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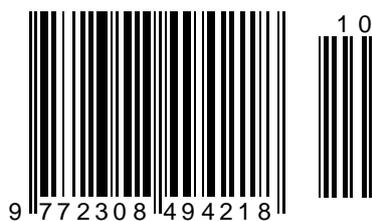
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ON MEASURES IN MANAGING THE QUALITY OF PRODUCTION OF PRODUCTS PREFERRED BY CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

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

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

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Introduction

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

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

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proposals of industry participants on the project were formulated Strategies.

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

The meeting participants made the following proposals:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1. To the Government of the Russian Federation:

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

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

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

Deadline - February 1, 2018;

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

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

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

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

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

Deadline - December 25, 2017;

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

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

Report - until November 20, 2017

Responsible: Medvedev D.A.

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

Deadline - February 1, 2018

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

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

Deadline - December 25, 2017

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

Light Industry Development Meeting

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

Light Industry Development Meeting

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Denis Valentinovich, you have the floor, please.

Dmitry Manturov: Mr President, Dear Colleagues!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thanks for attention.

V. Putin: Andrei Valentinovich, please.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Regional authorities will be more precise about.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Main part

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

The actualization of the theory of quality turned out to depend on the degree of elaboration of the system-forming philosophical concept "being" in the context of the basic concepts derived from it, ie. of those concepts that help to make the ascent from an extremely abstract statement of existence with the only distinguishing property of being, to exist, to a concrete understanding with an established content,

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thanks to answers to derived questions, such as "What is everything from?", "How does everything exist? ?", "Is there non-being? ", "In what systemic forms does being acquire its definiteness? "

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

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

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

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

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

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

in a wide range of interpretations. The struggle for a decent quality life has begun.

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

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

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the non-historian specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past tendencies of ways to solve his problem, sometimes far from private.

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

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative.

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Goethe was right in saying that everything clever is already known, you just need to think it over again.

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

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

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

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

"Measure" does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first:

quantity and quality interact through measure, measure mediates their connection. What "benefit" will the practitioner gain from this opinion?

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

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

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

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

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

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

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service of quality, the transition to a measured quantity is a crime against quality.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

feeling of imperfection of one's own taste and knowledge remains.

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

The problem of quality remains theoretically worked out one-sidedly, because there is no normal organization of production and marketing of high-quality commercial products. The current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management has been simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what the quality of a product is, the market is in charge of production. The market is ruled by speculators - intermediaries. The state seeks to minimize its economic function before tax collection. There is no real activity aimed at giving the market a civilized form of "purchase and sale" based on the principles of real freedom of competition. For attributes that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. The culture of the producer and the consumer is of little interest to anyone, not to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of quality and the concreteness of its reality, presented in a product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time, the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for manufacturers,

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there was an official regulation approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

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

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

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

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

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. Not a single branded light industry enterprise has appeared in Novosibirsk for twenty years, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods

is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality advisory support, lack of queues, compliance with sanitary and hygienic standards, the appearance and behavior of personnel, and service. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the sold goods to its certificate, and the demonstration of the goods. The seller's profit should not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumer salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

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

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

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

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of economic activity as a whole, which distorts the system of the economy.

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

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

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

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

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location

of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer risks, beyond any reasonable measure, being a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

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

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

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

The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends.

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

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

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Union lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful research topic is “real and “ advertising quality ”, that is. created by advertising.

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

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

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

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

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

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

The specificity of conditions - regional, national, is immanently present in the raw materials, climate, traditions, and the culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the goods, which create a special consumer interest in it. Tea is grown in our time all over the

world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil, and more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. The priority of national traditions is clearly spelled out in the fundamental treaties governing relations in the United Europe.

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

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

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

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. He is perfect not by the size of his ability to pay; his complicity is determined by his knowledge of the

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commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. The quality of the product begins in the mind of the consumer. To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Conclusion

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

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

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

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

The participants in the experiment are:

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

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

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

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

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

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

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

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

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

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

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

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ABOUT THE POSSIBILITIES OF THE FACTORY PRODUCTION OF DEMANDED AND ATTRACTIVE PRODUCTS FOR CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

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

Key words: competencies, professionalism, qualifications, respondent, concordance coefficient (W), weight, survey, questionnaire, reliability, competence, decision-making, demand, competitiveness, demand, profit, financial condition, reference answer.

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Introduction

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The attractiveness of a product is a relatively new concept both for production and for science. It requires a systematic study, which implies an appeal to the theory of conceptual thinking. Economic activity is

carried out on two levels, relying on common sense derived from many years of experience and on the generalization of practice in scientific terms. Scientific knowledge grows in concepts! Common sense deserves a high mark, but it orientates only within the limits limited by direct experience. Theoretical comprehension at the level of scientific methodology

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expands the existing framework, opens up prospects. It is more reliable and versatile.

Reliability and versatility are signs of the quality of knowledge. Reliability allows you to minimize risks, versatility relieves stress from the search for new solutions to the problem - "they do not seek good from good". Quality comes at a price. Fees are generally considered to be financially dependent, but this does not always look straightforward. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly did not receive an equivalent assessment, namely: the discovery of the price of knowledge, comparable to the price for a person of things, "knowledge is power"; awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking - judgments, inferences. This naturally led to the need to develop a specific technology for their production - a methodology for understanding the essence of the relationship of existing phenomena. The visible part of the world is "designed" for the consumer, the invisible part for the manufacturer. Competition between manufacturers can be formalized in the form of a simple technical problem - to penetrate through the chaotic multitude of phenomena of the visible part of the world into its hidden part, to understand it, so that, upon returning, we can understand chaos as an order of coexistence and development of phenomena. Orderliness is regularity. Laws only in textbooks exist by themselves, separately. In reality, the law is stability, community and the necessity of the order of what we interact with - we cognize, reproduce, change, manage.

Economics in the XX century found itself in a difficult position, which by the end of the century became critical. The theory of A. Smith and the method of K. Marx did not fit into the contours of the ideology of developed capitalism. In Europe and North America, the very idea of the historicity of capitalism was perceived as heresy. The history of capitalism has a beginning, but the presence of a beginning cannot be the basis for the conclusion about finitude. Mathematics is an exact science, it allows infinity in one direction. The dialectical interpretation of infinity is metaphysical, abstracted from real history. The salvation of economic science must be sought not in the historical, but in the formal-logical understanding of reality, that is, in mathematical calculus and statistics.

We will stop immersion in the philosophical, or, more correctly, in the methodological foundations of science, but not because it is necessary to plunge into practical matters more quickly, but because of the importance for the successful understanding of the production of a commodity of understanding that all production involves reproduction, along with a commodity, relations. Production begins with the achievement of certain relationships and leads to the development of these relationships - between producers and consumers. It is possible to understand

such a complexly built production only with the involvement of scientific analysis based on conceptual thinking.

That is why we will have to start the analysis of the comparative new concept "attractiveness" in its applied concrete expression "product attractiveness" with a theory, a logical doctrine. There is an alternative way, but without a light source, by touch, in the dark.

Modern knowledge of the concept; his ascent from the abstract to the concrete, with the subsequent prospect of the birth of new concepts as products of the development of content, was laid by G. Hegel. Conceptual thinking, according to Hegel, is a dialectical process. The teaching of the world famous philosopher was based on a fundamentally new interpretation of development, which was based on the idea of an internal source of movement, represented by the relationship of opposites in unity. The predecessor of G. Hegel, Aristotle, built the logic of thinking on the principle of the identity of the concept to itself, its immutability. In mechanical theory, this approach is reflected in the section "statics", and the specialist knows that in this way the situation is artificially simplified in private interests. However, the following sections are the most interesting in practical terms: "dynamics" and "kinematics". They no longer describe the moment of movement - generally interpreted as something that does not change, resting in its state, but the movement itself as a change in the broadest sense. Aristotle did not get to the dynamics and even more the kinematics of thinking in the context of the meaningfulness of the movement of concepts, he was primarily interested in the technology of abstraction and generalization in the forms of knowledge. Therefore, Aristotle's logic is often called "formal".

From Hegel's point of view, Aristotle's logic was just a special case, which has value in the fact that in order for knowledge to integrate into the process and conduct a general reconnaissance, it is important, albeit conditionally, to stop change. Aristotle sacrificed the content of concepts in the name of achieving the regularity of formal relations. Simply put, looking at the logic of Aristotle is akin to the expression "general plan" for a given time. The past and the future of the concept of Aristotle was not interested, which, again, in general, corresponded to the nature of historical time. K. Jaspers called the described era "Axial time", emphasizing the role of culture as an axis around which ancient civilization began to spin, but it is hardly necessary to see in his assessment the actual historical scale of the changes that took place, and the very understanding of time by the Greeks was cyclical. In a word, Aristotle in his logic reproduced the spirit of the era in which he lived and worked. Another thing is G. Hegel, who worked in the heyday of the modern era with its political, scientific, technical, industrial and cultural revolutions. G. Hegel needed to understand the spirit of the times in the context of radical social changes, to fill the content of concepts with movement.

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After himself, G. Hegel left many questions, therefore, giving credit to his dialectical discovery, one should also remember that Hegelian legacy that hindered the spread of dialectics.

Having limited dialectics to the sphere of spiritual activity, he recognized the self-sufficiency of the being of the spirit and perceived everything else in the form of the other being of the spirit, of course, outside of dialectical development. G. Hegel's triad "thesis - antithesis - synthesis" turned out to be not a universal formula for development. The existence in non-spiritual forms of being - the physical reality of man, nature, society, he explained by the objectification of the spirit, referring to the derivatives of the development of the spirit. The merit of K. Marx and F. Engels consisted precisely in the fact that, relying on natural - scientific discoveries and movements of the bourgeois mode of production, they first turned the understanding of dialectics "from head to feet", and then removed restrictions from it and made it a universal way development.

Both positivism and irrationalism were reactions to Hegel's rationalism, but they suffered from the same "disease" as the "patient" - a one-sided approach. Positivism clearly experienced the limitations inherent in empiricism, irrationalism was closer to the time of bourgeois activity, not burdened by intellectual reflection, the idea of willpower, the desire for power, received some support in a developing society, despite a number of challenging inferences from the point of view of cultural traditions.

This is confirmed by another surge of interest in Europe in the economic research of Karl Marx at the end of the 2000s in connection with the financial crisis. Europeans are unaware that there is another serious monograph by V.I. Lenin's "Imperialism as the Highest Stage of Capitalism", in which the author for the first time analyzed the outstripping dynamics of finance capital and noted its frank desire for political influence on social life.

Dialectical thinking did not come into economics immediately, it started with individual ideas, mainly the idea of development. The Italian economist A. Serra was the first to draw attention to the division of labor (RT) and looked at this feature of economic activity in dynamics. Statistically, he proved that the wealth of a country grows depending on the depth and spread of Tajikistan. W. Petty and A. Smith expanded the perspective of A. Serre's conclusion on a transnational scale. As a result, A. Smith found himself in a dead end of non-dialectical reflections - when the Republic of Tatarstan embraces the economy of the whole world, will development stop? A. Smith and D. Ricardo perceived capitalism identically to world history, they were sure that capitalism arose to be infinite. Economic thought buried itself within its limits, because it could not acquire a political principle equal to the economic one. K. Marx predicted that the logic of economic development will inevitably lead to

political and social metamorphoses, turning the apologists of capitalism against themselves.

It is no coincidence that in the 20th century the political component of economic science was vigorously squeezed out, naively believing that it would be possible to limit ourselves to purely economic analysis. The "purified" economic science itself was divided into macro and microeconomics, and by the 21st century it was presented as economicism. "New economic" science "writes M.L. Khazin, was created precisely as an ideological alternative to political economy ... For this, it was necessary to turn the construction of science upside down: if political economy is built on macroeconomics (i.e., general economic laws, which include the deepening of RT, and the scale of markets, and the volume of aggregate demand) to microeconomics (i.e., the behavior of an individual and an enterprise), then in economicism the opposite is true, i.e. the specificity of economics is an attempt to derive global macroeconomic laws from microeconomics".

Now let's imagine a picture - specialists manipulate historically established science, instead of improving its methodology, carrying out new theoretical research, completing and rebuilding tested ideas within the framework of a systematic approach. The question is, why? Who needs it? In the theory of knowledge, answers to these questions are not provided. The absurdity of denying the logical path of movement is obvious, although there are precedents. Famous scientists have repeatedly noted the illogicality of achieving the discoveries made, but they talked about the final heuristic link of the logically and methodically built chain of cognition. The illogicality or, more precisely, the illogicality of the final results only confirmed the rational prospects of logically organized thinking in both versions - Aristotelian and Hegelian.

Scientific concepts have a huge development potential. Systemic relations of concepts contribute to the emergence and actualization of new concepts. New concepts may well grow into systemic ones. On the other hand, G. Hegel considered it important for correct orientation in the real world to distinguish between what is really necessary and what is really unnecessary. The first contains a source of functioning and development, therefore he called such phenomena "reasonable" or "real", while the second has served and either slows down the movement or counteracts it.

One gets the impression that economics both in the West and in Russia, under the influence of the authority of the Nobel laureates, decided that with the deaths of Hegel and Karl Marx, political economy also died. But this impression is false. Noticing the priority of production in the construction of the economic system as a factor of the market, modern economists changed their masters. F. Taylor, A. Fayole, G. Ford, A. Sloan were replaced by market speculators such as

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Sorros, while economic theory retained its political orientations.

Capitalism must be placed above history as the ideal model for organizing production. Formally, the combination of a developed form of political democracy, its legal support by the state, and freedom of entrepreneurship gives rise to a claim to ideality. But let's not forget that all of the above looks ideal in comparison with political and legal models of absolutism, dictatorship and other anachronisms. The story does not end with financial-oligarchic capitalism with its showcase demonstration of a mass consumer society. The "casting" of exemplary socio-economic models continues and will continue as long as the current model is available to one seventh of humanity. Six and a half billion of the same homo sapiens can still afford, at best, to buy a ticket to the cinema and watch the sweet life of their own kind. Seven with a bipod versus one with a spoon is a very dangerous proportion, moreover, the number seven itself is of special importance in the practice of public consciousness.

The World Conference of the Elite of the Academic World in Rio strongly recommended changing the course from business greed to sustainable development, warning that a global conflict with nature would join the exacerbation of human contrasts. Instead of the noosphere, the future generation, born now, will receive gas masks and protective suits, and light industry will have to change directions in order to provide an endangered species of mammals with personal protective equipment.

The features of the dominant mode of production are clearly manifested in the development of economic science, but they do not cancel its political status. Moreover, economic science, before making the next round of progress, is objectively obliged to determine the political prerequisites for raising the mode of production to a new level. Try to figure out what more was left to the heirs of A. Smith, D. Hume, R. Owen, J. Sismondi, K. Marx, J. Mill, G. Spencer, T. Malthus - socio-political philosophy or economic knowledge. In their writings, social history turned into political, and they left politics as a means and goal of economic programs of advancement in solving problems of social development. The communist alternative to the bourgeois mode of production has not objectively matured yet. The desire to divide the history of communism politico-economically into two stages and start from the socialist one was blocked, on the one hand, by the politicization of the capitalist economy in the direction of strengthening socially significant milestones, on the other, by aggressive economic policies called upon by protectionist collusion, and by ordinary political deception beyond the measure of trusting communist leaders. convince of the economic inconsistency of socialism. The truth has remained concrete - the political resources of economic science are determined by the objectively historical time of the mode of production by which it was born. Economic

science is unified in its objectivity, but its objectivity reflects historical epochs and therefore has the form of a chain made up of separate concrete historical links that are naturally interconnected. Perhaps, temporarily, such links coexist. A similar experience was calculated by V.I. Lenin's NEP, which he defended in the fight against his comrades-in-arms and caused the rise of the country's economy, and the official political doctrine of the PRC: one state - two structures.

The modern history of economic science, in spite of the numerous tricks of opponents, is following the same political course, the depoliticization of economic theory looks absurd in economic practice. It is enough to look at the movement of exchange rates, follow the stock market news to assess the strength of political influence on economic activity.

Along with the evolution of economic science, economic concepts are also changing, some are rebooted, filling with new content, others are expanding the area of application, others are moving to new positions, the fourth are losing their former significance, while the fifth appear, demonstrating the modernization of economic reality. Moving from concept to concept, it is possible to repeat the historical logic of the ascent of production, to determine the qualitative historical leaps.

K. Marx developed the dialectics of capitalist production from the initial concept of "commodity", seeing in the contradictions of the commodity the embryos of the contradictions of the mode of production. But the commodity was not and could not be the initial phenomenon of economic history. The product itself is a historical product. The commodity and the corresponding concept in political economy are due to the previous stage of economic development. The history of material production started with the manufacture of products that were necessarily related to the life of the manufacturer in the form and quantity in which they were received. The problem of alienation was born and became one of the basic ones in the characteristics of the mode of production later in connection with the possibility of obtaining products in excess of the need to reproduce the conditions for the continuation of labor. Be that as it may, the product turned into a commodity, and the process of alienation from a socio-political phenomenon into an economic law. The concept of "market" also did not fall from heaven. The market grew out of random forms of exchange. As it gained some stability, chance, through the intermediate form of fairs, was formed into a necessity. The market became the basis of exchange activities, and fairs were its supplement. The nature of the market is driven by the need for reproduction. The market is inscribed in the production process and all its attempts to rise above production are unnatural. But the very existence of the market as a way of satisfying the conditions of reproduction is absolutely natural, which allows the market, within certain limits, to manifest its legal position in production. As everyone knows, you

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can show yourself in different ways, especially since the market unites the interests of different subjects of production, each of which wants to be the winner.

Main part

Production unites not only technical and technological actions, their objectively dependent organization, it includes the "human factor", which recently is often called "human capital" - it sounds more pleasant, instills pride in the right to be "reasonable man", besides, almost a capitalist. The "human factor" more accurately describes what is happening directly in production, since production can be completely decomposed on the basis of the concept of "factor" into its constituent "didactic" units. The "human factor" introduces a goal into production, if you are lucky with "human capital" - the professional culture of management, you can "grow" expediency from the goal, that is, systematically organize the relationship of goals, means, methods and forms of achieving it, optimize the production process. In general, production looks like an activity aimed at converting a goal into a result. The correct choice of the goal of production is already considered the first victory, that "good start" that in folk wisdom is equated to "half the battle."

The goal is achieved, the desired result is obtained. A new story begins. The result was not produced for own consumption. So that production does not stop, and the victory does not turn out to be Pyrrhic, the resulting product in the rank of goods must be exchanged for the necessary conditions for the continuation of production. The business involves the market, the task of which is to attach the goods - to find a buyer. The buyer, of course, has his own interests, perhaps not entirely personal, on the contrary, first of all, production. To some extent, the market is also a production; it organizes intermediary services. Such production, however, is more like ersatz production, because it does not perform the function of creating added value for the product, but it actively affects the change in the price of the product. The very concept of "price" is of market origin, therefore it is indirectly related to the fundamental concepts of production of "cost" and "cost" of goods. Price provides profit to the market and the market is an interested subject of the pricing process. This is where another interesting story for the buyer begins.

The market has great opportunities to manipulate goods and prices in the absence of a clear, well-thought-out and organized interaction in the system of relations between producers and consumers. Liberal political economy focuses on the freedom of the market, not caring about the content of the concept of "freedom". Arbitrarily invading the sphere of responsibility of philosophy, liberals pretend to solve their problems by misleading professional thinking and public consciousness. Not all economists-theorists and practitioners are sophisticated in philosophical

reflection. Taking advantage of this situation, liberals cultivate their market "concept" of freedom, trying to free the market from submission to necessity in any of its expressions. In fact, the economic liberalism proclaimed by A. Smith in a specific format was transformed into a banal market anarchism. In countries where democratic traditions are strong, loaded with humanistic values and social responsibility, liberalism is losing its political positions, but it has a serious roof in the face of a thriving financial capital that feeds off the market.

We do not want to deprive the market of the status of a subject of developed cultural production. The market is beyond any doubt it is, but to put the market in the general row of subjects of production, therefore, to ignore the obviousness of a different attitude to the most important indicator of the development of production - the ability to increase value by labor.

The freedom of the market is comparable to the freedom of referees on the football field. The referees do not play, they ensure that the game is played according to the current rules. By their actions, they can slow down the pace, bring down the pressure, play along, but all this happens in plain sight, under public and professional control and is prosecuted in the prescribed manner.

The exchange function of the market objectifies it, it is only important to remember about the ways of manifesting objectivity. The material form of objectivity - the technical and technological objectivity of production, the physical reality of the commodity - is really primary and subordinated to the natural basis of social life; objectivity of production and economic relations, including the organization and division of labor, is a "secondary" objectivity created with the creative participation of subjects of labor - this is natural-historical objectivity. There is also, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence, such a different reality of the market, the ability for organizers to manipulate quite arbitrarily within the market and in the interests of the market. F. Engels explained to E. Dühring: "In a society where commodity production is the dominant mode of production," the market has always been ... a very well-known border among "business people". Due to its specific reality of the "transitional type" from the strictly regulated existence of production to the relativity of the dependence of exchange conditions on natural-historical concreteness, the market combines actions adequate to reality with actions of a specific property, organizing its infrastructure from the latter. The "market people" hide behind an "iron argument" - the market is a "barometer" of the state of production. In a similar situation, all those actions that, according to Hegel's classification, are not valid, are allowed as necessary-conditional. Quite according to the logic of Petzold, who saved Machism from solipsism by introducing into the formula of being a "potential member of a"

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relation”. Petzold did not personify the “potential member,” but it was not difficult to understand that it must be something universal, standing above the subjective form of consciousness. Marketers, absolutizing the position of the market, or rather, exchange by means of the market, achieve control over production. The interest of the market people again makes us remember the power of money.

According to its objective position, the market should not earn more than manufacturers. Otherwise, production will stop, and with it social progress. Now the situation is critical, and the first cause of the crisis is the policy of financiers, the second is market speculation. The prices of real goods on the market have long fallen short of the cost of their actual production, delivery and selling costs. The problem for liberals is one thing - the education of the masses. After all, the 21st century is on the street. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The overwhelming majority of graduates are doomed to be clerks, a clear minority, mostly of their own, plus those who are especially talented make up the pool of top managers. The point is not in the name of the university, but in the interest in you, which very rarely depends on you.

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task of expanding the sale of goods on a production scale so that reproduction was dynamic. Everything was dominated by the need of production for working capital, since the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the competitiveness of the goods. The key factor was the delivery time. "Time is money". Mass production has given rise to the trading principle: the consumer cannot but find what he is looking for! Universal mega stores offered almost the entire assortment of goods in all its possible variety, including price. It soon became clear that the lack of certainty is associated with high costs of raw materials, energy, maintenance of premises, a large number of unsold products, especially those with limited shelf life. The market did not perform as planned with its function. An important event took place that did not receive a well-deserved assessment, perhaps, they did not want to lower the reputation rating of the market. Producers "went to the people" - to study demand with regard to social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning.

B.S. Alyoshin and his colleagues describe the new approach, called “lean production”, as follows: “This type of production fundamentally changes the very purpose of the production process. At the same time, the traditional task of manufacturing a large number of products of the same type that meet the requirements of regulatory documents, from which the

consumer must choose the most suitable for him, is replaced by the task of manufacturing exactly such a product that is needed by this consumer and in the required volume and at a certain time. " Assessment of the transition of mass production to a new stage - the acquisition of rationality - B.S. Alyoshin and his co-authors are clearly idealizing. The shoe fit right at the time of Cinderella in the fairy tale, and that because it was her second shoe, nevertheless, marketing research is really significant for all subjects. Producers cut costs, consumers get more reliable guarantees to purchase the product they are looking for, intermediaries lose their former freedom to manipulate goods and prices. But it is also inappropriate to get carried away with the assessment of transformation. Over the three-hundred-year history of industrial production, the market has developed a protective and compensatory mechanism against "collisions" from below - from producers, and from above - from rulers, the saddest thing is that the market has grown into power through lobbyists, consolidated its interests in the formulation of laws and their interpretation. Its second pillar was the mass media, going without hesitation to any violation of the regulatory limits for commercial advertising, advertising both "white" and "black" - outside the advertising time.

Market information work is universal. It is included in the essence of the functioning of the market and has changed throughout the history of the market. It is no less obvious that market information has sometimes developed faster than the basic part of the market, having formed into a separate segment of market reality, which has as its main reason increased competition between manufacturers - there were more and more goods on the market, and the number of manufacturers also grew. Over time, the market itself has become a subject of competition, actively involving advertising and the means of its distribution.

A high-quality product that satisfies the urgent needs of the consumer does not need advertising. The advertising on the market was the name of the manufacturer, in Russia and in Europe recognized manufacturers added the sign “supplier to the court” of the state ruler to the emblem of their trade. Trade was part of production and was carried out under the control of the owner. Take, for example, the Ivanovo Manufactory, Filippov's bakeries and bakeries in Moscow, K. Faberge's jewelry business. Advertising was the consumer's appraisal, by the way, the ideal of advertising as an objective informational activity and the product should be appraised by public opinion. Today, the ideal criteria for advertising practice is neither written nor spoken about. Advertising was not just separated from the information flow, built on objective data, made a purely commercial event, defining its quality narrowly pragmatically in the interests of the seller. The seller pushed the manufacturer into the background. As for the buyer, in the raging sea of advertising, he is akin to the people

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depicted by I. Aivazovsky in the painting "The Ninth Wave", tied to the wreckage of the mast and hoping for God's help. The best advertising motto is "If you don't cheat, you won't sell!" Based on the "qualitative analysis" of advertising, we introduced the concept of "advertising quality", opposing it to the real quality.

