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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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29 July 1985

USSR REPORT

CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LATVIAN TRADE, LIGHT INDUSTRY MINISTERS ON UNSATISFIED DEMAND

Riga SOVETSKAYA LATVIYA in Russian 10 Mar 85 p 2

[Statements in answer to questions from P. Antropov, correspondent, by R. Salputra, LaSSR minister of trade, and V. Nizhnik, LaSSR minister of light industry: "A Matter for Each and Everybody"]

[Text] At the 26th CPSU Congress the production of goods for the people was designated as the foremost matter for the party. In carrying out this important assignment, the ministries and labor groups, the party and trade-union organizations have done a great deal in order to better satisfy consumer demand. During the past year alone the output of consumer goods in this republic increased by 1.5 million rubles. There was a significant increase in the production of washing machines, furniture, porcelain and china ware, knitted items, and other goods. During the present five-year plan the list of items in short supply has been reduced by almost 100 brand names. Synthetic cleansing agents, bed-linen, enamel-ware, and many other items have been removed from this list. Every day there is an increase in the output of particularly fashionable goods.

However, as recently noted at a session of the CP of Latvia Central Committee Buro, the Ministry of Trade, as well as the wholesale and retail enterprises have not fully carried out the decrees of the CP of Latvia Central Committee and the republic's Council of Ministers, directed at implementing the party's decisions on the questions of strengthening work with industry with regard to the production of the necessary consumer goods. There remains much to be desired in improving the fulfillment of the pledges agreed upon by this republic's industry. These and other shortcomings have led to a situation whereby the January plan for retail-goods turnover has remained unfulfilled.

And so it still happens that people quite often leave a store without having made any purchases. Upon failing to

find the things they need on the shelves, some customers complain about the sluggishness of the workers in industry, while others blame trade. But which of them is right? Why is it that one cannot always find the necessary item in our stores? What are the workers in trade and industry doing in order to better satisfy demand? And what aid do we need to give them in order to solve this important problem?

Our correspondent, P. Antropov, sought answers to these questions from the leading officials of this republic's ministries of trade and light industry.

What the Customers Are Dissatisfied With [By R. Salputra, LaSSR Minister of Trade]

The questions posed by the editors seem simple only at first glance. They cannot be answered in just a few words. It is not easy to explain why a customer sometimes leaves a store without having bought anything, although the store is full of items. Do they really have too few, for example, overcoats, suits, shoes, television sets, or refrigerators? But not all the existing assortment satisfies the customers. An explanation of this phenomenon must be sought, above all, in the change which has taken place in consumer demand.

Just recently many items which are now for sale were what is called "in great demand," but today the customers want something of higher quality, something more fashionable. And this desire is natural--in recent time the income of Soviet people have increased substantially. This is on the one hand, while, on the other hand, each family has accumulated a fairly sizable set of clothing, as well as items of cultural and everyday use. And so it does not suit people to buy something similar to previous items; they need something which is new in principle.

Let's take, for example, refrigerators, of which there are quite a few in the stores, but the customers walk past them with indifference. They need a ZIL, a Minsk, or something even better. Demands for quality in clothing, shoes, and other items are growing at a headlong pace. Workers in industry, of course, are attempting to take these changes in demand into account; they are constantly innovating and improving the assortment of items. Moreover, customers bear this in mind and believe that the needed new items will soon appear for sale; otherwise they would not postpone their purchases until a later time. However, it is frequently the case that industry does not succeed in catching up with the changed demand.

Unfortunately, we must also acknowledge the fact that the enterprises do not always heed our orders or manifest the necessary persistence in filling them. Thus, for 1985 this republic's light industry was able to furnish us with a quantity of necessary items which is 36 million rubles less than our requisitions.

Much improvement is to be desired as well in carrying out concluded agreements. In January the enterprises under the Ministry of Light Industry were short in their deliveries of goods to us by almost 3 million rubles. They likewise remained "in debt" to trade in February. Workers in this sector are extremely slow in renewing the assortment of products, continuing to turn out a number of woollen and silk fabrics which are not in demand, and this compells us to refuse to purchase them, despite a general shortage of items. In both textile and garment production facilities not enough attention is being paid to the finishing of products. It frequently happens that neither we nor the customers are satisfied with the quality of shoes, which often have to be discarded right in the warehouse. In order to make sure that items meet the demands of fashion, the yearly renovation of sewn and knitted goods should amount to 75 percent, but in the Ministry of Light Industry it is still not more than 50 percent.

We understand that the Ministry of Light Industry, as is also the case with our other suppliers, has quite a few of its own difficulties. Some do not have enough raw materials or other materials, while others have been led astray by workers in closely allied fields, and a third group have difficulties assimilating innovations. We understand, but will we be understood by the customer who needs not merely goods but new items on the level of the best world models?

It is also difficult to explain to an irate customer the fact that enterprises deliver even the existing items not in a regular, smooth flow but rather sending most of the planned amount in the last 10-day period. And here an impression is created willy nilly that at the end of the month trade is attempting to fulfill the plan for goods turnover. We would be glad to fulfill it at the beginning of the month, but the suppliers are in no hurry.

Of course, our workers also are not without sin. At times they do not manifest the necessary high standards in monitoring the filling of our orders by the enterprises; not everywhere is the trade in existing goods organized as it should be. Analysis of the operation of the trade enterprises convinces one of this. For example, in January with the same provisions the trade administrations of Daugavpils and Rezekne fulfilled the plan with regard to goods turnover, while in Līepāja and Ventspils even in February the assigned task proved to be beyond their powers to handle.

The reasons for the non-fulfillment of the goods-turnover plan in January were examined at a session of the bureau of the CP of Latvian Central Committee, where serious criticism was leveled at the omissions in the work of trade. We have already done a great deal to eliminate the shortcomings and improve the trade service to the population. A serious conversation with regard to these questions took place at a session of the ministry's collegium. Monitoring controls were strengthened everywhere so that every store should always have existing goods available, and the responsibility of the trade-enterprise managers was increased for improving the forms of trade. In order to make up the shortages in a number of items, their purchases in other regions of the country were increased. Together with industry, trade is seeking out acceptable solutions aimed, in the first place, at providing more fully for the constantly growing demands of the population. This year

we have organized the seasonal sale and distribution of autumn-spring items a month earlier than was the case previously. This measure has brought about good results. During the first week alone almost a million rubles worth of items were sold with advantages for the customers.

These and other measures allowed the republic's Ministry of Trade to end February with better results than January. It is, however, too early to be satisfied with what has been achieved. A great deal of work still awaits us, along with the enterprises producing items. We are obligated to do everything to unconditionally fulfill the goods-turnover plan for the culminating year of the five-year plan.

In solving this responsible and complex problem, we place particular hopes on improvements in the work of the republic's Ministry of Light Industry, which supplies us with almost half of our non-food items. Recently we outlined a joint, expansive plan of measures with regard to developing and producing new items, as well as eliminating shortages, and it would be desirable for our intentions not to remain merely on paper. Above all, we expect the groups under the Ministry of Light Industry to perform more precisely on their contracts and increase the production of items made of cotton fabrics, children's footwear, especially the "little Hussar" type, linen and double towels, and other goods which are in short supply in the stores.

A great deal for better satisfying demand can and should be done by our other suppliers. For example, we expect from the Ministry of the Wood-Processing Industry an increase in the production of kitchen, upholstered, and polished furniture, more energetic work with regard to renewing the assortment and carrying out pledges with regard to deliveries. And are the enterprises under the Ministry of Local Industry really unable to increase the production of particularly fashionable items? Otherwise, their items in our Astra store will be infrequent guests. It is high time for the republic's Ministry of Construction to re-examine its attitude toward consumer goods; it has been entrusted with the task of directing 30 percent of the wallpaper being produced into trade, but it has not been in any hurry to carry out this particular assignment. The degree of the CPSU Central Committee and the USSR Council of Ministers, entitled "On Additional Measures for Improving an Ensured Supply of Consumer Goods to the Population during the Years 1983-1985," also obligated the enterprises under Union jurisdiction to increase their contributions to this important matter.

In short, there are enough reserves both in trade and in our closely allied fellow-workers to better satisfy customer demand. If we are able to arrange them in a business-like way, then the customers will have less cause to complain about the selection of items.

Demand Is Urging Us On [By V. Nizhnik, LaSSR Minister of Light Industry]

We workers in the field of light industry, no less than those in trade, are disturbed by the lack of certain items. Each of us has also functioned in the role of a customer, and nobody is pleased by the lack of a needed item in a store. We too are not averse in such a situation to complaining about

both industry and trade. At the same time, we, most likely better than anyone, understand that the path of a new item to the store shelf is not so simple. Because, you know, in order for a customer to enjoy a new item, it is frequently necessary for us to have new materials, equipment, and technology. And you do not create these simply with a wave of the hand.

Furthermore, there are no less problems in the production of primary goods. At times even the most advanced group falls into an awkward situation through no fault of its own. So how could the assortment offered by the Aurora Hosiery Factory not change if the first batch of cotton was delivered to it only on 16 January. Our Union ministry placed the garment workers in a difficult position when they satisfied their requisition for velvet, velveteen, and other fashionable fabrics, which are not produced in our republic, by only 30 percent. Even under these conditions, however, in January most of the enterprises fulfilled their contractual obligations to trade.

At the same time, I am in agreement with the trade workers to the effect that industry, including our light industry, is still inefficient in taking into account the changes in demand, as well as being slow in re-structuring its production facilities. Here is a characteristic example. At a certain time the workers of our footwear enterprises became so involved with assimilating a model shoe for adults that they slackened their attention to the production of items for children. As a result, a shortage of children's shoes came about.

Nor is everything OK with us with regard to delivery discipline. Thus, in January 11 enterprises of this sector did not fulfill their obligations with regard to deliveries. And although this list was less than half of what it was a year earlier, this did not make it any easier for the customers. Nor was it easy for us, because, of course, there was a failure to fulfill the most important indicator on which, under the conditions of the economic experiment, the material-incentive funds of the groups depend. We, of course, in preparing for the economic experiment, were counting on more, and we devoted a considerable amount of effort to improve production. We examined certain new items and decided to put more than 2,500 into the delivery flow.

Of course, each group has quite a few reasons for explaining the lag. And one can certainly understand those managers who were seriously misled by workers in closely allied fields. But we also have managers who reckoned that the experiment would automatically ensure the increase of volumes, renewal of the assortment, privileged conditions in the material and provisions, and, naturally, they were mistaken in their calculations. In our opinion, for example, nothing hindered the group of the Mara Association from confidently beginning the culminating year of the five-year plan. This was affirmed by the ministry and by the director, O. Miloslavskiy. However, it did not ensure the fulfillment of the contractual obligations.

Thus, the shortage of responsibility on the part of the economic managers for the matter entrusted to them and the shortage of certain items are

closely linked with each other. Participation in the experiment does not lessen this responsibility but rather increases it. This is no longer a time when we can correct matters by way of crash work. It is time to turn out goods smoothly, not merely by 10-day periods but also by the days themselves.

In order to make up the shortage of certain items and better satisfy demand, the ministry has developed comprehensive programs for the future five-year plan with regard to developing all our 14 sectors. Much will already be accomplished during the present year. In support of this work, we are engaged in re-tooling as well as in assimilating new materials.

A thorough re-structuring will be carried out at our footwear enterprises. This is expected by our customers and is required by a resolution of the Politburo of the CPSU Central Committee, which recently discussed measures with regard to increasing output, improving quality, and expanding the assortment of footwear. In particular, we plan to deepen the specialization of enterprises, strengthen production and technical discipline in them, and intensify quality controls. At the Rekord Production Association installation is already proceeding on a new, imported line which will allow the use not of the glueing but the molding method of fastening soles. At year's end analogous equipment will also arrive at the Primays mays Association. Here too we are planning to set up the production of children's shoes by means of the progressive molding method.

Serious measures have been adopted for improving the finishing of fabrics, knitted and sewn items. At the Rigas tekstils Association construction is due to be completed this year on the central finishing factory, which will allow us to markedly improve the quality of woolen fabrics. At the Mara and Sarkanays rits Production Associations, as well as the Ogrsk Knitted-Wear Combine there will appear in the very near future sets of new equipment for the moist-heat processing and sewing of knitted-wear.

At our enterprise a great deal is already being accomplished now to expand the assortment with the help of new types of fabrics and yarn. At the Liyepaya Knitted-Wear Combine they have mastered the production of linens with trilobal, which imparts a pleasant surface effect to the article. It is also here that 700,000 meters of shirtcloth fabric will be produced during the current year. At the Rigas manufaktura skilfull use is being made of siblon, which is close in quality to cotton.

At the same time we have increased our attention to the development of new types of fabrics. Specialists have been assigned the task of completing already during the present year the development of a high-quality woolen suiting fabric for men's as well as for women's clothing.

All measures with regard to expanding the assortment and improving quality we, as a rule, undertake in conjunction with trade, on the basis of a common plan. Outline therein are specific measures for expanding the output of particularly fashionable items, strengthening cooperative agreements, and joint tasks of the collegiums of both ministries.

While improving the work of this sector under the conditions of the economic experiment, we, naturally, anticipate more aid, above all, from our Union ministry, which, on more than one occasion, at sessions of the Central Commission on Conducting the Experiment has been reminded about our problems. Without this aid it would be simply impossible to balance our plans with material resources. This pertains particularly to furniture, fabrics for garment enterprises, and high-quality wool.

We expect a great responsiveness from the workers of the Baltic Railroad, who have, up to now, been short in their deliveries to us of containers for shipping out goods. We place no less hopes on the Rigapromstroy Trust, which this year must complete construction on a finishing factory.

And there are quite a few wishes with regard to workers in other closely allied fields. While placing our hopes on them, however, we must stage our main wager on our own efforts, on the responsiveness and initiative of the workers in light industry, on their ability to seek out reserves. The achievements of the groups at the Aurora Hosiery Factory, the Riga Porcelain Plant, the Rigas manufaktura Production Association, and other enterprises provide convincing evidence that we are able to better satisfy customer demand.

The responses by the ministers of trade and light industry to the questions put to them by the editors testify to the fact that there is serious concern in both ministries about the disruptions in the fulfillment of the goods-turnover plan and that they are adopting measures to better satisfy certain positive shifts. In February the Ministry of Trade had already fulfilled the plan for goods turnover, to be sure, without any supplementary assignment. The Ministry of Light Industry has seriously reduced its "indebtedness" to trade.

However, as Comrades R. Salputra and V. Nizhnik self-critically note, they cannot rest easy on what has been achieved. Because, of course, even today shortages still exist in a number of industrial goods, while their quality leaves much to be desired. Furthermore, consumer demand has not stood still. It presents ever-newer requirements both for the workers in trade and for those in industry. And we cannot fail to take account for them.

Today for trade it is no longer enough to be simply an intermediate link between industry and the customers. It must adopt a more active point of view. On the one hand--it must intensify its high standards required of industry, to achieve a situation whereby the enterprises steadily fulfill their orders, to create a reliable shield against obsolete goods. On the other hand--it must study demand more carefully, actively shape it, more persistently improve the forms of trade and the cultural standards of service.

A great deal could be provided by more rational use of trading areas and their expansion. More attention should be accorded likewise to improving the forms of the wages of retail-shop employees; their motivation in increasing goods-turnover should be strengthened.

Much also needs to be done by the workers in light industry. Their business-like attitude, active participation in the economic experiment, and plans for re-structuring the work of this sector are gratifying. But the demand requires that what has been outlined be carried out more rapidly.

Likewise the enterprises of other sectors turning out goods must fill the orders of trade more precisely. This requirement stems from many resolutions of the party and the government. We were again reminded of this by Comrade K.U. Chernenko in his speech at the session of the Politburo of the CPSU Central Committee held on 15 November 1984, where it was noted that already now we must include in the production of goods and the rendering of services to the population all ministries, enterprises, and associations without exception, and we must saturate the market with items now in short supply.

Today it is important at every enterprise to pay increased attention to carrying out those heightened obligations which were adopted as far back as 1983 with regard to increasing the production of new and high-quality items. And every group does have reserves for carrying out this task.

The questions which were raised today in this newspaper do not have simple, brief answers. And the conversation, begun by the dialog between these two ministers, will be continued. We invited our readers to take part in it, to express their own opinions on what needs to be done in order to better satisfy consumer demand.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FIRST QUARTER STATISTICS IN COMMODITY TURNOVER GIVEN

Moscow SOVETSKAYA TORGOVLYA in Russian 18 Apr 85 p 2

[Article by Yu. Gryzanov, reviewer in economics: "What the Quarter's Results Have to Say"]

[Text] The USSR State Statistical Administration Reports

The commodity turnover of state and cooperative trade in January-March 1985 was 78.2 billion rubles, to include 21.7 billion rubles turnover in consumer cooperatives.

The plan for the total retail commodity turnover volume for January-March was not met. In comparison with January-March 1984 the retail commodity turnover increased in January-March 1985 by 2.3 percent in comparable prices.

Growth of commodity turnover in January-March 1985 in comparison with January-March 1984 in individual union republics is characterized by the following data, in comparable prices:

RSFSR	102.2	Moldavian SSR	102.7
Ukrainian SSR	101.5	Latvian SSR	102.7
Belorussian SSR	105.0	Kirghiz SSR	105.5
Uzbek SSR	101.8	Tajik SSR	104.0
Kazakh SSR	103.1	Armenian SSR	100.2
Georgian SSR	102.3	Turkmen SSR	103.4
Azerbaijan SSR	102.0	Estonian SSR	102.9
Lithuanian SSR	103.4		

In the first quarter of the concluding year of the five-year plan the public was sold more goods in the retail trade network and more products were sold at food services enterprises than in the corresponding period of last year. The total was 1,273,000 rubles more, or 2.3 percent more in comparable prices. The retail commodity turnover of enterprises of state and cooperative trade and of the country's food services was 78,239,000,000 rubles in March of this year. But the goals defined for this period in the plan for economic and social development of the trade organizations of many union republics, and in the final analysis of the country as a whole, was not met.

