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Problems of trade and provision in the daily life of rural regions residents of Central Kazakhstan during 1964-1985

The article discusses the place of trade and supply in the Soviet system, based on a planned economy, and the impact of changes in the daily life of rural regions. The research paper used archival documents and interview materials that were first introduced into scientific circulation. Since the Soviet trade and supply system, which did not take into account demand, could not fully provide the common population with types of goods, the qualities of the “Soviet man” in everyday life always helped to find a way out of the difficult, and the solution of the problem was carried out in the system of institutional and beyond structures. The article takes into account the disadvantages and advantages of providing local differences between districts and types of goods, reflects changes in taste and innovations in human needs. Nomenclature with low interest and zeal for the cause in Soviet institutions, as in other fields of activity of the Soviet era, the most important thing is an ordinary “Soviet man” with the desire to satisfy his basic needs in a rigid state and ideological system are given by examples of rural areas. The primary sources of the habits formation, which in most life situations first give importance to informal contacts, are indicated by clear evidence. In conclusion, it was concluded that the supply of the rural population with consumer goods was completely subordinated to the state, the place of shortages was covered by informal contacts and relations on the local ground, and the common people fought the deficit through the methods of “silent resistance”.

Keywords: everyday life, trade, supply, commodity, demand, rural region, Central Kazakhstan, scarce commodity.

Introduction

The issue of providing the population with goods of everyday and basic needs will become important in any historical period. One of the main features of the trade and supply sector in the Soviet period was that it was completely at the disposal of the state. The process of production and sale of goods was carried out entirely through state-owned enterprises and bodies, and was not excluded from the scope of supervision and control.

In the article, the period between 1964-1985 is chosen as a time-based measurement, and rural areas of Central Kazakhstan are taken as historical spaces. The object of the research is the problem of providing the population in the rural area of Central Kazakhstan, and the research subject is the impact of the trade sector on changes in everyday life.

To fulfill the stated goal under the title of the article, the following tasks were set:

- 1) determining the situation in the field of trade and provisions on the basis of archival documents, indicating the specifics between districts;
- 2) description of the main differences in this area between different levels of settlements on the basis of interview materials, analysis and justification of the impact of local differences on everyday life depending on the level of provisions.

The historiography of the problems of trade, supply, consumption, commodity-money relations in the history of everyday life can be divided into three groups: 1) foreign, as well as Russian; 2) Soviet, as well as works of the period of the Kazakh SSR; 3) works of the independent Kazakhstan period.

In the historiography of Western Europe, the fundamental works of authors F. Braudel, E. Le Roy Ladurie, F. Aries and J. Duby and etc., where aspects of everyday life are studied, deal with the problems of trade and commodity supply [1-3]. In Russian historiography, since 1991, as a part of foreign historiography, there are a number of monographs and dissertation works related to the topic. As large-scale monographs in terms of content and scope, S.D. Bagdasaryan, V.B. Bezgin, V.A. Berdinskikh works, Yu.N. Yefremova, E.V. Migranova have dissertations on the topic, which dealt with the problems of rural regions and local

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features [4-8]. In Soviet historiography, the problems of rural everyday life, including in this field, were discussed in the studies of M. Petrovich and I. Krivchansky who have undergone analysis and sorting [9, 10]. The problems of trade and supply in Kazakhstan in the Soviet period are covered in the dissertation of M. Kamenova [11]. In the domestic historiography of independent Kazakhstan researchers Z.G. Saktaganova and K.K. Abdrakhmanova pay special attention to this issue in their research [12, 13]. Z.G. Saktaganova's research on various aspects of the history of everyday life is continuously published in publications of the international level [14-17].

Methodology and materials

The methodological basis for the article consists in the principle of historicity and consistency, which allow to analyze the sphere of trade and supply in everyday life in the space of rural regions of central Kazakhstan in the Soviet period. Among the general scientific methods, the methods of induction and deduction, analysis and synthesis were selected. In some examples, the method of induction was used to determine the state of the industry in a small rural environment, the method of deduction for classification and analysis of general trends in Soviet society. To conduct a full-fledged study, we will work over the problem by classifying it from large to small and by assembling from small to large, giving priority to analysis and synthesis among special scientific methods. The formulation of the problem and the presentation of solutions were carried out by the method of historical dynamics, in which a comprehensive analysis of processes changes over time was carried out.

