

SOI: 1.1/TAS

DOI: 10.15863/TAS

Scopus ASJC: 1000

ISSN 2308-4944 (print)

ISSN 2409-0085 (online)

№ 01 (105) 2022

Teoretičeskaâ i prikladnaâ nauka

Theoretical & Applied Science



Philadelphia, USA

**Teoretičkaâ i prikladnaâ
nauka**

**Theoretical & Applied
Science**

01 (105)

2022

International Scientific Journal

Theoretical & Applied Science

Founder: **International Academy of Theoretical & Applied Sciences**

Published since 2013 year. Issued Monthly.

International scientific journal «Theoretical & Applied Science», registered in France, and indexed more than 45 international scientific bases.

Editorial office: <http://T-Science.org> Phone: +777727-606-81

E-mail: T-Science@mail.ru

Editor-in Chief:

Alexandr Shevtsov

Hirsch index:

h Index RISC = 1 (78)

Editorial Board:

1	Prof.	Vladimir Kestelman	USA	h Index Scopus = 3 (38)
2	Prof.	Arne Jönsson	Sweden	h Index Scopus = 10 (33)
3	Prof.	Sagat Zhunisbekov	KZ	-
4	Assistant of Prof.	Boselin Prabhu	India	-
5	Lecturer	Denis Chemezov	Russia	h Index RISC = 2 (61)
6	Associate Prof.	Elnur Hasanov	Azerbaijan	h Index Scopus = 8 (11)
7	Associate Prof.	Christo Ananth	India	h Index Scopus = - (1)
8	Prof.	Shafa Aliyev	Azerbaijan	h Index Scopus = - (1)
9	Associate Prof.	Ramesh Kumar	India	h Index Scopus = - (2)
10	Associate Prof.	S. Sathish	India	h Index Scopus = 2 (13)
11	Researcher	Rohit Kumar Verma	India	-
12	Prof.	Kerem Shixaliyev	Azerbaijan	-
13	Associate Prof.	Ananeva Elena Pavlovna	Russia	h Index RISC = 1 (19)
14	Associate Prof.	Muhammad Hussein Noure Elahi	Iran	-
15	Assistant of Prof.	Tamar Shiukashvili	Georgia	-
16	Prof.	Said Abdullaevich Salekhov	Russia	-
17	Prof.	Vladimir Timofeevich Prokhorov	Russia	-
18	Researcher	Bobir Ortikmirzayevich Tursunov	Uzbekistan	-
19	Associate Prof.	Victor Aleksandrovich Melent'ev	Russia	-
20	Prof.	Manuchar Shishinashvili	Georgia	-

ISSN 2308-4944



© Collective of Authors

© «Theoretical & Applied Science»

International Scientific Journal

Theoretical & Applied Science

Editorial Board:**Hirsch index:**

21	Prof.	Konstantin Kurpayanidi	Uzbekistan	h Index RISC = 8 (67)
22	Prof.	Shoumarov G'ayrat Bahramovich	Uzbekistan	-
23	Associate Prof.	Saidvali Yusupov	Uzbekistan	-
24	PhD	Tengiz Magradze	Georgia	-
25		Dilnoza Azlarova	Uzbekistan	-
26	Associate Prof.	Sanjar Goyipnazarov	Uzbekistan	-
27	Prof.	Shakhlo Ergasheva	Uzbekistan	-
28	Prof.	Nigora Safarova	Uzbekistan	-
29	Associate Prof.	Kurbonov Tohir Hamdamovich	Uzbekistan	-
30	Prof.	Pakhrutdinov Shukritdin Il'yasovich	Uzbekistan	-
31	PhD	Mamazhonov Akramzhon Turgunovich	Uzbekistan	-
32	PhD	Ravindra Bhardwaj	USA	h Index Scopus = 2 (5)
33	Assistant lecturer	Mehrinigor Akhmedova	Uzbekistan	-
34	Associate Prof.	Fayziyeva Makhbuba Rakhimjanovna	Uzbekistan	-
35	PhD	Jamshid Jalilov	Uzbekistan	-
36		Guzalbegim Rakhimova	Uzbekistan	-
37	Prof.	Gulchehra Gaffarova	Uzbekistan	-
38	Prof.	Manana Garibashvili	Georgia	-
39	D.Sc.	Alijon Karimovich Khusanov	Uzbekistan	-
40	PhD	Azizkhon Rakhmonov	Uzbekistan	-
41	Prof.	Sarvinoz Kadirova	Uzbekistan	-

International Scientific Journal
Theoretical & Applied Science



ISJ Theoretical & Applied Science, 01 (105), 788.
Philadelphia, USA



Impact Factor ICV = 6.630

Impact Factor ISI = 0.829
based on International Citation Report (ICR)

The percentage of rejected articles:



ISSN 2308-4944



Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 PIHII (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal
Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 01.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Artur Aleksandrovich Blagorodov

Institute of Service and Entrepreneurship (branch) DSTU
 bachelor,
 Shakhty, Russia

Galina Yurievna Volkova

LLC TsPOSN «Ortomoda»
 Doctor of Economics, Professor
 Moscow, Russia

FEATURES OF THE FORMATION OF PREFERENCES FOR CONSUMERS OF PRODUCTS MANUFACTURED BY ENTERPRISES OF THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: In the monograph, the authors analyzed the state of the market in the regions of the Southern Federal District and the North Caucasus Federal District, confirmed the presence of a significant deficit for footwear, which justifies the expediency of forming a cluster on the basis of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, they were able to form the entire range of products that would satisfy the needs of consumers in these regions, with the justification that it will be in demand and competitive through the formation of innovative technological processes using a quality management system to ensure quality management, forming its advantage over other manufacturers and ensuring implementation of consumer preferences. In addition, by ensuring effective work, the heads of enterprises have significantly improved the socio-economic situation in these regions.

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

Language: English

Citation: Blagorodov, A. A., & Volkova, G. Y. (2022). Features of the formation of preferences for consumers of products manufactured by enterprises of the regions of the Southern Federal District and the North Caucasus Federal District. *ISJ Theoretical & Applied Science*, 01 (105), 301-351.

Soi: <http://s-o-i.org/1.1/TAS-01-105-20> **Doi:** <https://dx.doi.org/10.15863/TAS.2022.01.105.20>

Scopus ASCC: 2000.

Introduction

UDC 685.16: 317.71

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern

production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products. It is the turn of the manufacturer, who must close "greed" and "deadly sin" in his mind in order to burn out greed. Prominent economists unequivocally declare that an increase in the quality of goods is not causally related to an increase in prices. Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

management. Manufacturing must improve, which does not mean becoming more costly.

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

The prospects for the development of shoe enterprises in the Southern Federal District and the North Caucasus Federal District considered in the monograph are formed on real, achievable goals, assuming that the federal, regional and municipal branches of government, together with manufacturers and trading companies, on the basis of careful weighing of their capabilities, are able to bring the shoe industry out of a critical state.

The analysis of the effectiveness of flexible technological processes and their relationship with various forms of organization of production in the context of modern market relations. The requirements for competitive production have been determined, which must be implemented, namely:

- reduction of time for preparation of production;
- shortening the product life cycle;
- increasing the scientific and technical level of production, the implementation of which is possible precisely on the basis of flexible technological processes for the production of footwear.

The structure of the assortment of footwear of regional manufacturers by types, materials, season of wear, price levels has been studied in order to analyze the market situation. The types of footwear that are in high demand have been identified. Formed their aesthetic and constructive characteristics.

The elements of the expert system of operational management of the multi-assortment release have been developed. The calculation of the optimal structure of the assortment of footwear and the total production cost of the entire assortment of models has been made.

The analysis is carried out and the influence of the forms of organization of production and manufacturing technology on the cost of shoes is determined using the example of the technological process of making children's, men's and women's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual items of the calculation as a whole and other technical and economic indicators.

Recommendations are given for varying the proportion of costs of calculation items for the manufacture of a lot of assortment to predict the cost and sales of products, taking into account the demand for footwear in each region of the Southern Federal District and the North Caucasus Federal District.

Functional and simulation models of business processes for the production of leather goods have been developed, a formal description of the organization of the current technological process and initial data have been obtained for assessing the effectiveness of technological processes for the manufacture of various types of footwear, taking into account the existing demand for it. A methodology for multi-criteria assessment of the effectiveness of innovative technological processes for the production of leather goods has been developed based on the application of the target programming methodology.

Software has been developed for the formation of the technological process of assembling footwear and determining the cost of producing an assortment of footwear. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis can reduce the duration of technological preparation of production and increase, due to the rationalization of the technological process, the specific consumer effect, which today, and even more so tomorrow, is the main determining factor.

Comprehensive indicators of the effectiveness of innovative technological processes of manufacturing footwear. Taking into account the production program, promising options for technology and equipment were formed, the most efficient was selected, opportunities for streamlining the flow were identified, allowing to eliminate bottlenecks,

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

minimize equipment downtime, which is one of the conditions for designing flexible technological processes, but the production of footwear with a demanded price niche.

The economic effect of the results of scientific research is determined, which are estimated in the increase in labor productivity, the level of mechanization of production, a decrease in the indicators of work in progress and production costs. An accessible tool for shoe production technologists is proposed to improve the design of technological processes, which allows an enterprise to form a competitive assortment and predict the maximum income from shoe production for the regions of the Southern Federal District and the North Caucasus Federal District.

The authors support the idea of creating vertically integrated associations (clusters) in the Southern Federal District and the North Caucasus Federal District, which would deal with the entire cycle of providing footwear production from accessories to finished footwear and related products. This will improve quality control, reduce costs, increase profits, vary the price niche, ensuring competitiveness and stable demand for domestic products, and social protection for residents of the regions of the Southern Federal District and the North Caucasus Federal District.

Despite the fact that the situation of demand for footwear in the 2021 market has deteriorated sharply due to the coronavirus, footwear manufacturers and trading companies have every reason, albeit restrained, but optimism, not pessimism. And there are the following reasons for this:

- all manufacturers of domestic footwear see for themselves an opportunity not only to stay on the market, but also to expand their share by reducing the price of the assortment, reducing their own costs, increasing the number of retail outlets, including by expanding the geography of their location in the regions of the Southern Federal District and the North Caucasus Federal District and for its limits;

- implementation of structural reorganizations of the market for its sales. This applies not only to the ratio of imports and production of domestic footwear, but also to a decrease in the stock balance of previous periods;

- and most importantly, there is not only a clear revival in the production of components, but also in the sector of the Russian manufacturers themselves there is also an increase in the production of footwear against the background of business activity of both manufacturers and trading companies trying to find a common language, points of convergence in order to increase the brand for domestic products ...

But at the same time, key problems must be resolved:

- firstly, the fight against illegal imports must be effective, since and today counterfeit products occupy over 40% of our market;

- secondly, it is necessary to implement several large investment projects, modernize shoe enterprises using the most modern technologies, which will significantly improve the quality of shoes and thereby gradually return the lost prestige of domestic goods, both in the eyes of our consumers and abroad. The implementation of all these measures was reflected in the draft light industry strategy for the period until 2025, which was adopted by the government.

When developing the Strategy, the national interests of Russia (improving the level and quality of life of the population, the health of the nation, strategic and economic security of the state), proposals of the constituent entities of the Russian Federation, public organizations and associations on the necessary measures to support the industry in priority areas of its development were taken into account.

The Strategy is based on the transition of light industry to an innovative development model. Particular attention is paid to the issues of protecting the domestic market from shadow trade, technical re-equipment and modernization of production, import substitution and export. Today, the light industry of the Russian Federation is the most important diversified and innovative and attractive sector of the economy.

The contribution of light industry to industrial production in Russia today is about 1% in (1991, this figure was 11.9% and corresponded to the level of developed countries such as the USA, Germany and Italy, and which for many years have kept this figure at the level 8-12%), in the export volume - 1.3%; currently, 14 thousand large and small enterprises operate in light industry, located in 72 regions of the country. About 70% of enterprises are city-forming. The average number of industrial and production personnel employed in the industry is 462.8 thousand people, 75% of which are women. Scientific support of the industry is carried out by 15 research and design institutes, many of whose developments correspond and even exceed the world level.

The main territories for the location of enterprises that determine the industrial and economic policy of the industry are Central (55 enterprises), Privolzhsky (30) and South (12), North Caucasian (5) federal districts, which have the largest share in the total volume of production and are the most socially significant. The results of the industry in 2020 showed that it is, in a conditional crisis, able to increase production in sub-sectors that are directly oriented to the market. It should be noted that during the crisis, the range of goods supplied to Russia is sharply narrowed. This gives the domestic light industry strategic opportunities to occupy the vacated niches and strengthen its position in the market.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

In 2020, the retail turnover of light industry products amounted to 2.26 trillion. rubles, its share in the retail turnover of the country is 14.9%, and in the retail turnover of non-food products - 26.8%.

In terms of consumption, light industry products are second only to food products, far ahead of consumer electronics markets, cars and other goods. Taking into account macroeconomic indicators and development trends, the market for light industry goods by 2025 may amount to over 3.3 trillion. rub.

The existing preferences and the problems solved to one degree or another at the federal and regional levels are still insufficient to eliminate the influence of negative factors on the development of the industry and turn it into a competitive and self-developing sector of the economy, and for domestic producers to strengthen their positions in the domestic market and compete on equal terms on the world market not only with manufacturers from China, Turkey, India and a number of other developing countries, but also with the EU countries and the USA.

The situation in the industry was further aggravated by the global financial crisis. In the context of the crisis, even those enterprises that have achieved positive results in innovative development in recent years, paying significant attention to the modernization of production, are already forced and will be forced to reduce production volumes and abandon long-term investments in the coming years. This is due to the difficulties encountered in attracting bank loans (the share of borrowed funds in working capital in recent years has reached 40%), on the one hand, an increase in the volume of official imports, counterfeit and contraband products, a fall in demand and a slowdown in the sale of many types of consumer and industrial goods. -technical appointment, reduction of workers and specialists - on the other.

The current situation can be changed only by developing and implementing anti-crisis measures and measures aimed at raising the economy of light industry, giving it new impulses in innovative, social and regional development, in increasing the competitiveness and efficiency of production at a new technical and technological level. Today, the industry provides with its products only a quarter of the effective demand of the population, and the country's mobilization needs are only 17–36%, which contradicts the law on state security, according to which the share of domestic products in the volume of strategic products should be at least 51%. Therefore, today the light industry faces new challenges and tasks, the solution of which requires new approaches not only in the short term, but also in the long term.

The goals and objectives of the Strategy are consistent with the state policy in the field of innovative and socio-economic development of Russia in the medium and long term. The implementation of the Strategy will enable the light industry of Russia to become an industrially

developed industry that will provide jobs for many thousands of people, improve the welfare of workers, and strengthen the strategic and economic security of the country. The main result of the Strategy is the transition of light industry to a qualitatively new model of innovative, economic and social development, the basis of which is a new technological and scientific base, new methods of production management, the relationship between science, production and business. This is to ensure an effective match of production volumes,

Based on the research carried out by the authors of the monograph, we have identified the following achievements:

- the concept of assortment policy was formulated to ensure the stable operation of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District in a competitive environment of unstable demand;

- the optimal structure of the assortment of footwear was determined based on taking into account the profitability ratio and production costs of specific models using the linear programming method for its competitiveness and demand in markets with unstable demand;

- a multicriteria assessment of efficiency in the selection of innovative technological processes for the production of footwear using simulation models is presented;

- an algorithm for the economic assessment of innovative technological processes for the production of competitive and demanded footwear in markets with unstable demand is presented;

- outlined modern innovative technological processes based on progressive technologies, implemented through the use of universal and multifunctional technological equipment;

- the software for the formation of the technological process of shoe assembly and the determination of the specific reduced costs, which is the sum of current costs (prime cost) and capital investments, commensurate with the standard efficiency factor, taking into account the production program;

- identified the main directions of the formation and development of a strategy to increase the competitiveness and demand for footwear manufactured by enterprises in the regions of the Southern Federal District and the North Caucasus Federal District on the basis of innovative technological processes for markets with unstable demand;

- an expert system for managing the multi-assortment production of footwear at enterprises is shown, which allows them to determine the total number of footwear produced in the market for prevailing prices and demand; the cost of assortment production was estimated based on the profitability

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

ratio and production costs of specific models, taking into account their demand in the sales markets;

- the calculation of a complex indicator of the effectiveness of innovative technological processes in the production of footwear is proposed;

- the structure of the technological process for the production of the entire assortment of footwear has been formed, taking into account the demand of consumers in the regions of the Southern Federal District and the North Caucasus Federal District;

- analyzed a software product that allows to form a technological process for the production of shoes and determine the costs of its manufacture, taking into account the production program for newly formed shoe industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes.

The economic efficiency from the introduction of innovative technological processes at the footwear enterprise will amount to 2,068,637.6 thousand rubles. in year.

Thus, the heads of enterprises have a weighty argument for the municipal and regional branches of government about the advisability of forming such a cluster within the regions of the Southern Federal District and the North Caucasus Federal District, in order to implement the authors' developments, ensure their way out of the crisis, significantly improve their socio-economic situation by creating new workers. places, including through the creation of new industries for the manufacture of domestic components, filling municipal and regional formations with budgetary funds that are so necessary to provide residents of these regions with decent living conditions.

Main part

Industrial production in 2020 continued to increase, but it grew less than in the previous year - by 2.6% against 4.7% (in 2019, the growth was by 8.2%). At the same time, the growth rates, as in the previous year, decreased almost every quarter. In the 1st quarter. growth over the corresponding period of 2021. amounted to 4.2%, in the II quarter. 2.3%, in the III quarter. 2.5% and in the IV quarter. 1.7%. At the same time, by the previous quarter, just like a year ago, production has been constantly increasing, but less than in 2021. pace. In the II quarter. the growth was by 1.1%, in the III quarter. by 2.1% and in the IV quarter. by 4.3%, while in 2021. it was 2.7%, 1.9% and 5.1%, respectively. Despite the slowdown, production growth in Russia exceeds that of other developed countries. Only in the USA, growth in 9 months. was more than in Russia, 4.1 and 2.9%, respectively, in 3 other countries it did not exceed 1.4% (in Japan 0.9%, in Canada and India for 8 months. 1.4 and 0.5%, respectively). In Italy, production in 9 months. decreased by 6.3%, in Brazil

by 3.7%, in the UK and France for 8 months. respectively by 2.2 and 1.9%, in Germany by 0.2%.

The critical situation in the footwear industry of the Southern Federal District and the North Caucasus Federal District, not least of all, and the result of the inability of many managers of shoe enterprises in the Southern Federal District and the North Caucasus Federal District to quickly adapt to the new requirements put forward by the market, to the emerging competition from Russian and foreign manufacturers. Therefore, the current situation has led to the need to develop a strategy for the development of industries for the production of a competitive range of footwear, which is in demand in the footwear market of the Southern Federal District and the North Caucasus Federal District, near and far abroad and aimed at meeting consumer demand for domestic products and solving issues of improving the socio-economic situation in the regions for by creating new jobs. In this regard, It is the formation of such organizational and managerial clusters that can solve a significant part of the crisis problems, increasing the degree of manageability of the shoe industry enterprises. The project of creating an intersectoral cluster involves the use of not only the usual principles of hierarchical management, but also etarchic, which is based on the process of coordination of all participants in cluster formation. The methodological basis for assessing the effectiveness of the results of the work of a shoe enterprise would be a model of the formation of the competitiveness of the enterprise, in accordance with which the assessment of the competitiveness of the enterprise would be possible on the quantitative measurement of the influence of factors on the competitiveness of products and the competitive potential of this enterprise. Today, the total volume of the market for products of the light and textile industry takes the second place after the food market. On an annualized basis, this is more than two and a half trillion rubles, which is a significant volume of the country's GDP and when compared with other industries, it is four times the market for consumer electronics and pharmaceuticals, and twice the market for the automotive industry, not to mention other industries. ... It is important that this industry is distinguished by a high rate of capital turnover, which also favorably affects its investment attractiveness. In addition, light industry is an integral part of the development of the regional economy, making a significant contribution to the creation of jobs, primarily in the field of small and medium-sized businesses. The enterprises of the industry are located in 72 regions of our country. There are several thousand enterprises and associations in this industry. At the same time, about 70 percent of these enterprises are city-forming for their regions. In total, about 400 thousand people work at these enterprises, respectively, 75 percent of them are women. Thus, the development of light industry is the most important

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 PIHIQ (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

task, both from an economic and a social point of view.

Of course, the development of the industry, including its technological modernization, is the task of private business. The state has no right to subsidize an ineffective investor. But for those who have taken this path of modernization, the Ministry will develop the existing tools, offering new mechanisms for attracting investors. In particular, the issue of increasing the size of subsidies on loans for technical re-equipment to 90% of the refinancing rate and expanding the areas of subsidies for the construction of new enterprises is currently being worked out. Moreover, for a long time, the Ministry of Industry and Trade, together with the Ministry of Finance, have been looking for tools to help light and textile enterprises receive support from the government in order to

Well, a separate topic is the work of the industry within the framework of the Common Economic

Space. The formation of the Eurasian Economic Commission makes it possible to take advantage of the natural advantages of each of the countries participating in this integration process. Currently, within the framework of the EEC, it is planned to develop a joint program for the development of light industry in Russia, Belarus and Kazakhstan.

To determine the most energy-dependent types of activity, we carried out an analysis of production costs for the main types of economic activities that have developed in Russia. For this, data from the report on the cost of production of products for 2020 were used. As the main cost items that determine the energy consumption of production, the following are considered: "Crude oil and natural gas" (direct dependence on the prevailing prices for energy resources), "Oil products", "Electric energy, gaseous fuels, steam and hot water" (indirect dependence). The results of the reports by type of activity are shown in Table 1.

Table 1. Assessment of the energy intensity of industrial economic activities

Name of the type of economic activity	Coefficients of unit costs per unit of production		
	crude oil and natural gas	petroleum products	electrical energy, gaseous fuels, steam and hot water
Mining industry (C)	0.235	0.07	0.501
Manufacturing industry (D)	0.617	0.009	0.052
Manufacture of food products, beverages, and tobacco (DA)	0.021	0.016	0.041
Textile and clothing industry (DB)	0.071	0.010	0.218
Manufacture of leather, leather goods and footwear (DC)	0.005	0.005	0.018
Woodworking and woodworking (DD)	0.009	0.065	0.308
Pulp and paper production, publishing (DE)	0.230	0.004	0.125
Production of coke, petroleum products and nuclear materials (DF)	0.914	0.001	0.045
Chemical Manufacturing (DG)	0.01	0.35	0.07
Manufacture of rubber and plastic products (DH)	0.006	0.023	0.101
Manufacture of other non-metallic mineral products (DI)	0.302	0.023	0.110
Metallurgical production and production of finished metal products (DJ)	0.003	0.009	0.028
Manufacturing of machinery and equipment (DK)	0.003	0.02	0.079
Manufacture of electrical equipment, electronic and optical equipment (DL)	0.001	0.027	0.055
Manufacturing of vehicles and equipment (DM)	0.017	0.013	0.082
Other industries (DN)	0.000	0.019	0.023
Production and distribution of electricity, gas and water (E)	0.965	0.004	0.018

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

Taking into account the high dependence of most industrial activities on the purchased fuel and energy resources and products of their processing, the least energy-dependent types of activity are developing of particular relevance for increasing the competitiveness of the regions of the Southern Federal District and the North Caucasus Federal District. It is important to continue work to reduce the energy intensity of production, to conduct an economically justified reorientation of individual industries to types of fuel or alternative energy sources, while it is very important to ensure stable results of the activities of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

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

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

Cash flow is characterized by:

- an inflow equal to the amount of cash receipts (or results in value terms) at this step;
- outflow, equal to payments at this step;
- the balance equal to the difference between the inflow and outflow.

Cash flow usually consists of partial flows from individual activities:

- from the investment activity of the enterprise;
- from operating activities;
- from financial activities.

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

- to improve operational management, especially from the point of view of the balance of receipts and expenditures of funds;
- an increase in sales and cost optimization due to the large possibilities of maneuvering the resources of the enterprise;
- improving the efficiency of management of debt obligations and the cost of servicing them, improving the terms of negotiations with creditors and suppliers;
- creating a reliable base for assessing the performance of each of the divisions of the enterprise, its financial condition as a whole;
- increasing the liquidity of the enterprise.

All three types of activity take place at each enterprise.

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

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

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

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

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

- income from renting out property, or leasing;
- receipts of funds upon closing deposit accounts and on purchased securities;
- repayment of loans provided to other participants.

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

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

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

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

If the manufactured shoes are not fully sold, the enterprise loses part of the profit, which is necessary

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

for the further development of production. To reduce losses, the manufacturer must have daily information on product sales and make decisions on timely changes in prices for specific shoe models.

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

The algorithm for constructing and calculating the software product is implemented using the Microsoft Excel software product, which can be installed at the workplace of almost any specialist.

For this calculation, it is important to differentiate the data involved in the calculation. For calculating the cost of a particular model being produced, the initial data are fixed and variable costs, which depend on the production equipment, the composition of basic and auxiliary materials, the number of employees, etc. In the Excel spreadsheet,

the cells into which these data are entered are highlighted in color. In the process of monitoring the sales of a particular model, this data remains unchanged. For another model, the data is adjusted.

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

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

To assess the effectiveness of the production activity of a shoe company, it is necessary to analyze the annual results of the operation of the enterprise for the production of men's and women's assortment of shoes.

Table 2 shows the results of the shoe enterprise for the production of a summer range of shoes.

Table 2. Generalized results of the work of a shoe enterprise for the production of a summer range of shoes

Indicators	The value of the indicator for different volumes of sales per month, %			
	100	80	60	40
Sales volume, pairs	28168	22534	16901	11266
Sales proceeds, thousand rubles	24033.9	19226.86	14420.58	11266
Unit cost, rub.	726.7	726.7	726.7	726.7
Full cost price, thousand rubles	20373.34	17265.01	14156.57	11047.32
Including raw materials and basic materials, thousand rubles	12628.89	10102.96	7577.45	4402.8
Profit from sales, thousand rubles	3660.56	1961.85	264.01	-1434.8
Income tax, thousand rubles	732,112	392.37	52,802	-
Net profit, thousand rubles	2928,448	1569.48	211.208	-
Product profitability, %	15.2	10.2	1.8	-

From the analysis of table 2, it can be seen that in the event of a decline in sales and sales of footwear, less than 60% of the production volume brings losses to the company.

Table 3 shows the results of the work of a shoe enterprise for the production of an autumn range of shoes.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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 3. Generalized results of the work of a shoe enterprise for the production of an autumn range of shoes

Indicators	The value of the indicator for different volumes of sales per month,%			
	100	80	60	40
Sales volume, pairs	25358	20286.4	15214.8	10143.2
Sales proceeds, thousand rubles	30640.47	24512.37	18,384	12256.19
Unit cost, rub.	1024.58	1024.58	1024.58	1024.58
Full cost price, thousand rubles	25747.78	21683.33	17618.45	13554.44
Including raw materials and basic materials, thousand rubles	17105.57	13661.88	10263.34	6842.22
Profit from sales, thousand rubles	4892.69	2829.04	765.82	-1298.25
Income tax, thousand rubles	978.5	565.8	153.16	-
Net profit, thousand rubles	3914.19	2263.23	612.66	-
Product profitability,%	15.9	11.5	4.2	-

Table 4. Generalized results of the work of the shoe enterprise for the production of the Winter range of shoes

Indicators	The value of the indicator for different volumes of sales per month,%			
	100	80	60	40
Sales volume, pairs	26114	20891	15668	10445
Sales proceeds, thousand rubles	45032.84	36025.56	27019.46	18012.69
Unit cost, rub.	1435.54	1435.54	1435.54	1435.54
Full cost price, thousand rubles	37487.78	31183.45	24878.18	18573.85
Including raw materials and basic materials, thousand rubles	28072.03	22457.8	16842.75	11228.5
Profit from sales, thousand rubles	7545.06	4842.11	2141.28	-561.16
Income tax, thousand rubles	1509	968.42	428.26	-
Net profit, thousand rubles	6036	3873.69	1713	-
Product profitability,%	16.8	13.4	7.9	-

Table 5. Generalized results of the work of a shoe enterprise for the production of a spring range of shoes

Indicators	The value of the indicator for different volumes of sales per month,%		
	100	80	60
Sales volume, pairs	29661	23728.8	17796.6
Sales proceeds, thousand rubles	31026.82	24821.45	18616.09
Unit cost, rub.	890.2	890.2	890.2
Full cost price, thousand rubles	26405.04	21576.03	18400.86
Including raw materials and basic materials, thousand rubles	17648.54	14118.8	10589.1
Profit from sales, thousand rubles	4621.78	3245.42	215.23

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Income tax, thousand rubles	924.36	649.1	43
Net profit, thousand rubles	3697.4	2596.3	172.23
Product profitability,%	14.9	13	1.1

Table 6. Annual results of the shoe enterprise for the production of men's and women's shoes

Indicators	Jan.	Feb	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales volume, pairs	26144	26114	29611	29611	29611	28168	28168	28168	25358	25358	25358	26114
Sales proceeds, thousand rubles	45032.84	45032.84	31026.82	31026.82	31026.82	24033.9	24033.9	24033.9	30640.47	30640.47	30640.47	45032.84
Unit cost, rub.	1435.54	1435.54	890.2	890.2	890.2	726.7	726.7	726.7	1024.58	1024.58	1024.58	1435.5
Full cost price, thousand rubles	37487.78	37487.78	26405.04	26405.04	26405.04	20373.34	20373.34	20373.34	25747.78	25747.78	25747.78	37487.78
Profit from sales, thousand rubles	7545.06	7545.06	4621.78	4621.78	4621.78	3660.56	3660.56	3660.56	4892.69	4892.69	4892.69	7545.06
Income tax, thousand rubles	1509	1509	924.36	924.36	924.36	732.112	732.112	732.112	978.5	978.5	978.5	1509
Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928.484	2928.484	2928.484	3194.19	3194.19	3194.19	6036
Product profitability,%	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

These calculations (tables 2 - 6) indicate that with 100% of the sale of men's and women's shoes in the specified period of time, not only the costs of production and sales of products are covered, but also a profit of 3697.4 thousand rubles remains. This testifies to the correct marketing and assortment policy. The product profitability is 14.9%.

When 60% of footwear is sold, the company's activities generate insignificant income. Basically, this income is achieved through the sale of men's shoes, since losses are observed in the women's assortment with these volumes. To solve this problem,

the conditions for the sale of shoes in a specified period of time are necessary, as well as the volume of sales of at least 50%. If such a situation arises, it is necessary to attract borrowed funds to cover costs and the subsequent release of products.

Most often, enterprises sell footwear through stores with payment after the sale, concluding contracts with the trade, indicating the timing of receipt of funds to the manufacturer's accounts.

In this case, if footwear is in demand and is fully sold, then the company receives money on time, which is also needed to pay wages, purchase working

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHHI (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

capital and other expenses to ensure the development of production.

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

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

In market conditions of economic management, effective management requires a rational organization of sales activities, which largely determines the level of use of means of production at an enterprise, an increase in labor productivity, a decrease in production costs, an increase in profits and profitability. This is due to the fact that sales activities are not only the sale of finished footwear, but also the orientation of production to meet the effective demand of buyers and active work in the market to maintain and generate demand for the company's products, and the organization of effective distribution and promotion channels.

In a dynamically changing market environment, the results of an enterprise, including a shoe, largely depend on the effective results of the production, sales, financial and marketing policies of the enterprise itself, which creates the basis for bankruptcy protection and a stable position in the domestic market.

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

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

With the transition to a new economy, improving the quality and competitiveness of leather goods has become a strategic task for all leather and footwear enterprises in the country and the regions of the two districts as a whole, it becomes necessary to take into account the laws and requirements of the market, to master a new type of economic behavior, to adapt all aspects of their activities to the changing situation, changes in consumer demand must be taken into account, defending the interests of consumers in front of industry. The fulfillment of these tasks is possible only on the basis of a deep study by manufacturers of domestic footwear products, the needs of individual groups (consumer segments), methods of examination of the quality and competitiveness of footwear. The current situation in the footwear industry of the Southern Federal District and the North Caucasus Federal District is not least the result of the inability of many managers of shoe enterprises in the Southern Federal District and the North Caucasus Federal District to quickly adapt to the new requirements put forward by the market, to the emerging competition from Russian and foreign manufacturers. Therefore, the current situation provokes the development of a development strategy for the production of competitive leather goods in the Southern Federal District and the North Caucasus Federal District.

When 60% of footwear is sold, the company's activities generate insignificant income. Basically, this income is achieved through the sale of men's shoes, since losses are observed in the women's assortment with these volumes. A further decrease in sales volumes will lead to an increase in losses. To solve this problem, the conditions for the sale of shoes in a specified period of time are necessary, as well as the volume of sales of at least 50%. If such a situation

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

arises, it is necessary to attract borrowed funds to cover costs and the subsequent release of products. In table 1, using the example of winter children's shoes, the relationship between revenue, costs and production volume is shown, by managing which you can analyze the financial results of the enterprise and make timely decisions on replacing an assortment that is not in demand.

Table 7 shows the final calculation results for the entire range of shoes, focusing our attention only on profit and loss for various sales volumes per month. Their analysis confirms the high efficiency of the software product developed by the authors for analyzing the results of the work of shoe enterprises, depending on the receipt of cash flow when tracking the sale of shoes during each month of its activity.

Table 7. Influence of the sale of footwear on the financial condition of enterprises on the example of winter children's footwear

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

Table 8. Impact of shoe sales on the financial condition of enterprises

Indicators	The value of the indicator for different volumes of sales per month (%)						
	100	80	72	60	40	30	20
1	2	3	4	5	6	7	8
in the production of children's shoes							
winter							
Profit (+)	2962.09	800.84	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	0	-1540.39	-3791.93	-4917.26	-6042.89
autumn							
Profit (+)	2068	104.54	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	0	-1858.92	-3822.4	-4804.25	-5785.8

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

summer							
Profit (+)	1422	-	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	0	-340.72	-2103.45	-3866.12	-4748.03	-5628.9
spring							
Profit (+)	1537.63	-	-	-	-	-	-
Loss (-) from sales, thousand rubles	-	0	-63.04	-1735.16	-3263.51	-4063.78	-4863.98
in production women's shoes							
summer shoes							
Profit (+)	1648.68	739.69	285.01	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-169.31	-623.99	-1648.7
autumn boots							
Profit (+)	2490.13	1329.09	168.05	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-412.22	-992.98	-2490.1
winter boots							
Profit (+)	4508.29	2913.36	1317.64	520.18	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	-	0	-277.3	-4508.3
spring shoes							
Profit (+)	1790.91	1276.49	761.04	246.62	0	-	-
Loss (-) from sales, thousand rubles	-	-	-	-	0-	-268.84	1790.91
in production men's shoes							
winter boots							
Profit (+)	2825.44	2260.23	1695.22	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-1477.63	-977.93	-2825.4
autumn low shoes							
Profit (+)	2068.81	1161.72	254.64	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-652.46	-1106.4	-2068.8
spring low shoes							
Profit (+)	2730.7	1727.51	724.44	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-278.84	-780.38	-2730.7
summer clogs							
Profit (+)	1713.77	943.54	123.47	-	-	-	-
Loss (-) from sales, thousand rubles	-	-	-	0	-596.77	-981.89	-1713.8

Table 9 shows the impact of the cash flow when tracking the sales of only a certain type of footwear during each month. The results obtained again confirmed the high efficiency of the application of the software product developed by the authors to control

the financial condition of the enterprise in order to guarantee its stability and obtain high TEP, and their products to ensure competitiveness and demand in domestic sales markets with unstable growth.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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 9. Impact of the sale of the entire assortment of footwear on the financial condition of enterprises

Indicators	The value of the indicator for different volumes of sales per month,%			
	100	80	60	40
1	2	3	4	5
summer range of shoes				
Profit (+)	3660.56	1961.85	264.01	-
Loss (-) from sales, thousand rubles	-	-	-	-1434.8
autumn shoe assortment				
Profit (+)	4892.69	2829.04	765.82	-
Loss (-) from sales, thousand rubles	-	-	-	-1298.25
winter shoe assortment				
Profit (+)	7545.06	4842.11	2141.28	-
Loss (-) from sales, thousand rubles	-	-	-	-561.16
spring shoe assortment				
Profit (+)	4621.78	3245.42	215.23	-
Loss (-) from sales, thousand rubles	-	-	-	-1243.14

Most often, the company sells shoes through stores with payment after the sale, concluding contracts with the trade, indicating the timing of the

receipt of funds on the manufacturer's accounts. Table 10 shows the calculations of the receipt of cash flow based on the results of the enterprise for the year.

Table 10. Annual results of the shoe enterprise in the production of the entire assortment of footwear

Indicators	Jan.	Feb	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales volume, pairs	26114	26114	29661	29661	29661	28168	28168	28168	25358	25358	25358	26114
Sales proceeds, thousand rubles	45032.84	45032.84	31026.82	31026.82	31026.82	24033.9	24033.9	24033.9	30640.47	30640.47	30640.47	45032.84
Unit cost, rub.	1435.54	1435.54	890.2	890.2	890.2	726.7	726.7	726.7	1024.58	1024.58	1024.58	1435.54
Full cost price, thousand rubles	37487.78	37487.78	26405.04	26405.04	26405.04	20373.34	20373.34	20373.34	25747.78	25747.78	25747.78	37487.78
Profit from sales, thousand rubles	7545.06	7545.06	4621.78	4621.78	4621.78	3660.56	3660.56	3660.56	4892.69	4892.69	4892.69	7545.06
Income tax, thousand rubles	1509	1509	924.36	924.36	924.36	732.112	732.112	732.112	978.5	978.5	978.5	1509

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928,448	2928,448	2928,448	3914.19	3914.19	3914.19	6036
Product profitability, %	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

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

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

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

Shoe enterprises should focus both on external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, coverage of basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise when shoe sales, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised side of marketing should appear: if the shoes, even without taking into account the requirements of the market, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, eliminate leftovers, attract a large number of consumers, stimulate shoe consumption, using discounts for this. There are about twenty types of discounts, but for shoes the most common are those types of discounts that are used at various levels of the enterprise, sales organizations, trade. In addition to using discounts, an enterprise can initiate price reductions in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs,

developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, helps to increase the competitiveness of certain types of leather goods and the enterprise as a whole. In addition, the greater the amount of footwear produced, the more production costs decrease, which leads to a decrease in prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers. for products manufactured by shoe enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District.

An assortment policy has been developed for the formation of competitive men's, women's and children's shoes, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technological processes, as well as to meet demand elite consumer, using manual labor create the basis for satisfying the demand for footwear for the buyer of these regions.

Innovative technological processes have been developed for the production of men's, women's and children's footwear using modern technological equipment with advanced nano technologies, which form the basis for reducing the cost of footwear and providing it with an increase in competitiveness with the products of leading foreign companies, with the possibility of a wide assortment of footwear not only by type, but also according to the fastening methods, which guarantees its demand in full.

