



THE DEVELOPMENT OF THE DIGITAL ECONOMY AS A FACTOR IN INCREASING THE CONSUMER BASKET OF THE POPULATION (ON THE EXAMPLE OF THE TAMBOV REGION)

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ABSTRACT

This article discusses the need to meet the necessary needs of the population on the basis of the introduction of the digital economy, in the development of a consumer basket, which affects the welfare of the population. In this case, the essence and necessity of the consumer basket of the population, the degree of influence of the digital economy on the consumer basket are analyzed. Based on the results of our research, scientific and practical proposals and recommendations were developed for the development of the positions of the digital economy in improving the welfare of the population.

CCS CONCEPTS

• **Digital economy**; • **digitalization**; • **consumer basket**; • **population resources**; • **demand**; • **database**; • **population welfare**; • **socio-economic development**; • **digital technologies**;

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1 INTRODUCTION

At the present stage of the socio-economic development of the state and the region, the main goal of social policy is to prevent a decrease in the standard of living of the population, and then its increase as the economy stabilizes.

Throughout the history of mankind, from ancient empires and the emergence of economic and political institutions to the present, data on the demographic situation played a key role, being a characteristic "mirror" of national and territorial development. In the process of the formation of society and the emergence of the latest and, in a given period of time, relevant socio-economic institutions, the structure of the statistical assessment of the standard of living has also changed, making the transition from purely physiological needs to satisfying the various needs of the population. The criteria for the standard of living depend on the set of needs and on the quantity and quality of goods and services provided to the population. It is the consumer basket that determines the level of consumption of goods and services.

A consumer basket is an approximately calculated set of goods that characterizes the typical level and structure of a person's or family's monthly (annual) consumption. This group is used to calculate the minimum expenditure budget (living wage) based on the cost of the consumer basket at current prices. In addition, the consumer basket is the basis for comparing estimated and actual levels of consumption and determining the purchasing power of currencies.

In accordance with another definition of this concept, the consumer basket is "the minimum set of food products necessary to preserve

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Table 1: Food basket of the Tambov region [2]

Product name	Average consumption per person per year			
	Working-age population	Pensioners	Children	Actual consumption
Bread products (bread and pasta in terms of flour, flour, legumes), kg	128.4	98.7	78.3	153
Potato, kg	100.5	80.0	88.4	114
Vegetables and gourds, kg	115.2	99.0	113.4	109
Fresh fruits, kg	60.0	45.0	118.1	56
Sugar and confectionery in terms of sugar, kg	22.2	21.2	21.9	55
Meat products, kg	58.7	54.0	44.4	82
Fish products, kg	19.0	17.0	18.6	21.2
Milk and dairy products in in terms of milk, kg	290.8	267.8	359.5	160
Eggs, pieces	210	200	201	200
Vegetable oil, margarine and other fats, kg	11.5	9.0	5.9	17.2
Other products (salt, tea, spices), kg	4.9	4.1	3.5	4.9
The ratio of the cost of non-food goods and services to the cost of products nutrition (percentage)				
Non-grocery goods	25	25	25	30-35
Services	25	25	25	30-35

human health and ensure its vital activity, as well as non-food products and services, the cost of which is determined in relation to the cost of the minimum set of food products” [1].

2 METHODOLOGY

The composition of food products, which forms the basis of the consumer basket, is the same for all subjects of the Russian Federation and is formed for the main categories of citizens (the working-age population, pensioners and children), depending on the consumption norms for a particular product established for them. As for the cost of the consumer basket, it calculates for each region based on the pricing policy in force in that territory.

In the Tambov region, the procedure for determining the consumer basket is regulated by the resolution of the Regional Duma dated 2013 (last edition dated February 27, 2019 No. 864) “On the consumer basket in general in the Tambov region for the main socio-demographic groups of the population” [2]. It is valid until December 31, 2020. This means that the consumer basket remains the same as in 2013.

3 RESULTS AND ANALYSIS

Consider the food products presented in the consumer basket of the Tambov region and compare the recommended values with actual consumption at the end of 2019 (Table 1).

Figure 1 presents a graphical version of the normative and actual consumption of basic food products by citizens of the Tambov region during the year.

