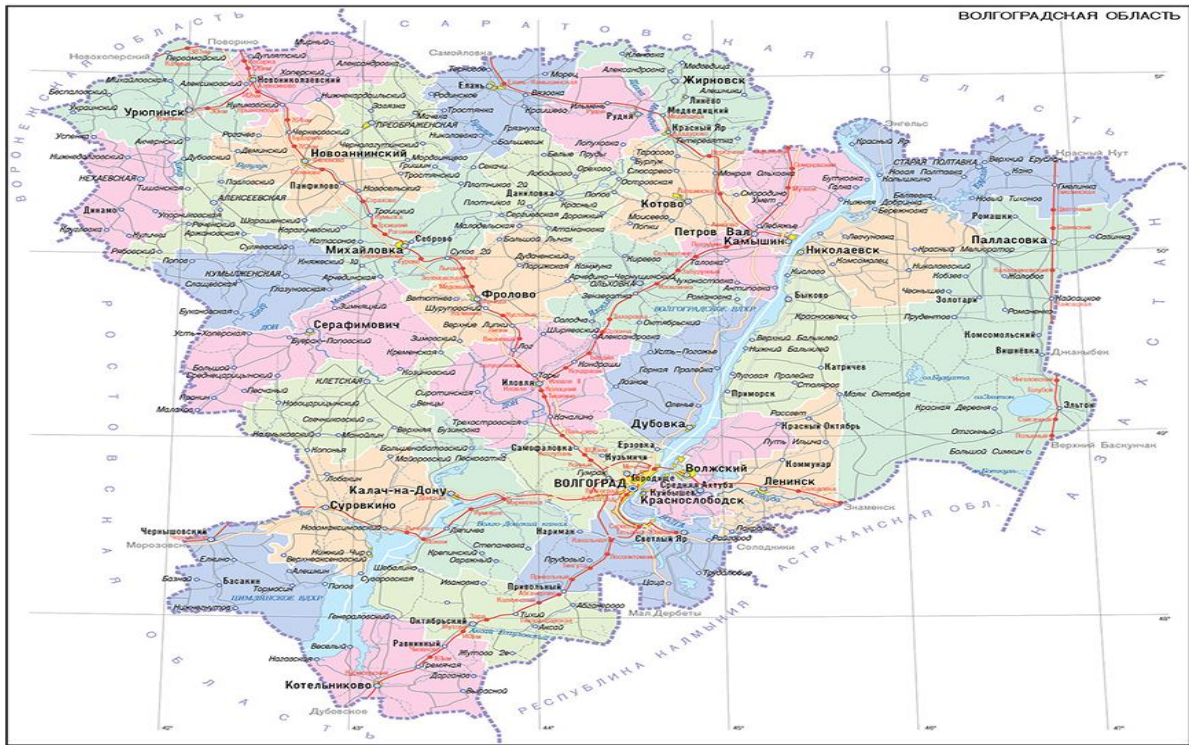


Figure 5 - Characteristics of the territory of the Volgograd region within the framework of the ASEZ



Figure 6 - Characteristics of the territory of the Krasnodar Territory within the framework of the ASEZ