The layouts of technological equipment have been proposed, on the basis of which it is possible to form a technological process for the production of men's and children's, as well as women's shoes with an optimal capacity from the production area and the form of production organization.

Software has been developed for calculating cash flows from operating activities of shoe enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

development, which are aimed at accelerating product turnover and reduction of losses, which guarantees enterprises to obtain stable TEP and prevents them from bankruptcy.

Software has been developed for the formation of the technological process of assembling footwear and determining the cost of producing an assortment of footwear. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis make it possible to reduce the duration of technological preparation of production and increase, due to the rationalization of the technological process, the specific consumer effect of shoes.

Comprehensive indicators of the effectiveness of innovative technological processes of shoe manufacturing have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective has been selected; the possibilities of streamlining the flow are revealed, allowing to exclude "bottlenecks", to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations for assessing the efficiency of technological processes by methods of target programming for various technological and organizational solutions is confirmed by calculations of indicators of economic efficiency: cost, profit and profitability, etc.

The proposed technique allows to reduce the duration of technological preparation of production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the research is expressed in the intellectualization of the technologist's labor with a reduction in the time spent on developing the range of manufactured shoes and assessing the efficiency of technological processes in comparison with a typical economic calculation of the total cost of making shoes.

The analysis of the influence of the forms of organization of production and manufacturing technology on the cost of footwear is carried out on the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies have been obtained to assess the influence of the factor "organization of production" on individual calculation items as a whole and other technical and economic indicators in order to prevent enterprises from bankruptcy.

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

in the social situation of the inhabitants of these regions.

The globalization of business forces us to seek adequate quality management. Total quality management is defined as a customer-centered system of continuous, sustainable quality improvement, based on the coordinated involvement of all departments and employees of organizations to maximize customer satisfaction with a minimum investment of time and resources. "

The emphasis of the policy aimed at ensuring quality, taking into account the needs of the buyer, presupposes a comprehensive study of his tastes, calculations, ideas. On the merits of the case, the consumer is considered an accomplice in the definition of quality. Quality in the 21st century requires a new scale of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. The technical regulation of product quality also needs to be systematically modified in order to be in resonance with the micro and macro movements of the economy, changes in consumer real demand.

In particular, there are reasons to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the middle range of prices for goods of "non-Chinese" quality. In 2020, in industrialized developed countries, 350 million people received an average of \$ 18 per hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people and earns only \$ 2 per hour so far. They cannot but attract the attention of developed economies.

The crisis of 2008 - 2010 led to a decline in production and stagnation. Russian manufacturers have a chance to make themselves known. With the overcoming of the crisis, production will begin to grow and a new wave of commodity expansion will come to the Russian consumer market.

The waves are unlikely to be avoided. The country's leaders hastened Russia's accession to the World Trade Organization (WTO), which automatically opens the borders for trade. There is only one way out - to prepare for tougher competition, and preparation should begin with the realization that the quality of the product is, and how to ensure the production of a real - not ideally built by professional imagination - high-quality product, the quality of which would be understandable to the buyer and aroused the desire to purchase this product.

The situation changes with the emergence of consciousness. All the main directions of the activity of consciousness: cognitive, communicative, regulatory, are manifested in the format of the reflection of objects, and the reflection is fundamentally different from all known in nature. Strictly speaking, consciousness reflects in the most

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

general sense - reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression: "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the object, then the ideas are very far from the objective definition. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness as similar in essence, but not in the form of being.

For consciousness, an object acquires a specific way of existence - it becomes an object. An object is a product of the interaction of an object and consciousness. Along with the object, the quality of the object also appears, which can coincide with the objective quality of the object, or not - in the case when the subject enters into systemic relations with the object, it forms a system of the "subject-object" type.

Correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

A human-made product is dual in nature, it combines the natural properties of raw materials and the characteristics introduced into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of the product in general, but the result of labor in the form of a transformation of the natural state of the object. The product of human activity has a natural, basic level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the product misleads those who, without understanding the art of dialectical thinking, strive to sort everything "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is only determined by a natural basis, but it is built artificially.

The quality of the product has several creators. Some of them - a fashion designer, constructor, technologist, manager are always in sight, their qualifications, experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its

uneven movement, and together with purchasing power and perceptions of quality.

Let's add to the plot such, usually of little interest to the producer, the area of mental reaction, as the subconscious. Z. Freud is not in demand by managers and marketers in vain. Our bazaar is now being formed "according to concepts", but with the ousting of "extra people" of the new time from it, "underground" - subconscious mechanisms of consumer thinking will effectively work and those who take into account the peculiarities of the "basements" of consciousness will receive significant benefits.

Our emphasis on market research should not be seen as a call to market the clues to quality. Thus, we want to emphasize the importance of the market factor in the development of the theory of product quality.

The market attracts attention as a concentration of opposing interests, the "frontal" place where some "execute" others, then "execute" these others. Americans rightfully consider the market to be a "sacred" affair for society, carefully protect market tournaments from monopoly "raids".

In the United States, a lot of money is spent on the study of market trajectories, unlike our capitalists, of whom every second is an "illegal" in the economy, and the third is a representative of a "gray" economy. In such a situation, try to get an objective result of research on the "spirit" of the market, monitor the mood in the market with the expectation of getting closer to the true reflection of the existing attitude to the product.

The difference between the actual quality of the product and the understanding of quality is becoming more and more significant. In determining the quality of a product, such factors are taken into account that are irrelevant to consumer attitudes: environmental component, manufacturer's traditions, etc. Add to what has been said and views that do not coincide in a number of positions, an interesting picture will turn out: no matter how the interacting subjects of relations try to develop a consensus of quality, the discrepancies will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product - through the declared quality - changes under the influence of many reasons. That is why the leading manufacturers are so quickly revising their product range.

The quality of the expression of the spiritual component in it has been little studied. The prospect, on the contrary, urgently requires such knowledge, the development of methods for obtaining and evaluating it. We must come to terms with the fact that the era of workshop production, when the quality of the product and the image of the quality of the product coincided due to the lack of competition, has passed forever. Then the consciousness had nothing to choose from.

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

The quality of the goods was dictated by the shopkeepers, no one could oppose them.

In the 21st century, the situation is different. The image of quality in our time is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object and it is completed in an image combined with the object into the overall quality system.

The manufacturer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer is in a position to satisfy the market need. In their student days, today's specialists most often did not understand why the philosophers were explaining the "objective" and "subjective" to them. It seemed that the teachers were not engaged in an actual matter.

Analysts describe the world surrounding the modern manufacturer rather harshly; the consumer dictates what, when, at what price and in what form he wants to receive; competition in the market is intensifying due to its globalization: the needs of buyers and the situation on the market are changing at an ever-increasing speed. "

From the outside, what is happening looks very chaotic, raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. No matter what fantasies the master who constructs the lock is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order.

Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but, in the main, diverging views. One involuntarily recalls the Krylov fish, crayfish and pike, who have undertaken to haul the cart. In our case, there are even more subjects.

A designer, a technologist, a manager develop their understanding of the quality of a product - they can be combined - they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has turned into an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary speculator is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer, as a result, we came to the "quality square",

Consensus quality is not true quality. "Agreement" on quality is a phantom of virtual reality. No documents, procedures. Everything is done "in the dark", because there are too many factors, their dynamics are great, conflicting interests. However, the spontaneous genesis of "consensus quality" should not confuse anyone.

The evolution of nature without human intervention is an extremely spontaneous process, built on random intersections, from which the necessary connection arises, becoming stable, repeating, general, that is, a law. Chance and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order; it differs from concrete order. Chaos is not order in a particular case in relation to some decency. In general terms, chaos is also order: not yet open to the observer.

Before analyzing the factors that ultimately determine the "consensus quality", let us dwell on one more aspect of the quality problem that remains on the side of researchers - the heterogeneity of the content of the concept of "quality".

It is advisable to structure the content of the concept "quality" in relation to a commercial product depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept. For example, natural or synthetic raw materials for footwear, clothing, and haberdashery products.

Intersubjective ones are formed as products of the activity of the consciousness of participants in economic relations: a manufacturer, an intermediary, a consumer, supervisory organizations, national traditions, world trends. In a sense, inter-subjective representations can be spoken of as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs.

Every common exists objectively, but only through the individual. At the end of the process, Peter Stepanovich Sidorov, always taken separately, a specific buyer, and boots, which from dozens of different ones, were chosen by Peter Stepanovich. They seemed to him the best in quality and price. The seller - consultant professionally explained to Petr Stepanovich that there are better quality boots and the same in the price range, but, being an independent person, he did not change his decision. This is why the pre-sale culture of the seller is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

The most serious contradiction, apparently, remains the discrepancy in the images of product

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

quality between the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their different position in the system and the culture of target perception.

The manufacturer creates a product, however, not a product. The ultimate goal of the manufacturer is to sell the product. The direct connection between the manufacturer and the consumer, therefore, is local, which negatively affects the manufacturer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, most often artificially formed by the speculator and advertising.

Money may not "smell", advertising policy frankly stinks, so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates information as he sees fit, the manufacturer is constrained by responsibility, besides, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform priorities, which is actively exploited by unscrupulous manufacturers and to which the authorities shyly shut their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, wine-makers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The tendency of the return of interest is gaining stability. Of course, clothes and shoes are not sausages and vodka, or chocolate and confectionery products of natural origin.

At the same time, all goods have something in common - the responsibility of the producers.

In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated, that is, essentially, the buyer did not have it. Today the consumer has more opportunities to choose, satisfying his taste. The new configuration is the attitude of the market and the manufacturer needs to take advantage.

The modern Russian market only from the outside satisfies the tastes of the consumer, in fact, our market has rather awakened, roused the taste of the buyer with its diversity. The real choice for the mass buyer, for whom this market is designed, is still small.

Objectively high-quality, high-tech products of average capabilities are, as before, inaccessible to a Russian. He admires them, like models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to adjust to WTO requirements. The product they offer increases in price, but not in quality. The disproportionate increase in transportation costs is helping the price rise.

In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. This is not about changing the economic strategy based on quality management. We pay attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then the focus on nurturing consumer taste fits fully into the strategy of economic policy.

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to the consumer's consciousness is effective both in direct application and through the living environment. While the manufacturer is sluggish and the market is vigorously fighting for the buyer, presenting him in their marketing research as a kind of ready-made, statistical subject who needs to be enticed with an offer. The real battle for the customer lies ahead when the manufacturer realizes the benefits of a full-fledged consumer education and training program. The consumer must be prepared, then he will follow the market labyrinths set by the route.

Belief in the miraculous power of advertising is a dangerous companion for a manufacturer. Advertising was presented as the engine of progress by the advertisers themselves and the market, which is fundamentally not responsible for anything. An exclusive product is rarely advertised - it has a regular consumer with a mature taste and exclusive purchasing potential. Such a buyer is simply notified, he is satisfied with the presentation of the collection, especially not sparing money.

Advertising is called an ill-mannered and uneducated buyer, whose credulity towards advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. Instead of complaining about fate, it is time for responsible manufacturers to turn their face and get into spiritual contact with the consumer. It is naive to hope that the consumer will independently get out of the fake decorations of the market and

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

advertising. But even if the consumer manages to overcome the ingenious inventions of the market, by that time domestic producers will become relic phenomena and the revival of the activities of national producers will lose public relevance.

The business of educating your customer is costly, troublesome, unexplored, difficult, requiring a lot of patience, the ability to appreciate the slow, uneven progress towards the goal, "butt" with everyone who declared themselves and their occupation a supranational, democratic phenomenon and makes a name for themselves on speculation in the field of universal values.

No one disputes the priority of universal human interests, but the need for comprehensive protection of national security is indisputable. And without modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either simultaneously with the development of production, produce their own consumer, or continue to groan about the outrage and push themselves to the market periphery closer to the edge of the market and its end.

The revival of the domestic light industry will force the market situation to change, the market will have to react, because its interests are determined by the dynamics of consumer demand.

Then it will become easier for many to breathe: producers, consumers, will feel the national taste and intermediaries.

Work with the consumer should be structured systematically in the format of the target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communication with a potential buyer.

Having closely engaged in the education of the consumer's taste, manufacturers themselves will have to improve their qualifications. It is not for nothing that they say that the best way to educate yourself is to try to teach others. Even a priori, from the outside, it is possible to assert without the risk of being deceived that the manufacturer has considerable reserves for improvement in all areas of activity. The first steps, we repeat, should be made towards the consumer. You cannot trust the consumer with the "cares" of the intermediary, since, and it is unreasonable to leave the consumer alone with himself - he should be taken as comrades-in-arms, "accomplices," and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. Just as it is necessary to prepare the ear for the perception of a complex piece of music, so does the mind for evaluating the product. Shoes, clothes are not a simple commodity. They accumulate the high professional status of the manufacturer, his skill, the experience of generations. The buyer must be connected to the joint process not at the final

moment: "money-commodity", but somewhere in the technological process.

When a wave of protest against the construction and operation of nuclear power plants spread across Europe, the French opened access to those wishing to get acquainted with the operation of the nuclear power plant. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from the outside to see and decide. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with experts, showing videos, and a specially developed program. And the work done was crowned with success. Doubters overcame the critical attitude, "re-educated". Especially after they calculated with a calculator how much it would cost to shut down a nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbons. The French have lived in a market economy for several centuries and have learned to value both personal wealth and national security.

Few people understood that any stone thrown into national history ends up in the national present and future. Who needed to "break the link of times"? Those who wanted to change the situation on the market and make their own business on this. The buyer was convinced that everything that was domestic was no good, that it was necessary to buy something from abroad.

Formula: "Everything is bad!" - has been known for a long time and works well in times of trouble.

It would be pseudo-patriotic to say: "Everything is fine with us!" However, the domestic manufacturer did not sew their products with a bast. The approach should be differentiated. By replacing Russian products with Chinese ones with the help of advertising and a pricing policy, sellers not so much deceived the buyer as undermined the position of the national manufacturer during the crisis, instead of rebuilding production in alliance with him and forming their own market.

It is necessary to have imported products on the market. Crucian carp doze if there is no pike. The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic.

The state does not have the right to be free from the market. First, the state is called upon to ensure national security and to express in everything that is done on the territory of the country, the interests of its people. Secondly, the Constitution of the Russian Federation says: "The Russian Federation is a social state." And the Russian government in the 1990s was not afraid of the market, it built the market exactly like that, because it itself was a part of this market. The government created the market for itself, knowing about the fragility of such a market and itself in that form.

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

The change of leaders in Russian politics took place when the market fulfilled its political function: it illegally enriched the reformers and made the national producer an appendage of foreign production.

The consumer is ripe for a serious relationship with the manufacturer. The last word. Producers have a responsibility to take the first steps towards a smart economy and lead consumers. It is not always clear what an "innovative solution" or "intellectual capital" is? This is a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the manufacturer, the manufacturer must contribute to the formation of a sustainable choice of the consumer, the taste of which he is intended to educate.

The formation of a civilized market was one of the main tasks of the plan of measures for the development of light industry for 2012-2020. Despite the well-known positive dynamics, the situation cannot be reversed. On the market, the share of domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear are concentrated in the clothing markets.

The image of goods, their quality, as before, builds the clothing market. The clothing market is associated with gross violations, product substitution in stores. The lion's share of one and a half trillion rubles is "spinning" on the clothing market. The market is covered by the authorities everywhere.

It will not be possible to overcome the hypertrophiedness of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market will take depends on a number of factors: political will, ensuring the consistency and vigor of the struggle (here it is possible to transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally transfers them to non-budgetary organizations; development of the raw material base - back in 2006, the Ministry of Agriculture was obliged to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and rehabilitate cattle from hypodermatitis for 2010-2015, but how all this happens in our country is known: sheep breeding is in a protracted crisis, the hunting industry has declined sharply, the cultivation of caged furs is minimized and continues to decline; the stimulation of export production remains on stamp paper; as well as the development of innovation and the training of qualified personnel. Innovation activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help and it is, although it was bypassed in state circulars.

Counterfeit and contraband products, which are most often the same thing, have always been on the market and in assortment. The difference is that in Soviet times, the amount of illegal product depended

on the rigidity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to put sticks in our wheels, on the contrary, they showed understanding. In 2013, just like all the past 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures have been established so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are in the consumers of counterfeit goods. And the current market will not allow the domestic manufacturer to develop. You can't voluntarily share the market with anyone, and you can't take the buyer's power, you need to turn it over, making you interested in domestic products. And here many questions arise:

firstly, it is useless to enter a corrupt market from our own production of competitive products. They will set their own price, they need to launder money received in other areas of business, also illegal, but more profitable. The company is interested in working capital, that is, to quickly sell the product at a profitable, but not overpriced. State intervention is required.

secondly, "they don't argue about tastes, but they educate tastes." Having changed the position of their products with the help of competent authorities on the market, or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to split part of the buyer from the market masses and make this part of their own, with a good prospect, without deceiving the consumer, to significantly increase the number of Russian fans. goods.

Specialists need to go to schools, universities, technical schools, colleges, schools to organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold contests, quizzes, disputes. It is necessary to disclose production. We will have to endure for some time, apparently, the diversion of funds will cause some decline in economic indicators. Everyone knows that to jump further or higher, you need to retreat.

It is surprising that there is no section in the industry development program aimed at forming their own consumer sector. The program is tailored to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to more actively involve private investment in the process, which is very difficult to implement in the current economic environment. The shadow economy is based on counterfeit goods, "gray" producers prefer to invest in customs in order to import contraband goods. The most realistic way is the program of forming the stability of consumer interest in the manufactured products, adjusting the taste of the buyer.

Orientation in long-term plans for the export of products is, in principle, the right task. The goal

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

setting, pushing the national boundaries of the market, promotes the involvement of reserves, primarily intellectual ones. The authorities are trying to repeat the Japanese way of reviving industrial production.

Significantly lagging technologically behind the United States and Western Europe in the mid-1950s, Japan in the 1990s ousted Europeans from the world market, having gone through four stages of production growth in 40 years. The revival began with the copying of world samples, in which the US and Canada helped the Japanese, right up to the provision of access to nuclear technology. Then there was the stage of independent development of high-quality products identical to the best world models. In the mid-1970s, independent developments were already essentially at the level of the best foreign goods, and somewhere the Japanese learned to make products of higher quality. By the 1990s, Japanese goods had become global brands, and they began to equalize in the United States and Western Europe.

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now neither the Europeans nor the United States are organizing the most favored nation regime for anyone, not even Israel. Nevertheless, it is reasonable to take the scheme, at least in part, to mind, especially for manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract foreign consumers striving for originality and economy. For example, craftsmen from one of the regions of the Central Region brought garments made from nettle fiber, which have a proven healing effect, to the 2020 folk craft fair in Novosibirsk. Cedar fibers are used in the production of linen. Western Europe appears to be in a cold snap. Snow, which was exotic for residents, is included in everyday life. Russia has a wealth of experience in the manufacture of ecological clothing and footwear for snowy winters. It is enough to give them a design familiar to Europeans in order to interest a Western buyer, or maybe offer something modern Russian. In the normal European market, the main thing is to be noted, to become recognizable, then to gain a foothold.

At the same time, apparently, one should not tread in the footsteps of the Japanese. In Russia, everyone has enough of their own buyer. The interests of the domestic consumer should be prioritized. All of us, not without reason, hope that a better time lies ahead of us. Changes in consumer orientation will also affect the status of the manufacturer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not develop into overconfidence.

The basis of the content of this concept is formed by four sequential actions: professionally built

observation of situations, its monitoring, - the beginning of the path of innovation and a very crucial moment of scientific knowledge - the description of the object. Further - the development of measures for improvement - a positive change in the situation, the main thing here is to organize the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

The process of exploitation of the consumer was located outside the main subject, presenting it with an infrastructure. Without thinking about the fact that production is not self-sufficient, it is conditioned by consumption or other production, but, ultimately, any production is brought to consumption. The very word "production" is just the beginning of the phrase: "production of services", "production of a product." The former can be read as "relationship production."

If production is "production of relations (services)," then why do we argue about the quality of production in isolation from the subject of relations, opposing the manufacturer of the product or services? That other subject is the customer of services, products, therefore the quality of production is of no less interest to him than the manufacturer.

The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to spread your professional knowledge, to involve in the circle of professional interests, problems, and the customer; seriously and for a long time to engage in his upbringing, leading away from "brainwashing" in market advertising.

For two decades the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in TV shows - specials, issues, youth programs, TV series, weather forecasts, in programs designed for home life, in speeches of VIPs, "stars", officials and deputies. One gets the impression that it is shameful and indecent to live otherwise.

By the way, in the countries that we have to catch up with, life is not carried out in the style of "a la glamor". Popular in the USSR and in the Western world, Soviet international journalist and historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course of easing tensions in the relations of world leaders.

"Having learned about G. Rockefeller's consent, V. Zorin said, we were more confused than happy. We found it uncomfortable to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues advised us not to fuss, recommended to focus on the content side of the dialogue. But we thought differently, we were afraid

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

to look unworthy, so we decided to rent costumes from fashionable couturiers for a day. Came to the meeting in advance, were received by the mayor at the appointed time.

Once again, we entered the office with a feeling that our equipment did not match the circumstances. We experienced a real inconvenience when the mayor came out to greet us in a simple work suit and ordinary shoes. And smiled at our sight. "

Sheathed should not strive for the whole world, like the Chinese, but for their own, Russian consumer. He is still able to appreciate the dignity of his fellow countrymen, but he must not be left to his own devices.

E. Deming paid special attention to the social and psychological support of the organization of production. Our today's experts are looking for the keys to success only in technology and statistics.

The manufacturer must strive not to create quality. Its goal is production efficiency. The quality of everything for everything is a means of achieving efficiency, a spoon, a bait in the understanding of a fisherman.

You can get a product that is modern in quality and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept him.

Quality, in an economic application, is a concept that is correlated with efficiency and does not coincide with it, as many think. Quality management, including the development of technical standards, regulation with their help, involves the modeling of ideas, plans, taking into account the "gateway" of quality goods to the vastness of the market. Will fully open the market to innovations access to mass demand or slightly open it up.

The consumer is a partner in the quality of the product. The division of labor separated the consumer from professional knowledge, the skill of the manufacturer, opposed them, but did not divide them so that they could not depend on each other. They are still a unified socio-economic entity.

Modern economics shows that the manufacturer, opposing himself to the consumer, has turned the arrow of his movement to a dead end. It is necessary to tackle the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer a subject not passive, outside, casual, but a partner in a common cause.

In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship of centrifugal and centripetal forces in the development of production, democratizing production management and at the same time preventing it from slipping into self-production, that is, autonomous self-sufficient production. The system will disintegrate if its constituents decide that they are the system

themselves. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is freedom to act both in one's own interests and in the interests of the system. Control can be in the form of self-control, and in the form of centralized activity, but it must take place in the interests of democracy, which, in our context, means the interests of the consumer.

The essence of our position lies in a new perspective of perception in the management of the quality of consumer goods - consumer interest, more precisely, in the transformation of the consumer from a buyer into a "producer". As long as the consumer is left to himself, self-formed in a market environment perverted by an unscrupulous manufacturer and advertising in an unregulated responsibility market environment, he is a statistic for a responsible manufacturer.

All plans of the manufacturer are based on statistical models, more or less indicative on the scale of the national economy, but not on the average capabilities of enterprises. In order to replace virtual, speculative landmarks in planning with real, much more viable ones, it is necessary to lead the consumer out of the zone of unlikely certainty into the space of cooperation that gives a much more probabilistic forecast. From a spontaneous, opposing, separate "counter" subject, turn into an accomplice through the education and enlightenment of his consciousness.

The trouble of our present state is not in the Chinese commodity expansion - the Chinese have flooded the United States and half of the world with their specific goods, but in the fact that we have left the consumer at the mercy of intermediaries.

Formally, such alienation in Russia during the Yeltsin era looked quite logical and attractive: "to each his own!" The shoemaker sews what he has to do - boots, shoes, sneakers, etc.; the merchant is busy with his business - the sale of goods; advertising has its profit by helping the merchant. And everyone tried to "shoe" consumers.

In reality, however, the manufacturer found himself in isolation, submitting not to the market, but to market speculators and those who are in their service. The market is a relationship within the "producer-consumer" system. Anything built in between them breaks their natural relationship. Leading European manufacturers do not allow themselves to supply products to our market. They enter the market themselves, with their own network of specialized stores, which are under strict control and carry out independent advertising work with the consumer. By replacing the "consumer" with the "intermediary - the buyer", the enterprise creates an uncertain perspective.

The producer has a consumer, not a buyer, by his dialectical opposite. The consumer also needs to be connected to the problem of technical regulation - to teach him industrial literacy, educate, educate. We

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

need to revive knowledge universities for the consumer in a new form.

In accordance with the tasks of the first stage of the formation of a single customs territory of the CU member states, from January 1, 2010, the Customs Union Commission is working to exercise its powers in the field of tariff and non-tariff regulation of foreign trade of the Customs Union. Thus, on January 1, 2010, a number of international treaties and normative legal acts in the field of customs and tariff regulation came into force, including the TN VED CU and ETT CU. Since that date, three agreements of the Customs Union on non-tariff regulation have also come into force. In order to implement Art. 57 of the Customs Code of the CU, a Unified Database of Preliminary Decisions of the Customs Union on the Classification of Goods and Technical Conditions for the Transfer of Data on Preliminary Decisions on the Classification of Goods have been developed.

The Commission of the Customs Union, within the framework of the empowered powers, approved the List of goods for which quotas and volumes of tariff quotas are established for the import of goods into the territory of the member states of the Customs Union, as well as the List of goods that are essential for the internal market of the CU, in respect of which, in exceptional cases temporary export restrictions or bans may be imposed.

In connection with the entry into force of the Treaty on the Customs Code of the CU, the norms of which are largely of a reference nature, it became necessary to enact, simultaneously with the Code, legal mechanisms developed to implement its provisions.

Thus, on May 20, 2010, an Agreement was signed on the establishment and application in the Customs Union of the procedure for enrollment and distribution of import customs duties (other duties, taxes and fees that have an equivalent effect). The agreement establishes a single unified mechanism for the enrollment and distribution of honey by the Member States of the Customs Union of import customs duties, other duties, taxes and fees that have an equivalent effect.

The meeting participants reviewed the current state and development prospects of the light industry in Russia. The meeting of the Coordinating Council was held on December 10, 2012 at the site of the "Donetsk Manufactory" - one of the leading enterprises of the light industry in Russia.

Welcoming the participants of the meeting of the Coordination Council, Denis Manturov, in particular, said: "Dear friends, dear colleagues. Today we are holding this year's final meeting of the Coordination Council. We took a good pace, laid down the correct practice to gather in such a composition on various topics. This morning, in addition to the issues that we planned to discuss with you in terms of the development of our light industry, Vasily Yuryevich

(Governor of the Rostov Region) and I had the opportunity to start the construction of a new polypropylene film production plant in the city of Shakhty. In 2020, it is planned to release the first propylene film, it will be supplied to the food industry, as well as to the technical industries. Today, within the framework of the construction of this enterprise and its subsequent launch, an agreement was signed with the Sibur company on the supply of pellets for production. I hope,

If you don't mind, we will move on to the main agenda for today's meeting. This is the theme of the development of the light industry in Russia. But before we continue the discussion, I would like to say a few words about the state and what prospects this industry has in Russia. I will give a few numbers for a general understanding. The total volume of the market for products of the light and textile industry takes the second place after the food market. This is more than two and a half trillion rubles on an annualized basis. This is a huge volume, and if you compare it with other industries, it is four times the market for consumer electronics and pharmaceuticals, and twice the market for the automotive industry, not to mention other industries. This industry is characterized by a high rate of capital turnover, which also favorably affects its investment attractiveness. In addition, light industry is an integral part of the development of the regional economy, making a significant contribution to the creation of jobs, primarily in the field of small and medium-sized businesses. The enterprises of the industry are located in 72 regions of our country. There are several thousand enterprises and associations in this industry. Moreover, about 70 percent of these enterprises are city-forming. In total, about 400 thousand people work at these enterprises, respectively, 75 percent of them are women. Thus, the development of light industry is the most important task, both from an economic and a social point of view. So today Vasily Yuryevich and I approached the workers of the enterprise, tried to communicate with them, but they modestly said, that everything suits them, the salary and the standard of living suit them, that everything is fine with them. Well, of course, no one agreed with their colleagues in advance about anything, the workers are really satisfied with the amount of wages they have, especially since the company, as we were told, indexation takes place every year, starting from January 1, 2022, on average. the enterprise will have a salary increase of about 8 percent. That is why the Ministry of Trade and Industry of Russia has developed a subprogram for the development of light and textile industries as an integral part of the State Program "Development of Industry and Increasing its Competitiveness", which I reported at a Government meeting literally on Friday and was approved. This is a large-scale document with about 17 subprograms.

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

Taking this opportunity, I would like to thank all colleagues who participated in the preparation of this state program, in particular, on the development of light and textile industries. First of all, this is the Ministry of Finance, the Deputy Minister, the Ministry of Economic Development, the Ministry of Defense, of course, the regions who supported us are present here. Together, we made this program together. In particular, for the light and textile industries, a whole range of measures has been formed to support the development of the industry. This primarily concerns subsidies. The amount of subsidies for repayment of interest rates on loans for the purchase of raw materials in this industry has almost doubled. Next year we will increase this volume to 640 million rubles. The amount of subsidies for repayment of interest rates on loans for those re-equipment was also increased, the volume was increased to 225 million rubles and for the first time 275 million rubles were allocated for activities to promote products to the market. Such work will be carried out, inter alia, within the framework of thematic collective stands at exhibitions, fairs, which are supported by our department. We continue to support research and development aimed at improving the raw material base and the production of innovative finished products through the development and implementation of new technologies. I am sure that the competent systemic use of these measures by business circles with the support of regional authorities will allow Russian manufacturers to quite successfully compete with imported counterparts in the context of Russia's accession to the WTO. It was not by chance that we gathered at this enterprise, it was important for you, among other things, to get acquainted with the production and see how it works from a commercial point of view. The enterprise did not apply to us, or to regional or local authorities in terms of assistance, although it would probably deserve to help and provide all kinds of support. Today the company occupies 60% of the Russian terry products market. Moreover, we have quite serious competition from our now WTO partners, these are China, Turkey and a number of other countries that have successfully proven themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the entry into the WTO, conquer new markets and defend their positions. neither to regional, nor to local authorities in terms of assistance, although, probably, it would be deserved to help and provide all kinds of support. Today the company occupies 60% of the Russian terry products market. Moreover, we have quite serious competition from our now WTO partners, these are China, Turkey and a number of other countries that

have successfully proven themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the accession to the WTO, conquer new markets and defend their positions. neither to regional, nor to local authorities in terms of assistance, although, perhaps, it would be deserved to help and provide all kinds of support. Today the company occupies 60% of the Russian terry products market. Moreover, we have quite serious competition from our now WTO partners, these are China, Turkey and a number of other countries that have successfully proven themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the accession to the WTO, conquer new markets and defend their positions. it would be deserved to help and provide all kinds of support. Today the company occupies 60% of the Russian terry products market. Moreover, we have quite serious competition from our now WTO partners, these are China, Turkey and a number of other countries that have successfully proven themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the accession to the WTO, conquer new markets and defend their positions. it would be deserved to help and provide all kinds of support. Today the company occupies 60% of the Russian terry products market. Moreover, we have quite serious competition from our now WTO partners, these are China, Turkey and a number of other countries that have successfully proven themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the entry into the WTO, conquer new markets and defend their positions. Turkey and a number of other countries that have successfully established themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

account the entry into the WTO, conquer new markets and defend their positions. Turkey and a number of other countries that have successfully established themselves in this market. Therefore, it is very important. If we skillfully, like our other colleagues from other countries, use the tools on time and effectively, including those aimed at reducing discriminatory measures by our colleagues in relation to our products, we will be able to skillfully and effectively, taking into account the accession to the WTO, conquer new markets and defend their positions.

We would like to briefly dwell on the main challenges facing the industry today. First of all, it is dependence on imported raw materials. For example, the minister asked the head of the enterprise what raw materials do you work with? 100% bought in Uzbekistan. Having nothing against our colleagues in the CIS, he believes that we have every opportunity to develop our own resource base. He gave an example that this year we got the first test crop of cotton, and high-quality cotton, which is only in the United States in small quantities in the Astrakhan region, I thought that a colleague from the Ministry of Agriculture would tell in more detail about what opportunities there are to get away from imported raw materials. Moreover, this is not only for plant raw materials, it also applies to the chemical industry - synthetic thread.

The second challenge, unfortunately, is the low technological level of the industry. First of all, this is due to a low level of investment in this industry, a lack of own financial resources and a complicated mechanism for obtaining loans for the implementation of large investment projects.

Of course, the development of the industry, including its technological modernization, is the task of private business. The state has no right to subsidize an ineffective investor. But for those who have taken this path of modernization, we will develop the existing tools, offer new mechanisms for attracting investors. In particular, we are currently working on the issue of increasing the size of subsidies on loans for technical re-equipment to 90% of the refinancing rate and expanding the areas of subsidies for the construction of new enterprises. Moreover, we have been thinking for a long time with our colleagues from the Ministry of Finance on the topic, including preparing for these decisions, how more universal tools could be made so that enterprises in different industries can receive our support, in order to The third major problem is counterfeiting. We are seriously paying great attention to this issue, and there is much to be done in this area. This year, under the auspices of the Prime Minister, the Anti-Counterfeiting Forum was held in October. This forum will be held annually, next year it will be held in Kazakhstan within the framework of the customs union. Today, the share of products of Russian

enterprises in the domestic market does not exceed 25%. At the same time, the share of legal imports is about 40%. Accordingly, the illegally imported and illegally produced products on the territory of the Russian Federation - more than 35%. This is a lot. The expulsion of illegal products from the market is the main reserve for the development of the industry. When there is such a situation on the market, we simply cannot adequately talk about the competitiveness of a Russian manufacturer, since the conditions of competition are too distorted by illegal products.

Well, a separate topic is the work of the industry within the framework of the Common Economic Space. The formation of the Eurasian Economic Commission gives us the opportunity to take advantage of the natural advantages of each of the countries participating in this integration process. My colleagues from the EEC discussed the possibility of developing a joint program for the development of light industry in Russia, Belarus and Kazakhstan.

When we hear about the protection of Russian manufacturers of whatever: machine tools and cars, clothing and footwear, food and furniture, etc., we always think about the shadow side of the coin from such innovations: about the quality of goods. The company loses the incentive to improve it and update the assortment, because in the absence of imports, people will take anything. But representatives of the light industry have something else in mind: the decriminalization of the supply of clothing and footwear to the domestic market.

In total, according to expert estimates, the population of Russia buys about 600 million pairs of shoes. The domestic industry in 2020 produced more than 52 million pairs (in 2019 - 51 million pairs), 100 million pairs are supplied by official import. Where does the other four hundred-odd million come from? They are imported in all kinds of illegal ways.

The state of the fixed assets of the footwear industry does not allow the production of high-quality, in-demand products. The enterprises use mainly physically and morally obsolete equipment that is not capable of ensuring the use of modern technologies. Depreciation rate of machinery and equipment - 76.8%, the share of completely worn out machinery and equipment - 61.2%.

The average level of capacity utilization in the footwear industry remains the lowest in the light industry - less than 30%. More than half of enterprises and organizations in the industry are unprofitable. The investment climate in the industry continues to be unfavorable.

A significant decrease in the output of children's shoes at most Russian shoe enterprises, including in the regions of the Southern Federal District and the North Caucasus Federal District, is associated with the abolition of subsidies from the federal budget, imperfect taxation in the production of children's

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

assortment, and an insufficient variety of shoe styles for its production, especially for senior schoolchildren. ...

In the consumer market of the regions of the Southern Federal District and the North Caucasus Federal District, goods for children of domestic producers were ousted by foreign manufacturers who supply cheap footwear from low-quality materials and with gross violations of compliance with the requirements of GOST. In addition, these shoes, for the most part, do not have certificates of conformity and hygiene certificates, which provokes discomfort when wearing them and various diseases of the feet.

But these shoes continue to be bought, since consumer demand acts as the main factor influencing the formation of the assortment, which is provoked by the deficit and the dissatisfaction of the population in the children's shoes offered for purchase by type. When choosing a shoe, a consumer relies on a certain set of requirements that he places on the product.

When choosing shoes, buyers are guided by the quality, convenience and relatively low price of products. Buyers' priorities also depend on their age group.

To revive the production of children's shoes in the regions of the Southern Federal District and the North Caucasus Federal District, first of all, it is necessary to create a number of shoe industry enterprises in those constituent entities of the district where socio-demographic factors and low employment of the population are pronounced: these are the republics of Chechnya, Dagestan, Ingushetia, Kalmykia.

But newly created enterprises need state support, because they do not have enough own funds, and borrowed funds are not available due to high rates. It is necessary to solve the general tasks at the enterprises of technological renewal of the industry, replenish working capital, increase the efficiency of scientific and technical support of production for the manufacture of high-quality and affordable children's shoes.

What prevents the shoe enterprises of the Southern Federal District and the North Caucasus Federal District from successfully functioning and producing that and so many shoes to succeed in filling their niche with competitive children's shoes?

The first of the problems- deterioration of equipment. Under the given operating conditions, when many shoe enterprises receive incomes only enough to cover business-related expenses, there can be no talk of re-equipment of the enterprises' capacities. To solve this problem - and as a subtitle it is the lack of investment for upgrading equipment - there are a number of possibilities, such as obtaining a bank loan, for readjustment and gradual step-by-step replacement of existing equipment, and other methods.

However, the question arises, where is it most profitable, with minimal costs, to purchase equipment? The following figures can serve as an answer: 89.7% of all capacities involved in the footwear industry are produced abroad. Equipment for the production of footwear is practically not produced in Russia. Therefore, the following algorithm for solving this problem is proposed:

- to carry out an inventory and an assessment of the technical level of production facilities, which are still preserved. This is necessary in order to prioritize and predict production renewal.

- to abolish for three years import customs duties and VAT on imported technological equipment for the textile and light industry, which is not produced in Russia.

- to introduce differentiated taxation of fixed assets, depending on the terms of their operation, thereby stimulating the renewal of their active part.

- exemption from taxation of that part of the profit that is directed to the modernization of production. that is, to seek the restoration of the previously existing benefit, which has been actively working not so long ago and allowed most enterprises to solve their local problems.

- Creation of a sectoral leasing company in the country, possibly with the participation of state capital, similar to Agropromleasing.

- given that the worn-out fixed assets of enterprises practically do not have a collateral value, to strive for federal executive bodies and constituent entities of the Russian Federation to act as guarantors of the implementation of the most significant technical projects.

Next problem- creation of conditions for fair competition for shoe enterprises, excluding the huge scale of illegal import of cheap low-quality products from abroad. To do this, it is necessary to increase the size of customs duties on imported footwear.

To protect the domestic market from unfair competition, it is advisable to develop a Consumer Market Law. It should, in particular, be provided for.