Analyzing the data presented in Table 1 on food consumption by the population of the Tambov region, we can conclude that the current consumer basket is different for different categories of citizens. So, the basic norms for the consumer basket from the category of food are as follows: per year, the able-bodied population

is entitled to 128.4 kg of bread; 100.5 kg of potatoes; 58.7 kg of meat; 210 eggs; 115.2 kg of vegetables; 60 kg of fruit; 22.2 kg of sugar; and 290.8 liters of milk. Children, in turn, should consume more fruits (118.1 kg) and dairy products (359.5 kg), since they contain the bulk of the vitamins and trace elements necessary to maintain a balanced diet for the child [3]. Consumption of other food products among the working-age population and children differs slightly. As for pensioners, the volume of consumption of fruits, vegetables, milk, sugar and confectionery, fish products for pensioners is less than for working people and children. This is explained by the fact that citizens of retirement age spend less energy than children and the working population.

In general, when compiling the consumer basket, the needs are correctly distributed among different segments of the population. But at the same time, it is impossible to say unequivocally whether this or that citizen will be satisfied with this set.

If we consider the actual consumption of food products by the population of the Tambov region, then it differs significantly from the estimated values included in the consumer basket. Thus, able-bodied citizens consume more bread products (by 19%) and meat products (by 37%) than the standard suggests [4]. All categories of citizens consume more meat products than provided. For example, pensioners use 28 kg in their diet. more meat products, and children by 37.6 kg. Fish products exceed the norm by 1.1 times in all the studied categories, and the consumption of other products practically corresponds to the proposed value. If we consider the nutrition of the population of the Tambov region over the past few years, then there are no significant improvements in it. Most families cannot afford to purchase a variety of food items. In this regard, it is possible that the population does not receive the required amount of fats, proteins, carbohydrates, biologically active substances, macro and microelements [5].

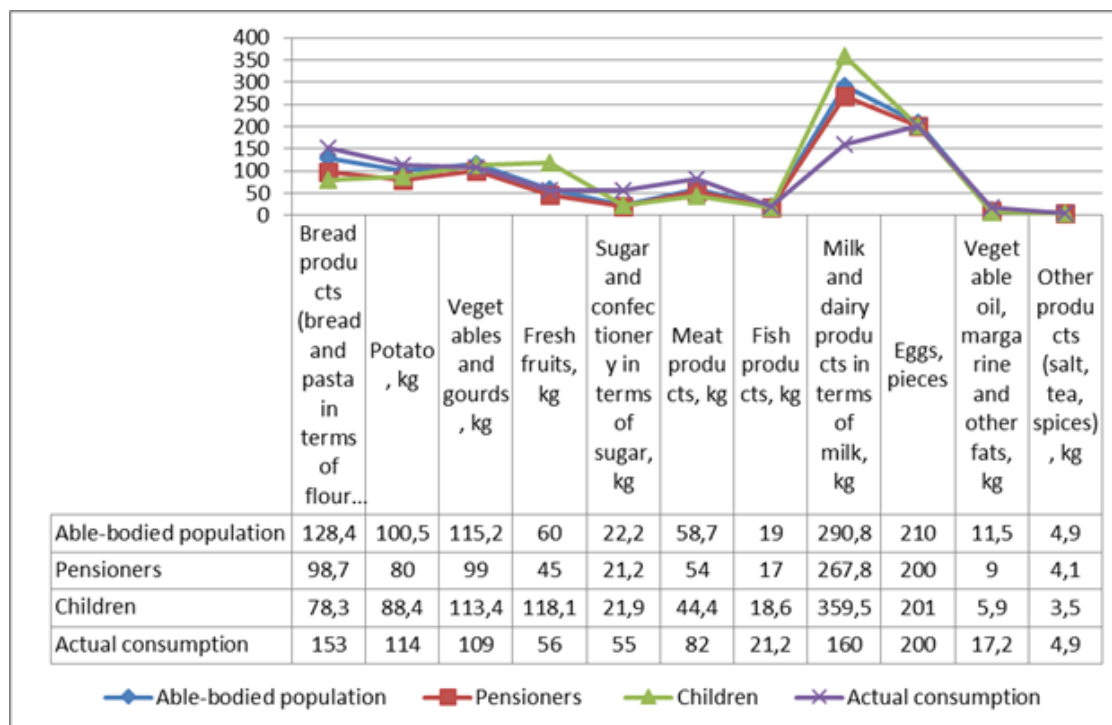


Figure 1: The volume of food consumption on average per citizen of the Tambov region during the year - the deviation of the actual value from the standard

As for the group of non-food products, 25% is allocated for their consumption in the consumer basket, but the actual costs are 30-40%. Since the prices of goods and services are steadily rising, the discrepancy between these values is constantly increasing.