The historical and comparative method used in the article analyzed the collected oral interviews and helped to show similarities and differences in the impact of trade and supply between the districts and settlements of central Kazakhstan on the conditions of everyday life. The historical and genetic method made it possible to assess the change in the problem over time, starting from the origin. Through the retrospective method, using interview materials, we tried to determine the causal relationship, gradually, consistently, fully experiencing the events of the past tense in a situational and psychological-emotional context.

The study also used quantitative methodology, with a preference for qualitative methodology. Qualitative methodology was used for interview materials, and for the archival documents quantitative methodology was given priority. The study analyzed quantitative indicators and other subject matters at the national and regional levels.

In our study, we will try to consider the picture of the state of provision within the framework of the Soviet planned economy in the rural regions of central Kazakhstan. While oral data reflect the views of the residents of rural areas related to the life of ordinary people in the local area, archival documents are clearly dated 1964-1985 reflects the actions of institutional structures that have influenced the situation on this issue. The article mainly covers materials collected by the method of oral interviews taken from all districts of Central Kazakhstan during the period of 2021-2022. In the methodology for collecting oral interview materials, the works of T.K. Shcheglova were taken as a basis and the in-depth interview method was used [18].

Discussion and results

Several key features of the goods provision for the the rural region population have been preserved and reflected throughout the studied period:

- residents of remote and scattered rural settlements received the major part of food products from their own farms;
- the purchase of daily necessary goods from state farms, district centers and other urban settlements had become widespread;
- trade was used for residents of remote rural areas (a mobile stall or a mobile shop);
- mainly in the rural areas trade turnover, goods that are rapidly deteriorating and require favorable conditions for transportation were sold in small quantities or were not sold at all.

During this period, central Kazakhstan gained a number of achievements in accordance with the General Union and Republican trends. We see trade and commodity relations issues in Central Kazakhstan among archival documents of various levels in the documents of the consumer's association at different stages of management. We see a number of positive changes in the general sphere and in this aspect of the rural residents' lives.

Among the general indicators of the time between 1966-1970 a number of works carried out by cooperatives of Karaganda region to create trade services for the rural population are noteworthy. In 1970, compared to 1965, sales of semi-finished products per capita increased by 5 times, sales of confectionery

products-by 3 times. For 5 years, the book sales plan has been fulfilled by 103 %. If per capita book sales were 1 ruble 44 kopecks in 1965, then 1 ruble 62 kopecks in 1970, or an increase of 13 %. In the 1970s, 46 or 87 % of the total 53 bookstores were self-service.

In general, the indicator of goods sales per capita in the region in 1965 was 375 rubles, in 1970 it was made up of 495 rubles.

In comparison with 1965, the indicators for the sale of the following food products increased: sugar — by 11 %, confectionery — by 54 %, animal fat — by 21 %, fish — by 83 % or 2.8 times, vegetables — by 45 % or 2.3 times. For other goods in 1970 compared to 1965, sales indicators increased: garments — by 86 %, leather shoes — by 36 %, rubber shoes — by 68 %, knitwear — by 2.6 times. The per capita vodka sales rate in 1970 was 54 rubles, giving no increase. Sales of the following goods per 100 families increased: radio goods — by 19 %, TV — by 2.7 times, refrigerator — by 1.9 times, tape recorder — by 50 times.

A number of works have been carried out to strengthen the material and technical base of rural trade. In 1966-1970 6,396,000 rubles were allocated for the material and technical base of consumer cooperation of the region. For the 5th year, 19 stores with 136 workplaces, 7 public catering establishments with 560 places, 3 refrigerators with 53 tons, a warehouse with 5900 square meters, a vegetable and potato warehouse with 890 tons, a bakery with 4.5 tons of products per day and facilities were opened.

Work has been carried out to specialize and introduce advanced forms of the trading network. If in 1965 the most advanced forms of trading were in 20 stores, then in 1970 their number reached 104 or increased 5 times. 7 or 24 % of 306 industrial goods stores, 17 or 5 % of 320 grocery stores operated by self-service method [19; 18-19]. The development of the eighth of five-year plan, which was generally called the “Golden five-year plan”, concerned most areas of life and showed its results for many years, gave a certain inertia to the development of the Soviet state. These inertia of changes were observed in the daily life of ordinary people and persisted on the pages of history.

Since the Soviet supply was under the supervision of a state that relied entirely on a planned economy, there was a shortage of necessary goods in trade turnover and supply facilities from the flow of production issues.