- a prohibition for trading organizations, including markets, to accept goods for sale from individuals who are not registered as an entrepreneur without forming a legal entity;

- misleading attribution to unfair competition: designation of an enterprise, false designation of the geography of goods origin, counterfeiting of products, false accusations or unfair marketing, complication of market access, etc.

To change the situation on the domestic footwear market of the regions of the Southern Federal District and the North Caucasus Federal District, as well as, in connection with the need to satisfy the existing deficit for children's shoes, we proposed the following methods: North Caucasus Federal District, while we believe that to use the existing empty buildings in order to reduce the cost of footwear production; in

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

case of a shortage of working capital, recommend financial leasing, loans or factoring to enterprises; to produce shoes for children with different levels of family income, from materials of different cost, so that by varying the level of profit, including through the production of expensive shoes for an adult buyer, it would be possible to compensate for the costs of producing shoes from cheap materials for children. At the same time, it is desirable for each enterprise to sell such a volume of footwear in its price segment that will ensure not only a steady demand for it, but also the constant development of the enterprise. This style of work is used by the developed enterprise for the production of children's shoes LLC "Yegoryevsk-obuv": to develop an assortment of footwear for children, taking into account the climatic conditions and national characteristics of each subject of the region; to make shoes of various methods of fastening the blank of the top to the bottom (thread and combined fastening methods); use nano - and innovative technologies in the production of children's shoes. This style of work is used by the developed enterprise for the production of children's footwear LLC "Yegoryevsk-obuv": to develop an assortment of footwear for children, taking into account the climatic conditions and national characteristics of each subject of the region; to make shoes of various methods of fastening the blank of the top to the bottom (thread and combined fastening methods); use nano - and innovative technologies in the production of children's shoes. This style of work is used by the developed enterprise for the production of children's shoes LLC "Yegoryevsk-obuv": to develop an assortment of footwear for children, taking into account the climatic conditions and national characteristics of each subject of the region; to make shoes of various methods of fastening the blank of the top to the bottom (thread and combined fastening methods); use nano - and innovative technologies in the production of children's shoes.

Currently, other domestic footwear enterprises operating in a competitive environment with variable external influences attach more and more importance to marketing research of their products. If the value of the results of the marketing system at a shoe enterprise is underestimated, its production capacity, intellectual and human potential become unclaimed. The dynamics of the impact of market demand on the produced range of footwear should be monitored by the marketing service at all stages of its life cycle and taken into account in systems responsible for the quality and quantity of manufactured products, their price, the introduction of innovations, and the development of new types of products.

This is due to the fact that the market situation changes at each stage of the life cycle and requires a corresponding change in the strategy and tactics of the behavior of the shoe company on the market, which is of particular importance.

Basic types of footwear go through 4-5 stages before disappearing from the market: introduction (introduction to the market), growth (development), maturity (stabilization), decline (decline and renewal of products), dying (dying and the beginning of the cycle of renewal of the range of shoes) ...

The first stage is the presentation stage (the period when new types of footwear are introduced to the market). At this stage, the demand for footwear grows slowly. This is due to the fact that the period when a new type of footwear is introduced to the market is not yet known to most prospective buyers.

At this stage, the company makes a small profit. Often, an entrepreneur calculates losses, sometimes even very large ones. Sellers are usually very careful about adding shoes that are in the presentation stage to their inventory. They realize that most of the regular customers are not familiar with this type of footwear, so there is always a difficulty in selling these types of footwear. At this stage, prices are set at minimum, the enterprise has little or no profit.

The second stage is the growth stage. If this type of shoe survives in the first stage, it continues to develop. At this stage, sales are growing rapidly. Modified versions of the base shoe must be offered to meet the growing market. Relative margins are high.

The third stage is the maturity stage. At this stage, shoes have their own market and are in demand. At the stage of maturity, competition increases and reaches its maximum, as types of footwear from other manufacturers enter the market. As a result, both overall and per unit profit margins are reduced because discounts are widely used.

The fourth stage is the recession stage. At this stage, the shoes that do not undergo any changes become boring to consumers or the need that they were designed to satisfy disappears. An unpredictable reason for the decline in sales during the recession can be the technical obsolescence of this type of footwear. During the downturn, sales across the industry decline and many businesses leave the market as the number of consumers decreases, and the product range of footwear concentrates on the best-selling models in the free market.

The fifth stage - the stages of decline and dying, that is, the decline and renewal of the range of shoes, as well as the dying and the beginning of the cycle of renewal with new types of shoes, are characterized by a slow and then a sharp drop in demand. In the face of declining sales and profit margins, manufacturers sometimes struggle to restore demand for a particular shoe. These include the following steps: a new type of packaging, special advertising and price changes.

Although it is quite difficult to abandon the range of footwear produced, sooner or later, as sales continue to decline, entrepreneurs are forced to make such a decision.

For shoes that are clearly in decline, sales reps begin to cut back on supplies, try to minimize repeat

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

orders, and then phase out the supply of these types of shoes. They can even lower the prices of the leftovers in order to abandon the given type of footwear completely.

Thus, each stage of the shoe's life cycle is a variable that determines the marketing activities in the target market.

The life cycle of a shoe depends on the number of similar types of footwear, their competitiveness, as well as on the correct management decisions aimed at developing auxiliary measures to optimize the structure of the life cycle of this type of footwear.

The correct use of different marketing elements at different stages of the shoe life cycle is shown in Table 11.

It is very important to maintain an optimized life cycle, to determine the initial price for the type of footwear produced and the maximum possible price reduction, provided that production is still breakeven. To optimize this factor, the company should develop discount systems that allow attracting various consumer segments to the purchase of the company's products and thereby reduce the stocks of manufactured but not yet sold products at the moment when it becomes clear that this type of footwear is losing its previously occupied market niche.

Table 11. The main elements of marketing at different stages of the life cycle of a type of shoe

Element you are marketing	Stages of the life cycle of a type of shoe				
	performance	height	maturity	decline	dying
Goals	Bring the product to market	Conquer a strong position	Maintain market position	Introduce all stocks into circulation	Move to a new lossless lifecycle
Price	High	High then slowly starts to decline	Stabilizes, then decreases	Keeps on falling	Minimal (up to scanty)
Sales channels	Agents supplying trial consignments	Channels used to increase sales, wholesalers included	All possible channels involved	The number of distribution channels is decreasing	Only those channels that provide the minimum supply are valid
Advertising	On the consumer properties of a new product, its advantages, its prestige is emphasized	Advertising is intensified, it focuses on a variety of shopping motives	Supportive, persuasive	Supportive, reminiscent	Reminding

In addition, a shoe company can initiate price reductions in case of underutilization of production capacities, a reduction in market share under the onslaught of an aggressive competitive environment, etc.

If an enterprise uses a proactive periodic price reduction as a tool for influencing consumers, taking care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, constantly improving the quality of shoes, then one should be wary of a premature or sharp decrease product prices. Because the retail consumer of footwear may develop a stereotype about the "poor quality" of the goods offered to him. And as a result, the company will receive not an increase in profits due to an increase in sales due to a decrease in prices, but a sharp drop in demand for this type of footwear and, as a result, a decrease in sales and a negative financial result for this type of footwear.

Different enterprises have different approaches to determining the strategy for the production of an assortment of footwear, depending on the needs of the market, available resources, and characteristics of demand. Moreover, the same shoe company can use different strategies in relation to different types of shoes. The choice of strategy is usually based on its competitiveness. Various approaches or methods of analyzing the portfolio of orders are used, which make it possible to evaluate the nomenclature of the manufactured assortment of shoes in terms of the profitability of its individual elements.

One such approach has been proposed by the Boston Advisory Group. This method allows for the classification of various combinations of footwear with a differentiated production program based on the so-called growth matrix, or "portfolio of business lines".

The application of this approach requires taking into account the existing and potential market

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

segmentation, various time aspects of the profitability of a particular combination of shoe types, as well as the impact of competition. For example, an enterprise may be the largest in its industry, but at the same time not occupy a leading position in any of the market segments.

For combinations of footwear that are characterized by low sales growth, it is noteworthy that their market share is usually high and they can be offered to the consumer, since they are able to generate more revenue than is required for investment in production. These shoe combinations are particularly popular with sales agents because of their high demand, and are attractive to the sales and marketing manager as they can generate the real money needed to develop and support the marketing of new or updated footwear.

Truly difficult challenges are posed to the management of the enterprise, the marketing and sales managers of footwear that has a small market share, often needs support and lags far behind the leaders in terms of market position and consumer confidence in it. Those who deal with it inevitably have the following questions: will it become in demand, how much time and money will it take for it to be in demand, what is its perspective on the market? These combinations of shoe types are generally not favored by salespeople. Small market share and weak demand, often low confidence and ignorance of buyers, weak advantages over competing types of footwear make it difficult to sell them. However, if there is a demand for them, sales agents should devote all their efforts to organizing their sales. In doing so, the sales and marketing manager may be faced with the need to introduce a special incentive commission rate and provide personal leadership to support the sales force's efforts to market these shoe combinations.

Consequently, only in a close alliance of manufacturers and distributors engaged in the sale of the assortment of footwear manufactured by these enterprises, it is possible to form highly efficient shoe enterprises in the Southern Federal District and the North Caucasus Federal District, capable of operating in a free market.

The formation of consumer demand is of current importance in the conditions of market relations, since knowledge of the processes of development, management and satisfaction of the population's demand for specific consumer goods makes it possible to make informed management decisions when drawing up a production program, planning retail turnover and its supply of goods. In addition, the study of the regularities of the formation of the effective demand of the population for certain groups of goods makes it possible to purposefully influence the volume and structure of their production and consumption in order to identify the quantity of goods and their qualitative structure, which, in turn, will most fully

satisfy the needs of the population with the available resources.

The footwear market is a constituent element of economic relations, in which, on the one hand, footwear manufacturers are participants, and on the other, consumers. Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. The degree of satisfaction of consumer demand, profitability and profitability of manufacturers depend on the competitiveness of the assortment. The result of the interaction of the constituent parts of the market (demand, supply, price for shoes) is the ability to maximize the satisfaction of demand for products at a specific price.

The Southern Federal District and the North Caucasus Federal District are the most compact districts in Russia. Their total area is 589.2 thousand km² (3.5% of the territory of Russia), the population is 22.8 million people. (14.9% of the population of Russia).

The parameters that determine demand include:

– comparative competitive advantages... The product must have pronounced features or pronounced advantages in comparison with analogues existing on the market, products or services of competitors;

– social orientation... At the same time, it is necessary that the product fits into the existing social conditions, so that the proposed product corresponds to the prevailing lifestyle and system of values of the consumer;

– ability to satisfy the consumer... That is, the product must perform all functions to meet the key needs and requests of the buyer.

Demand is driven by consumer preferences, where it is not objective characteristics that are decisive, but the subjective perception of the properties of the shoe - the purchase value, consisting of a number of components. Therefore, it is important to establish by what evaluation criteria the buyer purchases footwear with the desired combination of properties.

When choosing a shoe, a consumer relies on a certain set of requirements that he places on the product. This set of consumer requirements is presented in Table 12, which was formed based on the data of a sociological survey of 1000 residents living in the city of Rostov - on - Don, carried out by employees of the Institute for Advanced Studies in the city of Rostov - on - Don.

The calculation method is that the number of respondents who assigned the parameter the first place is multiplied by 9 points, as a maximum of a nine-point system. Then the number of respondents who assigned the parameter the second place is multiplied by 8 points. After the survey of all the respondents according to the parameter under study, the sum of the points is determined. Further, this amount is divided by 100 for convenience of presentation. The

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

parameter with the highest score is the highest priority, with the lowest score is the least priority (Table 12). This technique has established itself as the

most effective and has long been used by marketing services, so it was preferred.

Table 12. Buyers' priorities when choosing shoes

Parameter	Number of responses from buyers with a preference for a place from 1 to 9									Indicator scores	A priority
	1	2	3	4	5	6	7	8	9		
Quality	424	283	175	118						80.1	1
Convenience	302	221	235	145	47	50				74.36	2
Affordable price	274	216	186	161	91	72				72.05	3
Natural leather		182	170	198	155	123	172			56.2	4
Durability		98	163	204	193	184	88	70		52.5	5
Fashion			71	102	272	243	184	128		42.5	6
Design				72	145	179	201	246	157	31.3	7
Natural fur					97	149	228	282	244	25.7	8
Colour							127	274	599	15.28	9
Total:	1000	1000	1000	1000	1000	1000	1000	1000	1000		

Thus, according to Table 1.2, when choosing shoes, buyers are guided by the quality (80.13 points), convenience (74.36 points) and price (72.05 points) of the product. Customers give the least preference to shoe color (15.28 points). Buyers' priorities also depend on their age group. For all groups of buyers, the priority is the quality and comfort of the shoes. Also, the institute's marketers revealed that among other factors for buyers under 40 when choosing footwear is fashion and design, while for buyers over 40 it is the price. The quality of imported footwear is satisfied only by 35% of surveyed buyers, 32% - note its low quality level, 54% of buyers are satisfied with the quality of Russian footwear, 26% - the quality is not satisfied, 35% - consider domestic footwear quite comfortable, 39% are uncomfortable. On average, shoppers purchase two pairs of shoes a year.

The data obtained reflects the gaps between customer requests and the achieved level of domestic footwear production. That is, more than half of the respondents are satisfied with the quality of domestic footwear, but 39% of the respondents consider domestic footwear uncomfortable.

If we focus on the fact that 47% of the region's population are rural residents with a low level of income, then, accordingly, footwear produced in the region should first of all meet two main requirements

- convenience and low price. Then the released footwear will be successfully sold in the region. Of course, other characteristics are also important, especially if the target market is not only the regions of the Southern Federal District and the North Caucasus Federal District, but the regions of Russia.

Shoe manufacturers want to know what to expect from the future state of the market. This knowledge for them is a matter of "life and death". Anyone who knows how demand, product supply and prices will change in a month, in a year, in five years, can make the most effective commercial decision. Therefore, one of the most important functions of marketing is market forecasting.

Market forecast is a scientific prediction of the prospects for the development of demand, product supply and prices, carried out within the framework of a certain methodology, on the basis of reliable information, with an assessment of its possible error.

To analyze the demand for footwear, we will calculate the aggregate demand in the regions of the Southern Federal District and the North Caucasus Federal District and make a forecast assessment of its behavior.

A shoe manufacturer in the Southern Federal District and the North Caucasus Federal District is presented in Table 13.

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIHH (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 13. Footwear manufacturers in the Southern Federal District and the North Caucasus Federal District

Manufacturer's name	Release in 2020, thousand pairs	Specific gravity,%
State Enterprise KBR "Narbek"	43.3	0.36
FL LLC "Bris-Bosphorus"	11047.8	91.52
ZOA "Donobuv"	233.7	1.93
LLC "Mercury TV"	89.3	0.74
LLC "Mira"	175.7	1.08
FL CJSC "Donobuv Taganrog"	406.6	3.38
FL CJSC "Donobuv Salsk"	74.6	0.62
Total:	12071	100

Thus, the market capacity is equal to E = 12071 thousand pairs (table 13), which corresponds to 19,917 million rubles.

Naturally, knowing the capacity of the market, one can determine the coefficient characterizing the satisfaction of demand using the formula

$$k = \frac{E}{C} = \frac{19917}{137129,37} = 0,145, (1)$$

The value k = 0.145 indicates that for enterprises in the regions of the Southern Federal District and the North Caucasus Federal District there are huge reserves for increasing the volume of sales and, with a greater degree of certainty, it can be argued that the demand for products due to domestic shoe enterprises located on the territory of the analyzed two districts is not satisfied.

The obtained forecast of market development showed a possible increase in market capacity in the range from 82,048.67 million rubles. up to 152376.07 million rubles.

According to the calculations, there is a deficit for footwear in the regions of the two districts. Further, the quantitative value of the shortage of footwear is calculated for each segment of the regions in two districts.

The need for shoes is calculated from the recommended wardrobe indicators for children under 4 pairs, women 5-7 pairs, men 3-4 pairs. On the basis of data on the required consumption and real output of footwear, the size of the deficit is compiled for each assortment group and for each constituent entity of the Southern Federal District and the North Caucasus Federal District.

The greatest shortage of footwear is noted in the North Caucasus Federal District, in some regions it is 100%. The situation is a little better in the Southern Federal District, where the deficit of footwear is 59.2%. In total, in the Southern Federal District and the North Caucasus Federal District, the deficit in shoes in 2019 was equal to 46,105 thousand pairs, i.e. 74%.

Thus, the presence of such a deficit, as it were, creates the basis for organizing shoe enterprises in regions where today a tense social situation remains due to the lack of jobs, and only the goodwill of the

municipal, regional and federal branches could implement our proposals and significantly facilitate the life of multinational peoples these regions.

- At present, after Russia's accession to the WTO, light industry enterprises in our country need more than ever a product quality management system in order to successfully compete not only in the domestic but also in the foreign market. This is especially true for footwear manufacturers, because the rather low level of quality of domestic footwear is one of the reasons for its low competitiveness in comparison with foreign counterparts of European manufacturers.

In 2020, 41.1 million pairs of shoes were produced in Russia, of which more than 35% were produced by enterprises of the Southern Federal District. Thus, the South of Russia occupies a leading position in the production of footwear in the country.

But, despite the large share in production, in the region the demand for footwear is satisfied only by 14.3%, and in the North Caucasian Federal District due to the absence of shoe enterprises - 0.1%.

Thus, more than half of footwear products are imported from other federal districts and from abroad; moreover, most of the footwear enterprises operating in the regions operate unofficially.

One of the options for solving the problem of reviving the footwear industry in the Southern Federal District, the North Caucasus Federal District and ensuring the demand for domestic footwear is the transformation of disparate light industry enterprises in these regions into a competitive shoe cluster.

A cluster is a group of geographically adjacent interconnected companies (suppliers, manufacturers, etc.) and related organizations (educational institutions, government bodies, infrastructure companies) operating in a specific area and complementing each other.

The regions of the Southern Federal District and the North Caucasus Federal District have the following competitive advantages for the formation of a shoe cluster:

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

- there are educational institutions that continue to train highly qualified personnel for the light industry;

- the regions are characterized by the presence of a large number of unemployed people (unemployed), the percentage of unemployed among women is especially high, which requires the creation of new jobs, reduction of social tension in these regions;

- the possibility of producing shoes in a wide range not only by type, but also by fastening methods, including for children, taking into account the national characteristics of those living in these regions;

- the potential for the development of the raw material base through the implementation of the program for the development of the livestock of cattle and pigs;

- availability of local manufacturers of certain types of components and raw materials (OJSC "Taganrog leather factory" Rostov region., LLC "Kozhzavod" Kabardino-Balkaria, etc.).

The presence of a shoe cluster in the Southern Federal District and the North Caucasus Federal District will provide a number of advantages for its enterprises and regions:

- increased productivity due to the most effective combination of factors of production, access to information, better coordination of activities, creation of public goods (skilled labor, specialized infrastructure that reduces costs, etc.), stimulation of competition, limiting the influence of unfair competition;

- there is a wide spread of innovations due to a quick response to the changing needs of buyers, the availability of information about new techniques, technologies, supply opportunities or experimentation at lower costs;

- the creation of a cluster contributes to the spread of new technologies, not only the relationship between enterprises is developing, but also the effective interaction of the shoe industry with science, education, which also affects the strategy of regional authorities;

- the availability of enterprises and local organizations within the cluster to information about marketing, technologies, current needs of customers, which can be better organized and requires less costs, which allows enterprises to work more productively and go to the advanced level of productivity;

- sharing the high costs and risks of innovation among network participants, which are beyond the power of an isolated firm. Reducing the costs of acquiring and disseminating knowledge and technologies becomes possible due to the inclusion of knowledge producers in the association, personnel migration between cluster members and continuous learning as a result of the implementation of formal and informal ties;

- the cluster has a positive effect on increasing the competitiveness of footwear products, influencing

its two main components: price and quality. It makes it possible to reduce the cost of retraining personnel, consulting services, development and implementation of new technologies. Plus, the cluster will allow solving social problems by providing a large number of jobs at the enterprises of the cluster;

- implementation and certification by enterprises of a product quality management system in accordance with the ISO 9000 series.

- Currently, quality management of manufactured products guarantees a stable position for shoe enterprises in the Southern Federal District and the North Caucasus Federal District, therefore they you need to radically change your attitude to product quality.

- The current level of market relations requires from the manufacturer of products and the service provider not only to ensure compliance with the requirements established for his products and services, but also to guarantee stability, as well as reliability in his contractual obligations to the buyer. The richness of the offer forces manufacturers to gain the trust of their consumers, as well as strive to exceed their requirements and expectations.

- In recent years, a practice has developed in which the main criterion for the reliability of a supplier of products or services is the availability of a certificate of conformity of the Quality Management System (QMS) to the requirements of international standards (MS) ISO (International Organization for Standardization) series 9000. This certificate confirms the presence of controlled conditions for the release of products of such quality, at which customer satisfaction is achieved.

- The new version of the ISO 9000 series - GOST ISO 9000-2015, GOST ISO 9001-2015 - which came into force on January 1, 2015, reduced the number of standards and clarified the fundamental requirements for quality management.

- These standards have become the most popular because of the significant advertising benefits they provide to the certificate holder over their closest competitors.

- ISO 9000 standards are quite versatile. They do not offer absolute quality criteria for each individual product and service. And they are based on the concept of quality, as the ability of products or services to meet the needs of people. Therefore, ISO 9000 standards only set the methodology for the functioning of the QMS at the enterprise, which should ensure the required level of quality.

- A quality management system developed in accordance with the ISO 9000 series is a means

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

of achieving the following objectives of the enterprise management:

- release of high-quality competitive products and at the same time obtaining maximum profit due to control over the quality of products at all stages of their manufacture;
- improving the quality of labor;
- increased productivity;
- reduction of losses from defects and unplanned costs, elimination or reduction of costs associated with consumer claims.
- Creation of an effective quality system at enterprises united in a cluster will allow achieving the set goals at optimal costs and within specified time intervals.
- International standard ISO 9000 defines QMS as a management system for the direction and management of an organization in relation to quality. The QMS is designed to organize the activities of the enterprise in such a way as to guarantee the quality of the products or services of the enterprise and "tune" this quality to the expectations of consumers (customers). At the same time, its main task is not to control every unit of production, every operation, but to make sure that there are no errors in the work that could lead to inconsistencies. The QMS focuses on preventing problems, which is relevant and important for shoe production.
- The enterprises included in the cluster will receive such benefits as demonstrating the cluster's capabilities to the customer, creating a favorable image; the ability to compete on equal terms with certified companies; focusing staff activities on achieving company goals and customer expectations; achieving and maintaining the desired product quality; effective coordination of work, increasing productivity, reducing costs; elimination of duplication of functions, optimization of information flows, improvement of performance indicators and business efficiency.
- QMS meeting the requirements GOST ISO 9000-2011, is the guarantor of the stability of the organization's activities, as well as the fact that no force majeure circumstances will affect the cluster's ability to provide consumers with high quality footwear.

The state of affairs in the light industry in Russia is a special burning topic. In what state and what prospects does this industry have in Russia today? The critical situation in the footwear industry of the Southern Federal District and the North Caucasus Federal District, not least of all, and the result of the inability of many managers of shoe enterprises in the Southern Federal District and the North Caucasus Federal District to quickly adapt to the new requirements put forward by the market, to the

emerging competition from Russian and foreign manufacturers. Therefore, the current situation led to the need to develop a strategy for the development of industries for the production of a competitive range of footwear that is in demand in the footwear market of the Southern Federal District and the North Caucasus Federal District, near and far abroad and aimed at meeting consumer demand for domestic products and addressing issues of improving the socio - economic situation in the regions through the creation of new jobs. In this regard, on the basis of a new aspect, a systemic organizational and structural methodological approach to the consideration and study of the development processes of the footwear industry in the Southern Federal District and the North Caucasus Federal District is proposed from the standpoint of the need to ensure global coordination of dispersed enterprises within the framework of an industry self-regulatory organization based on problem-oriented purposefully formed and situationally constructed dynamic organizational and managerial clusters.

It is the formation of such organizational and managerial clusters that can solve a significant part of the crisis problems, increasing the degree of manageability of the shoe industry enterprises. The project of creating an intersectoral cluster involves the use of not only the usual principles of hierarchical management, but also etarchic, which is based on the process of coordination of all participants in cluster formation. The methodological basis for assessing the effectiveness of the results of the work of a shoe enterprise would be a model of the formation of the competitiveness of the enterprise, in accordance with which the assessment of the competitiveness of the enterprise would be possible on the quantitative measurement of the influence of factors on the competitiveness of products and the competitive potential of this enterprise. Today, the total volume of the market for products of the light and textile industries takes the second place after the food market. On an annualized basis, this is more than two and a half trillion rubles, which is a significant volume of the country's GDP and when compared with other industries, it is four times larger than the market for consumer electronics and pharmaceuticals, and twice the market for the automotive industry, not to mention other industries. ... It is important that this industry is distinguished by a high rate of capital turnover, which also favorably affects its investment attractiveness. In addition, light industry is an integral part of the development of the regional economy, making a significant contribution to the creation of jobs, primarily in the field of small and medium-sized businesses. The enterprises of the industry are located in 72 regions of our country. There are several thousand enterprises and associations in this industry. At the same time, about 70 percent of these enterprises are city-forming for their regions. In total, about 400 thousand people work at these enterprises,

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

respectively, 75 percent of them are women. Thus, the development of light industry is the most important task, both from an economic and social point of view.

The Ministry of Industry and Trade, together with the Ministry of Finance, the Ministry of Economic Development and the Ministry of Defense and the regions of the two districts, supported the development of a state program for the development of light and textile industries. This primarily concerns subsidies. The amount of subsidies for repayment of interest rates on loans for the purchase of raw materials in this industry has almost doubled. Next year the size of the subsidy will be increased to 640 million rubles. Also, the amount of subsidies for repayment of interest rates on loans for those. re-equipment, the volume was increased to 225 million rubles and for the first time 275 million rubles were allocated for activities to promote products to the market. Such work will be carried out, inter alia, within the framework of thematic collective stands at exhibitions, fairs, which are supported by the Ministry of Industry and Trade. It also continues to support scientific developments aimed at improving the raw material base and the production of innovative finished products through the development and implementation of new technologies. There is confidence that the competent systemic use of these measures by the business community, with the support of regional authorities, will allow Russian producers to quite successfully compete with imported counterparts in the context of Russia's accession to the WTO.

This is confirmed by the experience accumulated by the "Donetsk Manufactory". Today, the company occupies 60% of meeting the needs of the Russian market in terry products, and this is despite the fact that in our market there is quite serious competition from our now WTO partners - China, Turkey and a number of other countries, whose products have successfully proven themselves in this market. Therefore, it is very important to skillfully, as well as our competitors from other countries, use the methods in time and effectively, including the reduction of discriminatory measures by colleagues in relation to domestic products, which will allow skillfully and effectively, even taking into account the entry into the WTO, conquer new markets and defend their positions.

Of course, the development of the industry, including its technological modernization, is the task of private business. The state has no right to subsidize an ineffective investor. But for those who have taken this path of modernization, the Ministry will develop the existing tools, offering new mechanisms for attracting investors. In particular, the issue of increasing the size of subsidies on loans for technical re-equipment to 90% of the refinancing rate and expanding the areas of subsidies for the construction of new enterprises is currently being worked out.

Moreover, for a long time, the Ministry of Industry and Trade, together with the Ministry of Finance, have been looking for tools to help light and textile industry enterprises receive support from the government in order to

At present, these ministries have revised their attitude to the most serious problem - counterfeit. In October 2012, the first Anti-Counterfeiting Forum was held under the auspices of the Prime Minister. This forum will now be held annually; in 2013, within the framework of the customs union, it will already be held in Kazakhstan. Today, the share of products of Russian enterprises in the domestic market does not exceed 25%. At the same time, the share of legal imports is about 40%. Accordingly, the products imported illegally and illegally produced in the territory of the Russian Federation still account for more than 35%. This is a large volume, therefore, ousting illegal products from the market is the main reserve for the development of the industry. When there is such a situation on the market, it is impossible to adequately talk about the competitiveness of a Russian manufacturer, since the conditions of competition are too distorted by illegal products.

A separate topic is the work of the industry within the framework of the Common Economic Space. The formation of the Eurasian Economic Commission makes it possible to take advantage of the natural advantages of each of the countries participating in this integration process. Currently, within the framework of the EEC, it is planned to develop a joint program for the development of light industry in Russia, Belarus and Kazakhstan.

In Geneva, a protocol was signed "On the accession of the Russian Federation to the Marrakesh Agreement establishing the World Trade Organization of April 15, 1994". At the same time, documents related to the customs sphere will begin to operate, which will directly affect the conditions for the import and export of goods.

One of the key issues discussed during Russia's accession to the WTO is the change in the rates of import customs duties, which has a direct impact on the development of national production and the receipt of customs payments to the federal budget. The agreement excludes the possibility of exceeding the rates of the Unified Customs Tariff over the rates of the import tariff in accordance with the agreements of the parties on joining the WTO.

In addition to import duties, Russia's accession to the WTO has an impact on the rate of export duties and fees for customs operations. Thus, a government decree approved new rates of duties on goods exported from the Russian Federation outside the Customs Union. In addition, according to a government decree to reduce the amount of fees for customs operations to 30 thousand rubles. in respect of goods, the customs value of which is more than 10 million rubles.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Thus, the consequence of Russia's accession to the WTO was serious changes in the field of customs regulation. This should have a direct impact both on the foreign trade turnover of Russia and other members of the Customs Union, and on the development of national economies. The simplification of import-export operations is in line with Russia's chosen course of openness to the global trading system. The application of the new rules will reveal all the advantages and disadvantages of the integration processes.

One of the conditions for Russia's accession to the WTO should be, first of all, the observance of national interests in the field of international economic relations and in the field of the domestic economy. Moreover, these interests must be balanced and understandable to the international community. At the same time, the process of accession to the WTO should serve and is already serving as a catalyst for the necessary transformations in the country, including amendments to the legislation. 90% of the necessary changes have already been made to the legislation.

The most important advantage of Russia's accession to the WTO is the reduction of the customs tariff and easier access to the Russian market for imported goods. The anticipated reduction in the tariff barrier (the weighted average tariff of 11% will be reduced to at least 9%) may lead to a reduction in budget revenues from taxation of imports. However, there is reason to believe that tax revenues from imports may increase due to increased transparency in customs and an increase in the size of imports themselves. The Russian position in negotiations with the WTO member countries is that there should not be a real reduction in the level of customs tariffs after the country's accession to the WTO.

The ongoing discussion in the country on Russia's accession to the World Trade Organization, which in a number of cases acquires a panic state, actually leaves aside the problem of exporting goods and services. But it is the prospects for domestic exports that are the most important among the possible consequences of WTO accession for the Russian economy.

When Russia joins the WTO, other countries must provide it with the most favored nation treatment (MFN), which will create additional opportunities for domestic exporters. However, the structure of Russian exports is such that the import duty on the bulk of the exported goods (energy carriers) is either zero or extremely low.

This means that Russia's accession to the WTO will not become a significant factor facilitating our exports while maintaining its former dependence on the raw material structure. But joining the WTO will give Russia a chance and an opportunity to improve the structure of merchandise exports.

The government's plan of adaptation measures needed to defeat foreign competitors in the World Trade Organization (WTO) is basically ready.

The WTO adjustment plan has not yet been approved. But a number of measures from it have already received decent funding when the state budget for 2016-2025 was approved.

If the turnover of light industry products produced in 2019 in the domestic market of Russia is estimated at 2 trillion. rubles, the share of domestic producers is no more than 20%. And even today half of imports consists of smuggling. However, in the course of negotiations with the WTO, it was necessary to reduce the import duties within three years from the current 40% to 5%. Consumers will, of course, only benefit from this. But in order to save the producers, the government proposed to the State Duma to legally exempt light industry, as has already been done with respect to farmers, from income tax. The federal budget for 2022 provides 2.5 billion rubles to compensate for the losses of regional budgets. All in all, the budget has reserved 5 billion rubles for emergency assistance to domestic producers who will suffer from Russia's accession to the WTO.

How, in the opinion of the Russian Union of Industrialists and Entrepreneurs (RSPP), should enterprises that may suffer from the WTO be rescued:

- reduce taxes for them;
- to reduce import duties on imported components, semi-finished products and raw materials that they use;
- abolish property tax on purchased equipment;
- introduce a preferential treatment for investors;
- organize assistance in anti-dumping disputes;
- finalize anti-dumping legislation;
- stimulate energy efficiency improvements;
- simplify access to customs statistics;
- simplify the VAT refund procedure for exporters;
- accept international technical regulations;
- adopt international financial reporting standards;
- expand the list of protectionist measures that do not contradict WTO rules (such as recycling fees);
- provide priority access to public procurement;
- subsidize lending to lower rates;
- develop programs taking into account the characteristics of regions and industries;
- monitor compliance with the WTO rules.

In this regard, the problem of increasing competitiveness based on the use of international standards for products and services is one of the main problems of the modern economy.

In Russia, the fund of national standards numbers about 25 thousand standards, but only about 37% meet international requirements. Therefore, the improvement of certification and standardization

Impact Factor:

SISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

systems for products and services has become a strategic objective of the Russian economic reform.

The most widely recognized international standards developed by the International Standards Organization, especially the ISO 9000 series (published in 1994), which set quality requirements and became the basis for product quality management in about 400 thousand quality systems of private and public enterprises 150 countries. The new version that came into force on January 1, 2016 - GOST ISO 9000: 2015, GOST ISO 9001: 2015 - made it possible to reduce the number of standards and clarify the fundamental requirements for quality management.

With the advent of quality system standards, a universal benchmark has emerged to assess which suppliers meet minimum requirements and which do not. Today in the world more than six hundred thousand enterprises have certified their quality systems in accordance with the ISO 9000 series. In Russia, their number is progressively increasing. These standards have become the most popular in ISO history because of the significant advertising benefits they provide to the certificate holder over its closest competitors.

The experience of recent decades has shown that it is the quality of the light industry products that today guarantees a stable position for footwear enterprises in the Southern Federal District and the North Caucasus Federal District. Those enterprises that expect to compete successfully not so much with quality as with price are deeply mistaken, they are expected to go bankrupt because, firstly, the modern buyer is more likely to overpay the competitor whose product will be of better quality, and secondly, the more efficiently the quality system works, the cheaper the goods it will produce. Sometimes they say: the only correct way to win the consumer (and hence the market) is to compete not with manufacturers, but with their quality systems. In fact, a quality system certificate has a lot of power, you just need to be able to release it. There are many examples among Russian enterprises,

The quality of training of specialists is largely determined by the perfection of the equipment used in training, the use of modern information and pedagogical technologies.

In the training of specialists for the light industry, the leading place belongs to the basic universities of the textile and light industry. The release of specialists who meet the requirements of modern production, possessing advanced innovative technologies and computer design tools, is one of the main tasks of training modern highly qualified personnel.

To implement the developed program for the development of light industry through the creation of new enterprises equipped with the latest equipment and technology, the need for specialists with CAD skills is increasing. Fluency in various computer tools and automated systems is a requirement today for a

graduate for any industry, including specialists for shoe and garment enterprises. Their mastering of applied and universal systems, as well as their application in their field of knowledge, is the most rational way to achieve this goal.

In the current situation in higher education in Russia, in the new system for the preparation of bachelors and masters, multimedia technologies are becoming not an addition to the educational process, but a necessary and obligatory tool for training highly qualified personnel for light industry in higher educational institutions.

However, the purchase of equipment does not in itself solve the problem of training specialists. The task of transitioning to new innovative technologies requires new methods of training specialists, in which the main place is occupied by methods based on multimedia - as a new direction in the training and preparation of highly qualified specialists.

This task must be solved and can give an effective result based on the use of advanced technologies and modern teaching aids, familiarization and mastering the experience of teaching similar disciplines abroad and the development of our own teaching methods.

At the present time, conditions have been created for the solution of the assigned tasks. Teachers can undergo special training and fully master the skills of working with these systems. They will also prepare guidelines and manuals for laboratory and independent work in the disciplines of CAD and computer design of light industry products, guidelines for the final qualifying work of bachelors and master's theses. Currently, a lot of work has been done to create electronic textbooks in special disciplines. The creation of the CAD / CAM laboratory will make it possible to conduct classroom lessons using new pedagogical technologies and interactive methods.

The widespread implementation of the Gerber and Crispin systems in the educational process allows:

- use active teaching methods;
- individualize learning in the context of collective cognitive activity;
- integrate educational and research activities of students;
- to replenish the centralized fund of educational information and the necessary educational and software tools;
- create an informational constantly updated database for the implementation of student design and research work;
- to increase the effectiveness of practical and laboratory exercises;
- to enhance the culture of education;
- increase the speed of vocabulary accumulation;
- integrate science, education and production;

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

– carry out real projects for specific production conditions.

If the Ministry of Education and Science finances the training of specialists for the light industry in full, then we can confidently expect that the goals and objectives formulated by the Federal State Educational Standard of Higher Education will be achieved.

Achievement of the goal in the field of shoe cluster development is possible only with a comprehensive technological modernization of the real sector of the regional economy. With regard to the Southern Federal District and the North Caucasus Federal District, it is possible only when the interests of all participating economic entities are taken into account. We are talking about such areas as:

– increasing the share of the innovation sector and introducing technological innovations at enterprises that form clusters;

– development of entrepreneurial activity in the field of large, medium and small businesses and mutual cooperation in order to introduce innovations, which leads to the expansion of existing and creation of new clusters;

– strengthening ties and interdependence of industrial enterprises and research and educational centers and schools;

– improvement of the territorial distribution of industrial enterprises.