"Real quality", in turn, is also a difficult problem. In international documents, in order to reach a consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of an object or service; or, as a high level of ability to meet the needs of the user. Hence the desire to formalize quality, to bring it to quantitative characteristics in order to obtain a technical problem at the end of the process. The plurality of quality representation is a condition for quality manipulation, the highest demonstration of which is the "work" with the quality of advertising craftsmen.

Production makes sense only as a way of satisfying the needs of the user, therefore, the characteristic of the quality of the product reaches its

peak in the consciousness of the consumer, although the objectivity of quality is revealed by the manufacturer as a specialist. In the old days of guild and manufactory production, the problem of mutual understanding and bilateral satisfaction rested solely on the high cost of production. Watches in the time of Huygens - the creator of the pendulum mechanism - were available only to very wealthy customers. Huygens presented the watch to the King of France. Louis asked: how long will they serve? Huygens replied: they will satisfy your descendants with a constant degree of accuracy. Metal cookware has been calculated for generations. The product did not need to be displayed, the assortment was also limited. The relationship between the manufacturer and the consumer, as a rule (when it comes to durable goods), turned out to be direct, the information was objectively given, guaranteed by the manufacturer and the given goods.

The quality of a product is easier to represent in the form of a triangle (Fig. 1):

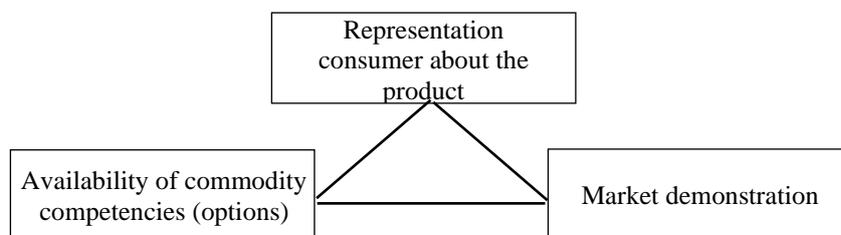


Fig. 1. Architecture of product quality features

Advertising felt freedom both from the objectivity of quality and from responsibility for the sale of the advertised product, when market information lost its direct connection with its subject base, ceased to be essential, moving to the phenomenological level - the art of "presenting" the product won. It is interesting to trace the nature of the evolution of the visual arts and the art of advertising. Realism in painting at the turn of the 19th and 20th centuries gave way to impressionism in popularity. If the realist artist strove to recreate objective reality in the context of human aesthetic feelings - the landscape was intended to show the beauty and power of nature, the portrait - to reveal the spirit of the personality, relying on the originality of the depicted object, then the Impressionists made the play of light their subject, creating new technologies in painting. They preserved the reality of the depicted object, it is easy to see, but the viewer sees the object through interactions with light, the action of which is conveyed by an innovative display technique. With impressionism, a new concept appeared in painting - "plein air".

The transformation of information is similar to the evolution of painting, and advertising is commensurate with the approach to the subject that brought the art of plein air to life. Advertising cannot exclude goods. Elements inherent in the advertised

product must necessarily be present in the advertisement, like the subject of the impressionists, but how to portray the product? This already belongs to the creator of the advertising product, the market of mass production of the "consumer" society, practically does not limit the freedom of advertising fantasy. The difference is in the form of risk. The impressionist risked himself - he could be left without a buyer and go bankrupt, the advertiser, in the worst case, would lose for a while some part of his confidence in his competence.

The informational origin of the organization of market relations was clearly shown by Z. Nozhnikova, a cultural historian, who collected in her monograph "Mysterious Muscovy" the notes of Western ambassadors who visited Russia in the 15th - 17th centuries. The overwhelming majority of Europeans who visited Muscovy on official visits as part of the embassies were surprised by the everyday culture, construction, order and ... prices in the markets. Many made their fortune when they returned home, based on the differences in the prices of goods purchased in Russia and those sold at home. Then information about the quality of Russian goods and their real price was strictly objective, as it should be information, because they received it, as they say, "first hand" - from merchants or manufacturers. Both those and

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others acted within the established by the government regulations under the supervision of the royal orders. Based on documentary sources (P. Petrey, P. Allepsky, I.-F. Kilburger and others), Z. Nozhnikova concludes: "The markets seemed most interesting to many foreigners. There was something to see in the markets (that is, the product advertised itself better than any custom-made advertisement - Yu.M.).

Walking around the market, it was possible to successfully combine the important task of studying the state of trade in Muscovy, to ask the price of future purchases, which, as gifts to relatives and friends, should be bought before the return journey and - perhaps most importantly - marvel at miracles after miracles, as the Moscow market called Ayrman (assistant to the Swedish ambassador - Yu. M.). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its calling card for Europeans who did not know Russia well. It is highly unlikely that today's Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. In Central Asia there is a saying: "No matter how much you say halva, halva, halva, your mouth will not be sweet." It perfectly characterizes our liberal politicians who argue about the market achievements of the Russian Federation. It remains to add to what has been said that the market, being an economic phenomenon, simultaneously reflects political reality. The market can be set free to float, or political control can be introduced over it in the social spectrum of interests; it, like our national toy "tumbler", will remain an indicator of the quality of political management of the economy. And advertising here performs the same function as a concertmaster in a symphony orchestra - tunes the sound. A normal market, that is, truly freely and equitably organized trade, regardless of the size and position of the seller, inevitably requires information support. Everything else is built over the objectivity of information and is designed to objectively refine, cultivate the original objective information product.

In the 1950s - 1970s, agricultural enterprises and industrial enterprises focused on the production of mass-produced goods participated in direct trade without intermediaries. Their outlets were everywhere - stalls, shops, car stalls, etc. The only intermediary was the co-seller, interested in a percentage of sales not less than a percentage of profit, and buying quality goods. All advertising consisted of a beautifully designed signboard informing the manufacturer's address so that the buyer could orient himself and make a choice for the future. The absence of intermediaries (and among them "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices, to make the goods massively available. On the "collective farm" markets, in the shops of the co-trade, queues were really not formed, the exception was the sale of

products of industrial enterprises that deserved the confidence of buyers - furniture, household appliances, clothes, footwear. However, there were significantly more buyers, unlike modern supermarkets. The low inflation rate for 2016 demonstrates the price cap. Prices are comparable with the famous "eight thousand" of the Himalayas. The ascent is not within the power of a mass buyer with its limited purchasing power, but rather individual groups, whose number is also declining. Advertising potential is depleted, and along with the value of advertising, the proportion of information "hidden" behind the external surroundings also falls. There comes a turning point when the true quality of the advertised product is replaced by the desire to make it attractive in any way. In the foreground, instead of the objectivity of information, there is an image, the quality of which becomes attractiveness.

"Attractiveness" is being transformed from an advertising category into an economic one, more precisely, a market brand. Theoretically and even methodologically, "attractiveness" refers to "cross-cutting" concepts that characterize an activity and its products. There are hardly any opponents of this statement. The essence of considering "attractiveness" in the light of our problematics is not in defining "attractiveness" as such, but in its concrete historical manifestation. Activity is a way of implementing an idea; outside of practical activity, the idea will not go beyond the element of consciousness, it remains knowledge and is likely to lose its meaning after some time. Relevance, meanwhile, is not inherent in the activity itself, but in the way of implementing the plan, while the way of carrying out the activity is regulated by space-time coordinates that reveal and limit the relevance of the mode of action. History is made up of actual historical periods - actual stories. A historical phenomenon, regardless of its nature - material or ideal, becomes not when it happens, but only when it is included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "drop out" from the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history.

"Attractiveness" in a broader context has always stimulated activity. In recent history, this concept has acquired a new meaning and, accordingly, a new meaning. It found itself at the center of economic contradictions in the market. It is actively exploited in their own interests by all those for whom the market is the main source of speculation, they will go to "all the hard". Those who have retained the honor of a professional manufacturer see it as a salvation for consumers.

The question arises: why is the position of speculators so stable in the market? The question falls into two parts. The first part - at whose expense do

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they have their "margin"? The answer is simple - they are fed by producers and consumers, of course, not of their own free will, forcedly, obeying the lawful order. The second part - why the laws are spelled out this way and what the government is undertaking at all its levels to be the rule of the people - democracy. On this question, we have to stop asking. Statistics will tell you the answer. In quantitative terms, in comparison with the Soviet period, the government has significantly strengthened by branching, increasing the number of its employees from two to three times, financially increasing the provision of their well-being and merging with the legal marketing business. It would seem that there is little chance of turning "attractiveness" in the interests of production and consumption. So it is, but objectively they exist.

Let's try to approach the solution of the problem in a systematic and comprehensive way. The dissemination in modern scientific knowledge, the systemic and integrated approaches are successfully combined with each other, making it possible to look at the subject of research in two basic projections: from the outside (from the outside) and from the inside. With an integrated approach to production planning, it is required to analyze all the available facets of the object's functioning in order to achieve not just the limiting value of the objectivity of knowledge, but also to obtain the "bulk" of knowledge about the object, to exclude the possibility of overlooking any of its essential manifestations. We often hide behind an accident. This usually happens when we forget the origin of randomness. Chance is born at the intersection of necessities. Prevention of undesirable random events relies precisely on active involvement in the process of cognition and management of an integrated approach.

The systematic approach reveals to us the inner secrets and gives "keys" to the control of the object itself. In the XX century, the concept of "system" has become one of the basic methodological concepts of the philosophy of science. "A system, a set of elements in relationships and connections with each other, which forms a certain integrity, unity." The systemic nature of the construction of knowledge (or the phenomenon of reality) is determined as follows: the object of analysis is conventionally divided into its components, if the sum of the properties of all parts of the system does not coincide with the sum of the properties of the system itself, then we are faced with the system. The relationships between the parts of the system cause synergistic effects, which is the reason for the discrepancy in the values of the sums of properties.

The system is also distinguished by the presence of a special factor that forms the system, it is defined as system-forming. System-forming factors can be monistic - for example, a crystal grows, on the same factor D.I. Mendeleev built the Periodic Table of Chemical Elements, the first to understand the significance of the difference in atomic weights, or dualistic. For a long time they could not decipher the systemic basis of the hereditary function of DNA until the idea came to split its chain. It seems that the DNA chain is born by the relationship of two bases, functionally interdependent - an element and a property. They are, as it were, "tied" to one another, due to which the double helix of DNA appears. K. Marx, as already noted, revealed the systemic structure of the commodity, presenting the commodity as an alienable product with exchange and use value. The systemic status of the goods determined the order of relations in the commodity market, but not immediately. A. Smith understood why an increase in labor productivity is not accompanied by an increase in workers' wages.

Political economy, as a science, penetrates into the logic of systemic relations that determine the existence of a rank, but not its reality. The reality of the market is already a different system, different from the system of being of commodity production. The market is determined by socio-political reality, therefore, something happens on the market that is not included in the logic of commodity production, but is an actively operating infrastructure. The formal logic is simple: historically, mutual satisfaction of the interests of the producer and the consumer is necessary. Only then will history also be a "reasonable history" of a "reasonable person". The real story seems to be outwardly irrational. In fact, real history is also reasonable, the path to the reasonableness of historical movement is similar to the movement of a train leaving a large station with many tracks and switches to the main track.

The system-forming factor in constructing the concept of product attractiveness, in our opinion, should be the ability of the product to cause the relevance of the need for it. There is little interest in the buyer; interest must be given the form of an actual need for the offered product. Need is the most important indicator of the psychophysiological mood of a person. "Needs - the need of a living organism for something that is necessary for its life and development; needs create the motives of behavior." In the scientific literature, there are several attempts to classify human needs. Unfortunately, none of those that we know appear to be systemic. The most often mentioned is A. Maslow's Pyramid of Needs, shown in the following fig. 2.

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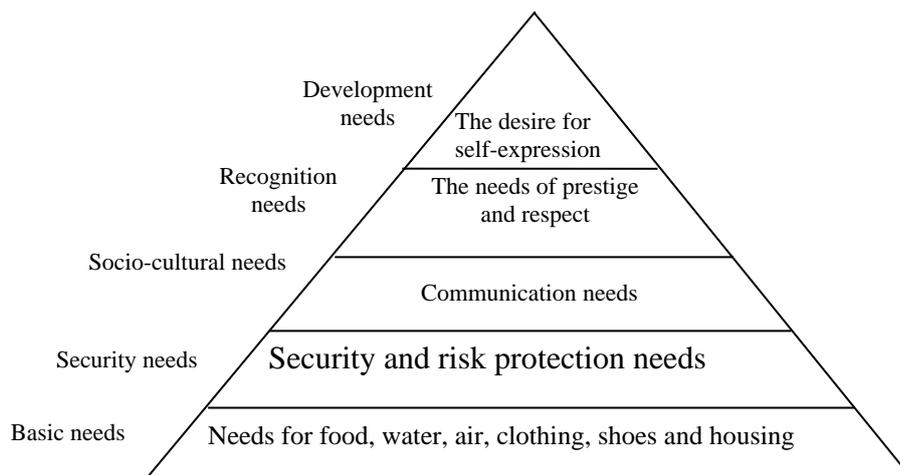


Fig. 2. The pyramid of needs (according to A. Maslow)

A. Maslow believed that based on the analysis of the degree of satisfaction of the given needs, it is possible to build effective company management. Some authors, in particular B.S. Alyoshin, L.N. Alexandrovskaya, V.I. Kruglov, A.M. Sholem confirm that "during its use, a number of clarifications were made," and in general, it "became the most important tool for the manager's activity."

In our understanding, the Maslow Pyramid is interesting as a general approach to the collection of needs. It lacks cultural - moral and aesthetic needs, needs for knowledge and skills, physical development, health. Physiological needs are traditionally laid in the foundation of the structure, which clearly limits them functionally. The system of human needs should be built on the principle of the dualism of human nature. The dualism of human nature, in one way or another, manifests itself not only in relation to the basis and superstructure, but also functions at all levels of the individual's personal and social life. In addition, it is necessary to emphasize the socio-temporal and socio-spatial concreteness of needs, the importance of their relevance.

In terms of analyzing the problem of "attractiveness" of a product, the genesis of the buyer's needs is of particular importance. From the point of view of genesis, human needs are studied mainly in the two most general angles, due to specific species - biological and social. Distinguish between inborn needs and those acquired in socio-cultural history. We think this is insufficient, since the time factor and social specifics are not reflected in the development of needs. It is important to separate needs into potential and actual. Actual needs are initiated by external factors of life; in a market economy and its mass stage, they are very significant in the light of work on a business perspective.

The modern buyer from the outside looks "advanced", but his awareness is clearly amateurish type, especially among young people who try to show

themselves as knowledgeable, not realizing that the guide of his awareness is, with rare exceptions, the same advertisement that induces knowledge in a direction beneficial to the seller ... The consumer finds himself on a leash with market interests. The consumer needs to be educated and the market is happy to do this, least of all, naturally, thinking about the needs of buyers. It is important for the market to awaken the need and activate it supposedly in two-way interests. Interests, possibly, are mutual, only here it is far from parity.

We do not assess the market as a whole. The market is diverse, morally responsible sellers work on it, unfortunately, they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a pine forest" depicts three bears in the very center of the canvas. It is on them that the gaze of a visitor to the Tretyakov Gallery falls, but the artist in the title of the work points to the morning forest, inscribing the awakening of bears into its silence. The market is also inscribed in the general picture of the contradictions of world production aimed at the benefit of the producer and the intermediary. They are ready to share with the consumer, but not as an equal partner. The "third" is doomed to pay for the interests of the first two.

Formally, such a ratio is objectively necessary. Production needs development, it needs profit. Profit is mainly provided by the market. The seller is also a kind of employee and rightfully has his share. Only the buyer turns out to be a non-worker in the market, even the police and that in the service. To the consumer and to promote production progress with his wallet - after all, production is market-based. The market is likened to controlled chaos. This is the essence of liberal economic policy. In those countries where management has been practiced for centuries, chaos is less noticeable. The principle formulated by V.S. Chernomyrdin. There are only doubts about the first part of it - the desire to do what's best has almost

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disappeared. In connection with the above considerations, the question arises: is it possible to change the situation in the interests of the consumer? It is possible by changing the policy regarding production, but first about private.

The concept of "attractiveness", used to characterize a product, can be correctly considered in two editions - objective and subjective-objective. An attractive product should objectively be such - of high quality in order to exclude deception. As for the value for money, it is well known how this is speculated. At the same time, it is also clear that a quality product is not a cheap pleasure. The quality of a product does not

automatically mean that the ability to purchase it is limited. Quality has several levels - quality states. It is necessary to strive to provide an assortment of quality in order to expand the purchasing experience at the expense of the price range.

The quality of a product is a basic objective parameter of attractiveness. Above the quality is built on what we define as "a subjective-objective characteristic of the attractiveness of a product." The name emphasizes the duality of the nature of the properties of attractiveness that form the superstructure. It is advisable to depict them schematically for clarity (Fig. 3).

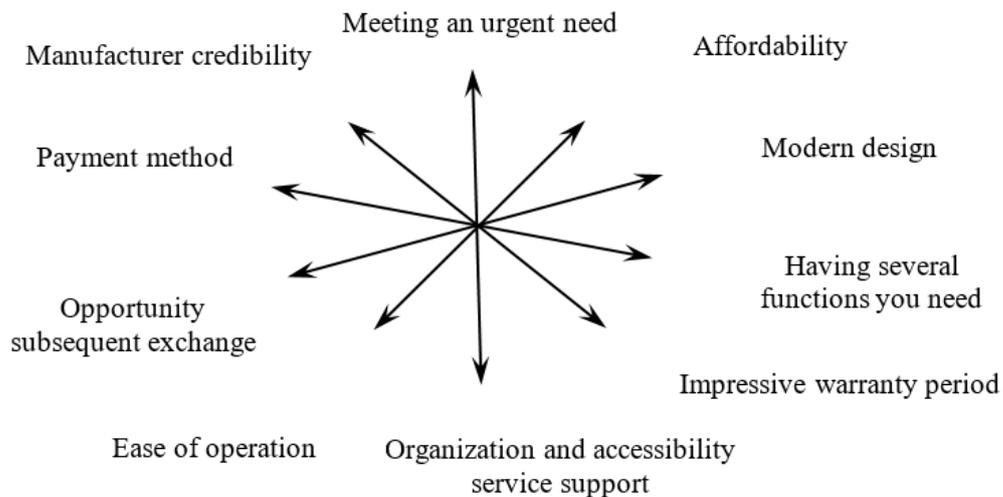


Fig. 3. Architecture of factors of product attractiveness

The concept of "product attractiveness" has not been specially researched. It existed in the form of an idea, mainly not in the interests of the consumer, but as a task of advertising work. Therefore, the attraction was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product that cannot be passed by.

The time has come to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer was carried out in Japan, and it is with them (but not only) that the successes of Japanese industry in the 1980s and 90s are associated. "The Japanese," writes B.S. Aleshin, were the first to realize the importance of a better understanding of the needs of the consumer (client) and the need for a systematic approach to analyzing his expectations in order to identify the degree of their influence on the technical characteristics of the product being created and ultimately ensure the maximum value of the product for the consumer. " Japanese economists have calculated that by creating attractiveness of a product, producers activate their reserves and move production forward, i.e. "Attractiveness", in its true sense, is

mutually beneficial and it is not necessary either in production or in the market to disorient the consumer.

In Japan, and not in America and Europe, for the first time a ball was given an assessment of the quality of the attractiveness of a product. It was the Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in prices and inflict an irreparable blow on the original goal. One of the leading analysts, I. Ishikawa, refuting the opinion of skeptics, everywhere asserted the immorality of raising prices while improving the quality of products. He explained that getting better quality products is due, first of all, to a reduction in production costs - a decrease in defectiveness, an improvement in the organization of production, technological discipline. All of these operations do not require a significant increase in costs and are associated with a reduction in the ultimate cost, and hence the price of the goods. An exception is the case when a better quality product is produced as a product of a "fundamentally new technical level".

Effective economic management in a developed and responsible production environment is based on

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the “three golden truths” learned from many years of successful management practice:

- economic longevity and authority in the market are associated with concern for the quality and price of a quality product;
- greed is not only immoral, but also very uneconomical, as it testifies to the ignorance of management, which always costs dearly to production;
- people as consumers and producers are the gold fund for the development of production.

If you want to earn professional authority, organize the production of a product that is necessary, of high quality and accessible to a consumer with limited purchasing power. Then it will be possible to think about sales without being nervous, and not to pay advertisers, risking to end up at the “broken trough”. A popular Canadian writer in the middle of the last century, S.B. Leacock explained: “Advertising can be said to be the science of obscuring the mind of a person until you get money from him. “Advertisers” are difficult to judge. They did not invent themselves, they were born by those who were not saved by simple but objective information. Unable to win the consumer's gratitude, manufacturers that were not in demand “in white” were looking for an outlet to the buyer through an intermediary who was ready to work “in black”, and most importantly, to put aside high moral principles.

Recently, the President and the Government have increasingly emphasized the importance of ties with eastern neighbors. The concept of “Total Quality Management (TQM)” is positioned as an economic theory of a mass consumer society. We agree, but note that its basic part is built on social philosophy. The origins of TQM were the same Japanese in collaboration with creative Americans. K. Ishikawa organized in the 1950s JUSE - “The Japanese Union of Scientists and Engineers”. E. Deming and J. Juran actively helped him. The central goal of JUSE was to develop a methodology for economic policy to improve the quality of industrial products. Drawing on the experience of the USA and Europe, JUSE was only taking its first steps. Further, not without the influence of the national mentality, the developers went their own way with an emphasis not on quality control, but on the consumer - “the consumer is always right”. The frame of reference has changed from “manager” to “consumer”. The place of the “boss” was taken by the “consumer”, the castling demanded to change “the very system of achieving the goal in the new conditions of competition in the market.

The emphasis on the consumer means not only his leading role in the activities of the system, but also obtaining reliable information about the needs and wishes of the consumer. Therefore, there is a need for “contact personnel”, on which depends not only the reliability of information coming from the consumer,

but also the subjective image of the company in the eyes of the consumer. The people involved in the development, production and delivery of a product in accordance with the new paradigm should be seen as a customer satisfaction support person. They must be combined and included in a system that fulfills the main goal - to increase the value of the product for the consumer and reduce its cost”. This is how the essence of the new paradigm for the development of production was determined by B.S. Alyoshin et al., And we found an economic prototype of the concept of “attractiveness” in our predecessors.

Initially, it acted as a tandem of the concepts of “value” and “decrease in value”. Now we can confidently name the time when the mass consumer will “live well” in Russia - when the current paradigm will change - “to snatch the jackpot”. Not soon. The Japanese were promoted by the national mentality, the Europeans - a three-hundred-year history of grinding relations in the market, the Americans - a well-fed life without wars on the territory. In order for our manufacturers and managers to move the economic arrow to a new paradigm, they must have a dispatcher's order. Their psychology - individual exceptions, like the first swallow, do not change the picture, stronger than the walls of the Brest Fortress and the market is ready to stand to the last. Our market is interested in the buyer exclusively as an economic entity, but not as a person, personality, fellow countryman. The national flavor of the market has long been different from the national composition of the Russian Federation. Market prices are not set by the buy-to-sell ratio; they are regulated by the boss's margin. If we do not really implement TQM in the near future - not by bureaucratic reports, it is not clear who and what will be protected by the valiant Aerospace Forces, the Navy and the army.

Where are serious, systemic studies of satisfaction with the product of the Russian buyer? Meanwhile, the indexing of the degree of satisfaction allows one to quantify the contribution of various components of the quality of production, and not to operate with average values. It is hard to get rid of the thought that the official reaction to TQM serves as a cover for the practical activity of blocking the introduction of this system into the real process of the economic movement. The fact is that TQM radically changes the understanding of the value of the contribution of all participants in the production of a product, clearly defining who did what and how. Our manufacturer is hardly ripe to welcome such an audit.

Methodologically, the turn of producers and sellers to face the consumer is already outlined according to the main items, nothing needs to be invented, and serious funds are invested. In the literature, there is a step-by-step route for comprehending the idea of real humanization and democratization of production, corresponding to the construction of a consumer society. It can even be

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found in textbooks. We read "The focus on the consumer is as follows:

- processes exist to meet the needs of people and the needs of society;
- processes are useful if they add value to people and society;
- desires and needs are different in time and space (for different nations and cultures);
- the processes are different in different cultures and in different nations;
- needs and processes for their satisfaction can be modeled and tracked using statistical analysis;
- the best model of the process of meeting the needs of society should be adopted by the management with the direct participation of each member of society. "

The last position is formulated not quite correctly in relation to "every member of society", such a total task is more romantic than realistic. For a start, a simple majority of consumers will be enough. Then a chain reaction will begin and with each step everyone will be closer to the result.