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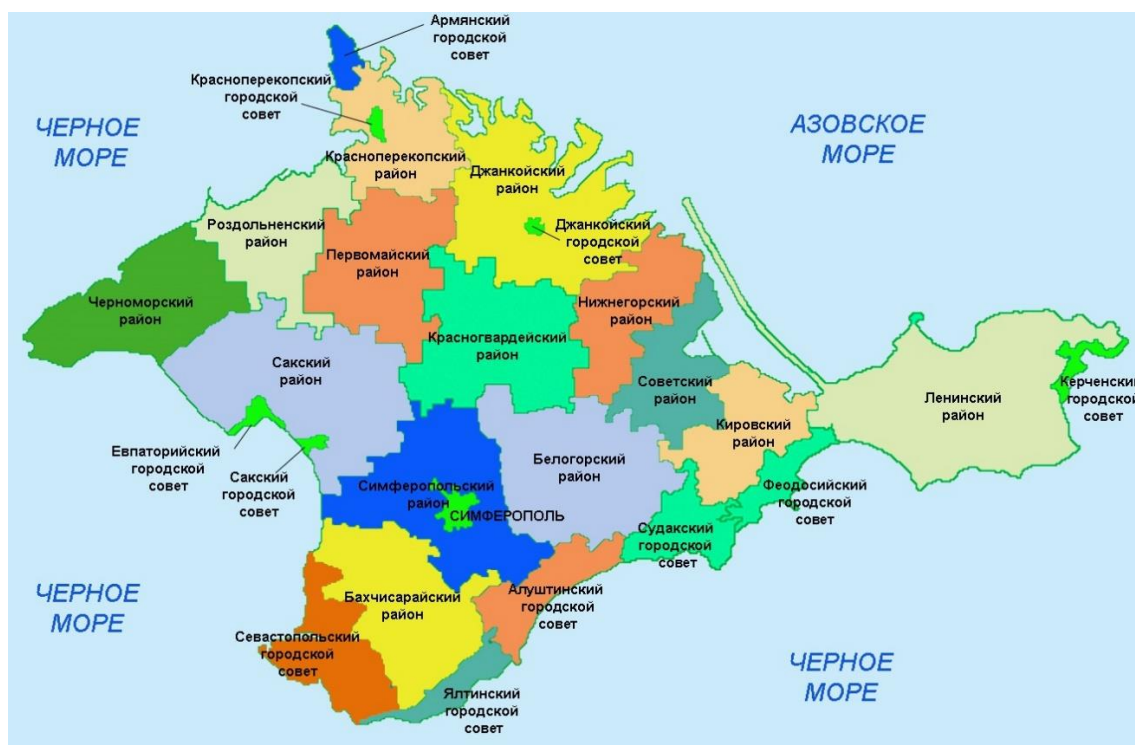


Figure 7. Characteristics of the territory of the Republic of Crimea within the framework of the ASEZ

Conclusion

Thus, one should proceed from the fact that the objective conditionality of the standard makes the standard dependent on the improvement of scientific knowledge, technological progress and the development of economic activity: the organization of production, the state of market relations, changes in the solvency of the mass consumer. "Standard" is the last instrument of technical policy. In it, in a "removed" form, the state of public life is concentrated. Along with the normalization of the state of the economy, the felt changes in culture, education, education, health care, in relations with the natural habitat, the attitude towards the standards of consumers will also change - not only those who go to shops. The political perception of standards will also be forced to change. There will come an understanding of the socio-cultural value of the standard as a kind of link connecting scientific and technological progress, the balance of production development, the natural and logically derived demands of the people with the interests of politicians. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the

backbone of life for all time. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the backbone of life for all time. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the backbone of life for all time. and people will become wiser. Wisdom is the backbone of life for all time. and people will become wiser. Wisdom is the backbone of life for all time.

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

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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.

It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the regulatory, methodological documents on the restructuring of industry, then the thought arises whether we are stepping on the same rake here that has been stepped on all the years of reforms, namely: we did not care about our producer.

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

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

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

And, ultimately, not the quality of life of the population of the country?

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

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

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

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

Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing the "social sector" to the sidelines, is not compatible with the prospect of economic development, which is confirmed by the steady striving of the social democrats in the West to turn the

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economy into a front for social security and a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. appropriate implementation of the principle - "the manufacturer produces exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. appropriate implementation of the principle - "the manufacturer produces exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts.

Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is

either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

In terms of achievement of target indicators for the development of the strategy for the production of demanded products in the regions of the Southern Federal District and the North Caucasus Federal District, a set of measures has been developed in priority areas of technological, economic and social development of the light industry for the production of demanded products, scientifically and economically confirming the objective need to take immediate and specific actions to address them. implementation, including by state bodies within the framework of the Federal Law on Territories of Advanced Social and Economic Development.

The development of measures was carried out taking into account the strategic goals, legislative acts that determine the policy of the state in the development of light industry in the medium and long term.