In conclusion, considering the process of formation and implementation of cluster policy in the regions of the Southern Federal District and the North Caucasus Federal District, we point out that this is a difficult task, the development and implementation of which should be of a scientific nature. Its success depends on many factors and conditions, and the central place here belongs to the scientific principles of management and the desire for the dynamic development of the regions of the two districts, the interest of all branches of government, both municipal and regional and federal branches of government, which was confirmed by the decision of the Coordination Council for Industry "On the situation in the light industry of Russia and its raw materials maintenance", which took place on December 10, 2012 in the city of Donetsk, Rostov region, namely:

– the Department of Forestry and Light Industry of the Ministry of Industry and Trade of Russia, together with the relevant departments of the Ministry of Agriculture of Russia, to work out the issue of additional measures to develop the domestic raw material base for the light industry, including a differentiated approach to subsidies;

– the Department of Forestry and Light Industry of the Ministry of Industry and Trade of Russia, in order to increase the investment attractiveness of the industry, to work with the relevant departments of the Ministry of Finance of Russia and the Ministry of

Economic Development of Russia proposals to increase the size of the subsidy rate and expand the areas of subsidies starting from 2022;

– recommend to the executive authorities of the constituent entities of the Russian Federation;

– to prepare regional programs aimed at increasing the competitiveness of light industry enterprises, and covering the entire production cycle, including the marketing component;

– get acquainted with the results of the most important innovative project being implemented by the Ministry of Industry and Trade of Russia Development and development of production of innovative multifunctional textile materials for dual use "(including school uniforms) and develop measures to promote the products of leading enterprises of the Russian light industry to the regional market, including through regional and municipal government orders;

– the Department of the Automotive Industry and Agricultural Engineering, the Department of the Aviation Industry, the Department of the Shipbuilding Industry and Marine Engineering of the Ministry of Industry and Trade of Russia to consider the proposals of light industry enterprises on the possibility of using Russian textile and leather materials for the automobile, ship and aircraft industries;

– departments of the Ministry of Industry and Trade of Russia, in their area of competence, to work with supervised enterprises and organizations on the purchase of special and work clothes from Russian light industry enterprises;

– Deputy Minister of Industry and Trade of the Russian Federation V.L. Evtukhov together with the Department of Domestic Trade, hold a meeting with representatives of enterprises and associations of light industry on the issue of working with retail chains;

– to the government of the Ivanovo region, together with the Department of the Chemical and Technological Complex and Bioengineering Technologies and the Department of Forestry and Light Industry of the Ministry of Industry and Trade of Russia, to finalize the business plan of the project for the production of polyester fibers and yarns, taking into account the assessment of its effectiveness when working on imported raw materials (TPA and EG), and also the possibility of switching to domestic raw materials from 2022;

– the Department of Forestry and Light Industry of the Ministry of Industry and Trade of Russia to initiate an appeal to the Ministry of Economic Development of Russia with a request to apply to the Eurasian Economic Commission to organize a trilateral meeting (Russia-Belarus-Kazakhstan) on the operational exchange of data on customs statistics, the implementation of joint projects in the field of light industry;

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

– recommend to the heads of the constituent entities of the Russian Federation located on the territory of the North Caucasian Federal District (NCFD), in order to prepare a meeting with the Deputy Prime Minister of the Russian Federation - Plenipotentiary Representative of the President of the Russian Federation in the North Caucasian Federal District, to prepare and submit to the Ministry of Industry and Trade of Russia proposals to stimulate the creation of on the territory of the North Caucasus Federal District of industrial production, as well as to improve the regulatory legal framework in terms of providing federal, regional and local tax benefits and other preferences.

The goals have been formulated, the tasks have been defined - now, joint efforts of the federal, regional and municipal branches of government are needed to implement them.

- The question touches upon two aspects of the TS. They are, of course, interrelated, but I would define them separately. Firstly, these are the legal aspects that are associated with the formation of the legal framework of the CU, consisting of international treaties and decisions of the CU bodies, and secondly, these are aspects of the formation of the CU and CES institutions. We will consider them, but first I would like to give a few general assessments of all the work that has been done within the framework of the EurAsEC on the formation of the CU and the CES.

It is necessary to take into account the historical experience of the world community and the experience of the CIS states in taking measures to form customs unions.

All over the world, the XX century gave the development of a new form of interstate economic integration in the form of customs unions, and, at present, there are more than 30 of them. So, in 1961. Guatemala, Honduras, Nicaragua and El Salvador joined the Central American Common Market. Costa Rica joined it two years later. In 1963. a customs union was also created between the European Union and Turkey (the EU-Turkey Association). And in 1964. an agreement was signed on the creation of a customs union between Egypt, Iraq, Jordan, Yemen, Libya, Mauritania and Syria, called the Arab Common Market. The Organization of Eastern Caribbean States, of which Antigua and Barbuda, Grenada, Dominica, Montserrat, Saint Kitts and Nevis, Saint Vincent and the Grenadines are members, was established in 1991. We are also aware of such customs unions, like the EU and Merkursur and others. By the way, the USSR is also a customs union, since there are basic signs - a single customs territory, a single customs tariff, rules for trade with third countries, etc.

The increasing number of customs unions, the expansion and strengthening of their position in the international arena indicate that this form of interstate integration brings enormous economic, political,

social and other benefits for their members. The Union makes national economies much stronger, allows its members to act as a single integrated economic and political bloc in international relations, increases the political and economic weight of states on a global scale, and also opens up great prospects for individuals in these countries, especially for economic entities.

The Customs Union of Belarus, Kazakhstan and Russia was formed in accordance with the goals and objectives of the Treaty on the Eurasian Economic Community. Three out of five states at the first stage (in accordance with the decision of the EurAsEC Interstate Council) began to form the Customs Union and the Common Economic Space, taking into account that these states are the closest to each other in terms of their economic development. In the future, it is expected that other EurAsEC member states - Kyrgyzstan (the application has already been received) and Tajikistan - will join the legal framework.

At the same time, I draw your attention to the fact that the Customs Union in question is not an international organization, as such, and as the above mentioned international associations are listed, but a form of trade and economic integration of the EurAsEC member states. The Customs Union of Belarus, Kazakhstan and Russia provides for a single customs territory, within which customs duties and economic restrictions are not applied in mutual trade in goods originating in a single customs territory, as well as originating from third countries and released for free circulation in this customs territory. , with the exception of special protective, anti-dumping and countervailing measures. On the territories of the CU member states, a unified customs tariff and other unified measures to regulate trade in goods with third countries are applied.

A number of international treaties have been signed in order for these rules to work.

The Customs Union within the EurAsEC (CU) became the basis for the formation of the Common Economic Space (CES). The CES is a qualitatively deeper form of integration, which provides for the free movement of not only goods, but also services, capital, labor resources in the common customs territory of the CU. For this, along with the unification of foreign trade regulation norms, the parameters of macroeconomic policy, the tax system, the norms of antimonopoly and labor legislation, and migration policy should be harmonized.

The regulation of these integration processes required the creation of its own institutional system, i.e. bodies empowered to adopt international treaties and other normative legal acts (rules, regulations, recommendations), by their decisions.

Thus, the Interstate Council of the EurAsEC (the Supreme Body of the Customs Union) at the level of heads of state adopted the first three international

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

treaties aimed at forming the legal framework of the Customs Union:

- Customs Union Commission Agreement (CU)
 - Agreement on the Creation of a Single Customs Territory and the Formation of the Customs Union
 - Protocol on the procedure for the entry into force of international treaties aimed at the formation of the legal framework of the Customs Union, withdrawal from them and accession to them. In order to further form the institutional framework of the Customs Union at the level of heads of government, the Agreement on the Secretariat of the Customs Union Commission was adopted. This is a working body of the Commission, the main function of which is the organizational and legal support of its activities. The Rules of Procedure of the Customs Union Commission were also approved, establishing the procedure for preparing and holding meetings of the Commission, the procedure for making decisions, their publication and entry into force. The new version of these Rules of Procedure was approved at a meeting of the Supreme Body of the Customs Union, the system of bodies of the Customs Union was presented as follows:
 - Interstate Council of the Eurasian Economic Community (Supreme body of the Customs Union);
 - Customs Union Commission;
 - Court of the Eurasian Economic Community.
 - Also, four structures were created that are not part of the CU system, but perform a number of important functions that ensure its functioning:
 - Expert Council within the Customs Union;
 - Foreign Trade Regulation Committee;
 - Coordination Committee for Technical Regulation, Application of Sanitary, Veterinary and Phytosanitary Measures;
 - The Coordinating Council for Information Technologies of the Customs Union is fully operational, a package of 17 international treaties of the Common Economic Space, signed by the heads of state, has been put into effect. In accordance with the agreements, the CCC has been assigned functions not only in the field of
- foreign trade, but also in economic policy in general. This dictated the need to improve the institutional framework of the Customs Union and the Common Economic Space. A total of 145 "supranational" functions, on the basis of 111 international treaties that form the legal framework of the CU and the CES, have been transferred for direct regulation to the powers of the CCC. These are functions in the area:
- customs tariff and non-tariff regulation;
 - application of protective anti-dumping and countervailing measures;
 - ensuring technical regulation and sanitary, veterinary and phytosanitary control in the Customs Union;
 - maintaining customs statistics of foreign trade and statistics of mutual trade;
 - ensuring customs regulation in the CU;
 - ensuring the functioning of the CES.
- In this regard, the heads of state of the Customs Union on November 18, 2011 in Moscow signed:
 - The Treaty on the Eurasian Economic Commission;
 - Declaration on Eurasian Economic Integration;
 - Decision on the Rules of the Eurasian Economic Commission (EEC) and the formation of a new, stronger EEC apparatus. From the date of entry into force of the Agreement on the EEC, the CCC was abolished, and the powers vested in the Commission of the Customs Union in accordance with international treaties that form the legal framework of the CU and the CES, as well as decisions of the Interstate Council of the Eurasian Economic Community (Supreme Body of the Customs Union) were transferred to the EEC. Thus, the status of the Commission does not change, but only its structure and operating procedures, which I will talk about later. In addition, it should be borne in mind that in accordance with the specified agreement, from the date of its signing, the Supreme Eurasian Economic Council exercises the powers,
- Now we return to the newly created Eurasian Economic Commission (hereinafter - EEC). In accordance with Article 1 of the Treaty on the Eurasian Economic Commission (hereinafter

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

referred to as the Treaty). The parties established the EEC as a single permanent regulatory body of the Customs Union and the Common Economic Space.

- The Commission consists of the Council of the Commission and the Board of the Commission. The procedure for the activities of the Council and the Board is regulated by the Rules of Procedure of the Commission, approved by the Supreme Eurasian Economic Council at the level of heads of state.
- As part of its activities, the Commission has the right to form structural divisions (hereinafter referred to as the Commission Departments), representations of the Commission in the Parties, by decision of the Supreme Eurasian Economic Council at the level of heads of state in third countries and their associations, as well as at international organizations.
- The EEC, within the limits of its powers, makes decisions that are binding on the Parties, and recommendations that are not binding. These decisions are included in the legal framework of the Customs Union and the Common Economic Space and are subject to direct application in the territories of the CU member states.
- The Council consists of one representative from each Party, who is a deputy head of government, vested with the necessary powers, in accordance with the legislation of the respective Party. Meetings of the Council are held as needed, but at least once a quarter. The time and place of the next meeting of the Council are determined at the previous meeting of the Council.
- The Board of the Commission is the executive body of the Commission, which develops proposals in the field of further integration within the framework of the Customs Union and the Common Economic Space. The Board of the Commission consists of 9 members, one of whom is the Chairman of the Board of the Commission. The composition of the Board of the Commission is formed on the principle of 3 members of the Board of the Commission from each member state of the CU, who are appointed by the decision of the Supreme Eurasian Economic Council and work on a permanent basis in the Board for 4 years.
- The activities of the Supreme Eurasian Economic Council, the Council of the Commission and the Board of the Commission are supported by international employees of the departments of the Commission. The competence of the EurAsEC Court, the legal status of which is determined by the Treaty on the Establishment of the Eurasian Economic Community and the Statute of the EurAsEC Court, approved by the Decision of the EurAsEC

Interstate Council, was expanded in connection with the formation of the Customs Union and the introduction of amendments to Art. 8 of the Treaty establishing the EurAsEC.

- The main task of the Court is to ensure the uniform application by the member states of the Customs Union of international treaties acting within its framework and decisions taken by its bodies. The court also considers disputes of an economic nature arising between the member states of the Customs Union on the implementation of decisions of bodies and provisions of CU treaties, gives explanations and conclusions on them.
- After the unification of the customs territories of the states forming the Customs Union, the Court exercises the following powers:
 - examines cases on the compliance of acts of the CU bodies with international treaties that form the legal basis of the Customs Union;
 - considers cases on challenging decisions, actions (inaction) of the CU bodies;
 - gives an interpretation of international treaties that form the legal basis of the Customs Union, acts adopted by its bodies;
 - resolves disputes between the Commission of the Customs Union and the states that are members of the CU, as well as between the member states of the Customs Union on the fulfillment of their obligations under the CU.

Other disputes, the resolution of which is provided for by international treaties of the Customs Union, may also be referred to the jurisdiction of the Court. Such an international treaty is the Treaty on the appeal of economic entities to the Court of the Eurasian Economic Community in disputes within the framework of the Customs Union and the specifics of legal proceedings thereon dated December 9, 2010, according to which the Court is empowered to consider cases based on applications of economic entities:

- on challenging acts of the Customs Union Commission or their individual provisions;
- on challenging the actions (inaction) of the Customs Union Commission.

The basis for challenging the acts of the CCC or their individual provisions or actions (inaction) of the Customs Union Commission is their inconsistency with international treaties concluded within the CU, which entailed a violation of the rights and legitimate interests of economic entities in the field of entrepreneurial and other economic activities provided by these international treaties. On January 1,

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

2012, the EurAsEC Court began its independent activity. Funds have been allocated for the formation of the Secretariat of the Court. The EurAsEC Interparliamentary Assembly appointed judges of the EurAsEC Court.

In accordance with the Protocol on Amendments to the Statute of the Court of the Eurasian Economic Community, a provision was introduced, according to which the Court, in the framework of considering cases based on applications of economic entities, is empowered, in exceptional cases, to hold one or more offsite sessions in a place different from the seat of the Court.

Considering that the EurAsEC Court was formed and began its independent activity, the question arose about the continuation of the existence of a quasi-judicial body in the system of CU bodies, which is the Expert Council within the framework of the Customs Union.

This Expert Council was authorized to consider applications of economic entities of the Member States of the Customs Union on the compliance of the decisions of the CCC, which are binding, with the legal framework of the Customs Union. However, since its formation, the CCC Secretariat has not received any applications from economic entities that would have been formalized in accordance with the Regulation on the Expert Council.

- The formation of the legal framework of the Customs Union and the Common Economic Space was carried out in stages, but in a very short time. It should be borne in mind that the decision on the formation of the legal framework of the CU and the CES was made by the heads of state during the crisis of the global financial system, which could not but affect the state of the economies of the states of the Eurasian Economic Community (EurAsEC). In order to avoid a further economic recession of the EurAsEC member states, the heads of state of Belarus, Russia and Kazakhstan made a decision to create conditions for the restoration of a capacious internal market, within which to create conditions for the preservation and modernization of production of the three states, as well as to increase the competitiveness of the economy on a new technological basis. ... In this regard, The supreme body of the Customs Union at the level of heads of government adopted 9 international agreements in the field of customs, customs tariff and non-tariff regulation. The heads of government also determined the principles for the collection of indirect taxes on the export and import of goods, the performance of work and the provision of services in the Customs Union, within the framework of the Customs Union, an Agreement was adopted on the procedure for the introduction and application of measures affecting foreign trade in

goods on a single customs territory in relation to third countries and Agreement on the rules of licensing in the field of foreign trade in goods.

In addition, in accordance with the Agreement on the Establishment of a Single Customs Territory and the Formation of the Customs Union, the stages and terms of the formation of a single customs territory of the Customs Union of the Republic of Belarus, the Republic of Kazakhstan and the Russian Federation were developed and approved, providing for three main stages of the formation of a single customs territory of the CU.

At the same time, the heads of state determined the final date for the creation of a single customs territory of the Customs Union - July 1, 2010. At the preliminary stage, two main tasks were solved: completing the formation of the legal framework of the Customs Union and organizing the phased transfer of agreed types of state control, with the exception of border control, to the external outline of a single customs territory. In addition, the heads of the member states of the Customs Union signed the Treaty on the Customs Code of the Customs Union. Thus, the codification of the customs legislation of the CU was carried out, indicating a qualitatively new level of interstate economic integration.

In the field of customs-tariff and non-tariff regulation, the EurAsEC Interstate Council approved the unified Commodity Nomenclature of Foreign Economic Activity of the Customs Union (TN VED CU) and the Unified Customs Tariff of the Customs Union (ETT CU). The heads of state also decided to transfer to the CCC a number of important functions in the field of customs-tariff and non-tariff regulation, provided for by the relevant international treaties of the Customs Union, in particular, the maintenance of the CCC of the CU. In the field of consumer protection, the Supreme Body of the Customs Union made a decision to endow the EurAsEC Court with the functions of resolving disputes within the CU. At the same time, the Expert Council became the mechanism for direct appeal against the actions of the Commission,

As part of the preliminary stage, international agreements on technical regulation, sanitary, veterinary and phytosanitary measures were also adopted.

In accordance with the tasks of the first stage of the formation of a single customs territory of the CU member states, the Commission of the Customs Union is working on the exercise of powers in the field of tariff and non-tariff regulation of foreign trade of the Customs Union.

In order to implement Art. 57 of the Customs Code of the CU, a Unified Database of Preliminary Decisions of the Customs Union on the Classification of Goods and Technical Conditions for the Transfer of Data on Preliminary Decisions on the Classification of Goods have been developed.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

The Commission of the Customs Union, within the framework of the empowered powers, approved the List of goods for which quotas and volumes of tariff quotas are established for the import of goods into the territory of the member states of the Customs Union, as well as the List of goods that are essential for the internal market of the CU, in respect of which, in exceptional cases temporary export restrictions or bans may be imposed.

In connection with the entry into force of the Treaty on the Customs Code of the CU, the norms of which are largely of a reference nature, it became necessary to enact, simultaneously with the Code, legal mechanisms developed to implement its provisions.

Thus, an Agreement was signed on the establishment and application in the Customs Union of the procedure for crediting and distributing import customs duties (other duties, taxes and fees that have an equivalent effect). The agreement establishes a single unified mechanism for the enrollment and distribution of honey by the Member States of the Customs Union of import customs duties, other duties, taxes and fees that have an equivalent effect

As part of the development and application of information technologies in the Customs Union, two fundamental agreements have been adopted: the Agreement on the Creation, Functioning and Development of the Integrated Information System of Foreign and Mutual Trade of the Customs Union and the Agreement on the Application of Information Technologies in the Exchange of Electronic Documents in Foreign and Mutual Trade in the Common Customs Territory CU, and also approved the Concept for the creation of an Integrated Information System for Foreign and Mutual Trade of the Customs Union. In addition, the Agreement of the Customs Union on Sanitary Measures, as well as the Agreement of the Customs Union on Veterinary and Sanitary Measures and the Agreement of the Customs Union on Plant Quarantine, entered into force, in connection with which the Customs Union Commission was delegated the appropriate powers. The next stage of the joint work of the experts of the parties was to codify the adopted international treaties and decisions of the CU bodies in order to eliminate conflicts and gaps, as well as to prepare a single international treaty, on the basis of which the Eurasian Economic Union was created. The codification work was carried out by reaching an agreement on:

- balanced macroeconomic, budgetary and competition policies;
- structural reforms of labor markets, capital markets, goods and services;
- creation of Eurasian networks in the field of energy, transport and telecommunications.

Any production of shoes or other goods must begin with a sales plan, which is developed by the

sales (marketing) department. This financial forecast should include the planned sales volumes for the period, the planned sales price and the projected profit for this type of product. For the mathematical model, a type of product such as children's shoes was chosen. There is no production of this type of product in the South and North Caucasian Federal Districts, and, therefore, all products are imported. We consider the establishment of production in our regions to be economically profitable and expedient.

But in industrial production, you need to know the moment in time when you should stop producing a given shoe model and switch to a new model or make another model in large volumes (diversification of products). For this purpose, you can use such an indicator as price elasticity. It shows the percentage change in sales as a result of a 1% price change and can be compared across different brands. The price elasticity of the sales function under consideration here has the following properties:

- its absolute value increases as the positive or negative values of the deviation from competitors' prices increase;

- the considered sales function does not prescribe an unambiguous dynamics of price elasticity over time (it can increase, decrease or remain unchanged);

- since the influence of absolute prices is not significant, that is, price changes do not lead to a decrease in primary demand, but to a change in market share, direct price elasticity and cross price elasticity (percentage change in sales with a one-percent change in competitors' prices) coincide in magnitude and distinguish they are not necessary.

At the first stage of building a model, we will predict the ideal scheme for selling children's shoes by a manufacturing enterprise through a store. The company incurs additional costs for hiring personnel and renting a shopping pavilion. The amount of additional costs may vary and depend on market conditions. Let us summarize the initial data of the ideal model in a table.

Sales volume forecast for 1 month (25 working days).

The volume of sales increases by 5 pairs per day. The company will start making profit on the 10th day of sales, when the volume of sales per day reaches 65 pairs of shoes. Until this moment, the company must sell 360 pairs (table 14). If the additional costs of the enterprise grow, then the break-even point will move to the right, therefore, the enterprise will receive a smaller amount of profit (on the graph, profit is shown as a shaded triangle).

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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 14. Initial data

Indicator, rub .:	Sum
Variable costs	302.95
Fixed costs	5598.13
Selling price	395
Number of units sold	2000
Sales volume at a point of sale	5000
Seller's salary	5000
Number of sellers	2
Trading floor area, sq. m	100
Rent for 1 sq. m	100

Let's build a break-even chart based on table 14.

When using the break-even chart in this form, keep in mind the following:

1. Calculation of break-even conditions and construction of break-even charts are just tools for analyzing price decisions, but not a device for predicting future commercial results;

2. The break-even graph in the form shown in Figure 1 is built on the basis of the possibility of a linear increase in production (sales) volumes without any consideration of seasonality. Meanwhile, for many types of goods, it is illegal to ignore the seasonality. For example, for production, where costs are carried out mainly at the beginning of a long production cycle, and the sale of finished products - only after its completion (this is how, say, a shoe company can work, preparing an entire batch of

products for wholesale to trading firms on the eve of a new season).

Analyzing the conditions for reaching break-even, we must not forget that this is just an intermediate finish on the way to the main goal - achieving the highest profitability of sales. When calculating the conditions for reaching a break-even point or plotting the corresponding graphs, it is important to correctly set the data on the degree of utilization of production capacities and the conditions for the sale of goods. For example, the above graph was built for the conditions of full, one hundred percent use of production capacities and full implementation of all manufactured products, that is, it characterized the result of the enterprise at all the maximums: output, sales, revenue.

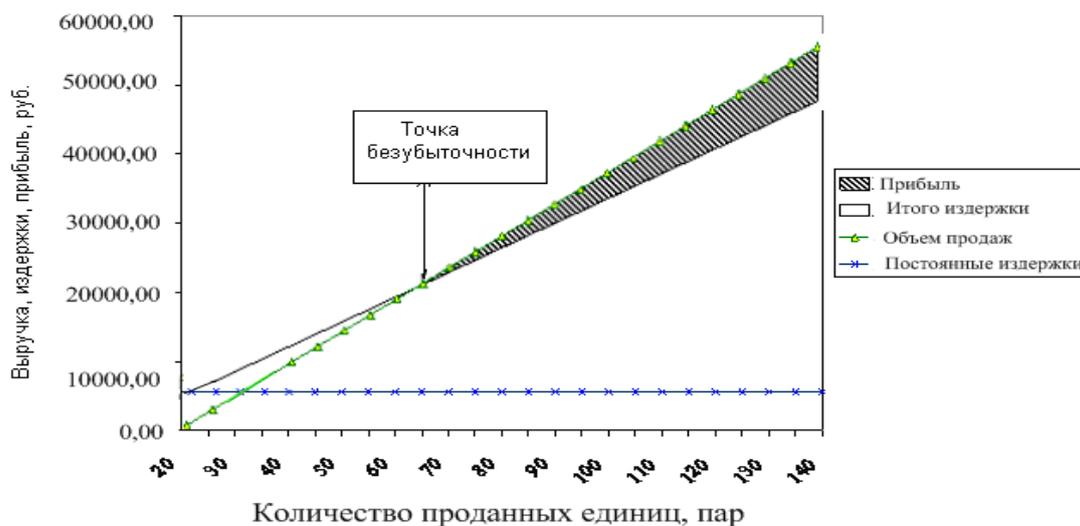


Figure 1– Break-even graph (for children's shoes)

In practice, it is simply dangerous to adhere to such an overly optimistic approach, and all conditions must be adjusted downward. So the use of production capacity should be taken at the level of 75-80%. It

should be taken into account in the calculations and the possibility of settling a part of the manufactured products in stocks due to the slow implementation process (Table 15).

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Table15. Sales volume of children's shoes

Number	Number of prod. Steam	Volume of sales	Fast. Costs	Change Costs	Total costs	Profit	Add. Izder.
1	20	7820,00	5598.13	6059	11657.13	3837.13	80
2	25	9775,00	5598.13	7573.75	13171.88	3396.88	100
3	30	11730,00	5598.13	9088.5	14686.63	2956.63	120
4	35	13685,00	5598.13	10603.25	16201.38	2516.38	140
5	40	15640,00	5598.13	12118	17716.13	2076.13	160
6	45	17595,00	5598.13	13632.75	19230.88	1635.88	180
7	50	19550,00	5598.13	15147.5	20745.63	1195.63	200
8	55	21505,00	5598.13	16662.25	22260.38	755.38	220
9	60	23460,00	5598.13	18177	23775.13	315.13	240
10	65	25415,00	5598.13	19691.75	25289.88	125.12	260
11	70	27370,00	5598.13	21206.5	26804.63	565.37	280
12	75	29325,00	5598.13	22721.25	28319.38	1005.62	300
13	80	31280,00	5598.13	24236	29834.13	1445.87	320
14	85	33235,00	5598.13	25750.75	31348.88	1886.12	340
15	90	35190,00	5598.13	27265.5	32863.63	2326.37	360
16	95	37145,00	5598.13	28780.25	34378.38	2766.62	380
17	100	39100,00	5598.13	30295	35893.13	3206.87	400
18	105	41055,00	5598.13	31809.75	37407.88	3647.12	420
19	110	43,010.00	5598.13	33324.5	38922.63	4087.37	440
20	115	44965,00	5598.13	34839.25	40437.38	4527.62	460
21	120	46920,00	5598.13	36354	41952.13	4967.87	480
22	125	48875,00	5598.13	37868.75	43466.88	5408.12	500
23	130	50830,00	5598.13	39383.5	44981.63	5848.37	20
24	135	52785,00	5598.13	40898.25	46496.38	6288.62	40
25	140	54740,00	5598.13	42413	48011.13	6728.87	60
Σ	2000	782000	5598.13	605900	745853.25	36146.75	8000

Downward adjustments are also desirable in order to take into account possible disruptions in the production, transportation or sales organization of goods. Let's take the constructed ideal model for the forecast presented by the marketing specialists of the enterprise. Let's see how the amount of profit will change depending on the influence of seasonality.

The volume of shoe sales is growing disproportionately (faster) than in the previously

considered model (table 16). With an increased growth in sales by the end of the month, the company will have to produce about 4,000 pairs of children's shoes of this model, but the production program is designed for 2,000 pairs. To reach a new level of production and sales, investments are required in the purchase of additional equipment and the construction of a new workshop.

Table 16. Growth in sales

Day	Number of products even couples., steam	price, rub.	Pair sales	Additional. costs	Permanent. Costs, ruble	Variables. Costs, ruble	Total costs	Profit ruble
1	20	395	7820	80	5598.13	6059	11657.13	-3837.13
2	25	395	9775	100	5598.13	7573.75	13171.88	-3396.88
3	30	395	11730	twenty	5598.13	9088.5	14686.63	-2956.63
4	5	395	13685	140	5598.13	10603.25	16201.38	-2516.38
5	40	95	15640	160	5598.13	12118	17716.13	-2076.13
6	46	95	17986	184	5598.13	13935.7	19533.83	1547.83

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

7	53	395	20723	212	5598.13	16056.35	21654.48	-931.48
8	61	395	23851	244	5598.13	18479.95	24078.08	-227.08
9	71	395	27761	284	5598.13	21509.45	27107.58	653.42

Therefore, the management of the enterprise should consider the possibility of increasing the price by 10% instead of increasing the scale of production in order to reduce the amount of demand to the level provided by the current capacity of the enterprise. Naturally, in this case, the management of the enterprise hopes to receive an increase in profit through sales at prices with a higher value of the specific gain (selling price minus variable costs). As it is easy to calculate, it will increase accordingly by 39.5 rubles, that is, it reaches 131.55 rubles. or 30.28% of the new price. It is required to check the conditions for the successful implementation of such a policy.

A sales market in a broad sense is any economic space for the supply of goods and services, which is the ultimate goal of an enterprise's economic activity. Market forecast is a scientific prediction of the prospects for the development of demand, product supply and prices, carried out within the framework of a certain methodology, on the basis of reliable information, with an assessment of its possible error.

Analysis of the demand for footwear presupposes a preliminary clarification of the entire environment of the market for a given product, its state and development trends, which can suggest opportunities and identify the shortcomings of the current market position. Then, current trends and factors affecting demand are identified, and a possible increase or decrease in their impact on the formation of demand in future periods is estimated.

The main factors, the influence of which is of paramount importance on the formation of both the volume and the structure of demand, are the following factors:

- the level of prices for goods;
- the level of supply of goods on the market;
- the level of income of the population.

It should be noted that there are many additional factors, the influence of which on demand is almost impossible to quantify (the influence of fashion, the state of the market for interchangeable and complementary goods), but the importance of which cannot be neglected.

The next step in studying and analyzing the demand for footwear is forecasting it for subsequent periods. All marketing research in the area of demand is carried out in two sequential directions: assessment of certain marketing parameters for a given moment in time and obtaining their forecast values. These studies can be carried out independently, by the cluster's own resources, or the cluster can resort to the services of specialized organizations.

Highlighting the features of demand for footwear, it can be noted that:

1. The demand for footwear, as a basic necessity, is full and almost never falls.
2. According to the form of education, the demand for footwear is seasonal; depends on the season: winter, demi-season, summer shoes.
3. According to trends - the demand is stable.
4. By socio-demographic types of consumption - the demand of age and gender groups.

It is clear that with an increase in the quality of footwear, the demand for it directly increases, and with an increase in prices, the demand decreases.

The demand for footwear is influenced by many factors, such as:

1. Social factor: the division of society into classes, the level of culture.
2. Psychological: personality type, adherence to fashion, attitude to prestige.
3. Physiological: natural human properties that define 4 natural limits of consumption.
4. National - climatic features
5. Economic: income level, unemployment, etc.

Consumer demand acts as the main factor influencing the formation of the assortment, which, in turn, is aimed at maximizing the satisfaction of the population's demand and at the same time actively influencing the demand towards its expansion.

Currently, there are 5 main price segments of footwear on the market. The range of prices is quite large - in the low price segment a pair of shoes costs less than 1,000 rubles, in the luxury segment - more than 7,500 rubles. (table 17).

Table 17. Price segments of footwear presented on the Russian market as of 01.01.2021

- Price segment	- Average cost of a pair of shoes
- low price segment	- up to 1 thousand rubles.
- mid-low price segment	- from 1 to 1.5 thousand rubles
- mid-middle price segment	- from 1.5 to 2.5 thousand rubles
- mid-high price segment	- from 3 to 4.5 thousand rubles
- price segment "luxury"	- more than 7.5 thousand rubles.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Currently, the majority of footwear purchases are in the mid-low and mid-mid price segments, which are targeted by the majority of Russian manufacturers. These segments are the most dynamically developing and the sales of footwear are actively growing here due to the transition of buyers from the middle-low to the middle-middle price range, and the active shift of consumer preferences from the low price segment. This trend is associated with an increase in the level of well-being of Russians, which has affected the most numerous stratum of society - poor people. The growing incomes of this population group allow

people to move from the lower to the middle class, gradually acquiring the consumption standards of the middle class. At the same time, the mid-price segment is characterized by a rapid change in consumer preferences. The Russian consumer has begun to better navigate the footwear market, he follows fashion trends, making increased demands on the quality and style of footwear, paying attention to the brand. Most consumers are now looking to buy one-season shoes that are fashionable but inexpensive (Table 18).

Table 18. The need for footwear (by gender and age groups) in the regions of the Southern Federal District and the North Caucasus Federal District as of 01.01.2021, million pairs

Type of footwear	Possible demand in the regions of the Southern Federal District and the North Caucasus Federal District, pairs of shoes per year
Children	24450370
Up to a year	2533312
1-4 years	6632436
5-9 years old	7459710
10-14 years old	7824912
Mens	61569765
Casual	26199900
Model	7859970
Sports	7859970
Home	15719940
Office	3929985
Womens	86998350
Casual	40940400
Model	10235100
Sports	10235100
Home	20470200
Office	5117550
Total	173018485

Table 19. The need for footwear by the subjects of the Southern Federal District and the North Caucasus Federal District as of 01.01.2021, million pairs

The subject of the Russian Federation	The need for men's shoes	The need for women's shoes	The need for children's shoes	Total
1	2	3	4	5
Southern Federal District	33492,575	48383,461	14672,598	96548,634
Republic of Adygea	1161,300	2255,309	677,236	4093,845
Republic of Kalmykia	953,495	1282,603	315,704	2551,802
Krasnodar region	5578,020	7260,239	5788,331	18626,590
Astrakhan region	2950,500	5113.602	908,922	8973,024

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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

Volgograd region	8352,960	11412,813	4071,054	23836,827
Rostov region	14496,300	21058,895	2911,351	38466,546
North Caucasian Federal District	28077.19	38614,889	9777,772	76469,851
The Republic of Dagestan	8544,900	11165.202	2439,068	22149,170
The Republic of Ingushetia	1325,100	2265,988	690,966	4282,054
Kabardino-Balkar Republic	2696,390	4157,432	871,732	7725,554
Karachay-Cherkess Republic	1417,500	2114,698	409,906	3942,104
Chechen Republic	1974.0	3205,667	828,723	6008,390
Stavropol region	3916.7	4918,925	1079,909	9915,534
North Ossetia	8202,600	10786,977	3457,468	22447.045
Total	61569,765	86998,350	24450,370	173018,485

The peculiarity of the footwear market and its main difference from the clothing market is the special attention of the consumer to the brand: 58% of consumers look at the brand when choosing footwear. This is explained by the fact that low-quality shoes are more common than low-quality clothes, and manifestations of poor quality are more serious, while most buyers associate a well-known brand with quality.

Among the factors contributing to the development of the footwear market, it is worth noting an increase in the well-being of the population, an increase in the size of the middle class, and an increase in spending on non-food products. A more detailed analysis of the Russian footwear market will be given below.

Tables 18 and 19 show data on the size of the deficit for each assortment group and for each subject of the Southern Federal District and the North Caucasus Federal District.

In most constituent entities of the Southern Federal District and the North Caucasus Federal District, there is a 100% deficit for footwear with a large value of the need for it. In total, in the Southern Federal District and the North Caucasus Federal District, the deficit in footwear in 2020 is 173018485 pairs. The mild natural and climatic conditions in the Southern and North Caucasian Federal Districts suggest a great demand for footwear for the spring-autumn and summer period of socks (sandals, shoes, low shoes, autumn ankle boots and boots). Winter footwear is less in demand. Consumer preferences are of great importance. Shoes are a rather peculiar element of the wardrobe. The Russian needs her to be fashionable and bright. The second point, it must be of high quality, because only very high-quality shoes can withstand the Russian winter, snow-salt gasoline porridge for more than one season. The third point: it must be comfortable, Russians began to pay great attention to comfort. And finally, shoes should be inexpensive, because a significant part of our population has a small income.

Domestic buyers like the details that provide comfort, such as Velcro straps (Velcro straps). However, consumer tastes differ greatly from region to region. This gives rise to one of the main problems of shoe retail - it is impossible to create an assortment matrix that is uniform for the whole country.

In the southern regions (Krasnodar Territory, Rostov-on-Don, Caucasus, Stavropol Territory) they love everything bright and shiny. In general, the Russian public, unlike Europeans, still equates beauty with flashiness. To the north (Moscow, Nizhny Novgorod), this tendency is weakening. Even 2 neighboring cities may have different preferences. In Kemerovo, universal everyday models are chosen, and in Tomsk, where there are many students, youth style is in demand. In the range of children's shoes, special attention should be paid to ensuring the comfort and health of the feet, which is extremely important at an early age. The further development of the foot and its correct growth depend on what kind of shoes the child will wear in elementary school. School shoes for children should be of high quality and comfortable - it is very important that they are made using modern technologies and from genuine leather, then comfort and self-confidence will be provided to students throughout the school day. Given the anatomical features of the developing children's foot, it is necessary to strive to make the shoes comfortable and soft to prevent chafing and other troubles. The ventilation system and durable non-slip outsole should also accompany the ideal children's shoes.

Features of the youth footwear market: the leading motive is the pursuit of variety and novelty. For the representatives of the described group, the incentive to purchase is the desire for variety and constant renewal, regardless of how much the fashion changes, the existing shoes wear out, etc. It is important to note that in half of the cases, a large set of shoes and their variety are mainly distinguished by summer shoes, a set of demi-season and winter shoes is quite typical. Due to the described features, representatives of this group have the most flexible criteria for choosing shoes. It can be functional and

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

vice versa; it can be classic, moderately fashionable, however, more fashionable avant-garde, extravagant models are allowed. Only in this group there is a real color variety, a wide range of materials and finishing methods. However, it should be noted

Features of the women's footwear market: when analyzing price orientations, a general pattern is noted that can be traced in the behavior of 80% of women. It is typical for women when winter and demi-season shoes fall (taking into account the natural price difference for shoes and boots of similar quality) in higher price intervals than summer ones. This trend is easily explainable: the requirements for the quality, strength, durability of winter and demi-season shoes are generally much higher. In the minds of consumers, a clear idea has been formed that you have to pay extra for high quality, and they do it more readily, buying shoes for the cold season. In search of quality assurance, they often turn to specialized stores, buying winter and demi-season shoes, while summer shoes can continue to be bought in clothing markets.

The basic approach to completing a wardrobe and a consumption strategy determine the criteria for choosing shoes: the importance of individual properties and design features, color and partly style preferences, attitude to new shoe design, etc.

The main factors that determine the requirements for shoes ultimately boil down to the following:

1. Due to the fact that there are few shoes in the wardrobe of a large number of women, the selection criteria are quite strict (this is especially true for shoes for the winter and spring-autumn seasons): consciously or unconsciously, customers set a certain system of requirements that the purchased shoes must meet (2-3 colors, certain material, limited choice of heel heels and thicknesses, etc.). The degrees of freedom of choice are rather limited. It is because there are few shoes in the wardrobe that the subjective significance of the purchase increases. In most cases, the purchase of shoes is preceded by a targeted search, the selection criteria may not always be conscious, but often they are quite strict. The motivation and decision-making models for buying shoes are comparable to buying durable goods.

Of course, the subjective significance depends on the purchase price. When respondents come across acceptable shoes at a price significantly below their baseline expectations, the value of the purchase decreases and the decision-making process is simplified.

Based on the high subjective significance of the purchase of shoes, it is possible to properly organize advertising at points of sale, build advertising messages: in other words, use individual developments from the practice of selling durable goods or services. Finally, due to the fact that there are few shoes, certain requirements are imposed on its functionality, versatility, resistance to harmful environmental influences, etc.

2. Representatives of the target audience walk a lot, move around the city in public transport - this is the reality of the lifestyle of representatives of the social groups of interest to us (low and medium price segment). In this respect, the modern Russian business woman differs from women who have achieved a similar status in some Western countries. The need to walk a lot, overcoming weather disasters and city streets, also dictates special requirements for footwear (primarily demi-season and winter).

The attitude of men towards shoes differs significantly from the "female approach". Analyzing the motivation and the main factors that stimulate purchases from men, we can single out the main criterion for choosing shoes - functionality, "convenience", strength and durability, resistance to harmful environmental influences, ease of maintenance (lack of design features that may require private repair). An important role is played by versatility - the style matching of shoes to different types of clothing and different life situations.