Some of the complaints of ordinary residents of the rural area, which described the real situation, also reached the publications of the Union level. According to the content of the letter, the straw burnt from spring to autumn, and for the cow in the hands it was not allowed to take it. And there was no need to live in the village if you did not have livestock in your hands, because nothing was sold in the store. During the summer, meat was sold once and fish three times. Salted fish that had rotted in the store lied all summer and often nothing was visible except black bread and canned fish. Although there was a lot of talk from the radio and the newspaper about the improvement of countryside living, but the results were not visible in the local area (Yu.E. Petruknene. Karaganda region, Nurinsky District, harvest state farm “Shakhter”) [20; 78].

From the beginning to the end of this period, the chain of main scarce and always in high demand goods in the field of trade, did not undergo much change. There is a lot of information about these goods in the interview materials, as well as information from archival documents. Goods in great demand, but in short supply: sausage, fish, margarine, canned meat, Indian tea, Grade II Ceylon Tea, buckwheat, potatoes, vegetables, fruits, vegetables, vodka, wine, beer. From manufactured goods: cotton fabric, clothing, woolen products, sheepskin products, leather shoes, rubber shoes, carpet, art porcelain and faience cups and teapots, student notebooks, window glass, wood material, cement, slate, paint, oil, lime [21; 349].

The main reason for the shortage of goods is the work of production and delivery services without taking into consideration the needs of the population. In the first half of 1978, the above-normal unsuitability of goods in the system of the Zhezkazgan regional Consumer Union amounted to 40 thousand rubles. This happened due to the fact that, that on the one hand the goods were imported without taking into account the people's demand and on the other hand the non-compliance of stores and warehouses with storage requirements made it impossible to create favorable conditions for material assets [22; 103].

Trade and supply out of the people's demand was constantly at a disadvantage, even with strict supervision. If trade is one of the abilities given to a person by nature, then the transfer of the trade business in the Soviet system to a certain institution leads to the handing the reins of a responsible business to an ineffective nomenclature, which can be traced in archival documents.

In 1971 the plan for the production of soft drinks from among the types of drinks was implemented by the Kazpotrebsoyuz by 95 %. The regions that showed the lowest performance in the implementation of the plan: Aktobe — 76 %, East Kazakhstan — 50 %, Shymkent — 74 %, Uralsk — 77 %, Karaganda — 81 %, Semey — 84 %. These departments had the necessary production capacity and despite being provided with

raw materials they could not fulfill the plan. In 1971, Esil, Irtysh, Karkaraly non-alcoholic beer breweries did a poor job. Due to technological errors, these enterprises produced low-quality products. Equipment was running to capacity due to delays in repairs [23; 76].

Poor supply of the population with sewing, knitwear, shoes, cultural and household products [23; 140].

During the inspection in March 1971, it was found that the Vostok state farm of the Karaganda region had deficiencies in the supply of bread and other daily necessary goods. Similar cases were found in Aktobe, Taldykorgan, Guryev, Almaty regions [23; 157].

Plans for trade turnover are not implemented. The main reason is that the plan for trade turnover is sent to the district, cooperatives and stores without taking into account the possibility of procurement, and commodity resources are not provided for the implementation of the approved plan. Many stores close for a long time under various pretexts, such as inventory, acceptance of goods, or do not work for several days caused by the sellers' fault [23; 159].

The deficit commodity issue did not concern only remote rural areas. Residents of settlements close to industrial cities also faced obstacles in finding and purchasing the necessary goods. Until the collapse of the general Soviet system, most consumer goods were scarce ("deficit") and distributed root-familiar. Employees of the district department of consumption have become "respected persons" on the way to finding the necessary goods. Those who worked in the position and received a significant salary were able to go on vacation to big cities, where they got the necessary things for a low price. For example, it was possible to go on a 3-day voucher and get decent things for a salary of 90 rubles, in the case if you can tolerate large queues. Surplus goods, special work clothes and some other goods were stored in the warehouse in large volumes. Warehouse managers could let goods pass at a low price to someone who came in search of "what they need", because the factory produced non-conforming goods. But, the enterprise had to pay and calculate wages. Therefore, the factory left all the products in the warehouse. And in the warehouse those products were distributed along with the deficit goods [24]. This is a disadvantage of a planned economy. The factory makes a lot of clothes that may not be fashionable or not suitable for what you need. Therefrom, the surplus goods appear. It is impossible to audit the whole economy radically.