Consumers differ not only in their requests and claims. The bottom has a different social status, their subjectivity. The consumer can be a person, a social group, an industrial education. Therefore, in theory there is a classification of the external consumer, which is based on the principle of the "final link" of the production chain. The consumer status is similar to the production status. Just like the production process, consumption involves several stages in the preparation of the final product. Manufacturers can also be consumers, but they represent intermediaries. The end consumer is a single person. Man is the beginning of social history, its main tool and goal of social progress. Is it possible to put the consumers of other subjects in the row? Naturally, but their consumption is conditioned by human activity. For example, science is primarily interested in the exploration of outer space. She is a direct consumer of the resulting product, she is also a customer and a participant in a technical project. Spacecrafts are a product of scientific and industrial interaction. In this way, production develops its technological base, therefore, technological innovations undoubtedly belong to a number of products. As a rule, various departments cooperate with scientific research, receiving their share of the product. Nevertheless, no matter how much we continue to track the path of the research product, the end point will be the person - his health, well-being, safety, cognitive and practical interests.

Highlighting the final status in human consumption, this conclusion should not be absolutized. The interests of a single person - the consumer - are important, but they cannot be viewed in isolation. Mass production, no matter how "zealous" it may be, is not capable of working for

individuality. As much as possible, it can be closed to a small social group.

The imperative of fashion and technical and technological capabilities form specific social and specific historical limitations of production. Individuality manifests itself through the group form of reality. Only through social belonging - gender, age, purchasing opportunities, psychological status, upbringing, nationality, a person is guided in the consumption market, while having quite enough freedom of action within the framework of the social conditioning of their tastes. Someone makes their choice consciously, others - subconsciously, and still others, combining prudence with the collective unconscious (K. Jung).

Economic science considers the external consumer as a combination of three groups: a specific end user - a person; an intermediary consumer (reseller, distributor); collective unitary enterprise. To correctly determine economic priorities, it is necessary to study the consumer interests of all external consumers. The meaning of consumer preferences for a manufacturer is different and depends on the status of the enterprise itself, its production orientation. But the problem of "attractiveness" of the product cannot be avoided in all cases.

"An enterprise must carefully control the entire chain of the supplier-consumer interaction process. Large enterprises practice questioning their regular and potential customers once a year. The questionnaires include, as a rule, no more than seventy questions. To adjust their goals in long-term planning, once every three years, manufacturers send out more detailed questionnaires intended for large consumers of the manufactured product.

The Japanese mentality has prompted reflective managers that those who look forward to the future should not limit themselves to understanding the current consumers. The end consumer is a member of a family, a local community. Behind him are future buyers, who have not yet decided for themselves the question of what to buy from whom. Word of mouth is free and more productive than advertising. The buyer should be transferred from an abstract opportunity to the state of "his" person, included in the system of partnerships. While the thought of buying, consolidating the need for a product, matures as a desire, it should be informed of the vector of movement to the appropriate manufacturer.

"Focus on the consumer" is freely converted into a technical and economic task - to give their products an attractive look. Such a product does not need advertising costs of production, on the contrary, it helps to reduce the cost in the end, make a real "sale" and accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who underestimate the value of the factor of product attractiveness for the consumer, who

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only think about how to reduce production costs: "The emphasis on the consumer in solving all issues allows the supplier to check its course in the competition according to the consumer's compass every time, guaranteeing itself a fair reward and at the same time satisfying the consumer's expectations regarding the value of the product, its cost and delivery time. A satisfied customer not only returns to such a supplier, but also contributes positively to the marketing of that business through the 'passing along the chain', which affects the overall image of the company. "

The renowned management specialist and his colleagues needlessly spared the producers' sentiments by presenting the case in a positive light. Our manufacturer and salesperson often needs to be immersed in a negative perspective in order to intimidate, especially the employees of the "counter". The buyer through the information consumer chain is able to turn away from the purchase of problematic goods, and then the manufacturer will have "disease No. 1" according to E. Deming.

The producer and the final consumer of his product are separated by the continuation of production and the market. It is necessary to reduce this division to a minimum, so that there is less mediation between the two workers - the one who produces the goods, and those who, with their honestly earned funds, legitimately want to buy what he likes and at a fair price. The solution to that problem lies in the market plane. The manufacturing company must include itself in the market process by organizing a proprietary way of selling the product. This will free the market from counterfeiting, reduce the price burden on the end consumer, monitor the promotion of goods, better and easier to study the buyer's demand, accelerate the receipt of working capital, and work more effectively on the quality of the goods, taking into account the wishes of the consumer.

In Japan, along with the traditional Kairio method of quality management, aimed at technical and technological leaps - micro revolutions, under the influence of the development of relations with the consumer, the Kaizen approach has become widespread. Unlike "Kairio", "Kaizen" does not imply large investments, it is aimed at small improvements in the quality of the product, but it stands out favorably in that it is designed to involve an unlimited number of specialists-researchers, designers, scientists, and all thinking, interested workers in the process. ... A qualitative effect that adds to the attractiveness of the product and the consumer is achieved by combining a large number of small steps with a large number of people willing to take part and able to work for the result.

The Americans had a similar idea of how to solve the problem, they called it "cervelat tactics." It is not customary to cut sausage of the cervelat type with thick circles - it is inconvenient to eat, so they cut

it off with thin plastics, but the result is the same as in the case of soft sausage. The Japanese, impressed by the mental imperative, remarkably described by the international journalist V. Ovchinnikov ("Sakura Branch"), squeezing ideas out of the product to the end, adapted the cervelat principle to the management of production development, mainly to increase the attractiveness of the product. In addition to the described effect, "Kaizen" consolidates employees, convincing them of how important each of them is, if he is interested in the result, forms the need to improve personal skills, and develops a sense of professional pride.

There is a lot to learn from the Americans, in particular their persistence, self-confidence and their capabilities. W. Churchill once said: "You can always count on the Americans to do everything right after they have tried all the other options." In the 1990s, US industry faced serious sales and development problems. After analyzing the results of the business, the Americans identified three priorities: customer satisfaction, the need to reduce production costs and cycle times.

The analysis of the situation made us pay attention to the importance of combining efficiency factors, especially the focus on the consumer, reengineering and informational component. "Mass consumer" has supplanted "mass production". This is how the American company "Levis", famous for sewing jeans, has returned the leading position of the manufacturer of women's jeans.

Leveraging information technology, Lewis has offered customers 2,400 sizes in a variety of colors and styles. Directly in the company store or department, it was determined on the basis of jeans with built-in magnetic measurements, the individuality of the sizes, the clerk transmitted the order for production by computer and without delay the customer received what she dreamed of. Smaller enterprises generally began to go directly to the consumer, bypassing intermediary stores and warehouses, accepting customers in offices with the function of selling goods.

The concept of "product attractiveness" is partially revealed in the concept of "product value". In special literature, "product value" is defined as "a set of quality parameters expected by the consumer for the product he needs and their values that meet the needs of the consumer." The product value unfolding is called the "customer satisfaction tree".

For the value of the product to cause consumer satisfaction, it is important not only to be concerned about the quality of the product, but also to remember that the consumer's consciousness is not a constant, it moves and matures. The expression "the client is ripe" characterizes the process of interaction between the producer and the consumer. The consumer in such an interaction is primarily represented by mental activity. The sources of mental readiness to accept the

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manufacturer's proposal as coinciding with their own idea of the attractiveness of the product are not uniform. Usually they include:

- the authority of the manufacturer;
- information from reliable sources;
- consumer communication, informal communication;
- the presence of the product in the past experience of the buyer;
- the relevance of this purchase for the buyer.

If psychologically the image of the product as attractive has formed, then relations from the phase of abstract possibility pass into real possibility. The next step - the transformation of a real opportunity into the reality of purchasing a product you like will depend on the ratio of producer and consumer costs. For the first, we are talking about the ratio of cost and price, for the second - the price and quality of the product.

J. Juran emphasized a special place in the structure of consumer demands for the quality of services. B.S. Alyoshin gives a decoding of the qualities of a service that can interest a consumer in a purchase.

In all modern quality management systems in the context of provisions on prestigious awards (EFUK, UOK, IAQ, TQM, etc.), such an indicator as the degree of satisfaction with consumer products stands above all others, occupying in a weight ratio from 1/5 to 1/3 cumulative points. This indicator has the least points - 180 (out of 1000) in the Regulation on the

Prize of the Government of the Russian Federation in the field of quality.

We understand that customer satisfaction with a product should not be limited to the consumer appeal of a product. Product attractiveness is superimposed on satisfaction, remaining part of attractiveness. There are products that initially, perhaps, did not belong to the range of attractive ones, for example, gifts or something purchased "on the occasion" by necessity. The attractiveness was discovered later, as it was used for its intended purpose. But the comparison between satisfaction and attractiveness is quite correct and indicative. Moreover, at the junction of these concepts there is a test zone for characterizing the degree of development of production.

Dear respondent!

What indicators would you give preference to when analyzing and researching the status of the concept of "Product attractiveness", taking advantage of the privileges - to assign them an appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher digit, ensuring that the requirements of the arithmetic series are met, namely, avoiding missing digits in the arithmetic series. If you have difficulties in choosing preferences, you can use the "linked ranks", assigning two or more factors the same rank, but here you must comply with the requirements of the arithmetic series (Table 1 - 7; Fig. 4 - 10).

Table 1. Analysis and research of the status of the concept of "Product attractiveness"

№	Product attractiveness indicators	Rank
1	Feeling the need to buy a product	7
2	Reliability of goods	2
3	Manufacturer's responsibility for the quality of the goods	1
4	Completeness of goods	3
5	Service courtesy	17
6	Trust in the seller, manufacturer	16
7	Impressive warranty period	4
8	Product availability	8
9	Communication with the seller	25
10	Mutual understanding with the seller, his interest	26
11	Service culture	27
12	Affordability	9
13	Customer satisfaction	10
14	The level of readiness of the consumer to make a purchase	111
15	The level of interest of the manufacturer in the formation of the attractiveness of the product	19
16	Consumer buying opportunity	12
17	Manufacturer credibility	5
18	Consumer communication	24
19	Presence of opinion of an earlier made purchase of an ideal product	13
20	The consumer's need to buy an attractive, original product	23
21	The relevance of this purchase for the buyer	14
22	Possibility of subsequent exchange of goods	20

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23	Availability of several necessary functions for the product	6
24	Modern design	22
25	Payment method for purchase	15
26	Ease of operation of the product	21
27	Organization and availability of service support for purchased goods	18

Table 2. Results of a survey of teachers and students - commodity experts on the impact of "Product attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors																										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27
Lecturer 1	2	1	3	6	19	11	15	9	22	14	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24
2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6
3	5	6	7	12	13	14	15	4	16	17	5	3	17	18	19	2	23	20	7	17	1	21	8	9	10	11	22
4	24	4	8	10	11	3	12	7	24	2	1	26	18	20	19	5	9	13	16	21	14	15	17	22	23	6	25
5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19
6	7	2	1	3	17	18	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18
7	2	5	4	3	26	17	6	16	27	25	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13
8	1	3	11	12	13	5	6	5	12	14	6	7	8	9	10	12	5	3	2	1	12	13	15	11	1	2	3
9	1	3	11	22	5	15	16	14	4	8	6	2	13	19	17	24	12	18	4	23	21	7	26	9	10	20	25
10	1	7	10	17	18	19	15	8	20	21	16	2	9	6	22	11	12	11	13	14	3	23	4	25	24	5	26
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10
12	2	8	9	13	23	22	7	12	21	20	27	11	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17
13	1	2	18	16	17	14	15	11	13	12	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23
14	3	1	4	11	7	5	6	8	10	9	19	2	25	15	22	13	12	26	20	21	14	15	16	23	24	17	18
15	1	19	18	17	22	4	6	3	26	25	24	2	21	15	15	14	12	13	5	11	6	20	7	10	9	8	23
16	13	4	8	23	20	7	19	12	11	10	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25
20	4	2	3	1	16	7	5	6	14	17	13	9	8	19	22	12	18	11	19	21	23	24	20	20	25	15	10
21	1	5	6	2	23	7	22	24	21	20	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10
22	4	1	2	3	6	5	7	8	22	10	9	11	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26
23	9	1	2	4	14	13	26	3	15	16	17	4	10	11	18	5	6	12	19	20	7	21	8	23	22	24	25
24	5	19	20	21	27	6	23	4	26	25	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22
25	2	5	12	19	6	26	13	7	18	20	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14
26	7	5	1	4	8	6	14	9	24	15	26	20	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13
27	5	3	11	15	21	6	20	12	7	19	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14
28	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
Lecturer 29	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26
Student 30	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
31	14	3	15	13	12	22	26	6	10	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27
32	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10
33	2	8	1	25	23	18	9	5	24	21	22	6	18	10	11	13	12	20	7	14	4	19	15	3	26	16	17
34	5	6	11	18	12	9	13	3	23	19	22	4	8	1	20	7	10	25	14	16	2	24	15	21	26	17	12
35	3	3	10	9	9	8	8	5	19	17	11	4	18	1	18	11	2	15	16	14	2	6	7	13	12	12	7
36	3	3	13	12	11	10	9	5	25	22	14	4	23	1	24	9	15	20	21	19	2	6	7	18	17	16	8
37	3	2	13	12	11	10	9	5	26	22	14	4	23	24	25	9	15	20	21	19	1	6	7	17	18	16	8
38	1	2	1	4	4	2	5	11	13	14	6	3	1	21	12	7	8	15	16	18	1	19	9	2	20	17	10
39	9	2	8	12	21	11	27	10	10	20	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20
40	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16
41	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27

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42	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22
43	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10
44	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27
45	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5
46	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8
47	2	3	8	6	20	19	12	18	21	22	23	5	9	6	13	8	9	4	7	10	1	11	14	3	15	17	16
48	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19
49	5	1	2	4	19	16	6	7	22	23	24	8	11	12	13	9	17	25	18	14	3	26	10	20	15	17	21
50	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19
51	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16
52	19	1	2	6	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18
53	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21	6	20	23	24	25	2	5	13	22	26	21	19
54	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23
55	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25
56	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25
57	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16
58	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19
59	1	6	5	10	4	7	3	8	2	9	13	24	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18
60	3	5	11	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10
61	19	4	3	2	5	15	24	1	14	25	13	6	12	10	11	26	10	16	23	19	9	21	22	20	17	7	8
62	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7
63	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15
64	3	2	3	4	2	1	4	5	4	5	3	2	5	5	6	7	4	5	5	4	7	8	5	4	3	8	6
65	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22
66	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16
67	7	1	14	20	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11
68	3	1	14	15	20	4	23	2	26	16	6	4	24	25	22	19	18	17	13	11	5	6	12	10	8	7	9
69	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12
70	2	9	2	3	10	12	21	1	11	13	14	15	16	22	26	4	25	17	20	5	6	24	18	23	19	7	8
71	5	1	4	12	18	11	14	13	16	17	15	6	7	25	19	2	3	20	26	23	8	22	21	9	24	10	24
72	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27
73	25	1	4	5	14	24	6	2	17	23	22	3	16	21	18	7	8	20	13	15	9	15	10	11	19	15	12
74	2	7	12	16	4	13	17	10	14	8	15	22	3	10	6	5	21	23	25	20	9	11	24	1	26	19	18
75	11	1	2	12	27	13	3	10	26	25	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6
76	3	8	20	10	22	15	24	9	25	23	21	2	11	6	16	5	13	26	17	14	1	19	4	7	27	12	8
77	8	1	9	7	18	23	27	2	10	19	26	24	3	20	11	21	4	17	12	22	16	5	13	15	6	25	14
78	10	2	5	27	21	14	26	20	25	24	23	8	17	22	19	18	16	15	9	3	6	11	1	13	12	4	7
79	5	4	24	3	9	8	7	6	18	19	20	21	10	22	14	23	1	11	25	18	12	13	26	2	15	16	17
80	6	26	5	18	19	4	25	2	3	15	14	24	13	12	2	23	22	10	11	9	1	16	8	17	20	21	7
81	1	2	6	8	23	14	7	3	15	16	24	4	9	17	25	18	19	27	20	21	5	26	22	12	13	10	11
82	2	1	7	6	19	3	18	17	20	21	13	12	23	8	22	24	4	15	16	26	5	11	10	27	25	9	14
83	1	12	9	17	8	10	7	13	21	27	6	16	19	20	25	5	26	22	2	3	23	4	11	14	24	15	11
84	1	2	4	7	17	11	8	9	22	19	20	3	18	27	12	5	13	23	14	21	10	25	6	16	26	15	24
Student 85	12	9	2	24	14	8	25	4	20	15	22	5	6	18	13	19	7	21	16	17	1	23	13	12	3	11	10
Etalon 86	2	1	3	4	13	14	5	15	16	17	18	1	6	19	7	8	9	9	10	2	6	11	7	3	12	5	4

Table 3. Results of a survey of teachers and students - commodity experts on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factors																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	QC
1	2	1	3	6	19	11	15	9	22	4	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24	0,4 8

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

2	2	1	3	24	9	8	21	17	22	0	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	0,4	3		
3	5,5	7	8,5	14	15	16	17	4	18	0	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	0,4	7		
4	24,5	4	8	10	11	3	12	7	24,5	2	1	7	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	0,2	8		
5	25	4	5	10	11	3	12	6	13	4	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	0,3	0		
6	7	2	1	3	17	16	4	8	25	2	6	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	0,7	5	
7	2	5	4	3	26	17	6	16	27	2	5	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13	0,7	5	
8	8	6	18,5	21,5	24,5	10	12,5	10	21,5	2	12,5	1	4	15	16	17	5	10	6	3,5	1,5	5	21,5	24,5	27	5	1,5	3,5	6	0,2	7
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	0,2	9		
10	1	7	10	18	19	20	16	8	21	2	17	2	9	6	23	11,5	13	11,5	14	15	3	24	4	26	25	5	27	0,5	6		
11	1	1	3	5	16	17	6	7	21	2	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0,5	0		
12	2	8	9	13	23	22	7	12	21	0	27	1	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17	0,7	5		
13	1	2	18	16	17	14	15	11	13	2	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23	0,4	5		
14	3	1	4	11	7	5	6	8	10	9	20	2	26	15,5	23	13	12	27	21	22	14	15,5	17	24	25	18	19	0,5	1		
15	1	0	19	18	23	4	17	3	27	2	25	2	22	15,5	15,5	14	12	13	5	11	6	21	7	10	9	8	24	0,3	5		
16	13	4	8	23	20	7	19	12	11	0	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17	0,4	1		
17	1	5	10	11	16	7	12	24	17	1	8	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	0,5	9	
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15	0,3	6		
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25	0,3	6		
20	4	2	3	1	16	7	5	6	14	7	13	9	8	19,5	24	12	18	11	19,5	23	25	26	21,5	21,5	27	15	10	0,4	4		
21	1	5	6	2	23	7	22	24	21	0	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10	0,4	8		
22	4	1	2	3	6	5	7	8	22	0	9	1	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26	0,4	5		
23	10	1	2	4,5	15	14	27	3	16	7	18	5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	0,5	4		
24	5	9	20	21	27	6	23	4	26	5	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22	0,3	1		
25	2	5	12	19	6	26	13	7	18	0	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14	0,5	1		
26	7	5	1	4	8	6	14	9	24	5	26	0	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13	0,4	4		
27	5	3	11	15	21	6	20	12	7	9	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14	0,4	7		
28	14	3	15	13	12	22	26	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4	1		
29	14	3	15	13	12	22	26,5	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26,5	0,3	9		
30	14	3	15	13	12	22	26	6	20	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4	0		

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

31	14	3	15	13	12	22	26	6	20	2	1	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,4
32	11	1	7	14	18	12	8	3	17	9	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	2	0,5
33	2	8	1	26	24	18,	5	9	5	25	2	23	6	5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0,6
34	5	6	11	19	5	12,	9	14	3	24	0	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,	0,7
35	4,5	4,	15	13,	13,	11,	11,	5	7	27	4	16,	6	25,	1	25,	16,	2,5	22	23	21	2,5	8	9,5	20	5	5	9,5	0,7
36	3,5	3,	15	14	13	12	10,	5	6	27	4	16	5	25	1	26	5	17	22	23	21	2	7	8	20	19	18	9	0,6
37	3	2	14	13	12	11	9,5	5	27	3	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	0,6	
38	2,5	6	2,5	9,5	9,5	6	11	17	19	0	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	0,5	
39	9	2	8	12	21	11	27	14	10	9	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	0,3	
40	11	1	9	22	6	25	12	7	15	6	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	0,4	
41	10	4	17	23	5	11	24	1	18	2	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	0,3	
42	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	0,3	
43	1	5	6	12	26	13	14	15	23	4	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	0,6	
44	9	1	22	14	6	17	7	2	23	6	5	0	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	0,3	
45	3	1	4	1	7	17	12	26	19	11	2	2	3	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	0,2
46	2	1	1	13	21	22	12	24	23	7	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	0,3	
47	2	3,	10,	5	7,5	24	23	16	22	25	6	27	6	5	7,5	17	10,	12,	5	5	9	14	1	15	18	3,5	19	21	0,4
48	1	6	7	13	14	8	15	9	24	3	22	0	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	0,5	
49	5	1	2	4	20	16	6	7	23	4	25	8	11	12	13	9	17,	5	26	19	14	3	27	10	21	15	17,	5	0,7
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51	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16	0,3	
52	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,4	
53	1	3	7	9	11	12	10	8	14	5	16	4	17	18	5	6	20	24	25	26	2	5	13	23	27	5	19	0,6	
54	1	2	6	3	12	18	15	13	16	9	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23	0,4	
55	16	2	17	12	10	13	18	14	19	1	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,4	
56	16	2	17	12	10	13	18	14	19	1	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,4	
57	6	7	8	23	25	24	9	17	27	2	18	0	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16	0,3	
58	3	1	16	1	8	22	27	9	18	3	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19	0,3	
59	1	6	5	10	4	7	3	8	2	9	13	4	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18	0,2	

Impact Factor:

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ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

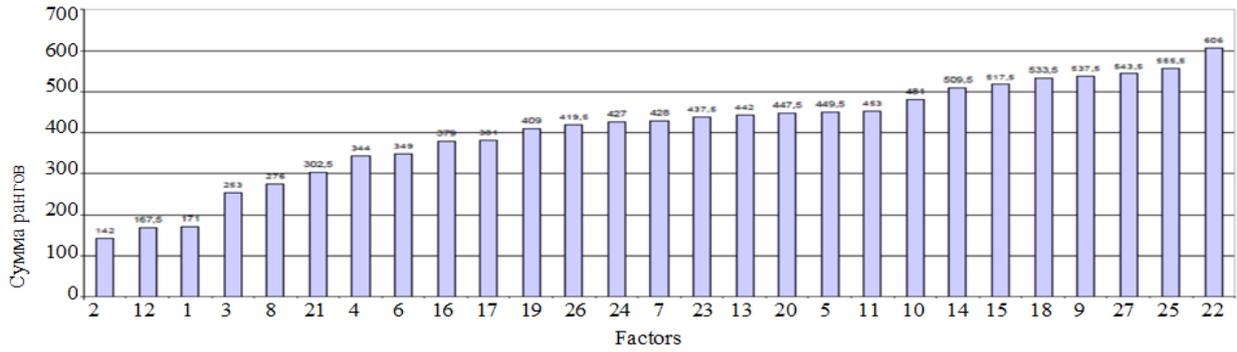


Fig. 4. Results of a survey of teachers and commodity research students on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

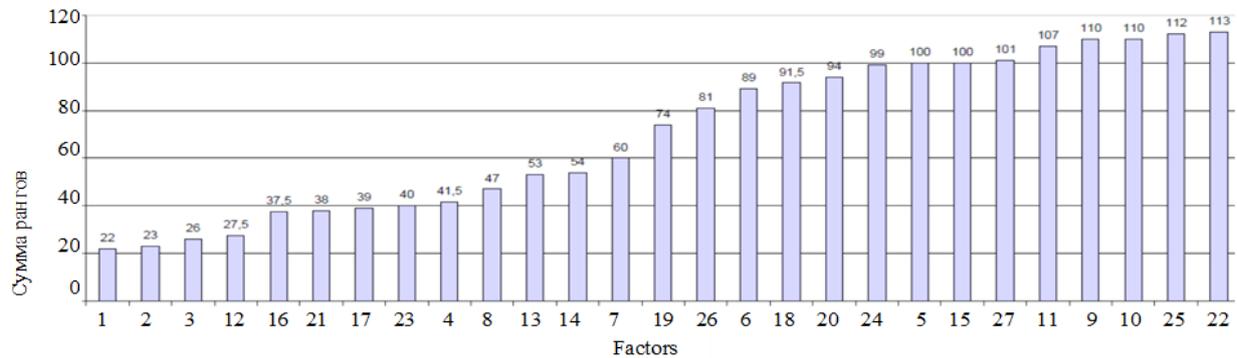


Fig. 5 Results of a survey of teachers and commodity research students on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