Representatives of the described group in the vast majority of cases have their own, established over the years, preferences regarding the style, the main structural details, they follow them, despite the fashion trends, recognizing only technological innovations that improve functional characteristics (insoles that increase air permeability, etc.). According to a sociological study, 70% of men say that shoes that guarantee the degree of fashion that makes them feel comfortable should have a rounded toe, low heels, and not accented (massive, wide welts, etc.) soles. This pattern is also a classic for them in shoes.

Thus, analyzing the South and North Caucasian Federal Districts, we can conclude that it is necessary to create a shoe cluster in this territory, since these regions are distinguished by a large concentration of qualified labor force, the presence of a good base for creating a shoe cluster (a large number of shoe enterprises in the Stavropol Territory, Rostov region, Krasnodar region and other subjects of these two districts); a significant percentage of unemployment (especially in the North Caucasus Federal District), including the unemployment of the female population; high demand in the region for high-quality footwear, as well as the development of long-term traditions of footwear craft.

Conclusion

An assortment policy has been developed for the formation of competitive men's, women's and children's shoes, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technological processes, as well as to meet demand elite consumer,

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

using manual labor create the basis for satisfying the demand for footwear for the buyer of these regions.

2. Innovative technological processes have been developed for the production of men's, women's and children's shoes using modern technological equipment with advanced nano technologies, which form the basis for reducing the cost of shoes and providing it with an increase in competitiveness with the products of leading foreign companies, with the possibility of a wide assortment of footwear not only by type, but also by fastening methods, which guarantees its demand in full.

3. The layouts of technological equipment are proposed, on the basis of which it is possible to form a technological process for the production of men's and children's, as well as women's shoes with an optimal capacity from the production area and the form of production organization.

4. Software has been developed for calculating the cash flow from the operating activities of shoe enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover of products and reduction of losses, which guarantees enterprises to obtain stable TEP and prevents them from bankruptcy.

5. Software has been developed for the formation of the technological process of assembling footwear and determining the cost of producing an assortment of footwear. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis make it possible to reduce the duration of technological preparation of production and increase, due to the rationalization of the technological process, the specific consumer effect of shoes.

6. Comprehensive indicators of the effectiveness of innovative technological processes of shoe manufacturing have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective has been selected; the possibilities of streamlining the flow are revealed, allowing to exclude "bottlenecks", to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations for assessing the

efficiency of technological processes by methods of target programming for various technological and organizational solutions is confirmed by calculations of indicators of economic efficiency: cost, profit and profitability, etc.

7. The proposed technique allows to reduce the duration of technological preparation of production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the research is expressed in the intellectualization of the technologist's labor with a reduction in the time spent on developing the range of manufactured shoes and assessing the efficiency of technological processes in comparison with a typical economic calculation of the total cost of making shoes.

8. The analysis of the influence of the forms of organization of production and manufacturing technology on the cost of shoes on the example of the technological process of making children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies have been obtained to assess the influence of the factor "organization of production" on individual calculation items as a whole and other technical and economic indicators in order to prevent enterprises from bankruptcy.

9. An effective solution has been developed to manage the competitiveness of shoe industry enterprises formed into a cluster, through the use of an innovative technological process for the entire product range of the shoe cluster, equipped with universal, highly efficient and multifunctional equipment.

10. Recommendations have been developed to ensure regulatory documentation for the formation of quality and confirmation of footwear conformity within the framework of the Customs Union, which will allow preparing certificates of conformity and declarations of conformity of the Customs Union for the entire range of footwear cluster.

11. Proposals for the creation of a testing laboratory within the cluster were substantiated, in which it is planned to test footwear to verify its compliance with the quality and safety indicators established in regulatory documents.

12. The role and main tasks of the metrological service have been formulated, its organizational structure has been developed.

13. Measures have been developed for testing and assessing the quality and safety of footwear.

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

References:

1. Alyoshin, B.S., et al. (2004). *Philosophical and social aspects of quality*. (p.438). Moscow: Logos.
2. Cobb, B., & Gray, E. (1997). *Adoption and continuous development of the Japanese philosophy of universal quality management*. Elected Tr. 40-20 of the EOC Congress. (p.327). Berlin.
3. (2017). *The concept of import substitution of light industry products: prerequisites, tasks, innovations*: monograph / Prokhorov V.T.[et al.]; under the general editorship of Dr. of Technical Sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University. (p.334). Mines: ISOiP (branch) of DSTU.
4. (2015). *Assortment and assortment policy*: monograph / V.T. Prokhorov, T.M. Osina, E.V. Comanchenko [et al.]; under the general editorship of Dr. of Technical Sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (phil.) Federal state budget. educated. institutions of higher Prof. education "Don State Technical University. un-t" in Shakhty, Rostov region (ISOIP (branch) of DSTU). (p.503). Novocherkassk: YURSPU (NPI).
5. (2018). *Managing the real quality of products and not advertising through the motivation of the behavior of the leader of the collective of the light industry enterprise*: monograph / O.A. Surovtseva [et al.]; under the general editorship of Dr. of Technical Sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University. (p.384). Novocherkassk: YURGPU (NPI).
6. (2018). *Competitiveness of the enterprise and competitiveness of products - the key to successful import substitution of goods demanded by consumers of the Southern Federal District and the North Caucasus Federal District*: collective monograph / Prokhorov V.T.[et al.]; under the general editorship of Dr. of Technical Sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University.-Mines: ISOiP (branch)DSTU.
7. (2014). *The revolution of quality: through advertising quality or through real quality*: a monograph by V.T. Prokhorov [et al.]; under the general editorship of Doctor of Technical Sciences, prof. V.T. Prokhorov; ISOiP (branch) of DSTU. (p.384). Novocherkassk: YURSPU (NPI).
8. (2015). *Advertising as a tool for promoting the philosophy of quality of production of competitive products/* E.V. Comanchenko, [et al.]; under the general editorship of Doctor of Technical Sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University of Shakhty: ISO and P (branch) of DSTU, (p. 623).
9. Rebrin, Yu.I. (2004). *Quality management: A textbook*. (p.174). Taganrog: Publishing House of TRTU.
10. (2001). *Efficiency and quality management*. Modular program : Translated from English / edited by I. Prokopenko, K. North: in 2 hours - Part 1. (p.800). Moscow : Delo.
11. Feigenbaum, A. (2006). *Product quality control*. (p.471). Moscow: Economics.
12. Salimova, T.A. (2005). *History of quality management*. (p.256). Moscow: Knorus.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 17.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Aliakbar Naurizbaev
Karakalpak State University
Senior Researcher

THE FORMATION OF CAPITAL MARKETS

Abstract: All central banks have a stake in the health and efficiency of capital markets. Capital markets are key funding sources for the real economy; they facilitate risk allocation and encourage economic growth and financial stability. The research addresses the process of establishing effective capital markets. It emphasizes the crucial importance of a strong enabling environment, which is defined by macroeconomic stability, market autonomy, sound legal frameworks, and effective regulatory regimes. Additionally, market development is influenced by drivers that are more directly related to specific capital market functions – such as enhanced disclosure standards, increased investor diversity, internationalisation, and deep hedging and funding markets, as well as efficient and robust market infrastructures. The suggestions, which span six broad categories, outline feasible measures for policymakers to bolster these drivers, while noting that some are beyond the purview of central banks.

Key words: capital market, securities, Central Bank, market capitalization, bond market.

Language: English

Citation: Naurizbaev, A. (2022). The formation of capital markets. *ISJ Theoretical & Applied Science*, 01 (105), 352-357.

Soi: <http://s-o-i.org/1.1/TAS-01-105-21>

Doi:  <https://dx.doi.org/10.15863/TAS.2022.01.105.21>

Scopus ASCC: 2000.

Introduction

Development and depth of capital markets can be crucial in financing economic expansion, while also having an impact on financial stability and monetary policy transmission, among other things. The ability of the capital markets to service the real economy is contingent on regulatory frameworks that promote safety and operational effectiveness. Even though the private sector and securities market regulators are typically in the forefront of developing robust markets, central banks are significant players because the depth and liquidity of the financial markets have an impact on the central bank's policy objectives and duties.

Several central banks play an important role in the development of the capital market ecology in their respective countries. It is common for central banks to play an important role in government bond markets, usually in collaboration with the finance ministry; and, in emerging market economies (EMEs) with less developed domestic fixed income markets, central banks frequently oversee the development of trading and issuance venues. They frequently play a role in overseeing crucial sections of the payment infrastructure, such as the repo, fixed income, and

currency derivatives markets, in part because of their authority over financial institutions such as banks. Additionally, central banks have historically played a considerable role in the formation and modification of capital and interest rate laws, in addition to other prudential policies affecting the growth of the capital market. Furthermore, as part of their responsibilities for macroeconomic and financial stability, they are responsible for periodically monitoring the operation of domestic capital markets. As a result, central banks can contribute knowledge to interagency capital market initiatives by drawing on their insights into domestic market functioning, their broad convening powers, and their interest in well-functioning and effective market transmission mechanisms. Central banks can contribute knowledge to interagency capital market initiatives in a variety of ways.

The operation of the capital market is complicated, and it is difficult to explain it in a single summary number. Market development was characterized by the Working Group in terms of four distinct dimensions. The first dimension is market size in relation to GDP, which reflects the ability of the market to meet the demands of the real sector in terms of investment. Secondly, market access refers to the

Impact Factor:

SISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

wide variety of companies that raise funds to fund the running of their businesses through capital markets. This, combined with the trading of various instruments that transmit risk among market players, constitutes the second dimension. Liquidity indicators are used to quantify the ease with which investors can realize the value embedded in securities, as well as the ease with which they can incur some of the associated transaction expenses. Finally, resilience measurements quantify the ability of the capital markets to perform their tasks in the face of adversity and uncertainty. The Working Group examined available data indicators as well as the results of the Group's market participant survey in order to assess progress along these dimensions. The conclusions of the analysis are detailed in the following sections, one for each of the four dimensions.

Literature review

Increased disclosure, according to empirical research, is associated with lower borrowing costs. Over the period 1987 to 1991, Sengupta (1998) conducted an analysis of data from 103 companies and discovered that higher disclosure was associated with lower issuance costs. A study conducted by La Porta et al. (2008) found that the size of a jurisdiction's capital markets is positively related to the presence of private enforcement mechanisms, such as disclosure, approval, and litigation rights, that govern and permit investors to sanction specific related-party or self-dealing transactions. According to La Porta et al. (2006), there is a strong association between the size of the equities market and public disclosure laws, as well as liability standards for noncompliance and an effective court for enforcing these rules.

A broad investment base contributes to liquidity, depth, and stability by increasing the amount of money available. As a result of their long investment horizons and low leverage, insurance firms and pension funds can offer long-term capital while reducing the likelihood that they will exacerbate volatility by selling into short-term falls. Aside from that, they are frequently vocal in their support for higher disclosure standards that remove information asymmetry and enhance market vibrancy. Collective investment funds, such as mutual funds, minimize the cost of risk diversification while also making professional fund management services easily accessible to normal investors, hence increasing the financialization of savings and retirement plans. Additionally, because of their shorter investment horizons, they can assist in the discovery of prices and the production of liquidity.

According to Niggemann and Rocholl (2010), there has been a large growth in the issue of stocks and bonds in the years after pension fund reform. Scharfstein (2018) finds that the choice between prefunded and pay-as-you-go pensions has a major impact on the size of an economy's capital market,

with the latter's generosity restricting the expansion of a market's capital structure.

There are significant cross-country differences in how these assets are distributed among equities, corporate financial bonds, and non-financial bonds, despite the fact that the size of corporate capital markets is significantly correlated with the size of the institutional investor base. Because of the large institutional investor base, this demonstrates that the evolution of a single market can be influenced by a variety of different factors such as rules and path dependence.

The relationship between institutional investors and the capital markets is bidirectional. The expansion of the capital market enables collective investment funds to gain higher economies of scale in their operations. As a result, asset management expenses are reduced, allowing for the financialization of extra savings through capital market investments, hence increasing overall savings. (Vittas, 1998; 1998)

Analysis and Results

Bond markets worldwide are expected to grow by 16.5 percent to \$123.5 trillion in 2020, with global long-term bond issuance increasing by 19.9 percent to \$27.3 trillion during the same period. 2020 will see a growth in global equity market capitalisation of 18.2 percent year on year to \$105.8 trillion, while global equity issuance will decline by 52.9 percent to \$826 billion. Purchasing and selling of foreign securities by the United States climbed to \$46.1 trillion in 2020, a 24.7 percent rise over the previous year. Foreign gross activity in United States securities climbed by 19.6 percent in 2020, reaching \$98.3 trillion.

A high-level overview of responses to the Working Group's poll on market functioning serves as an excellent preview of the messages from the subsequent sections' discussion. Market participants showed the least anxiety about government bond markets (left-hand panel) and slightly more concern about stock markets across all dimensions (centre panel). The primary source of concern was the operation of the corporate bond market (right-hand panel). Concerns regarding access were addressed primarily about smaller enterprises, particularly those in EMEs. Market players were more concerned with liquidity and resilience than with the provision of capital market credit for large issuers.

While the total market value of outstanding securities as a percentage of GDP continues to be a popular indicator of market size, it must be interpreted with the caveat that, in addition to cumulative net issuance, it also reflects valuation changes, which can be quite significant in the period following the GFC. With this in mind, the size of the equities market has stayed relatively stable on average, while the size of the fixed income market has expanded. Capital markets in EMEs have generally deepened, but they remain smaller than those in AEs.

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

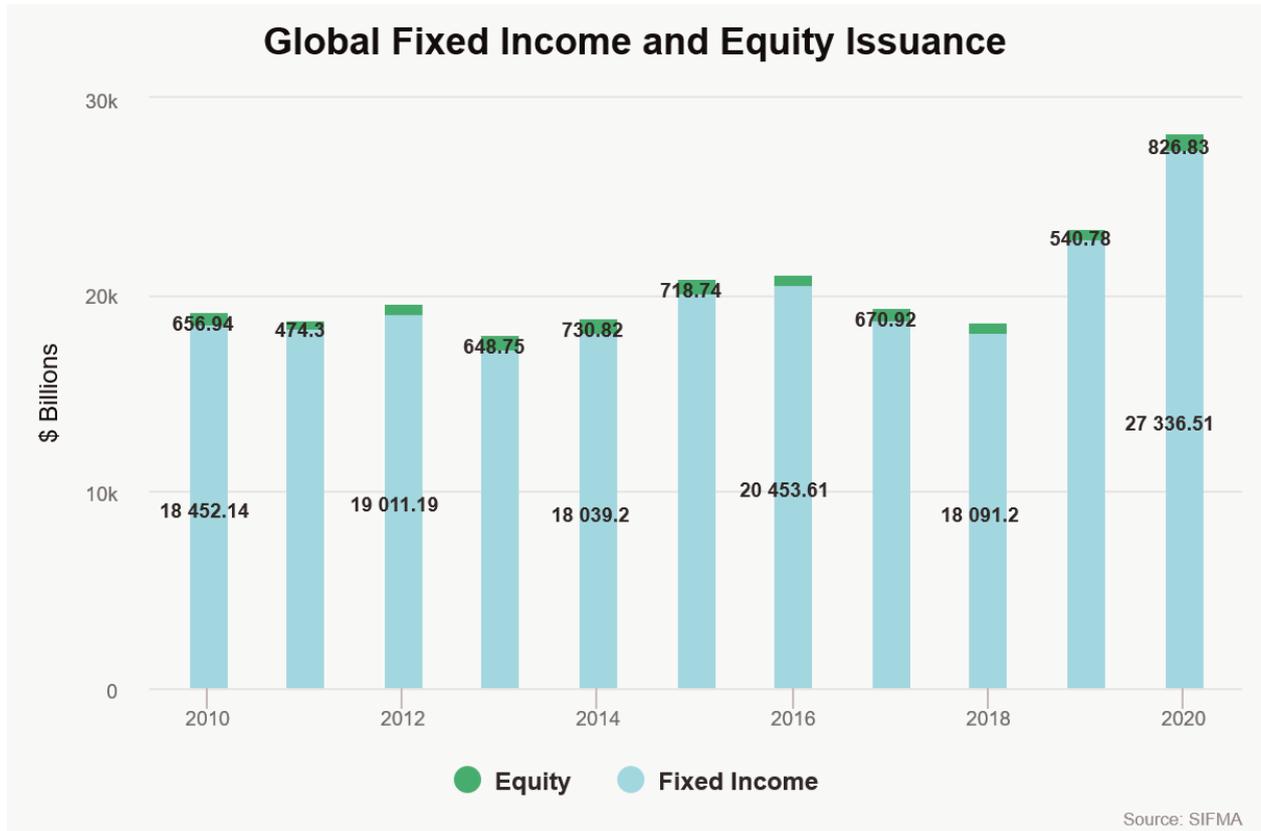


Figure 1. Global Fixed Income and Equity Issuance
Source: SIFMA

As evidenced by the unabated cross-sectional dispersion of the box charts in Figure 2, heterogeneity in capital market size remains significant. Indicatively, the AE equities and fixed income markets double in size as they progress from the smallest to the one at the 25th percentile (distance

between the bottom of the line and the bottom of the box), from the 25th to the 75th percentile (box height), and finally from the 75th to the largest (the top of the line). The pattern holds true throughout EME markets, but with greater precision.

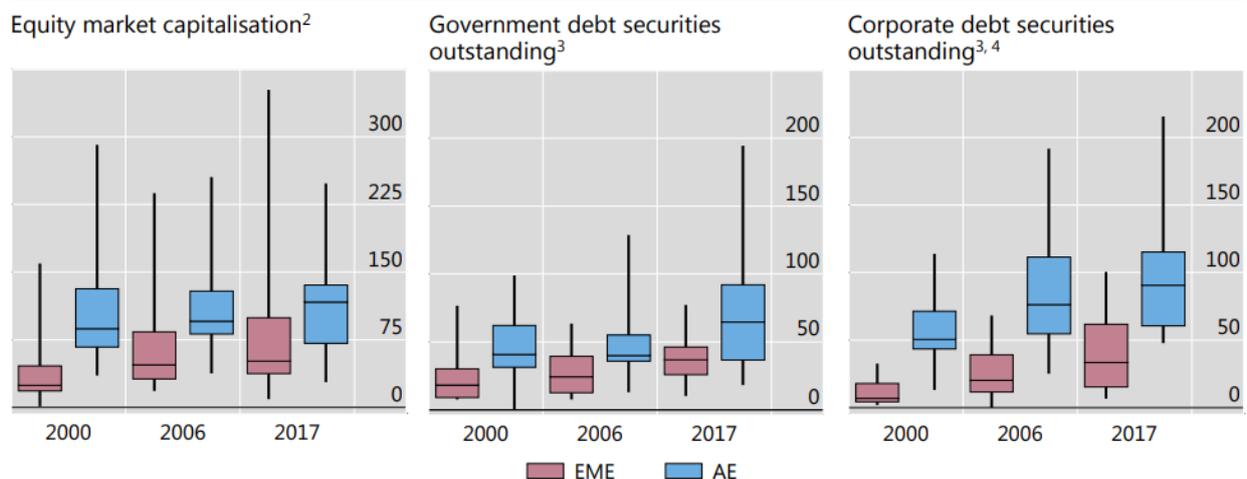


Figure 2. Market capitalization of securities

Sources: IMF, *World Economic Outlook*; World Bank; Datastream; national data; BIS debt securities statistics.

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

Between 2000 and 2017, the median AE equity market's capitalisation increased from roughly 85 percent to 115 percent of GDP, while the EME group's capitalisation more than doubled, from around 25 percent to almost 60 percent of GDP. When free float is considered (eg the value of shares excluding insider holdings such as management, controlling owners, or governments), the gap between AEs and EMEs is greater. In the median EME, the free-float percentage of total equity market capitalisation is roughly 50%, compared to 80% in AE equity markets. However, when measured by issuance, the EME and AE equity markets are more comparable. Since 2005, AEs have raised approximately 0.95 percent of GDP annually through equity issue. Annual equity issuance in EMEs averaged little under 0.75 percent of GDP in 2011–17, down from more than 1% in the previous five years.

Over the last two decades, bond markets have been catching up to equity markets (Figure 2, centre and right-hand panels). In AEs, robust finance bond issuance was followed by robust government issuance in the years preceding the GFC, whereas in EMEs, both non-financial corporate and government debt instruments outstanding have increased substantially over the last two decades.

In AEs, the median amount of outstanding government securities climbed from roughly 40% of GDP in 2000 to 50% in 2017. (Figure 2, centre panel). However, the size disparity within AEs has grown significantly, indicating the post-GFC surge in government bond issuance in certain jurisdictions. The median size of government securities markets in EMEs expanded from roughly 20% to 35% of GDP over the same time.

Reliable, publicly available information is critical to the operation of healthy capital markets. Prompt disclosure and well-developed accounting systems with a high degree of transparency reduce the cost of information acquisition for dispersed investors, economizing on what would otherwise be a duplicative, costly, and highly asymmetric process of information collection. Rules requiring prompt disclosure of material information, as well as the prospect of legal or regulatory fines for infractions, enable potential investors to determine the value of securities offered for sale in the primary and secondary markets, as well as to identify market abuse. Inadequate disclosure has a number of negative consequences for market functioning. To begin, inaccurate or misleading information supplied in advance of market difficulties can result in adverse selection. Second, delaying crucial information disclosure causes moral hazard by providing insiders time to profit from trading or prevent losses. Both of these factors contribute to investors' loss of confidence in the market. By contrast, increased disclosure enables minority investors to take action to prevent or sanction insider self-dealing.

Conclusions

Based on the findings identifying the primary drivers of capital market development, six broad areas have been highlighted as prospective enhancements to capital market functioning. These are as follows: In addition to promoting greater market autonomy, the government is working on strengthening the legal and judicial systems, increasing regulatory independence and effectiveness, expanding the domestic institutional investor base, pursuing bi-directional opening to international participation while preparing for spillovers, and deregulating the financial sector. The significance of these policy lessons varies from economy to economy, and many of them are not directly under the control of central bank policymakers. Nonetheless, they have an impact on the vitality of financial markets as well as the ability of central banks to achieve their goals. Furthermore, given the range of the factors discussed in the preceding section, comprehensive initiatives that take into account a variety of key qualities are more likely to be effective in establishing viable capital markets.

Financial repression, defined as measures that impede the development of capital markets while simultaneously weakening the economy's allocative efficiency, impedes the development of capital markets while simultaneously degrading allocative efficiency. The elimination of restrictive restrictions and the promotion of greater market autonomy are therefore crucial initial steps toward the establishment of sustainable capital markets.

When applied to merit-based frameworks, approvals can aid in the defense against some features of repression, such as the paternalistic substitution of market players' judgment in order to prevent losses and the influence of governments on issuance processes. Improved disclosure rules, as well as stricter regulation and a more supportive environment, may be required to encourage the creation of market capacity for screening and determining market access, among other things.

The recommendations presented below are intended to complement a broader push for increasing market autonomy by improving the effectiveness and efficiency of markets.

Increasing the strength of legal and judicial institutions can make a major difference in terms of the depth of the capital market. The ability to enforce contracts efficiently, timely, and predictably; the possibility of sanctions and legal remedies for corporate insider breaches of duty; changes to company law to strengthen minority shareholder rights; and efficient and predictable regimes for dealing with corporate distress and insolvency are all critical components of capital markets, according to past experience

Increasing the effectiveness of legal systems. The independence of the judiciary, which is staffed by qualified judges, lies at the heart of any properly

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

functioning legal and judicial system. Courts and judges can be held more accountable if their decisions are made public and subject to more judicial scrutiny. Additional benefits of specialized financial courts include increased technical expertise, efficiency, consistency, and fairness in financial legal proceedings. For example, the Financial Services and Markets Tribunal (now incorporated into the Upper Tribunal – Tax and Chancery) was established in the United Kingdom as an independent judicial body to hear financial cases; and China has just completed the construction of a financial tribunal in Shenzhen and a financial tribunal in Shanghai.

The scope for private contract and fiduciary obligation enforcement is broadened as a result of increased access to legal recourse and lower litigation costs. Where applicable, decreasing admissibility standards and shortening the judicial process for admitting cases can make a major difference in improving access to justice. Increasing the breadth of group litigation (e.g., through class action lawsuits) and developing new structures that permit cost pooling among or on behalf of dispersed investors can also help to bring down the cost of enforcement, which is particularly beneficial for small and medium-sized businesses. Moreover, the establishment of dispute-resolution procedures, such as arbitration and industry groups, that are subject to adequate regulation can be advantageous.

It is important to promote clearly defined property and contracting rights while also allowing for adaptation to changing circumstances. Property and contracting rights are essential for the protection of minority investors, and when clearly stated, they can help to safeguard enterprises from unnecessarily costly litigation. Aside from that, successful law requires mechanisms that are able to keep up with the ever-expanding nature of the financial markets. Because they draw on and adapt previous precedent in an environment where the spirit of contracts is often honored, common law legal systems frequently outperform civil law legal systems in both areas (La Porta et al. 2008). For example, in countries with a civil law tradition where laws are largely codified by legal scholars, enhanced protection and adaptability could be achieved by establishing mechanisms for

systematic application of experience-based lessons, allowing for timely amendment of judicially based rules in places where such flexibility is lacking.

It is necessary to consolidate corporate legislation in order to strengthen the influence and access to information of minority shareholders. Improvements in corporate governance often result in more efficient capital allocation and usage, higher and more stable business valuations, and a reduction in the reliance on debt in most cases. As noted in the International Monetary Fund's Global Financial Stability Report (IMF (2016)), while emerging market economies (EMEs) have lately strengthened their corporate governance frameworks, adoption of the G20-OECD Principles of Corporate Governance may aid further progress. These standards include critical components such as revising company law in order to broaden board members' authority and ensure the separation of roles between chief executive and board chair, establishing mandatory and independent committees to audit the board on a regular basis, giving minority shareholders greater influence over board selection, establishing formal rules for shareholder meetings and strengthening rules governing controlling shareholders' changes, among other things (Allen F, 2017).

Finally, by improving the predictability and efficiency of insolvency and restructuring proceedings, capital market access can be expanded. This is especially true for smaller, riskier, and frequently more inventive businesses. A recent OECD research (Andrews et al. (2017) makes several valuable policy recommendations based on experience. Numerous insolvency regimes, in particular, can be enhanced by incorporating design aspects that facilitate the early identification and resolution of company issues and debt distress (eg preventive restructuring frameworks such as pre-insolvency regimes). This technique provides a viable debtor enduring transitory strains with an alternative to formal insolvency proceedings. Simultaneously, in circumstances when formal insolvency is warranted, streamlining procedures to minimize delays and costs can help limit deterioration of recovery values and promote the effective reallocation of assets and resources to more productive uses.

References:

1. Allen, F., Qian, J., Shan, C., & Zhu, L. (2017). "Understanding the Chinese stock market: long-term performance and institutional reforms", *Vox China*, July.
2. Andrews, D., Adalet McGowan, M., & Millot, V. (2017). "Confronting the zombies: policies for productivity revival", *OECD Economic Policy Papers*, no 21.

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

3. La Porta, R., López-de-Silanes, F., & Shleifer, A. (2006). "What works in securities laws?"
4. La Porta, R., López-de-Silanes, F., Shleifer, A., & Vishny, R. (2008). "Agency problems and dividend policy around the world", *Journal of Finance*, vol 55, no 1, pp. 1–33.
5. Niggemann, T., & Rocholl, J. (2010). "Pension funding and capital market development", working paper. Retrieved from <https://ssrn.com/abstract=1571126>.
6. Scharfstein, D. (2018). "Presidential address: pension policy and the financial system", *The Journal of Finance*, vol 73, no 4, pp. 1463–512.
7. Sengupta, P. (1998). "Corporate disclosure quality and the cost of debt", *The Accounting Review*, vol 73, no 4, pp 459–74.
8. Vittas, D. (1998). "Institutional investors and securities markets: which comes first?", World Bank, *Policy Research Working Papers*, no 2032.
9. Levine, R., & Zervos, S. (1998). "Capital Control Liberalization and Stock Market Development." *World Development*, 26 (7): 1169–1183.
10. Bebczuk, R. (2015). "Wealth, Financial Intermediation, and Saving in Latin America and the Caribbean." IDB Document 406, Inter-American Development Bank, Washington, DC.
11. Borio, C. (2012). "The Financial Cycle and Macroeconomics: What Have We Learnt?"
12. (n.d.). *BIS Working Papers 395, Bank for International Settlements*, Basel, Switzerland.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHLI (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](https://doi.org/10.15863/TAS) DOI: [10.15863/TAS](https://doi.org/10.15863/TAS)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 17.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Bayramgul Jubanova
Karapalpak State University
Uzbekistan
bayramgulzubanova@gmail.com

THE EFFECTS OF FINANCING CHANNELS ON ENTERPRISE INNOVATION

Abstract: This article does an theoretical examination of the effects of funding channels on innovation and the regulatory effects of the company life cycle. The findings indicate that government subsidies, tax favors, self-owned funds, and equity financing all provide considerable positive incentives for firm innovation, but their intensity gradually diminishes with time, whereas bank loans act as a hindrance to enterprise innovation. The effects of various financing channels on enterprise innovation vary according to the stage of the enterprise's life cycle, and overall performance deteriorates as the life cycle progresses.

Key words: financing channel; enterprise innovation; life cycle; financial subsidy; tax preference; self-owned funds.

Language: English

Citation: Jubanova, B. (2022). The Effects of Financing Channels on Enterprise Innovation. *ISJ Theoretical & Applied Science*, 01 (105), 358-363.

Soi: <http://s-o-i.org/1.1/TAS-01-105-22> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.22>
Scopus ASCC: 2000.

Introduction

Innovation is the key engine behind corporate growth. It has developed into a global social and societal activity [1], as well as a means of survival and progress [2]. Additionally, innovation entails the expenses of protracted periods of high investment and risk, as well as a lack of information clarity. This constrains the level of innovation and R&D in the majority of businesses [3]. Sustaining capital investment [4] necessitates a desire for innovation. Numerous governments have adopted financial initiatives to foster entrepreneurialism. Additionally to government subsidies, tax incentives, bank loans, equity financing, and crowdsourcing, this exogenous source of financing has been made available. These strategies promote endogenous financing through the use of an enterprise's own finances. Prior research has concentrated on the effect of single or partial funding channels on enterprise innovation [5–8], rather than doing a more comprehensive examination of the effect of exogenous and endogenous financing channels on firm innovation [9]. The life cycle of an enterprise is another critical aspect [8,10]. It has an effect on the enterprise's size, growth patterns, cash flow, financing

capability, and objectives. The level of innovation required and its intensity varies according to the stage of the life cycle. It is hypothesized that the influence of each financing channel on enterprise innovation behavior varies across the enterprise's life cycle stages.

The objective of this study is to determine which stage of each financing channel contributes the most to enterprise innovation in order to maximize each financing channel's effect on company innovation. This article conducts an empirical analysis of the impact of each financing channel on innovation input intensity and output in order to thoroughly investigate the impact of various financing channels on enterprise innovation and the moderating effect of various life cycle stages using data from Chinese publicly traded companies from 2008 to 2017. Unlike many of its neighbors, China was not completely colonized. This historical effect has influenced the country's modern combination of a distinct environment, a thriving culture, and a strong and stable government [11], and this piece is critical for understanding Chinese industry innovation. This contributes to the uniqueness of the study, which may be of interest to

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

international readers. The following issues are being investigated in this study: (1) The direction and magnitude of the influence of various financing channels on enterprise innovation are inconsistent; government subsidies, tax concessions, own funds, and equity financing can all significantly increase enterprise innovation intensity and output; and the innovation incentive effect of government subsidies is the strongest, tax concessions are the second strongest, own funds are the third strongest, equity financing is the weakest, and bank loans significantly inhibit enterprise innovation. The empirical study hypotheses are listed and addressed throughout the article, and their analysis is detailed in the methods section.

The following three components indicate the paper's research contributions. To begin, it studies the impact of multiple internal and external funding sources on enterprise innovation in detail, avoiding the shortcoming of evaluating only a single financing channel. This article evaluates the impact of the five most main financing channels on the innovation intensity and production of businesses, including government subsidies, tax concessions, bank loans, equity financing, and self-owned funds. The extent to which diverse finance channels influence enterprise innovation can be visualized through extensive inquiry. It circumvents the shortcoming of just being able to observe the effect of a single finance route.

Second, it contributes to a better understanding of the impact of the company life cycle adjustment on financing channels and enterprise innovation. The impact of financing channels on enterprise innovation varies according to the stage of the enterprise's life cycle, and by examining the regulatory effect of the enterprise's life cycle on the impact of each financing channel on enterprise innovation, one can gain a better understanding of the critical stage of each financing channel's role. The research discovers that the influence of various financing channels on enterprise innovation diminishes as the enterprise life cycle progresses, implying that more adequate financial support for enterprise innovation should be provided in the early stages. This outcome is favorable for optimizing the allocation of innovative resources and increasing the incentives for businesses to engage in creative activities.

Theoretical Analysis

Channels of Financing and Enterprise Innovation

Innovation is a high-risk business activity that necessitates significant and sustained long-term financial commitment. It is exceedingly improbable that investment in innovation will generate revenue. It takes a long time to generate money through the stages of innovation transformation, market development, and promotion. As a result, enterprise innovation frequently faces significant financial constraints. Exogenous and endogenous financing are available

for corporate innovation. Given the favorable externalities associated with innovation and its critical role in social progress, governments are continually implementing measures to alleviate funding limitations and boost enterprise innovation. Thus, the relevance of external funding for enterprise innovation is gradually growing and has developed into a significant source of money for enterprise innovation [12]. Exogenous funding, according to the many major bodies of capital supply, mostly consists of government subsidies, tax preferences, and bank loans. Crowdfunding has grown in popularity as a method for firms and entrepreneurs to raise capital for new projects [13] through the use of online platforms. It is a cost-effective and efficient method of generating fresh financing ideas for innovation [14]. Crowdfunding can be equity-based, in which investors aim to optimize their financial returns by acquiring firm shares and profits. It can be loan-based, with investors seeking to maximize financial returns while limiting default risk; it can be reward-based, with project completion resulting in specific intangible benefits; or it can be donor-based, with contributors receiving no monetary benefit [15]. Crowdfunding projects have a considerable (if frequently exaggerated) impact on the fundraising success [16]. China is the world's largest crowdfunding market, with the number and size of platforms used by local businesses growing quickly [17]. While crowdfunding has considerable potential for small businesses, this article focuses on relatively large-scale A-listed companies in China that rely on other traditional fundraising sources. While endogenous finance refers to an enterprise's own cash, the method by which various financing sources influence enterprise innovation varies.

Subsidies from the government and enterprise innovation

Subsidies are one of the fiscal policy strategies used to address the market failure associated with creative capital allocation in businesses [18]. Government subsidies are available to businesses only after their innovative proposals have been examined by an expert panel. Thus, government subsidies include a signal display et cetera, as well as certification et cetera [19–21]. This can help lessen the knowledge asymmetry between businesses and financial institutions [22], which is beneficial for raising money for company innovation. Government subsidies are primarily ex-ante incentives, and the early-stage firm R&D effect is more visible. Simultaneously, it was noted that the purchase cost of government subsidies is relatively low in comparison to other channels [23]. Government subsidies, due to their non-reimbursable nature, can stimulate enterprise innovation enthusiasm by directly sharing the cost and risk of enterprise innovation or by increasing enterprise profits through government

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

subsidies, thereby alleviating financial constraints on R&D department investment.

There are two schools of thought on the impact of government subsidies on enterprise innovation: the support school of thought and the squeeze school of thought. Government subsidies appear to have a large favorable effect on both R&D inputs and innovation outputs [24–26]. Previously, it was discovered that government subsidies are the primary source of finance for enterprise innovation [27,28]. According to the squeeze effect, government subsidies will stifle corporate R&D investment [29,30]. Additionally, it was revealed that while the number of firms producing innovation rose, the quality of innovation did not improve following the receipt of government subsidies through government support funds [31]. However, the past literature demonstrates a predominance of the support effect. Government support for company innovation is intended to address possible market failures under market-based resource allocation. After examination, firms may receive government subsidies as long as they have viable projects. As a result, government subsidies can help minimize the cost and risk associated with enterprise innovation. Simultaneously, it can better inspire firms to enhance R&D expenditure and rekindle enterprise innovation passion.

Preferential Tax Treatment and Entrepreneurial Innovation

Tax preference is another critical fiscal policy tool for stimulating company innovation, as well as for internalizing the externalities associated with innovative activities [32]. Tax preference is a secondary incentive mechanism that can take several forms, including lowering the tax rate, tax amount, or tax return, with the goal of lowering innovation costs. By lowering R&D expenses and tax burdens, businesses can earn more revenue from innovation, which can be used to enhance R&D investment [33]. It was discovered that tax preference has a strong incentive effect on the level of firm innovation [34]. Oliviero [35] discovered that while both government subsidies and tax preferences might stimulate firms to boost R&D investment, the incentive effect of tax preferences is larger. Furthermore, while comparing the property rights of different types of firms, Wang et al. [36] noted that the innovation incentive effect of non-state-owned enterprises is superior to that of state-owned enterprises. By internalizing externalities, tax preference reduces the cost and enhances the benefits of innovation, resolving the problem of enterprise innovation's positive externality. Tax preference means that the more innovation production and value an enterprise generates, the larger the income generated by the tax preference. Tax preferential treatment not only encourages enterprises to boost their innovation input, but also their innovation output.

Bank Loans and Enterprise Innovation

Bank loans are the primary source of debt financing [37] and can effectively alleviate an enterprise's financial difficulties. However, it is not an effective method of financing enterprise innovation. Enterprise innovation requires a significant amount of long-term venture capital, and banks favor low-risk loans. The risk associated with innovation is considerable, as is the uncertainty associated with revenue, whereas bank loans place a premium on guaranteed interest income in order to prevent risk. That is why the bank's loan return does not equal the risk cost [38]. As a result, banks are uninterested in high-risk initiatives such as enterprise innovation and are hence unwilling to assist them financially. Long-term, durable, and consistent capital investment is required for innovation [39], however bank loans are typically short-term. Thus, there is an incompatibility between bank lending terms and the requirement for inventive capital. Bank loans typically require the provision of significant collateral, particularly for some technological enterprises and start-ups. On the one hand, corporate innovation requires significant investment; on the other hand, there is a dearth of fixed assets, making bank loans difficult to get. Even if the bank participates in enterprise innovation, it is frequently at the stage of innovation transformation rather than early stage R&D, because this stage provides a more stable cash flow and enterprises at this stage have more assets that can be used as loan collateral, ensuring the bank's funds are safe. Scholars have concluded with greater consistency that bank loans do not promote enterprise innovation. Bank loans, for example [40], make a negligible contribution to enterprise technical innovation. Similarly [41], debt financing will stifle corporate innovation and exacerbate the enterprise's perpetual innovation issue [38].