Increasing the competitive advantages of the light industry in terms of the production of products in demand, demand and consumer preferences, technical regulation:

- ensuring compliance of Russian products with international standards in terms of quality, environmental safety and design;

- increase in production volumes of competitive new generation products with qualitatively new output consumer characteristics, functional properties and with a high share of added value that are in demand by the market;

- faster growth of the beneficial effect compared to the growth of costs for new and previously mastered types of similar and functionally homogeneous products, efficiency in the execution of orders and consumer requirements within the territories of advanced social and economic development based on the mining towns of the Rostov region for the production of demanded products.

Technical re-equipment and modernization of production demanded light industry products:

- modernization of the bulk of the operating technological equipment, allowing to improve its technical, economic and operational characteristics;

- creation of new equipment with a high degree of automation, corresponding to the world

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competitive level and capable of mastering advanced technologies and ensuring a quick change of assortment, development of technical documentation and requirements for its manufacture;

— use of leasing for the purchase of imported equipment or direct purchases of new high-performance imported equipment and spare parts for it that are not produced in our country;

— development of VIP-projects (anti-crisis programs) for the financial recovery of the industry, providing for technical re-equipment, modernization, reconstruction and creation of high-tech industries, attraction of foreign capital, investments of Russian business and budgetary funds for their implementation.

Development of innovative activity of enterprises/light industry for the production of demanded industry:

— implementation of structural and technological restructuring, development of proposals for the preservation and development of the intellectual potential of light industry, the creation of a state scientific innovation center for light industry;

— development and development of basic industrial technologies (including nanotechnologies and nanomaterials, systemic information technologies of the intersectoral level), modular and flexible technological systems for the production of competitive world-class science-intensive products used in strategically important areas;

— organization of mass production of an innovative product at the enterprises of the industry, including modifications of the product and the technological process, structural changes in the range of manufactured products, training and retraining of personnel for servicing equipment operating on new technologies;

— development of international cooperation with foreign countries on the basis of bilateral and multilateral agreements and programs for the development, acquisition and sale of technologies, licenses, holding joint scientific and technical symposiums, conferences, exhibitions.

Protection of the domestic market from illegal shadow circulation of goods and Russian manufacturers, formation of a civilized market for consumer goods, creation of fair conditions for competition between Russian and imported products:

— operational measures to stop illegal import channels and reduce the amount of smuggled goods (mostly of low quality) and counterfeit products into the territory of the Russian Federation, to destroy

counterfeit products by removing illegal production from the shadows, as well as measures to tighten control over the implementation of current legislation in this domain;

— preparation of a number of amendments to draft laws regarding the improvement of the regulatory framework for the collection of tax payments and duties when importing products using cargo transportation, as well as measures to protect against counterfeit products;

— monitoring sales volumes and prices for consumer goods in retail markets and, on its basis, developing a flexible tariff and duty policy that stimulates the production and export of Russian goods and selectively restricts imports, primarily highly competitive finished products;

Improving the system for providing light industry with raw materials:

— monitoring the world and Russian markets for raw materials and the situation in prices for raw materials in order to develop proposals for the purchase of raw materials, dyes and fuel additives in the volumes and assortment necessary to ensure the predicted output of light industry products;

— development of requirements for the quality and range of raw materials for the textile and light industries.

It is planned to create a TOP on the basis of the mining towns of the Rostov region in accordance with the Federal Law of December 29, 2014 No. 473 - FZ "On territories of advanced socio-economic development in the Russian Federation", since in accordance with it, residents are provided with a preferential taxation regime and reduction administrative barriers, solving such a topical problem for domestic enterprises as preventing them from bankruptcy. This decision acquires special significance in the formation of new, or in the restructuring of former light industry enterprises located in these regions, filling them with innovative technologies. The implementation of these proposals will create more than 30 thousand new jobs in these territories and provide more than 109 billion rubles of investment.

1. Filling markets for consumers of competitive and popular products;

2. Creation of new jobs, reducing social tension in these regions;

Save small and medium-sized cities of these regions from extinction.

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