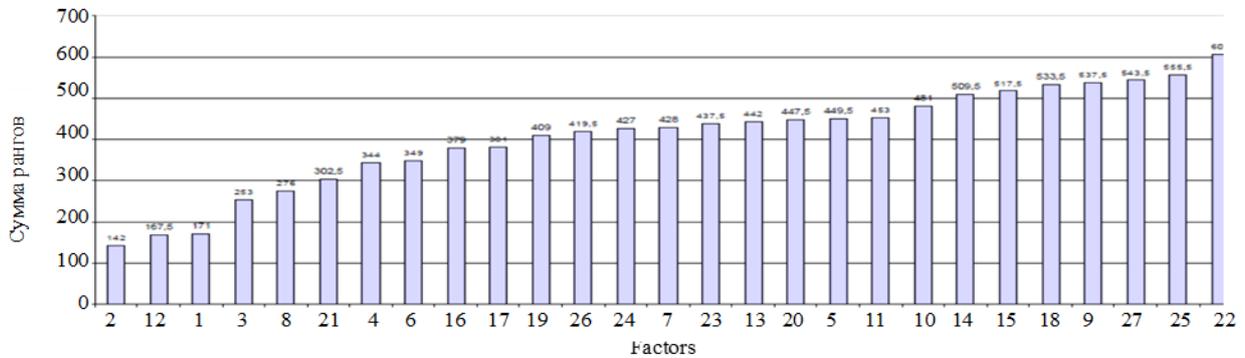


Fig. 6. Results of a survey of teachers on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

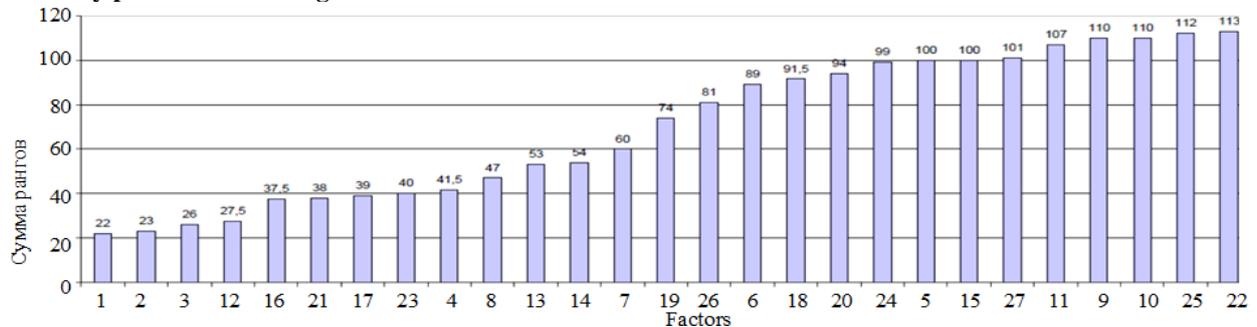


Fig. 7. Results of a survey of teachers on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 4. The result of a questionnaire survey of teachers about the impact of "Product attractiveness" on its competitiveness

Expert	Factor																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	
1																												
2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	
3	5,5	7	8,5	14	15	16	17	4	18	20	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	
4	24,5	4	8	10	11	3	12	7	24,5	2	1	27	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	
5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	
6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	
7	2	5	4	3	26	17	6	16	27	25	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13	
8	8	6	18,5	21,5	24,5	10	12,5	10	21,5	26	5	14	15	16	17	5	10	6	3,5	5	21,5	24,5	18,5	1,5	3,5	5	6	
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	
10	1	7	10	18	19	20	16	8	21	22	17	2	9	6	23	5	11,5	11,5	14	15	3	24	4	26	25	5	27	
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	
12	2	8	9	13	23	22	7	12	21	20	27	11	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17	
13	1	2	18	16	17	14	15	11	13	12	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23	
14	3	1	4	11	7	5	6	8	10	9	20	2	26	15,5	23	13	12	27	21	22	14	15,5	17	24	25	18	19	
15	1	20	19	18	23	4	17	3	27	26	25	2	22	15,5	15,5	14	12	13	5	11	6	21	7	10	9	8	24	
16	13	4	8	23	20	7	19	12	11	10	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17	
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	
18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15	
19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25	
20	4	2	3	1	16	7	5	6	14	17	13	9	8	19,5	24	12	18	11	19,5	23	25	26	21,5	21,5	27	15	10	
21	1	5	6	2	23	7	22	24	21	20	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10	
22	4	1	2	3	6	5	7	8	22	10	9	11	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26	
23	10	1	2	4,5	15	14	27	3	16	17	18	5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	
24	5	19	20	21	27	6	23	4	26	25	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22	
25	2	5	12	19	6	26	13	7	18	20	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14	
26	7	5	1	4	8	6	14	9	24	15	26	20	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13	
27	5	3	11	15	21	6	20	12	7	19	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14	
28	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
29	14	3	15	13	12	22	26,5	5	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26,5

Table 5. The result of processing a survey, teachers about the impact of "Product attractiveness" on its competitiveness

Expert	Factor																										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

X2	W	Sum of ranks without heretics
	22	171
0,29	23	142
	26	253
0,67	41,5	344
	100	449,5
	89	349
	60	428
	47	276
	110	537,5
	110	481
	107	453
	27,5	167,5
	53	442
	54	509,5
	100	517,5
	37,5	379
	39	381
	91,5	533,5
	74	409
	94	447,5
	38	302,5
	113	606
	40	437,5
	99	427
	112	555,5
	81	419,5
	101	543,5

Table 6. Results of a survey of students - commodity experts on the influence of "Product attractiveness" on its competitiveness

Expert	Factors																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	
1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
2	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
3	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	
4	2	8	1	26	24	18,	9	5	25	22	23	6	18,	10	11	13	12	21	7	14	4	20	15	3	27	16	17	
5	5	6	11	19	5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,	
6	4,5	4,	15	13,	13,	11,	11,		27	24	5	6	25,	1	5	16,	2,5	22	23	21	2,5	8	9,5	20	5	18,	18,	
7	3,5	3,	15	14	13	12	10,		27	24	16	5	25	1	26	10,	17	22	23	21	2	7	8	20	19	18	9	
8	3	2	14	13	12	11	9,5	5	27	23	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	
9	2,5	6	2,5	9,5	9,5	6	11	17	19	20	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	
10	9	2	8	12	21	11	27	14	10	19	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	
11	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	
12	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	
13	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	
14	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	
15	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	
16	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	
17	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	
18	2	3,	10,										12,			10,	12,											
19	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	
20	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	17,	26	19	14	3	27	10	21	15	17,	22	

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 PИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

21	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19		
22	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16		
23	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18		
24	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21,	6	20	24	25	26	2	5	13	23	27	5	19		
25	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23		
26	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25		
27	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25		
28	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16		
29	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19		
30	1	6	5	10	4	7	3	8	2	9	13	24	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18		
31	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10		
32	19,	5	4	3	2	5	15	25	1	14	26	13	6	12	18	11	27	10	16	24	19,	5	9	22	23	21	17	7	8
33	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7		
34	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15		
35	6,5	3	6,5	11,	5	3	1	5	18	5	18	6,5	3	18	18	22,	24,	11,	18	18	11,	24,	26,	11,	26,	22,	22,		
36	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22		
37	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16		
38	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11		
39	3	1	15	16	21	22	24	2	27	17	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	11	9	8	10		
40	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12		
41	2,5	10	2,5	4	11	13	22	1	12	14	15	16	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9		
42	5	1	4	12	18	11	14	13	16	17	15	6	7	26	19	2	3	20	27	23	8	22	21	9	5	10	5		
43	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27		
44	27	1	4	5	14	26	6	2	19	25	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12		
45	2	7	13	17	4	14	18	5	15	8	16	23	3	5	6	5	22	24	26	21	9	12	25	1	27	20	19		
46	11	1	2	12	27	13	3	10	26	25	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6		
47	12,	5	9	2	26	16	8	27	4	22	17	24	5	6	20	5	21	7	23	18	19	1	25	14,	12,	3	11	10	
48	3,5	5	5,5	7,5	21	22	9,5	23	24	25	26	5	5	27	5	15	5	16,	16,	18	3,5	5	19	5	5,5	20	9,5	7,5	

Table 7. The result of processing a survey of students - commodity experts on the influence of the concept of "Product attractiveness" on competitiveness

Expert	Factor																											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	QC
1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,41
2	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,40
3	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	0,66
4	2	8	1	26	24	18,5	9	5	25	22	23	6	18,5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0,69

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИЦ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

5	5	6	11	19	12,5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,5	0,55
6	4,5	4,5	15	13,5	13,5	11,5	11,5	7	27	24	16,5	6	25,5	1	25,5	16,5	2,5	22	23	21	2,5	8	9,5	20	18,5	18,5	9,5	0,52
7	3,5	3,5	15	14	13	12	10,5	6	27	24	16	5	25	1	26	10,5	17	22	23	21	2	7	8	20	19	18	9	0,53
8	3	2	14	13	12	11	9,5	5	27	23	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	0,56
9	2,5	6	2,5	9,5	9,5	6	11	17	19	20	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	0,63
10	9	2	8	12	21	11	27	14	10	19	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	0,39
11	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	0,59
12	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	0,36
13	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	0,32
14	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	0,72
15	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	0,31
16	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	0,26
17	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	0,47
18	2	3,5	10,5	7,5	24	23	16	22	25	26	27	6	12,5	7,5	17	10,5	12,5	5	9	14	1	15	18	3,5	19	21	20	0,50
19	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	0,51
20	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	17,5	26	19	14	3	27	10	21	15	17,5	22	0,72
21	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19	0,35
22	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16	0,36
23	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,46
24	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21,5	6	20	24	25	26	2	5	13	23	27	21,5	19	0,54
25	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23	0,46
26	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,45
27	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,43
28	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16	0,49
29	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19	0,29
30	1	6	5	10	4	7	3	8	2	9	13	12	15	22	23	14	21	16	11	27	26	11	20	25	17	19	18	0,28
31	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,37
32	19,5	4	3	2	5	15	25	1	14	26	13	6	12	18	11	27	10	16	24	19,5	9	22	23	21	17	7	8	0,37
33	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7	0,33

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

34	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15	0,72
35	6,5	3	6,5	11,5	3	1	11,5	18	11,5	18	6,5	3	18	18	22,5	24,5	11,5	18	18	11,5	24,5	26,5	18	11,5	6,5	26,5	22,5	0,34
36	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22	0,38
37	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16	0,30
38	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,33
39	3	1	15	16	21	22	24	2	27	17	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	11	9	8	10	0,42
40	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12	0,72
41	2,5	10	2,5	4	11	13	22	1	12	14	15	16	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9	0,38
42	5	1	4	12	18	11	14	13	16	17	15	6	7	26	19	2	3	20	27	23	8	22	21	9	24,5	10	24,5	0,61
43	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27	0,29
44	27	1	4	5	14	26	6	2	19	25	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12	0,57
45	2	7	13	17	4	14	18	10,5	15	8	16	23	3	10,5	6	5	22	24	26	21	9	12	25	1	27	20	19	0,31
46	11	1	2	12	27	13	3	10	26	25	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6	0,72
47	12,5	9	2	26	16	8	27	4	22	17	24	5	6	20	14,5	21	7	23	18	19	1	25	14,5	12,5	3	11	10	0,40
48	3,5	1,5	5,5	7,5	21	22	9,5	23	24	25	26	1,5	11,5	27	13,5	15	16,5	16,5	18	3,5	11,5	19	13,5	5,5	20	9,5	7,5	0,72
Rank sums	378	216	399,5	551,5	670,5	708	653,5	490,5	948,5	861	802,5	351,5	664,5	795	802,5	691,5	640,5	922,5	928	670,5	412	838	737,5	596	864,5	771,5	778,5	
Sum of ranks	22	23	26	41,5	100	89	60	47	110	110	107	27,5	53	54	100	37,5	39	91,5	74	94	38	113	40	99	112	81	101	
Coef. concord.		0,26		0,72																								
Crete. Pearson		322,77		9,77																								

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

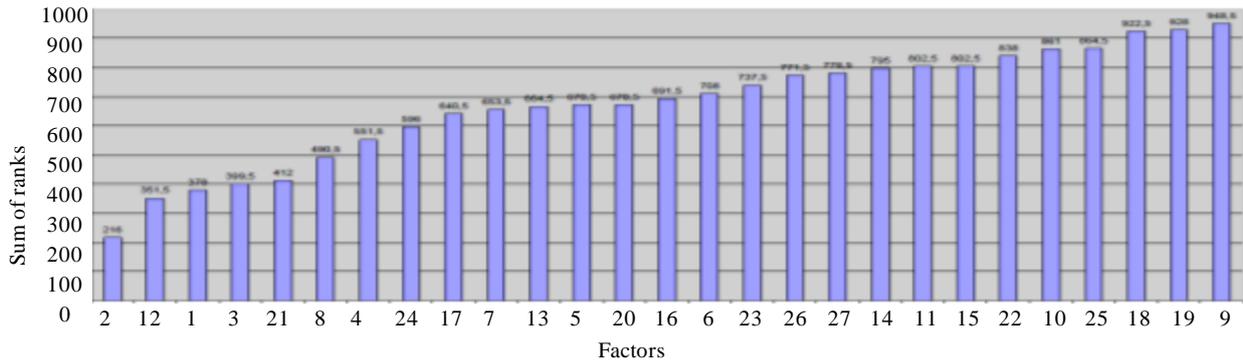


Fig. 8. Results of a survey of commodity research students on the impact of "Product Attractiveness" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

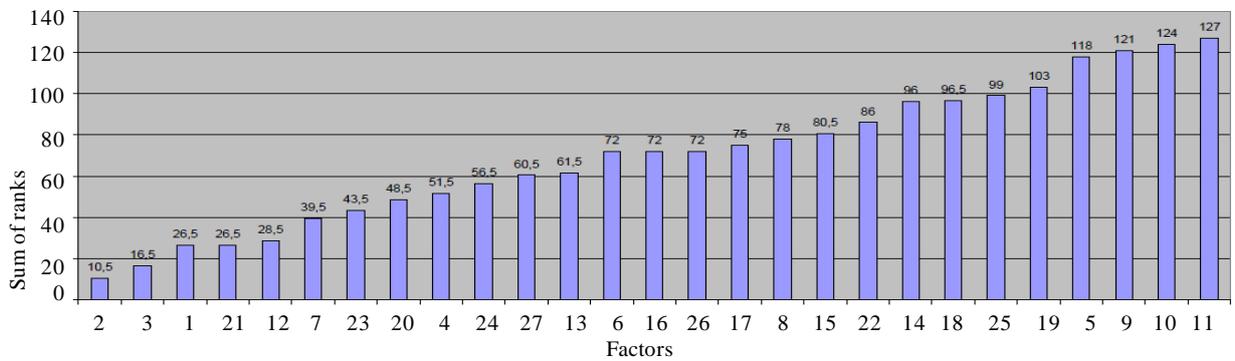


Fig. 9. Results of a survey of commodity research students on the impact of "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

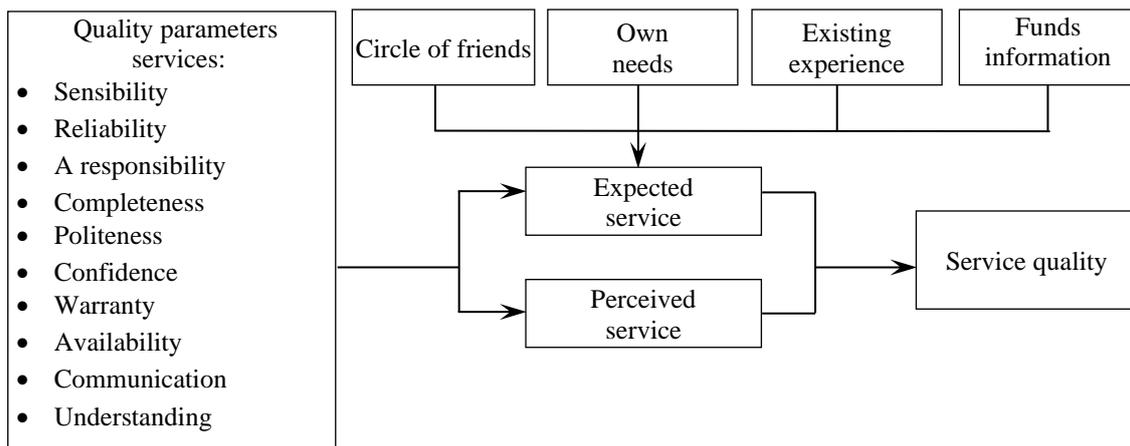


Fig. 10. The architecture of consumer expectations

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. As a problem for discussion and improvement, the diagram shown in Fig. eleven.

An analysis of the results of a survey of respondents on the influence of the criterion "Attractiveness of goods" (on their demand) confirmed the importance of rehabilitating this criterion in marketing activities to form sustainable

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demand not only for light industry products, but also for all consumer goods.

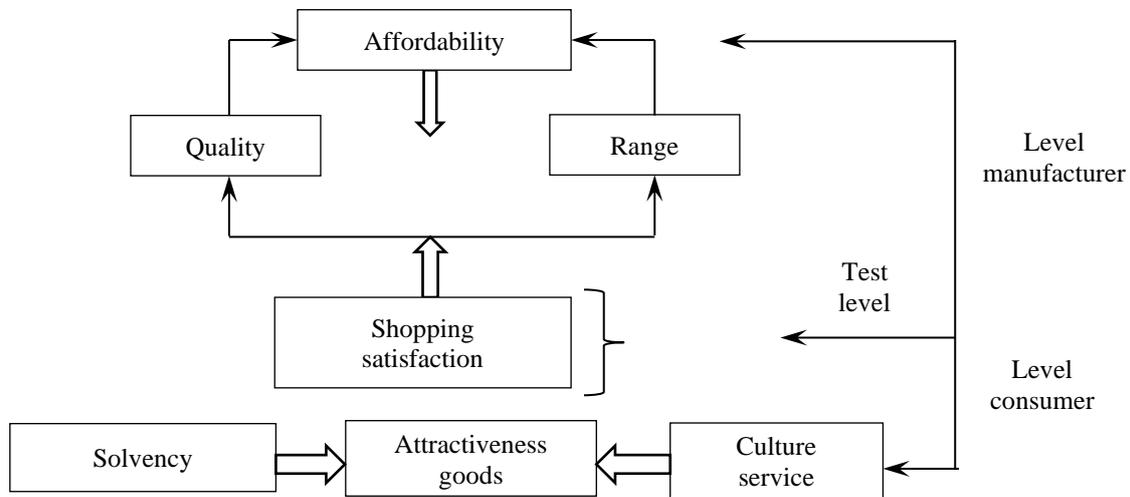


Fig. 11. The architecture of customer satisfaction

What is interesting is the fact that is due to the coincidence of the studies carried out by the authors on the formation of the architecture of customer satisfaction based on the criterion - product attractiveness - as one of the main factors on demand and the results of a priori ranking on its impact on the sale of consumer goods, for participation in which students were involved in commodity studies, students - experts in the field of certification and standardization, students - technologists, constructors and designers, teachers of these specialties and graduates of the same specialties, who are currently leading specialists in enterprises engaged in the production of this very product for consumers in the regions of the Southern Federal District and the North Caucasus Federal District

If customer satisfaction is formed at the expense of the manufacturer's level, i.e. its test level is formed by the price availability of the product, which is offered either by the assortment range, of course, by quality, and by the consumer level, i.e. its test level assumes the presence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured with the reliability of the product, its affordability, and the availability of the opportunity for buyers make purchases, i.e. their solvency. Natural, product quality, variety of product range, attractiveness, design decision, i.e. correspond to fashion, the products must have a sufficiently long

warranty period and, interestingly, all respondents are unanimous that manufacturers should fight for respectful attitude of buyers to the manufacturer, win their trust and desire to make a purchase of the products of these enterprises, i.e. brand and image are always in demand.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communicating with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary, the level of service and other factors, and only because our consumer is not spoiled by all this list of services both the manufacturer and the retailer still have plenty of room for improvement in their interactions with consumers to ensure they have sustained demand.

Thus, the criteria for the attractiveness of a product has a right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

An analysis of the results of a survey of respondents on the impact of the criterion "Attractiveness of goods" confirmed the importance of the rehabilitation of this criterion in marketing activities to form sustainable demand not only for light industry products, but also for all consumer goods (Table 12).

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Table 12. Characteristics of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods"

Factors	Expert opinions			
	All respondents	Teachers and specialists	Students	Agreed
1	2	2	2	2
2	12	12	12	12
3	1	1	1	1
4	3	3	3	3
5	21	8	21	21
6	8	21	8	8
7	4	4	4	4
8	17	6	24	17
9	24	16	17	24
10	6	17	7	6
11	16	19	13	13
12	7	26	5	7
13	13	24	20	5
14	20	7	16	16
15	5	23	6	23
16	23	13	23	20
17	26	20	26	26
18	11	5	27	14
19	14	11	14	11
20	15	10	11	27
21	27	14	15	19
22	19	15	22	15
23	10	18	10	10
24	25	9	25	18
25	22	27	18	25
26	18	25	19	22
27	9	22	9	9

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents on the basis of their competence to the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited party of expert respondents to participate in the survey, but also using the assessment criterion - the coefficient of concordance (W) - the value of which varies from 0 to 1. And if $W = 0 - 0.5$ - then this is their lack of agreement with the opinion of those experts whose value of the coefficient of concordance (W) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents. The results of a survey of experts on assessing the competitive potential of light industry enterprises, although they received the value of the coefficient of concordance (W) in the range of 0.4 - 0.6, but excluding heretics,

that is, those respondents whose opinion does not coincide with the opinion of most other experts, we found it is a pleasant fact that the opinion of those respondents whose authority is beyond doubt, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing the influence of competitive potential on the competitiveness of an enterprise are identical, and they can be used in further research in assessing this very competitiveness of enterprises, assuming that he is able to manufacture import-substituting products for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, manufacturers have all the grounds for these criteria, namely: the ratio of the quality of the product and the costs of its production and marketing; sales growth rates; costs of innovation; labor productivity; the level of partnerships with interested participants in the production of import-substituting products; costs per ruble of products sold, and the main criterion; the competitiveness of the

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goods weighted average for the assortment of goods should be considered in demand.

But at the same time, all the responding experts were unanimous that the company's competitiveness will be more stable over time if the company's share in the demand market is stable. In any case, it will not decrease over time if it is guaranteed a return on investment and, of course, a stable profitability of the total assets of the light industry, engaged in the production of import-substituting products, is ensured. The opinion of all experts is justified that a stable trade turnover on the basis of direct contractual relations with the sellers of the products of these same enterprises also affects the competitiveness of an enterprise.

We agree with them on the issue of the role of highly qualified personnel, which of course, although it was reflected in the questionnaire in the form of one criterion - the staff turnover rate - but did not cause the experts, with regret, concern about the liquidation of lyceums, colleges, on the basis of which they trained highly qualified workers and middle managers - foremen, technicians, mechanics, technologists, engaged in servicing not only an innovative technological process, but also innovative equipment.

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. Table 7 shows the results of a survey of all respondents on the formation of the image of goods, its attractiveness, ensuring competitiveness and demand among consumers.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communication with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary: the level of service and other factors, and only because our consumer is not spoiled by all this list of services service, both the manufacturer and the trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand.

Thus, the criteria for the attractiveness of a product has a right to life and are more important for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

The most significant factors:

X3 - manufacturer's responsibility for the quality of the goods; X1 - the perceptibility of the need to purchase a product; X4 - completeness of the product; X7 - impressive warranty period; X6 - trust in the seller, manufacturer; X10 - mutual understanding with the seller, his interest in selling products; X12 -

affordability; X13 - customer satisfaction; X23 - the availability of several necessary functions for the product; X27 - organization and availability of service support for the purchased goods.

Significant factors:

X2 - product reliability; X8 - product availability; X11 - service culture; X14 - the level of the consumer's readiness to make a purchase; X16 - consumer purchasing power; X18 - consumer communication; X19 - the consumer has an opinion about the purchase of an identical product made by him earlier; X21 - the relevance of this purchase for the buyer; X22 - the possibility of subsequent exchange of goods; X24 - modern design.

Minor factors:

X5 - courtesy of service; X9 - communication with the seller; X15 - the level of the manufacturer's interest in the formation of the "Product Attractiveness"; X17 - manufacturer's authority; X20 - the consumer's need to purchase an "Attractive Product"; X25 is a method of payment for a purchase; X26 - ease of use of the product. The choice of mechanical engineering enterprises as an object for assessing the effectiveness of the socio - psychological factor in the implementation of QMS 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 efficiently and at lower costs due to three main aspects: employee involvement, process approach and systems approach. In addition, the personnel of mechanical engineering enterprises are more efficiently able to implement the goals and objectives of the QMS also because control activities are more efficiently ensured for the implementation of the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productive work and effective use of the business qualities of employees.

The need to improve the quality management system at mechanical engineering enterprises is due to the following important reasons. Firstly, this is an increase in the confidence of potential consumers in the products manufactured by this enterprise. Secondly, this is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand the spheres of influence by entering new domestic and foreign markets. And thirdly, this is a significant increase in labor productivity of any industrial enterprise where the implementation of the QMS is planned, using participatory management.