Equity Financing and Entrepreneurship

Equity finance is a critical tool for firm innovation in mature capital markets [42]. While stock issuance can help boost R&D investment and innovation production [43], at the moment in China, equity financing is a helpful but restricted source of funding for corporate innovation. The reason this is advantageous is that equity funding must be completely transparent. This can contribute to reducing the knowledge imbalance between inventors and investors and promoting enterprise innovation. Simultaneously, in comparison to bank funding, shareholders seeking high returns are willing to take on correspondingly bigger risks; that is, investors' better returns are compatible with the higher risk incentives they accept [44]. Thus, if novel finance is required, equity investors will be eager to invest, but rational investors will shun high-risk innovative initiatives. Yenchu's study [45] established the importance of venture capital as a source of equity financing. However, venture capital is typically used during the enterprise innovation's commercialization

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

stage, which is relatively late. In comparison to other forms of financing, equity's stability ensures that the inventor is not required to repay the principal and interest and can give long-term and stable financial support [25]. Nonetheless, equity financing is still subject to rather rigorous controls in China's capital market, as it is not a flexible financing vehicle. As a result, equity financing can be advantageous but has a limited role in corporate innovation.

Self-Owned Funds and Entrepreneurship

Internal financing is more significant than external financing for enterprise innovation, according to the Pecking Order Theory [46], and can help boost associated innovation activities [47]. On the one hand, start-up firms, in particular, face difficulties obtaining bank loans and other forms of financing due to the absence of fixed asset mortgages. On the other hand, due to the significant degree of uncertainty associated with innovation, they also have difficulty securing sufficient equity financing and government subsidies. Even if a tax preference is secured, it is frequently used as a secondary incentive strategy. As a result, Brown et al. [48] and Zhang [49] discovered that enterprise innovation is mostly driven by self-owned capital. Simultaneously, the firm is more confident in the capabilities of its research team and the prospects for its R&D projects, and therefore more prepared to invest internal funds in innovation activities. In comparison to other modes of funding, it is more stable and less susceptible to macroeconomic fluctuations. According to Zhong et al. [50], when monetary policy is tightened, enterprise innovation becomes more reliant on internal capital.

Conclusions

It was discovered that the influence of various financing channels on firm innovation is heterogeneous. Among these, government subsidies, tax breaks, equity financing, and self-owned funds all have the potential to considerably stimulate firm innovation, whereas bank loans have the potential to significantly restrict it. Simultaneously, several finance sources offer a range of incentives for enterprise innovation. Government subsidies, tax preferences, self-owned funds, and equity financing eventually erode their incentive effect on firm innovation, demonstrating that government subsidies and tax incentives are critical tools for stimulating enterprise innovation. Additionally, it was discovered that the life cycle has a moderating effect on the incentive effect of funding channels for innovation, and that the incentive effect of financing channels represented by government subsidies and tax incentives diminishes as the life cycle phases progress. Additionally, the incentive effects of diverse financing channels on enterprise innovation are heterogeneous, and their incentive effects or inhibitory effects on non-state-owned holding firms are stronger than those on state-owned holding organizations. Finally, the study demonstrates how the major financing channels had a non-linear relationship with company innovation, and how this relationship was consistent across the whole sample of enterprises in both the growth and mature stages. This demonstrates that each finance channel has a limited amount of room, and that excessive financing assistance stymies firm innovation.

References:

1. Pei, X., Wu, T., Guo, J., & Hu, J. (2020). Relationship between Entrepreneurial Team Characteristics and Venture Performance in China: From the Aspects of Cognition and Behaviors. *Sustainability*, 12, 377. [\[CrossRef\]](#)
2. Miguel, Á.M., & José, A.M. (2020). Determinants of the Propensity for Innovation among Entrepreneurs in the Tourism Industry. *Sustainability*, 12, 5003.
3. Arrow, K. (1962). The Economic Implication of Learning by Doing. *Rev. Econ. Stud.*, 29, 155–173. [\[CrossRef\]](#)
4. Guariglia, A., & Liu, P. (2014). To What Extent do Financing Constraints Affect Chinese Firms' Innovation Activities? *Int. Rev. Financ. Anal.*, 36, 223–240. [\[CrossRef\]](#)
5. Mao, Q., & Xu, J. (2015). The Effect of Government Subsidy on Firms' New Product Innovation Analysis Based on the Moderate Internal of Subsidy Intensity. *China Ind. Econ.*, 6, 94–107.
6. Li, W., Li, H., & Li, H. (2016). Innovation Incentives or Tax Shield?—A Study of the Tax Preferences of High-tech Enterprises. *Sci. Res. Manag.*, 11, 61–70. [\[CrossRef\]](#)
7. Wu, S., Zhong, W., & Wei, J. (2016). Financing Sources, Cash Holdings and R&D Smoothing: Evidence from the Biomedical Manufacturing. *China Econ. Q.*, 2, 745–766.
8. Chen, H., Zhang, Y., & Liu, D. (2019). Government Subsidies, Tax Breaks and Enterprise's Innovation Performance: An Empirical Study on Different Life Cycle Stages. *Nan Kai Bus. Rev.*, 22, 187–200.
9. Yue, Y., & Zhang, X. (2017). The Differences and Changes: The Sources of Innovation

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

- Investment Funds in the Heterogeneous Firms. *Stud. Sci. Sci.*, 1, 125–138.
10. Hribar, P., & Yehuda, N. (2015). The Mispricing of Cash Flows and Accruals at Different Life Cycle Stages. *Contemp. Account. Res.*, 32, 1053–1072. [[CrossRef](#)]
 11. Dana, L.P. (2014). *Asian Models of Entrepreneurship—From the Indian Union and Nepal to the Japanese Archipelago: Context, Policy and Practice*, 2nd ed.; World Scientific: Singapore; London, UK.
 12. Wang, G., Xie, F., & Jia, Y. (2017). Reconsider Incentive Mechanism of R&D Subsidy Policy on Exploration for External Financing Incentive Mechanism. *China Ind. Econ.*, 2, 60–78.
 13. Chang, J. (2020). The economics of crowdfunding. *Am. Econ. J. Microecon.*, 12, 257–280. [[CrossRef](#)]
 14. Chen, F. (2018). Influence Mechanism and Path Selection of Crowdfunding in Enterprise Technological Innovation. *Sci. Technol. Manag. Res.*, 12, 78–182.
 15. Flórez-Parra, J.M., Rubio Martín, G., & Rapallo Serrano, C. (2020). Corporate Social Responsibility and Crowdfunding: The Experience of the Colectual Platform in Empowering Economic and Sustainable Projects. *Sustainability*, 12, 5251. [[CrossRef](#)]
 16. Mollick, E. (2014). The Dynamics of Crowdfunding: An Exploratory Study. *Journal of Business Venturing, The Dynamics of Crowdfunding: An Exploratory Study. J. Bus. Ventur.*, 29, 1–16. [[CrossRef](#)]
 17. Shahab, Y., Riaz, Y., Ntim, C.G., Ye, Z., Zhang, Q., & Feng, R. (2020). Online feedback and crowdfunding finance in China. *Int. J. Financ. Econ.*, 1–19. [[CrossRef](#)]
 18. Romer, P.M. (1990). Endogenous Technological Change. *J. Political Econ.*, 98, 71–102. [[CrossRef](#)]
 19. Li, Z., & Su, J. (2017). An Empirical Study on the Signal Effect of R&D Subsidy: Evidence from 863 Program. *China Soft Sci.*, 2, 54–65.
 20. Guo, J., & Yuan, Z. (2018). Life Cycle, Fiscal Policy and Innovation Ability: Empirical Evidences from Technology-Based SMES. *Contemp. Financ. Econ.*, 3, 23–34.
 21. Chen, L., Zhang, C., & He, J. (2019). Do Government Subsidies Play Signaling Roles in the Innovation Process of Technology-based Enterprises? *Secur. Mark. Her.*, 8, 41–49.
 22. Li, L., Gao, H., & Chen, J. (2015). Signaling Games for High-tech Enterprises Bank Lending. *Econ. Res. J.*, 6, 162–174.
 23. Boeing, P. (2016). The Allocation and Effectiveness of China's R&D Subsidies—Evidence from Listed Firms. *Res. Policy*, 45, 1774–1789.
 24. Branstetter, L., & Sakakibara, M. (1998). Japanese Research Consortia: A Micro Econometric Analysis of Industrial Policy. *J. Ind. Econ.*, 46, 207–233. [[CrossRef](#)]
 25. Xie, W., Tang, Q., & Lu, S. (2009). Government R&D Subsidy, Enterprise R&D Expenditure and Innovation Subsidy. *Financ. Res.*, 6, 86–99.
 26. Aerts, K., & Schmidt, T. (2008). Two for the Price of One? Additionally, Effects of R&D Subsidies: A comparison between Flanders and Germany. *Res. Policy*, 37, 806–822.
 27. Alums, M., & Czarnitzki, D. (2003). The Effects of Public R&D Subsidies on Firms' Innovation Activities: The Case of Eastern Germany. *J. Bus. Econ. Stat.*, 21, 226–236.
 28. Li, H., Tang, Y., & Zuo, J. (2013). Use Your Own Money or Others' Money to Innovate?: Based on the Research of Financing Structure and Corporate Innovation of Listed Companies in China. *J. Financ. Res.*, 3, 170–183.
 29. Wallsten, S.J. (2000). The Effects of Government Industry R&D Programs on Private R&D: The Case of the Small Business Innovation Research Program. *Rand J. Econ.*, 31, 82–100.
 30. An, T., Zhou, S., & Pi, J. (2009). The Stimulating Effects of R&D Subsidies on Independent Innovation of Chinese Enterprises. *Econ. Res. J.*, 10, 87–98.
 31. Li, W., & Zheng, M. (2016). Is it Substantive Innovation or Strategic Innovation?: Impact of Macroeconomic Policies on Micro-enterprises' Innovation. *Econ. Res. J.*, 4, 60–73.
 32. Wang, X., & Zhang, J. (2015). On Tax Policies to Promote R&D Innovation of Enterprises. *Tax. Res.*, 1, 28–33.
 33. Wang, J. (2011). The Measure of Government R&D Tax Incentive Intensity and its Effect Verification in China. *Sci. Res. Manag.*, 9, 157–164.
 34. Rao, N. (n.d.). *Do Tax Credits Stimulate R&D Spending? The Effect of the R&D Tax Credit in its first decade.*
 35. Oliviero, A.C. (2011). R&D Subsidies and Private R&D Expenditures: Evidence from Italian Manufacturing Data. *Int. Rev. Appl. Econ.*, 25, 419–439.
 36. Wang, Y., Li, L., & Wang, B. (2019). On the Effects of Tax Incentives and Subsidies on Promotion of Enterprise Innovation. *Tax. Res.*, 6, 92–98.
 37. Tang, W., Cui, Y., & Qi, Y. (2017). Long-term Financing Liabilities, Banking Connecting and R&D Investment: Empirical Evidence from China Manufacturing Listed Company. *Appl. Stat. Manag.*, 1, 29–37.
 38. Xu, F. (2019). Research on Bank Credit and Enterprise Innovation Dilemma. *China Ind. Econ.*, 36, 119–136.

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

39. Lu, X., Zheng, Y., & Li, J. (2013). Research on the Impact of Financing Constraints on Corporate R&D Investment: Evidence from the Hi-tech Listed Companies in China. *Account. Res.*, 5, 51–58.

40. Yu, L. (2015). A Research on the Contribution of Financial Support and Governmental and Corporate Investment to Scientific Innovation. *Sci. Res. Manag.*, 3, 57–63.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Fazil Shohlat Hajiyev

Azerbaijan State University of Economic (UNEC)
“Accounting and Finance” charter, Ph.D

fazilhajiyev@yahoo.com

ANALYSIS AND EVALUATION OF SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT OF AZERBAIJAN

Abstract: One of the global challenges facing the humanity in the 21st century is to improve the sustainable socio-economic development of countries. Thus, significant results have been achieved in Azerbaijan's socio-economic development over the past decade. The main reason for this is the implementation of large economic projects to ensure continued development in Azerbaijan. Innovative development of the economy is associated with the solution of the problem of promotion of innovation, the formation and development of innovative entrepreneurship, fundamental tax reforms and elimination of staff shortages in this area. The most important thing here is that the future state of the Republic of Azerbaijan will find the key government program "Strategic roadmap for key sectors of the national economy".

The socio-economic successes of Azerbaijan in recent years have also been reflected in the reports of reputable international rating agencies. Azerbaijan has been included in the top 20 reformist countries in the World Bank's Doing Business rating. In total, it ranks 34th out of 190 countries. The country is ranked ninth according to the Business Establishment Index. In this report, Azerbaijan entered the top five in the world in terms of starting a business by simplifying business registration and was ranked as one of the best practice countries.[17]

President Ilham Aliyev said at a conference on the results of the first year of implementation of the "State Program on socio-economic development of the regions of the Republic of Azerbaijan for 2019-2023". to raise the level of competitive states. Therefore, given the challenges of the modern world, rapid development in the region will continue.

Taking into account all these pressing scientific issues, the article has become a research problem in the field of industry, agriculture, entrepreneurship and innovation in terms of effective implementation of the strategic roadmap and the importance of sustainable socio-economic development of Azerbaijan in general.

Key words: strategic road map, social-economic development, industry, agrarian area, ownership, innovation.

Language: English

Citation: Hajiyev, F. Sh. (2022). Analysis and evaluation of sustainable socio-economic development of Azerbaijan. *ISJ Theoretical & Applied Science*, 01 (105), 364-369.

Soi: <http://s-o-i.org/1.1/TAS-01-105-23> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.23>

Scopus ASCC: 2000.

Introduction

Successful industrialization in the Republic of Azerbaijan requires the strategic roadmap to strengthen the country's industrial potential, modernize its infrastructure, and create and develop industrial parks capable of producing competitive products that meet international standards. At present, the share of industry in the economy exceeds the national average by 30%. According to the United Nations Economic Commission for Europe,

Azerbaijan ranks first in Europe for its industry share in GDP. [Hajizada E.M]Accelerating this development A Decree of the President of the Republic of Azerbaijan dated December 6, 2016 approved a strategic roadmap for the development of heavy industry and mechanical engineering in Azerbaijan. It shows that the strategic roadmap for heavy industry and mechanical engineering, including short, medium and long-term periods, is a strategic review and action plan for 2020, a long-term vision

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

for the period until 2025, and a target for the post-2025 period.

The Strategic Roadmap for Industrial and Machine Building states that as a result of the socio-economic policy set out by national leader Heydar Aliyev, the country's economy has grown rapidly over the past decade; diversification of the economy has diminished dependence on the oil factor, and the share of the non-oil sector in economic growth. The global economic processes since 2008 have further deepened the need to improve the competitiveness of local businesses, reduce dependence on imports, and accelerate the dynamic development of the non-oil economy and the efficient use of human capital, the locomotive of an innovative economy. In this regard, as a result of a comprehensive analysis of the priority sectors of the national economy, including international consultants, consistent efforts have been made to apply a sectoral approach and to develop specific proposals for relevant areas.

At a meeting with President Ilham Aliyev on January 13, 2020, he stressed that "Azerbaijan should be the leader of the Fourth Industrial Revolution. Currently, the fourth industrial revolution allows Azerbaijan to change its role in the global revolutionary competition. This will allow us to fully utilize the existing potential of the country's economy and promote innovation." [17] Thus, 9 enterprises with total investment of \$ 1.1 billion were granted resident status at Sumgait Chemical Industrial Park. Of these, the Azertechnolayn plant, which produces steel and polyethylene pipes, mechanical and hydraulic equipment, was launched in 2013. More than half of the plant's output has already been exported. In addition, in 2017, enterprises will produce high-pressure hose and fittings, MST Engineering Services, construction products and additives, Swiss-based chemical company SIKA, a manufacturer of high quality synthetic and semi-synthetic lubricants. Alco Lubricant Company, Agrochemical Azerbaijan, which produces pesticides and agrochemicals, and 3 more polypropylene and high-density polyethylene in 2018, Baku Ferrous Metals and Ferroalloys Company, It produces glass boards based on Float technology [www.azstat.org].

Engine oil processing by 5 residents of Balakhany Industrial Park, PET scrap recycling, printing and printing products using waste paper, production of various products from recycled plastic materials, woodworking 5 an enterprise was established. Residents invested 22.4 million manat into these enterprises. Entrepreneurship has been created to attract new residents to Balakhany Industrial Park [www.azstat.org].

Five enterprises in the industrial zone with total investment of more than 49 million manat - Sun Rise Production, which produces cardboard glasses in the Neftchala Industrial Zone, Togrul-2008, a polyethylene tube manufacturer, Petroqoaz, a

manufacturer of rural disposable installations, Providence Doytch Limited, which manufactures modular school buildings, and Kahf companies producing fish feed, and Azeurocar manufacturing cars. [www.azstat.org].

Work on the establishment of the Masalli Industrial Zone, established by the Decree of the President of the Republic of Azerbaijan on June 13, 2016, is continuing. Entrepreneurs are very interested in the industrial zone. Thus, entrepreneurs have already submitted 33 projects totaling more than 30 million manat. These projects cover mainly furniture production, car repair, aluminum and plastic door windows, and various types of building materials. In addition, a private initiative industrial zone was established in Agstafa. [Hajiyev F.Sh].

Resident of Garadagh Industrial Park - Baku Shipbuilding Plant operates in the construction, repair and maintenance of maritime and engineering activities of various purpose vessels that meet the most modern requirements. In 2016, the plant commissioned Ufug, Zafar and Turan passenger vessels with a capacity of 80 passengers each. To date, the company has built 50-ton towers. The plant also completed the construction of the 6th Generation Semiconductor Pantons and handed over to the customer. The largest current order for the plant is the design and construction of the Khankendi Submarine Building, worth \$ 378 million for BP [Hajiyev F.Sh].

COOPERATION PROCESS

In recent years, rapid growth in business and property revenues has been driven by the creation of a business environment and the strengthening of private property, which has led to improvements in the legislative framework, increased government care for various sectors of the economy, improved tax administration, and taxation. the introduction of a modern approach. Increasing incomes by a significant percentage increase in inflation has led to an increase in both final consumption and effective savings.

As a result of the dynamic development of the business environment, the country has created favorable conditions not only for local investors, but also for foreign investments. The procedures for starting a business have been substantially simplified, many tax breaks have been identified in the tax legislation, and measures have been implemented to promote entrepreneurship and exports. Private sector, SMEs are not just about improving the business environment and creating new jobs. The development of innovative entrepreneurship, in fact, contributes to sustainable socio-economic development in the country, which is a major radical reform. This reform is being successfully implemented in accordance with the decrees and orders of the President of the Republic of Azerbaijan.

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 PIHII (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

In accordance with the Decree of the President of the Republic of Azerbaijan "On Additional Measures for the Development of Entrepreneurship" dated March 3, 2014, further improvement of business and investment climate, including simplification of procedures, expansion of electronic services, prevention of groundless inspections and other directions. continued. The tasks defined in the Decree require extensive reforms in 8 areas of entrepreneurship [4].

Systematic measures are now being taken to develop the country's entrepreneurship and improve the business environment, and a more progressive regulatory framework is being developed, taking into account international best practices. As a result of reforms in the field of electronic registration of business entities, foreign trade transactions, registration of rights to immovable property, necessary changes were made in the legislation on building permits, improvement of corporate governance, protection of investors' interests and bankruptcy.

At the same time, the Law of the Republic of Azerbaijan "On regulation of inspections in the sphere of entrepreneurship and protection of the interests of entrepreneurs" approved by the relevant Decree of the

President of the Republic of Azerbaijan contains many important provisions.

At present, the President of the Republic of Azerbaijan, Mr. Ilham Aliyev, has implemented a number of complex and consecutive measures in recent years in accordance with the strategic line "The future development of our country depends on the development of entrepreneurship", effective government support, tax incentives, subsidies and the efficient distribution of risks. Creating industrial and technology parks and zones, agricultural parks, business incubators, organizing educational events, business forums, exhibitions, etc. As a result of such measures entrepreneurship has become a leading force in the economy. The share of private sector in GDP exceeded 80% and 75% in employment. In recent years, President Ilham Aliyev's decrees and orders have improved the business licensing system, prioritizing local businesses in procurement, customs, export and investment promotion mechanisms, with a particular emphasis on business development.

All this allows expanding business activity in the country and, first of all, to increase the gross domestic product. In this regard, it is advisable to pay attention to the output of small businesses by types of economic activity in the country:

Table 1. Share of production of small business by types of economic activity (in percent)

No	Name of the fields	2016	2017	2018	2019	2020
1	Under the all fields of the economy-total	8.6	9.6	10.6	10.5	10.7
1.1	Agriculture, forest and fishing	1.5	1.8	4.3	4.8	5.1
1.2.	Industry	1.4	1.2	1.6	2.2	2.4
1.3	Construction	17.8	12.6	16.0	5.0	5.0
1.4	Repair of retail and wholesale trade machines and bicycles	57.5	53.1	49.8	46.9	47.1
1.5	Transport and warehouse	13.4	15.1	16.0	18.8	18.9
1.6	Living organization and social housing	28.2	49.4	49.9	50.3	50.8
1.7	Information and communication	1.4	4.3	5.8	7.8	8.0
1.8	Operations under immovable property	22.1	14.7	22.4	31.2	31.9
1.9	Education	1.7	18.6	19.5	24.7	25.1
2.0	Rendering health and social services to people	8.7	12.2	18.5	25.8	25.9
2.1	Other fields	50	46.9	41.6	44.9	50.1

Source: Statistical indicators of small business in Azerbaijan (2020) Baku, p 21

As can be seen from the table, since 2016, small businesses have been increasing their production volumes dynamically every year. This increase is mainly due to the following sectors: national economy, agriculture, forestry and fishing - 5.1%, industry - 2.4%, wholesale and retail repair of motor vehicles and motorcycles - 47.1%, transport and warehousing - 18.9%, property - 31.9%, education - 25.1%. 25.9% in service provision and 50.1% in other

sectors, the construction sector has not changed in the last two years.

Generally, creating favorable conditions for expanding entrepreneurship in a transparent business and healthy competitive environment is one of the key areas of successful policy for Azerbaijan's dynamic and long-term development. This policy has led to a significant increase in the role of the private sector, including business, in the national economy, as well

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (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

as in the development of the labor market and job creation in the creation of new jobs.

CONCLUSION OF THE ANALYSIS

At the conference of the President of the Republic of Azerbaijan on the production and sale of agricultural products in connection with the State program of socio-economic development of the regions of the Republic of Azerbaijan for 2019-2023, one of the tasks is to create agroparks in the regions. Work on the creation of 51 agroparks and large farms totaling 2.4 billion manat is underway and 45 investment projects totaling 759 million manat have been issued on 23 agroparks and 20 farms, all of which are the main areas of the agrarian sector. This will contribute to the development of cotton production.

In 1919, productivity was increased as a result of the use of advanced technology in cotton production, one of the most important areas of the agricultural sector. Productivity in cotton fields was 29.5 centners.

As it turns out, with the support of the state, it is possible to achieve any goal that is set when the work is properly organized. As President of the Republic of Azerbaijan Ilham Aliyev noted, "we have almost restored cotton production in Azerbaijan and will continue to develop only in the years to come." [17]

Cotton development will also give impetus to the development of the light industry, and one of the nine plants in the light industrial park set up in 2016 in Mingachevir is a spinning factory. Supply it with local production will help to increase revenue.

At present, extensive work is being done to revive traditional and export-oriented industries, with regular stimulus measures being taken. One of these areas is also barbarism. Taking into account the favorable conditions for barbarism in our country, the rich experience accumulated in the past, a number of measures are being taken to promote the employment. After a long break, some improvements were made in the production of cocoons. So, our ducks have delivered 22.6 tons of barrels, which is six times more than in 2018. In the production of baramas our miners earned about 204 million manat.

Speaking at the session dedicated to the results of socio-economic development of the Republic of Azerbaijan in 2019 and tasks for the future, President of the Republic of Azerbaijan Ilham Aliyev said: Azerbaijan produces about 5 manat per kilogram of barley delivered to processing facilities in China, with 4.5 million mulberries delivered from the People's Republic of China in 2016-2019 at the expense of state funding to strengthen the new cement production facility. According to the investment program of the year, 200 tons of drying cellars and 120 square meters of drying houses in Zardab, Fuzuli, Barda, Aghsu, Zagatala regions. The construction of the wells is nearing completion.

The focus is on the development of inventiveness in traditional agricultural sectors. According to the UN Food and Agriculture Organization, Azerbaijan ranks fourth in the world in terms of hazelnut production. Our country produces about 35 mint nuts a year. In order to accelerate the development of hazelnuts, supply of hazelnut seeds and give it to producers, 700,000 manat was allocated by President Ilham Aliyev's order.

"The goal is to create an additional 40,000 hectares of hazelnuts in a few years starting in 2016, and this process is going to be of great interest to farmers," said the head of state. Here, the state takes on a great role, as all necessary equipment, technical measures and fertilizers are purchased at the expense of the state. The state buys it and gives it to farmers for free. I would like to emphasize once again that the policy shows itself in this direction. We are also expanding the geography of hazelnuts and are currently working in 13 areas.

In general, in 2016, the country brought in the largest foreign exchange nuts: \$ 105 million. At present, there is potential for growing nuts in 46 regions. According to calculations, it is possible to double the production and export of hazelnuts, and easily transfer the currency to 200 million.

Real steps are being taken to establish additional nut trees. In 2016, 16328.5 hectares of hazelnut trees were planted. Of these, 3158 ha belong to Zagatala, 2264.2 ha to Balaken, 2250.2 ha to Gusar, 2037 ha to Khachmaz, 1787.5 ha to Gakh and 1203 ha to Guba. [www.azstat.org]

One of the perspective areas of the agrarian sector is the vineyard. As noted at a meeting of the Cabinet of Ministers, vineyards have developed over the last years at the expense of state support. New gardens are being planted and vineyards are expanding. In this regard, a "State Program on the development of viticulture in the Republic of Azerbaijan for 2012-2020" was adopted to develop viticulture and winemaking under the strategic roadmap. The creation of new vineyards, the expansion of cultivation of table and technical grape varieties, the creation of seed farms and production of basic and auxiliary materials for the vineyards, the provision of vineyard infrastructure, and the maintenance of the vineyard and implementation of activities such as capacity building and so on. In connection with this, in the gardens of 15 hectares of ampelographic collections in Ganja and Absheron, 6 indigenous American varieties are grown, as well as 310 varieties of grapes imported from Azerbaijan and the world. Loss of valuable local grape varieties is prevented. It has been estimated that the number of native grape varieties in the country is usually around 200 or 450, which is generally accepted. In addition, 16 tables and about 20 technical grape hybrids have been created, and new technologies of white and red, as well as Nectar tableware and dark wines have been

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

developed. At the same time, significant resources are allocated by the state for the development of viticulture, the processing industry is preserved, and the number of refrigerators built to keep the grapes supplied is growing.

All of this necessitates the implementation of a number of new measures in the agricultural sector of Azerbaijan for the effective implementation of the strategic roadmap.

CONCLUSION

Large-scale reforms in the Republic of Azerbaijan in recent years have had a positive impact on sustainable socio-economic development of the country. As a result, the face of cities and villages of Azerbaijan has changed, and the lifestyle of people has changed. Wide-ranging state programs have been implemented, and socio-economic problems that have been addressed by the people have been addressed. Production and social infrastructure facilities were created, new jobs were created. Azerbaijan's integration into the world economy has accelerated. The Republic has strengthened its leadership positions in the Caucasus and increased its authority in the world community.

Formation and stimulation of sustainable socio-economic development in the country on the basis of

deep economic reforms will allow, first of all, to increase gross domestic product and improve the standard of living of the population:

- Improve the normative and legal acts on the regulation of sustainable socio-economic development in the country.
- Efficient use of investment for sustainable social and economic development.
- Accelerate the country's socio-economic development in line with the strategic roadmap objectives.
- Creation of innovative industrial potential for sustainable socio-economic development in the Republic.
- Creating conditions for the formation and development of innovative entrepreneurship in foreign countries.
- Focus on studying the experience of developed countries for sustainable socio-economic development in the regions.

In general, the radical economic reforms in the socio-economic sector under the implementation of the strategic roadmap contribute to the growth of gross domestic product and private sector development. This creates conditions for reducing dependence on imports and expanding non-oil exports.

References:

1. (2016). *Order of President of the Azerbaijan Republic "On strategy roadmap on national economy and main sectors of the economy"* dated 16.12.2016.
2. (2014). *Order of President of the Azerbaijan Republic "On announce of 2014 year as Industry Year"* dated 10.01.2014.
3. (2015). *Order of President of the Azerbaijan Republic "On announce of Agriculture year in the Azerbaijan Republic"* dated 12.01.2015.
4. (2016). *Order of President of the Azerbaijan Republic "On announce of Ownership Day in the Azerbaijan Republic"* dated 21.04.2016.
5. (2012). *"Azerbaijan 2020: A glance to future" development conception.* (p.41). Baku.
6. (n.d.). *State program on development of vineyard in the Azerbaijan Republic during 2012-2020 years.*
7. (2019). *Statistics Committee of the Azerbaijan Republic.* (p.21). Baku. Retrieved from www.azstat.org-State
8. (2018). *Little ownership in the Azerbaijan Republic.* Statistic context. (p.210). Baku: "Science".
9. Ibrahimov, I.N. (2010). *Regulation issues of ownership activity. Textbook (in Azerbaijan language).* (p.248). Baku: "Science".
10. Samadzada, Z.A. (2012). The main characteristics of economic development model of Azerbaijan in XXI century. *Strategic analysis journal. Strategic research center*, v 5, 2, pp. 9-21.
11. Abbasov, A.B. (1998). *Ownership activity: organized types and development problems.* (p.212). Baku: "University of Economics" publishing.
12. Hajizada, E.M. (2018). *World economy and Azerbaijan textbook (in the Azerbaijan language).* (p.918). Baku: "Science".
13. Hajiyev, F.Sh. (2016). Analysis of innovated industry potential and audit evaluation. *Azerbaijan taxes journal*, N1, pp.143-154.

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

14. Hajiyev, F.Sh. (2016). Role of taxes in stimulation of ownership activity in the Azerbaijan Republic. *Azerbaijan taxes journal*, N4, pp.71-86.
15. (n.d.). *Website of national fund to ownership assistance*. Retrieved from <http://anfes.gov.az>
16. Kolos, A.B. (2005). *Organization of ownership activity*. (p.416).
17. (2021). "Khalg" newspaper, dated 13.01.2021.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHLI (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Gulchekhra Nasirovna Davlyatova

Ferghana State University
Associate Professor, Candidate Of Pedagogical Sciences,
Department Of Russian Philology,
Ferghana City, Uzbekistan

Madinabonu Ibrokhimjohn qizi Numonova

Ferghana State University
Master's Student Of Literary Studies Direction, Year 1,
Russian Language Department,
Ferghana City, Uzbekistan

COMEDY AS A GENRE OF LITERATURE

Abstract: *The article examines the comedy as a genre of literature on the basis of Nikolai Gogol's satirical play "The Government Inspector". The central theme of the play is the problems and vices of society, stupidity and hypocrisy of officialdom, the moral and spiritual side of life of this class. The authors regard the language of the comedy as sharp, satirical and sarcastic. There are no positive characters among the characters in the play, which is entirely new to the genre and the direction in which Nikolai Gogol worked.*

Key words: *comedy, a genre of literature, the Renaissance, sharp, satirical, sarcastic, political life, society, problems, characters.*

Language: English

Citation: Davlyatova, G. N., & Numonova, M. I. (2022). Comedy as a genre of literature. *ISJ Theoretical & Applied Science, 01 (105)*, 370-372.

Soi: <http://s-o-i.org/1.1/TAS-01-105-24> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.24>

Scopus ASCC: 3310.

Introduction

Comedy is one of the main drama genres in literature along with tragedy. It originated in ancient Greece. Its founder is considered Aristophanes (446 - 385 c. B.C.). He was the first to show in literature the power and possibilities of laughter. In his comedies Aristophanes liked to make fun of well-known Athenian citizens, as well as important events of political life in Athens. The play "Clouds" was considered by the playwright to be his best comedy [5, p.34].

In Europe, comedies emerged during the Renaissance, in the fourteenth and sixteenth centuries. In Italy there was even a special type of comedy - the Commedia dell'arte. This was the name given to theatrical performances consisting of funny sketches, dances, musical and acrobatic numbers. The actors wore special masks. These productions were based on reworked comedies by Italian writers. The plot of the

works often changed during the performances: artists improvised a lot [1, p.608].

Since XVII century comedy became one of the main genres of the European literature. Different types of comedies developed. The high ones were devoted to important social and philosophical problems. And in the low ones the plot was built around funny everyday situations, curiosities.

Comedies were also divided into the lyrical and satirical. The former had a sympathetic approach to its heroes. In satirical comedies, writers denounced the vices of society, so their characters were often presented in an unsightly way.

In Russia national, not translated comedies appeared only in the middle of the XVIII century. The first works in the genre were written by Alexander Sumarokov, Denis Fonvizin and Vasily Kapnist. Almost all their comedies were satirical. In their works the authors wrote about the key problems of

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

Russia in those years: the low level of education, bribes of officials, serfdom.

The genre of Russian comedy was finally established in the nineteenth century through the work of Alexander Griboyedov, Nikolai Gogol, Mikhail Saltykov-Shchedrin, Alexander Ostrovsky and Anton Chekhov. National colour and psychologism appeared in their works. And the heroes of such comedies were often typical Russians [3, p.126].

The fundamental, genre-forming feature of comedy is laughter. Aristotle defined the funny, the comic as a kind of mistake and outrageousness that does no harm or suffering to anyone. The specificity of comedy is best revealed by comparing it with tragedy. Whereas tragedy has an insoluble tragic conflict at its centre, comedy has a comic joke at its heart. The tragic hero is always sublime, filled with a wealth of feelings, emotions, and experiences. He puts his life on the line, he pursues noble goals. The comic character, on the contrary, is belittled, ridiculous, stupid, flawed, inferior, in most cases devoid of inner peace, a kind of simpleton who does not realise that he is ridiculous.

Comedies ridicule low human qualities such as stupidity, meanness, naivety, short-sightedness and simple-mindedness. The most striking examples of comedies in Russian literature are Nikolai Gogol's "The Government Inspector" ("Revizor"), Alexander Griboyedov's "Woe from Wit" ("Gore ot uma") and Vladimir Mayakovsky's "The Bathhouse" ("Banya").

Main part

Nikolai Gogol's satirical play "The Government Inspector" belongs to the genre of realistic comedy. Realism is a literary movement that appeared in Russia in the early nineteenth century as a way of reflecting contemporary reality [6, p.156].

The main representatives of realism in the first half of the 19th century were: Ch. Dickens, W. Thackeray (in England); F. Stendhal, H. de Balzac, H. Flaubert (in France); A.S. Pushkin, A.S. Griboyedov, M. Lermontov, N. Gogol (in Russia) [8, p.22].

Main features of realism as a literary movement:

- Historicism of the work. Realism has a specific approach to the portrayal of life: the events presented in a work of fiction are a reflection of a certain historical era;
- The spirit of the era is conveyed in the work of fiction by prototypes: in real life one can meet people with the same character traits as the characters in a literary work; a typical hero in typical circumstances;
- The heroes of a realist work are not only a product of a particular time, but also universal types;
- The characters of the heroes of a realistic work are given in development, multidimensional and complex, socially and psychologically motivated;
- A realist work uses lively, colloquial language and colloquial vocabulary.

High realism is closely merged in satirical play "The Government Inspector" with satire, satire with the embodiment of social ideas. Explaining the meaning of "The Government Inspector", Gogol pointed to the role of laughter: "I am sorry that no one noticed the honest face that was in my play... This honest, noble face was laughter". The writer's aim was to "laugh hard" at what was "worthy of universal ridicule" [6, p.156].

The peculiarity of Gogol's laughter lies primarily in the fact that the subject of comedy is chosen not for the tricks of a particular hero, but modern life itself in its comically ugly manifestations.

The plot of "The Government Inspector" is based on a typically comic incongruity: a person is mistaken for someone other than he really is. But unlike his predecessors, Gogol tackles the situation in a new way [6, p.158].

Khlestakov does not pretend to be anyone. The officials are deceived by Khlestakov's sincerity. An experienced dodger would hardly fool the town governor who "cheated the rascals out of the rascals". It is the unintentional nature of Khlestakov's actions that confused the town steward.

In "The Government Inspector" there are no external stimuli to the development of the action. Paradoxically, the main impulse for the comedy is the fear of the officials. This fear transforms the conflicted town into a single organism. This same feeling turns all of the town's inhabitants into virtual brothers. As it turns out, it is neither kinship of souls nor common interests that can unite these people, but only fear.

What was happening revealed to the people their true ugly and ridiculous face, making them laugh at themselves, at their life, which was the life of the whole of Russia. "You laugh at yourselves" - this is addressed to the laughing audience.

Gogol laughs both at the town as a whole and at its individual inhabitants and their social vices. Lawlessness, embezzlement, bribery, selfish motives instead of caring about the public good are all shown in "The Government Inspector" as those generally accepted forms of life, outside of which the administrators cannot imagine their existence.

The comic also reveals the seriousness with which each of the characters takes their work. They are all occupied with their work as the greatest task of their lives. The reader, on the other hand, sees the insignificance and emptiness of their concerns. Thus Gogol vividly shows the contrast between frantic external activity and internal ossification.

"The Government Inspector" is a comedy of characters. Gogol's humour is psychological. Laughing at the characters in a satirical play, we laugh not at their "crooked nose, but at their crooked soul", to quote Gogol. In Gogol, the comic is almost entirely devoted to the depiction of types. Hence the rejection of farce, caricature. The author himself wrote: "More

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИЦ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

than anything one should be afraid of not falling into caricature".

Thus, while giving hasty orders for the auditor, the town governor mixes up the words: "Let everyone take a street - hell, a street! - a broom..." («Пусть каждый возьмет в руки по улице, — черт возьми, по улице! — по метле...») [4, p.417].

A minute later he wants to put on a paper case instead of a hat.

The note Anna Andreevna receives from her husband contains an amusing confusion: "I don't understand anything, what is the point of pickles and caviar?" («Я ничего не понимаю, к чему же тут соленые огурцы и икра?») [4, p.427].

The quartermasters, to whom the town governor points out a piece of paper lying on the floor, "run and remove it, pushing one another in a hurry" («бегут и снимают ее, толкая друг друга впопыхах») [4, p.429].

While congratulating Anna Andreevna on the "betrothal" of her daughter Bobchinsky and Dobchinsky "approach at the same time and bump heads" («подходят в одно время и сталкиваются лбами») [4, p.454].

That is, perhaps, all such scenes and details. And we can see that these ridiculous "clings" are rather collateral tones to the main motif. They characterise the atmosphere of haste, confusion, fear. Gogol's comic is usually derived from the characters.

