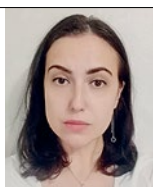


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Implementation of national project “Small and Medium-Sized Entrepreneurship and Support for an Individual Entrepreneurial Initiative” in a large Siberian city

National projects are devised by the authorities to improve the quality of life in each federal subject and municipality. Each national project has a long-term of implementation. Hence, the topic of this research applies to each city, region, and the whole Russia. The social character of small and medium-sized businesses is particularly important. All federal projects, launched within the framework of the national project “Small and medium-sized entrepreneurship” have long terms of implementation and are capital intensive.

The article discusses the actions and indicators of the municipal programme “Development of entrepreneurship in the city of Barnaul in 2015–2024” implemented in Barnaul, the largest Siberian city. The authors have conducted a methodological analysis and econometric assessment of its import and export potential to identify its constituents that need attention (the import substitution potential and the deterministic export potential). The authors have identified the main problems of the national project implementation and proposed solutions to optimize the development of small and medium-sized businesses in the municipality and improve the standard of living in each Russian region.

Presently, the successful implementation of the national project “Small and medium-sized entrepreneurship” is of utmost importance for the country's economic development.

Keywords: small and medium-sized entrepreneurship, Barnaul city, national project, municipal programme

INTRODUCTION

Altai Krai is located at the intersection of cargo flows, not far from the regions that have raw materials and processing enterprises important for foreign trade operations.

Altai Krai is an export-oriented region: the share of export operations in its total trade turnover exceeds 60 % [1].

In 2016, Altai Krai had trade partners from 92 countries, including former Soviet republics and other states, in 2017 their number reached 98 countries, in 2018 — 106 countries, and in 2019 the number of foreign trade partners went down slightly to 105 [1].

Over the last five years Barnaul's foreign trade turnover has increased from 267.7 million US dollars to 270.7 million US dollars.

It should be noted that the value of the trade turnover, if assessed in natural indicators, is dominated by exports: it was 79.54 % in 2016, 84.37 % in 2017, and 85.65 % in 2018 [1].

In general, in 2018 the value of exports went down by 4.3 % compared to 2017. However, there is an increase in the export of timber, pulp and paper products (13.9 % in 2017 compared to the previous year, and 20.8 % in 2018), supplies of metals and metal products went up 7.8-fold in 2018 compared to 2016; as for the mineral raw materials, their supply went up 62-fold.

However, the exportation of other goods was down 12 % in 2018 compared to 2017. If assessed in natural indicators, the exports of food products

and agricultural raw materials rose 27 % in 2018; the exports of mineral raw materials rose 27-fold, and the exportation of machinery, equipment, and vehicles was up by almost 1.8 times [2].

If we break down the exports by commodity groups, we can notice a large share “Food products and agricultural raw materials” (35.87; 46.07; 44.72 and 42.45 % in 2016, 2017, 2018 and 2019, respectively); as well as “Other groups of goods” (36.59; 22.47; 20.53; 27.42 % in 2016, 2017, 2018 and 2019, respectively) [2].

As for the structure of exported commodities, the share of “Other goods” decreased in 2018 by 16.1 % compared to 2016. The share of textile materials and products decreased by 2.17 %. At the same time, there was a rise in the share of metals and metal products, which reached 6.43 % in 2018 compared to 2016. The share of “Machinery, equipment and vehicles” went down from 9.46 to 5.63 % from 2016 to 2019.

In 2017, the value of import to Barnaul was worth 76.28 million US dollars, compared to 2016; the value increase equaled 15.8 million US dollars, or 26.2 %. The physical volume of imported goods rose by 11 %. In 2018, the import to Barnaul reached 83,847 million US dollars, which meant an increase worth 7.56 million US dollars, or 10 % compared to 2017. The physical volume of imported goods increased by 19.9 %. For the first nine months of 2019, the value of import reached 52.5 million US dollars [3].