Currently, organizations pay great attention to the motivation of employees, since depending on how motivated the employee is, the results of his activities will also be visible. The main task of managers is to fully utilize the full potential of employees in their work. Moreover, managers understand that material incentives do not increase loyalty and commitment to

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the company. Participatory governance solves this problem.

The essence of such management is that under it the employees of the organization are included in the management process, participate in the activities of the company, and make decisions on a number of issues. Moreover, if an employee of the company has the right to vote, takes part in the activities of the organization, receiving remuneration for this, then he will work better and more productively. An employee whose opinion is taken into account, whose ideas are being implemented, will have a better attitude to their place of work and will work with full dedication.

In participatory management, employees can negotiate with the manager the goals and tasks that he will need to accomplish. Employees of the organization can form working groups from those employees with whom it would be pleasant and comfortable for them to work. In addition, employees of the organization can put forward their ideas and suggestions for improving the work of the company as a whole. Moreover, for the advancement of ideas there should also be a reward.

Participatory governance has several benefits. Participation in the management of employees leads to an increase in the quality of decisions made, since employees may have information that is not known to the manager. With such management, employees can fully express themselves, show their knowledge and skills, and also feel their importance in the organization, thus increasing motivation. Motivation is usually based not only on the personal achievements of the employee, but also on the overall result of the firm's work. The consolidation of employees into working groups can best reflect the corporate spirit of the company.

However, the participatory approach has its drawbacks in addition to its advantages. Not all people, by their nature, are ready to participate in the management of the organization and put forward ideas and proposals, bearing responsibility for them. Many employees find it much easier to do work as directed by their supervisor. The involvement of employees in management in the organization may not have the best effect on managers, as they may lose their influence on employees. A lot of time will also be spent on discussing problems, while an unambiguous decision may not be made, but time is wasted. Many ideas and suggestions of company employees may be irrational and inappropriate due to lack of knowledge. Therefore, the leaders of the company need to inform employees about the state of affairs in the company, train personnel in order to deepen their knowledge and put forward more effective and relevant proposals. Lack of recognition of the employee's idea can cause an ambiguous reaction from the employee putting forward his innovative proposals, thereby demotivating him. Therefore, the leaders of the

organization need to explain why this idea does not fit in a given situation.

Having considered all the pros and cons of participatory management, we can conclude that such management is not a lifesaver for improving things in the organization, but it allows you to see the problems of the organization from the inside and try to solve them not by the efforts of one person, but by a group of people where everyone can express themselves. for the good of the organization.

Regardless of the fact that the participatory method of personnel management of an organization is gaining more and more approval in most countries with developed and developing economies every year, Russian organizations are not yet ready to implement and fully realize the advantages of this method. This is because HR services prefer to operate in a traditional fashion.

The majority of Russian enterprises, both long-running and newly established, use a directive management method. At such enterprises, managerial decisions are made individually, career growth is due to "good connections" with the manager, and not their own merits in work, frequent violations of labor laws are commonplace. The reason for the preference of the directive method is the national mentality of our country that has developed over many centuries, as well as the Soviet ideology still present in many companies. As a result, management in such enterprises is centralized, administrative and formal in nature.

No more than half of HR managers can achieve and skillfully use the consistency of the goals set with the capabilities of the enterprise and the interests of employees.

Another very important factor that does not allow adopting the parsitiative method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for managing human resources in the practice of an organization depends on this influence.

The cultural peculiarities of Russian entrepreneurs, according to the majority of researchers who used a systematic approach in determining, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoiding responsibility. Often the personal qualities of the employee are given priority over their success in the work performed, there is a mixture of personal and business relationships. Also, our Russian reality has noticed a tendency of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee; in other words, it can be said that the head of the company is not available to lower-level employees. It was also noticed that Russians have an

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average level of individuality and often try to get around uncertainty.

As a result of the foregoing, the conclusion suggests itself that in Russia the organization and management of personnel management is formed ineffectively and there are practically no working collective ties. Companies devote all their attention to fulfilling the conditions set by the state bureaucratic apparatus, and not to fulfilling responsibility to consumers and society. Therefore, it becomes difficult to introduce "Western" management methods into Russian practice.

In order to most successfully implement parsitiative personnel management and prepare employees for a change in the approach to working in a team, it is first of all necessary to establish measures to encourage individuality in each employee of the company and to eliminate the established inaccessibility of the leader for the lower level. It is important to create a high-quality and effective motivation system and continuous professional development so that personnel become a source of the company's competitiveness, meet modern requirements for human resource management.

The quality manual is aimed at applying a "process approach" in the development, implementation and improvement of the effectiveness of the quality management system in order to increase customer satisfaction by fulfilling their requirements.

The advantage of the process approach is the continuity of control, which it provides at the junction of individual processes within the system, as well as in their combination and interaction.

The main processes of the quality management system are:

- product design and development;
- drawing up a production plan;
- production
- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- marketing research.

Measurement and monitoring activities to ensure and verify product conformity are defined in comprehensive documentation, production plans and shift orders, workflows, measurement, analysis and improvement procedures.

Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;
- product monitoring and measurement;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;

- determination of places of application of engineering and statistical methods.

Manifesting obtained in the field of pistons sales or in the process of materials use of products will constitute a marriage, indicating not only poor product quality defects, but also the unsatisfactory work of the enterprise.

A team of workers and employees, together with the management of JSC "Shakhty plant Gidroprivod", made a collective decision to develop and implement the QMS, as well as to continuously improve its effectiveness and efficiency. These goals and objectives will be implemented in the form of the company's quality policy and goals in 2020, for which quality goals have been formulated. The quality policy and goals were drawn up in accordance with the production goals of the enterprise, documented and communicated to all workers and employees of the enterprise with the necessary explanations and the setting of specific tasks for the personnel and their approval by order. Since the losses in 2019 amounted to 16,167,620 rubles, the management of the enterprise was interested in the implementation of planned measures to ensure defect-free production and improve product quality.

Considering, that defective products are not subject restoration and repair, the design bureau was offered to the management of the enterprise dispose of them, and the resulting metal is reused use for production of new products, which they began to do. General metal mass obtained through recycling of defective parts in 2019 turned out to be equal to the product of the number of defective pumps - 473 pcs., by the weighted average mass of one pump, which is 38 kg, namely:

$$m = 473 \cdot 38 = 17974 \text{ kg.}$$

Expenses for disposal consisted of electricity (23 rubles per 1 kg), workers' wages (13 rubles per 1 kg), and depreciation charges through the use equipment amounted to 76 rubles. for 1 kg, that is, in total:

$$C = (76 + 13 + 23) \cdot 17974 = 2013088 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after their melting by the enterprise was received: (negotiable value 1 kg metal - RUB 350) RUB 6,290,900

Return money to the enterprise in 2017 due to the disposal of defective products, taking into account costs amounted to

$$Eub = 6290900 - 2013088 = 4277812 \text{ rubles.}$$

The annual sales volume minus losses for 2016 amounted to

$$OR = 15541148100 - 16167620 + 4277812 = 1542258292 \text{ rub.}$$

This result became possible due to the use of participatory management of the implementation of the Policy and goals in the field of quality and procedures developed by the management of the enterprise within the framework of the quality management system, which form the requirements for

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all participants in the process to create conditions at the enterprise for the production of defect-free products and with strict control over their implementation:

1. Quality manual. It is the fundamental document of the management system. The quality manual describes the structure and content of the quality management system aimed at ensuring the conformity of products to customer requirements and mandatory requirements of regulatory documents (ND), and also outlines the Procedures (or provides links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. Internal audit of the quality management system. This procedure is a mandatory documented procedure that establishes the order and sequence of actions when conducting internal audits (checks) of the quality management system.

3. "Warranty repair of products". This document describes the Product Warranty Repair process and sets out the procedure for handling customer claims.

4. Control of documents and records. Controlled documents are documents that are prepared, identified, reviewed, agreed, distributed, stored and revised on the basis of predetermined, systematically used rules.

5. Management of nonconforming products. This document is a mandatory documented procedure that establishes: a) specific responsibilities of structural units, officials and individual performers for the management of nonconforming products; b) goals, objectives, terms, procedure for registration and registration of records and documents for the management of nonconforming products in the main and auxiliary production.

6. Organization of quality control. This document establishes: a) the procedure for organizing product quality control at the enterprise; b) the specific responsibilities of officials and individual performers to control the quality of the company's products, manage and identify nonconforming products.

7. Purchases. This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, defines a unified procedure for purchasing components, materials and semi-finished products, storing them, ensuring production and guaranteeing products.

8. Design, product development and serial production. This document establishes the procedure for the process "Design, product development and launching" and is intended for: a) regulation and management of the activities of the design and development of new types of products; b) continual improvement of the quality management system and the results of the process.

9. Production of products. This document establishes the procedure for the implementation of the process "Manufacturing products" and is intended to regulate and manage the activities of units for the production of products.

10. Customer Satisfaction. To determine the dynamics of customer satisfaction, the QMS manager collects and organizes data from information sources. Sources of information about customer satisfaction are: questionnaire for assessing customer satisfaction; consumer reviews; production volumes; volumes of products shipped; prizes, awards and diplomas.

11. Technological preparation of production. This document establishes the procedure for performing the process "Technological preparation of production" and is intended for: a) to regulate and manage the activities of the division for the technological preparation of production of new types of products. b) continual improvement of the quality management system and the results of the process.

12. Organization and procedure for the "Quality Days". "Quality Day" is an operational meeting of the heads of structural divisions, dedicated to the control and analysis of the quality of the enterprise and its divisions.

13. Statistical methods of quality management. Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking a group or batch of products is carried out before and after the process, and not during the process.

The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency.

Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

The implementation of the quality system is a complex of works that affects various aspects of the organization and its subsystem - the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of the quality system is quite difficult. a long and time consuming task. The solution to this problem, as a rule, takes place in several stages.

The main stages of QMS implementation are as follows:

Improving the QMS makes sense only if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the team's desire to reach

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new heights, move forward and guarantee itself and its enterprise stable results of its activities.

To implement the formulated procedures of wishes, the following activities must be performed, namely:

- step 1 - awareness by the top management of the goal of creating and implementing the QMS at the enterprise;
- step 2 - establishing the needs and expectations of customers and other interested parties;
- step 3 - formation of the management strategy, policy and quality objectives;
- step 4 - organizing quality training for all employees;
- step 5 - planning of work on the implementation of the QMS;
- step 6 - implementation of the QMS with the formation of a team consisting of various specialists;
- step 7 - establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve quality goals;
- step 8 - documenting the QMS (to the extent and degree of specification required specifically for your organization - not forgetting about the obligation of some documentation in accordance with the requirements of ISO 9001-2015);
- step 9 - internal audits;
- step 10 - revision of the QMS documentation and elimination of comments based on the results of internal audits and testing during the implementation of the developed regulatory documentation;
- step 11 - certification of the QMS;
- step 12 - further development of the QMS.

JSC Shakhty Plant Hidroprivod has defined and manages numerous interrelated activities. The procedures have been identified, described and documented.

In addition, JSC "Shakhty Plant Hidroprivod" has developed, documented, implemented and maintains a quality management system, which ensured continuous improvement of its performance in accordance with the requirements of GOST R ISO 9001: 2015.

Such procedures within the framework of the quality management system are:

Basic procedures:

• design, development, production of prototypes and setting for serial production of GP 08-01;

- drawing up a production plan for GP 03-01;
- control and testing of products;
- packaging and storage (produced according to standard and individual technological processes for each product);

• sale (The process is carried out by LLC "Trading House Hidroprivod");

- provision of resources.

Management procedures:

- management processes of management;

- marketing research;

JSC "Shakhty plant Hidroprivod":

- determined the sequence and interaction of processes;

• defined, for each procedure, the criteria and methods necessary to ensure the effectiveness of both the implementation and management of these procedures.

The procedure for selecting criteria is set out in GP 01-01 "Procedure for the development, design, coordination and approval of quality management system processes" and assumes:

- ensure that each process has the resources and information necessary to support and monitor those processes;

- monitor, measure and analyze these processes;

- take actions necessary to achieve planned results and continuous improvement of these processes.

The processes transferred to LLC Trading House Hidroprivod are provided with management: in terms of marketing, this is joint participation in exhibitions, issuing an assignment for advertising and researching market trends, in terms of sales, it is a contract for the sale of products.

The results of the development, documentation and implementation of the quality management system are confirmed by an internal audit (GP 13-03) conducted under the audit program 2 times a year.

Internal audits of the QMS at the enterprise are carried out in order to:

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- verification of the compliance of the QMS of ShZG JSC with the requirements of ISO 9001: 2008 (GOST R ISO 9001-2015);

- assessment of the QMS compliance with the requirements established by the internal documentation of ShZG JSC;

- assessing the ability of the QMS to function effectively and efficiently;

- checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits;

- identifying areas of activity for improvement, opportunities and ways to improve the QMS. Internal audits (checks) are carried out:

- scheduled audit - 2 times a year in accordance with the QMS internal audit program approved together with the order on conducting internal audits by the Manager of ShZG JSC.

- unscheduled audit - the basis for it is:

- an increase in the number of comments or complaints about manufactured products;

- deterioration in the quality of products;

- checking the implementation of corrective and preventive actions and assessing their effectiveness;

- changes in the structure of enterprise management;

- the need to improve the procedures and processes of the enterprise's QMS;

- other reasons.

Audits can be carried out by both the QMS manager and other employees of the enterprise.

The selection of the audit team is carried out by the Deputy Executive Director for Quality, taking into account the need to ensure the independence of auditors from the audited activities; or other factors that can affect the effectiveness and efficiency of the internal audit of the QMS.

During the internal audit of the QMS, the chief auditor with the audit team collects information in order to verify the compliance of the QMS with the requirements of the international standard GOST R ISO 9001-2015, fulfill the customer's requirements and the requirements of the QMS documents, the effectiveness and efficiency of the implementation of records and maintain them in working order, knowledge and understanding of the Policy and Objectives of enterprises in the field of quality, the degree of achievement of objectives in the field of quality, determining the possibility of improving the QMS.

Information gathering methods include:

- interviewing officials;

- monitoring activities, working environment;

- analysis of documentation.

Information revealed in the process of internal audit of the QMS is recorded by auditors.

At the end of the audit, the chief auditor prepares a report on the internal audit of the QMS. The report must contain complete, accurate and unambiguous information on the audit performed. This report is one of the types of quality records and is necessary for assessing the QMS and making decisions on its improvement. Copies of the report are sent to heads of structural divisions and senior management.

ShZG JSC plans and conducts inspections of the quality management system in accordance with State Enterprise 13-03 "Internal audit of the quality management system"

Top management reviews the quality management system on a quarterly basis to ensure its continuing suitability, adequacy and effectiveness. The analysis includes an assessment of opportunities for improvement and the need for changes in the organization's quality management system, including in the Quality Policy and Objectives.

At JSC Shakhty Plant Hydroprivod, the quality manual is the main defining document of the quality management system and describing it in accordance with the requirements of GOST R ISO 9001-2015.

General requirements for products in terms of establishing technical parameters, sanitary standards and safety precautions are determined by GOST RF, and for each product, technical conditions have been developed and approved in accordance with the established procedure, where specific values of the operating parameters of the hydraulic pump are determined.

JSC Shakhty Plant Hidroprivod has defined and manages numerous interrelated activities. An activity that uses resources and is managed to transform inputs into outputs is considered a process.

The advantage of the process approach is the continuity of control, which it provides at the junction of individual processes within the system, as well as in their combination and interaction.

JSC "Shakhty plant Hidroprivod", being interested in continuous improvement of the quality of manufactured products, plans and implements the necessary verification, analysis and improvement processes.

The data indicating that the interests and requirements of consumers in the field of design features are met is studied by the design department. The sources of such data are correspondence, the marketing service of Trade House Hidroprivod LLC and the quality service.

The purpose of the consumer opinion survey is to determine the degree of their satisfaction with the products and to make decisions and measures to improve it.

The level of customer satisfaction with the quality of products is an important criterion for the effectiveness of QMS and participatory management.

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Customer satisfaction is measured by collecting and analyzing relevant information, including customer feedback.

Based on the results of measuring customer satisfaction, a report is drawn up on the Analysis of the QMS by the top management.

Consumer complaints, as a perception of dissatisfaction, are collected and processed by the marketing and quality services.

The collection of wishes is carried out:

- by collecting information from consumers;
- providing consumers with information about new achievements in the field of improving product quality by sending out advertising brochures and information sheets;

- participation in exhibitions (fairs).

The plant conducts internal audits at least 2 times a year in order to establish that the quality management system:

- Does it comply with the requirements of GOSTR ISO 9001: 2015;
- whether the QMS is effective.

The audit program is planned taking into account the status and importance of the processes and participants to be audited, as well as the results of previous audits. Criteria, scope, frequency and methods of audits are defined in GP 13 - 03. The selection of auditors ensures the objectivity and impartiality of the audit process. Auditors do not check their own work. The management responsible for the areas being audited shall ensure that action is taken without undue delay to eliminate any nonconformities found and their underlying causes. Follow-up actions should include the verification of the actions taken and the reporting of the verification results.

At JSC "Shakhty plant Hidroprivod", control methods and, where appropriate, measurements of the quality management system processes are applied. The purpose of the process monitoring and measurement activities is:

- verification of compliance with the requirements for the processes (ГП 01 - 01);
- obtaining guarantees of the successful and complete implementation of the planned actions;
- obtaining data for analysis and finding ways to improve processes in the QMS as a whole.

The activity on monitoring and measuring the QMS processes applies to the system of actions for collecting and analyzing information on the functioning of the QMS processes, as well as to all divisions of the plant involved in their implementation.

Responsibility for the functioning and continuous improvement of the monitoring and measurement of

processes rests with the Representative of the senior management of the QMS. Monitoring and measurement of the functioning of the QMS processes are carried out by their owners using subordinate personnel, technical means, appropriate procedures for collecting, accumulating, transferring and analyzing information, depending on the specific process.

Monitoring and measuring product characteristics to verify compliance with product requirements. This is done at appropriate stages in the product life cycle process.

Product measurement parameters are determined by the design department on the basis of technical specifications and issues an assignment for the development of stands for product testing.

The metrological service, on the basis of the Regulations on the Metrological Service, conducts a metrological examination of the selected measurement method and instruments, on the basis of which they obtain objective evidence of the quality of the manufactured products. At the test site, the products are run-in on special stands and the characteristics are taken under the supervision of the Quality Control Department.

To improve the quality of manufactured products, the enterprise must have its own QMS. In most cases, top management implements the ISO 9000 series with one of two primary goals:

- using them as a means of increasing the efficiency of the enterprise, and then, as necessary, certification of the QMS for compliance with the requirements of standards;
- their introduction only for the purpose of QMS certification.

In JSC Shakhtinsky plant Hidroprivod, a documented procedure "Warranty repair of products" has been implemented and is functioning at JSC Shakhtinsky plant Hidroprivod. The standard GP 13-06 OT 03.02.2016 has been developed, which describes this procedure.

The need to develop a draft standard "Management of nonconforming products in the repair production" at JSC "Shakhty plant Hidroprivod" is due to the fact that the current GP 13-06 does not contain a single scheme that includes all possible options for managing nonconforming products, as well as the specifics of the operations of the technological the production process of products in the repair shops, which can cause various defects.

Table 13. shows the characteristics of defects and the reasons for their occurrence on the example of a selected production object - an unregulated axial piston pump-motor MG 80/32.

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Table 13. Description of the reasons that provoked the manufacture of defective products in 2019

Type of malfunction of the pump-motor	Symptoms	Causes of malfunction	Troubleshooting methods
Breakage of the connecting rod piston, seizure marks and risks on the distributor	Operating noise, heating, crunching, vibration	Metal fatigue, (e.g. broken regulator spring)	Replacement of the unit, or repair of the unit with replacement of parts
Increased play of the sphere of attachment of the connecting rod of the piston of the pumping unit to the pump shaft, motor wear of the piston group of the pumping unit	Operating noise, vibration	Normal wear and tear	Compliance with the purity of the working fluid, temperature conditions; Replacement of the unit, or repair of the unit with the replacement of the corresponding parts
Mechanical damage (destruction of bearings).	Loud noise in operation, jamming of the mechanism.	Maximum permissible load of the pump-motor, incorrect adjustment of the valves	Timely adjustment of valve equipment; Replacement of the unit, or repair of the unit with the replacement of the corresponding part
Loss of efficiency, incorrect adjustment of various types of valves (safety bypass, unloading) and control equipment (hydraulic valves, control units)	Loss of productivity, frequent failure of seals, rupture of the high pressure hose, damage to pipelines, mechanical damage to the working equipment and metal structures of the construction machine, due to excessive force in the hydraulic cylinder, destruction of the pumping units of the hydraulic pump and the hydra motor	Natural adjustment as a result of the operation of the hydraulic drive due to wear of rubbing pairs, natural aging and shrinkage of springs, as well as unskilled valve adjustment by a mechanic.	Qualified adjustment of hydraulic equipment, using appropriate equipment (pressure gauges, flow meters), replacement of worn or damaged parts
Type of malfunction of the pump-motor	Symptoms	Causes of malfunction	Troubleshooting methods
Leakage of working fluid into the environment, oil leakage		Damage to RVD seals, pipelines due to natural aging of materials and mechanical damage	Replacing seals, eliminating the cause of mechanical damage (scoring, burrs) on the hydraulic cylinder rods (for example, due to contaminated oil)
Opening the distributor. Mechanical damage to body parts and manufacturing defects (plates, bodies)	Repair or replacement of body parts	Defect in production, mechanical external influences due to careless handling	Correct adjustment of equipment and avoidance of mechanical impact on components and assemblies, respect for hydr equipment
Poor or contaminated working fluid	Heating during operation	Damage to seals, non-observance of cleanliness during the process of changing the working fluid	Drain the old fluid and replace it with a new one by pouring through the filter
Increased clearance or mechanical damage to rubbing precision pairs (for example, seizures in the spool pair of a hydra	Loss of productivity	Once the adjustment of the rubbing pairs, the natural wear of the mechanism	Repair of units with the installation of parts to obtain a nominal clearance in rubbing pairs (for example; a spool in a hydraulic distributor,

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distributor, gaps in the striker pair of a hydra hammer)			plungers in an axial piston hydra motor and a striker pair in a hydra hammer (firing pin))
Incorrect setting of the hydraulic system (for example, setting the pressure reducing valve to below the minimum pressure)	Loss of performance, vibration at low rpm	Incorrect setting of valve equipment	Qualified valve instrumentation

The documented policy and goals of the enterprise to improve the quality of products within the framework of the QMS are given in table 14.

Table 14. The policy and objectives of the enterprise to improve the quality of products within the framework of the QMS

room	Title of the document		Owner
GP 13-03	Internal audit of the quality management system	Procedure	Deputy executive director for quality
GP 13-06	Product warranty repair	Process	Deputy executive director for quality
GP 13-05	Document and records management	Procedure	Deputy executive director for quality
GP 13-01	Management of nonconforming products	Procedure	Deputy executive director for quality
GP 13-02	Organization of quality control	Procedure	Deputy executive director for quality
GP 11-01	Procurement	Procedure	Commercial Director
GP 08-01	Design, product development and serial production	Process	Chief of CTO
GP 20-01	Production of products	Procedure	Director of operations
GP 13-04	Customer Satisfaction	Procedure	Deputy executive director for quality
GP 06-01	Technological preparation of production	Procedure	Chief of CTO
GR 13-02	Organization and procedure for holding "Quality Days"	Guidance document	Deputy executive director for quality
GM 13-01	Statistical quality management techniques	Methodology	Deputy executive director for quality

The enterprise has its own base, consisting of normative documents regulating activities and production, the characteristics of which are given below:

1. RK 01-2012. Quality guide. The quality manual is a fundamental document of the quality management system (QMS) of JSC "Shakhty plant Hidroprivod", which is developed in accordance with the requirements of the international standard GOST R ISO 9001-2015.

The quality manual describes the structure and content of the quality management system aimed at ensuring the conformity of products to customer requirements and mandatory requirements of

regulatory documents (ND), and also outlines the Procedures (or provides links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. GP 13-03. Internal audit of the quality management system.

This procedure is a mandatory documented procedure that establishes the order and sequence of actions when conducting internal audits (checks) of the quality management system.

Internal audits of the QMS at the enterprise are carried out in order to:

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- verification of the compliance of the QMS of ShZG JSC with the requirements of GOST R ISO 9001-2015;

- assessment of the QMS compliance with the requirements established by the internal documentation of ShZG JSC;

- assessing the ability of the QMS to function effectively and efficiently;

- checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits (including external ones);

- identifying areas of activity for improvement, opportunities and ways to improve the QMS.

This procedure is intended for use in planning, conducting internal audits at ShZG JSC and serves as a guide for employees carrying out internal audits for structural units.

3. GP 13-05. Document and records management.

4. GP 13-01. Management of nonconforming products. This document is a mandatory documented procedure that establishes:

a) specific responsibilities of structural divisions, officials and individual performers for the management of nonconforming products;

b) goals, objectives, terms, procedure for registration and registration of records and documents for the management of nonconforming products in the main and auxiliary production;

c) requirements for identification and disposal of nonconforming products.