Archival data also shows that the demand of the population for many goods is not taken into account. For example, in 1971, according to the consumer union system, clothing was sold to 285 million rubles. This is an increase of 7 % compared to 1970, but the remaining surplus goods increased by 38 million rubles, or 22 %. The growth in sales of shoes amounted to 2.2 %, while the growth of residual goods amounted to 11 million rubles or 14 %. The situation is even more complicated when it comes to individual areas [23; 160].

Similar cases occurred in areas where animal husbandry was considered the main direction, the respondent said: "the black fur coat or short fur coat became a deficit and came up with a special list and was given to no more than two shepherds in each state farm a year. The short fur coat was taken from the district warehouse and worn only by the leaders. The carpet and fabric types were also not abundant... Goods were issued only with a limit and quantity. The product, came with the list, was not distributed free of charge. Furniture was listed by the village council, and furniture like chiffonier was not available in all houses. Furniture, such as sofas, beds, wardrobes, has been supplied from Balkhash and Karaganda since 1975, and since the early 1980s. they started coming to the district center after the hardware store opened. When a merchant left for a visit or for another reason, residents forced to open a store. The seller was like a boss" [25]. Goods supplied in a limited volume had always become an irresistible attribute of the Soviet supply system and had been preserved for a long time.

Although local production was carried out to put food products up for sale, the final result was not always positive. According to the resolutions of the kazpotrebsoyuz union, it is planned to open a culinary store in each district center until the end of 1971. But cooperative organizations of East Kazakhstan, Karaganda, Kyzylorda, North Kazakhstan, Semipalatinsk, Tselinograd regions did not desire to open these stores. At the beginning of 1971 only one out of 12 districts in East Kazakhstan region, three out of 10 districts in Karaganda region, four out of 10 districts in Kyzylorda region, four out of 11 districts in North Kazakhstan Region, five out of 12 districts in Semipalatinsk District, five out of 11 districts in Tselinograd district had culinary shops [23; 74].

The difference between urban and rural trade was mainly observed in the type of goods. In rural areas, the types of goods sold more in industrial cities, were less in circulation. For example, in Aktogay, one of the remote areas, the local population did not consume fish products. The respondent said about this: "In the early 1980s. when I went to manage potrebsoyuz the shelves were completely empty. The leaders of the raipotrebsoyuz before me did not organize the work correctly, did not find the right person. In this shere, it is

necessary to have merchant and organizational qualities. In the districts close people are often appointed to this position. But things do not work out” [26]. Gaps not only in production goods, but also in the provision of food for everyday needs are directly related to the organization of trade and require a certain skill and professionalism even in a small rural environment.

In terms of clothing types, the demand for expensive leather clothing has always remained high, as always. In 1971, the sale of leather shoes was reduced by the following regional consumer unions: Aktobe — 3.6 %, Karaganda — 1.1 %, Kostanay — 3.5 %, Pavlodar — 2.8 %. But commodity waste in these consumer allies increased between 8 and 22 %. One of the main reasons is the production update of the model. In 1971, the industry updated 66 % of the models of clothing and 40 % of shoes [23; 161].

On the specifics of finding scarce goods even in areas with poor supply, the respondent said: “In the village, sometimes there were imported goods that were not found in the city. They were also sold at a reduced price. Since the specifics of the village were not taken into account, the sent expensive shoes were not worn. He doesn't herd sheep in expensive shoes. Oblpotrebsoyuz did not look at the demand. Therefore, the “long-kept” (stale) goods appeared. They lie around unsold, no one takes them. If they were taken to the city at a lower cost (marked down), then things that were not traded in the village were sold for cash” [26]. The inequalities between supply and demand are not believed today, but only the experts in the industry are aware of interesting situations.

One of the main problems in the field of security in the Soviet period was the provision of housing with furniture, the respondent said: “You stand in line for furniture for a long time... We were ashamed of the guests who came home. There was only a round table and one bed, others lying on the floor. At this time, the carpet is laid on the wall. We didn't get it either. You can't find them when girls get married. Even if it stands in the store, it is issued with a list... The list never moves, only with familiarity...” [27]. Informal ties have penetrated into the sphere of trade and influenced the receipt of many goods. Obtaining the necessary subject reflected the general family status and contained a certain social criterion.