The growth in output and sales of products made by food services enterprises foreseen for the first quarter was not achieved in a number of republics.

At the same time, in the same conditions not requiring allowances for a cold and snowy winter, collectives of Belorussian trade organizations are successfully fulfilling their retail turnover volume from month to month as well as an additional quota. Collectives of trade organizations of Kazakhstan and Estonia also fulfilled the commodity turnover plan for the first quarter. However, they did not reach the goal set forth by the additional quota.

As a result of adopted measures the rate of growth of commodity turnover increased in the country as a whole in March, the increase being 3.3 percent in comparable prices, as compared with 1.7 percent in January-February.

The significant increase in the number of trade organizations fulfilling the turnover plan in March suggests that real possibilities for catching up are present.

It is important to raise requirements on industrial enterprises, so that they would fulfill their contracted obligations for delivering goods in full volume and in the agreed-upon assortment. These requirements have grown lax in a number of places.

For example trade organizations in the Russian Federation were unable to obtain significant quantities of wool coats, men's suits, women's cotton dresses, children's shirts and a number of other articles from light industry enterprises; consumer demand for these articles is not being fully satisfied.

Workers of trade organizations, and primarily of the appropriate wholesale offices and bases, must demand the fastest possible delivery of goods that had not been delivered in the first quarter, and their production in an assortment and quality corresponding to consumer demand.

Efforts to coordinate upon the assortment of light industry articles that must be produced on the basis of an established additional quota for their production were completed in Belorussia, Lithuania and Latvia. But in other republics this work has dragged on unjustifiably. In many republics the assortment of consumer, cultural, personal and household goods to be produced on the basis of an additional quota was not completely coordinated with industry, and this has elicited considerable alarm.

The need for supporting commodity turnover in the second quarter by commodity resources and, in addition, the need for compensating for the lag in commodity turnover in January-March require that not less than a third of the volume of goods that were to be produced in accordance with the additional quota be delivered in April-June. Therefore wherever industrial enterprises are entering into agreements with trade organizations on the assortment of such goods, and on the deadlines for their delivery into the trade network, trade organizations must immediately put these problems before the appropriate industrial administrative organs and the local soviet and party organs with all urgency.

Many trade organizations have been left with large quantities of articles of the fall-winter assortment that had not been sold in the spring sales. The quantities of these articles are especially large in enterprises of the Russian Federation, Uzbekistan and Turkmenia. In this connection additional organizational measures aimed at selling these unsold goods must be considered and developed locally.

The stockpiles of woolen and silk fabrics, handkerchiefs, carpets, jewelry articles and watches continue to be significantly above standard almost everywhere. Inspections have shown that in a number of places the assortment of these goods is insufficient, and that concurrently it is not being replenished, with above-standard stockpiles being offered as the excuse. The Soyuztorgposredkontora [not further identified] should turn special attention to organizing promotion of such goods.

The sale of agricultural products, purchased at contracted prices, by consumer cooperatives adds over 1 billion rubles to the commodity turnover. The sales volume for such products increased in the first quarter of this year by 83 million rubles, or by 8.2 percent, in comparison with the same period of 1984. The quarterly quota established for the country as a whole was 101.7 percent completed. But cooperatives in Kazakhstan, Moldavia, Armenia and Estonia must utilize this reserve for increasing retail commodity turnover better.

There are sufficient reserves for increasing turnover in the food services as well. Data from a survey carried out by the USSR State Statistical Administration show that a very small proportion of the dining halls, cafeterias and snack bars operate in two shifts today. The number of such enterprises is but 8 percent in the Russian Federation and only 7 percent in the Ukraine. A significant number of baking and culinary shops, in which baked goods and culinary and flour-based articles that are lacking in the markets could be manufactured, have not been converted to two-shift operation. Enterprises that make maximum use of the possibilities for selling products at fairs and bazaars and in public recreation areas are doing the right thing.

As the market becomes saturated with goods, the mutual dependence between development of commodity turnover and of the trade and warehouse network is manifesting itself more clearly. In the first quarter, capital investments into the "trade" sector were 80 million rubles. Because of unsatisfactory work by subcontractors--construction organizations of the USSR Ministry of Heavy and Transport Machine Building and the USSR Ministry of Industrial Construction--as well as the clients--trade organizations--the quota pertaining to this important indicator was only 72 percent completed in the country. The work is especially unsatisfactory in the Kazakh SSR, Kirghiz SSR and Tajik SSR. In Estonia and the Turkmen and Kirghiz union republics, as well as in the trade organizations of the USSR Ministry of Power Machine Building, the USSR Ministry of Gas Industry and the USSR Ministry of Railways, assets accrued from 5-percent deductions are significantly underutilized.

In the second quarter the retail commodity turnover volume is to be 81,160,000,000 rubles. This includes 1,445,000,000 as an additional quota.

In comparison with the same period of last year, growth in commodity turnover must be 5.3 percent and, without considering the additional quota, 3.4 percent. This is a challenging objective, one requiring efficient work by all units in the sector, and high production, labor and planning discipline.

11004

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

DOMESTIC APPLIANCES CONSIDERED INEFFICIENT, WASTEFUL

Moscow IZVESTIYA in Russian 2 Apr 85 p 2

[Article by V. Romanyuk, IZVESTIYA economics columnist: "The Chandelier that Lights Up the Ceiling"]

[Text] For two whole hours we have been carrying on a conversation about saving energy at home. Letters from readers brought me to this important department, letters with complaints about the excessive rise in the energy consumption of household appliances. The person I was talking with pushed the letters to the edge of his desk and nervously cracked his knuckles.

"Do you want to save or do you want to light your home?"

"I wish lighting didn't cost so much in terms of energy consumption."

"You can't control energy consumption in the home. It is another matter to save energy in entryways, corridors, toilets..."

"But, by offering the consumer attractive and economical lighting fixtures, can't we promote energy conservation? This is quite different from the current situation, when you really have nothing special to offer."

"Have you been in our display room?"

"I went to "Svet" [Light] Store No 5 of the Moscow Electrical Household Appliances Trade Organization and now I can judge from the standpoint of a consumer. Hanging elegantly from the ceiling were fixtures with 5-7 prongs, and each of these elaborate fixtures could have illuminated a gymnasium at the very least, and the crystal gave off a cold glitter. I asked if the light could be turned down a bit, and I got the other extreme--a dim light shone weakly through the dull shades.

"I have heard about the gas-discharge lamps that give off a great deal of light, but use one-fourth the power of incandescent lamps. Where can I find these economical lights?"

Nina Kuz'minichna Platonova, director of the store, said with regret, "They aren't available for sale, and I don't even have one to show you."

This is not a random incident. This year only 300,000 economical luminescent lamps with improved esthetic and ergonomic parameters will be produced for home use. This is out of 26 million total lamps produced! The incandescent lamp, which is to lighting engineering what the steam engine is to railroad transport, and has an efficiency coefficient of 3-5 percent, is still the major source of lighting in the home.

Specialists involved in developing energy-saving light sources have assured me that the introduction of gas-discharge lamps into household use is being hindered by conservatism on the part of the consumers and the relatively high prices. They say that we just need to take the first step, and a chain reaction will follow. But what kind of "reaction" can there be if energy-saving lamps are not even available in a store in the middle of the capital? According to estimates, dimmer switches that make it possible to regulate the flow of power to the light can save up to 30 percent of the power used by the light. In the store where I conducted my fruitless search for an economical lamp, they reminded me that they had lamp brackets with dimmers. However, this device, which makes the article considerably more expensive, did not operate reliably. There was a standard lamp with the most fashionable control--quasi-sensory control that is activated by a touch of the hand. But after five minutes this clever device broke down. Dimmers that are manufactured separately are not creating much of a stir: say what you will, 10-15 rubles for this kind of device is pretty expensive.

Mayya Yul'yevna Kaplinskaya, chief designer at the experimental plant of the All-Union Lighting Engineering Scientific Research Institute, is convinced that the consumer is not concerned about energy consumption, and that he is more interested in the esthetic aspects of the lighting source. In fact, there was a time when consumers preferred lamps that directed the light toward the ceiling, which then reflected a soft, low light. Now this sort of energy consumption is considered irrational. However, in the display room at the plant, there are some chandeliers that direct the light toward the ceiling. Lighting engineers in Lvov and Leningrad are still using shades that direct the light upward.

Mayya Yul'yevna did have some luminescent lamps to show us. There was a table lamp made out of pressed polystyrene; it had two bulbs, 13 watts each, and it provided excellent area lighting. Overhead was a frosted glass sphere with a circular metallic decoration. This light contained two ring-shaped lamps, of 22 and 30 watts. It gave off a wonderful diffused light. Where can you buy this marvelous fixture? It turns out that only one batch of 900 units was produced, and they sold out immediately. Even Mayya Yul'yevna didn't get one.

What do our leading firms have to offer? Almost exclusively the same rectangular lights, the "flat planes" and "panel" lights that we see in public buildings, but that we really don't want in our homes. It is possible that cubes and polyhedrons hanging from the ceiling will find some buyers, but they probably won't become wildly popular.

Vladlen Pavlovich Kochetkov, deputy chief of the Technical Administration of the Ministry of the Electrical Equipment Industry, said, "You need either to give the consumer something very original, or create light bulbs that can be

used in traditional lamps. Some people find this light 'cold,' which means there is a problem with the transmission of the light and the quality of the light."

Still, a great deal could be accomplished, even under current conditions, by changing the types of lights used in the home. A very small number of area lamps are produced. Skillful use of area lamps in the home could provide an over-all saving throughout the country of 0.2 billion kilowatt-hours of electrical power per year. In order to do this, however, we need to produce about 1 million sets of household lamps.

The idea of automating lighting fixtures installed in entryways, stairwells, and basements was raised a long time ago. However, the lights in entryways almost everywhere burn all night. Billions of kilowatt-hours of electrical power are wasted.

Electrification in the home is moving to a qualitatively new level today. Up until recently we were satisfied with just the essentials, but now in our kitchens we have waffle irons, mixers, fryers, roasters, and grill ovens...There are about 400 different types of household appliances now being manufactured. While solving the social problem of making rational use of leisure time and freeing people from household chores, these mechanical helpers require additional expenditures of electrical power. In 1975, 5.4 percent of all the power produced in the country went to meet in-the-home needs, but by 1985 this figure reached 6.2 percent. It is obvious how much these needs have grown in 10 years.

The major consumers of electrical power in the home are refrigerators, televisions, lights, and electric stoves, and they use a total of more than 100 billion kilowatt-hours of electrical power every year; this is equal to the power produced by five electric power stations the size of the Bratsk Hydroelectric Power Station. The total expenditure of electrical power exceeds the best foreign standards for household appliances by tens of billions of kilowatt-hours.

On the average we watch television about four hours a day. At least, that is the amount of time the television is on. This consumes over 20 billion kilowatt-hours of electrical power per year. A comparison with foreign models shows that our televisions use considerably more electrical power. Finally, some third-generation energy-saving models have been developed, but they still represent an insignificant proportion of the total production. For this reason, there has not yet been any reduction in the consumption of electrical power.

Conserving electrical power means first and foremost that every kilowatt-hour must be used efficiently. Consider a simple vacuum cleaner: it is equipped with a huge number of accessories, but for all practical purposes it operates on just one setting, for cleaning rugs, bookshelves, and curtains, since it doesn't have even a graded adjustment switch.

On freezing cold days we see small ventilation windows that are open and casements clouded with steam. People are getting rid of excess heat, the

result of our own wastefulness. As in the past, electric stoves used in the home are very wasteful. The stove's heating elements that are stamped out are very inefficient. For a long time, the electrical engineers blamed this on a shortage of tubular elements and on the short supply of periclase, the substance used to fill the elements. But, as it turns out, these materials are not essential; one only needs to improve the quality of the iron casting, and use waste products from the production of abrasive materials as the filler. It's too bad that so many years were spent on empty discussions of the "objective" factors hindering energy conservation in the kitchen. The introduction of microwave ovens into household use should also provide considerable energy conservation: these ovens take one-fifth to one-sixth as long to prepare food as conventional electric stoves.

Judging from the information that is coming in, ceramic stoves with Pyroceram surfaces are being used widely. They are more hygienic and are very efficient. The problem once again is a shortage of individual components, and the deadlines for realization of the program are again being put off for an indefinite period of time. This is too bad, because for every million ceramic stoves that are used, 200 million kilowatt-hours of electricity are saved.

There have not really been any substantial changes in the machines and appliances available. Of course, this equipment cannot be changed by a mere order. But the appliances offered to the public today by industry are on the whole wasteful, whether they are stoves with stamped heating elements, refrigerators with poor insulation, or lamps that direct their light onto the ceiling. And we do not have a single coordinator for organizing efficient and comfortable households. Today only the State Committee for Standards can exercise comprehensive control over the state of affairs in this sphere. Standards can be used to implement important requirements, such as partial or complete automation of household appliances.

Recently some fundamental changes were made in the standards: articles presented for top-quality certification must demonstrate that their energy consumption is 25 percent lower than earlier models. I asked G. Nemtsev, department chief at the State Committee for Standards, "What about stamped electric stoves?"

Gennadiy Georgiyevich said, "We agreed to the production of stoves with stamped heating elements because of the shortage of tubular heating elements. We were forced to allow the production of both types, and the quantity produced is regulated on the basis of available resources."

So, the standard retains the lower requirements. At the Technical Administration of the Ministry of the Electrical Equipment Industry, however, it was explained to me that there would not be a shortage of any materials, and furthermore, it is completely possible to get by without materials that are in short supply. Why didn't the State Committee for Standards adhere to the principles here? Because it is still oriented toward the mean. Even when rigid requirements were introduced into the All-Union State Standard for reducing the energy consumption of new refrigerators, almost all the old models easily fit into the lower limit of the standard. Just a few models, according to G. Nemtsev, "at the very bottom" had to be taken out of production.

"What about the long-range requirements that are now supposed to be outlined in the standards?"

G. Nemtsev shrugs his shoulders and says, "We can't set the standards at an unattainable level. The standard should have a controlling influence, but in the final analysis it is a compromise between the consumer and the producer."

We would add that this compromise is reached by maintaining an average level. For this reason, domestically produced refrigerators that meet the new requirements for energy consumption use 15-20 percent more power than their foreign counterparts. For this reason, many local industrial enterprises continue to "stamp out" stoves with stamped heating elements that are at the lower limit of the standard.

Clearly, the problem is not just standards that do not adhere to the corresponding principles. There is a need to create an economic mechanism that makes it unprofitable to produce equipment that wastes energy, both at the innovation stage and the mass production stage. Otherwise, unreasonable energy consumption in the home will continue to grow, and millions and billions of kilowatt-hours of electrical power will be wasted, and we do not have a surplus of electrical power.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

RURAL CONSUMERS IN TURKMENISTAN LAMENT LACK OF NEEDED GOODS

Moscow IZVESTIYA in Russian 10 Apr 85 p 3

[Article by A. Karpov (Turkmen SSR): "The Store Is Full. But What To Buy?"]

[Text] During a recent business trip to Geok-Tepinskiy Rayon in Ashkhabad Oblast, in one of the industrial goods stores of the cooperative trade network I chanced to see something which impressed me with its grandness and...the absurdity of its location. This was a luxurious woman's coat made of an expensive silky fur. I looked at the price and my mouth fell open: a four-digit figure!

"It has been hanging there a long time," said the smiling salesman. I replied, "They do not wear them? Then why was the coat put in this rural store?"

"We fairly frequently receive goods for which there is no demand among the rural population," the chairman of the Geok-Tepinskiy Rayon Consumer's Union, Bayrammukhmed Ovezmuradov, gave the explanation. "And yet the people really need a lot of things which we do not have. For example, ordinary calico--in rural areas, and even in the South, this is a very marketable commodity..."

In Turkmen villages they honor national traditions. In everything, including clothing. Here they are very happy to receive woolen and velvet fabrics of red, blue and green colors--they use these to sew their traditional long dresses. But there are practically no fabrics of these colors in the consumers' cooperative system. This is true even though the shelves of the stores are certainly not empty.

So what is happening to the goods that are unmarketable in rural areas? They are bought up by...city dwellers. On Saturdays, for example, many people come from Ashkhabad to the nearby villages to look for the things they need which, for some reason, are difficult to find in the city. They prepare for these trips ahead of time: they call up their friends and plan their routes. And then dozens of cars head out of the city. I can attest to the fact that such trips are almost never useless. They buy various things: from tulle fabrics to jeans, from haberdashery items to imported kitchen gadgets.

"Yes, that does happen," confirmed the chief of the Planning and Economics Administration of the Turkmen Consumers' Union, S. Artem'yev. And yet we still are unable to satisfy the demands of the rural residents completely. Even the plan for commodity turnover was not fulfilled last year. The reasons? The incomplete provision of the plan with commodity resources, the regular failure to deliver goods according to the agreed-upon supplies and, finally, the poor quality of products produced locally. No, the cooperative members do not sit with their hands folded. At our insistence, for example, the Chardzhou spinning mill recently mastered the production of woolen fabric for dresses which is in great demand among the rural residents. But still one must admit that the enterprises were too slow in arranging the output of the goods that are needed by the consumer."