1.2. It is used in the management of nonconforming products, their identification; when taking the necessary measures to eliminate the appearance of potential nonconformities, developing and implementing corrective and preventive actions related to the manufacture, sale, after-sales service at all stages; when analyzing quality.

1.3. This document applies to all structural divisions of ShZG JSC, whose activities are related to the release of products of the main production.

5.GP 13-02. Organization of quality control.

This document establishes the procedure for organizing product quality control at the BTK SK enterprise and the specific duties of officials and individual performers to control the quality of products of the entire enterprise; management and identification of nonconforming products and is mandatory for all services and all employees of BTK, and when monitoring product quality, management and identification of nonconforming products.

6.GP 11-01. Purchasing.

This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, determines a unified procedure for purchasing components, materials and

semi-finished products, storing them, ensuring production and guaranteeing products.

6.1. The provisions of the documented procedure apply to all types of activities of the sales and distribution department concerning procurement planning, search, assessment and selection of potential suppliers, agreeing with them the terms of contracts, concluding contracts and monitoring their implementation.

6.2. The purpose of the procedure is to provide the enterprise in a timely manner with all the material resources of the required quality necessary for its production activities, affecting the subsequent stages of the release of finished products in a timely manner and in the required volume.

6.3. This International Standard is intended for employees in the sales and distribution department.

7.GP 20-01. Production of products.

This document establishes the procedure for the implementation of the process "Manufacturing of products" (hereinafter referred to as "process") and is intended to regulate and manage the activities of production units.

The purpose of the process is:

- production of products in accordance with design documentation and technical documentation on the basis and within the timeframe approved by the production plan;

- satisfying the needs of the consumer of products in the field of quality;

- continuous improvement of the quality management system and process results;

- providing the enterprise with the resources necessary for life;

- ensuring normal working conditions and productivity growth.

This process "Product Manufacturing" regulates the actions and relationships of managers and specialists of the enterprise, aimed at providing production with basic, auxiliary materials, resources, the necessary documentation for the high-quality performance of the goal, and is to be used in all services and divisions of the enterprise.

8.GP 13-04. Customer Satisfaction.

This procedure establishes the procedure for determining the level of customer satisfaction.

This International Standard is intended for workers who determine the level of customer satisfaction.

9.GR 13-02. Organization and procedure for the "Quality Days".

This document establishes the procedure for organizing and holding meetings "Quality Days" at JSC "ShZG", in production units and departments.

This document applies to all services and divisions of the enterprise.

10. GM 13-01. Statistical methods of quality management.

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This documented information is a mandatory documented methodology that establishes the procedure for statistical control of product quality in ShZG JSC.

10.1. Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking a group or batch of products is carried out before and after the process, and not during the process.

10.2. The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency.

10.3. Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

10.4. Statistical methods allow you to:

- work to improve durability, reliability;
- constant regulation of the production process, timely identification and elimination of the causes of defects;

- regular work on sales management, forecasting demand and making informed decisions when studying the sales market;

- forecasting the requirements for the quality of promising product models, their modifications depending on demand;

- works on product pricing;
- accounting, reference information about raw materials, materials, components; supplier analysis; accounting, information and analysis of all types of product quality control;

- monitoring and evaluating the effectiveness of measures to prevent defects;

- control of the functioning and state of the quality system;

- control in the field of education and training as the quality management system (QMS) develops;

10.5. When carrying out statistical control of product quality, the following methods can be used:

- histograms;
- Pareto chart (by performance and reasons);
- Ishikawa diagram (causes and results);
- layering (scatter) diagram;
- checklists.

10.6. The structure of quality assessment based on statistical control methods in divisions and departments, namely:

- expert assessment of objects of control;
- collection of statistical data;
- data systematization;
- analysis of statistical data, search for causes of non-compliance, use of statistical methods;

- taking corrective and preventive actions;

- carrying out activities and research;

- execution control;

- creation of new types of products.

11.GP 13-06. This document describes the Product Warranty Repair process and sets out the procedure for handling customer claims. The standard is intended for the process owner and employees who handle customer complaints.

12. GP 06-01. This document establishes the procedure for performing the process "Technological preparation of production" and is intended for:

- to regulate and manage the activities of the division for the technological preparation of the production of new types of products.

- continual improvement of the quality management system and the results of the process.

The requirements of the process apply to all functions and work performed during the process in the technological office of KTO, as well as in interaction with co-executors.

13.GP 08-01. This document establishes the procedure for performing the process "Design, product development and launching" and is intended for:

- regulation and management of the activities of the department for the design and development of new types of products;

- continual improvement of the quality management system and the results of the process.

The requirements of the process apply to all functions and work performed during the process in the design group of the KB KTO, as well as in interaction with co-executors.

Failure to follow a documented procedure for policy and purpose the enterprise will result in the production of defective products.

Let's consider some violations:

- leakage of working fluid into the environment, oil leakage;

- incorrect setting of the hydraulic system (for example, setting the pressure reducing valve to a pressure below the minimum allowable);

- mechanical damage (destruction of bearings);

- loss of efficiency, incorrect adjustment of various types of valves (safety bypass, unloading) and control equipment (hydraulic valves, control units);

- opening of the distributor; mechanical damage to body parts and manufacturing defects (plates, bodies).

This list of defects is associated with a violation of the norms of GP 20-01 "Product Manufacturing", since the Products were not manufactured in accordance with the design documentation. Responsible - the head of production. To solve this problem, it is necessary to strictly adhere to the rules in production in accordance with the design documentation; but a break in the connecting rod

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piston, seizures and risks on the distributor, seizures on the torn connecting rod; an increase in the gap or mechanical damage to rubbing precision pairs (for example, seizures in the spool pair of a hydraulic valve, gaps in the striker pair of a hydraulic hammer); increased backlash of the sphere of attachment of the connecting rod of the piston of the pumping unit to the pump shaft, motor wear of the piston group of the pumping unit. This list of defects is associated with a violation of the norms of the GP 08-01 process "Design, product development and launching into serial production". There were violations in the design of products / creation of drawings of parts and assembly units, application of incorrect dimensions and tolerances. Responsible: the head of the design bureau. Corrective measures: improving the qualifications of personnel, a more thorough check of the developed design documentation by the standard control department.

Compliance is carried out by the procedure GP 13-02 "Organization of quality control". In case of non-observance of this procedure in production, design documentation that does not meet the required requirements is allowed.

The process SE 08-01 "Design, product development and launching into serial production" and the procedure SE 20-01 "Production" to achieve the highest production efficiency and minimize the number of defective products manufactured by the enterprise, require strict adherence and refinement.

Process description GP 08-01:

The responsible executor is the head of the KB KTO of the enterprise.

The functions, rights and responsibilities of process owners are established in GR 01-01 "Procedure for the appointment, functions, rights and responsibilities of process owners".

Process inputs:

Table 15. Process inputs GP 08-01

Provider	entrance
TD Marketing Department	1. Suggestions for in-demand products 2. Technical data of analogs
Technical council	3. Plan of new equipment for the year

Process outputs:

Table 16. Process outputs GP 08-01

Consumers	Output
OKL and IL	1. Design documentation with the assigned letter "O", "O1" 2. Prototype of the product 3. Act on the results of the acceptance of the prototype 4. Prototype test report
Production	1. A set of design documentation with the assigned letter "A" 2. Finished product

To implement the GR 01-01 procedure and comply with the GP 08-01 process, the KB KTO employees use the highly efficient Compass 3D and Pilot software, which ensures them the effectiveness of their activities, namely:

- terms of development of design documentation (according to the plan of new equipment for a year);
- compliance of design documentation with the requirements of regulatory documents
- compliance of the prototype with the requirements of TK and CD;
- the absence of claims from consumers to the design documentation and the prototype (act of the acceptance committee);
- launching into serial production of the installation series (according to the plan of new equipment for the year).

According to the process, for the design of parts, assembly units and products, such computer-aided design systems as "KOMPAS" and "LOTSMAN" are

used. For the design of complex assembly units, this software is not enough. For the most efficient design, it is proposed to use CAD NX (Unigraphics). This CAD system has the highest performance and advanced design functionality. The big drawback is the cost of this CAD system. In the CAD market, NX has the highest cost per license for this software product.

The effectiveness of product design and development depends not only on the equipment and software used, but also on the qualifications and professionalism of the personnel in the design office.

Description of the procedure GP 20-01 "Production of products":

The responsible executor is the head of production.

The functions, rights and responsibilities of process owners are established in GR 01-01 "Procedure for the appointment, functions, rights and responsibilities of process owners".

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Process inputs: production plan, raw materials, components, materials, casting, semi-finished products, tech. resources.

Process outputs: finished part, assembly, product.

It is necessary to introduce information on a way to minimize production defects.

First step. Draw up a table describing all cases of marriage at the enterprise. For indicative statistics, it is recommended to analyze data for at least a year.

Second step. Combine similar reasons for manufacturing defects into a common group. By identifying a group of similar causes of marriage, it will be possible to calculate the number of cases for the period, as well as losses from them and ways to eliminate them.

Third step... Analysis. Usually, after grouping, it turns out that only a few of the same reasons are regularly repeated, leading to the main share of production defects. They are the ones that deserve priority attention.

Fourth step - to establish the cause of the marriage at the enterprise with the maximum number of cases and the greatest losses.

Fifth step- reduce or eliminate the likelihood of recurrence of frequent causes of manufacturing defects. In lean manufacturing, there is a term poka-yoke (Japanese for error protection). This term suggests: in order to prevent a production defect in the future, it is necessary to ensure such conditions when it is physically impossible to repeat the defect, so that the employee does not have the possibility of a second mistake, etc. Before solving the problem, our management often blamed subordinates, citing the problem of human factors. However, the improvement

of the production process made it possible to radically reduce the likelihood of error at the enterprise - less operations began to be performed in the mind, responsibility was delegated between different employees, and it was possible to improve favorable working conditions. Lean Manufacturing: System and Examples

Sixth step- development and implementation of a personnel motivation system focused on reducing production defects. Among the possible measures, one can note a certain amount of bonuses for an employee for the release of each ton of goods with defects, or with mistakes. Bonuses can also be paid for reducing the proportion of defects to the established standard, individual indicators of employees can be placed on stands - this will stimulate the desire of employees to reduce the level of defects.

The seventh step is organizing a continuous quality improvement process. Individual quality indicators need to be determined for each employee. As a rule, 1 - 3 indicators are sufficient, within the framework of participatory management.

To solve all sorts of problems associated with the appearance of defects, equipment malfunctions, an increase in the time from the release of a batch of products to its sale, the presence of unsold products in the warehouse, the receipt of complaints, the Pareto chart is used.

The Pareto chart allows you to distribute efforts to resolve emerging problems and establish the main factors with which you need to start acting in order to overcome the problems that arise.

Table 17 and 18 present a list of defects for constructing Pareto charts for 2019 and 2021 (expected) years, respectively

Table 17. Characteristics of defects at ShZG JSC for 2019

Defect	Defects found	Accumulated share of detections	Total number of defects, %
Washer scrap	78	16,5%	16%
Block marriage	74	15,6%	32%
Corps marriage	70	14,8%	47%
Broken finger	64	13,5%	60%
Destruction of the piston ring	57	12,1%	73%
Dispenser opened	54	11,4%	84%
Connecting rod piston breakage	32	6,8%	91%
Seizure on the distributor	30	6,3%	97%
Other defects	14	3,0%	100%
Total	473		

Table 18. Characteristics of defects at ShZG JSC for 2020 (expected)

Defect	Defects found	Accumulated share detections	Total number of defects, %
Bully on the distributor	24	12,4%	12%
Washer scrap	24	12,4%	25%
Connecting rod piston breakage	23	11,9%	37%

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Dispenser opened	22	11,3%	48%
Corps marriage	22	11,3%	59%
Block marriage	22	11,3%	71%
Broken finger	20	10,3%	81%
Destruction of the piston ring	19	9,8%	91%
Other defects	18	9,3%	100%
Total	194		

In fig. 12 and 13 show the results of studies characterizing defects in the form of a Pareto diagram for 2019 and 2020, respectively.

In 2017, the number of defective products will decrease, but at the same time, the most frequently encountered defects were still defects in the housing and washers, as well as seizure marks on the distributor, a broken connecting rod piston and a

problem with distributor opening, but in percentage terms, their significant narrowing occurred.

As you can see, in the expected 2020, as a result of the implementation of procedures within the framework of the QMS and participatory management of the enterprise, the turnover of personnel has significantly decreased and their qualifications have increased.

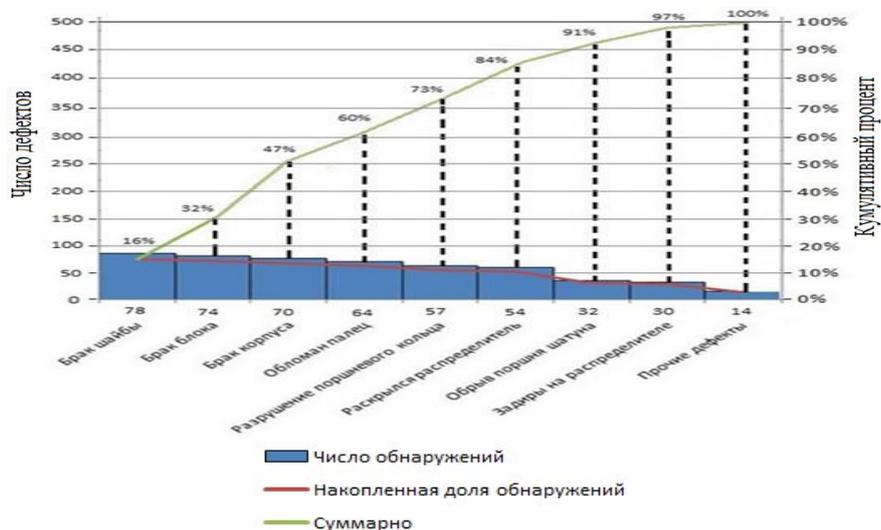


Fig. 12. Pareto chart for defects in products manufactured by JSC "Shakhty plant Hidroprivod" for 2019

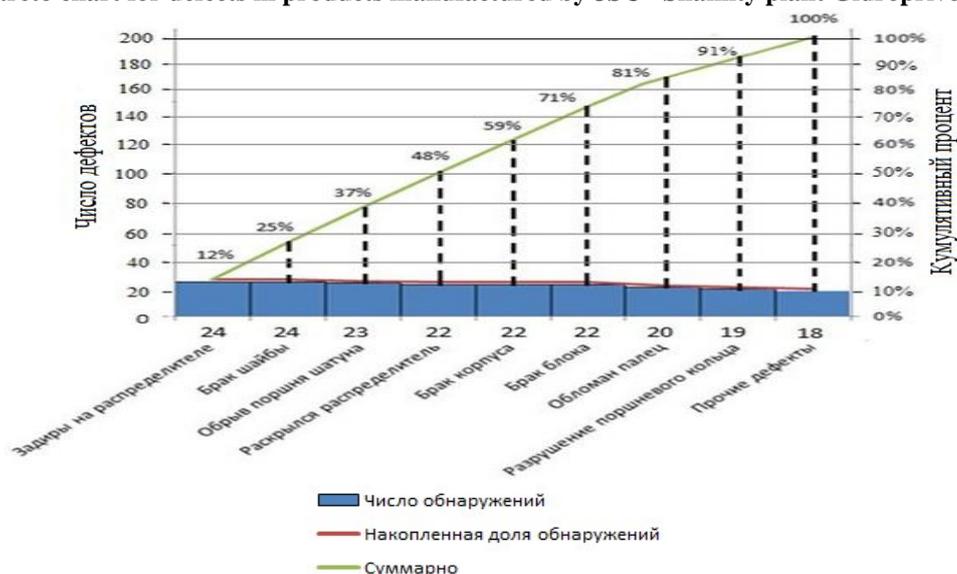


Fig. 13. Pareto chart for defects in products manufactured by JSC "Shakhty plant Hidroprivod" for 2020

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Let us consider whether our efforts within the framework of the participatory management QMS were effective in order to create a quality policy in production with such an emphasis to guarantee the consumer a defect-free product.

Security product quality associated with costs. Quality products should guarantee to the consumer satisfying his requests, its reliability and cost savings. These properties are formed during the whole reproductive activity enterprises, at all its stages and in all links. Together with them formed value product characterizing these properties from development planning products before their sale and after-sales service.

Complaint - a claim, provided by the buyer to the seller in connection with inadequate quality or quantity supplied goods the terms of the contract. Complaints may be presented only for such issues that were not subject acceptance of goods, produced in accordance with the terms of the contract.

Politics enterprises should initially have aim high product quality. but marriage being its opposite, may arise at any enterprise. His should be considered. Marriage may be found at the very manufacturing enterprise products and beyond...

Manifested in the field of implementation or in the process product use marriage testifies how bad product quality, and about quality the work of the enterprise.

The products of ShZG JSC consist of 11 types of pump-motors, with different price categories. The consumer was shipped in 2019, 46300 units of pump motors. number defective products totaled 473 pieces. Let's determine the economic effect received by the enterprise in 2019.

Annual sales volume of ShZG JSC in 2019 made up:

$$Op = (4300 \cdot 11600) + (4200 \cdot 12200) + (4400 \cdot 20000) + (5000 \cdot 12420) + (3600 \cdot 38500) + (3548 \cdot 35900) + (4365 \cdot 130900) + (4502 \cdot 25000) + (638 \cdot 48600) + (4690 \cdot 59900) + (39800 \cdot 7057) = 1541148100 \text{ rubles.}$$

FROM taking into account the return products due marriage, loss will be:

$$P = (40 \cdot 11600) + (46 \cdot 12200) + (50 \cdot 20000) + (36 \cdot 12420) + (42 \cdot 38500) + (70 \cdot 35900) + (19 \cdot 130900) + (11 \cdot 25000) + (22 \cdot 48600) + (14 \cdot 59900) + (123 \cdot 39800) = 6167620 \text{ rubles.}$$

We define percentage of losses due to defective products in 2016, which amounted to 473 products:

$$adf = \cdot 100\% = 1.05\% \cdot \frac{6167620}{1541148100}$$

We define weighted average one pump:

$$\text{Wed f.v} = = 38 \text{ kg.} \cdot \frac{(7+12+15+20+30+50+48+70+80+27+58)}{11}$$

Considering, that defective products are not subject restoration and repair, then they are disposed of at the enterprise, and the resulting metal used for

production of new products. General metal mass obtained through disposal of goods, is equal to:
 $m = 473 \cdot 38 = 17974 \text{ kg.}$

Expenses disposal will be consist of electricity costs (23 rubles per 1 kg), of workers' salaries (13 rubles per 1 kg), and depreciation charges through the use equipment (76 rubles per 1 kg), which will amount to 2013088 rubles.

$$C = (76 + 13 + 23) \cdot 17974 = 2013088 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after melting we will receive: (negotiable value of 1 kg metal - 350 rubles), which amounted to 6,290,900 rubles.

$$P = 17974 \cdot 350 = 6290900 \text{ rubles.}$$

Return money to the enterprise in 2016 due to disposal taking into account its costs:

$$Eub = 6290900 - 2013088 = 4277812 \text{ rubles.}$$

Now let's determine the total annual sales volume minus losses from defective products:

$$OR = 15541148100 - 16167620 + 4277812 = 1542258292 \text{ rub.}$$

By enterprise data on sales products of ShZG JSC, for 10 months of 2020 the volume of sales amounted to 38,584 pieces, and the volume of defective products will be 160 pieces, therefore, taking into account the volume of sales of products for 2020, namely - 46,300 pieces. Number of expected defective production will total only 194 pieces.

Planned annual volume implementation of JSC "ShZG" for 2020 will be:

$$RR = 4300 \cdot 11700 + 4200 \cdot 12300 + 4400 \cdot 20100 + 5000 \cdot 12520 + 3600 \cdot 38600 + 3548 \cdot 35900 + 4365 \cdot 130900 + 4502 \cdot 25100 + 638 \cdot 48700 + 4690 \cdot 59900 + 39900 \cdot 7057 = 1740252100 \text{ rubles.}$$

FROM taking into account the return products due marriage, loss will be:

$$P = 18 \cdot 11700 + 19 \cdot 12300 + 17 \cdot 20100 + 18 \cdot 12520 + 19 \cdot 38600 + 18 \cdot 35900 + 16 \cdot 130900 + 19 \cdot 25100 + 18 \cdot 48700 + 17 \cdot 59900 + 39900 \cdot 15 = 7455660 \text{ rubles.}$$

Determine the percentage of losses from sales in 2020

$$adf = \cdot 100\% = 0.42\% \cdot \frac{7455660}{1740252100}$$

Considering, that defective products are not subject restoration and repair, then they are disposed of at the enterprise, and the resulting metal used for production of new products. General metal mass obtained through disposal of goods equal:

$$m = 194 \cdot 38 = 7312 \text{ kg.}$$

Expenses disposal will be consist of electricity (25 rubles per 1 kg), worker's salary (15 rubles per 1 kg), and depreciation charges through the use equipment (80 rubles per 1 kg).

$$C = (80 + 15 + 25) \cdot 7312 = 87,740 \text{ rubles.}$$

FROM taking into account the treaty metal prices, after melting we get: (negotiable cost of 1 kg of metal - 360 rubles)

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$$P = 7312 \cdot 360 = 263230 \text{ rubles.}$$

Return money to the enterprise in 2020 through a result of disposal, taking into account its costs:

$$Eub = 263230 - 877440 = 1754880 \text{ rubles.}$$

Let's determine the annual sales volume minus losses:

$$OP = 1740252100 - 7455660 + 1754880 = 1731041560 \text{ rubles.}$$

The decrease in losses from 2016 to 2017 in percentage terms will be:

$$PU = 1.05 - 0.42 = 1.008\%.$$

The effect of the implementation of measures to eliminate defects due to the improvement of the regulatory documentation of JSC ShZG will amount to 188783268 rubles.

$$E = 1731041560 - 1542258292 = 188783268 \text{ rubles.}$$

Received the results confirm the correctness of the chosen decision on the implementation of the QMS and participatory production management and presupposes their rigorous implementation in the needy.

Conclusion

The validity of the main provisions, conclusions and recommendations formulated in the article is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, applied software packages, theories of synergy, and network cooperation is considered.

The article describes the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, ensuring their relevance, attractiveness and pretentiousness in order to create the preconditions for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers ensure the demand for products based on assortment policies while socially protecting consumers' interests, guaranteeing them a stable financial position, price niche and a policy of effective cash flow, creating enterprises to obtain stable technical and economic indicators.

I justify a wide range of authors by the desire to draw the attention of the federal, regional and municipal branches of government to the revision of the concept of the roadmap and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it lacks the main thing - the role and importance of participation in its implementation by the authorities of all levels, without whose support both the roadmap and the strategy for the development of light industry are only intentions and nothing more. The lack of promises and responsible persons deprived them of those obligatory for these very branches of power, and without their interested participation it is simply impossible to achieve the declared results. Another weighty doubt about its inoperability and not have a significant impact on the restoration of light industry enterprises in the regions and municipal formations as city-forming, in order to restore social stability and security to small and medium-sized cities of Russia, that is, to restore them the role that they played for these same municipal formations, of which there are so many in Russia.

The implementation of all the proposed measures presupposes the active participation of these very branches of government, but, especially, regional and municipal ones, so that, creating new jobs in small and medium-sized cities, guarantee their population all social conditions for a decent life, ensuring their funding, including work preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of products in demand with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products that are in demand, especially for children and socially vulnerable groups of the population of these regions, they - these very authorities - will directly implement their promises to voters expressed by them, and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

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SOCIO-PHILOSOPHICAL WORLDVIEW OF A CREATIVE THINKER

Abstract: In the article Amir Khusrav Dekhlavi's huge heritage in the ruba'i genre is tried to study briefly. The aim of the article is to study the ideological and artistic system of the poet's works, to identify the poet's skills in the ruba'i genre, and also to define the role of his writings in the history of Persian-Tajik literature through analyzing his ruba'is. It is a scientific fact that he has profoundly influenced the other poets' works in the Islamic region who wrote in Persian and Turkic afterwards. The interest to the poet's writings, including his ruba'is, is related to the fact that the poet can create an independent school in the Middle Ages.

Key words: Persian literature, sufizm, rubai, imige, poetry, poet, genre, analysis, work, language.

Language: Russian

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СОЦИАЛЬНО-ФИЛОСОФСКОЕ МИРОВОЗРЕНИЕ ТВОРЧЕСКОГО МЫСЛИТЕЛЯ

Аннотация: В статье делается попытка кратко изучить огромное наследие Амира Хусрава Дехлави в жанре рубаи. Целью статьи является изучение идейно-художественной системы творчества поэта, выявление навыков поэта в жанре рубаи, а также определение роли его произведений в истории персидско-таджикской литературы через анализ его творчества. рубаи. То, что он оказал глубокое влияние на произведения других поэтов исламского региона, которые впоследствии писали на персидском и тюркском языках, является научным фактом. Интерес к произведениям поэта, в том числе к его рубаи, связан с тем, что в средние века поэт смог создать самостоятельную школу.