About the fact that even mutual closeness in access to goods cannot fully help: “Furniture, TV, etc., we got through a comrade of my husband, who worked in a mobile stall. Often the deficit items were taken by shepherds and root-acquaintances. Ordinary people like us will remain on the sidelines” [28]. Even in informal relations, the influence of the position and rank in institutional structures was observed in solving important issues.

Since 1970s the purchasing power began to gradually rise, the general population began to clearly feel a shortage of goods. Regarding the Soviet nature of the trade and supply system: “The deficit goods were bought from the inter-district base or through other indirect routes and through other channels. These were not available to everyone, they were not sold in the free trade. These benefits could only be used by people close to the management or working in the trade sector itself” [29]. Supply facilities and warehouses of goods in district centers have become “special” places for obtaining the necessary goods, and instead of official retail outlets, they have become additional points of distribution of goods.

About the existence of the trade industry in the nature of a scarce commodity distribution system: “For example, if I am a shopkeeper, I will turn to my relative. If a good stuff comes to the shopkeeper, I will hand it over to my relative so that he can take it. I will fulfill his request. Other villagers would complain that I gave it to a relative. Even the units were given in turn. If city dwellers came to the village to visit their relatives, they would take what they needed from the village store, saying that there were good things to find” [30]. The fact that a simple shopkeeper or salesperson has become one of the most important, special “positions” in society was one of the manifestations of real absurdity.

Getting the necessary goods was equal to fighting on the local front: “It was hard to get a carpet, a TV. My wife was a seller in the store. Sometimes she brought goods without permission. She was called by the chairman of the village council and scolded. She argued about the fact that wasn't she authorized to get the stuff as she worked there. I put on decent shoes and dress shoes as my wife worked in the store. My wife got the items through the battle. It was not sold open. You could get them either through the struggle or through the acquaintances. Good tea was given to a shepherd or a car mechanic in a store only with a village council note. My wife could take the tea herself, saying that her husband was a mechanic. There was no abundant flow of goods” [31]. The easing of the demands and punishments of the leadership during the years of stagnation encouraged ordinary people to act openly in a number of situations, and not as cowardly as before.

Urban settlements were of great importance in the supply of goods to rural areas. Not only residents of the settlement, but also residents of the surrounding rural settlements had the opportunity to find the necessary goods. But even in this case, the problem of relations and interaction between people was

important: “We went to the village of Karagaily for goods. There was a good supply there. But... I wanted to dress my children beautifully... I was an operator in the district consumer society (raipotrebsoyuz). We know what goods will come. We took the necessary things from the storekeeper. But even if you were an employee there, we carried it with difficulty. We took the decent tea... and the others in the same way” [32]. Employees who were directly involved in the supply business had become an official, as well as an unofficial “golden bridge” between the population and the points of consumption.

The change in people's tastes and the main quality goods of that time: “Clothes were mainly only from China, the Czech Republic, Poland. Mostly from China. The union had good relations only with China. China's costumes, sweaters, dresses were highly appreciated. The vegetable did not appear on the table at all. After the Kazakh people were obedient, they did not taste food. Only the meat and flour products of the livestock were consumed. The life of the people has improved since 1975. There was nothing bright during the other times. The supply was not very strong. As the people's life improved, tastes increased. Not enough for everyone. The acquisition of furniture has increased since the 1980s. Imported furniture was not available in many houses” [33].

The fact that meat products were not sold in local retail outlets was due to the fact that the population, which mainly consumed food products at the expense of personal subsidiary farms, did not have a great demand for these types of products. For the production of sausages and smoked meats in 1971, the Kaz consumer union fulfilled the plan by 95 %. However, East Kazakhstan, Guryev, Karaganda, Kyzylorda, Semipalatinsk, Turgai regions had not established the production of sausage products and smoked meats, such as Kazy-karta, Zhal-zhaya, shuzhyk. The Karkaraly district consumer union closed a typical workshop with complex equipment for the production of sausage products and used its building as a container warehouse. Basically, the villagers receive daily necessary goods from the central manor of the state farm or from shops in the district center [23; 139].