Based on the above percentages, we can say that in the consumer basket, the period of wearing a coat is 3 years, shoes - a year, and bed linen must be changed every six months. As for spending on leisure activities, for example, 160 rubles are allocated for visiting the cinema, museums, theaters.

It should be noted that in the Tambov region, as well as throughout the country, the share of food costs in all families has the largest share, and is more than 50 percent of all costs. Food costs are followed by non-food goods and services, including housing and communal, transport, cultural and leisure costs.

In Russia, the consumer basket determines the subsistence minimum, which affects the share of all social indicators and, consequently, the assessment of the standard of living of the population and its individual groups.

The living wage is the value of the minimum consumer basket, as well as mandatory payments and fees. That is, this is the monetary limit necessary for the residence of each category of citizens.

In general, the living wage is required:

1. for a comprehensive analysis of the socio-economic development of the territory, which in turn entails an assessment of the level and quality of life of the population of the Russian Federation. After collecting the necessary information, the authorized bodies of the territory develop and implement the necessary social policy;

2. for argumentation and justification of social payments established in the territory, which include wages, pensions, scholarships, benefits.

3. to establish the federal and local budgets.

According to Tambovstat (Territorial body of the Federal State Statistics Service for the Tambov region), it is assumed that the average subsistence minimum for a resident of the Tambov region will be 10248 rubles per month, which he will spend as follows:

- 4720 rubles - for food;
- 2428 rubles - for services, including rental housing, travel in public transport;
- 2425 rubles - for the purchase of non-food items, which include clothing and footwear;
- 675 rubles - to pay utility bills.

For the able-bodied population, the subsistence minimum amounted to 11028 rubles, and is distributed as follows:

- 4851 rubles - for food;
- 2483 rubles - for non-food products;
- 2486 rubles - for services;
- 1208 rubles - for utilities.

For minors in the region, the subsistence minimum amounted to 10145 rubles, of which almost half - 5000 rubles - is supposed to be for food.

Pensioners are allocated 8755 rubles, about 50% of them - 4309 rubles - are allocated for food, the remaining - 4446 rubles - the elderly will spend on clothes, shoes and various services.

Table 2: Comparative characteristics of consumer baskets of the Tambov region and regions with cold climates [5]

Product name	Tambov region			Cold climate regions			Absolute deviation			Relative deviation		
	Working-age population	Pensioners	Children	Working-age population	Pensioners	Children	Working-age population	Pensioners	Children	Working-age population	Pensioners	Children
Bread products, kg.	128.4	98.7	78.3	157	122.5	100.4	28.6	23.8	22.1	22.27	24.11	28.22
Potatoes, kg.	100.5	80	88.4	76.6	65	74.9	-23.9	-15	-13.5	-23.78	-18.75	-15.27
Vegetables and gourds, kg.	115.2	99	113.4	112.6	99	115.3	-2.6	0	1.9	-2.26	0	1.68
Fresh fruits, kg.	60	45	118.1	65	50	126.25	5	5	8.15	8.33	11.11	6.90
Sugar and confectionery, kg.	22.2	21.2	21.9	26.25	25.2	27.1	4.05	4	5.2	18.24	18.87	23.74
Meat products, kg.	58.7	54	44.4	70.3	65.05	56.9	11.6	11.05	12.5	19.76	20.46	28.15
Fish products, kg.	19	17	18.6	33.85	29.5	28.3	14.85	12.5	9.7	78.16	73.53	52.15
Milk and dairy products, kg.	290.8	267.8	259.5	256.8	226.6	363.2	-34	-41.2	103.7	-11.69	-15.38	39.96
Eggs, pieces	210	200	201	260.5	235	231	50.5	35	30	24.05	17.5	14.93
Vegetable oil and other fats, kg.	11.5	9	5.9	15.85	12	8.3	4.35	3	2.4	37.83	33.33	40.67
Other products, kg.	4.9	4.1	3.5	4.9	4.1	3.6	0	0	0.1	0	0	2.86
Non-grocery goods	50	50	50	60	60	60	10	10	10	20	20	20
Services	50	50	50	60	60	60	10	10	10	20	20	20

Having considered these values, we can say that the composition of the consumer basket does not meet modern needs. This is explained by the fact that the prices of goods are growing every month, along with them, the need for the actual consumption of vital goods and services is also increasing, which in turn leads to the fact that the subsistence minimum is simply not enough to meet the minimum needs of the population. All this leads to an increase in poverty, a deterioration in the conditions and quality of life, as the population, due to lack of funds, is forced to reduce their needs in order to pay for the minimum required amount of food, housing and communal services and purchase urgently needed non-food items.