Ключевые слова: персидская литература, суфизм, рубаи, имиге, поэзия, поэт, жанр, анализ, произведение, язык.

Введение

Следует отметить, что исследователи, изучавшие жизнь и творчество Амира Хусрава, особенно, ученые бывшего Советского Союза мало или вообще не обращали внимания на этот аспект мировоззрения поэта, чтобы не “задеть” господствующую идеологию. Даже в монографии М.Бакаева, широко и подробно изучившего творчество поэта, этой стороне жизни поэта уделяется очень мало внимания. [4, с.98]

Известно, что в Индии среди мистических сект, укоренившихся в социально-политической, научной, философской, культурной и духовной жизни народов исламского Востока, существовали мистические секты, такие как хайдария, сухравардия, низамия, сабрия. Однако

особой популярностью пользовалась секта Чиштия под руководством шейха Низамиддина Авлия. [14, с.24] Идеи секты Чиштия, игравшей важную роль в духовной среде того времени и к которой принадлежал Амир Хусрав, также нашли отражение в его рубае.

Об этом аспекте творчества поэта свидетельствует, составленный в рукописи №7624 рубаи, который собрал рубаи этого персонажа в специальном месте под названием “Аз ар-рубойет фит-тавхид борий таоло”. Здесь дано 74 рубаи, которые состоят только из мистических и исламских стихов. Среди них - благодарность Создателя и его силы за то, что даровано человечеству, мы также встречаем раввинов, прославляющих посланника Аллаха Низамиддина

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Авлия, гимны правителя, и раввинов, которые пишут о природе и ее чудесах, обществе и самых тонких чувствах в нем, созданных силой Аллаха.

В мистицизме, призывая к профессии, чтобы облегчить понимание самых сложных аспектов доктрины, его речи стало обычным украшать короткими поэтическими отрывками и формами. В этом случае жанр рубаи очень полезен благодаря лаконичности его объема и глубине содержания. Среди рубаев Амира Хусрава мы находим много катренов на такую тему, которая мешает суфийским проповедям. Им свойственны набожность, голод, развитие духа веры в добро в людях, богатство, нечистота собственности, как для этого мира, так и для будущего и так далее. В следующем рубае он полусутя и наполовину правдиво выражает тот факт, что общество разделено на две части из-за мира:

ای خلعت تو زمانه در پوشیده
بشنو سخنی ز بنده سر پوشیده
ما هر دو جو یک تنیم پوشیده
یک نیمه برهنه و دگر پوشیده
نیکی نبود

Содержание:

О, он превратил свою одежду в современного идола (человек),

Просто послушайте человека с покрытой головой:

Мы оба одно тело, не хорошо это (это тело) –
Если полуголые и полуодетые.

В основном, среди рубаев, в которых поется божественная любовь, наряду с таким рубаем, поразительно то, что написано на темы справедливости, нравственности, увещаний и даже наслаждения природой и ее красотами. Прежде чем комментировать мистические мелодии в рубаи Амира Хусрава Дехлави, остановимся на секте чиштия, к которой он принадлежит, и ее происхождении.

Учение чиштия - это религиозно-мистическая профессия, сыгравшая значительную роль в истории духовного и социального мышления народов Индии, Бангладеш, Пакистана, Афганистана и других стран региона Юго-Восточной Азии. Известно, что секта Чиштия зародилась в Хорасане и получила широкое распространение в Индии в XIII веке как самостоятельное мощное мистическое учение. Распространение этой секты в Индии связано с именем Муиниддина Хасана Чишти, который родился в Сейстоне в 537/1142 году и уехал в Индию. Хасан Чиштий встречался и учился у таких великих мастеров своего времени, как Абдукадир Джилани, Шейх Наджмиддин Кубро, Шейх Юсуф Хамадони. Среди них были Наджмиддин Кубро и Юсуф Хамадони, два великих шейха Туркестана и Хорасана, имевшие большое влияние на Муиниддина Чиштия.

Шейх Кутбиддин Бахтияр Кокий (Уший), ученик Муиниддина Чиштия в дальнейшем развитии секты Чиштия (ум. 633/1236), одним из его учеников был известный пенджабский поэт Фаридуддин Масуд Шакаргандж (1175–1265), услуги одного из его самых известных учеников, Низамиддина Авлия (ум. 725/1324) были великолепны.

Подробную информацию о секте Чиштия можно найти в книге “Сафинат уль-Аулия” Мухаммада Дорошукуха и суфийского ученого из Индии и из “Шаджараи табакати машаих” поэта Ахмада Кашмири. [14, с.26] Мухаммад Дорошукух дает более подробную информацию о шейхах этой секты в разделе “Сафинат уль-Аулия” под названием “В заявлении о статусе последователей секты Шариф Чиштия”. Шейх Низамиддин Авлия - ученик Фаридиддина Шакарганджа, одного из крупнейших и наиболее уважаемых мастеров секты Чиштия в Индии, пир-наставника Амира Хусрава Дехлави. Его настоящее имя было Мухаммад бин Ахмад бин Дониол Бадуни (родился 640–641 / 1243–1244). В большинстве суфийских рукописей он известен под псевдонимом “Султан уль-Машайх”.

Низамиддин Авлия достиг большой зрелости в области этики, теологии и природы, среди простых людей всей Индии он прославился как величайший шейх своего времени, великий мистический мудрец. Даже султаны Дели его вера в него была превосходной. Низамиддин Авлия жил в королевстве Дели и обучал многих студентов. Смерть султана уль-Машайха произошла в 725 г. хиджры (1324 г.), за 6 месяцев до смерти его мюрида Амира Хусрава, а его могила находится в Дели.

Известно, что в серию “Ходжагон” входит великий машаик Мовароуннахра XII века, четвертый халиф шейха уш-шуюха Юсуфа Хамадони, великого духовного отца секты “Накшбанди” в XIII веке, был основан Ходжа Абдулхаликом Гиждувани. По мнению ученых-мистиков, в XII-XIII веках, когда учение Ходжагана только начинало распространяться, во времена шейха Юсуфа Хамадони и его четвертого халифа Ходжи Абдулхалика Гиждувани секты Чиштия и Ходжагана были очень близки друг к другу. Считается, что взгляды шейха Саади, великого представителя персидско-таджикской классической поэзии XIII века, сыграли важную роль в формировании идей секты Ходжагона. [13, с.172] В этой связи, Амир Хусрав также был в состоянии согласиться с Саади Шерази взглядами. Амир Хусрав Дехлави был младшим современником Саади Шерази. Некоторые источники сообщают, что они даже видели и разговаривали друг с другом в Индии. Но несколько исследований убедительно доказали, что этот факт ошибочен. [14, с.28] Историк пишет,

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что самаркандский государственный Амир Хусрав Дехлави был очень предан шейху Саади и находился под его влиянием:

Хусрави сармаст андар соғари маъни бирихт,
Шира аз ғамхонаи масте, ки дар Шероз буд.
(Пьяный Хусрав вливается в сагу смысла –,
Суло, который он получил из пьяной
таверны в Шерозе). [15, с.165].

Конечно, Саади Шерази также оказал влияние на Амира Хусрава, который был опьянен маслом суфийского единства, и на протяжении всей своей карьеры, в том числе в своем рубае, он показывал стакан новых значений. Неслучайно в Иранской литературе XX века Амира Хусрава Дехлави называли “Идийским Саади”.

РЕЗУЛЬТАТЫ И ОБСУЖДЕНИЕ

Итак, если рассматривать творчество Амира Хусрава с идеологической и тематической точки зрения, в первую очередь, они основаны на творчестве Саади, очевидно, что обряды и критерии сект Ходжагон и Чиштия лгут. Идеи Накшбандия Ходжагона направлены на воспитание в народе и обществе нравственно чистого, интеллектуально зрелого, совершенного человека, воспитание людей в духе патриотизма и полезности для народа. То же самое мы видим в призывах секты Чиштия. Эти идеи нашли отражение в произведениях известного поэта секты Шакаргандж. Амир Хусрав Дехлави, живший после него, также написал много мистических стихов и уделял большое внимание написанию тех же идей. В его стихах прославляются прогрессивные универсальные идеи своего времени, такие как равенство и братство между людьми, ненависть к богатству и богатству, сострадание и любовь к бедным и вдовам, дружба и сотрудничество между индуистскими и мусульманскими народами, которые являются основными идеями доктрины Чиштия. Среди прочего, они включают идеи равенства и братства между людьми, а также идеи дружбы и сотрудничества между индийским и мусульманским народами. Такие идеи были очень важны в индийской среде, где была высока вероятность конфликта верований. Великие люди секты и их ученики распространяли эти идеи по всей стране.

Низамиддин Авлия тоже сам писал стихи. Особенно порадовал Амир Хусрав своим квартетом. [14, с.26] Позже неудивительно, что это сформировало в нем любовь к жанру рубаи.

Пока человек смотрит на небо, он никогда не получит от него ответа. Таков мир в воображении Хусрава. Поднебесная эпоха полна фокусов. Один из них поэт уе «непригодный»:

مسکین دلم از غم بزبان ز آزار زمانه در فغان
افتاداست افتاداست

مادست فتاده در کف دیوانه بدست کودکان
خوش بسران افتاداست

[1: 965, с.409]

Содержание:

Мое бедное сердце превратилось в эпопею на языках горя.

Из-за досады времени появился фиг.

Когда он упал, его оставили в руках пьяных,
[как будто]-

Сирота попала в руки мальчиков.

В его рубаи представления о мире неразрывно связаны с местом в нем человека. В частности, поэта постоянно привлекает тема быстротечности человеческой жизни. Он сравнивает мир, в котором живет человек, с темницей, и смерть - его удел в этом мире. Спасение от этих тревог поэт находит в суфийской мысли. Согласно учению мистицизма, суфий, достигший статуса секты один за другим, входит в контакт с миром духовности, и его сердце погружается в свет.

ای تن که ب خاک مسکنت وانکه ز کفن پیرهنت
خواهد شد خواهد شد
گفتی که چه سانسنت تعجیل مکن که روشنت
خاک تاریکی گور خواهد شد
[1: 178, с.201]

Содержание:

О тело, несомненно, ты найдешь место в земле,

Понятно, что рубашку вы тоже носите с головы.

“Как поживает черная земля могилы?” ты спрашивал,

Не торопись, ты знаешь (свет) очевидно.

Как мы видим, это знак того, что свет сияет от того, кто достиг просветления. Свет просветления освещает даже самую темную могилу. Естественность быстротечности мира очень удачно выразил поэт на примере природы:

Явление горящего пропеллера в свече упоминалось многими поэтами. Но, кажется, никто не сравнивал угнетенных с горящей свечой. В этом отношении очень нагляден пример, приведенный в форме аналогии в третьем стихе. На основе этого примера вывод, данный в четвертом стихе, известен всем и не требует доказательств: “Те, кто прикоснулись к ожогу, быстро сгорают”. Ведь то, что горит, не только горит, но и сжигает все, что к нему прикасается. И наоборот, не только кого-то обжигает, но и самого себя. Например, об этом Навои в “Фархад и Ширин” говорит:

Фатила доғ учун ўт солса ҳар дам,
Агарчи куйдирур, лекин куяр ҳам,—
сказал он. [2, с.424]

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Такие литые лески можно встретить в большом количестве у хусравских рубай. Многие из них могут интерпретироваться как в светском, так и в мистическом контексте. Понять социально-философские воззрения поэта без такого рубая, конечно, невозможно.

Выводы

В итоге:

1. Амир Хусрав - философ-художник по мировоззрению Дехлави. Его рубайи полон философских наблюдений об Аллахе, вселенной, человеке, жизни, земле, любви, и это наследие стало уникальными памятниками в результате правильного направления силы слов в нем.

2. В мировоззрении Амира Хусрава популяризация рубайи обеспечилась в результате интерпретации социально-философских проблем,

смешанных с широко распространенными в народе идеями Чиштиа.

3. И светский рубай Амира Хусрава Дехлави, и суфийский рубай являются основными идеями этого учения, между тем, тематические общеисламские, универсальные моральные идеи и передовые национальные, религиозные ценности, такие как чистота, честность, правдивость, сострадание, божественность, секуляризм, совершенство, борьба с угнетением, справедливость, которые являются общими для взглядов сект Ходжагона и Чиштиа.

4. Рубайи Амира Хусрава Дехлави во многом характеризуются обогащением и обновлением круга актуальных тем.

5. Помимо традиционных черт и тематики рубая Амира Хусрава, в нем, как и в его газели, наблюдается более выраженное отношение поэта к любви.

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STUDY OF THE PHYSICO-CHEMICAL PROPERTIES OF ALUMINUM OXIDE Al_2O_3 BY THE METHOD OF POWDER DIFFRACTOMETRY

Abstract: X-ray diffraction analysis of materials is a standard method for phase identification and characterization of polycrystalline materials [1]. Experimentally, various peaks were detected in the X-ray phase analysis (XRD) spectra of aluminum oxide Al_2O_3 sample. Based on the data (XRD) of samples of aluminum oxide Al_2O_3 obtained for samples with different modes of powder production, Miller indices and lattice parameters were determined. The experimental data obtained are in good agreement with the data obtained by other methods.

Key words: aluminum oxide, powder, wide-gap semiconductor, Miller indices, microstructure.

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ИССЛЕДОВАНИЕ ФИЗИКО-ХИМИЧЕСКИЕ СВОЙСТВА ОКСИДА АЛЮМИНИЯ Al_2O_3 МЕТОДОМ ПОРОШКОВОЙ ДИФРАКТОМЕТРИИ

Аннотация: Рентгendifракционный анализ материалов является стандартным методом идентификации фаз и характеристики поликристаллических материалов [1]. Экспериментально обнаружены различные пики в спектрах рентгенофазового анализа (XRD) образца оксида алюминия Al_2O_3 . На основе данных (XRD) образцов оксида алюминия Al_2O_3 полученные для образцов с различными режимами получения порошка, определены индексы Миллера и параметры решетки. Полученные экспериментальные данные хорошо согласуются с данными, полученными другими методами.

Ключевые слова: оксид алюминия, порошок, широкозонный полупроводник, индексы Миллера, микроструктура.

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Введение

В настоящей работе порошковый рентгенофазовый метод анализа нами был использован для изучения структуры, состава, свойств сырьевых материалов и продуктов оксида алюминия Al_2O_3 . С его помощью исследовали минералогический [14] и фазовый составы [4]. В последние годы объектами пристального внимания исследователей являются сенсорные, адсорбционные, оптические, электрические и каталитические свойства различных материалов [1–5]. Оксид алюминия Al_2O_3 — бинарное соединение алюминия и кислорода [12]. В природе распространён в виде глинозёма, составляющая часть глин, нестехиометрической смеси оксидов алюминия, калия, натрия, магния и т. д. [15–17]. В модификации корунда имеет атомную кристаллическую решётку. Учитывая выше сказанное, в настоящей работе нами было проведено исследование методом порошкового дифрактометра основные особенности материалов, применяемых в полупроводниковой технологии. А также предпринята попытка применять методику анализа для материалов различной стехиометрии.

Описание объекта и методов исследования

Порошковая рентгеновская дифракция — метод исследования структурных характеристик материала при помощи дифракции рентгеновских лучей (рентгеноструктурный анализ) на порошке или поликристаллическом образце исследуемого материала. Также называется методом порошка. Результатом исследования является зависимость интенсивности рассеянного излучения от угла рассеяния. Соответствующий прибор называют порошковым дифрактометром. Преимуществом метода является то, что дебаеграмма для каждого вещества уникальна и позволяет определить вещество даже тогда, когда его структура не

известна. Рентгено-фазовый метод анализа использовали для изучения структуры, состава, свойств сырьевых материалов и продуктов обжига. С его помощью исследовали минералогический и фазовый составы [5]. Монохроматический пучок рентгеновского излучения направляется на образец исследуемого материала, растертого в порошок. На фотоплёнке, свернутой цилиндром вокруг образца, изображение (дебаеграмма) получается в виде колец. Расстояние между линиями одного и того же кольца на дебаеграмме позволяет найти брэгговские углы отражения. Затем, по формуле Брэгга – Вульфа $2d \sin\theta = n\lambda$ можно получить отношение d/n расстояния между отражающими плоскостями к порядку отражения.

Рентгеновский анализ позволяет решать следующие задачи:

Определение качественного состава образца, полуколичественное определение компонентов образца, определение кристаллической структуры вещества. А также прецизионное определение параметров элементарной ячейки, определение расположения атомов в элементарной ячейке (полно профильный анализ — метод Ритвельда), определение размера кристаллитов (области когерентного рассеяния) поликристаллического образца. Исследование текстуры в поликристаллических материалах. Кроме того, исследование фазового состава вещества и изучение диаграмм состояния, оценка размера кристалликов в образце, точное определение констант решетки, коэффициента теплового расширения, анализ минералов. На рис.1. приведена прибор - порошковый дифрактометр. Порошковые образцы Al_2O_3 были исследованы методами рентгеноструктурного и элементного анализа. Идентификацию образцов проводили на основе дифрактограмм, которые снимали на аппарате XRD-6100 (Shimadzu, Japan), управляемый компьютером.



Рис.1. Порошковая рентгеновская дифрак-тометрия. XRD-6100.

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Применяли Cu-K α -излучение (β -фильтр, Ni, $\lambda=1.54178 \text{ \AA}$, режим тока и напряжения трубки 30 mA, 40 kV) и постоянную скорость вращения детектора 4 град/мин с шагом 0,05 град. ($\omega/2\theta$ -сцепление), а угол сканирования изменялся от 10 до 80 $^\circ$. Мощность рентгеновского излучения составлял 2 кВт. Анализ результатов производился с использованием базы данных [6]. Глубина проникновения Cu-K α излучения составляет для легких элементов (углерод) порядка 1 мм (980 мкм), для тяжелых элементов (Ag, W) –несколько мкм. Для большей части неорганических веществ, простых соединений, Cu-K α - составляет десятки микрон (мкм). На рис.2 представлены спектральные зависимости Al₂O₃, полученные методом порошкового дифрактометра. Кроме того, приведены индексы Миллера, а также межплоскостное расстояние dhkl для данных образцов. Нами был использован метод Ритвельда [5,19] для уточнения структуры по порошковым данным, полученные с помощью рентгеновского излучения. Принцип метода состоит в том, чтобы использовать независимые измерения интенсивности в каждой точке дифрактограммы, описывая профиль линии с использованием аналитических функций, вместо использования интегральной интенсивности рефлексов. Параметры функций, включающие структурные, приборные и другие характеристики, уточняются с помощью нелинейного метода наименьших квадратов. Используя данный метод уточнение мы определили межплоскостное расстояние dhkl и

индексы Миллера (hkl). Кроме того, используя данный метод мы смогли точно определить и обозначить межплоскостное расстояние dhkl и индексы Миллера (hkl) как это видно из рисунка 2. Как было сказано выше, порошковая рентгеновская дифрактометрия позволяет провести количественный элементный анализ. Проведенный нами элементный анализ по методике “Search and Match” software [6] образцов показывает, что образцы Al₂O₃ имеют следующий состав (в весовых процентах): для Al₂O₃ получены следующие весовые соотношения: Al– 68,56 %, O – 31,44 %. Как известно из литературных данных [5,11-12] индексы Миллера применимы во всех сингониях. С увеличением индекса Миллера межплоскостное расстояние уменьшается [7-8]. Для образцов Al₂O₃ измеренных методом рентгеноструктурного анализа по методике “Search and Match” software [6-10], проведена оценка степени кристалличности и аморфности. Для оксида алюминия это выглядит следующим образом: аморфная фаза для оксида алюминия составляет 56,84 %, а кристаллическая фаза соответственно составляет 43,16 %. Индексирование – определение индексов (HKL) каждой линии дифрактограммы и типа решетки. Индексирование проведено для выявления примесей в образце путем выделения рефлексов, которые не относятся к основному веществу. В настоящей работе нами было определено наличие примесей водорода для Al₂O₃. Наиболее характерные результаты приведены на Рис.2.

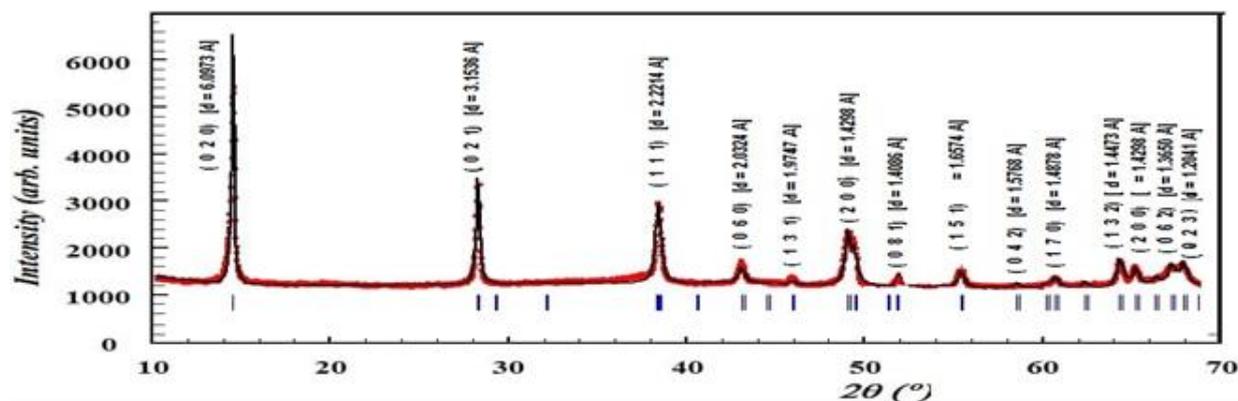


Рисунок 2. Спектральная зависимость Al₂O₃, полученная методом порошкового дифрактометра.

А также обработанная уточнением Ритвельда с помощью программным обеспечением FullProf [19]. Приведены индексы Миллера. Здесь набирается подрисовочная подпись (верхний отступ 6, снизу пустая строка).

Как видно из рисунка 3 с увеличением угла падения рентгеновского излучения на образец уменьшается межплоскостное расстояние [7,9-11].

Таким образом, можем сделать вывод из рисунка 3, межплоскостное расстояние сильно зависит от индекса Миллера. Это показывает, что с помощью данного метода на основе аналитических работ мы можем провести качественный и количественный анализ образцов различного состава, с различной стехиометрией, определить различные кристаллографические параметры.

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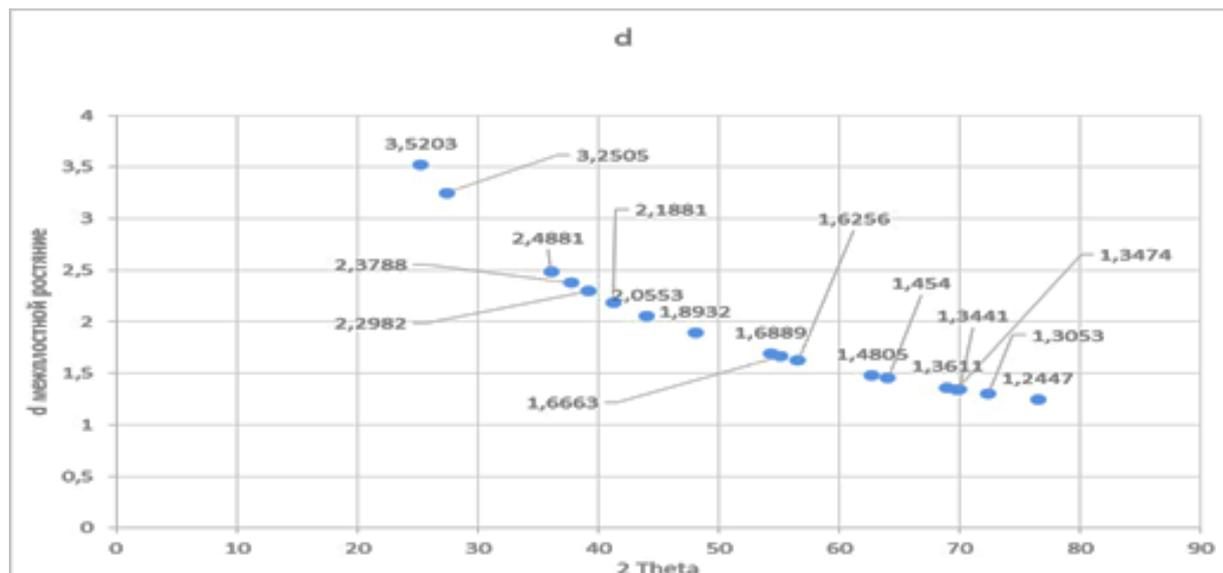


Рисунок 3. Зависимость межплоскостного расстояния от угла падения излучения.

Заключение

Использовали метод Ритвельда [5,19] для уточнения структуры по порошковым данным, полученным с помощью рентгеновского излучения. Определено уменьшение межплоскостного расстояния с увеличением индексов Миллера. Применено индцирование для выявления примесей в образце путем

выделения рефлексов, которые не относятся к основному веществу. Проведен элементный анализ в весовых процентах для Al_2O_3 Al – 68,56 %, O – 31,44 %.