And yet there are great possibilities of increasing the output of consumer goods and improving their quality in the republic. But these possibilities are poorly utilized. The assortment of consumer goods produced by industry is small, and enterprises of the Ministry of Local Industry and the Ministry of Light Industry show no initiative and they are not enterprising. Is this not a paradox: In a cotton-growing republic there are no cotton fabrics. And just try to find any knitted item in the rural store--the salesmen will simply throw up their hands. Although if they wished, one would think, it would be possible to find the raw material resources and develop the production base. The conditions exist for this in the republic, and the main thing is that there are free hands to do the work. But the cobbler remains, as they say, without boots.

Not only in Turkmenia, but in all of Central Asia the rural residents strictly adhere to the established traditions, especially in daily life. For example, it is unthinkable to have a Turkmen meal without aromatic green tea which must be brewed in porcelain teapots. But the biggest shortage in the republic is of these teapots and the cups for them. There are not enough dishes made of simple glass either, which are sent here from Tula Oblast. Recently the shelves of the rural stores were laden with crystal and imported glass, that is, items of the "urban"--if one may put it that way--assortment.

One might ask: Is it necessary to load down the rural stores with unmarketable goods? Would it not be simpler to refuse them altogether? Of course the cooperative members can refuse them, but what about the plan for commodity turnover? Indeed, the plan must be fulfilled. But is it really normal that for the sake of the plan they ship, to the amazement of local residents, costly furs and crystal services? And another surprising situation arises: in order to sell the unmarketable goods, the cooperative ships it back to Ashkhabad and other cities where they arrange so-called trade fairs. And a paradox arises: the cooperative members satisfy the demand of the urban population although they should be working for the rural residents.

Who stands to gain from these "lateral troop movements"? Alas, it is certainly not the rural resident. He would be glad to spend his earnings, but sometimes he cannot. Incidentally, about earnings. The average monthly earnings of each individual employed in agricultural production ranges approximately from 160 to 170 rubles. Additionally one must recall that in Turkmenia the families, as a rule, have many children and it is not rare for a

rural family to include 5-7 workers. And another thing: on those farms where they regularly achieve high production indicators the earnings considerably exceed the average and amount to 200-250 rubles per person per month. So the family's monthly budget (and they must have a subsidiary farm as well) frequently exceeds 1,000 rubles.

The incomes have increased and the rural resident can now spend money on anything he needs without worrying, sometimes not even looking at the price. I emphasize: necessary things. This means that the first task facing the cooperative members of the republic today is to saturate the market with marketable goods that are in demand, taking into account local traditions and customs.

And a second, no less important task is to work actively to form the consumer demand and the taste of the rural residents.

In this connection I recall the "family evening" in the House of Culture on the Sotsializm Kolkhoz in Ashkhabadskiy Rayon. It was organized by the kolkhoz deputy chairman for culture, N. Karayeva. At the tables, which were set for tea, she conducted a conversation on an unusual subject: how do the kolkhoz workers spend their money and what do they buy? At first the conversation did not get off the ground. Nary Karayeva received confused and reproachful glances: why are you worrying about other people's money, they said, and in public? But she explained to the people that she had no intention of imposing on them her viewpoint about how to spend the family budget--this is their private affair. She very delicately brought the subject around to certain parents who have quite good earnings but are not sufficiently concerned about their children: many schoolchildren have to do their homework wherever they can--they do not even have a desk at home. And schoolchildren should be dressed properly. She also scolded those fathers who, out of considerations of an incorrect idea of prestige, strive first of all to acquire an automobile and pay a quite insufficient amount of attention to how their home is furnished and how comfortable and convenient it is to live there.

And then N. Karayeva invited everyone to a home which was especially decorated with the help of Ashkhabad artists. The living room, bedroom and children's room... Modern furniture. Traditional carpets look beautiful in this interior. And the kitchen, which was equipped with everything necessary, won over the housewives once and for all.

I do not want to say that the rural residents who attended this party immediately hurried to the store. No, customs do not change all at once, on the spur of the moment. But it made them think. And today the lifestyle of many rural residents of the village of Yasman-Salyk--the central farmstead of the Sotsializm Kolkhoz--has been significantly changed in a quite modern direction.

I am telling about this in order to emphasize once again that the new is gradually making its way into rural life and the way of life of the rural residents is changing. And cooperative members are obliged to see these changes, to help in establishing them and to form taste and consumer demand.

And I wish to note that they are trying to do this. It is gratifying, for example, that the service for studying consumer demand is well arranged in the republic and dozens of public correspondents are gradually becoming interested in the demands of rural residents. They are scrupulously filling out questionnaires, which are then carefully analyzed in the corresponding division of Turkmenpotrebsoyuz. But to study the demand and establish that a shortage exists is still not all there is to it. It is necessary to go further, and the path one should take--this I have already discussed.

But for the time being...that elegant fur coat is still hanging there in the rural store, a collective symbol of the many kinds of confusion that exist in the service for the rural population of this southern republic.

11772

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BETTER COORDINATION OF GOODS DELIVERIES TO RURAL AREAS URGED

Moscow KOMMERCHESKIY VESTNIK in Russian No 7, Apr 85 pp 12-13

[Article by A. Pleshev, chief of Rosglavkoopromtorg, candidate of economic sciences: "In Debt to the Rural Consumer"]

[Text] Consumer demand today is shifting to high-quality goods--modern and reliable television sets, refrigerators and other modern appliances for household use. The market needs principally new items with improved consumer properties and high quality. It is precisely toward trade orders and consumer demand that industry should be oriented. With an increase in the output of technically complicated goods greater requirements are placed on the organization of trade in them and trade has greater responsibility for the quality of the items. These issues are raised in the materials which are offered for the readers' attention.

The increased production of goods for cultural and domestic purposes, the expansion and improvement of their assortment, and the improvement of their quality have made it possible in recent years to satisfy the demand of rural workers much more fully. For every 100 families there are now 85 television sets, 87 radios and record players, almost every other family has some kind of motor vehicle or motorcycle, and the supply of passenger cars for rural residents is increasing.

Yet industry does not always completely fill the orders from cooperative trade and there is still a disproportion between supply and demand. Thus the order from Rospotrabsyuz in 1984 for black-and-white televisions with 50- and 61-centimeter screens was filled by only 70.9 percent, and the supplies for 1985 were reduced by 25,000 units. The quality of many technically complicated items also leaves something to be desired, and this does not have the best effect on the development of sales and demand. For up to this point wholesale enterprises in consumers' cooperation in the RSFSR have been rejecting more than 20-25 percent of the television sets and radios of the Minsk Production Association Gorizont and the Shyaul'yay and Gorkiy television plants imeni Lenin. In 1984 a total of more than 18,700 sets were rejected.

The economic levers for influencing industry are not effective enough. The fines imposed upon industrial enterprises for failure to deliver, inappropriate quality, braiding and patching as well as other violations of

conditions of agreements do not compensate for the losses or the amounts of money that are not transferred into the incentive funds. But the main thing is that the fines do not make up for the goods which are not received by trade and the consumer.

The return of poor-quality goods whose defects can be eliminated only under production conditions costs the national economy a good deal for it is necessary to replace thousands of transportation units. Sometimes the railroad refuses to dispatch goods in small batches and in order for the wholesale enterprise to form, for example, a 20-ton container (100 units) or a railroad car (200 units) filled with television sets to return them to the manufacturing enterprise it is necessary to accumulate poor-quality equipment over a long period of time. During this time the warranty periods run out as do the periods during which one can return the items and make complaints about the delivery of goods that have not been manufactured in keeping with the technical specifications. At the present time the consumers' cooperation system has accumulated a large quantity of unrepaired television sets, radios and other radio equipment which must be repaired before being sold. According to the existing policy, the consumer service enterprises, with the agreement of the manufacturing plants, carry out the pretrade repair and send the bill to the trade organization which then makes the payment for the work that has been done. The trade organization sends the manufacturing plant a claim for reimbursement of these sums and payment for the fine in the amount of 2 percent of the value of the repaired equipment. Only after the manufacturing plant considers and accepts the claim will it transfer the corresponding amount of money to trade.

Thus the funds of cooperative organizations are taken out of circulation for a long period of time: it takes 2-3 months from the time the bill is submitted by the consumer service shop until the manufacturing plant pays for all expenses. And if one were to calculate how many thousands of workers in cooperative trade are engaged in handling accounts between consumer service repair shops and the plants one would see the inadmissible extravagance with which valuable labor and material (wages) resources are being squandered. In our opinion, the stores should not be an intermediate link in the accounts between the shops and the manufacturing plants. They are called upon to serve the customers and not the suppliers. The Ministry of Consumer Services should be given the right to mark down repaired radio and television equipment as substandard and sell it through the trade network.

As we know, many goods for cultural and domestic purposes operate on batteries. But the orders from trade organizations for the power sources are not fully satisfied. Moreover, in 1984 the funds for the 316 elements were almost cut in half as compared to 1983, for the 373 elements and KBS and Krona batteries--they were reduced by 20 percent, and for the 3336L batteries--by 27.8 percent. Even smaller quantities of funds were allotted for 1985. And the manufacturing plants regularly fail to deliver the necessary number of power elements to organizations of consumers' cooperation in the RSFSR. Thus during 1983 the shortages in the deliveries of 373 elements amounted to 9.7 million, or 28 percent of the plan, and the 3336L and Rubin batteries--4.2 million, or 36.8 percent of the plan. It is necessary to take effective measures for increasing the output of batteries to the level of the orders

from trade organizations or to develop a replacement for the power sources that are in short supply, for the lack of them sharply reduces the sales of many goods.

The Muravey motorized cargo carts are a great help on the farmstead. The demand for them in rural areas of the Russian Federation alone has been determined at 20,000-22,000 a year. But the supplies amount to only 8,000-9,000. At the same time, the market continues to receive the Tula Tulitsa motorized carts for which there is no demand among the population. Is it really impossible to reduce the production of the Tulitsa motor carts and use the same materials and the same production areas to produce the necessary products? This question should be considered as soon as possible.

Consumers' cooperation in the Russian Federation annually sells the rural population more than 1 million bicycles (55 percent of the overall volume of sales in the republic). The demand of the rural residents for men's, women's, folding and universal bicycles is being satisfied, but for several years now there has been a shortage of bicycles for adolescents. And in 1985 the shortage amounts to 117,000 units.

The quality of the bicycle frequently does not meet the requirements of normative and technical documentation. During 1984 wholesale organizations of consumers' cooperation in the RSFSR rejected more than 12,500 bicycles, or approximately 6 percent of the quantity that was inspected. Fines amounting to 181,700 rubles were imposed upon the suppliers.

For regions of Siberia, the Far East and Far North where there are no roads, during the long winter the Buran snowmobiles can be used extensively. Rospotrebsoyuz annually orders 3,500 snowmobiles but receives only 1,400-1,600 Burans to dispose of.

For hunting and procuring pelts the rural population has an extreme need of hunting skis. They are produced by the Novovyat Ski Combine in a quantity of 8,000 pair a year, but the supplies of the RSFSR consumers' cooperation alone amount to 4,500 pair. And the demand is even greater--18,000 pair. And the order from Rospotrebsoyuz as a whole for the assortment of skis in 1985 was satisfied by only 88.1 percent. Here the demand for adult skis comprises three-fourths of the overall volume of the order, but the allotted funds amounted to only 53.4 percent. Moreover, the delivery of children's skis exceeds the demand of trade organizations and the majority of enterprises offer them in only three-four sizes instead of the seven sizes envisioned by the GOSP. The question of the assortment of skis produced by industry and allotted by consumers' cooperation is extremely crucial. In rural areas skis serve not only for recreation and sports, but also as a means of transportation.

The sale of many goods for cultural and domestic purposes has season fluctuations. The sales of bicycles and motorcycles increase sharply in the second and third quarters, when they amount to approximately 25-32 percent of the overall volume of annual sales. School and office supplies are sold mostly in the third quarter (more than one-third of the annual retail

turnover), and skis and other items for winter sports sell well at the end and the beginning of the year.

The interests of the matter require that the necessary supplies of goods be accumulated before the beginning of the season. But the wholesale bases refuse to receive winter goods in the summer or summer goods in the winter since this slows up the turnover of the goods. Their storage is relatively expensive. For credit the Gosbank takes 2 percent of the annual supplies and 6 percent of the above-normative supplies. It is necessary to economically motivate trade organizations to accumulate seasonal commodities. For instance, it would be possible to introduce a policy which makes it incumbent upon industry to offer trade additional rebates for expenditures for storage of seasonal goods or to establish a policy whereby the Gosbank would grant interest-free credit for these purposes.

For a number of years enterprises of the USSR Ministry of the Petroleum Processing and Petrochemical Industry which produce rubber for tires have not participated in the work of the interrepublic trade fair. Each year the funds for these goods are not delivered to the consumers' cooperation until January-February of the current year, and the deliveries of rubber for tires during the first 2 months of the year amount to only 20-25 percent of the plan. In 1984, for example, because of the tardy allotment of funds during the first quarter, the consumers' cooperation in the RSFSR failed to receive 34,800 car tires. Interruptions in sales force people to go to the cities and this is frequently to the detriment of the agricultural jobs. We have many complaints from machine operators, animal husbandry workers and participants in the Great Patriotic War about the possibility of promptly, that is, in the first quarter, acquiring "footwear" for their automotive equipment.

There is now a need to change the time periods for planning the funds for tire rubber. We should also make it incumbent on the manufacturers of these goods to participate in the work of the wholesale trade fair. This will make it possible to increase trade's influence on production and to provide for continuous trade in tires by the beginning of fieldwork.

In order to increase the effectiveness of trade fairs one should coordinate the time periods when they are held with the development of control and planning indicators and also with the distribution of raw and processed material resources. By the beginning of the operation of the trade fairs the industrial enterprises and associations do not yet have the figures on the raw material resources for the following year. Because of this the agreements that are concluded have to be refined after the establishment of the national economic plan. As a rule, the refinement amounts to excluding from the agreements goods which are necessary to trade. The time period for developing plans for material and technical supply should be coordinated with the time periods for the establishment of the preliminary production volumes.

The plans for the output of consumer goods are formed mainly on the basis of the capabilities of the producers. And orders from trade, which reflect the demand of the consumers and their requirements for assortment and quality of goods, are frequently not taken into account. Moreover the manufacturers make significant changes in the coordinated assortment of goods that are to be

delivered during the course of the year. It is necessary to reach a point where the plans for assigning consumers to suppliers are announced promptly and it should be categorically forbidden for the suppliers to be changed after the documentation of the purchase of goods at the wholesale trade fair.

Resolving all of these issues will contribute to raising the level of trade service for the rural population and will increase trade's influence on industry, which is greatly indebted to consumers.

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HOUSING AND PERSONAL SERVICES

ECONOMIZE CONSUMER'S TIME, UPGRADE DOMESTIC SERVICES

Moscow SOVETSKAYA ROSSIYA in Russian 24 May 85 p 2

[Article by A. Dyatlov, D. Zolotkov, S. Karkhanin, V. Mamontov and V. Ponomarev, Orenburg, Saransk, Khabarovsk, Moscow and Leningrad: "What We Spend Our Time On"]

[Text] A decree aimed at improving the performance of the personal service system was passed by the CPSU Central Committee and the USSR Council of Ministers in 1983. To increase the assortment and improve the quality of services and most importantly, to do everything possible to make it unnecessary for us to spend a great deal of time, including work time, standing in line for service--this was its main requirement.

Two years have gone by. We decided to tour the consumer service enterprises again, selecting those with which we deal most frequently: dry-cleaners, shops which perform services in the home, laundries and shoe repair shops. What has changed?

A Cool Reception

The first thing they did at receiving point No. 16 of Dry-Cleaning Plant No. 2 in Orenburg was to hand us a razor blade and needle. After managing to cut the buttons off the coats we had brought to be cleaned, we began sewing on the tags we had been given. The people, around 40, in the line behind us began to raise a fuss and urge us to hurry. This was understandable: it was a workday for the lathe operators, engineers and students, just as it was for the dry-cleaning plant.

We had barely finished our sewing, when the receiving clerk disappeared somewhere into the backrooms.

We began leafing through the complaint book while we waited for her. There were a lot of entries: indignant, harsh, expressing hopelessness. And as a summary: "I was surprised when I came to the dry-cleaning plant. It was cold; the window blinds were dirty and torn; the floor had not been mopped. I had misgivings about entrusting my things to such an organization. L. Tselishcheva."

...When the receiving clerk returned a quarter of an hour later, she did not inspect our coats. She tossed them onto a single pile on the floor, in which quilt liners were next to greasy quilted jackets. We could not prove that all of this did not conform to the receiving rules: those "rules" were not displayed. It was the same situation in a receiving point opened for the workers at a meat combine....

"Yes, we have the razor blades and needles, lines and incompetent taking of orders. This is frequently the cause of poor quality as well," we were told by L. Subbotina, director of the plant, and A. Mayakinina, deputy director of the Orenburgoblkimchistka Association. "But you're complaining to the wrong people."

It turned out that both the receiving clerk and the room with the dirty blinds, which are under the same roof as the dry-cleaning plant, have been listed under a different department for 2 years now. They were transferred from the dry-cleaning association to the Dzerzhinskiy Rayon Consumer Service Combine.

The work of the consumer service system is presently being reorganized throughout: an economic experiment is underway in the nation, the purpose of which is to satisfy the population's need for services most fully and to improve the quality of the service and the manner in which it is provided.