The consumer basket in Russia for 2019-2020 is formed depending on the place of residence. In accordance with Decree of the Government of the Russian Federation of January 28, 2013 No. 54, the whole country was divided into ten zones. For each zone, their own food intake norms were determined [6]. So, the Tambov region, together with the regions of the Central Federal District, is assigned to the seventh zone. In general, all regions are divided into zones with cold and sharply continental, temperate and warm climates. This distribution in three zones is associated with the influence of certain factors. It should be noted that when compiling the food and non-food parts of consumer baskets, various factors are used. So, the following key points influence the formation of a set of food products of a particular region:

- climatic conditions, as well as specialization, structure and method of production of goods;
- cultural values, traditions and dietary principles;
- the structure of the actual consumption of low-income families and the peculiarities of the formation of their nutrition;
- the need to meet the needs of the population, taking into account the energy value of a set of food products;
- increase for the inhabitants of the North of the share of products containing in their composition nutrients necessary for the body.

As for the non-food part of the consumer basket, its formation is influenced by the number of sunny days per year, the average air temperature and the frequency of precipitation.

To assess the impact of climatic conditions on the formation of the consumer basket, it is necessary to analyze its composition for each zone. The Tambov region is included in the group of regions with moderate climatic conditions; therefore, it is advisable to compare the composition of its consumer basket with regions assigned to other zones [7].

For clarity of analysis, we will group the given 10 variants of consumer baskets into three climatic zones and calculate the average value for each product category. It should be noted that, since the Tambov region belongs to the regions with a temperate climate, comparing its consumer basket with the average value of the consumer basket for all regions of this group is not appropriate - their values are identical.

Therefore, first of all, we will identify the differences between the consumer basket of the Tambov region and the average consumer basket of regions with a cold and sharply continental climate (1-2 zones) (Table 2).

A graphical version of the discrepancies in consumer baskets is shown in Figure 2.

So, based on the data in Table 2, in almost all items of the consumer basket, regions with cold climates outperform regions with a temperate climate, including the Tambov region. For example, the able-bodied population of the Tambov region is recommended to consume 28.6 kg less bread products (22.27%); by 4.05 kg - sugar and sugar-containing products, which in percentage terms is 18.24%; meat by 11.6 kg, or 19.76%.

The consumption of fish products is especially different - the population of regions with a cold climate should eat 14.85 kg. more than residents of the Tambov region. If we consider this indicator as a percentage (78.16%), then the difference between the regions acquires an almost critical spread.