Впервые определены степени кристалличности и аморфности образца Al_2O_3 .

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SOCIAL AND MORAL REALIAS OF UZBEKISTAN ON THE BASIS OF INTERETHNIC TOLERANCE

Abstract: *The hereby article aims at revealing the concept of tolerance and the constructive social activity of the Uzbek people, a factor which has been closely associated with the social and moral perfection and effectively contributing to the further development of many moral values, such as goodness, striving for freedom, justice, duty, conscience, happiness, love for people.*

Key words: *Ethnic group, social justice, commonwealth, solidarity, cultural and spiritual life, equality, religion, cultural cooperation, ensuring stability.*

Language: English

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Introduction

After attaining independence of our Republic, all conditions for the provision of equality, cooperation and mutual respect have been created among the representatives of various ethnic groups. All these concepts and values have been materialized thanks to the tolerance intrinsic to our nation and tracing back to the very ancient times. In one of his speeches, the President of the Republic of Uzbekistan Sh.M. Mirziyoyev gave an emphasis to the following: “Peaceful life in Uzbekistan in the environment of mutual understanding and agreement of the representatives of more than 130 nations and ethnic groups is one of our most important achievements during the years of independence. Strengthening interethnic harmony and friendship, to which 138

national cultural centers operating in the country make a great contribution, will continue to be one of the priority directions of our state policy. Reinforcing the atmosphere of tolerance between different confessions, ensuring the equality of citizens regardless of their religion has also become one of our main concerns¹”. Presently, we can observe intensive development in the socio-economic life of our country; the world outlook and the way of life of our population are constantly changing from day to day, as well as its culture. Consequently, we are liberalizing the issues of resurging universal human values, self-conscience, information awareness of the ongoing political processes and the formation of our “ego” or “I”.

¹Sh.M. Mirziyoyev *Consistent continuation of democratic reforms, ensuring peace and tranquility in the country, creating decent living conditions for our people are a guarantee of sustainable development*: Report of the candidate for President of the Republic

of Uzbekistan at the VIII Congress of the Movement of Entrepreneurs and Business People - Liberal Democratic Party of Uzbekistan // Narodnoe Slovo, 2016. November 2.

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Speaking at the meeting dedicated to the 25th anniversary of the establishment of the Republican International Cultural Center, the President noted that “the representatives of different ethnic groups, cultures and religions have lived in peace and harmony on our ancient and blessed land for many centuries. Hospitality, kindness, generosity of soul and genuine tolerance have always been inherent in our people and become the basis of their mentality. One of the most important priorities of state policy in Uzbekistan was the development of a culture of tolerance and humanism, the strengthening of interethnic and civil mutual understanding and harmony, the upbringing of the younger generation of our country on the basis of these values, as well as in the spirit of love and devotion to the mother country²”. Therefore, from the first days of independence, the first steps were taken by the government to ensure intercultural integration and interethnic harmony of the multinational people of Uzbekistan. On this occasion, such universal human values as solidarity and unity between the representatives of different nationalities and ethnic groups, intercultural cooperation, hospitality, interethnic harmony manifested in various kinds of events organized in the “People’s Friendship Palace”, the main concert hall of Uzbekistan, as well as the organization of traditional international music festival “Sharq taronalari” (Melodies of the Orient), the construction of various projects serving for the further formation of interethnic harmony and cooperation, like the “Humo” arena. This, in turn, is the main factor in the development of domestic tourism in Uzbekistan, the establishment of friendly ties between the representatives of different nations and the strengthening of diplomatic cooperation. And all this is affirmed by the fact that our country has developed a strategy of sustainable unity for the representatives of different nations living in Uzbekistan, which serves as a symbol of harmony, and the project supported by many brotherly countries.

The history of our country gives the evidence that the people of Uzbekistan have had a well-intentioned attitude towards the followers of various faiths. At the moment, in our country, representatives of more than 130 nationalities and 16 confessions are carrying out their activities in close cooperation³.

At present, regardless of racial, social and national identity, each person is considered a citizen of Uzbekistan with the granted equal rights and active participation in all spheres of society. Doubtlessly,

such a quality condition took a lot of effort from the government. Simultaneously with the close examination of these problems, which are the urgent tasks of society in this field, a number of measures have been carried out in our country to provide material and moral support to the vulnerable layers of our society that is families in need, disabled people as well as lonely elderly citizens. On this basis, the government is widely implementing the state policy in the field of social protection of disabled people and vulnerable layers of the population. The priority areas of this policy are to provide assistance to such people, guaranteeing protection of honor and dignity resulting in the assurance of opportunities for taking various actions for the vulnerable layers of society. The development of cooperation between state bodies and citizens' self-government organizations plays a primary role in the process of supporting and protecting this group of citizens. Particularly, the institutes of makhalla (small communal units) established with the aim of uniting the representatives of different nations for resolving social and economic problems, organizing different cultural events, provide assistance in the improvement of the material and living conditions of the elderly, lonely and disabled people in need, and families without breadwinners. As a result of providing both material and spiritual support to people in need, in the field of people’s social support the traditions of our people, associated with the principles of humanism and altruism are acquiring more and more value. The spiritual and universal human values such as upholding the interests of people, humanism, nobility, generosity and goodness are being revived and the younger generation is being brought up in the spirit of love for the motherland. With the help of monetary payments people are being provided with material and moral support, medicine and medical services as well as technical and other means. All of the processes mentioned above, undoubtedly, have a positive effect on the social development of the society. Such development of the country is carried out on the basis of national ideology. This was specially noted by our compatriot, Mukhammad al-Bukhari: “Since the declaration of independence, Uzbekistan has been vigorously working on the formation of democratic principles, development and further strength of respect for the rights of the nation and nationalities, their customs and traditions, national languages of any people living in the Uzbek land⁴”.

² Speech by the President of the Republic of Uzbekistan Sh.M. Mirziyoyev at a meeting dedicated to the 25th anniversary of the formation of the Republican International Cultural Center. / Sh.M. Mirziyoyev. Tashkent: Uzbekistan, 2017. p 488.

³ Sh.M. Mirziyoyev. *Building a free and prosperous, democratic state of Uzbekistan together with our brave and noble people* // Speech by Sh. Mirziyoyev at the joint session of the Oliy Majlis of

the Republic of Uzbekistan dedicated to the inauguration of the President of the Republic of Uzbekistan. Newspaper “Adolat”. December 16, 2016. № 53 (1117). p 2

⁴ See: *We are grateful to you, Uzbekistan!* // Uzbekistan is a country of tolerance. - Tashkent: Uzbekistan, 2007. p 275

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Interethnic policy is considered an important factor in regulating stability and peace in Uzbekistan. Throughout Central Asia, one can see how the domestic and foreign policy of our state, inherently integrating the socio-political and spiritual-moral formation of all population strata, effectively contributes to the implementation of the factor of tolerance in this process, both in its socio-political and spiritual and moral essence. Evidently, there is still a lot to be done in the republic to further increase the political activity and political culture of the Uzbek people: however, all the processes mentioned above are enough to once again be convinced of the consistent democratic direction of social and spiritual processes in Uzbekistan, the democratic essence of the electoral processes that meet modern international standards. We can draw the following conclusions from the words of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev: "Our main objective is to train a new generation of cadres, educated in the spirit of national and universal values, able to think continentally and the real patriots of their motherland⁵". "A powerful factor of the development of Uzbekistan is a strong interethnic agreement and friendship and the confidence of our multinational people in the bright future⁶".

It is worth mentioning that the Presidential decree was an important step in the development of a culture of interethnic, interconfessional harmony and humanism, strengthening the legal and civil society, as well as friendly, equal and mutually beneficial relations with foreign countries. The establishment of the new Committee on Interethnic Relations and Friendly Relations with Foreign Countries under the Cabinet of Ministers of the Republic of Uzbekistan⁷ means that these issues have been raised to the rank of state policy. All this testifies that the issues of preserving interethnic harmony and religious tolerance, expanding cultural and educational ties with foreign countries are being brought to a fundamentally new level. "Generosity is a quality inherent in the Uzbek people. For instance, the Uzbek people, having cordially welcomed more than one and a half million people evacuated during World War II, showed the best example of humanism, hospitality, respect and care for people regardless of their social origin" stressed Vlodymyr Boyko, Chairman of the Republican Ukrainian National Cultural Center. The large-scale activities of the center are aimed at the further formation of friendly relations between representatives of different nations, strengthening the

international education of the individuals on the basis of different nationalities⁸.

The law on non-government and non-commercial organizations functions as a vivid demonstration of civil society in our country. Such associations of the society help prolifically develop the culture of their nations and educate the youth of the country in the spirit of respect for the cultural values of all nationalities. These organizations serve the national diasporas and provide necessary assistance in a variety of subjects that they face day by day. Sunday schools carry out their activities in some national cultural centers, where both young people and adults go. Also they have a chance to be aware of the culture, history and traditions of their people, and learn their national language. Many National Cultural Centers have established close cooperation with secondary schools where representatives of different nationalities living in our country teach children in different languages. Presently, Russian, Karakalpak, Kazakh, Tajik, Turkmen, Kyrgyz schools are operating in the Republic of Uzbekistan. The teachers specially prepared for such schools gain their training and experience in HE.

In addition, newspapers and magazines are printed in twelve languages in our Republic, 502 of them are published in the Uzbek language, 164 editions are published in two or more languages, and 84 of them in three or four languages (Uzbek, Russian, Karakalpak and Tajik). About forty varieties of newspapers and seven magazines are published in the Republic of Karakalpakstan and more than 80 percent of these publications are published in the Karakalpak language.

The international cultural center "Peoples' Friendship", founded on April 7 in 2008, Navoi, including Jewish, Russian, Tatar, Korean and Kazakh cultural national centers contributed its small share to the improvement of international relations and meeting the growing national and spiritual needs of the representatives of various nations and nationalities. The main goals and objectives of these cultural centers are the development and strengthening of interethnic relations, friendship between the peoples of Uzbekistan, mutual understanding, cooperation; mutual enrichment of national cultures; preservation of the culture and traditions of the nations as well as charitable assistance and volunteer work.

The Jewish Cultural Center has been registered since 2004. In recent years, the organization of the

⁵ Sh.M. Mirziyoyev *Together with our multinational, hardworking people, we will together build a free, democratic and prosperous state.* - Tashkent: Uzbekistan, 2017. p 103.

⁶ Sh.M. Mirziyoyev *Together with our multinational, hardworking people, we will together build a free, democratic and prosperous state.* - Tashkent: Uzbekistan, 2017. p 119.

⁷ Resolution of May 23, 2017 No. PP-2993 "On the organization of the activities of the Committee on Interethnic Relations and Friendly Relations with Foreign Countries under the Cabinet of Ministers of the Republic of Uzbekistan".

⁸ See: N.N. Mukhamadiev. *On the path of strengthening international harmony // Uzbekistan – the country of tolerance.* Tashkent: Uzbekistan, 2007. p168-173

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work of the Jewish Cultural Center has been built in the following areas:

- participation in the local and regional massive cultural events, forums, conferences, ceremonial meetings, seminars, discussions with the representatives of the Committee, informative and demonstrative exhibitions, TV disputes, thematic round tables;

- organization of the national Jewish holidays;
- joint work with other National Centers of Navoi city and region;
- volunteer work;
- work of the “Club of the Wise” for the elderly people.

All the work of the Jewish Center does not remain behind closed doors, but becomes the national property. For instance: a reading room was organized for the residents of the nearby makhallas on the basis of the library of the *Yudaiki Center*. However, while the arrangement of various thematic exhibitions, the days of expositions are usually appointed and announced for guests. The children of the nearby makhallas and those who are the members of other national centers are also involved in the work and activities of the Children’s Studio-Club. The age-mates from other centers take part in the different meetings of the “Club of the Wise” for the elderly people. This center takes an active part in all programs and actions organized for the improvement of interethnic relations in Navoi city and region.

The work and activity of the Russian Cultural Center is also organized in a similar way. It plays an important role in the formation and development of interethnic relations and friendship between peoples. A striking example of these activities can be the following events held in recent years: “Maslenitsa”, an Eastern Slavic religious and folk holiday held annually in February, is quite a popular event where all Russian national dishes are demonstrated; “Navruz - a holiday of pure thoughts” is a national holiday held annually in March has a reputation for establishing friendship between the nations. For more than two decades now, together with the Uzbek people, Navruz has been happily welcomed by the representatives of more than 130 nationalities living in our country. The representatives of different ethnic groups are getting accustomed to this holiday and more and more people are joining it year by year. Songs sang in different languages, traditional and modern dances, the diversity of national costumes and colorful clothes and smiling happy people create an atmosphere of friendship and harmony, warming with a lot of warmth and joy.

Another valuable event, a round table was held in Navoi for the youth in memory of the terrible war of 1941-1945 and we believe that we need this memory. The teachers of history, the representatives of the youth organization of the Navoi Mining and Metallurgy Complex (NMMC), librarians, the

administration of the cultural center “Farkhad”, young representatives of various sectors of the NMMC and activists of the various national cultural centers of Navoi city took active part in that big event. By the end of the event, all the participants agreed that the world is very fragile, and in order to preserve it, people must keep friendly relationships and must be more tolerant and wise. Furthermore, an evening of friendship was held in Navoi, dedicated to the 28th anniversary of the independence of the Republic of Uzbekistan. In connection with the most valuable holiday - the 28th anniversary of the Independence of our country, in all regions a number of various activities such as friendly meetings, festivals of friendship, concerts, creative contests, photo and art exhibitions on the themes “Uzbekistan is our common home” and “In the united and friendly family” etc. were organized under the leadership of national cultural centers.

All events are sponsored by the other national cultural centers on such a scale. It is very important to note that national cultural centers celebrate all public holidays of the Republic of Uzbekistan in close cooperation: they come up with event scenarios together, prepare various concerts, encourage activists, plan further joint work, and most importantly, they gather at one common table, serving role models to young generation how to make friends and keep friendly relationships. Indeed, we have one common house - Uzbekistan. In 2019, at the “Peoples’ Friendship Palace”, there was held another festive event under the name “Uzbekistan - our common home”, and in which a number of representatives of different nationalities extended their sympathy to the marvelous celebration. A large-scale holiday was organized for numerous spectators such as the representatives of state and public organizations of Navoi, cultural workers and artists, scientists, students and youth. It also hosted for an interesting exhibition organized under the name “Prosperity of the motherland is the wholesome work of a multinational people” for the entrepreneurs of different nationalities and dedicated to the anniversary of the Independence of the Republic of Uzbekistan. Ultimate experience was left by the gala concert with the participation of the best artistic groups of the centers, as well as artists of the cultural house “Farkhad”, the “Ivushka” choir, the “Veteran” choir, the Korean ensemble “Kotnabori” (bud) etc. The audience was impressed by the fiery vocal and choreographic compositions such as “Gulnazira”, the dance “Duslik” (friendship), “Bashkort yegetlyare biyue” (The Tatar fellows’ dance), “Quadrille” etc., which were performed by the youth collective of the Bashkir-Tatar creative association “Duslik”. It became a grandiose event representing the original Bashkir culture, friendship and unity of peoples, and kept in minds and hearts of the guests of the event for a long time.

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A special role in the preservation and development of the national culture belongs to the Association of Korean Cultural Centers of Uzbekistan established in 1991. Today the association includes about 30 regional, city and district Korean cultural centers. In particular, the Korean cultural center of Navoi city operates not only in narrow national boundaries, but also actively interacts with the government agencies. A huge amount of work is being done with the younger generation of the region as well.

In 2019, in close cooperation with the center “Peoples’ Friendship”, there was held a mutual dialogue of peoples and cultures under the title “The land where friendship and brotherhood rule”. It is historically known that the ancestors of the Uzbek people for centuries lived in friendship and brotherhood with the representatives of various peoples. “House of Friendship” has become a kind of meeting place for representatives of different nationalities. All national cultural centers serve to strengthen harmony between nations, preserve and develop the language, traditional values of representatives of national groups living in the city of Navoi.

Today it has become a tradition to hold all kinds of massive events in close cooperation with the various national cultural centers. A number of examples might be brought to provide valid evidence. For example: the festive event organized under the name “Strong family is the pillar of the state”, the exhibition called “Uzbekistan - a friendly multinational family”, as well as a scientific and practical conference organized on the theme “Interethnic friendship and religious harmony - a factor of progress”. Annually such big celebrations as Navruz, Independence Day, Constitution Day of Uzbekistan, New Year etc. are widely celebrated in Navoi city as in other regions of our country. Thanks to the participation of the representatives of cultural centers and people living in the region, the national culture is enriched with a variety of colors; interethnic friendship and harmony become a holiday for people. The holidays of friendship integrate with ethnic holidays such as the Russian Maslenitsa, the Korean Chuseok, the Tatar-Bashkir Sabantui and others.

Summing up, we can say with a pride that today in the city of Navoi, the representatives of different nations and ethnicity live in conditions of equality and mutual solidarity as in other regions of our country. They make a worthy contribution to the process of fundamental transformations in the city, region, and country, value Uzbekistan as a single homeland for all nations living in it and consider themselves on an equal position with all of them. They also feel high responsibility for the peace and prosperity of our

country, our common home, where we feel ourselves a united, single family living by common aspirations.

Uzbekistan promotes a fruitful dialogue that contributes to the provision of religious freedom and interfaith harmony. This is confirmed by the words of the head of our state, “The policy of Uzbekistan in the sphere of religion is based on the creation of equal conditions for representatives of all confessions”⁹. Therefore, all necessary conditions have been created in Uzbekistan for the purpose of learning the native language, national traditions, history and culture. And this policy determines the peaceful residence of representatives regardless of their nationality, religious background and ethnicity.

The main feature of the religious life of modern Uzbekistan is that our society does not allow the establishment of priority over one religion. All this is reflected in the fifth priority area of Uzbekistan’s Development Strategy for 2017-2021. To implement this priority area of the Action Strategy, more than fifty legislative acts and twenty-five practical decisions have already been adopted in the field of religion. In 2018, according to the decree of President Sh. Mirziyoyev, the new members of the Council for Confessions were approved. It is a public advisory body under the Committee on Religious Affairs, which has expanded from nine to seventeen members, represents practically all religious confessions registered in Uzbekistan. At present, 2256 religious organizations and 16 different confessions are operating in the territory of Uzbekistan. In particular, they include 2085 Muslim and 150 Christian organizations, 8 Jewish communities, 6 communities of Bahá’í, one “Jehovah’s Witnesses” organization, the society of Hare Krishna and one Buddhist temple, as well as the Interfaith Bible Society of Uzbekistan. In terms of numbers, Islam comprises 96.8%, Christianity - 2.4%, non-religious and atheists - 0.8%.

In the legislative acts of the Republic of Uzbekistan there are no restrictions on the organization of activities of various religious communities, their number and duration of their operation. The development of such noble human qualities as solidarity, religious tolerance, unanimity, inherent in the mental character of the Uzbek people, has its own long background roots. Since Central Asia is one of the cradles of civilization, a number of artisans, scientists, goldsmiths and merchants from other lands flew down here, and most of them settled on these lands forever. As a result of the establishment of welcoming relations with the representatives of various nations and nationalities, the concept of interethnic harmony has become an active expression immersing into the social life of people. The concept of loyalty to our eastern values and traditions, steady continuation of democratic reforms and building a

⁹ <http://www.press-service.uz>.

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civilized, free and prosperous state has become the key of the development of our country. Currently, the government is realizing a number of measures to liberalize issues in the field of religious tolerance. The residence of the representatives of different nations and ethnicity in the country, without any doubt, leads to the existence of different religious views. Specifically, representatives of the public and responsible organizations, in accordance with the law, that is, the state controls and protects the rights and freedom of citizens of the country professing such world and national religions as Christianity, Buddhism, Bahya, Judaism and Krishnaism. All conditions have been created in the country so that citizens of other religions can freely and without oppression celebrate their religious holidays and traditions. For several years, in our country, on the initiative of the first President I.A. Karimov people of our country have been celebrating other religions' holidays along with our national celebrations such as Kurban Hayit and Ramadan, religious holidays including Fisikh, Christmas, Purim and Hanukkah. Such factors can also serve as a vivid example of the exaltation of such universal human values as tolerance, interethnic harmony and religious tolerance in the stable policy of Uzbekistan. The special Council was organized in our country to assist and support the activities of various religious confessions operating in Uzbekistan, establish close cooperation with various religious organizations, the Spiritual Directorate of Uzbekistan and the Committee for Religious Affairs on the basis of the principles of religious tolerance, supporting the propaganda and agitation of issues of interreligious harmony and unity. Paying attention to religious activities, which is the main framework of education, culture, spirituality, moral behavior, exalting the ideas of religious tolerance, and following them plays an important role in ensuring the principles of peace and stability in the social life of people. All at once, it is necessary to remember how delicate and complex sphere of public life it is, connected with feelings, beliefs and faith, which strengthens universal human prominent features in the minds of people, especially the youth, through the preaching of moral and humanistic values. However, when using religious values, one should not go to extremes. The implementation of the domestic and foreign policy of our country is carried out taking into account the fact that the religious factor, first of all, "finds its representation in the way of life, the psychology of people and the formation of their spiritual and moral

values"¹⁰. "As it is known, freedom of conscience and belief, the rights of the representatives of different nationalities are reliably guaranteed in our country, religious tolerance is also being strengthened. We will continue to attach paramount importance to the issues of further strengthening friendship and solidarity in the republic, ensuring equal rights to all citizens, regardless of their nationality, religion and beliefs. We consider it absolutely unacceptable to spread extremist and radical ideas in Uzbekistan that sow discord between the representatives of different nationalities"¹¹.

As world experience shows, the process of the revival of Islamic values with excessive exaltation, absolutization, incorrect and unilateral approach can lead to a revitalization of religious extremism and fanaticism, the formation of a fundamentalist opposition, as was the case in a number of countries e.g., in Egypt under the governance of A. Sadat¹², modern Iran, Tajikistan and Chechnya. Today in many parts of the world, the contradictions between confessions are sharpening day by day. Majority of them are mainly related to the impairment of the rights of religious minorities. In these conditions, in Uzbekistan, the issues of protecting human rights and their freedom, security, interreligious and interfaith harmony have become the pivotal questions for our country.

Quite often, extremely reactionary extremist feelings are wrapped in a religious form, and people organize arsons, murders, robberies, demonstrations against disbelievers (jihad) and terrorist acts under the slogan of "devotion" to Islamic traditions. This is clearly manifested in the activities of the newly established parties such as "Hizbut-Tahriri Islomiyya", the excessive danger of which is evidenced by the events that took place on February 16, 1999 in Tashkent, and led to loss of lives of innocent people. The anti-humanistic orientation of all those actions in the country where high spiritual values are respected and humanistic traditions are being revived, evoked strong condemnation among big masses of the population. It is also true that these extremist and terrorist organizations and movements put their significant trust on young people, namely, on the formation of rigid intolerance and religious fanaticism among them¹³. Therefore, upbringing on the basis of tolerance should be seen as an urgent imperative, which, at the same time, is called upon for counteracting various threats that cause a feeling of fear and disposition in relation to others. Also it

¹⁰ I.A. Karimov. *Uzbekistan: national independence, economics, politics, ideology*. p 41

¹¹ *Speech at the inauguration ceremony of the President of the Republic of Uzbekistan at the joint meeting of the chambers of the Oliy Majlis / Sh.M. Mirziyoyev*. - Tashkent: Uzbekistan, 2016. - p 56. Sh.M. Mirziyoyev. We will all together build a free, democratic

and prosperous state of Uzbekistan. - Tashkent: Uzbekistan. 2016. p 35.

¹² A. Sadat - Egyptian statesman and military leader; Egyptian President, Marshal

¹³ See: A. Khasanov. *Islam and youth in modern Uzbekistan // Religion and youth in modern Muslim societies / Ed. Z.I. Munavvarova and R.I. Krumm*. - Tashkent, 2-7. p 42-45.

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closely relates to the upbringing of the young generation with mental activity that is directly related to the moral values. To bring up a tolerant personality is a complex process carried out by the entire social reality. Reforming educational institutions, e.g., social institutions have great opportunities for the realization of this, as they personify the unity and inextricable connection of both educational and upbringing processes.

In the Republic of Uzbekistan the role of the ideas of consent is incomparable in the widespread propaganda of the issues of tolerance, interethnic harmony and indulgence among various ethnic groups, individuals and in social life and world community. Such fundamental theories contribute to the development of new integration processes in the social life of the country.

Uzbekistan is a country with friendly relations between nations and religions. And all this is due to the tolerance of the Uzbek people. The values of tolerance, formed at the level of individuals and social groups, are the basis for achieving the great future of our country, its further multilateral integration into the world community. All nations and ethnic groups acquire a common philosophy of behavior to develop their culture in unity with Uzbek and world culture.

To sum up, all this constitutes a system of modern realities and spiritual traditions of the peoples of Uzbekistan, who create a solid foundation for spiritual and moral education and formation of the individual personality in the spirit of tolerance built on the norms and values of liberality.

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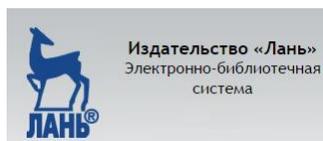
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