In Orenburg it was decided to improve the quality of the service by creating a city network of general receiving points as part of the Dzerzhinskiy Rayon Consumer Service Combine. This should be more convenient: each of the consumer service subdivisions would handle its work--the production workers would fill the orders--and the receiving clerks would deal with the clientele.... More convenient for whom, though? The clientele? Hardly: with two different agencies in charge at the receiving points, no one sees to it that they are fixed up and kept that way. Since the dry-cleaning plant has lost its transportation--which, incidentally, was also turned into an independent organization not subordinate to it--the taking of orders at the home and trips to the enterprises have come to a halt in the city. Nor is there any advantage for the consumer service workers: A. Krasnova, director of the Dzerzhinskiy Rayon Consumer Service Combine, has written to say that the reorganization has not justified itself: "Turning the receiving points over to us has not improved the situation.... I feel that the proper thing to do would be to put the receiving of items, their cleaning and delivery under the same authority." V. Skavronskiy, chief engineer for the oblast consumer service administration, however, apparently values his personal time more than that of the dozens of people forced to wait in line because of poor planning of the consumer service operation. His brief response to the complaints: "I have neither the time nor the desire to deal with you." One wonders whether he would be brave enough to say that not in his office but at a receiving point, in front of a line of people painstakingly sewing on tags.

And the Customer Pays

Saransk.... Receiving points No. 58 on Kommunisticheskaya Street and No. 83 on Proletarskaya Street are neighbors. One performs quick shoe repairs, while

the other does regular work. Both of them, like all of the other receiving points in the city, are under a complex shoe repair plant. The customers have the same thing to say about the "quick" and the "regular" receiving points, however:

"I have vowed not to bring my shoes here so many times. But where can I go? I live in this rayon. They call it 'quick repair,' but it is a whole week before I can pick up my shoes.

"When I came to pick up my order, I groaned: the sole on one shoe was made of a single piece, while the other was not, and at the heel these "halves" did not meet by an entire finger's width.

"What is this?" the customer protested. "I can't wear these"!

"That doesn't matter," she was told in the workshop. "People can't see what kind of sole is on the bottom. You can wear them...."

In the end, she did get the repairmen to redo the work. But now, there is no way for her to pick up her shoes again! The daily schedule of the workshop is the same as the workday.

It is not just in Saransk that the operating schedule is a mess. Two years ago the consumer service decided to meet the customers half way and rearranged its schedule to make it more convenient for us: the workshops began operating earlier in the morning and later in the evening. Everything gradually returned to normal, however, and even... became more of a problem. The residents of Rzhevka-Porokhovyye, a new area of Leningrad, for example, have been forced to keep an entire list of schedules: each workshop in the new consumer service center operates according to its own schedule. Moscow laundries also frequently change their operating hours. Receiving point No. 281 for Laundry No. 11 has broken all records, however. Its schedule has recently been changed 4 times.... Workshops of the Khabarovskiy Metal Products Repair Plant close at 6 o'clock in the evening, when people are just getting home from work....

Just Who Is In the Wrong?

"The customer is also not always right," we were told in Orenburg, in Leningrad and in Saransk. G. Pis'markina, director of the Saransk Shoe Factory, even explained why: "The customers are very capricious."

Possibly, there are some capricious customers. When one checks into it, however, even they are most frequently demanding what is supposed to be--to be served rapidly and well, to have what they want done and not just what the workshops can do. That is what the consumer service is for, to make an effort to provide service, and not to say: Take what you get! The consumer service workers frequently complain about difficulties, and one wants to ask them: What does the customer have to do with this?

We have already spoken of the schedule, which the consumer service enterprises have quietly been setting up to suit themselves and not to meet the needs and

interests of the people they serve. It is more than just the schedule, however. After the CPSU Central Committee and the USSR Council of Ministers passed the decree, many workrooms, workshops and receiving points began adjusting the organization of their operation. They went only halfway, however.

The receiving clerks at a shop which performs services in the home on Volgogradskiy Prospekt in Moscow, for example, now ask: "What day would it be most convenient for you to have the repairman come"? Is this progress? Of course. However... they still have to spend all day waiting for a repairman, just as before. For a locksmith, for a telephone repairman....

Does this mean that they have to take "official time off" again and sit at home all day? We know, however, that there are repairmen who, at their own initiative, so to speak, are prepared to come at a time convenient for us and not for them. No order is issued and no receipt given, however.

Furthermore, the repairmen frequently do their work any old way, and the customer pays for it in full.

It would probably be fair not only for the customer to bear responsibility to the workshop, but also for the workshop to bear responsibility to the customer for poor work—including material liability.

We have examples of this. An experiment was conducted in the Baltic area some time ago. If a laundry was late with an order, it paid compensation to the customer: so many kopecks for each day of delay. If the customer was late picking up an order, however, the customer paid.

Frankly speaking, however, nothing special needs to be thought up for improving the service. Who is preventing the people in Saransk or Orenburg, let us say, from applying a system tested by the Leningraders several years ago, whereby orders were taken "on trust" and the lines were eliminated? When the Leningraders went to work in the morning, they left their shoes in special containers in the workshop. They picked them up and paid for the order in the evening, when they had more time.

The consumer service should possibly think about arranging for any of the receiving points to accept all orders. At the present time, however, clothing is accepted for dry-cleaning in one part of the city, shoes are accepted for repair in another part, and watches in yet a third. All these items are frequently brought from various parts of the city to a single plant for performing the work. And time is wasted on all of this.

...The state is doing everything possible to see that our worktime is devoted to work and our free time to beneficial relaxation. And the consumer service was certainly not set up to enter into conflict with this practice.

11499
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CONSUMER SECTOR POLICY AND ECONOMICS

MEETING OF TRADE MINISTERS ON GOODS TURNOVER, 1985 PLANS

Moscow SOVETSKAYA TORGOVLYA in Russian 20 Apr 85 pp 1-2

[Article: "All Forces Towards Carrying Out the Trade Turnover Plan (from an expanded meeting of the USSR Ministry of Trade collegium)"]

[Text] An expanded meeting of the USSR Ministry of Trade collegium was held on 18 April to discuss the question of fulfillment of the first-quarter trade-turnover plan and the tasks involving plan fulfillment in second-quarter 1985. The report was given by Yu. P. Gryzanov, member of the USSR Ministry of Trade collegium and chief of the economic planning administration. Also speaking at the meeting were these ministers of trade: V. P. Shimanskiy (RSFSR), V. G. Starunskiy (Ukrainian SSR), M. Kh. Khasanov (Uzbek SSR), N. D. Tantsyura (Kazakh SSR), and the following: USSR Deputy Minister of Trade S. D. Aleshin, USSR Ministry of Trade collegium member and public catering administration chief Z. T. Soboleva, and Leningrad gor-ispolkom main trade administration chief F. A. Kokourov. USSR Minister of Trade G. I. Vashchenko spoke at the collegium meeting. N. I. Bochkov, deputy chief of the CPSU Central Committee Department of Trade and Personal Services, participated in the work of the collegium.

The report by the chief of the ministry economic planning administration and the speeches by the meeting participants analyzed the status of trade turnover plan fulfillment. The unsatisfactory results for the first quarter of 1985 caused serious distress. The overall trade turnover volume plan had a 1.9 billion ruble shortfall, or 2.4 percent (966 million rubles not counting the additional assignment. Of all the union republics, only Belorussia met the trade turnover plan in terms of overall volume; only Kazakhstan and Estonia met it excluding additional assignments.

As was stressed at the meeting, it is necessary to determine precisely what must be done in the second quarter to resolutely correct the situation which has developed and what specific measures must be adopted to ensure that plan assignments are met.

The extraordinary March CPSU Central Committee Plenum sounded the very urgent demand that labor, technological and plan discipline be strictly observed. The speakers noted that much remains to be done in this regard in this branch. Discipline in interrepublic deliveries is weak in trade. Wholesalers in Georgia and Azerbaijan are letting down their colleagues in other republics by failing to supply them with nearly all types of fabrics, clothing and hosiery. Wholesalers in Uzbekistan and Kazakhstan failed to supply other republics with the full amounts of cotton and silk fabrics, by many thousands of rubles.

Both the report and the speeches paid particular attention to the serious shortcoming in the work of wholesale organizations.

Workers in wholesaling must be knowledgeable, active organizers of the production of goods in demand. But wholesalers are still coping poorly with this task, in that they have been totally unable to renounce the "scarcity psychology" and make full use of the levers available for influencing industry. Moreover, their unskillful work often disorients industry, leading to a shortage of individual goods, and sometimes to a surplus in them. For example, trade now has appreciable above-normative stocks of wool fabrics and cotton thread, but these articles are by and large being rejected. But in fact, the orders for them were at one time being filled in full by industry precisely at the insistence of the wholesale organizations.

It was noted at the meeting that the union republic ministries of trade are reconciled to the fact that wholesalers are reducing orders for items in good supply. This trade-phobia is a consequence of the inability, and sometimes the unwillingness, of the wholesale network to work with retailers, and of retailers to work with consumers. One example. In 1984, the RSFSR Ministry of Trade anticipated a basic increment in commodity stocks of cultural- and personal-services goods in a narrow range of scarce items such as automobiles, furniture, and so forth. But a reduction in market stocks, as against 1983, was permitted for 21 types of goods, including photographic equipment, micro-calculators, bayans [accordians] and binoculars. This was the case in the ministries of trade of the Ukraine, Kazakhstan, Uzbekistan and a number of other republics.

Trade organizations of Belorussia work with industry differently. They have established close contacts with suppliers, achieved fulfillment of trade orders in terms of assortment, and are exacting as to product quality. This has to a large extent facilitated the republic's having coped with the trade turnover assignment in the first quarter. Valuable experience in working with industry has also been accumulated in Leningrad.

Significant losses of commodity resources, and consequently of trade turnover, continue to occur as a result of the poor quality of items being produced by industry. As before, a large portion of them get into the retail trade network, thus increasing the large stocks of goods not in demand. A USSR Supreme Court Plenum recently decided to increase accountability for the release and sale of substandard, poor-quality output. Trade workers should immediately draw the practical conclusions from this.

The [collegium] meeting focused attention on the necessity of looking into stocks of goods, and especially of above-normative stocks. At the end of the first

quarter, the provision of retail and wholesale trade with commodity stocks nationwide remained at the level in the same period last year. Above-normative stocks were 2.2 billion rubles as of 1 April. However, trade organizations in Azerbaijan and Tajikistan had allowed such stocks to even increase, rather than involving them in circulation.

It was noted that a portion of the above-normative reserves are unjustifiably being put into the category of unpopular or stale goods. This must be looked into and energetic steps must be taken to market them.

Goods often accumulate in retail trade due to the fact that wholesalers do not offer the services they are obligated to: seasonal goods are not stored, goods are not sorted by assortment. The leaders of wholesale centers should pay more attention to inventories being accumulated in retail trade and take steps to market them. Organizations of the USSR Ministry of Trade's Soyuzposredtorg must be more active.

Also criticized was the activity of public catering enterprises. During the first quarter, the shortfall in trade turnover in public catering was 22 million rubles (35 million including the additional assignment). Six million rubles in self-produced output was not supplied. The greatest lag was permitted in public catering organizations of the RSFSR, the Ukraine and Georgia. The primary reasons were shortcomings in the provision of public catering enterprises with raw material, operation of many confectionery and cooking shops in a single shift, failure to follow work routines, and failure to meet assignments on augmenting the network. At the same time, poor use is being made of the experiences of Belorussia, Moldavia, Latvia and Estonia, which have made skillful use of the capacities of dining-halls at production enterprises and institutions to produce semifinished cooked and confectionery items. Armenia, Lithuania, a number of oblasts of the RSFSR and the Ukraine are setting examples in the development of narrowly-specialized public catering fast-service enterprises.

Raising the level of industrial remains the basis of the long-range task of public catering, however. We need to force the development of production centers to produce semifinished projects with a high degree of prepreparation and of prepared dishes, to change the existing network over to the status of final-preparation enterprises. Enterprises of the food branches of industry should also be more actively urged to change over to providing the public catering network with complete sets of semifinished products.

Meeting participants noted that, under present conditions, the organization of retail trade has taken on particular importance. The passiveness of salespersons, their noninvolvement with customers, has an extremely negative effect on trade turnover. Store directors should be very strict in inquiring about this. Their jobsite must be the sales floor, not in offices, distribution centers or various conferences. One reason for salesperson passivity is the poor organization of wages. Progressive discounts have been developed, but salespersons often do not know of them. This is a large field of activity for the trade-union committees.

During the preceding four years of this five-year plan, lag was permitted in meeting assignments concerning development and specialization of the trade network.

This has also affected trade turnover negatively. In a number of republics, the situation with regard to the use of five-percent deductions from allocations for housing construction for these purposes is being corrected slowly. They were being utilized unsatisfactorily the first quarter of this year in Kirgizia, Turkmenia, Kazakhstan and Estonia.

Many stores use obsolete, low-volume equipment, which lowers the effectiveness with which the available floorspace is used. In Kazakhstan, Turkmenia and Azerbaijan, trade turnover per square meter of store floorspace is 5,000 rubles, while it is 8,000 - 10,000 rubles in Belorussia, Moldavia and Lithuania, which enables these republics to do with fewer workers. It would be hard to overestimate the importance of this. Re-equipping stores with modern, progressive types of equipment is one of today's most important tasks.

Personnel work demands particular attention, as was noted at the meeting. We need to increase the role of the collective, to be concerned about growth in the party stratum, to facilitate in every way possible the development of salespersons, commodity specialists and other trade personnel who are skilled and who love their work, to enroll more young people in trade schools.

All trade organizations must derive serious lessons from the mistakes and oversights permitted in the first months of this year. The facts show that many are already doing this: in March, the trade-turnover plan was met by six republics (not considering the additional assignment), and nine republics had met the plan for the first 15 days of April.

Ahead lie May Day and the 40th Anniversary of Victory [in WW II]. It is a matter of honor for trade workers to service the populace in exemplary fashion during the holidays, to pay particular attention to participants in World War II.

In the second quarter, trade turnover growth is set at 3.4 percent (5.3 percent with the additional assignment). There is every reason for overcoming the lag in plan fulfillment, even in the first half of this year. In order to do this, as was said at the collegium meeting, we should first of all finish, as quickly as possible, reaching local agreement on the assortment and schedules for deliveries of goods to trade in accordance with the resolution adopted on additional production. In a number of republics, this important work has been impermissibly delayed. We also need to get from industry full delivery of goods not delivered in the first quarter, and the assortment of goods being delivered must be brought into line with consumer demand.

Every effort must be made to successfully meet branch assignments for 1985 and the five-year plan as a whole, to greet the 27th CPSU Congress in a worthy manner.

11052
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UKRAINIAN TRADE MINISTER NOTES WAYS TO IMPROVE TRADE SERVICES

Moscow SOVETSKAYA TORGOVLYA in Russian 13 Apr 85 p 2

[Interview with Ukrainian SSR Minister of Trade V. G. Starunskiy by V. Pushkarev; date and place not specified: "Hard Work Ahead"]

[Text] [Question] Vladimir Gordeyevich, the work of the ministry is multifaceted. Therefore I suggest a particular topic of discussion--trade and industry; that is, the particular work being done to support the very challenging commodity turnover plan.

[Answer] Yes, the plan established for this year is challenging. We must increase the sales of goods to the public by almost 2.8 billion rubles and achieve a commodity turnover increase of 5.3 percent. To understand how difficult a task this is, let me say that the planned increment in commodity turnover is a time and a half larger than the maximum increment achieved in previous years.

To insure fulfillment of these complex quotas we are planning and implementing concrete measures. In particular we are foreseeing an increase in the store network by 76,000 square meters and the capacity of food services enterprises by 90,000 places, and we intend to surpass the five-year quota for this indicator by a factor of 1.3. To add to the presently existing 100 stores and showrooms, we will open up another 35 specialized enterprises selling carpets, watches and crystal this year. To move the goods, we are not only using the stores but also developing trade at railroad terminals and in airports, airplanes and trains. We intend to double trade in nonfood consumer goods in the food network, to increase the sale of goods on credit by 15 percent and to enlarge the turnover of commission trade in nonfood goods by 9 percent. Plans were made to introduce goods worth 150 million rubles into the turnover by moving stockpiles between oblasts and to other republics, and 150 million rubles worth of goods through reduction of commodity stockpiles.

[Question] Fulfillment of a commodity turnover plan requires, first of all, goods. But production is not yet filling the demand "box" to its brim. What steps are being taken in the Ukraine to achieve a larger supply of more diverse goods of higher quality?

[Answer] First of all I should note that a decision was made in February to produce additional articles worth 350 million rubles. Using your words, we

are now making an effort to make the demand box fuller, to increase production of goods not in general, but precisely those needed by the public. This is why we have agreed with industrial ministries to update the volumes and assortments of our goods each quarter. At this time we determine what must be removed from production, what articles should be increased or decreased in connection with changes in market demand, and what goods must be placed into production. Republic wholesale and wholesale-retail organizations have already signed over 40 long-term agreements with main administrations and associations of the industrial ministries; these agreements clearly spell out the deadlines and delivery volumes, and the requirements on product quality and assortment.

Together with the producers we are holding joint fairs and reviews highlighting products manufactured by start-to-finish brigades of excellent quality. We are devoting special attention to production of goods labeled with the symbols "N" (new item) and "Mol" (for young people). The Garantiya Trade Company, which is cooperating with almost 1,000 production brigades to improve the assortment and quality of clothing and footwear for young people, was created out of the Kharkov Central Department Store, Kiev Molodezhnyy and Zhenskiye Obnovy stores and the wholesale-retail association of the Odezhda Company.

The republic has already created over 1,600 models of clothing for young men and women, and most of these models are in keeping with the demands of modern fashion. A competition for the best emblems for young people's clothing was announced.