Although it seemed that the needs of agricultural workers, especially pastoralists in remote areas, were officially put at the forefront, in reality the demand was not always met. “The first secretary of the regional committee, Korkin, was a guest at my house. Korkin gave a scolding to the head of the regional potrebsoyuz, named Khan at one of the meetings. He said “I was in the house of a shepherd with ten children, he had ten sheep masters. Why don't you go and see his life?” Then the things got better and we were able to go to the regional consumer union and get the necessary goods” [34]. The features of the Soviet system, in which only close communication made a significant contribution to solving the necessary problem, were found in many places.

On the change in population demand, a trade expert said: “Before the 1960s the tea was Georgian tea. After the 1960s, the shepherds despised Georgian tea. Everyone wanted to drink Indian tea with milk. If you could find the right one, the herder would give you everything. Until the 1970s, alcoholic beverages were strictly controlled and given little. Was it the rigidity of discipline... If you could find vodka at the wedding, they would ride you a horse. If you could provide the ordered thing then the reputation of a mobile shopper (a manager of a mobile shop – a seller of goods) was not inferior to the head of the district. There was no person worse than you if you couldn't do it. They would write up a report” [35]. Open statements related to trade, which were hidden and leaked to the press, were also a mirror of the disappointed people who were not satisfied with the provision.

Applications for goods without taking into account demand have become widespread, and not only the type of small-scale goods, but also the issue of buying cars. Karaganda regional consumer union in 1972 did not order the following popular goods: motorcycle M105, scooter, boat motor, ski, voice amplifier, pen, eraser, brush, strings of musical instruments, fishing rods, photoexponometer, photo lens, electrogramophone, electric music player, photographic film and etc. Only 15 out of 112 items of goods necessary for fishing were ordered. However, despite the fact that there were 5 thousand packs of paper in stock, they ordered another 100 thousand packs of paper [23; 63].

In a rural area where public transport is rarely used, one of the most important issues was the purchase of a means of movement. Here is what the respondent said about buying a car: “It was difficult to get a motorcycle. Everything was in a deficit. When you come from the army, you don't even dream of getting a car with my income. I got in line for a motorcycle. I couldn't get Ural motorcycle. My turn finally did not come. A motorcycle that comes only 1 or 2 times a year. I stood in line for 7 years. My friend was transporting goods from the mezhraibaza (inter-district base) in Osakarovka on a mobile stall. I was told that Zaporozh got into Osakarovka. I got it, although it was an expensive car for that time, which cost 2100 rubles.

Let me give an example. If you are the director of a state farm, you want to please the children of the village at the New Year holidays. Although it was possible to find cheap sweets, it was difficult to get fruits like tangerines. In this case, you could go to the director of the plodovoshtorg in Karaganda with a warning in advance and bring a slaughtered cow's meat. But, of course, you get tangerines for money" [36]. Among the local leaders, there were some enterprising personalities who tried to please the residents. In this case, the circumstances of informal intimacy have already come to the fore.

In trade and supply, both in rural and urban areas, there were also embezzlement and shadow points in other industries. Minor events that occurred on the ground are found in the documents of institutions of the union or republican level. Seller X. of the Ulyanovsk state farm workers cooperative sold second-grade flour at the price of first-grade flour. In 1968 the concealment of fashionable shoes, women's clothing, knitted dresses, carpets, a transistor radio receiver, Indian tea was detected in certain shops of consumer societies of Zhanaarka, Zyryanovsk and other districts [37; 47].

Despite the audits carried out, retail prices were raised in many retail outlets, and there were often cases of deception of buyers, sales with high prices. With the participation of the state price committee and the pricing departments of the regional executive committee, 1062 outlets were inspected in August, which showed that 182 or 17 % of them violated price indicators. The purchases of 421 goods were taken under control, and price and weight violations were seen in 51 of them. The total amount of trade discipline violations stated 17311 rubles. From retail outlets of 9 regions of the Republic, 6279 rubles were issued to the budget as income from goods sold at high prices. Among them, from the Kostanay regional consumer union — 3347 rubles, Tselinograd — 1862 rubles, Karaganda — 389 rubles [38; 34].

In 1971, 42 % of theft and embezzlement cases identified by inspections amounted to an average cost of 1,300 rubles each. There were 4 heads of the district consumer union, 15 chairmen of the consumer society, 11 chief and senior accountants who were dismissed for appointing persons unworthy of positions responsible for material values, which led to various shortcomings [23; 9].

The main reason for these actions was the admission to material-responsible positions of persons without business qualities and professional training, doubtful, even those who had previously committed embezzlement or other crimes. Having access to goods and material valuables made these people to be engaged in theft and chaotic use of them.