The analysis of the Barnaul import operations has proven an increase in the import of food products and agricultural raw materials (its total value

rose by 91 % in 2017 compared to the previous year, and 2 % in 2018); the import of machinery, equipment and vehicles rose by 37.8 % in 2017 and by 13 % in 2018. In terms of natural indicators, it should be noted that the volume of imported products of chemical and related industries rose by 65.4 %; the export of timber, pulp and paper products rose 3.4-fold. The export of machinery, equipment and vehicles decreased by 8.3 % and the import of other goods was down by 33.3 % [3].

MATERIAL AND METHODS

The external business environment is described by objective statistical data and analysis, as well as the official information provided by local government authorities and subjects of the Russian Federation [4]. Nevertheless, statistical indicators of corporate activities cannot always truly convey the business environment in a particular city. Therefore, a study on the entrepreneurs' opinions, obtained by means of questionnaires, becomes a more informative data source used to assess urban business environments [5].

A survey was conducted among 20 small and medium-sized businesses in Barnaul to study its economic potential and identify the main problems.

The topic of the survey was "Assessment of the development of small and medium-sized businesses in Barnaul". Urban businesses were to answer 15 questions, assess the criteria of a favourable business environment on a 3-point scale.

1. The indicator is practically not manifested/not characteristic.
2. The indicator is slightly (rarely) manifested.
3. The indicator is highly characteristic and clearly manifested.

In addition to assessing the state of entrepreneurial activity, the purpose of the survey was to identify the main reasons for corporate success.

The survey identified the following problems: the purchasing power, the lack of qualified specialists, and high taxation.

As a result of the study, it was found that most of the raw materials and materials used for production purposes were purchased from suppliers based in Barnaul and the Altai Territory, and purchasers were willing to replace their suppliers based in other regions.

The main problems, associated with the sale of products in Barnaul, include a decline in the purchasing power of the population, and high costs of local products sold in other regions due to transport expenses.

The analysis of cooperation between Barnaul enterprises and other Russian regions in 2017–2018 has identified the main partners: Kemerovo (5.20 % of flour exports and 1.88 % of cereal exports in 2018), Omsk (1.49 % of flour exports and 5.79 % of cereal exports in 2018), Novosibirsk (17.03 % of flour exports and 21.21 % of cereal exports in 2018), the Tomsk region (1.10 % of flour exports in 2018), Krasnoyarsk Krai (6.36 %), cities of the Moscow Region (16.68 % of grain exports in 2018) and St. Petersburg (22.55 % of grain exports in 2018), the republics of Altai and Tatarstan [6].

In 2017–2018, the top food products, imported from Barnaul, included sausage, butter, milk, meat, poultry, etc.; fuels and lubricants, including diesel fuel, gasoline, heating oil, petroleum bitumen; building materials, such as Portland cement, rolled ferrous metals, corrugated asbestos cement sheets, prefabricated construction products, etc. The following food products were exported from Barnaul: flour (the export growth rate reached 99.96 % in 2018/2017), cereals (the export growth rate reached 152.29 % in 2018/2017), vegetable oil (the export growth rate reached 43.42 %

in 2018/2017), pasta, confectionery (the export growth rate reached 184.61 % in 2018/2017), meat (126.24 %) and semi-finished meat (99.52 %), agricultural products (animal food), perfumes, cosmetics, medicines, detergents [6].

The leading Barnaul organizations, engaged in export and import activities, include JSC "Barnaul Brewery", LLC "Barnaul Halvah Factory", LLC "Altai Confectionery", LLC "ProdsnabAltai", LLC "Agro-industrial company «ZLATA»", CJSC "Soyuzmuka", LLC NPF "Altai Bouquet", LLC "Renaissance Cosmetics", JSC BMK "Melangist Altai", LLC "NOVA Factory of Finishing Materials", LLC "Vostok", LLC "Alfit plus", LLC "TC Agroindustria", Altaylestechmash LLC, Energo-Sila LLC, Lyubava LLC, Energotech LLC, Specialist LLC, Altai Grain Plant LLC [7].

According to the statistical data, 31,581 organizations and 19,634 individual entrepreneurs are engaged in the economic activity in the city of Barnaul. By 2019, the total number of organizations and individual entrepreneurs had plummeted; the number of organizations had decreased by 5 % by 2018, while the number of sole proprietors had risen by 4 % [8].