The overwhelming majority of industrial enterprises are now involved in production of consumer goods, irrespective of their departmental subordination. Let me note that in 4 years of the five-year plan, extra production of goods out of local raw materials made it possible to eliminate scarcities in almost 200 different types of goods.

[Question] A year ago an initiative titled "Place Consumer Goods in Active Commodity Turnover" was started in the Ukraine. This means that all that is produced, and upon all that labor and resources are expended, must reach the consumer quickly, without losses and in its best appearance. What can be said about this experience, and what difficulties are arising? We know, after all, that above-standard and unsalable goods continue to linger in the stores and warehouses.

[Answer] As we know, this movement was initiated by the leading collectives of industrial enterprises in Kiev--the Yunost' Clothing Association, the Knitted Fabric Association imeni R. Lyuksemburg, the Footwear Association imeni 50-Letiye Sovetskoy Armii, the Kievplastmass Plant, the Krolevets Fancy Weaving Factory and the Kherson Cultural Goods Factory. This valuable initiative was approved by the Ukrainian Communist Party Central Committee.

Today over 800 industrial enterprises and trade organizations have signed cooperative agreements. They foresee joint work to study the demand, to advertise, and to improve business relationships, the goal of which is to produce more needed goods of high quality. In particular agreements have been signed with large enterprises such as the Kiev Motorcycle and Lvov Motor plants,

the Kharkov Bicycle Plant imeni Petrovskiy, the Kiev Sport Production Association, the Artistic Production Association imeni Shevchenko and others.

Last year the effort made it possible to reduce the stockpiles of unsalable goods by 10 million rubles and to renew the assortment of artistic articles by 20 percent, cultural goods by 30 percent, haberdashery and perfume articles by 23 percent, furniture by 22 percent and athletic goods by 15 percent.

There have been no complaints about the quality of articles produced by the Lvov Luch Knitted Fabric Association, the Kiyevlyanka Basic Experimental Knitted Fabric Factory and the Knitted Fabric Factory imeni R. Lyuksemburg in Kiev, the Ukraina, Yunost' and imeni Gor'kiy clothing production associations, the Zhitomir Stocking Production Association, the Cherkassy Clothing Association and the Tul'chin Footwear Factory. In January the Kiyev Footwear Association imeni 50-Letiye Velikoy Oktyabr'skoy Sotsialisticheskoy Revolyutsii was converted to the new order of product sales--without quality control in trade.

[Question] But there are still many enterprises, including ones in the Ukraine, which continue to produce products that are convenient for themselves but are unneeded by the customer. What is to be done to keep industry, and trade as well, from dividing goods into profitable and unprofitable?

[Answer] In my opinion a well-conceived differentiated system of establishing wholesale prices and trade rebates must become the principal lever in this question. The greater the labor-intensiveness of an article's manufacture, the higher its wholesale price should be, and the more effort and time it takes trade enterprises to sell the goods, the greater the rebate they should receive.

Unsold goods, especially when their quality is low, must be reduced in price locally to where they can be sold, with the loss being absorbed by industry or proportionately by all levels.

[Question] Prediction of demand is the weak link. What must be done to make predictions more justified and to encourage their use in practice?

[Answer] Demand has changed considerably. The customer wants new things, and he does not wish to spend money on articles which differ little from what he already has. Demand analysis services must account for the nuances in the changing demand and prevent production of surpluses.

Today about 600 market analysts released from other work are studying the demand, and processing and analyzing demand data. Specialized stores trading in goods of one or several enterprises of a given industry of an oblast or the republic provide important information.

The company stores of industrial ministries and departments have become unique "proving grounds" at which to test new goods. In them, producers meet with customers, study their needs and listen to their critical remarks. Today

70 company stores are operating in the republic under nine industrial ministries.

The Orbita Company Store was recently opened in Kiev. It is the country's first unified trade-and-technical center responsible for the sale and guaranteed maintenance of household electronic apparatus.

Nonetheless the efforts of trade alone are not enough to achieve scientifically grounded prediction of demand. We need clear coordination of the actions of trade, industry and the planning and price-setting organs. After all, many factors influence demand--fashion, season, price changes and so on.

Introduction of an integrated system for studying and predicting demand was started in our republic in 1980. Today 180 different enterprises and organizations are participating in the experiment; among them are republic wholesale offices and bases, oblast trade administrations and retail enterprises.

I think that our scientists--economists, sociologists and doctors--should also join the effort to predict demand. What do we await from science? First of all the answer to the main question: What and how much is needed to satisfy the reasonable demands of the public, and what quantity of goods can and must be produced, considering the available production capacities, the labor and material resources and the evolving market trends?

Then, possessing justified calculations and predictions, we could work out the future development of the market both in trade and in industry, insure a balance between supply and demand, and avoid disproportions.

[Question] Trade inspectors are conducting inspections of the quality of goods right at the shops, and not in the wholesale bases of a number of Ukrainian oblasts. Could this experience be repeated universally?

[Answer] Yes, specialists of the State Trade Inspection and of wholesale bases were compelled to organize "selective" inspections of the quality of articles at individual enterprises--that is, at those where waste is the greatest of all. But we believe that improvement of the quality of goods depends not on inspections of this kind but rather primarily on the work of the collectives of industrial enterprises: It is precisely at this level that efforts to raise the responsibility of workers, engineers and technicians for the quality of articles and for the end results must be carried out most actively. The main guarantee of producing high quality articles is the worker's conscience and the warranty. It is in this direction that the numerous technical control departments must work as well. In my opinion we need to augment their role and responsibility for the quality of articles today. This is why we support the proposal made by a number of the sector's specialists who feel that these departments should be made independent of enterprise directors. Let me note incidentally that the industrial ministries did receive the right to do so 6 years ago, in 1979. But they are in no hurry to exercise it.

[Question] Many disputes are now centering on the mutual relationships between wholesale and retail enterprises. Is there such a problem in the Ukraine, where wholesale-retail associations have been operating for many years?

[Answer] Yes, wholesale-retail associations-companies have been operating in the republic for over 15 years, specializing in selling clothing, footwear, furniture, athletic goods and construction materials. They have practically demonstrated their viability and effectiveness. Within a relatively short time the associations-companies increased the commodity turnover volume by several orders of magnitude, achieved a significant increment in warehouse and trading area, and qualitatively renewed the material-technical base. The proportion of goods sold today by stores of the Mebel' Company is 97 percent of the total furniture sales volume, while stores of the Sporttovary Association sell over 95 percent of the athletic goods, and stores of the Ukrtorgstroyaterialy Association sell 97 percent of the construction materials. A total of 2,100 specialized stores now operate in the Ministry of Trade. Most of them are maintaining efficient records of customer comments about the consumer qualities of the goods, determining the public demand for particular articles and organizing demonstrations and sales exhibits of new kinds of articles.

[Question] The movement of unsold goods from one region into another, from one system into another is apparently unavoidable. What role do the wholesalers play in this?

[Answer] The standard practice presently in existence in the republic's state trade organizations is such that a wholesale base is obligated to recall and redistribute any goods that are not sold in the retail system, or to sell such goods by way of an intermediate trade office to other customers in the republic or outside its borders.

In practice, unfortunately, besides wholesale organizations, retail trade organizations are also selling surplus goods that are hard to sell and purchasing goods lacking in their assortment. This is why we are now obligating the wholesalers to fulfill our orders and to render greater assistance to retail organizations in filling gaps in the assortment and selling surplus goods.

The intermediate trade offices must seriously improve their activities as well. They must be the organizers of all commercial operations concerned with maneuvering commodities, and they should not limit themselves just to documenting who sold and bought what.

In general, there is enough work to do in all directions. And its goal is to achieve fuller satisfaction of the needs of the Soviet citizen.

11004
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CONSUMER SECTOR POLICY AND ECONOMICS

TRADE OFFICIAL EXAMINES SECTOR GOALS

Moscow SOVETSKAYA TORGOVLYA in Russian No 4, Apr 85 pp 3-6

[Article by Yu. Gryzanov, chief of the economic planning administration and member of the Collegium of the USSR Ministry of Trade: "Trade 1985"]

[Excerpts] The past four years have been marked by further development of the country's economy, growth in its production potential, and consistent and steady progress on the tasks, posed by the 25th and 26th party congresses, of significantly improving the well-being of the Soviet people.

Real per capita personal income rose by three percent in 1984, and social consumption funds increased 3.5 percent, reaching almost 140 billion rubles. The Food Program is being carried forward successfully.

The past year was also very significant in the development of trade. As a result of measures adopted by the party and the government, the volume of retail trade was 316 billion rubles, 4.2 percent greater (in comparable prices) than the previous year. The trade organizations of the Belorussian, Georgian, Kirghiz, Tajik, and Moldavian Union republics finished 1984 with higher growth rates. The collectives of trade organizations in the Armenian, Lithuanian, Latvian, and Estonian Union republics and Moscow and Leningrad also fulfilled their plans for retail trade. The labor collectives of Belorussia and Estonia, who managed to fulfill the total volume of trade including additional assignments, achieved the best results.

Retail trade in the country has increased 45.4 billion rubles (in prices of the corresponding years) or 16.8 percent since the start of the five-year plan. Per capita sales of food and non-food goods in 1984 were 1,149 rubles, compared to 1,019 rubles in 1980, the last year of the 10th Five-Year Plan. And there was a significant increase in sale of the most important food products, light industry goods, and technically complex cultural-domestic and household items. Compared to 1983 the following increases were observed in 1984: meat and meat products -- 7 percent; confectionary goods - 6 percent; fruit, grapes, and berries -- 3.4 percent; cotton fabrics -- 13.5 percent; knitted goods -- 7 percent; garments -- 3.1 percent; stockings and socks -- 8 percent; leather footwear -- 5 percent; television sets -- 11 percent; toys -- 7.2 percent; and china and pottery -- 4.5 percent.

The process of continuing to bring the levels of consumption of goods by the urban and rural populations closer progressed steadily. In the first four years of the five-year plan the difference in amounts of retail trade per capita between the urban and rural population declined from 2.2 times to 1.8 times. The provision of cultural-domestic goods, especially technically complex articles, and means of transportation to rural working people rose at a rapid rate.

As a result of serious shortcomings and omissions in the work of trade and industry, however, we failed to reach the volume of retail trade outlined by the 1984 plan for the country as a whole. Thus, industry did not insure fulfillment of contracts concluded with trade organizations for many goods, either for volume or for the agreed-upon assortment. In all, trade organizations failed to receive commodity resources worth more than 6.5 billion rubles from industrial enterprises and other sources in 1984. To a significant degree this is also undoubtedly a result of low demands made of industry by trade management organs and trade organizations.

For their part trade organizations, especially wholesale ones, should work harder with industry to insure production of goods in the assortment needed by the population and to revise the assortment at the right time with due regard for changes in demand, which has changed especially dynamically in recent years.

The material-technical base of trade developed further last year. The total volume of capital investment from all sources of financing for construction of the trade and warehouse system, reconstruction and technical equipping, and for other facilities serving the needs of the sector was 1.6 billion rubles. The capacity of distribution refrigeration units increased by 22,800 tons, while the capacity of general goods warehouses increased by 222,000 square meters. Plans for introduction of these objects were fulfilled.

Enterprises of retail and wholesale trade and public catering received various types of trade and production equipment and machinery worth 416 million rubles for technical equipping.

Numerous Union republics have built many modern new trade and public catering enterprises. Among the major facilities put into operation in the sector are cold storage units in Kutaisi (capacity of 10,000 tons), Tashkent (9,000), and Guryev (2,000 tons) and general goods warehouses in Uzhgorod (area of 12,600 square meters), Moscow (8,300), Zhdanov (8,000), and Abakan, Temir-Tau, Tashkent, and Kirovabad (5,000 square meters in each). New department stores were built in Omsk and Ryazan, a House of Trade and a store for especially fashionable items in Gorkiy, and specialized furniture stores in Kaluga and Tambov.

More than 60 "Universam" [self-service] department stores with floor areas of 40,000 square meters have been opened in our country's cities, mainly by rebuilding the existing network. By the start of the concluding year of the five-year plan there were 850 enterprises of this type in the country, and the assortment and volume of sales of everyday industrial goods in them have been significantly broadened.

The network of specialized stores selling non-food goods, in particular technically complex items such as television equipment and radio receivers plus various kinds of electrical goods, and the network of stores selling dishes and household goods have also been substantially enlarged. A number of other steps were also taken to improve trade service to the population. For example, specialized stores and department stores selling children's goods increased by 50,000 square meters last year, while the area of commission [second-hand] stores selling non-food items grew by 74,000 square meters. The number of order desks at foodstores increased by 1,000.

Public catering continued to develop. Its turnover reached 27.6 billion rubles in 1984, a rise of four percent (in comparable prices) compared to the previous year. Public catering enterprises produced and sold 18.7 billion rubles worth of their own dinner and other output, 3.1 percent more than in 1983. All Union republics except Kazakhstan fulfilled set assignments for both these key indicators of the development of public catering.

The results of sector development for 1984 and for the preceding three years of the five-year plan created a definite basis for accelerating its growth in the concluding year of the plan. The State Plan for Economic and Social Development of the USSR in 1985 adopted by the second session of the USSR Supreme Soviet, 11th convocation, envisions an annual retail volume of 334 billion rubles, 6 billion of it as a supplementary assignment. Thus, the growth of trade in the present year should be 18 billion rubles or 5.7 percent.

Higher growth rates in trade than the national average are envisioned in the Uzbek, Azerbaijan, Turkmen, Georgian, Tajik, and Kirghiz Union republics, where growth should be 6.0-9.4 percent.

Public catering trade is outlined at 28.3 billion rubles with 2.7 percent growth, while production and sale of their own output by public catering enterprises is planned at 19.2 billion rubles, a growth rate of 2.8 percent.

The great and complex challenge put before trade in 1985 demands a radical improvement of work in all segments of the sector, from the enterprises to the highest management levels.

The USSR Ministry of Trade worked out a program of measures to insure the planned rates of development of retail trade, further refine work with industry to increase the volume of production of consumer goods for this purpose, and improve the commercial activity of trade and public catering enterprises. Local trade management organs and wholesale and retail trade organizations must constantly monitor fulfillment of the assignments established for industry for supplementary (to the 1985 plan) production of goods in an assortment coordinated with trade organizations and delivery of these goods on time.

The quality inspectorates have a large role in erecting an effective barrier that prevents poor-quality goods from reaching the trade system. They should concentrate their inspections and rejection of defective goods right at the industrial enterprises and improve the effectiveness of measures adopted on the basis of the inspections.

An essential condition for improving the activity of retail trade enterprises is refining the work of the wholesale depots that serve them. The wholesale depots must greatly improve the sorting of goods being sent to retail trade enterprises and break up the industrial packaging when necessary to avoid overloading stores with articles. All possible assistance should be given to retail trade organizations in moving surpluses of particular goods that they have accumulated and freeing them from seasonal stocks.

Improving the use of stocks is an important reserve for insuring retail trade in mobile commodity resources. Major steps have been taken to bring stock norms in trade into line with the changes that have occurred in demand, the broadened assortment of goods produced by industry, and the enlarged production volume.

In wholesale trade the stock norm was increased by 7 days as of 1 July 1984, while for state retail trade it was increased by 8 days. The stock norm in the consumer cooperative system was increased by three days. This made it possible to establish norms for a large majority of goods at levels close to those recommended by science in all the Union republics.

Work to normalize stocks must be continued. For this purpose surplus stocks of goods that exist in wholesale and retail trade should be brought into line with the established norms as soon as possible. This relates above all to the trade organizations of the Uzbek, Georgian, and Turkmen Union republics, where above-norm stocks are especially large. There are also above-norm stocks of particular goods in the trade organizations of other Union republics.

It must be kept in mind that the calculations of the trade support plan envision receiving goods worth 1.8 billion rubles in 1985 by drawing them from stocks. Therefore, from the first day of the year trade organizations must work actively to redistribute surplus stocks in order to take full advantage of this reserve for increasing trade turnover. Vigorous steps should also be taken to sell off outdated fashions and models of goods. The trade organizations of the Georgian, Turkmen, and Kazakh Union republics have accumulated particularly large amounts of them.

There are many shortcomings in clearance sales of reduced-price goods. This refers to the location of the stores, the display of goods at them, and preparation for their sale.

1984 was the first year in which seasonal clearance sales of goods were conducted in the country. A total of more than 800 million rubles worth of such goods were sold at the end of their seasons. The experience of conducting the first clearance sales should be carefully analyzed because a number of mistakes were made, above all in selection of the goods, selling procedures, forms and methods of advertising, and the like.

These mistakes should not be repeated in the next clearance sales.

We must try to fulfill the plan established for 1985 to introduce general goods warehouses with a total area of 178,000 square meters and distribution cold

cold storage warehouses with capacities of 32,000 tons ahead of schedule. Special attention must be given to developing construction backlogs at projects for wholesale trade envisioned for launching in the 12th Five-Year Plan under the Food Program and the Comprehensive Program for development of consumer good production and the service sphere in 1986-2000.

The trade area of state trade stores should increase 729,000 square meters this year. The urban, general-access system of public catering enterprises will grow by 97,000 places. In addition, the ministries of industry, construction, and transportation have been given assignments for development of dining halls at production enterprises and to organize them at higher and secondary specialized schools. Plans envision supplying 230,000 refrigeration units and 295,000 units of the primary types of mechanical and thermal equipment to equip newly introduced trade and public catering enterprises and re-equip existing ones.

In all, 1.6 billion rubles will be spent from all sources of financing for development of the material-technical base of trade in 1985.