A. Z. M., who was fired from Tokarev's state farm workers' cooperative for embezzlement of material values, was admitted to the canteen of the Telman consumer trade union of Karaganda region. While working in public catering, he was again fired for abusing opportunities in his position [39; 4].

Conclusion

Based on the above data, the following conclusions can be proposed:

1. During 1964-1985, in the sphere of trade and supply in Central Kazakhstan, Union and Republican trends were encountered, and a number of features were observed in accordance with the specifics of the region.

2. At the beginning of the studied period, demand for the solvency of the population was at a low level, gradually there was a change in taste associated with an increase in the population and an improvement in the social situation, the number and volume of scarce goods increased, and this trend persists throughout the years of stagnation.

3. Industrial cities in Central Kazakhstan and industrial and urban settlements scattered throughout the region were important in providing rural areas.

4. The Soviet trade system did not work in accordance with demand, most goods were in short supply, and in a number of places goods were in excess.

5. As in other areas of the totalitarian system, the "internal struggle" of the population against a rigid system based on a planned economy, following the paths of familiarity, kinship and other non-institutional relations, influenced the process of distribution of material goods.

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З.Г. Сактаганова, М.Ы. Ыбырайхан

1964-1985 жж. Орталық Қазақстанның ауылдық аймақтары тұрғындарының күнделікті өміріндегі сауда және қамтамасыз ету саласының мәселелері

Мақалада жоспарлы экономикаға сүйенген кеңестік жүйедегі сауда және қамтамасыз ету саласының ауылдық аймақтардың күнделікті өміріндегі орны мен өзгерістерге әсері қарастырылған. Авторлар ғылыми айналымға алғаш енгізілген архивтік құжаттар мен интервью материалдарын пайдаланған. Кеңестік сауда-қамтамасыз ету жүйесі сұранысты ескермегендіктен, ол қарапайым азаматтарды әртүрлі тауарлармен толық қамтамасыз ете алмады. Авторлар қамтамасыз етудің кемшіліктері мен артықшылықтарын ескере отырып, аудандар мен тауар түрлері арасындағы жергілікті айырмашылықтарға байланысты талғамның өзгеруі мен адамның қажеттіліктеріндегі жаңашылдықты көрсетеді. Көп жылдар бойы сақталып келе жатқан мәселелердің шешімін бейресми жолмен іздеу әдетінің қалыптасуы айқын дәлелдермен көрсетілген. Қорытындылай келе, ауыл халқын халық тұтынатын тауарлармен қамтамасыз ету толығымен мемлекетке бағындырылып, адамдардың күнделікті өміріндегі тапшылық мәселелерін шешу бейресми байланыстар арқылы және жер-жерлерде жүзеге асырылды деген қорытынды жасалды. Кеңес халқы тапшылықпен «үнсіз қарсылық» әдістері арқылы «күресті».

Кілт сөздер: күнделікті өмір, сауда, қамтамасыз ету, тауар, сұраныс, ауылдық аймақ, Орталық Қазақстан, тауар тапшылығы.

З.Г. Сактаганова, М.Ы. Ыбырайхан

Проблемы сферы торговли и обеспечения в повседневной жизни жителей сельских регионов Центрального Казахстана в 1964–1985 гг.

В статье рассмотрены место и влияние сферы торговли и обеспечения советской системы, опирающейся на плановую экономику, на изменения в повседневной жизни сельских регионов. Авторами использованы архивные документы и материалы интервью, впервые введенные в научный оборот. Поскольку советская торгово-обеспечительная система не учитывала спрос, она не могла в полной мере обеспечить рядовых граждан товарами разного вида. Авторами с учетом недостатков и преимуществ обеспечения, в зависимости от местных различий между районами и видами товаров, отражены изменения вкуса и новшества в потребностях человека. Формирование привычки поиска решения проблем неофициальными путями, которая оставалась на долгие годы, показано с приведением явных доказательств. В заключение сделан вывод о том, что обеспеченность сельского населения потребительскими товарами была полностью подчинена государству, а решение проблем дефицита для людей в повседневной жизни находилось через неформальные связи и на местах. Советский человек «боролся» с дефицитом методами «молчаливого сопротивления».

Ключевые слова: повседневная жизнь, торговля, обеспечение, товар, спрос, сельский регион, Центральный Казахстан, дефицитный товар.

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