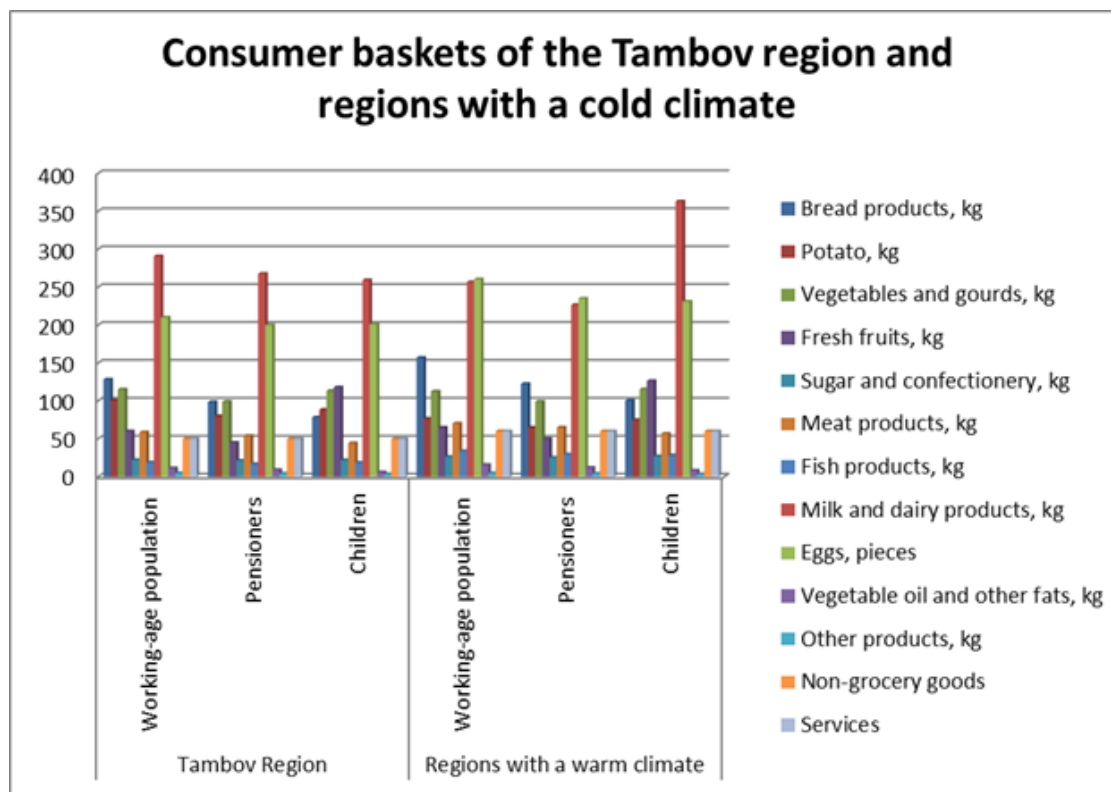


Figure 2: Comparative characteristics of consumer baskets of the Tambov region and regions with a cold climate

Residents of retirement age living in regions with a cold climate should also consume more bread products (by 24.11%), meat products (by 24.46%) and fish products (by 73.53%).

As for children, the composition of the consumer basket for them corresponds to other categories of citizens, with the exception of dairy products. Children of the Tambov region consume less milk and dairy products by 39.96%, while the working-age population and pensioners, on the contrary, consume more by 11.69% and 15.38%, respectively.

The Tambov region surpasses regions with a cold climate in the consumption of dairy products, with the exception of children, as well as in potatoes - by an average of 19.27%.

Regions should consume vegetables, fruits and other products, which include salt, tea and spices, in approximately equal amounts. Differences between these categories of the consumer basket fluctuate within the minimum limits (2-8%).

In general, these differences are reasonable. Thus, due to their natural and climatic conditions, regions with a cold climate are famous for large volumes of fish production, a high level of development of vegetable growing, dairy and meat cattle breeding, as well as a large number of sown areas [8]. The Tambov region is also not far behind and has a high share of black earth and sown areas (which is why potato consumption is higher in the Tambov region). But not only these reasons explain these differences, but above all, the fact that residents of the northern regions, due to harsh living conditions, need to consume more animals, fish and dairy products to maintain

health than residents of a temperate, and rather acceptable and comfortable climate, which includes the Tambov region.

It is also worth noting that the share of non-food products and services in the total volume of the consumer basket in regions with a cold climate is 60%, while in the Tambov region it is 50%. This is also due to climatic conditions. In the north, winter lasts for 6 months, so people spend more money on non-food items, which include clothes, shoes, hats. The population in such conditions is more at risk of morbidity, so they often have to purchase drugs.

As for services, everything is very clear here, the costs of vehicles, housing and communal services are much higher than in the Tambov region, so the consumer basket of the northern regions must take into account all the shortcomings of the climate.

In order to fully assess the legitimacy and objectivity of the composition of the consumer basket of the Tambov region, it is necessary to compare it not only with the consumer basket of regions with a cold and sharply continental climate, but also with the consumer basket of regions with a warm climate. This group includes regions included in zones 9-10 and related to the southern federal district. In table 3 we will carry out this comparative analysis.

Figure 3 shows a graphical version of the differences between the consumer baskets of the Tambov region and regions with a warm climate.

Analysis of consumer basket data showed that the differences between them are insignificant. The exception is potatoes and fish products, which all categories of citizens of the Tambov region

Table 3: Comparative characteristics of consumer baskets of the Tambov region and regions with cold climates [9]

Product name	Tambov region			Cold climate regions			Absolute deviation			Relative deviation		
	Working-age population	pensioners	Children	Working-age population	Pensioners	Children	Working-age population	Pensioners	Children	Working-age population	Pensioners	Children
Bread products, kg.	128.4	98.7	78.3	133.35	107.4	80.05	4.95	8.7	1.75	3.86	8.81	2.23
Potatoes, kg.	100.5	80	88.4	75.15	65	73.05	-25.35	-15	-15.4	-25.22	-18.75	-17.36
Vegetables and gourds, kg.	115.2	99	113.4	122.1	107	124.6	6.9	8	11.2	5.99	8.08	9.88
Fresh fruits, kg.	60	45	118.1	60	45	118.15	0	0	0.05	0	0	0.04
Sugar and confectionery, kg.	22.2	21.2	21.9	23.75	21.2	21.85	1.55	0	-0.05	6.98	0	-0.23
Meat products, kg.	58.7	54	44.4	58.55	54	45.35	-0.15	0	0.95	-0.26	0	2.14
Fish products, kg.	19	17	18.6	17	14	16.85	-2	-3	-1.75	-10.53	-17.65	-9.41
Milk and dairy products, kg.	290.8	267.8	259.5	257.3	224.4	360.2	-33.5	-43.4	100.7	-11.52	-16.21	38.81
Eggs, pieces	210	200	201	210	200	201.5	0	0	0.5	0	0	0.25
Vegetable oil and other fats, kg.	11.5	9	5.9	12.3	10.5	6.25	0.8	1.5	0.35	6.96	16.67	5.93
Other products, kg.	4.9	4.1	3.5	4.9	4.1	3.5	0	0	0	0	0	0
Non-grocery goods	50	50	50	50	50	50	0	0	0	0	0	0
Services	50	50	50	50	50	50	0	0	0	0	0	0