The share of processing enterprises, including electric energy, gas and steam providers, exceeds 42 %; the share of air conditioning providers is 13.2 %; the share of the companies, engaged in information and communication activities, is 11.2 %, the share of health and social services providers is 11.9 % [8].

Wholesale and retail trade reaches 61.6 % of the turnover of small business enterprises, while 15 % of the turnover goes to manufacturing; 6.5 % — to construction; 3.5 % — to real estate transactions; 3.0 % — to hotels and catering enterprises [9].

The same types of activities are the leaders among small enterprises in terms of shipped goods of their own production: 32.3 % — manufacturing; 14.2 % — construction; 13.4 % — wholesale and retail trade; 8.8 % — real estate operations; 7.6 % — transportation and storage; 6.3 % — agriculture, forestry, hunting, fishing and fish farming.

Indeed, manufacturing activities, wholesale and retail trade, construction are the leaders among the small enterprises in Barnaul.

As for the breakdown of local manufacturers, 25 % are engaged in food production; 24 % are engaged in the production of rubber and plastic products; 15 % make other vehicles and equipment.

JSC PO "Altai Tire Plant" is the leader of the chemical industry in the Altai Territory in terms of output.

The following types of economic activities are most popular in the city of Barnaul: food production, production of rubber and plastic products, production of other vehicles and equipment [10].

Production of other vehicles and equipment demonstrates intensive growth. Large industrial enterprises, such as JSC "Altayvagon" and JSC "Barnaul Wagon Repair Plant", LLC "AMZ" are engaged in this type of production activities.

The amount of work performed has risen by 33.8 % over 5 years [11].

Hence, it is advisable to draw a conclusion that the following production activities are developing in Barnaul:

- manufacturing of textile products;
- manufacturing of clothing;
- manufacturing of rubber and plastic products;
- production of finished metal products, except for machinery and equipment;
- production of electrical equipment;

- manufacturing of other vehicles and equipment;
- water supply and sanitation;
- organization of waste collection and disposal;
- pollution elimination activities;
- retail trade;
- catering.

In turn, the following areas of economic activity are at a standstill in terms of the amount of shipped goods, produced by the local manufacturers in the city of Barnaul:

- food production;
- printing activities and copying;
- production of other non-metallic mineral products;
- production of computers, electronic and optical products;
- repair and installation of machinery and equipment.

RESULTS

The main obstacle to the development of the local business environment is the low awareness about government support programmes, financial, infrastructural and information assistance.

Many indicators of the Barnaul business environment have been highly appreciated (the assessment was made on a 3-point scale), but the business climate of the region cannot be considered favourable. The average score is 2.0, or "few factors of a favourable business environment". According to the results of the study, the most problematic areas are the accessibility and transparency of government programmes, tax legislation, and bureaucracy.

DISCUSSION

The municipal programme "Entrepreneurship development in the city of Barnaul in 2015–2024" was launched within the framework of the national project "Small and medium-sized entrepreneurship and support for an individual entrepreneurial initiative" [12].

The objectives to be attained within the framework of this Programme in 2021 include:

- a 48.6 % increase in the share of urban budget revenues to be generated by small and medium-sized businesses (hereinafter referred to as MSPs);
- a 3 % increase in the number of items of municipal property on the list of property designated for the provision of support to MSPs;
- an increase in the number of MSPs, supported within the framework of the Programme (to 320 MSPs);
- an increase in the number of employees of small and medium-sized businesses, including individual entrepreneurs, to 145,364.

In 2020, the following measures were taken in support of business entities within the framework of the Programme:

- publication of three issues of the newsletter "Entrepreneur of Barnaul" (350 thousand rubles);
- organization of an exhibition and fair within the framework of the second stage of the Rowing and Canoeing World Cup (1,300 thousand rubles);
- organization of an exhibition and fair of goods produced by local manufacturers (1,400 thousand rubles);
- organization of the exhibition and fair "Gastronomic Festival in Barnaul" within the framework of the City Day (1,250 thousand rubles);

- generation of awareness about the Barnaul entrepreneurship on information portals in the Internet (250 thousand rubles);
- organization of specialized weekend food fairs (400 thousand rubles).