The author, as well as the readers, also laughs "at the inconsistencies of people's characters and their position in society," at the discrepancy between what the characters think and what they say, between people's behavior and their opinions. For example, the

officials and their wives, who came to congratulate the town governor and Anna Andreevna on their daughter's wonderful party, are flattered in their eyes, while they speak very unflatteringly about the town governor himself: "Not by fate, father, by fate-indeed, merit has brought him to this. (To the side). This pig is always in the mouth of happiness" («Не судьба, батюшка, судьба-индейка; заслуги привели к тому. (В сторону). Этаким свинье лезет всегда в рот счастье») [4, p.455].

Denouncing everything bad, Gogol believed in the triumph of justice, which will triumph as soon as people realize the destructiveness of the "bad", and in order to make them realize it, Gogol ridicules everything despicable and insignificant. Laughter helps him realise this task. Not the laughter that comes from temporary irritability or bad temper, not the easy laughter of idle amusement, but the laughter that "flies out of the bright nature of man," at the bottom of which lies "his ever-beating spring.

Conclusion

Gogol can be called the founder of the satirical drama genre in Russian literature. He developed the main laws of comedy, which have become classic. He introduced the "silent scene" in drama, when the actors are silent. It was Nikolai Gogol who introduced the satirical device of the grotesque. The bureaucracy is portrayed not just as stupid but as monstrously limited. The comedy has not a single neutral or positive character, resolutely all the characters are mired in vices and their own stupidity. The genre is that of a social-satirical comedy in the spirit of realism [7, p.120].

References:

1. Andreev, M.L. (2009). *Comedy*. (p.608). Congo [Electronic resource].
2. Averintsev, S.S. (1981). *Ancient Greek Poetics and World Literature*. Poetics of Ancient Greek Literature. (pp.3-14). Moscow.
3. Babicheva, Y. V. (1982). *The evolution of genres of Russian drama of the 19th - early 20th centuries: textbook for the special course*. (p.126). Vologda: VGPI.
4. Gogol, N.V. (n.d.). *Essays*. [Electronic resource]. Retrieved from <https://books.google.co.uz/books?id=TqF6kyYAPDQC&printsec=frontcover&hl=ru#v=onepage&q&f=false>
5. Pivnyuk, N.A., & Grebnitskaya, N.M. (2008). *Literature: Textbook for Grade 8*. (pp.34-45). K.: Gramota.
6. Kim, M.H. (1999). *Gogol's dramaturgy and its stage implementation: Ph. Candidate of arts history*. (pp.156-158). Moscow.
7. Mochulsky, K.S. (1995). *The Spiritual Path of Gogol*. (p.120). Moscow.
8. Moskvicheva, G.V. (1980). *Genre uniqueness of comedy in the first decades of XIX century* [Text] Problems of plot and composition. (pp.19-37). Gorkiy: State Ural State University.
9. Moskvina, G.V., Puryaeva, N.N., & Erokhina, E.L. (2016). *Literature: 9 grade: in 2 parts*. Part 2. (p.78). Moscow: Ventana-Graph.
10. Voropayev, V.A. (1998). What Gogol laughed at. On the spiritual meaning of the comedy "The Government Inspector". *Russkaya Slovošnost*, № 4, pp. 6-12.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Asliddin Avazovich Shomirzoyev

Tashkent State Agrarian University
Master of the Department of Agricultural Phytopathology,
Tashkent-100140, University str., 3, Uzbekistan.

Navruza Shokirovna Farziddinova

Tashkent State Agrarian University
Master of the Department of Agricultural Phytopathology,
Tashkent-100140, University str., 3, Uzbekistan.

TREATMENT AND CONTROL METHODS FOR MELON DISEASES AND PESTS

Abstract: Melon, an unexpected guest at our table, is a favorite of all melons lovers. These false-origins berries may be traced back to Central Asia. In Africa and China, certain varieties can be found. Only cultivated melons are currently grown over the world, and wild varieties are extremely rare. In the fourteenth century, the culture was brought to the Volga region. Melons were ultimately grown in other, more northern locations, and in the Moscow region, melons were even tried to grow in greenhouses. Previously, she was only available in Egypt, India, and Iran. Then they met often in Transcaucasia. Melon flies have recently expanded their distribution into the northern states. In the Krasnodar Territory and the Rostov Region, the bug destroyed melons to the tune of 50% or more in certain years.

Key words: melon diseases, plant, pests, insects, eggs, leaves.

Language: English

Citation: Shomirzoyev, A. A., & Farziddinova, N. Sh. (2022). Treatment and control methods for melon diseases and pests. *ISJ Theoretical & Applied Science*, 01 (105), 373-376.

Soi: <http://s-o-i.org/1.1/TAS-01-105-25> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.25>

Scopus ASCC: 1100.

Introduction

Melon is one of the most popular and nutritious fruits on the planet. It is high in vitamin A, vitamin C, niacin, and potassium, among other nutrients. Melon, which belongs to the Cucurbitaceae family, comes in a wide range of sizes, colors, and flavors. Some of them are even classified as veggies rather than fruits. Melon, an unusual visitor at our table, is a favorite of all melons fans. The origins of this false-berry can be found in Central Asia. Some cultivars can be found in Africa and China. Only cultivated melons are grown now all across the world, and wild kinds are quite rare. The culture was introduced to the Volga area in the fifteenth century. Melons were eventually cultivated in other, more northern places, and even melons were attempted to grow in greenhouses in the Moscow region. This tasty fruit is harmed by both specialized and omnivorous insects.

Melon fly. Melon farms are plagued by *Dacus cucurbitae*, sometimes known as the melon fly. She was formerly exclusively available in Egypt, India, and Iran. Then, in Transcaucasia, they often met. Melon flies' range has now expanded to include the northern states. In certain years, the bug decimated melons to the tune of 50 percent or more in the Krasnodar Territory and the Rostov Region.

Flies that are still larvae overwinter at a depth of up to 15 cm. At the beginning of June, the first generation of flies begins to fly. Laying eggs is done in the pulp of the fruit. Numerous larvae grow inside the melon, piercing tunnels into the pulp. The fruit rapidly begins to deteriorate.

A thin web that intertwines leaves can be used to detect the presence of spider mites on melons. These pests can be found in various parts of the middle zone. Adult insects live in the shadows. They hide beneath

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

the web on the back of the sheet during the day. Young larvae and insects of varying ages coexist in such a compact colony.

Plant sap is the food source for these sucking bugs. Spots - signs of insect bites - can be seen on the stems and leaves. Leaves that have been infected become yellow, lose their form and fall off.

The mites stay on the plant after shedding their leaves and feast on the shoots, flowers, and ovaries. The plant will eventually perish. Before planting seeds, the soil is bleached to prevent contamination. When the first genuine leaves develop, melon sprouts are sprayed with "BI-58". "Fitoverm" can destroy small colonies.



Picture 1. Spider mites on melons



Picture 2. Melon fly

Melon pest control methods

1. Deep fall plowing of fields or bed digging are the most effective preventative measures.

2. In the summer, it's important to relax the row spacing and clear away weeds as soon as possible. Many pests prefer to spend the winter on the roots of

weeds, while adults feed on nectar and grass pollen throughout the summer.

3. An infusion of onion peel (one hundred grams per pail of water) or a decoction of herbs (dandelion, celandine, wormwood, calendula) can be used as a preventative therapy.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

4. To encourage quick plant growth and development, pre-treat seeds against illnesses before planting. Insect assaults are less damaging to strong plants. Set traps for butterflies in the summer.

5. Rotation of crops is followed. The melon can be restored to its original location in one or two years. Insecticides are applied at least twice every season, during the development of these leaves and the creation of shoots.

Melon illnesses and treatment options. There are a lot of melon infections in greenhouses and the open fields. Plants grown from them wither, provide poor yields, or just die. Seeds, plant leftovers, soil, and weeds are all sources of infection. To avoid illnesses and yield loss, it is also vital to treat the plants as soon as possible with suitable procedures.



Picture 3. Melon ascohitoz



Picture 4. White spot (septoriosis).

Melon ascohitoz. The most dangerous illness in the defeat of the melon's neck root is a fungus. Initially, pale patches with multiple points (pycnidia) develop, which grow in size and eventually cover the

whole root neck. Crops are thinned and yields are reduced as a result of the illness.

Leaves, stems, and fruits can all be affected by the disease. The damaged fruit's tissues become mushy, dark, and then dry. The stem that is impacted

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

darkens and breaks. For two years, the fungus may be preserved on plant wastes.

An overabundance of air humidity and soil, as well as a low temperature, creates the sickness. Deep fall autumn plowing, adequate crop rotation, removal of plant residues, soil disinfection, cleaning of damaged plant parts, feeding with potash fertilizers, and treating plants with Bordeaux liquid are all examples of control strategies.

White spot (septoriosis). This fungal disease causes the plant to develop white spherical patches. After the fungus produces fruiting, the core regions of the patches darken. The illness thrives in moist, rainy conditions. In the soil, on seeds, and in-plant detritus, the infection can be kept for a long period. Control strategies include following crop rotation, plowing the soil deeply in the fall (25-30 cm), destroying

unhealthy plant remnants, and spraying with 1% Bordeaux liquid.

Conclusions

Remove weeds surrounding the crop that might serve as overwintering habitats for stink bugs, and keep weeds under control throughout the year. Insecticidal soaps, kaolin clay, and the maintenance of natural enemies are among the organically recognized management measures. If subsequent infections with other pathogens are a concern, chemical treatments are not indicated for tomatoes that will be processed for paste or canning.

To limit disease build-up, rotate crops to a non-host for 2-3 years; avoid water stress on plants; shovel crop trash deep into the soil or remove and destroy after harvest.

References:

1. Buitenhuis, R., Murphy, G., & Shipp, L. (2013). "Aphis Gossypii Glovegossypii/Cotton Aphid, Aulacorthum Solani (Kaltenbach), Foxglove Aphid, and Other Arthropod Pests in Greenhouse Crops." In *Biological Control Programmes in Canada 2001-2012*, 98–107. Wallingford: CABI.
2. Kuba, H., Kohama, T., Kakinohana, H., Yamagishi, M., Kinjo, K., Sokei, Y., Nakasone, T., & Nakamoto, Y. (2020). "The Successful Eradication Programs of the Melon Fly-in Okinawa." In *Fruit Fly Pests*, 543–50. CRC Press.
3. Liu, T-X. (2005). "Efficacy of Selected Insecticides against Melon Pests on Cantaloupe, Spring 2004." *Arthropod Management Tests* 30 (1). <https://doi.org/10.1093/amt/30.1.e15>
4. Miyatake, T. (2020). "Artificial Selection Experiments in the Melon Fly: The Status Quo and Problems." In *Fruit Fly Pests*, 437–43. CRC Press.
5. Naiara Gomes, Ingrid, Kamilla Ingrid Castelan Vieira, Lessando Moreira Gontijo, and Helder Canto Resende. (2020). "Honeybee Survival and Flight Capacity Are Compromised by Insecticides Used for Controlling Melon Pests in Brazil." *Ecotoxicology (London, England)* 29 (1): 97–107.
6. Troop, J. (2021). *Melon Culture; A Practical Treatise on the Principles Involved in the Production of Melons, Both for Home Use and Market*. Legare Street Press.
7. Yang, B. I., Yonghong, G. E., Chunling, W. A. N. G., & Xuewen, L. (2005, September). Melon production in China. In *III International Symposium on Cucurbits* 731 (pp. 493-500).
8. Tan, W., Zhao, C., & Wu, H. (2016). Intelligent alerting for fruit-melon lesion image based on momentum deep learning. *Multimedia Tools and Applications*, 75(24), 16741-16761.
9. El Tahir, I. M., & Taha Yousif, M. (2004). *Indigenous melons (Cucumis melo L.) in Sudan: a review of their genetic resources and prospects for use as sources of disease and insect resistance*. Plant Genetic Resources Newsletter.
10. Kong, X., Liu, Y., Luo, F., Yang, L., Zhang, Y., Xiao, C., & Li, J. (2012). Melon diseases and insect pests in the greenhouse and open field in Hainan. *China Cucurbits and Vegetables*, 25(2), 30-33.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)
International Scientific Journal
Theoretical & Applied Science
p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)
Year: 2022 Issue: 01 Volume: 105
Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Dilyorbek Tojiboevich Uktamov

Andijan State University

Lecturer at the Department of Interfaculty Physical Culture and Sports, Faculty of Physical Culture

STRUCTURE OF SPECIAL PHYSICAL TRAINING FOR RUNNERS OF 5000 METERS IN ANNUAL TRAINING TRAINING

Abstract: This article presents the results of research conducted before the preparation of long-distance runners for competitions in the annual training sessions and the structure of the annual training sessions.

Key words: Annual training, athletes, long-distance running, results dynamics, load volume.

Language: English

Citation: Uktamov, D. T. (2022). Structure of special physical training for runners of 5000 meters in annual training training. *ISJ Theoretical & Applied Science*, 01 (105), 377-381.

Soi: <http://s-o-i.org/1.1/TAS-01-105-26> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.26>

Scopus ASCC: 3300.

Introduction

Although long-distance running is one of the most popular sports in the world, the growing number of sports results is important not only for the search for talented athletes in the training system, but also for effective management and planning of training processes. Therefore, the system of training athletes requires the development of new plans and programs and their implementation in the practice process. In world sports practice, the African continent is currently leading both distances in the 5,000-10000 meter races, but other countries in the world are also striving for the championship title and are taking a scientific approach to planning and managing their training. But that alone is not enough to train highly skilled athletes. Therefore, it is necessary not only to train each athlete in the training process, but also to properly organize the process of preparation for competitions, to develop optimal options for planning the correct distribution of load ratios.

The results of the study and analysis of data on long-distance running in our country show that we are significantly 2 minutes or more behind the results of sports shown on the world arenas. This shows that the

radical reform of the system of training long-distance runners and the introduction of new innovative management technologies is one of the urgent tasks in the field.

The purpose of the study: to prepare runners for competitions in the distance of 5000 meters in the annual training sessions.

Research objectives: to study the long-term plans and management system for the distribution of annual, multi-year training loads for long-distance runners;

determine the specific physical fitness of long-distance runners prior to the study;

development of an annual training program for long-distance runners and scientific substantiation in pedagogical practice.

Methods used in the study and expected results.

In the course of the research, we conducted a scientific study to determine the level of special physical training of long-distance runners in Uzbekistan, as well as the study and analysis of sports results. A comparative analysis of sports results is given in Table 1 below.

Impact Factor:

SISRA (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 1. Physical training of long-distance runners.

№	Full name	100 m run (seconds)	1000m run (min-second)	3000m run (min-second)	5000m run (min-seconds)	JTUXS (sm)	JTUXS (sm)	JTUXS (sm)	OOS100m distance (times)
1	Petrov A	12,5	2:45,0	8:58,3	15:20,5	2,48	6,50	21,40	49
2	O'ktamov D	12,1	2:47,1	8:59,1	15:25,3	2,47	6,48	21,35	51
3	Sayidaliyev P	12,7	2:49,3	9:03,0	15:30,1	2,41	6,37	21,25	52
4	Mamatqulov Z	12,3	2:48,4	9:06,1	15:31,0	2,42	6,40	21,26	52
5	Davlotov E	12,0	2:44,8	9:08,0	15:37,3	2,47	6,51	21,23	52
6	Bozorov X	12,8	2:50,2	9:10,4	15:40,1	2,35	6,20	21,15	52
7	Dadabolaev X	13,0	2:51,0	9:12,0	15:43,4	2,33	6,15	21,05	52
8	Abduxoliqov C	13,1	2:51,5	9:11,0	15:44,3	2,33	6,13	21,01	52
9	Mamatkomilov O	13,3	2:53,1	9:15,8	15:45,1	2,31	6,13	20,96	52
10	Mutalipov H	13,2	2:53,6	9:17,8	15:46,0	2,30	6,11	20,90	52
11	Azimov M	13,4	2:55,2	9:22,1	15:50,4	2,25	6,06	20,84	53
12	Tojixujaev X	13,5	2:56,6	9:26,9	15:54,3	2,21	6,01	20,81	53
	Avarage results	12,8	2:50,5	9:10,9	15:39,0	236	6,25	21,10	51,8

Note: JTUS- Long jump from a standing position.

JTUXS- Three jumps from the ground.

JTOXS- Ten jumps from a standing position.

OOS- jump from foot to foot.

TTU- throwing a filling ball.

Among men, we focused on determining the dynamics of sports results of world, Asian and Uzbek long-distance runners. The results obtained are recorded in Table 2.

Table 2. Results of world, Asian and Uzbek athletes among men

Distance	World	Asia	Uzbekistan
5000 M	12:35,36	12:51,96	13:41,82
10000M	26:11,00	26:38,76	28:48,40

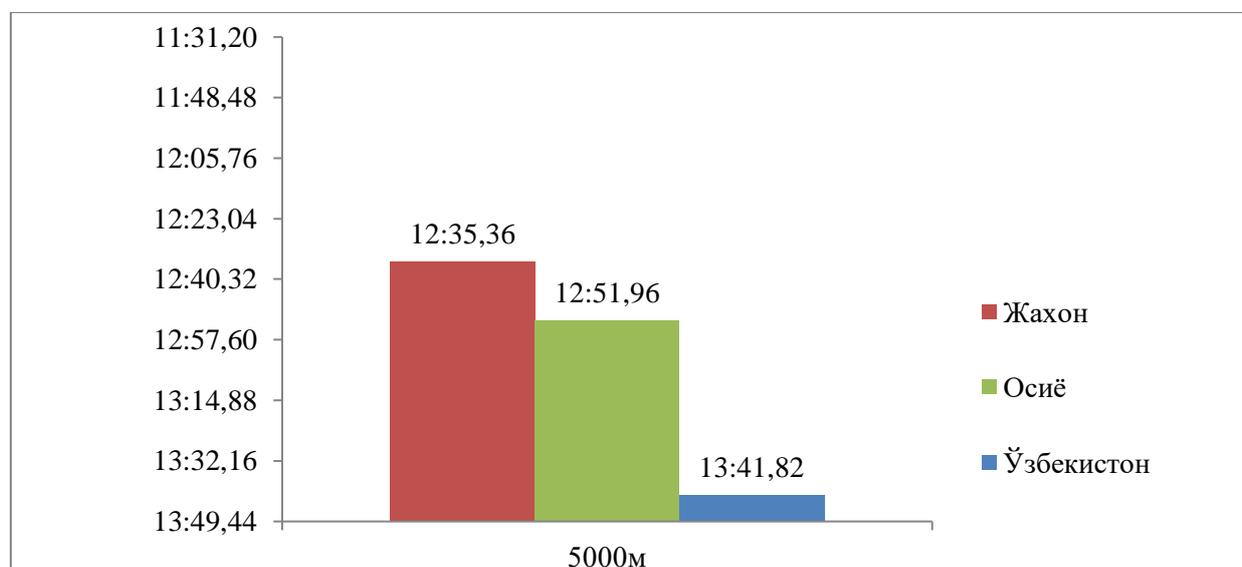
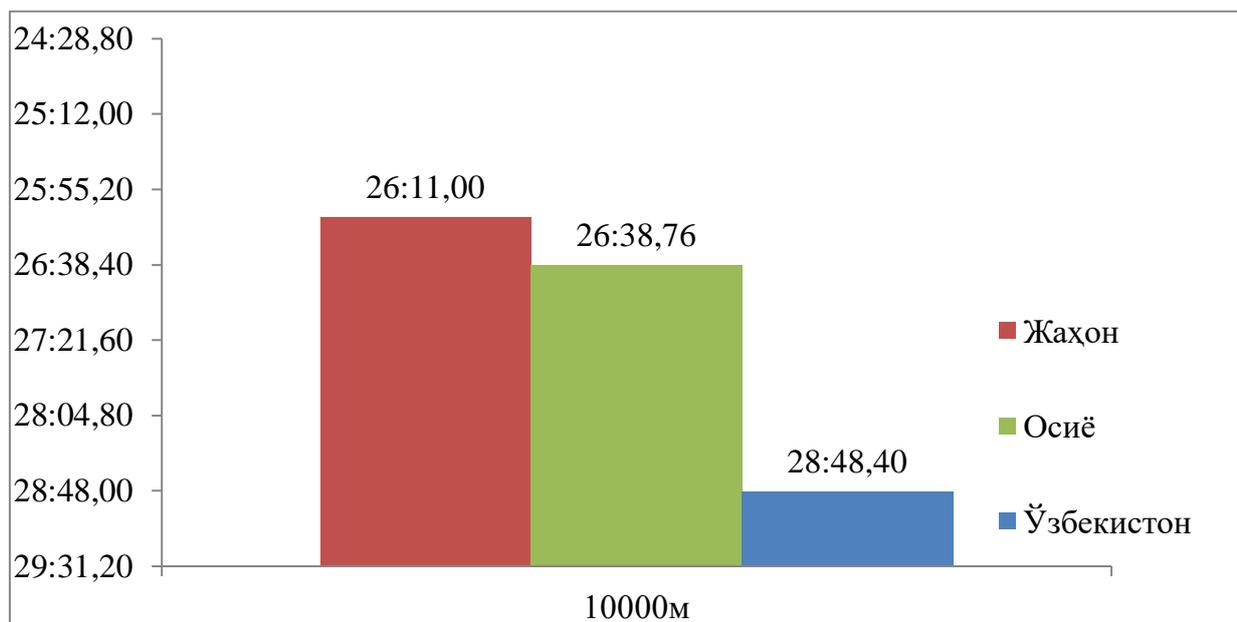


Figure 1. Formation of sports results among men in the World, Asia and Uzbekistan long-distance runners.

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



2-picture. Formation of sports results among men in the World, Asia and Uzbekistan long-distance runners.

Result.

According to the results of a study on the structure of the annual training of long-distance

runners, it was found that the loads in the annual training cycles are distributed as follows. The results obtained are given in Table 4.

Table 3. Model performance of long-distance runners (L.P.Sergeenko) according to the schedule.

Monitor exercise	Age schudele				
	15-17		16-17		18-20
	Sport results				
	II		I		KMS
100m run (s)	12,8	12,2	12,2	11,7	11,5
1000 m run (min.s)	2,48,9	2,40,8	2,38,2	2,32,2	2,30,0
3000 m run (min.s)	9,09,4	8,43,5	8,39,9	8,20,0	8,13,9
10000 m run (min.s)	16,00,0	15,15,0	15,00,0	14,26,0	14,15,0
JTUXS	249	262	263	274	277
JTUXS	755	793	795	827	837
JTUXS	2548	2675	2719	2827	2861

Table 4.

№	Distance	Sex	III group	II group	I group	SUN	SU	XTSU
1	5000 m	male	2300-2500	2500-5000	2800-3600	3000-4500	3500-5000	4500-6000
		female	1800-2000	2200-2600	2500-3200	2800-3400	3000-3800	3500-5000
2	10000m	male	2500-3000	2800-3200	3000-3500	3500-4000	3800-5000	4800-7000
		female	2000-2500	2200-2800	2500-3000	2800-3500	3200-3800	3500-5500

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

Based on the results of the study, taking into account the individual situation of athletes. Based on the above results, we identified the need to develop an annual training structure for long-distance runners.

Therefore, we consider it necessary to take into account their individual situation and the planning of the training process.

We focused on determining the distribution of annual training workloads for long-distance runners, according to which each athlete's annual loads were studied according to their diaries.

Table 5.

№	Full name	Run distance	Osmog-1 year Downlands	Osmog-2 year Downlands
1	Petrov A	5000 m 10000 m	4880	6300
2	Uktamov D		4500	5700
3	Sayidaliyev P		4380	5600
4	Mamatqulov Z		4350	5450
5	Davlatov E		4350	5400
6	Bozorov X		4300	5350
7	Dadabolaev X		4280	5350
8	Abduxoliqov C		4250	5280
9	Mamatkomilov O		4230	5240
10	Mutalipov H		4200	5180
11	Azimov M		4050	5100
12	Tojixujuaev X		3970	5000

Conclusion.

In our study, we found that the special physical training of long-distance runners lags behind the data provided by L.P. observed.

The results of a study of the physical fitness of long-distance runners allowed us to draw the following conclusions.

1. Long-distance running training programs have become obsolete and ineffective.

2. The results of a study to determine the special physical fitness of long-distance runners showed that we are significantly behind the model given by other scientists in terms of special endurance.

3. According to the results of the study, it is necessary to develop a system of organization and management of training programs and plans for long-distance running athletes on the basis of new innovative technologies.

References:

- Olimov, M. S. (n.d.). dynamic der ausbildung des spezialkörperlichen trainings im langstreckenläufer. *Berlin Studies Transnational Journal of Science and Humanities*, Vol.1 Issue 1.5 Pedagogical sciences, pp.68-76. <http://berlinstudies.de/index.php/berlinstudies/article/view/60>
- Olimov, M.S. (2021). Dynamics of the formation of the level of physical fitness in athletes running medium distances. *Fan-sportga. Scientific theoretical journal*, Number 2, pp.16-18. e-mail: fan_sportga@uzdjtsu.uz
- Olimov, M. (2021). Technology for the distribution and management of training loads in the multi-year training of athletes. *Pedagogical skills. Scientific-theoretical and methodical journal*, No. 3 (June 2021, June).
- Olimov, M. S. (2021). "A method of special physical training of short-distance runners in athletics", *Eurasian Journal of Sport Science*, Vol. 1: Iss. 2, Article 17. <https://uzjournals.edu.uz/eajss/vol1/iss2/17/>
- Olimov, M. (2021). Planning pre-race training sessions for middle distance runners. *Pedagogical skills. Scientific-theoretical and methodical journal*, Issue 1 (February 2021).

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIHII (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

6. Soliev, I. R., & Smurygina, L. V. (2021). Technologies for preparing runners average distances to competition. *Emergent: journal of educational discoveries and lifelong learning (EJEDL)*, 2776-0995 Volume 2, Issue 10, Oct, 2021. 21-27.
<https://ejedl.academiascience.org/index.php/ejedl/article/view/144>
7. Soliev, I.R., Khaydarov, B., Mirzattillaev, I., Khojamkeldiev, G., & Ziyaev, F. (2020). Functional 7.training level of runners student-athletes sprinters. *International Journal of Psychosocial Rehabilitation*, Vol. 24, Issue 05, <http://www.psychosocial.com/article/PR201878/17061/>
8. Soliev, I.R., Davidova, K.R., & Azamova, G. E. (2021). Analysis of the training and management process management system in athletics. *Academic Research in Educational Sciences*, Volume2, Special issue 1/2021.
9. Rakhimova, D. Z. (2020). Improving the physical training of triathlons in the training group. *Academic research in educational sciences*, Volume 1, Issue 3/2020.
10. Soliev, I.R., Kholbekova, D.N., Davlatyorova, L. B., & Azamova, G. E. (2021). Improvement of technical training in short running athletics. *Academic Research in Educational Sciences*, Volume2, Special issue 1/2021.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Zohid Boymurodov

Karshi State University

National Idea, Department of Spirituality, Independent Researcher

Tel: 99 959-72-57,

boymurodov@mail.ru

LIFESTYLE: THE DIALECTICS OF INTERNATIONAL PEACE AND TOLERANCE

Abstract: The article is devoted to the interrelationship of the ideas of interethnic harmony and tolerance in lifestyle. They spoke about the work being done in Uzbekistan to ensure harmony between different nationalities and ethnic groups, religious denominations, rational reforms and practical measures to maintain peace and stability.

Key words: Lifestyle, interethnic harmony, tolerance, nation, nationalism, people's diplomacy, ethnic diaspora, international cultural center, polyethnic.

Language: English

Citation: Boymurodov, Z. (2022). Lifestyle: the dialectics of international peace and tolerance. *ISJ Theoretical & Applied Science*, 01 (105), 382-386.

Soi: <http://s-o-i.org/1.1/TAS-01-105-27> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.27>

Scopus ASCC: 3300.

Introduction

UDC 159.9:100.4:124.2(045)

A qualitatively new stage has begun in our country in ensuring interethnic relations and tolerance. The development of a culture of tolerance and humanity, strengthening interethnic harmony, educating the younger generation in the spirit of love and devotion to the Motherland are the main tasks of the new stage. Interethnic harmony and tolerance have been the core of the way of life, the quintessence, and have a transnational character.

Human history has shown that no nation or people in the world, even if they are few in number, has voluntarily merged with other nations, improving relations with other nations as the characteristics of each nation have developed. went National and racial unity has always had a profound effect on the development of human society.

As Uzbekistan is a multi-ethnic polyethnic state, the proper organization of national relations remains one of the most pressing issues today. The fact that Uzbekistan is historically located at the crossroads of world civilizations, cultures and religions means that the issue is very sensitive and urgent. Peace and stability in our country are invaluable not only for the

Uzbek people, but also for people of other nationalities. More and more people have the opportunity to receive education in their native language and raise their children in the national spirit. At the same time, they are helping to strengthen their patriotic attitude towards Uzbekistan. Touching upon the issues of interethnic relations, the First President IAKarimov said: "Protection of the interests and rights of minority nations, ensuring the preservation and development of their culture, language, national customs and traditions, the activities of state and state structures it is necessary to ensure their active participation in public life".

Literature review.

Over the centuries, values and traditions based on interethnic and interreligious tolerance have been formed in our country, which have become an integral part of modern Uzbek society, an integral part of the mentality and way of life of the people. Analyzing the achievements of recent years, we can see that our country is actively working to further develop tolerance and humanity, strengthen inter-ethnic and inter-religious understanding, inter-civil harmony, ensure equal rights and opportunities for all. Today, on the basis of active "people's diplomacy" in our

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

country, we establish regular and mutually beneficial relations with our compatriots abroad, strengthen friendly relations and cultural and educational ties with foreign countries. Republican International Cultural Center, 139 national cultural centers, Uzbekistan with foreign countries The Council of Societies of Friendship and Cultural-Enlightenment Relations, as well as 34 Friendship Societies have been successfully operating. Such a practical policy is aimed at ensuring the harmony and stability of citizens, further expanding cooperation and solidarity between people of different nationalities, strengthening the sense of a multi-ethnic family in the minds of our compatriots.

The idea of interethnic harmony means the coexistence and cooperation of different nationalities in a particular region or state. Uzbekistan is a multi-ethnic country with a unique demographic situation. The coexistence of different nationalities in a country has a number of complexities and peculiarities. Because the existence of different nations means the diversity of their way of life. The existence of various objective reasons and subjective factors does not always allow to fully realize the interests of all nations in some multi-ethnic countries. A one-sided, superficial approach to interethnic harmony poses serious problems. In particular, the relationship between the nation that gives the state its name (title) and the representatives of other nationalities living in the area requires great attention. This is a very sensitive issue. When there is a superficial, one-sided attitude, various conflicts arise, which damage the unity of the people, lead to divisions and instability between people. Preventing this process is important for the development of multi-ethnic countries. Interethnic harmony and tolerance are important phenomena in building national solidarity and achieving common goals from national diversity. There are many factors that differentiate ethnic groups, such as lifestyle, history, culture, religion, language, customs, and level of economic development. These factors also have a direct impact on lifestyle and living standards. Today, according to experts, there are about 3,000 nations on earth, comprising an average of 96% of the world's population, and the remaining 4% are ethnic groups and tribes. It should be noted that the lifestyle and standard of living of nations and peoples are not exactly the same and are relative.

Research methodology.

Every nation and people living in our country has its place and share in the rapid development of our country and its worthy place in the world community. An environment of interethnic harmony and tolerance is an important factor in maintaining national unity and harmony among nations.

Today, the emergence of ultra-nationalist groups in some countries and their transformation into a

political force under the guise of democracy, giving political power to their actions, undermines the peace and harmony of society and causes various problems. The concept of tolerance is often used in everyday life and in scientific activities. Tolerance is defined as being kind to people, building relationships, and being broad-minded about the behavior of certain people. Tolerance is such a noble quality in the character of our people that it is considered normal. From a human point of view, tolerance is also considered to be attitude, sincerity and respect.

Tolerance (Latin "tolerantia - endurance," "patience") - tolerance for the lifestyle, behavior, habits, feelings, opinions, ideas and beliefs of others. 'lishdir [2]. Not only sound education but his alertness and dedication too are most required. It can be seen as the desire of people who are different to live together in harmony. We may not like something in any person (dress, speech, lifestyle) or in any foreign culture (customs and rituals), but if they do not harm the rights and interests of others, do not violate existing laws, their existence and development we have to admit. Today, the essence of tolerance is becoming more and more diverse. As human rights develop, communities of diverse people living in the same cultural environment are formed. This should be tolerated, as it is a human right.

Tolerance is the moral duty, political and legal need of every citizen, the different ways of expressing human individuality through socio-ideological expression of the interests of different nations, respect for interethnic harmony, acceptance of representatives of different nations and peoples. to be able to do it means to empathize with them, to help the needy and to understand the socio-ideological life, to be able to link their interests with the interests of the people, the state. This process is not just a simple concession or flattery to others, but also an active attitude of each person, a high culture of communication and a high level of morality. This means that on the basis of tolerance, human qualities and high morals are also manifested. Tolerance is a national and religious concept.

Discussion.

One of the main directions of tolerance is the idea of religious tolerance. At present, 2,276 religious organizations of 16 denominations operate freely in the country. Of these, 2,093 are Islamic, 183 are non-Islamic, including 166 Christian churches, 8 Jewish synagogues, 6 Baha'i communities, and 1 Krishna Consciousness Society. Today, our country has created all the conditions for the establishment of an atmosphere of mutual respect and tolerance between the above-mentioned organizations of different faiths. All believers have been provided with all the necessary conditions to perform their religious duties and meet their religious needs. Religious tolerance means that people of different faiths live side by side in peace, regardless of their beliefs, and respect each other's teachings. Interethnic harmony

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHII (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

means the coexistence of different nationalities and ethnic groups in the territory of a multi-ethnic country, the strength of the feelings of a single homeland in their minds and hearts, the spirit of hard work and dedication to its future. understandable. The main factor in ensuring interethnic harmony is to take into account the needs of all nationalities and ethnic groups living in the country, to harmonize interests and to focus on the development of the Motherland towards a common goal.

Religious tolerance means that everyone is free to practice their religion and that it is impossible to force religious views on others. Religious tolerance applies to both secularism and religion. According to democratic criteria, it is not allowed to assimilate any form of religion by force, it is followed by the law. This is true of all religions. The Qur'an says, "There is no rape in the religion." Not everyone is determined to be religious. So Islam itself is a religion of tolerance. Today's religious tolerance leads to the preservation of peace, the establishment of ties of friendship and cooperation between peoples, the preservation of cultural heritage and positive traditions, the preservation of traditions and the positive solution of problems. Article 31 of the Constitution of the Republic of Uzbekistan states, "Freedom of conscience is guaranteed to all. Everyone has the right to believe in any religion or not to believe in any religion. Religious tolerance is legally guaranteed."

If we look at the example of our country, we can say that the provision of tolerance and interethnic harmony is an important factor in social development. The idea of interethnic harmony and tolerance, which is one of the main principles of our national idea, is one of the main issues in the education system of our country. Children of more than 130 nationalities and ethnic groups living in Uzbekistan are taught in 7 languages.

The territory of Uzbekistan has long been inhabited by a number of nationalities and ethnic groups. In countries where there is harmony in interethnic relations, multinationality has an effective impact on the political and economic development of society. Article 4 of the Constitution states that "The state language of the Republic of Uzbekistan is Uzbek. The Republic of Uzbekistan ensures respect for the languages, customs and traditions of all nations and peoples living in its territory and creates conditions for their development"[3]. This constitutional provision provides for mutual respect for the many nationalities and ethnic groups living in Uzbekistan, the development of their customs and traditions.

Tolerance does not mean following the opinions, views, and behaviors of others and accepting them directly. If this is the case, then the erroneous conclusion is that any foreign and harmful ideas, especially extremism and terrorism, should be tolerated by religious fanatics as well. Tolerance is an anti-extremist concept because it does not have the

appearance of violence or coercion. Mutual understanding between people, different groups, peoples, social groups, active dialogue on the basis of positive cooperation can be included in the scope of tolerance. Tolerance creates a state of commonality in different types of relationships. That is, people of different nationalities and religions live together in the same territory in terms of language and culture. Tolerance also ensures that the ideas of social justice and equality prevail in any society. In this way, diversity is observed in the life of society. Today, such diversity can be seen in all aspects of society.

Today in our country special attention is paid to the upbringing of young people in a healthy and spiritually mature way. Teaching them to respect and preserve their national traditions and culture will help young people to avoid such negative situations.

In today's era of globalization, tolerance and interethnic harmony are taking on a new look and significance. On the basis of tolerance, the national identity between nations is accepted by other peoples, a certain part is assimilated and enriched. On this basis, interethnic harmony will be established, which will serve the tasks of national development, peace and prosperity of the people.

President Sh. M. Mirziyoyev developed the Action Strategy for further development of the Republic of Uzbekistan for 2017-2021. The goal of the strategy for 2017-2021 is to further increase the effectiveness of ongoing reforms, raise the development of the state and society to a new level, liberalize all spheres of life, implement the most important priorities for the modernization of our country. was found to consist of Today, education in our country is conducted in 7 languages. Television and radio programs are broadcast in 12 languages, and newspapers and magazines are published in more than 10 languages. Today, more than 130 nationalities and ethnic groups live in harmony in our country as children of the same family. They are united in the development of our common home - Uzbekistan. adds

Today we are pursuing a well-thought-out, mutually beneficial and practical policy aimed at strengthening the independence and sovereignty of our country, creating an environment of security, stability and good neighborliness around the country, as well as human values in the minds of the population, especially youth. Further strengthening of mutual understanding between the representatives of the nation requires taking the work in this direction to a qualitatively new level.

The fifth priority of the Action Strategy is to ensure security, religious tolerance and interethnic harmony, as well as a well-thought-out, mutually beneficial and practical foreign policy. Ensuring tolerance and interethnic harmony is one of the main directions of the policy pursued in Uzbekistan, and the strategy of these actions serves as a program for action in this direction.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

The Declaration of Principles of Tolerance, adopted at the 28th session of the UNESCO General Conference on 16 November 1995, serves as an important step towards ensuring peace and harmony in the world, guaranteeing the priority of human rights and freedoms, and developing relations of equality and co-operation. The document was adopted on November 16 as the International Day for Tolerance around the world.

Tolerance is an integral part of the spirituality and culture of the Uzbek people. In our country, special attention is paid not only to the socio-economic and political spheres, but also to the further strengthening of friendly ties between different nations and peoples living in our land, the establishment of the principles of religious tolerance.

The initiative of President Shavkat Mirziyoyev on September 19, 2017 at the 72nd session of the United Nations General Assembly to adopt a special resolution entitled "Enlightenment and Religious Tolerance" attracted the attention of the world community. The document is notable for its emphasis on the right to education, the elimination of illiteracy and ignorance, and, most importantly, tolerance and mutual respect, as well as religious freedom. Based on this proposal, on December 12, 2018, at the 51st session of the 73rd session of the United Nations General Assembly, Resolution A / Res / 73/128 "Enlightenment and Religious Tolerance" was adopted unanimously by 193 member states. was adopted by. More than 50 UN member states have said they not only support the resolution but will co-sponsor it. The President also proposed to mark July 30 as the International Day of Friendship in Uzbekistan, taking into account the fact that July 30 is widely celebrated as the International Day of Friendship by the resolution of the United Nations General Assembly.