Development of the retail trade network remains the "tight spot" in the sector. For this reason it is exceptionally important to improve the use of the capital from the five-percent deductions from housing construction that is being allocated for its development. At the present time this part of capital investment is by no means fully incorporated in many republics, and as a result the network of stores and dining halls is not being expanded as fast as it should be.

The comprehensive, intersectorial programs for rationalization of retail and wholesale trade and public catering outlined for the five-year plan must be brought to a conclusion on a broad front. The pace of their implementation does not always keep up with the heightened demands of the present day. The process of concentrating the sale of fabrics, clothing and footwear, radio goods, and other complex items in specialized stores is not going forward vigorously enough. Trade organizations are moving too slowly to introduce efficient forms and methods of selling goods and do not properly display the full available assortment of goods.

When selling such complex durable goods as television sets, tape recorders, and other domestic radio electronic equipment sales personnel cannot always give the customer qualified advice, often do not know the comparative features of the items being sold, their distinguishing characteristics, the rules for using them, and the rules for buying and exchanging, and are not able to demonstrate the items in operation. Some enterprises do not give these articles correct presale preparation; there are cases where trade rules are violated, the work schedules of stores are broken, defective goods are sold, and the like. Advertising of goods has not yet become an active help in selling them.

Another important direction of work in 1985 is development of the network of commission stores to sell non-food goods. All steps must be taken to fulfill established assignments for opening such stores and for increasing the volume of goods received on commission and broadening the list of things that these stores take.

Under the conditions that have now developed a radical improvement in the organization of trade in motor vehicles is needed. The most rational solution here is to concentrate the sale of passenger cars in the vehicle technical servicing systems and the company auto centers of manufacturing plants and to set up "stores" at these enterprises to sell autos, spare parts for them, and accessories. We must insure here that all brands and models of cars are displayed with an indication of the types of finishing and colors and that supplementary services are offered, such as registration and recording of purchased cars by GAI [State Motor Vehicle Inspectorate] organs, insuring cars, selling coupons for gasoline, delivering vehicles to a destination requested by the customer, and so on. Trade organizations must also significantly improve commission sale of passenger cars and establish the necessary conditions for receiving and storing them and allowing customers to inspect them.

For labor collectives of the sector a worthy conclusion to the 11th Five-Year Plan is inseparably linked with fulfillment of the decree of the CPSU Central Committee and USSR Council of Ministers entitled "Measures for Further Development of Trade and Improving Trade Service to the Population in the 11th Five-Year Plan." In the years of the five-year plan that have passed trade organizations in a number of Union republics have permitted themselves to fall seriously behind in performance of particular assignments. For example, the trade organizations of Latvia, Georgia, Tajikistan, and Turkmenistan are not fulfilling their assignments to increase the sale of goods by the self-service method in food and non-food stores and their assignments for expansion of the network of foodstores using container equipment and stores that sell large-dimension objects by models. It is common knowledge that where these assignments are being fulfilled trade is developing better. The Belorussian and Estonian Union republics are an example of this; their trade organizations fulfilled the plan for retail trade and the additional assignment in 1984.

The main condition for meeting the challenges which face the sector in 1985 and subsequent years is personnel work, further improving personnel training. Scientific-technical progress, improvements in the organization of trade, and the constant updating of the assortment of goods demand that we institute a system for continuous advanced study by regular personnel which can respond quickly to all the new developments offered by science and practice. Steps to keep personnel on the job and improve the use of economic stimulation funds for this purpose also demand fixed attention. Many trade organizations, however, are not making full use of the capital in the fund for sociocultural measures and housing construction. Trade union organizations and their committees should be more demanding of economic managers in this respect.

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ECONOMIC INTEGRATION OF CEMA COUNTRIES IN TEXTILE INDUSTRY

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[Article by A. S. Adomaytis, USSR deputy minister of light industry and deputy supervisor of the Soviet part of the CEMA Permanent Commission for Cooperation in the Field of Light Industry, and L. Gorakova, secretary of the Czechoslovak part of the CEMA permanent commission: "Contemporary Tasks of International Cooperation in the Textile Industry of CEMA-Member Countries"]

[Text] Socialist cooperation at the present time is a powerful economic complex, whose share accounts for approximately a third of world industrial production and scientific and technical potential and a quarter of national world income.

Considerable successes of the fraternal countries, which were achieved by labor of millions of builders of a new life, are inseparably linked with the leading role of communist and workers parties, the deepening of mutual cooperation and the socialist economic integration.

The socialist countries are successfully solving the fundamental problems of economic and social development and come forward as a decisive force in the struggle for peace, progress and security of peoples.

The economic summit conference of CEMA-member countries, which was held on 12-14 June this year in Moscow, discussed most important questions of economic development and cooperation of the fraternal parties. In highly appraising the achieved results of cooperation, the conference participants concentrated their main attention on long-term questions of further developing and improving the many-sided ties of CEMA-member countries.

Particular significance is attached to solving the tasks of accelerated changeover of the economy to an intensive path of development and raising its efficiency.

The light industry occupies an important place in the national economy of the socialist countries.

As a result of the untiring concern and great attention devoted by the communist and workers parties of CEMA-member countries to the development of sec-

tors which produce consumer goods, production capacities and scientific and technical potential are being constantly increased in the light industry and organization and conditions of labor are being improved. The high rates in developing sectors are closely linked with raising production efficiency, one of whose ways is technical reequipment of production on the basis of highly productive industrial equipment.

In 1983, the CEMA Permanent Commission for Cooperation in the Field of Light Industry defined the needs in highly productive equipment and its technical requirements. On their basis the International Economic Association (MKhO) Intertekstil'mash is to work out recommendations on organizing series production of this equipment with the aim of completely satisfying the needs (including of the textile and knitwear industry of CEMA-member countries).

At the present time, two agreements in the field of production of textile and knitwear equipment are in force on the basis of earlier worked out needs and equipment requirements within the framework of the International Economic Association Intertekstil'mash as well as two agreements on specialization and cooperation of production of STB looms and needles and sinkers for the knitwear industry.

Raising of production efficiency is a many-sided problem. The main condition for solving it consists in accelerating scientific and technical progress. The socialist countries are devoting primary attention to this problem.

During the current five-year plan, the CEMA-member countries are conducting scientific and technical research in developing a new assortment of high quality woolen fabrics and new kinds of knitted linen and goods with due regard for the efficient use of natural and synthetic raw material properties, in developing highly productive flow line processes in the production of knitted linen for underwear, innovating processes in sewing basic knitwear, developing high quality of artificial fur on the knitwear basis and other.

In the main the subjects of work in the field of scientific and technical cooperation of CEMA-member countries for 1981-85 are defined by measures which were provided for by the long-term directed program for cooperation in satisfying rational requirements of the population of CEMA-member countries in manufactured consumer goods.

The cooperation program for 1986-90, whose development will be completed in 1984, includes solution of such most important problems for the textile and knitwear industry as developing and mastering production of new kinds of fabrics of reduced material-intensiveness and nonwoven materials for technical purpose; developing and improving low-waste technological processes, including processing industrial waste products of the textile and knitwear industry; and developing automated technological complexes and flexible automated production on the basis of microprocessing equipment.

The raising of production efficiency is determined to a considerable extent by efficient use of raw material and energy resources.

The problem of raw material and waste products utilization in the sector is becoming increasingly more pressing in connection with the constant increase in volumes of production during a relatively slow growth of production of raw material resources.

Introduction of less power-intensive technological processes, development of low-waste and waste-free manufacturing methods and utilization of industrial waste products and secondary power resources are the most important directions of scientific and technical cooperation. The effectiveness of their solution requires combination of efforts of every country and their collective actions.

Being guided by the resolutions of the 37th and 38th (extraordinary) meetings of the CEMA Session on further deepening and improving cooperation of CEMA-member countries, the CEMA countries will begin fulfilling as of 1985 the basic directions of cooperation in economizing raw materials, materials, fuel and power and in expanding the utilization of secondary resources for the period up to year 2000 in the light industry.

The work plan of the CEMA Permanent Commission for Cooperation in the Field of Light Industry for 1985-86 includes 10 subjects for fulfilling the aforementioned basic directions. A large number of subjects are included in the draft plan of scientific and technical cooperation of CEMA-member countries for 1986-90, including the development of:

power-economizing technology and equipment for dyeing and finishing fabrics with the use of high-speed high-temperature heat treatment of fabrics and thermal radiant heating, including the use of high frequency energy;

initial requirements for creating designs of heat exchange installations and systems for using the heat of steam-and-air mixtures from drying machines and steam agers;

technology for efficient processing of low-grade cotton fibers and by-products of spinning production with development of manufacturing lines for their processing; and others.

An enormous role in the acceleration of scientific and technical progress in the light industry and in raising production efficiency and the quality of goods being produced is played by comprehensive automation and robotization, including the use of microprocessing equipment. In 1981-85, the multilateral cooperation of CEMA-member countries in utilization of microelectronics is being implemented within the framework of the scientific and technical cooperation plan "Development and Realization of Automated Control Systems by Using Microcomputers for the Control and Observation of Selected Machines, Installations and Complete Processes in the Manufacture of Yarn and Linens and Finishing with the Aim of Raising Their Efficiency and Improving Goods Production Quality." Participating in work on this subject are specialists of the People's Republic of Bulgaria [NRB], the GDR, the USSR and the CSSR. In accordance with the work plan for this subject, Soviet specialists have created an experimental model of a microprocessing device to control operations of a BD-200 type pneumatic power-driven spinning machine.

With the aim of further developing and deepening cooperation of CEMA-member countries in the field of utilization of microprocessing equipment in light industry sectors a cooperation program for the period up to 1990 on broad introduction of microprocessing equipment was developed. Moreover, the plan of the CEMA Permanent Commission on Cooperation in the Field of Light Industry for 1984 includes a subject which provides for the preparation of proposals on cooperation in the field of microprocessing equipment with the aim of using it in production processes of the textile and knitwear industry. Supplements to the aforementioned program will be developed and coordinated on its basis.

The draft plan for scientific and technical cooperation of CEMA-member countries for 1986-90 also includes subjects on expanding the use of microprocessing equipment during development and introduction of projects of decentralized automated systems for selected processes and productions on the basis of microprocessing equipment.

The cooperation of CEMA-member countries in the field of automation and robotization with the use of microelectronics will make it possible to improve some indicators of activity of enterprises of the sector: organization of production and labor conditions, efficiency in utilization of highly productive equipment and expenditure of raw materials and energy and manpower resources.

Further chemicalization of the textile and knitwear industry is of great significance for raising production efficiency and expanding the variety of goods being produced. Toward this end technical requirements and needs in high quality chemical fibers and threads are periodically (once every 5 years) developed and made more precise within the framework of the CEMA Permanent Commission for Cooperation in the Field of Light Industry and turned over to the Interkhimvolokno International Economic Association for organization of their output.

As noted at the economic summit conference of CEMA-member countries, one of the important forms of cooperation between CEMA-member countries is mutual exchange of leading experience in socialist management, which is an inexhaustible reserve for intensifying production and raising its efficiency. The exchange of leading experience is implemented according to plans for multilateral cooperation in the field of organization and management of production, technology, improvement of production quality and efficient use and economizing of raw materials. Thus, directions were developed in 1983-84 on improving comprehensive systems for controlling the quality of goods being produced and measures are being developed for the exchange of experience in production of high quality goods and for the systems used in studying and forecasting the demand for manufactured consumer goods. Development of measures will begin in the latter part of this year on using leading experience in raising the skill of workers and engineering and technical personnel as well as on improving the economic and morale incentives for the output of high quality production. The utilization of accumulated experience will make it possible to increase production of high quality goods and to expand their variety and thus to satisfy more fully the requirements of the population in modern and fashionable consumer goods.

Mutual cooperation is one of the important prerequisites for realizing the advantages of the socialist system and for advancing forward in the economic development of the fraternal countries.

Persistent search for new and better forms of cooperation and skillful joining of resources and efforts will serve the successful solution of creative tasks and strengthening friendship and solidarity of peoples.

By L. Gorakova

The CEMA economic summit conference, which was held in June 1984, has confirmed the basic directions for further development and deepening of economic and scientific and technical cooperation of CEMA-member countries.

The CEMA Permanent Commission for Cooperation in the Field of Light Industry (PKLP) developed proposals, ensuing from the decisions of the 37th meeting of the Council and the 106th meeting of the Council Executive Committee. They are closely linked with the statement adopted at the CEMA economic summit conference on the main directions for further development and deepening of economic and scientific and technical cooperation of CEMA-member countries. Some of the outlined measures for economic and scientific and technical cooperation in the field of the textile and knitwear industry are already being fulfilled within the framework of the commission and the permanent working group. Some questions are to be included in the scientific and technical cooperation work plan for 1986-90.

Taking account of the complex international political and economic situation, the commission has taken into consideration the necessity of reducing import of scarce commodities, materials, replenishments and other goods to CEMA countries.

A priority range of products has been confirmed, in the production of which it is expedient to conduct joint planning. In 1985, agreements for individual programs will be signed.

The next question under discussion was a list of proposals on cooperation. This was a proposal on the production of cotton thread type of yarn and wool and textile material type of yarn for footwear uppers. Moreover, the commission discussed the products list of goods being constantly imported from the capitalist countries with the aim of organizing their production in CEMA countries.

Within the framework of the program "Measures for Cooperation of CEMA-member Countries for Improving the Quality of Goods of Light and Wood Processing Industry and Ensuring These Sectors with Raw Materials, Materials and Modern Highly Productive Equipment" the commission has established the needs and requirements to the chemical industry on ensuring the sectors of textile and leather industry with fibers and threads, synthetic dyes and auxiliary means. The developed materials were turned over to the Interkhimvolokno [not further identified] and the Interkhim [not further identified]. By the end of this year, these organizations must inform the commission on the developed measures aimed at satisfying the requirements of light industry to the period up to the year 1990.

At the same time, the needs in highly productive equipment were defined and proposals were confirmed on organization of cooperative production of monitoring and testing equipment for the light industry for 1986-90.

Joint meetings of specialists of corresponding sectors and international economic organizations will be held on these problems in case of necessity.

The CEMA-member countries also exchanged work experience in the field of comprehensive systems of control over the quality of goods being produced and improving the system of material and morale incentive in production of high quality goods. Individual countries were advised to broadly utilize the existing experience for improving the quality of production and expanding its variety.

The commission and permanent working groups have devoted great attention to questions of specialization and cooperation of production. Practical ways for solving this problem are being determined.

The 30th meeting of the Permanent Commission for Cooperation in the Field of Light Industry has ordered the development of specific proposals on specialization of production of finished articles and semimanufactures of the light industry. On the basis of these proposals in 1980, the subject "Development of Proposals on Multilateral Specialization and Cooperation of Production of Finished Articles and Semimanufactures of the Light Industry" was included in the commission's work plan. Specific proposals are to be developed and agreements are to be prepared and discussed at an international conference on the basis of the adopted methods.

A definite solution of this problem is inclusion of the five subjects in the commission's work plan for 1984-85 within the framework of preparation of agreements on specialization and cooperation of production.

A work plan has been confirmed for 1984-85, which contains 68 sectorial tasks and 23 on standardization. In addition to subjects having to do with reducing import dependence from nonsocialist countries and development of international specialization, the plan, for example, includes development of proposals on cooperation with the use of microprocessors, exchange of experience on raising the skill of workers and others.

The long-range cooperation plan during realization of scientific and technical research within the framework of the textile and knitwear industry for the 1981-85 period contains 13 tasks:

research of yarn which was manufactured by nontraditional methods in CEMA countries for the purpose of its optimum utilization in finished articles by taking into account the direction of development of the raw materials base and economic effectiveness;

contemporary flax straw gathering and processing technology and environmental protection in the flax industry;

development and optimization of the method for finishing knitted linens, which are made on circular knitting machines from complex polyester textured threads for outer garments (suits, overcoats) for the purpose of improving their quality and giving them an outward appearance of articles made of natural fibers while at the same time raising their durability and facilitating care;

designing automated control systems on the basis of microcomputers for the control of processes in the production of yarn and textile materials and finishing for the purpose of raising their efficiency and improving the quality of goods;

creation of new kinds of nonwoven textile materials for household and technical purposes of much higher quality on the basis of using modern production methods, highly productive equipment and new kinds of bonding agents;

research and improvement of physiological properties of textile materials from synthetic fibers and development of methods for appraising physiological properties of textile goods;

research of modified viscose fiber for standard variety of cotton type linen fabrics and development of proposals on new variety and improved quality and consumer properties with the aim of economizing cotton;

development of a variety of high quality fabrics similar to wool with necessary hygienic properties and containing new chemical fibers;

creation of new kinds of textile linens and goods with the aim of efficient use of natural and synthetic raw material properties and of textile goods which have improved hygienic properties;

development of comprehensive systems of methods for testing raw materials and goods;

efficient use of by-products of the textile and knitwear industry;

development and introduction of highly productive processes in the production of textile linens (underwear) on circular knitting machines; and

innovation of sewing processes of basic knitwear goods: mechanization and automation of gripping, feeding and fastening operations and conveying of sewn items according to the outline of packaging.

The efficiency of scientific and technical cooperation must be considerably increased. A detailed analysis of its planning has been developed in this connection.

In the subsequent period, attention will be devoted to the following:

development of proposals on further expansion of multilateral cooperation in the fields of utilization of secondary raw materials and material, fuel and power resources and improvement of joint planning;

expansion and deepening of signed agreements and contracts on international specialization and cooperation of production and new proposals;

expansion of cooperation in the field of science, technology, production and consumption;

further deepening of cooperation with CEMA permanent commissions for the machine building and chemical industries;

accelerated introduction of an automated scientific and technical information system in the field of the light industry;

publication of achieved results of cooperation in domestic and foreign special journals.