4,950 thousand rubles were spent on the above-mentioned Programme activities [13].

The following activities were conducted within the framework of this program:

- on May 20 – May 23, 2020, a fair was organized in Malo-Tobolskaya Street as part of the second stage of the Rowing and Canoeing World Cup. Products and souvenirs, made by Barnaul and Altai commodity producers and craftsmen, were sold there. Various master classes were taught;
- as part of the celebration of the City Day on September 11, 2020, the Gastronomic Festival was held by 25 catering enterprises, such as Bakhettle, Mountain Pharmacy, Chocolate Factory, Logovskaya Cheese Factory, etc. Two thematic photo areas were organized; master classes were taught in Malo-Tobolskaya Street. More than 10,500 guests participated in the event.

At the same time, 3 newsletters, namely, Newsletter 20, Newsletter 21, and Newsletter 22 "Entrepreneur of Barnaul" were issued [13]. The newsletters provided information about small and medium-sized manufacturers in Barnaul (such as LLC "Tasty Life", LLC "Plant of Mechanical Presses", LLC "CD «Children's Health»", LLC "Diaf", LLC "World of Batteries", and others), business environment improvements by the urban authorities, the operation of the urban and regional infrastructure in support of entrepreneurship, the implementation of programmes and projects focused on getting local residents engaged in entrepreneurial activity, the generation of awareness about the fundamentals of entrepreneurship, generation of business ideas and information campaigns focused on creating a positive image of an entrepreneur.

A festive event was held at the celebration of the Day of Russian Entrepreneurship in 2020. 42 urban entrepreneurs received awards from the Government of the Altai Territory, the Altai Regional Legislative Assembly, and the Barnaul administration.

A session on "Interaction between businesses and government authorities towards the sustainable socio-economic development of Barnaul" was held within the framework of the 7th Congress of Business Associations in Barnaul. After the event, local businesses shared their ideas about the improvement of the investment attractiveness of the city, the development of local trade, services, manufacturing enterprises.

The session was held in the conference hall of the Tsentralnaya Hotel. It was attended by the executives and representatives of local business companies, such as JSC HC "Barnaul Machine Tool Plant", CC "TSB Altayskiye Zakroma", LLC "Dveridoff", LLC "Teisi", etc., as well as urban authorities.

Local entrepreneurs also promote entrepreneurship in the city of Barnaul on the Internet. 19 articles about entrepreneurship were published by Altapress.ru in 2020. The most memorable articles are:

- "How Barnaul's «Taste Studio» conquers the Russian catering market";
- "If there is cargo, there will be a truck": a disabled Barnaul resident speaks about his delivery business that he manages without getting up from his chair;
- "From the Baltic area to the Far East": the Barnaul company "NOVTECH" supplies products all over Russia and abroad.

8 questions were asked on the official website of the city, in the section "Online consulting of entrepreneurs". Answers were

prepared pursuant to the deadlines set by the law. The questions dealt with:

- the installation of trade pavilions and kiosks — 4;
- unauthorized trade in Spartak Square — 2;
- advertising facilities (whether it is necessary to certify a contract for the installation and operation of advertising facilities) — 2.

Since 2019, the authorities have maintained this page on Instagram. In 2020, 159 items of business information were posted there, which was 3 times as much as in 2019.

The authorities publish information on regional financial support, regional competitions, seminars and round table discussions, most recent information on changes in the decree of the Governor of the Altai Territory dated 31.03.2020 No. 44 "On certain measures to prevent the importation and spread of the new coronavirus infection COVID-19", etc.

By the end of 2021, the national project boasted the following attainments:

- the share of small and medium-sized enterprises in the urban budget revenues reached 57.3 %;
- the number of MSPs who obtained information support as part of the Programme implementation reached 136 entrepreneurs;
- the number of employees of small and medium-sized enterprises, including individual entrepreneurs, reached 144,980 [14].

CONCLUSIONS

The following problems hinder the Programme implementation:

- the lack of statistical data on the calculation and generation of project performance targets;
- unscrupulous performers win municipal procurement contracts.