should consume more on average by 20.44% and 22.18%, respectively. The increased consumption of potatoes in the Tambov region is explained by the fact that the region is dominated by a high proportion of chernozem areas.

Consumption of milk and dairy products varies for all categories of citizens. So, if the able-bodied population and pensioners of the Tambov region should consume 30-40 kg more dairy products in their diet, then children, on the contrary, are 100.7 kg less. This is explained by the fact that the southern regions are among the leaders in the production of dairy products.

Also, all categories of citizens living in warm regions should use more bread products and vegetables in their diet, since the production of vegetables and grain crops increases annually in the south of Russia. In addition, the leadership in the production of wheat belongs to the Southern Federal District (Southern Federal District). For other types of products, consumer baskets have minimal differences within 5-6%. And the rate of using fruits, other products and eggs in your diet is the same. As for non-food products and services, here the percentage is equivalent (50%).

In general, we can say that the consumer baskets of the Tambov region and the southern regions are almost identical, since the temperate and warm climates are similar in terms of climatic conditions. Therefore, their minimal differences are explained not so much by the climate as by the specialization of the regions.

After analyzing consumer baskets on a climatic basis, we cannot unequivocally say that any of the consumer baskets proposed for analysis is better or worse, each has its own characteristics, and these features have a logical justification, since when forming these documents, all the features of the regions are taken into account: from geographical location to economic orientation. But do not forget that these consumer baskets are nominal and in most cases differ radically from the actual values.

It is this difference that carries the main problem and makes us think: "What kind of consumer basket do we need and do we need it at all?"

Since the current consumer basket ceases to operate on January 1, 2021, the question arises of what awaits us in the future. Currently, there are two debatable points of view regarding the further development of the consumer segment. First, the revision of the consumer basket and the introduction of adjustments to its composition. And secondly, the refusal to calculate the consumer basket and its complete abolition. Let's evaluate the objectivity and relevance of these opinions.

Initially, experts associated the revision of the consumer basket with the transition to a healthy diet. As a result, the research center responsible for nutrition made the following recommendations to the Ministry of Labor [10]:

1. Increase the share of red meat in the structure of the consumer basket by 5%, fish - by 16%, poultry meat - by 11%, cottage cheese and eggs - by 14%, vegetables and fruits - by 17%.

2. Reduce the consumption of salt by 5%, sugar and confectionery - by 12%, bread and bakery products - by 6%.

The main goal of these changes is, first of all, to reduce the consumption of foods containing a large amount of fast carbohydrates and fats, and, in contrast, to increase the volume of protein foods and vitamins. To do this, it is necessary to reduce the consumption of salt, flour products, sugar, and increase the consumption of fish, eggs, meat, that is, foods rich in amino acids.

But at the beginning of 2020, when the whole world was faced with the coronavirus pandemic, which significantly affected consumer demand and consumer behavior, Rosstat representatives said that in addition to revising the grocery part of the consumer basket, it could include goods and services that have become particularly relevant during a pandemic.

Essential commodities may include disinfectants such as shower gels, hand sanitizers and surface sanitizers, as well as hostel services driven by domestic tourism.