With the present article we would like to make a contribution to the further popularization of ideas of international socialist integration in the textile and knitwear industry and to raising the level of information of the broadest circle of workers in the textile industry on the contemporary status of work being conducted within the CEMA framework.

Complete understanding and active assistance on the part of supervisory workers of the sector in including all of its links in the international socialist division of labor and the international socialist economic integration will also simultaneously be a prerequisite of successful fulfillment of five-year plans by the light industry of our countries.

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MORE AUTONOMY IN FINANCIAL PLANNING FOR LISSR LOCAL INDUSTRY

Moscow DEN'GI I KREDIT in Russian No 4, Apr 85 pp 12-14

[Article by V.K. Gikis, first deputy minister of local industry of the Lithuanian SSR: "First Results"]

[Text] Since 1 January 1984, the Lithuanian SSR Ministry of Local Industry, among other ministries, has been working under the conditions of the economic experiment, in the course of which, as is known, a system of additional measures is being implemented to expand the rights of production associations (enterprises) in planning and economic operations, to provide for their truly effective motivation in achieving high production efficiency, and to increase responsibility for work results.

The republic's local industry has many sectors and covers the production of articles in ferrous metallurgy, machine building and metalworking, woodworking, and the light, polygraphic and other sectors of industry. The specific features of the ministry, conditioned by the nature of production and the extensive use of the labor of home workers, also determined some special characteristics of the economic experiment.

The purpose of the sector is to produce consumer goods, especially cultural and domestic goods. Therefore, in working under the conditions of the economic experiment, of special importance for the ministry is the task of ensuring the consistent fulfillment of the goals in all of the stages "project planning--production--trade." The enterprises must reorganize their production activity so as to be oriented exclusively toward the interests of the customer. Considering the breadth of the list of products issued by the ministry's enterprises (more than 4,000 descriptions), this task is far from simple.

A significant part of the products of our industry is produced on the basis of local raw-material resources, wastes and secondary raw materials. To motivate enterprises to continue to expand the production of items from these raw-material resources, profits are used to form a development fund for local industry, whose means can be used to finance noncentralized capital investments.

In preparing for the work under the new conditions, the collectives of the enterprises of the republic's Ministry of Local Industry, the organization of the ministry, and the sector institute have done much organizational and

preparatory work to ensure the successful implementation of the economic experiment. A commission has been established in the ministry to carry out the economic experiment and corresponding plant commissions have been set up in the enterprises.

At the end of 1983, production associations and enterprises performed an economic analysis of the indicators of production and economic activity during the preceding years. With consideration of the results of the analysis, organizational work was done to mobilize labor collectives to utilize the existing possibilities for improving economic operations, increasing labor productivity, and increasing the output and improving the quality of production; in more precise project plans for 1984, production associations and enterprises provided for indicators exceeding the targets of the five-year plan.

For the purpose of improving the final labor results and of realizing internal reserves for raising the production efficiency and the quality of the work, a counterplan for 1984 was adopted at the initiative of the production collectives of the sector.

Questions of the organization of production under the conditions of the carrying out of the economic experiment were widely discussed at worker assemblies in shops, sections and brigades. The program for training workers in the network of economic education and in the schools of communist labor was supplemented with themes on the economic experiment, and the skills of the managers of the subdivisions of the ministry organization and sector institute were raised in a special program closely linked with the tasks of the economic experiment.

The economic experiment brought much that was new to the work of the ministry and the enterprises subordinate to it. In the five-year and annual plans for the economic and social development of production associations and enterprises, there has now been a substantial reduction in the number of indicators to be affirmed, which raises the responsibility of their managers for the economically well-founded elaboration of the planning indicators and their implementation. Thus, whereas previously 26 and 30 indicators were affirmed in the five-year and annual plans, respectively, in the work under the conditions of the economic experiment, only 4 indicators remained to be affirmed in the five-year plan and 7 in the annual plans. Limits are established for 5 indicators, and standards (there are 5 in all) are affirmed in the five-year plan only. In the annual plans, only a standard for deductions from estimated profit to the state budget is established for the associations and enterprises (whereby this standard does not exist for the five-year plan). Now the enterprises themselves establish the plans for the production of output with the state Emblem of Quality, the plans for new technology, and others.

There has been an increase in the role of economic standards in the formation of planned technical and economic indicators. Under the conditions of the economic experiment, stable standards are affirmed in the five-year plan, standards that are not subject to change and reaffirmation. It is very important that these standards are established in the form of relative magnitudes determining the extent of the increase (reduction) of the funds (resources)

as a function of the increase (decline) in the final results. For example, the sum of the increase (reduction) of the wage fund was made a direct function of the rate of increase in the volume of commodity output. Analogously, the sum of the increase in the economic incentive funds as well as social and cultural measures and housing construction depends upon the rate of increase of profit relative to the base year. All of this motivates labor collectives to adopt intensive plans and to put into effect existing reserves for increasing production efficiency.

For the purpose of raising the incentive of production associations and enterprises to strengthen the intensification of production through technical reequipment, they have been granted complete independence in the utilization of the fund for the development of production and the fund for the development of local industry, the formation of which is also carried out on the basis of stable standards. The work by means of the resources of these funds is carried out over and above the plan for state capital investments and is provided by plan with material and technical resources. In cases of a shortage of own funds for carrying out the indicated measures, banking institutions are granted the right to issue credits with terms of up to 6 years. In addition, the Lithuanian republic office of the Gosbank has been granted the right to issue credit over and above the limit of state centralized capital investments to carry out measures for the production of new output and for raising its quality as well as for the expansion of the production of consumer goods for up to 1 million rubles and a payback term of up to 6 years (the indicated credits were previously issued with a term of up to 3 years and only by the Gosbank management).

Such conditions make it possible to carry out complex measures to reequip individual production processes, enterprises, shops, etc. instead of replacing individual equipment units and reequipping individual production sections.

The collectives of production associations and enterprises themselves decide questions involving the utilization of the resources of the fund for social and cultural measures and housing construction. Until the present time, the resources of the indicated fund were basically used in our sector to carry out measures involving the living standards of the masses. An insignificant part of these resources--200,000 to 300,000 rubles annually--went for housing and the construction of social amenities. Under the conditions of the experiment, the ministry's system was allocated the limit of more than 1 million rubles of noncentralized capital investments in 1984 for housing construction.

Under the conditions of the experiment, sector enterprises had the opportunity to resolve questions in the operational reorganization of production independently and in a balanced manner as a function of customer demand and market requirements. They themselves plan the organization of the production of new commodities as well as measures to introduce technological progress and to raise the quality of output, and they have the necessary means to implement expenditures for these objectives.

The results of the work of the sector in 1984 give evidence of the fact that the putting into practice of the new management conditions helped to improve

the economic operations of all production collectives. The new opportunities that have opened up enlivened the economic activity of associations and enterprises, motivated them to mobilize existing internal resources and noticeably raised the responsibility for the fulfillment of planned deliveries. For the year, the plan for the sale of output in accordance with agreements entered into was 100 percent fulfilled. The increase in the role of financial means and economic incentives influenced the significant overfulfillment of the profit plan as the final result of the financial and economic operations of associations and enterprises. The profit plan was implemented 109.4 percent and total above-plan profit amounts to more than 2.8 million rubles. A basic source of above-plan profit is the saving from the reduction of the production cost of commodity output: expenditures per ruble of commodity output were reduced by 0.93 percent against the goal of 0.35 percent. The plan for the sale of output was fulfilled by all production associations and enterprises during the period under review. Above-plan sales of output amounted to 5.1 million rubles. The plan for the production of articles utilizing local resources, raw materials and wastes was 108.9 percent fulfilled and the rates of increase amounted to 115.7 percent.

The achieved rates of increase in labor productivity were higher than those specified in the plan. Thus, labor productivity at the ministry's associations and enterprises (excluding the Dovan Production Association for artistic trades and souvenirs) increased by 4.7 percent compared with the planned 2.4 percent. The entire increase in the volume of production was achieved through an increase in labor productivity (in the corresponding period of 1983, the growth in labor productivity provided for only 90.5 percent of the increase in the volume of production).

The improvement in the quality of issued output should be considered a positive aspect in the work of the sector. The relative share of the output of the highest-quality category in the overall volume of production reached 15.4 percent (estimated at 13.5 percent), and it was 30.5 percent of the volume of output subject to certification (compared with 27.6 percent for the corresponding period of 1983). The targets for the release of improved-quality goods with the index "N" were overfulfilled substantially, and the production of these items increased by 32.8 percent.

The successful fulfillment of the planned targets and the implementation of the envisioned organizational and technical measures for the rational and effective utilization of labor resources made it possible to save 2.1 million rubles in the wage fund, of which 1.4 million rubles were directed to increasing the additions to the basic wage rates of highly skilled workers, additional payments for the combining of occupations, the payment of additional allowances to highly qualified ITR [engineering and technical personnel] and employees, etc.

An important factor in the establishment of additional allowances and payments to workers and ITR is the determination of the specific conditions and requirements under which these additions are established. The managers of most associations (enterprises) have approached this question creatively and with knowledge of the work. However, the managers of some enterprises were not able to avoid formalism in this important work and they had to be corrected.

Since the beginning of the carrying out of the economic experiment in the sector, more attention has been paid to expanding and improving the brigade form of organizing labor. In the past period, the brigade form covered 12,600 people, including 11,200 workers in brigades working under a unified job authorization with payment according to the final results of labor and applying the coefficient of labor participation. There is an increasing number of brigades working under the conditions of cost accounting: there are now over 300 such brigades.

It is essential to make note of qualitative changes in the utilization of the resources for social and cultural measures and housing construction. The means of this fund were directed according to decisions of labor collectives to the carrying out of social and cultural measures, especially housing construction.

Along with the positive results of the work in the sector in particular questions involving production and financial activity, there were certain shortcomings. The increase in above-standard surpluses of commodity and physical assets is reflected in the slowing down of the rate of turnover of working capital. This situation is explained by a number of reasons, some of which are objective in nature. In the first place, it is caused by the discrepancy in the dates for carrying out trade fairs for the purchase of fabrics and the sale of sewn goods and dry goods, in connection with which the enterprises are forced to put in orders and purchase materials without knowing the results of the sale of finished output. In the second place, there are still frequent changes in the assortment of issued output on the demand of the trading organizations, which leads to additional purchases of materials (fabrics, accessories and others). In this connection, there can be no refusal to accept deliveries of previously purchased materials and they therefore pile up as surpluses in storage. The ministry as well as the associations and enterprises are implementing measures directed toward improving the utilization of working capital and reducing above-standard supplies of physical assets. Individual managers of enterprises who permitted an increase in above-standard supplies of commodity and physical assets are deprived of their raises.

A very important question is that of providing for an economically justifiable correlation between the increase in the average wage and labor productivity. And although this correlation is now 0.81 for the ministry, this question is under the constant control of ministry workers. It should be noted that some associations (enterprises), utilizing the rights granted to them to establish additional allowances and payments, did not provide for the proper increase in labor productivity. This matter was reviewed at the beginning of November 1984 at the meeting of the commission for carrying out the economic experiment and at the ministry board. Essential measures were adopted to correct the existing deficiencies.

We have completed the first stage of the work. The organization of the ministry and the collectives of the associations (enterprises) have done considerable work, although there was, of course, unfinished work. Ahead of us is the important and critical stage of intensifying and extending the new management principles.

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FOOD PROCESSING AND DISTRIBUTION

USSR FISHING INDUSTRY DEPUTY MINISTER ON SECTOR DEVELOPMENTS

Moscow KOMMERCHESKIY VESTNIK in Russian No 6, Mar 85 pp 4-7

[Interview with USSR First Deputy Minister of Fish Industry Nikolay Pavlovich Kudryavtsev by KV correspondents V. Tsapko and Br. Gorba, under the heading: "Worthy Greeting to the 27th CPSU Congress!": "Our Slogan: High Labor Achievements"; for more information on this subject, see JPRS USSR REPORT: CONSUMER GOODS AND DOMESTIC TRADE, No JPRS-UCG-85-005, 4 Mar 85 pp 6-17]

[Text] The USSR Food Program anticipates further development of the country's fish industry. Expanding the production and delivery of fresh and preserved fish, improving their quality and taste, increasing the release of commodity fish and the catch of valuable species -- these are the main tasks facing the branch. Scientific research and the introduction of the latest scientific achievements are called upon to play an active role in resolving them. During the first four years of the 11th Five-Year Plan, the populace received 250,000 tons of food fish, canned and preserved fish, above the plan, a total of 730 million rubles worth of commodity fish products. Our work is also successful in the fifth and concluding year of the five-year plan. Nikolay Pavlovich Kudryavtsev, First Deputy Minister of Fish Industry, speaks on branch achievements, the introduction of comprehensive target programs and delivery plan fulfillment, at the request of our correspondents, V. Tsapko and Br. Gorba.

[Question] What frontiers have been set for the sector in 11th Five-Year Plan and how have these plans been carried out?

[Answer] The 26th Congress determined, and subsequent CPSU Central Committee plenums detailed, the primary economic task of our party: raise the standard of living in every way possible. The USSR Food Program adopted by the May (1982) CPSU Central Committee Plenum set the branch important, crucial tasks. We must increase per-capita fish and seafood consumption to 19 kg per year. This, by the way, exceeds somewhat the rational fish consumption norm as determined by the Nutrition Institute. And the plan is to increase this indicator not just "in bulk," so to speak, but also by significantly broadening and updating the assortment of fish products.

During the 11th Five-Year Plan, an 11 percent increase in the production of fish products and a 23 percent increase in the release of goods in an improved assortment were anticipated. In this regard, 98.5 percent of the fish products are to be of the highest and first grades. Fishing conditions in the world ocean do not provide opportunities for substantially increasing the catch. Therefore, the main direction of the branch is towards improving work quality. During the current five-year plan, the volume of improved-assortment fish products has risen by 20 percent as against 1980. The release of goods in small packages has increased by 18 percent and the release of canned goods in small packages has increased by 130 million cans.

The production level achieved enabled us to set plan assignments for last year at the level of the control figures for the five-year plan, and somewhat above them for certain indicators. The fishing fleet is continuously being supplemented by highly efficient new vessels. Scientific-technical progress is a reliable ally: during the five-year plan, 340 mechanized lines have been introduced at branch enterprises to produce fresh and canned fish.

The fourth year of the five-year plan has been completed successfully and stockpiles for the future have been created, in that unconditional fulfillment of socialist obligations involving additional labor productivity growth of one percent and a 0.5 percent reduction in output net cost have been achieved.

[Question] The plan is for the development and introduction of branch comprehensive target programs to make a substantial contribution to implementation of the Food Program. Could you explain briefly to our readers the essence of, for example, the "Losos'" [salmon] program?

[Answer] The geography and sphere of activity of the branch are extraordinarily great. For that reason, 17 comprehensive target programs were developed and are being implemented in order to concentrate forces and funds on solving the most important problems; these are the basis of current and long-range domestic fishing industry development planning.

In order to clarify what this refers to, I should like to single out the "Losos'" program, which is the organization of a large-scale salmon management program based at fish-breeding plants in the Far East. Approximately one-third of the world salmon fingerling production is accounted for by 25 fish-breeding plants in the Soviet Far East. The total increase in the Far East salmon catch due to artificial reproduction exceeds 25,000 tons. The comprehensive target program outlines industrial breeding of these fish on the basis of industrialization and mechanization of their raising, protecting their habitats, restoring and improving their natural spawning grounds and creating new ones.

The program framework outlines steps to form high-yield artificial salmon populations and steps to prevent diseases in these fish; a general plan has also been worked out for developing salmon fishing through 2000. The "Losos'" program assumes not only the restoration, but also a significant exceeding of the former numbers of these fish in the northern part of the Pacific Ocean. Under the [long-range] plan, we are embarking on the creation of specialized scientific production salmon fisheries. The first such complex is being installed not far from Vladivostok. A total of 18 new fish-breeding plants are being planned for the region, along with the renovation and major overhaul of 15 existing

enterprises. The "Losos'" program as a whole has as its aim a significant increase in the return of salmon to native rivers.

By concentrating our efforts on the most promising fisheries and methods of obtaining high-quality fish products, we are essentially achieving the fastest and most effective return and are increasing the profitability of capital investments being directed towards developing our branch. This is the primary goal of all the comprehensive target programs.

[Question] The USSR Ministry of Fish Industry has not ignored the rivers, lakes, ponds and reservoirs, as witness its "Ozero" [lake], "Amur," "Prud" [pond] programs. What, Nikolay Pavlovich, have been the actual results of introducing these programs?

[Answer] Nearly all of our country's fish-breeding and fishing bodies of water are very promising. Fish habitats have changed significantly in recent decades as a result of man's intensive economic activity. The construction of hydro-electric power plants, the use of water to meet industrial, municipal-services and agricultural needs, and water pollution have had a negative effect on their fish yields. These circumstances are forcing commercial fishing to turn away from the traditional "sportfishing" forms and to change over to a managed fish economy. In other words, we are moving towards "fish-farming," which is being developed along three main lines. These are the protection and reproduction of the fish stocks of natural bodies of water, the acclimatization of fast-growing fish and the creation of specialized lake farms, as well as commercial fish breeding itself, basically in man-made and natural ponds, whose products are well-known to millions of consumers.