Despite a trend towards a reduction in the number of small and medium-sized enterprises, the turnover has increased in the city of Barnaul, i.e. legal entities and individual entrepreneurs work more efficiently than before. According to the statistics, in 2019 the number of small enterprises fell by 134 compared to 2018 and equaled to 1,508, the number of employees went down by 414, respectively. Despite the reduction in quantitative indicators, the turnover increased by 1.2 times to 167 billion rubles, the amount of investments went up 2.8 times to 8 billion rubles [14].

In general, the following types of activities are developing in Barnaul:

- education (11 %);
- transportation and storage (6.8 %);
- information and communication activities (5.6 %);
- professional, scientific, technical activities (5.1 %);
- activities of hotels and catering establishments (3.4 times);
- health and social services (9.2 %).

Hence, the following strategic areas of growth of small and medium-sized businesses in the city of Barnaul can be identified [15]:

- food production (dairy products, meat, vegetable oils, grain

products, fruit and berries, production of dietary supplements made of natural raw materials);

- production of children's goods, including children's knitwear;
- textile and clothing industries, knitted thread and fabric;
- manufacturing of leather goods, shoes, bags, suitcases;
- production of computers, electronic and optical products;
- development of hotel service.

In addition, the following short-term tasks can be listed.

1. An increase in the number of exhibitions and fairs of goods made by local producers, provided that the epidemiological situation is favourable.

2. More information needs to be found and generated to prepare issues of the newsletters titled "Entrepreneur of Barnaul".

3. Information on the entrepreneurial activity must be posted on the Internet information portals (including information graphics and texts).

The above approaches can ensure the optimal development of small and medium-sized entrepreneurship both in Barnaul and other cities of the Russian Federation.

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Реализация национального проекта «Малое и среднее предпринимательство и поддержка индивидуальной предпринимательской инициативы» на территории крупного города Сибири

Национальные проекты разработаны органами власти в целях достижения нового качества жизни населения каждого

субъекта и муниципального образования и носят долгосрочный характер, поэтому тема работы является актуальной не только для каждого города, но и регионов, а также России в целом. Особо выражен социально значимый характер мероприятий сферы малого и среднего бизнеса. В созданном национальном проекте «Малое и среднее предпринимательство» все федеральные проекты рассчитаны на долгосрочную перспективу и имеют высокие показатели по расходованию денежных средств.

В статье рассматриваются индикаторы и мероприятия муниципальной программы крупнейшего города Сибири — Барнаула «Развитие предпринимательства в городе Барнауле на 2015–2024 годы», авторами проведен методологический анализ и эконометрическая оценка потенциала импорта и экспорта, выделены его компоненты, на которые следует обратить внимание (потенциал импортозамещения и детерминированный потенциал экспорта) по г. Барнаулу. В статье обозначены основные проблемы при реализации национального проекта и предложены пути их решения для оптимального развития перспектив малого и среднего бизнеса на территории муниципального образования. Данные предложения могут служить основой развития малого и среднего предпринимательства для повышения уровня жизни населения каждого региона России.

В целях реализации достижения наилучших результатов путем выполнения индикаторов национального проекта «Малое и среднее предпринимательство» предложено в плановом порядке организовывать выставочно-ярмарочные мероприятия товаров местных производителей. Это особенно актуально в текущем периоде экономического развития страны.

Ключевые слова: малое и среднее предпринимательство, город Барнаул, национальный проект, муниципальная программа

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For citation: Koroleva O.N., Koroleva E.N., Speranskaya N.Yu. Implementation of national project “Small and Medium-Sized Entrepreneurship and Support for an Individual Entrepreneurial Initiative” in a large Siberian city. *Real estate: economics, management*. 2022; 2:50–54.

Для цитирования: **Королева О.Н., Королева Е.Н., Сперанская Н.Ю.** Implementation of national project “Small and Medium-Sized Entrepreneurship and Support for an Individual Entrepreneurial Initiative” in a large Siberian city // *Недвижимость: экономика, управление*. 2022. № 2. С. 50–54.