

THE PROBLEMS OF EMPLOYMENT DEVELOPING IN RUSSIAN LIGHT INDUSTRY

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The author of the article considers the state of employment in light industry and analyses the perspectives of its development under the influence of joining the WTO.

In 90th years of the XX century, as a result of economic reforms and the development of market relations, there was an active structural reorganization of the Russian economy, structural transformations which have led to the change of branch structure of the industry that has affected the employment.

The light industry is a large economic complex uniting about 15 thousand of enterprises and organizations with an aggregate number, by different estimations, from 450 to 660 thousand persons. In its structure there are about 30 large sub branches, the leaders are: textile, sewing, and shoe-making branches, they occupy accordingly 44.9 %, 30 %, 25,1 % in the total amount of manufacture and focus about 3/4 of branch workers.

The factors which have caused the reduction in the employment in light industry:

- ◆ deterioration of economic communications, as a result of the crash of the USSR;
- ◆ raw-material basis loss;
- ◆ morally and physically out-of-date equipment (more than 60 % of machine tools);
- ◆ poor quality of management, insufficient knowledge of market conditions and weak marketing support of production;
- ◆ low investment activity and profitability of the branch;
- ◆ weak competitiveness of the Russian goods of light industry;
- ◆ increase in consumer goods import;
- ◆ lower level of wages in the light industry in comparison with other branches of economy;
- ◆ absence of industrial policy in general and in the light industry in particular;
- ◆ insufficient customs policy promoting the unreasonable increase of light industry goods import;

◆ shadowing economic relations in the light industry.

The problems connected with the maintenance of the enterprises by qualified employees, effective use of personnel potential, the creation, preservation and re-equipment of the workplaces are actual. It is obvious that for the elimination of the severe shortage of tailors, seamstresses, cutters, designers, operators etc., is necessary to work out an employment policy, taking into account the specificity of the branch, the restoration of vocational training and re-training of personnel. It is necessary to compensate for the deficiency of both technical personnel and workers with basic and more advanced vocational training.

The management in light industry appeared not ready for the market realities in the beginning of the reforms and the realization of structural changes. The weak knowledge of the market conditions, the insufficient marketing support led to the introduction of the reduced working day, the deterioration of the enterprises' financial condition, the reduction of wages and the natural outflow of the personnel.

Employment reduction in the light industry in the regions where it traditionally was developed before the reforms has led to the formation of a stagnant poverty belt, which can extend further if certain measures are not taken. The development of the basic conceptual positions should consider the interaction of the factors of scientific and technical progress, economic, social, and also demographic as in the majority of the Russian regions there is a problem of the reduction of the population.

It is useful to apply the newest findings of both American and Russian scientists in the field of light industry to domestic production,

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including computer technologies: the processors integrated with sewing-machines, contactless measurement of clothes' standard sizes, the robotized conveyors for socks manufacturing, the modules for shirts and underwear tailoring. Innovative technologies based on the welding processes allow the textile industry to dramatically raise labor productivity, to improve the appearance of the products, to expand design possibilities. The systems of automated design of works, curves and apportions allow to accelerate the process of models design, to raise the accuracy and the quality of the cut, to save material. Technical possibilities of SAPR allow to organize the new form of technological process of garments designing without any complications: the curves of the details of a product are automatically constructed separately for each size, height and build, and the process occupies not more than 1-3 minutes. Modern technologies such as the definition of anthropometrical points of the person figure by means of contactless measurement of a person's projective signs and the realization of automatic process of intellectual design allow to create "ideal clothes", considering both the anatomic features of the person, and the form-building properties of materials from which it is made.

The state support of investment activity in the given sector is necessary, owing to its economic and social importance for the life of the society. Employment development in the light industry is necessary for considering Russia's joining the World Trade Organization. Structural transformations should not break the general logic of modern economy development. Restoration, branch modernization and employment development must all be carried out on the basis of target programs of the federal and regional levels. Now federal programs of the development of light industry in 2006-2008 are

being carried out, and in the Saratov region - the development program for 2006-2011.

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