In accordance with the Food Program, "pond-shop" products alone are to exceed 300,000 tons in 1985. For the sake of comparison, let me say that 63,000 tons of fish were raised in ponds in 1970 and 200,000 tons in 1981. The rates of growth in the feed base and construction questions are slowing this growth somewhat, but pond fish production is doubling almost once every other five-year plan.

[Question] The appearance of a new product is generally greeted cautiously. Not many know, for example, that mussels, exotic as they are, exceed pork, beef and lamb in nutritional value. Nikolay Pavlovich, what measures have been planned to dispel the prejudice some consumers have against non-traditional and little-known seafoods and how are they being carried out?

[Answer] Successful fishing depends to a certain extent on the raw material base and the biological resources, which are not limitless. The simplest way would naturally be to catch more of the "customary" fish such as cod, halibut, perch and herring. However, reserves of these fish have dropped appreciably as the results of intensive commercial fishing worldwide have taken effect. In turn, more ocean fish are being taken: horse mackerel, Alaska pollock, "ledyanaya," "makrorus" and others. We have begun utilizing the coastal resources more fully, taking more mussels, Crambe and sprats. The assortment of "gifts of the sea" is being supplemented with large numbers of deep-water fish not previously taken. In appearance, they are unfamiliar to the consumer, but many of them have more protein and other valuable nutrients than, for instance, the fresh-

water fish people are accustomed to. All this is outstanding raw material for the production of high-quality fish products. But we are fully aware that their popularity depends both on the taste of the products and on advertising, packaging and methods of preparation.

This work is being done along two lines: extensive advertising of new fishing projects using the press, radio and television, and, most importantly, through the company trade network; second, the creation of fish output production technology using new raw materials such that fish goods will be obtained which will be familiar to the consumer in taste and appearance and which will already have won his trust and be in demand. It is very important in this regard that the advertising correspond to the commodity being offered.

Fish is a tricky, perishable product. One needs special refrigerators, refrigerator cars, equipment for cutting into small portions, packaging and appropriate packing, which must include recipes for preparing fish dishes using the types of fish being offered. Output often does not reach the consumer in the necessary form, sometimes sitting at distribution centers until it loses its marketable appearance. It is generally these circumstances, rather than the product itself, which influences consumer demand. The specialized "Okean" [ocean] stores are models of modern trade in fish products. There are now 274 such stores, but the network is being expanded. However, the bulk of the food stores are affiliated with our partners, the ministries of trade and the cooperatives. It is necessary that they, too, take into account the features of trade in fish products, the importance of advertising, and that they make better use of the assortment of output being offered by the industry.

The Food Program orients us towards increasing the release of quality fish products in good demand. You are right, it is not easy to change habits. In this connection, our scientists and technologists are set a complex task, that of creating from new industry projects output which is not different either in taste or, in some instances, in appearance from the popular traditional output. And there have been successes. During the past three years, we have produced 123 new types of food products and 172 new types of canned goods.

PRAVDA recently published an article entitled "Delicatessen Born of an Explosion." The reference was to joint work by two all-union scientific research institutes, the maritime fishing and oceanography institute and the experimental design institute of machinebuilding for food industry (VNIKIprod mash). The essence of their work was to produce "Natural Antarctic Shrimp" canned goods. The product gained an instantaneous market, although it was not produced from the customary, traditional shrimp, but rather from an extraordinarily small crayfish, krill. The technology previously available for processing krill limited its use as food.

A pilot plant in Leningrad is making a tasty semi-smoked sausage out of small tuna, which are in limited consumer demand. Frozen capelin recently reached store shelves, but was not accepted. We have now begun smoking it, and its taste and the convenient, bright red packaging have made it very popular.

We all know how popular sprats canned in oil are here in this country. Until recently, they were made using Baltic herring, which is a limited resource. We

undertook energetic steps to produce sprat-type canned Black Sea and Caspian sprats [kil'ki: /Sprattus sprattus balticus/ and /Clupeonella delicatula caspia/, respectively], which are plentiful and which were previously used mainly to make salted and spiced products. The production of sprat-type canned goods is now being expanded.

The silver carp and "white Amur" are well-known to the consumer as fresh fish. They are caught in the fall, but cannot always be marketed due to the shortage of specialized vehicles for shipping them, the lack of holding tanks, and for other reasons as well. The branch has begun using these fish to make cured fillets which taste as good a sturgeon. Many other types of ocean fish are also used to make cured fillets: "lufar'," "ugol'naya," swordfish, "mramornaya," "nototeniya" and others.

The main direction of our technological developments is to maximize the use of raw material to produce high-quality fish food products. And, although it is not easy to introduce innovations, especially in the area of the technology of new goods, and although restructuring production requires considerable labor and time, our leading enterprises and crews are embarking on this. Branch enterprises are producing upwards of 1,200 different types of fish and seafood products. And it must be done in such a way that they are all in demand among the populace, so that everything caught and produced turns out not only to be useable and nutritious, but also to be attractive.

[Question] Nikolay Pavlovich, how are the packing plants meeting plans for output deliveries in accordance with agreements concluded?

[Answer] I have already spoken of the extraordinarily broad geography of the modern domestic fishing industry. There was a time when there really was a spring fishing season, just as there is a harvest season for grain growers. And although the idea remains, it relates rather to a certain region or type of fish, rather than to the work of the branch as a whole. I can say without any fear of exaggeration that our spring season lasts the year around, with no vacations or holidays. This naturally means that today some ships fish only, say, the Kamchatka coast and tomorrow they might be somewhere in the Atlantic. We have a strong dispatch service for fast, flexible management and deployment of the fleet; it supplies our captains with information, based on scientific forecasts, about where and what to fish.

In 1981-1983 alone, hundreds of scientific research expeditions were made on the world ocean. Work is increasing in this area. In the 12th Five-Year Plan, we intend to make considerably more such expeditions, including ones to great depths. As concerns packing plants and other on-shore fish processing enterprises, the raw material is delivered regularly to them by transport refrigerator ship. In connection with your question, I should like to focus attention on the fact that more than 85 percent of the commodity fish food products, more than half the total amount of canned goods produced and practically all the fish meal are made directly at sea today. In other words, the question of smooth operation of the fish-processing base is not a critical one for us. The system of branch operation as a whole itself practically excludes interruptions. Naturally, we need more refrigeration capacity and better use of production capacity, since all this in the end affects both the volume and, primarily, the quality of the output being produced. But we have already spoken about this.

Now, about meeting the delivery plans in terms of contract obligations.

You certainly have noticed from Central Statistical Administration summary data that the branch, while meeting the fish catch plan, has not always coped with this assignment in terms of fish food products output and other indicators. This has been caused by the specific features of the raw material base. Fish are a very mobile target; approaching the fisheries, gathering in shoals and so forth depend on a great many factors, including the weather. It is therefore very hard to schedule in advance the release of canned goods containing fish such as Siberian salmon, humpbacked salmon, horse mackerel [/Trachurus trachurus/] and mackerel [/Scomber scomber/]. In general, on a year-around basis, we have been not only meeting the plan, but overfulfilling it. But as concerns schedules, there can be divergences. The delivery plan in terms of contracts must therefore be determined for our branch not in terms of individual types of output but by groups of output.

[Question] A last question. What steps are being taken by the branch to conclude the five-year plan in a worthy manner?

[Answer] The CPSU Central Committee Politburo meeting which reviewed the 1985 USSR social and economic development plans set all branches the task of accelerating intensification of the economy and greeting the 27th Congress of the Party of Lenin with high labor achievements.

Consideration of actual branch opportunities gives us grounds for confidence that we will meet the task set fishermen by the Food Program. In 1984, we were already at the 1985 level in terms of indicators for a majority of the assignments. The plan for the concluding year of the five-year plan anticipates continued increase in the production of fish products, a broader assortment, and high-quality products.

I should like to offer assurances, in the name of our fishermen, that laborers in the fisheries will continue to work tirelessly for the good of the Soviet man.

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FOOD PROCESSING AND DISTRIBUTION

IMPROVEMENTS IN KAZAKHSTAN FISH INDUSTRY CITED

Alma-Ata NARODNOYE KHOZYAYSTVO KAZAKHSTANA in Russian No 3, Mar 85 pp 42-44

[Article by G. Abramnikov, chief engineer for the Kazakhrybpromsbyt Association:
"For Fish Products--High Quality"]

[Text] The problem of improving the quality of food products is being defined and resolved in a different manner in the contemporary situation. It is not just a matter of improving the quality of types of products whose production has already been mastered and which are being produced, but also of the planned improvement and renewal of the assortment and the development of new types of products of higher quality. These are pressing tasks also for the fish industry.

The Food Program calls for increasing the output of fish products by 10.8 percent under the 11th Five-Year Plan. Improving the quality and enlarging the assortment have been accepted as the main directions for developing the branch. For example, it is planned to increase the output of products in the improved assortment: fillets--24 percents, live and chilled fish--40 percent, specially prepared fish and culinary items--2 percent, smoked (dry-cured) products and dried filets--16 percent. The output of fish products in small packages and attractive packaging is being increased by 15 percent. The output of products of the highest and first grades will reach 98.5 percent.

The branch is presently switching confidently from the implementation of individual, isolated measures for improving product quality to the development and application of a unified, comprehensive quality control system, which should embrace all the enterprises within the near future.

Kazakhstan occupies second place in the USSR, surpassed only by the RSFSR, with respect to total catch in internal bodies of water.

The total pond area has increased 6.4-fold in the republic in the past 15 years, while the production of live and chilled commercial fish and stocking material has grown 14-fold.

The intensive outfitting of the industry with modern fishing and refrigerator vessels, of which the branch has more than 1,200 units, with on-shore refrigeration and fish processing enterprises and smoking facilities has made it possible to freeze 370 tons of fish and store more than 6,000 tons daily, and to

turn out up 80 tons of fish and cured fillets of sturgeon per day. The product assortment has been increased to 250 kinds.

Laboratories which rigidly monitor the quality of the raw materials for the semifinished and finished products have been set up at practically all of the republic's fish processing enterprises.

The use of modern machines for cutting up the fish and of other devices is permitting significantly better use to be made of the catch. For example, the use of modern presses is making it possible to obtain fish stuffing from practically any kind of fish, while at the same time considerably increasing the output of meat. While an average of 30-35 percent of the fish can be used as fillets, the amount of stuffing obtained by means of the modern presses is as great as 50 percent.

Various kinds of semifinished products, fish stuffing, dumplings, culinary items, canned products and so forth are prepared with modern mechanized methods on an industrial basis. The completely mechanized N-10-ILD mechanized line for smoking small fish was installed for the first time in the republic in 1980, for example. It was installed at the Kapchagay Fish Processing Complex and can turn out two tons of products in a 24-hour period. A similar line was then placed into use at the Dzhambul Wholesale Fish Base. Mechanized smoking and curing units with a total output capacity of 5 tons per 24-hour period have been placed into operation under this five-year plan at fish processing enterprises in Semipalatinsk, Tselinograd, Pavlodar, Tekeli and Novyy Uzen. It is planned to install four other such units in Dzhezkazgan, Pavlodar and Novyy Uzen in 1985.

In order to preserve the quality of frozen fish products, the installation of three imported refrigeration units is presently being completed in Semipalatinsk, Petropavlovsk and Kustanay. They will have a combined capacity for preserving 1500 tons at one time. It is planned to build another two refrigeration units in Dzhambul and Tselinograd this year.

Success in increasing the output of fish products while significantly improving their quality depends directly upon the state of the production equipment base and its use for adopting scientific and technical progress, and upon the improvement of organization and technological discipline.

The investment of significant amounts of capital in the reconstruction of the technical base of existing enterprises is one of the practical ways to make the use of capacities more effective and to improve product quality. The main direction is that of introducing complete mechanized and automated flowlines for processing small fish (slotted smokers, tunnel-type curing chambers, complex lines for the production of marinades and preserved products, and others). Take the Kapchagay Fish Complex, for example. The plan for this enterprise did not call for the construction of a shop for the production of culinary items. Culinary capacities were placed into operation at the initiative of specialists with the fish complex and Kazakhrybpromsbyt [Kazakh SSR Association for the Processing of Fish and Sale of Fish Products]. This was accomplished by making more efficient use of auxiliary space and by carrying out reconstruction and

technical reequipment. It has made it possible to produce and sell to the consumer more than 800 kilograms of culinary items per 24-hour period. Alma-Ata residents receive an additional 200 tons of high-quality culinary items (baked pikeperch, hake and cod, fried capelin and others) annually as a result.

Preparations are now being made for a new type of product--baked silver carp [Hypothalmichtyus].

Here is another example. The old buildings of former production shops at the Dzhambul Meat Combine had not been used for a long time. At the initiative of specialists with the Dzhambul Wholesale Fish Base, those buildings were reconstructed and technically equipped within a relatively short period of time. Cold and hot fish smoking chambers and salting capacities were placed into operation as a result. A modern, totally mechanized linear-slot line for smoking small fish was installed somewhat later.

And so, new production capacities have now been successfully activated there, which turn out more than 660 tons of various types of smoked and cured products annually and deliver them to the city's trade system.

As a result of reconstruction and technical reequipment, additional capacities for turning out smoked fish products have been placed into operation in Taldykurgan, Mangyshlak, Pavlodar and Semipalatinsk oblasts with an output of 1 ton of finished smoked products per 24-hour period. A number of other measures have also been carried out.

It has to be stated, however, that the assortment of fish products is still small. This is particularly true of the fish caught in small-mesh nets (carp, pikeperch, Caspian roach, chub and bream, of which the trade system receives only 15 percent of the total amount.

However, the processing enterprises make successful use of such ocean fish as pollock, micromesistius, capelin, silver and Pacific hake, (pristipoma), sword fish, cuttlass fish, ocean perch and so forth.

In order to more fully satisfy the demand for fish products, Soyuzrybprom, the All-Union Industrial Association for the Processing and Sale of Fish Products, was set up under the USSR Ministry of Fish Industry in 1977. Corresponding subdivisions were set up in the nation's republics, krays and oblasts.

In Kazakhstan it is Kazakhrybpromsbyt, the Republic Association for the Processing of Fish and Sale of Fish Products. It consists of 19 oblast production and sales associations, bases and fish processing enterprises, and eight Okean firm stores with public catering enterprises. They provide for the planned delivery of fish commodities from the Far East, the North, the Baltic area, the Sea of Azov, the Black and Caspian Seas.

All of the Okean firm stores operate with the self-service system, and they sell only packaged fish products. Modern electronic scales and cash registers, low-temperature counters, the use of various types of packaging materials, and the attractive interior of the trade rooms are very convenient and draw customers.

The cafes and restaurants at the Okean stores have mastered the preparation of many new dishes made of various kinds of fish, which the public has come to like.

The fish processing workers focus their attention on making efficient use of the raw materials and increasing the output of quality fish products in great demand with the consumer.

Volumes of industrially produced semifinished products and culinary fish items are constantly being increased and the assortment enlarged. Fish soups and jellied fish are being produced out of eatable fish by-products (trimmings, the cartilage and heads of sturgeon, the heads and spines of ocean perch and others), and fried, stewed, baked, boiled, stuffed and jellied fish, as well as fish-balls, filling for pies, small fish pies, salads and so forth, are being prepared from semifinished products. The firm public catering enterprises of the Okean stores in Alma-Ata and Karaganda, for example, are successfully preparing soups, jellied fish and other items in great demand out of the heads, cartilage and other edible fish by-products obtained when the fish are cut up in the process of producing cured fillets.

Preserving the quality of live fish raised on pond farms--mirror carp, silver carp, white Amur, wild carp and others--is one of the extremely important problems, which needs to be promptly resolved.

Surveys of most of the nation's pond farms have shown that more than half of all the commercial fish in them consists of various kinds of carp, while the number of herbivorous fish (the white Amur and silver carp [*Hypothalmichthys*]) does not exceed 25 percent. And such proportions are perfectly justified.

The situation in Kazakhstan is somewhat different. Unfortunately, 70 percent of the fish raised by most of the republic's pond farms and delivered to the trade system consists of silver carp, while mirror carp accounts for only 25-30 percent. We know, however, that the latter is hardier, withstands relatively long trips and can be kept for a long time in the fish-wells and tanks of stores. Its meat is more tender and less bony. It tastes better and has a considerably higher fat content than the silver carp.

Why is it that preference is still shown for the silver carp, which is less nutritious and not as tasty? The fact is that it is more profitable for the pond farms to cultivate this fish, since less food and expense is involved, and it grows rapidly. The main thing, however, is that it makes it possible to fulfill the plan without any special effort.

I would like to mention yet another problem--extending the season for the sale of pond fish. At the present time, the bulk of the live fish is delivered to the trade system within an extremely short period of time--during 2-3 months (September-November). On the Alma-Ata and Chilikskiy pond farms, for example, the large-scale removal and sale of fish ordinarily begins in September or October, before the light frost sets in. As a result, the capital's trade system sometimes receives more than 30 tons of live fish on certain days. Naturally, the stores cannot sell such an enormous quantity of silver carp,

which is not very popular with the public. A considerable portion of it therefore has to be sent for industrial processing (salting, freezing and so forth).

Many pond farms in Uzbekistan, the Ukraine, Moldavia and a number of oblasts in the RSFSR, however, have successfully resolved the problem of selling the live fish by building additional wintering ponds and fish-wells, thereby considerably extending the period of its delivery to the trade system. The products are now delivered to the stores smoothly and evenly, as they are needed. The experience of the fraternal republics should be adopted. There would be considerable benefit from this.

In conclusion, I would like to express my confidence that the workers of Kazakhstan's fish industry will step up the struggle to improve the quality of their work and make an important contribution to the fulfillment and over-fulfillment of assignments for the 11th Five-Year Plan.

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