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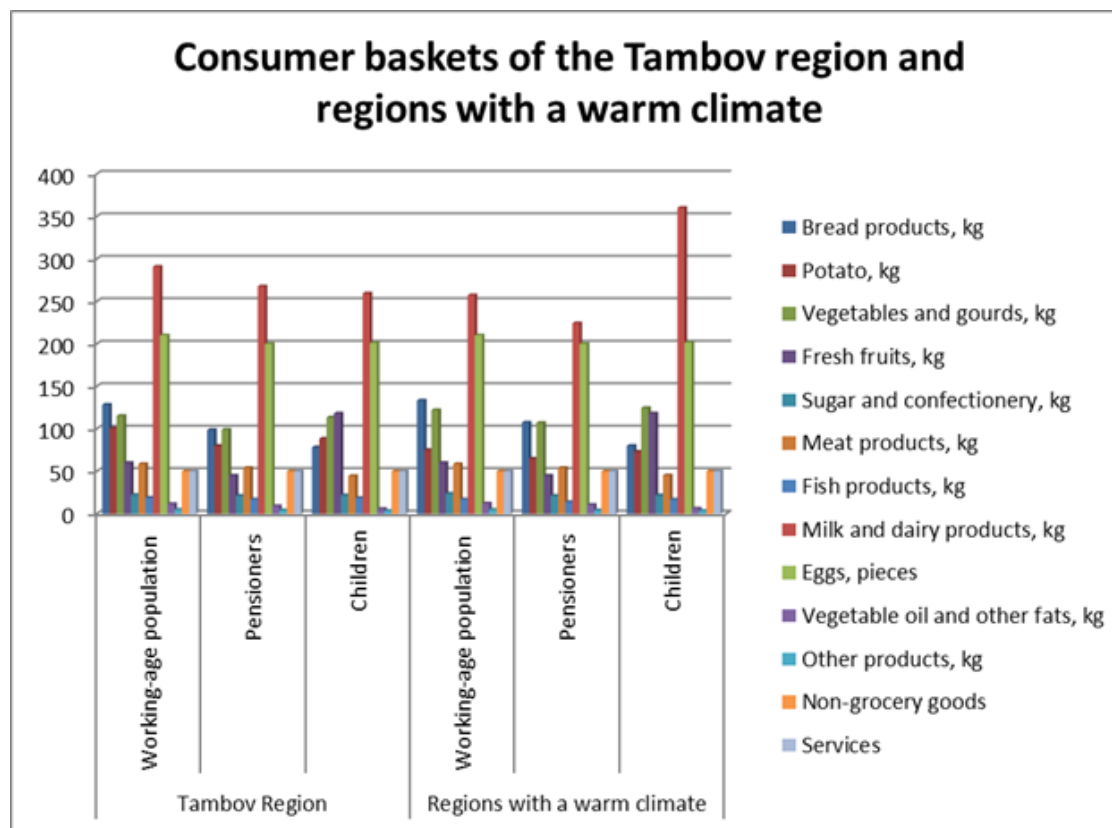


Figure 3: Comparative analysis of consumer baskets of the Tambov region and regions with a warm climate

In the new consumer basket, special attention will be paid to the information and digital sector, since thematic packages of TV channels and media services have become very popular during the period of self-isolation. Also, educational institutions were forced to switch to distance learning, which gave rise to the problem of technical support for children.

Parents, in turn, under the pressure of circumstances, had to spend significant amounts of money on the purchase of computer equipment and the Internet for educating children. And these expenses were not planned in the distribution of the family budget. Also, the coronavirus epidemic and quarantine measures have caused a boom in demand for medical masks, gloves, sanitizers, and household chemicals for the home. Experts believe that, since there is a possibility of this infection turning into a seasonal disease, these products should be included in the consumer basket.

It is worth paying attention to medicines, since the consumer basket includes only cotton wool, bandage, valerian, iodine, brilliant green, aspirin and analgin, which are not able to save a person from a serious illness. Also, the consumer basket does not take into account paid medical services. Perhaps it would be worth highlighting these services as a separate line, since the prices are quite high, and the costs make up a significant part of the budget. There are no items in our basket that would take into account the cost of mobile communications and cultural events.

In general, the increase and decrease in individual columns of the consumer basket is unlikely to somehow change the structure of real consumption. But do not forget that the expansion of the consumer basket will lead to the fact that it will naturally rise in price. This means that even more Russians will fall below the poverty line, so in order to solve this problem, it is necessary to increase the subsistence level.

It is with the value of the subsistence minimum that the assumption of a complete rejection of the calculation of the consumer basket is connected. Representatives of the Ministry of Labor say that the main purpose of the consumer basket is to set the subsistence minimum.

The Ministry of Labor admitted that at present the composition of food products in the consumer basket does not meet the recommendations of the World Health Organization on healthy eating standards, and the share of non-food products and services does not correspond to reality. Therefore, the experts proposed not to recalculate the consumer basket, but to switch to a new methodology for calculating the subsistence minimum.