Tolerance is one of the greatest achievements of humankind today. It will remain an important factor for further development. Uzbekistan has a strong atmosphere of friendship and tolerance between people of different faiths.

The ethnic, cultural and religious endurance of our people is another inexhaustible source of spiritual awakening. For thousands of years, Central Asia has been a center of peaceful coexistence, with a wide range of religions, cultures and lifestyles. Even those who occupied these territories not only bowed to the culture of the peoples of Central Asia, but also carefully adopted its most valuable traditions, the traditions of statehood that exist in this region.

It is no secret that today countries of different religions and cultures are getting closer. This requires constant dialogue between them in the social, cultural and religious spheres. To this end, the 1945 Charter of the United Nations states that one of its goals is "to be tolerant and to live together as good neighbors in the world and to unite our efforts to maintain international

peace and security." It did. On November 25, 1981, UN General Assembly Resolution 36/55 issued a declaration ending all forms of intolerance and discrimination based on religion or belief.

The General Assembly shall encourage member States to observe and guarantee freedom of religion or belief, to promote mutual understanding, tolerance and mutual respect in matters of freedom of religion or belief, and to promote freedom of religion or belief in the Charter of the United Nations. and to prevent its use for purposes contrary to other relevant UN instruments.

Tolerance means respect, acceptance and understanding of the rich cultures of our world, the different ways of expressing oneself and one's individuality. It is formed by knowledge, sincerity, open communication and free thought, conscience and faith. Tolerance is a unit of diversity. This is not only a moral duty, but also a political and legal need. Tolerance is the key to achieving peace and moving from a lack of war culture to a culture of peace.

Tolerance is not complacency, complacency or flattery. Tolerance is, first of all, an active attitude based on the recognition of universal human rights and fundamental freedoms. In any case, tolerance does not serve as an excuse for aggression against these core values. Tolerance must be shown by individuals, groups and states.

Tolerance is an obligation to promote human rights, pluralism (including cultural pluralism), democracy and the rule of law. Tolerance is a concept that refers to the renunciation of bigotry, the absoluteness of truth, and affirms the rules established by international human rights instruments.

Tolerance goes hand in hand with respect for human rights, which does not mean tolerating social injustice, renouncing one's own beliefs, or tolerating the beliefs of others. It means that everyone is free to practice their faith and everyone must recognize that others have this right. It also means that human beings, by their very nature, differ in appearance, appearance, behavior, speech, behavior and values, while they deserve to live in the world and maintain that individuality. are right. It also means that one person's views cannot be forcibly absorbed into others.

Conclusion and Recommendation.

In short, the idea of interethnic harmony is a universal value that determines the national development of regions and states where different peoples live together, and serves as a guarantee of peace and stability in the area. This idea is the spiritual basis of mutual respect, friendship and solidarity between people of different nationalities and ethnic groups living in the same society and working towards a common goal. The idea of inter-religious tolerance means that people of different faiths live together in one land, in one Motherland, as partners and allies in the pursuit of noble ideas and intentions.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

Where there is a healthy nationalism, there will be an appreciation of universal qualities, and friendly relations between nations will flourish.

The development of national traditions and values is based on the dialectical principle that whoever does not oppose the national values of his people to the values of other nations and, conversely, grows to the level of deep feeling the spirituality of another nation, and If there is no intention in national relations other than friendly economic and spiritual

dialogue, then the universal values that represent the spirituality of different nations will continue to grow.

Nations, which are the product of social development and have been formed for a long time, have differed from each other in their way of life, history, culture, customs, rituals and other features. Respect for the characteristics of one nation over another has always been one of the foundations of peace.

References:

1. Mirziyoyev, Sh.M. (2017). *Erkin va farovon, demokratik O'zbekiston davlatini birgalikda barpo etamiz.* (p.56). Toshkent: "O'zbekiston" NMIU.
2. (2010). *Falsafa ensiklopedik lug'at.* (p.67). Tashkent: O'zbekiston milliy ensiklopediyasi.
3. (2019). *O'zbekiston Respublikasi Konstitutsiyasi.* Tashkent: "O'zbekiston".
4. Mirziyoyev, Sh. M. (2018). *Milliy taraqqiyot yo'limizni qat'iyat bilan davom ettirib, yangi bosqichga ko'taramiz. 1-jild.* (pp.296-297). Tashkent: "O'zbekiston".
5. (2004). *Falsafa qomusiy lug'at.* (p.261). Tashkent: «Sharq».
6. (2020). O'zbekiston Respublikasi Prezidenti Shavkat Mirziyoyevning Oliy Majlisga Murojaatnomasi. "Xalq so'zi" gazetasi, 2020 yil 30 dekabr, № 276.
7. Karimov, I.A. (1998). *O'zbekiston Buyuk kelajak sari.* Toshkent: «O'zbekiston».
8. Karimov, I.A. (1996). *Asarlar to'plami. 1-24 jildlar.* Tashkent: O'zbekiston 1996-2016.
9. Karimov, I. A. (2016). *Yuksak ma'naviyat – yengilmas kuch. 2 nashr.* Tashkent: Ma'naviyat.
10. Sher, A. (2016). *Estetika. Darslik.* (p.192). Tashkent: O'zbekiston.
11. Sher, A., Husanov, B., & Umarov, E. (2008). *Estetika.* (p.178). Tashkent: O'ZMU.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHLI (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](https://doi.org/10.15863/TAS) DOI: [10.15863/TAS](https://doi.org/10.15863/TAS)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 19.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Gulchekhra Nasirovna Davlyatova

Ferghana State University
Associate Professor, Candidate Of Pedagogical Sciences,
Department Of Russian Philology, Faculty of Philology,
Ferghana City, Uzbekistan

Sevarakhon Arabjon Kizi Otakhonova

Ferghana State University
Master's Student Of Literary Studies Direction, Year 1,
Faculty of Philology, Ferghana City, Uzbekistan

ON THE STYLISTIC MEANS OF LANGUAGE IN FICTION

Abstract: *The article under discussion examines the means of creating various stylistic effects in fiction texts. The author's work, being a fiction, gives the writer unlimited opportunities for depicting the surrounding reality (fictional reality). In this context, tropes are not the least important in such a text. The material we have described allows us to conclude that there are many similarities in the above-mentioned style of the selected languages.*

Key words: *stylistic, means, effect, fiction text, language, phenomenon, epithet, comparison, metaphor, hyperbole, personification, metonymy, allegory, irony.*

Language: *English*

Citation: *Davlyatova, G. N., & Otakhonova, S. A. (2022). On the stylistic means of language in fiction. ISJ Theoretical & Applied Science, 01 (105), 387-389.*

Soi: <http://s-o-i.org/1.1/TAS-01-105-28> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.28>

Scopus ASCC: *3310.*

Introduction

In a work of fiction, the function of the word is not limited to conveying certain information. Often the word is used to aesthetically influence the reader, which is made possible by artistic images. The more vivid and truthful the image, the stronger its impact on the reader [14, p.29].

Often in their works, writers refer not only to the vocabulary of the literary language, but also to obsolete dialectal words, as well as to colloquialisms.

It should be noted that the emotionality of the fiction narrative is very different from the emotionality of the colloquial and journalistic styles. In a fiction text, it has an aesthetic function. This style implies a careful and reasonable selection of language means. A distinctive feature of a fiction text is the use of special figures of speech, which add brightness and imagery to the narration.

Main part

The basis for enhancing the expressiveness of speech is stylistic means such as epithets, metaphors,

comparisons, metonymy, synecdoche, hyperbole, litotes, personification, periphrases, allegory, irony.

The second way of speech enrichment is syntax and stylistic figures of speech based on it: anaphora, antithesis, disjunction, gradation, inversion, polyjunction, oxymoron, parallelism, rhetorical question, rhetorical address, silence, ellipsis, epiphora.

Stylistic techniques that are used in figurative sense in order to create an artistic image and achieve greater expressiveness are called tropes. In their works of fiction authors often use tropes to describe nature, the characters. The use of tropes in their work is often used to describe nature, images of characters, and to create atmosphere in a text.

There are different reasons for the transfer of features in a tropes, according to which tropes are divided into simple ones, such as epithets, comparisons and complex ones, such as metaphor, allegory, irony, hyperbole, etc.

Epithet (from the Greek "applied") is a definition of a word, affecting its expressiveness [3].

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИЦ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

It is mostly expressed by an adjective, but also by an adverb («горячо любить» - “to love fervently”), a noun («веселья шум» - “noise of merriment”), a numeral («вторая жизнь» - “second life”) [15, p.6].

Epithet is also defined as a figurative or poetic definition, thus emphasizing its opposite to the logical definition of a subject, the task of which is also to concretize the idea of the subject.

Comparison (Latin "comparatio") is a verbal expression in which the idea of a depicted object is concretized by comparing it with another object, such that it contains the features necessary for concretization of the idea in a more concentrated manifestation [2]. For example, «Как ядро к ноге прикован шар земной» - “Like a nucleus chained to the foot of the globe” (M. Voloshin), in which a sign of the shape and gravity of the globe is figuratively revealed in a "concentrated" form. Comparison has a threefold structure: that which is compared, or the 'object' of comparison (Lat. comparandum), that which it is compared with, the 'image' (Lat. comparatum), that on the basis of which they are compared with one another, the attribute by which the comparison occurs (Lat. tertium comparationis).

The group of complex tropes is formed by metaphor, metonymy as well as irony and sarcasm with their components.

Metaphor is the transfer of a name from one object or phenomenon of reality to another based on their similarity in some respect or by contrast [8]. Metaphor is one of the most common artistic tropes in literature. Metaphor is based on the similarity of objects or phenomena in a wide variety of features. It arises from comparison, comparing a new object with an already known one and highlighting their common features. In order for a metaphor to emerge, two objects or phenomena have to be found in common in something, e.g:

“волосы, как серебро” – серебряные волосы - silver hair; “руки, как золото” - золотые руки - golden hands; “озеро, как зеркало” - зеркало озера - a mirror of a lake.

Metaphor is considered to be a latent comparison, in which both permanent and temporary, transient, accidental similarities of objects are displayed [1].

Hyperbole (from Ancient Greek: "transition; excess, redundancy; exaggeration") is a stylistic figure of explicit and deliberate exaggeration, in order to enhance expressiveness and emphasize the said thought [4]. For example: «я говорил это тысячу раз» - “I have said it a thousand times” or «нам еды на полгода хватит» - “we have enough food for six months”. Hyperbole combines with other stylistic devices and gives them an appropriate colouring.

Personification (prosopopoeia) is a trope, an assignment of the properties of animate objects to inanimate ones [12]. It is often used in the depiction

of nature, which is given those or other human characteristics.

А и горе, горе, гореваньице!

А и лыком горе подпоясалось,

Мочалами ноги изопутаны. -

And woe, woe, woe, woe!

And the woe is girded up in plaits,

The legs are tangled in piss.

Allegory (Greek: allegoria) is a method of two-level artistic representation, which is based on hiding real persons, phenomena and objects under specific artistic images with the appropriate associations with the characteristic features of the hidden [1]. For example: «Слово молвит - рублем подарит» - “A word says, a ruble gives a ruble” (folklore).

*Грустит соловей у поверженной розы,
надрывно поет над цветком.*

Но льет и садовое пугало слезы,

любившее розу тайком. -

The nightingale saddens at the fallen rose,
sings tearfully over the flower.

But the garden bogeyman sheds tears, too,
who loves the rose in secret.

An oxymoron is a type of metaphor that consists in combining words of opposite meaning, similar to a negative comparison [10].

In general, different forms of grammatical expression of metaphor are possible. Most often it is expressed by a verb and its forms or by an adjective (metaphorical epithet), so that, in particular, metaphor expressed by a noun is better understood [7, p.32].

Metonymy is the second large group of complex tropes, which includes figurative expressions in which a subject or phenomenon is described by substituting the name of another subject or phenomenon that is related to the first by an external or internal connection [9]. For example, an expression such as «весь театр аплодировал» - “the whole theatre applauded” contains a metonymy expressed by the word «театр» - "theatre". This word is not used here in a literal sense, but in a figurative sense, because by saying so we do not mean that the theatre applauded, but the audience that was in it. In doing so, the notion of «театр» and «зрителю» 'theatre' and 'audience' are in close relationship, appearing as close in nature, real rather than contingent, as is the case with metaphor. Metonymy is often identified with metaphor, or seen as a variant of it. However, they should still be distinguished. Metonymy of place, time, space and belonging can be used.

As varieties of metonymy itself, synecdoche, periphrasis, hyperbole and lithe.

Synecdoche is one of the widespread types of metonymy - a figurative expression based on quantitative comparison of objects and phenomena, on substituting a part of a whole, one object for a whole of them [13].

Periphrasis (Greek for "description, retelling") is a figurative expression in which the name of an

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

object or phenomenon is replaced by a description of its features [11]. For example: instead of "A. Pushkin", one might say the author of the poem "Eugene Onegin".

This stylistic device makes it possible to highlight and emphasise the most essential features of what is being portrayed, avoiding This is a stylistic device that makes it possible to emphasize the most essential features of what is being depicted, to avoid unjustified tautology, to express the author's assessment of what is being depicted more vividly and fully and to give the text a solemn, lofty sounding.

Irony as a trope is a figurative expression in which a word or group of words takes on a meaning opposite to the basic one. And sarcasm is an angry, bitter irony [5].

The ironic or sarcastic intonation reveals itself in the context, more or less in close proximity with other statements of the author, whose general tone makes it possible to catch the ironic intonation in each separate case, which is not revealed directly. Sometimes there is an antiphrasis (opposition) such as «этом Крез» - "this Croesus" (regarding a poor man). Less common are expressions which take the form of so-called asteism, i.e. approval in the form of condemnation [15, p.10].

The imagery and expressiveness of a narrative is provided by various stylistic figures in addition to tropes. These are turns of phrase and syntactic constructions used to enhance the expressiveness of a statement.

Thus, such a technique as inversion (lat. "transposition", "flipping") is the arrangement of sentence members in a special order that violates the traditional (straight) order of words in a sentence in

order to enhance and emphasize the expressiveness of speech.

Parcellation is a division of a sentence in which the content of a sentence is realized not in one, but in two or more consecutive intonational units.

Syntactic parallelism as a stylistic figure is characterised by the same construction of adjacent sentences or segments of speech.

Also worth mentioning are such stylistic figures as alliteration and assonance. Their function is to repeat consonantal and vowel sounds respectively.

Conclusion

The expression of the images of the characters and objects depicted depends on the stylistic means aimed at highlighting their most essential features. They help to portray the state of nature, their impression of what they have seen, to create in the reader's imagination a visible image of the object, phenomenon, forms an emotional impression, conveys the psychological atmosphere, mood. Also, stylistic devices help the author to characterize, explain some property, quality of a concept, object or phenomenon, embody the worldview of the writer. In describing the characters, they express feelings, moods, the inner state of a person.

Stylistic techniques increase the accuracy of artistic speech and its emotional expressiveness. The author uses them to create wonderful verbal images-portraits, images-pictures, conveys the subtlest shades of feelings, states of nature.

We believe that the stylistic devices are the carriers of expressive, vividly valuable human speech and they are an integral part of works of fiction.

References:

1. (n.d.). Allegory. Retrieved from <https://en.wikipedia.org/wiki/Allegory>.
2. (n.d.). Comparison. Retrieved from <https://en.wikipedia.org/wiki/Comparison>.
3. (n.d.). Epithet. Retrieved from <https://en.wikipedia.org/wiki/Epithet>.
4. (n.d.). Hyperbole. Retrieved from <https://en.wikipedia.org/wiki/Hyperbole>.
5. (n.d.). Irony. Retrieved from <https://en.wikipedia.org/wiki/Irony>.
6. Kitajgorodskaya, M.V., & Rozanova, N.N. (1983). *Yazykovaya igra. Russkaya razgovornaya rech': Fonetika. Morfologiya. Leksika. Zhest.* (pp.45-56). Moskva: Nauka.
7. Losev, A. F. (1994). *The Problem of Artistic Style.* (pp.30-43). Kiev.
8. (n.d.). Metaphor. Retrieved from <https://en.wikipedia.org/wiki/Metaphor>.
9. (n.d.). Metonymy. Retrieved from <https://en.wikipedia.org/wiki/Metonymy>.
10. (n.d.). Oxymoron. Retrieved from <https://en.wikipedia.org/w/index.php?search=An+oxymoron+&title=Special%3ASearch&go=Go&ns0=1>.
11. (n.d.). Periphrasis. Retrieved from <https://en.wikipedia.org/wiki/Periphrasis>.
12. (n.d.). Personification. Retrieved from <https://en.wikipedia.org/wiki/Personification>.
13. (n.d.). Synecdoche. Retrieved from <https://en.wikipedia.org/wiki/Synecdoche>.
14. Vvedenskaya, L.A., & Pavlova, L.G. (2002). "Business Rhetoric". (p.29). Mart Publishing Centre.
15. Zemskaya, E.A., Nikitina, S. E., & Vasilieva, N. V. (1996). *Experimental systematic explanatory dictionary of stylistic terms.* (pp.6-14). Moscow.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](https://doi.org/10.1177/1077546722110529) DOI: [10.15863/TAS](https://doi.org/10.15863/TAS)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 01 Volume: 105

Published: 22.01.2022 <http://T-Science.org>

QR – Issue



QR – Article



Numonjon Turaev

International Islamic Academy of Uzbekistan

Teacher, PhD on historical sciences

numonjon1989@gmail.com

IMAM BUKHARI'S METHOD OF JARKH AND TA'DIL (ON THE BASIS OF "LAISA BI AL-QAVI")

Abstract: To study the views of Imam Bukhari, who was recognized as "Amir of the believers in the science of hadith", on jarh and ta'dil is very important. After all, in this way one can understand his method of sorting out hadiths as sahih (authentic) or zaif (weak). Although the works of Imam Bukhari "al-Tarikh al-Kabir" (the great history), "al-Tarikh al-awsat" (the middle tarikh), "al-Zuafa al-saghir" (the little book about weak transmitters) contain a lot of important information about the science of hadith, the popularity of the hadiths in the Islamic world has increased and can be said to have been highly acclaimed by other muhaddiths. In particular, Imam Bukhari describes the biographies of the narrators in the play, as well as their full names, surnames, genealogies, proportions, classes, teachers and students, narrations and much more. At the same time, the play describes the levels of the narrators in terms of "jarh and ta'dil". It is noteworthy that the jarh expressions of the narrators, indicating their guilt and defining its degree, were also used with caution. In particular, it is noted that the term "laysa bi al-qavi", which is studied below, is used in all places not by the author's views, but by anonymous hadith scholars.

Key words: al-tarikh al-kabir, laisa bi al-qavi, not strong, zaif, weak, jarkh and ta'deel, the science of critical analysis of isnad.

Language: English

Citation: Turaev, N. (2022). Imam Bukhari's method of Jarkh and Ta'dil (on the basis of "laysa bi al-qavi"). *ISJ Theoretical & Applied Science*, 01 (105), 390-392.

Soi: <http://s-o-i.org/1.1/TAS-01-105-29> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.01.105.29>

Scopus ASCC: 1202.

Introduction

Imam Bukhari used 13 terms to describe about 500 narrators who were wounded. There are different views on the method of applying these terms, the impact of each term on the level of reliability of narrators and narrations. These disagreements arose due to the fact that Imam Bukhari did not give information about in what sense he used these terms.

Among the muhaddiths, Ibn Abu Hatim was the first to classify the terms jarkh and ta'dil into different classes, while Ibn Salah Shahrzuri, Shamsiddin al-Dhahabi, Zayniddin al-Iraqi, Ibn Hajar al-Asqalani, Muhammad ibn Abdurahman al-Sakhawi continued his work and made a great contribution to the development of this science.

Among the terms used by Imam Bukhari to refer to the narrators is the term "laysa bi al-qavi" (not strong), which means that the narrators do not meet the requirements of authentic hadith narrators. The

meaning of this term, its degree to the hadith scholars, and the specificity of its use by Imam Bukhari are explained below.

The term "laysa bi al-qavi" (not strong) is a term specific to the science of jarh and ta'deel, and has been used by hadith scholars to refer to narrators whose narrations have not risen to the level of sahih, but who have not fallen to the level of weakness. Al-Haafiz al-Dhahabi said: "(Some) communities are called laisa bi al-qavi and their (narrations) are can be used as evidence to shariah rule [5, p. 82]. Al-Dhahabi mentioned in his book that al-Nasa'i narrated hadiths from a number of narrators although he described them as "laysa bi al-qavi". He also says that this phrase is not one of the jarkh terms that reject the narrator's narration and destroy it.

In the works devoted to the terminology of hadith, it is possible to see notes that this term was considered a term of jarh at different levels in the eyes

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 PIHII (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

of different hadith scholars. In particular, al-Dhahabi states in al-Muqiza that Abu Hatim used the term for narrators whose memory is not strong, and Imam Bukhari used it for weak narrators [5, p. 83]. There is a narration from Ibn Abu Hatim on the use of this term by Abu Hatim Razi, in which Abu Hatim said about Ibrahim ibn Muhajir Bajli Kufi "laisa bi al-qavi". When Ibn Abu Hatim asked about this, he said that this ravi is considered to be truthful and his narrations should be written but can't be used as evidence to shariah rule. When Ibn Abu Hatim was asked about the meaning of the phrase "can't be used as evidence to shariah rule" he said, "There was a people. They didn't memorize, but would recite and confuse what they did not know by heart. "You can see as much "suffering" in their hadiths as you want" [5, p. 133].

Hence, Abu Hatim used this term to refer to narrators who have a weak memory and are often mislaid in their narrations. Ibn Abu Hatim equates the level of the narrators interpreted with the term "laysa bi al-qavi" to the level of the narrators interpreted with

the term "layyin al-hadith" and says that their narrations should be written [7, p. 37]. Ali ibn Madini used this term for narrators whose narrations are accepted, while Daraqutni used it for narrators between the authentic (sahih) and the weak (zaif), that is, at the level of hasan [9, p. 35]. Imam Ahmad ibn Hanbal used this term for narrators who did not meet the requirements of a sahih hadith [1, p. 154].

Based on the above statement made by al-Dhahabi, the narrators who interpreted al-Bukhari in al-Tarikh al-Kabir with the term "laisa bi al-qavi" (not strong) are considered weak and their narrations should not be accepted as evidence. In order to verify the validity of this conclusion, first of all, the narrators commented on this term in the book are should be checked among two other works of the author devoted to the science of narrators: "at-Tarikh al-awsat" (the Middle History) and "al-Zuafa al-saghir" (the little book about weak transmitters). As a result of this investigation, the following narrators were identified as "laisa bi al-qavi" (table 1).

Table 1.

№	Transmitter	Its place in the work and the term used		
		Al-Tarikh al-kabir	Al-Tarikh al-awsat	Al-Zuafa al-saghir
1.	Hisom ibn Masik, Abu Sahl, Basriy	3/135/457 "Laisa bi al-qavi 'indahum"	2/195/2275 "Yukhalifu fi hadisih"	54/101 "Laisa bi al-qavi 'indahum"
2.	Sulaymon ibn Yusayr, Abu Sabboh, Kufiy Naxaiy	4/42/1904 "Laisa bi al-qavi 'indahum"		
3.	Sa'd ibn Tarif Isfok Kufiy	4/59/1956 "Laisa bi al-qavi 'indahum"	2/64/1810 "Laisa bi al-qavi 'indahum"	71/151 "Laisa bi al-qavi 'indahum"
4.	Suhayl ibn Mihron, Abu Hazm, Quta'iy Basriy	4/106/2129 "Laisa bi al-qavi 'indahum"	2/167/2175 "La yutobiъ fiy hadisih"	72/158 "Laisa bi al-qavi 'indahum"
5.	Tarif ibn Shihob, Abu Sufyon, Ashal Utoridiy	4/357/3134 "Laisa bi al-qavi 'indahum"		77/178 "Laisa bi al-qavi 'indahum"
6.	Abdulaziz ibn Husayn ibn Tarjumon, Abu Sahl	6/30/1586 "Laisa bi al-qavi 'indahum"	2/200/2299 "Sakatu 'anh"	88/232 "Laisa bi al-qavi 'indahum"
7.	Abdul'affor, Abu Maryam, Kufiy Ansoriy	6/122/1905 "Laisa bi al-qavi 'indahum"		
8.	Amr ibn Sobit ibn Hurmuz, Ibn Abu Miqdom, Abu Sobit	6/319/2514 "Laisa bi al-qavi 'indahum"		100/269 "Laisa bi al-qavi 'indahum"

It is clear from the table that all the narrators interpreted as "laisa bi al-qavi" in the book were rated "laisa bi al-qavi" by unnamed hadith scholars. There are 8 such narrators, 4 of whom (50%) are mentioned in al-Tarikh al-awsat and 6 (75%) in al-Zuafa al-saghir. One of the narrators mentioned again in al-

Tarikh al-awsat is interpreted with the same term. It can be seen that the muhaddiths were "sakatu 'anh". In al-Zuafa al-saghir, it can be seen that all the six narrators mentioned above are interpreted with the same phrase. The number of narrators who were wounded in all three books are 4 (50%).

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

Below is a review of the coming of narrations in Hadith collections from these 4 narrators. After all, it is through this that one can know whether or not narrations have been accepted by Imam Bukhari from the narrators, first of all his own, and then by other muhaddis, and determine the level of this term in the sight of Imam Bukhari.

Although Hisam ibn Misak Abu Sahl Basri was mentioned in all three works, it can be seen that several narrations came from him in the Hadith collections. In particular, in the chapter on the time of death of Imam Termizi's "Sunan" one hadith was narrated from him [12, p. 300]. One of his narrations was cited in Ibn Abu Shayba's "Musannaf" in the chapter "permission to poetry" [8, p. 272].

Sa'd ibn Tarif Iskaf al-Kufi is the only narrator in this group who is quoted in all three works with the same phrase. In the Sunan of al-Tirmidhi, in the chapter "The Gift of the Fasting", one of the narrations states that this hadith is "strange" and that Sa'id ibn Tarif and 'Umayr ibn Ma'mun are "weak" in the isnad [12, p. 156]. Imam Hakim narrated two narrations from him in the Mustadrak, which contains hadiths that meet the conditions of the two sheikhs but are not included in their Sahihis [6, v.3, p. 455; v. 4, p. 357].

Abu Hazm Suhayl ibn Mihran Quta'i al-Basri is one of the narrators in this group, and it is possible to see several narrations from him in the collections of hadith. In particular, one of his narrations is narrated

in Abu Dawud's Sunan [2, p. 320]. In Imam Nasai's "Sunan" there is narration from Abu Hazm Suhayl [10, p. 286].

Abu Sahl Abdulaziz ibn Husayn ibn Tarjuman is the last of the narrators in this group, and although in the six books there isn't any of his narrations, it can be seen that several narrations have been narrated in other collections. In particular, in the Mustadrak of Imam Hakim, one of his narrations states that the narrator is a "siqa", but the two sheikhs did not narrate a hadith from him [6, v. 1, p. 63].

From the above, it can be concluded that the term "laysa bi al-qawi" does not meet the requirements of the sahih hadith narrators of the early hadith scholars, such as Imam Bukhari and Imam Muslim. That is why they did not narrate such ravis' narrations in their collections. Imam al-Tirmidhi and other hadith scholars have studied the narrations of these narrators and noted that not all of them are weak, and some of them can be accepted after analysing.

According to Imam Bukhari, the term "laysa bi al-qawi" does not mean a serious jarh. This is confirmed by the fact that the muhaddith did not use the word "weak", which can be used as a synonym for this phrase, and chose the phrase "not strong". This means that the narrations of these narrators were abandoned before the term "hasan" was used by Imam al-Tirmidhi because they did not meet the conditions of the sahih hadith.

References:

1. Abdulhay, L. (1987). *Ar-Raf'u and at-takmil fi al-jarh and al-ta'dil*. Aleppo: Matba al-matbu'at al-Islamiyya.
2. (2009). Abu Dawud, Sulayman ibn Ash'as Ibn Ishaq Azdi Sijistani. Sunan Abu Dawud. *Dar ar-risala al-alamiyya*, V. 3.
3. Bukhari, M.I. (2001). *al-Jome' al-sahih*. Beirut: Dar tuq an-najat.
4. Bukhari, M.I. (n.d.). *Al-Tarix al-kabir*. Hyderabad: Doira al-maarif al-usmaniyya, year of publication not specified.
5. Dhahabi, Sh.M.A. (1992). *Al-Muqiza fi'ilm mustalah al-hadith*. Aleppo: Maktaba al-Press al-Islamiyya.
6. (1990). *Hakim Naysaburi, Abu Abdullah Hakim Muhammad ibn Abdullah. Al-Mustadrak 'ala as-Sahihain*. Beirut: Dar al-kutub al-ilmiiyya, V. 1, 3, 4.
7. (1953). *Ibn Abu Hatam, Abdurrahman ibn Muhammad ibn Idris ibn Munzir Tamimi Hanzali Razi. Al-Jarh and al-ta'dil*. Beirut: Dor al-kutub al-ilmiiyya, V. 2.
8. (1989). *Ibn Abu Shayba, Abu Bakr ibn Abu Shayba. Al-Kitab al-musannaf fi al-ahadith and al-osor*. Riyaz: Maktaba al-Rushd, V. 5.
9. (n.d.). *Ibrahim ibn Abdullah ibn Abdurahman Madiyhash. Mustalahot aimma al-hadith al-xassa and yalihi al-qarain al-musila ila fahmi maqosidihim fi al-jarh and at-ta'dil*.
10. (2001). *Nasai, Ahmad ibn Shuayb ibn Ali Khurasani Nasai. Al-Sunan al-kubra*. Beirut: Muassasa al-risala, V. 7.
11. Tajiyev, A. (n.d.). Hadith in the early period of Islam and its impact on the companions' spiritual life. *The Light of Islam*, 26-29.
12. (1975). *Termizi, Abu Isa Muhammad ibn Isa. Sunan*. Egypt: Mustafa Babi Halabi, v. 2.
13. To'rayev, N. (n.d.). The appearance of the science of «jarh and ta'dil» and its development in the first two centuries. *The Light of Islam*, 29-34.

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIHII (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

DECISION OF PRESIDIUM OF INTERNATIONAL ACADEMY

According to the results of research work of the past 2021 and published scientific articles in the journal «Theoretical & Applied Science», Presidium of International Academy of Theoretical & Applied Sciences has decided to award the following scientists - rank Corresponding member and Academician of International Academy, as well as give diplomas and certificates of member of International Academy.



Presidium of International Academy
congratulating applicants with award of a rank of
Corresponding member of International Academy TAS (USA)

Scopus ASCC: 2000. Economics, Econometrics and Finance.			
1	Prokhorov, Vladimir Timofeevich	Institute of Service and Entrepreneurship (branch) DSTU Shakhty, Russia	Doctor of Technical Sciences, Professor
2	Volkova, Galina Yurievna	LLC TsPOSN «Ortomoda» Moscow, Russia	Doctor of Economics, Professor
3	Blagorodov, Arthur Aleksandrovich	Institute of Service and Entrepreneurship (branch) DSTU	

Impact Factor: **ISRA** (India) = **6.317** **SIS** (USA) = **0.912** **ICV** (Poland) = **6.630**
ISI (Dubai, UAE) = **1.582** **PIIHQ** (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**

4	Bordukh, Dmitry	Institute of Service and Entrepreneurship (branch) DSTU	
5	Shcherbakov, Danil Sergeevich	Institute of Service and Entrepreneurship (branch) DSTU	
Scopus ASCC: 1600. Chemistry.			
6	Yurchenko, Oleg Ivanovych	Kharkiv V.N. Karazin National University	PhD, Full Professor of Chemical Metrology Department
7	Chernozhuk, Tetyana Vasylivna	Kharkiv V.N. Karazin National University	PhD, Associate Professor of Inorganic Chemistry Department
8	Kravchenko, Oleksii Andriovych	Kharkiv V.N. Karazin National University	PhD, Associate Professor of Chemical Metrology Department

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIHLI (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

Contents

	p.
20. Blagorodov, A. A., & Volkova, G. Y. Features of the formation of preferences for consumers of products manufactured by enterprises of the regions of the Southern Federal District and the North Caucasus Federal District.	301-351
21. Naurizbaev, A. The formation of capital markets.	352-357
22. Jubanova, B. The Effects of Financing Channels on Enterprise Innovation.	358-363
23. Hajiyev, F. Sh. Analysis and evaluation of sustainable socio-economic development of Azerbaijan.	364-369
24. Davlyatova, G. N., & Numonova, M. I. Comedy as a genre of literature.	370-372
25. Shomirzoyev, A. A., & Farziddinova, N. Sh. Treatment and control methods for melon diseases and pests.	373-376
26. Uktamov, D. T. Structure of special physical training for runners of 5000 meters in annual training training.	377-381
27. Boymurodov, Z. Lifestyle: the dialectics of international peace and tolerance.	382-386
28. Davlyatova, G. N., & Otakhonova, S. A. On the stylistic means of language in fiction.	387-389
29. Turaev, N. Imam Bukhari's method of Jarkh and Ta'dil (on the basis of "laisa bi al-qavi").	390-392

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

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



Scientific publication

«ISJ Theoretical & Applied Science, USA» - Международный научный журнал зарегистрированный во Франции, и выходящий в электронном и печатном формате. **Препринт** журнала публикуется на сайте по мере поступления статей.

Все поданные авторами статьи в течении 1-го дня размещаются на сайте <http://T-Science.org>.

Печатный экземпляр рассылается авторам в течение 3 дней после 30 числа каждого месяца.

Импакт фактор журнала

Impact Factor	2013	2014	2015	2016	2017	2018	2019	2020	2021
Impact Factor JIF		1.500							
Impact Factor ISRA (India)		1.344				3.117	4.971		6.317
Impact Factor ISI (Dubai, UAE) based on International Citation Report (ICR)	0.307	0.829							1.582
Impact Factor GIF (Australia)	0.356	0.453	0.564						
Impact Factor SIS (USA)	0.438	0.912							
Impact Factor ПИИЦ (Russia)		0.179	0.224	0.207	0.156	0.126		3.939	
Impact Factor ESJI (KZ) based on Eurasian Citation Report (ECR)		1.042	1.950	3.860	4.102	6.015	8.716	8.997	9.035
Impact Factor SJIF (Morocco)		2.031				5.667			7.184
Impact Factor ICV (Poland)		6.630							
Impact Factor PIF (India)		1.619	1.940						
Impact Factor IBI (India)			4.260						
Impact Factor OAJI (USA)						0.350			

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

INDEXING METADATA OF ARTICLES IN SCIENTOMETRIC BASES:



International Scientific Indexing ISI (Dubai, UAE)
<http://isindexing.com/isi/journaldetails.php?id=327>



Research Bible (Japan)
<http://journalseeker.researchbib.com/?action=viewJournalDetails&issn=23084944&uid=rd1775>



ПИИЦ (Russia)
<http://elibrary.ru/contents.asp?issueid=1246197>



Turk Egitim Indeksi (Turkey)
<http://www.turkegitimindeksi.com/Journals.aspx?ID=149>



DOI (USA)
<http://www.doi.org>



Open Academic Journals Index (Russia)
<http://oaji.net/journal-detail.html?number=679>



Japan Link Center (Japan) <https://japanlinkcenter.org>



Kudos Innovations, Ltd. (USA)
<https://www.growkudos.com>



Cl.An. // THOMSON REUTERS, EndNote (USA)
<https://www.myendnoteweb.com/EndNoteWeb.html>



Scientific Object Identifier (SOI)
<http://s-o-i.org/>



Google Scholar (USA)
http://scholar.google.ru/scholar?q=Theoretical+t-science.org&btnG=&hl=ru&as_sdt=0%2C5



Directory of abstract indexing for Journals
<http://www.daij.org/journal-detail.php?jid=94>



CrossRef (USA)
<http://doi.crossref.org>



Collective IP (USA)
<https://www.collectiveip.com/>



PFTS Europe/Rebus:List (United Kingdom)
<http://www.rebuslist.com>



Korean Federation of Science and Technology Societies (Korea)
<http://www.kofst.or.kr>

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIIHQ (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



AcademicKeys (Connecticut, USA)
http://sciences.academickeys.com/jour_main.php



Cl.An. // THOMSON REUTERS, ResearcherID (USA)
<http://www.researcherid.com/rid/N-7988-2013>



RedLink (Canada)
<https://www.redlink.com/>



TDNet
 Library & Information Center Solutions (USA)
<http://www.tdnet.io/>



RefME (USA & UK)
<https://www.refme.com>



Sherpa Romeo (United Kingdom)
<http://www.sherpa.ac.uk/romeo/search.php?source=journal&sourceid=28772>



Cl.An. // THOMSON REUTERS, ORCID (USA)
<http://orcid.org/0000-0002-7689-4157>



Yewno (USA & UK)
<http://yewno.com/>



Stratified Medical Ltd. (London, United Kingdom)
<http://www.stratifiedmedical.com/>

THE SCIENTIFIC JOURNAL IS INDEXED IN SCIENTOMETRIC BASES:



Advanced Sciences Index (Germany)
<http://journal-index.org/>



Global Impact Factor (Australia)
<http://globalimpactfactor.com/?type=issn&s=2308-4944&submit=Submit>



SCIENTIFIC INDEXING SERVICE (USA)
<http://sindexs.org/JournalList.aspx?ID=202>



International Society for Research Activity (India)
<http://www.israjif.org/single.php?did=2308-4944>

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



CiteFactor (USA) Directory Indexing of International Research Journals
<http://www.citefactor.org/journal/index/11362/theoretical-applied-science>



International Institute of Organized Research (India)
<http://www.i2or.com/indexed-journals.html>



JIFACTOR

JIFACTOR
http://www.jifactor.org/journal_view.php?journal_id=2073



Journal Index
<http://journalindex.net/?qi=Theoretical+%26+Applied+Science>



Eurasian Scientific Journal Index (Kazakhstan)
<http://esjindex.org/search.php?id=1>



Open Access Journals

Open Access Journals
<http://www.oajournals.info/>



SJIF Impact Factor (Morocco)
<http://sjifactor.inno-space.net/passport.php?id=18062>



Indian Citation Index

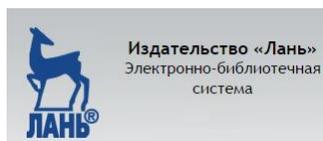
Indian citation index (India)
<http://www.indiancitationindex.com/>



InfoBase Index (India)
<http://infobaseindex.com>



Index Copernicus International (Warsaw, Poland)
<http://journals.indexcopernicus.com/masterlist.php?q=2308-4944>



Электронно-библиотечная система «Издательства «Лань» (Russia)
<http://e.lanbook.com/journal/>

Signed in print: 30.01.2022. Size 60x84 $\frac{1}{8}$

«Theoretical & Applied Science» (USA, Sweden, KZ)
 Scientific publication, p.sh. 49.25. Edition of 90 copies.
<http://T-Science.org> E-mail: T-Science@mail.ru

Printed «Theoretical & Applied Science»