Thus, in September 2020, the Government approved a draft new approach to determining the subsistence minimum in Russia: from 2021 it is planned to be fixed at the level of 44.2% of the median average per capita income of Russians (a level above which 50% of the population, and the second half, vice versa, below) for the previous year. The value of the subsistence minimum per capita in

2021, when calculated using the new methodology, will be 11653 rubles. For comparison, in 2020 - 11012 rubles. It would seem that the subsistence minimum has not changed dramatically. But at the same time, there was an increase in this indicator, albeit slightly. In addition, it is impossible to say unequivocally whether the expansion of the consumer basket will lead to such a result. This can be explained by the fact that with an increase in a particular line of the food part of the consumer basket, another will decrease, because the main goal of changing the consumer basket is the transition to a healthy diet, which means that its cost may remain the same. This is also confirmed by the fact that in terms of non-food products and services there is no specification of goods, only a percentage is allocated for their consumption. Therefore, the introduction of new products into this part of the consumer basket will definitely not affect its value. Yes, in theory, the expansion of the composition should affect the cost, but in reality this, most likely, will not happen.

Therefore, even despite the fact that the new methodology for establishing the subsistence minimum is not spelled out in the draft amendments in detail, the effect from its implementation is really noticeable. Since the cost of living is proposed to be calculated as a share of the median per capita income, the consumer basket becomes an "unnecessary tool".

The regional cost of living will be determined on the basis of the federal cost of living per capita, taking into account factors specifically designed for each region.

Whether this approach to calculating the subsistence minimum will find real application is still unknown, but if this happens, the consumer basket will cease to exist.

In general, the entire state governance structure should strive to increase incomes, improve education, nutrition and health, reduce poverty, improve the environment, optimize equal opportunities, increase personal freedom and enrich the cultural life of the population, which contributes to the socio-economic development of not only the country, but regions. Therefore, it is necessary to carry out activities that will really affect the improvement of the lives of citizens.

As for the Tambov region, when assessing the future fate of the consumer basket, representatives of Tambovstat are inclined to believe that its abolition can really improve the social situation of citizens. In addition, in the event of a transition to a new methodology for calculating the subsistence minimum, it will increase, and consequently, the value of the minimum wage will change.

But, despite these obvious changes, the leadership of the region realizes that with a new calculation of the subsistence minimum, the problem of poverty will be statistically exposed. However, this will already be "honest poverty", based precisely on income, and not on a basket with a certain set of goods, which in most cases is not used by people in the amount in which it is declared. Based on real data, local authorities will be able to formulate the parameters of social policy more clearly and effectively.

It is also worth noting that the new cost of living will be calculated based on the median income for the whole country. Consequently, the regions will have to adhere to the all-Russian values and will not be able to underestimate the amount of income of citizens. Under such conditions, wages will rise and begin to slowly move towards normal values.

Yes, all these changes will indeed show an objective picture of poverty not only in the country, but in particular in each region, including the Tambov region. But seeing real data on the level of poverty, the leadership will be able to deal with it more effectively. In general, representatives of Tambovstat believe that the transition to something new is always associated with risk, but if the current system ceases to meet modern requirements, it must be abandoned. Therefore, the abolition of the consumer basket and the transition to a new methodology for calculating the subsistence minimum will lead to the fact that the social policy of local authorities will become more modern, understandable and, perhaps, even begin to bear fruit. The leadership of the Tambov region has repeatedly stated that the main thing for the development of the territory is the well-being of its inhabitants. Therefore, it is necessary to do everything necessary to improve the lives of citizens and their families, and do it not sometime, but right now.

4 CONCLUSIONS AND SUGGESTIONS

Summing up, we can say that both points of view about the future fate of the consumer basket have a place to be. On the one hand, the consumer basket helps the country's leadership to have information about how much a citizen needs to consume goods and services for a normal life and how much money is needed for this. But, on the other hand, the consumer basket has not met the real needs of the population for a long time, and few people, when purchasing goods and using various services, rely on its composition. In addition, the subsistence minimum, which is the basis of the consumer basket, does not correspond to the actual costs of the population. Therefore, it is possible that the calculation of the subsistence minimum by the new method will lead to its increase. And if this indicator increases, then there will be a jump in the incomes of the population, benefits, pensions. That is, the population will be able to meet not only the minimum needs, but also those that previously seemed beyond the bounds of possibility. In this case, the rejection of the consumer basket will be the initial step towards improving the quality of life of the population, and if this really helps, then the end will justify the means.

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