

TRENDS OF GLOBAL FOOTWEAR MARKET. PROSPECTS FOR DEVELOPMENT OF LEATHER AND FOOTWEAR INDUSTRY IN BUKHARA REGION

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ABSTRACT:

The article reveals the essence of the decisions made in the leather industry of the Republic of Uzbekistan in recent years, a statistical analysis of the demand for footwear in the Bukhara region, new materials used in the footwear industry, as well as ways to reduce it. The subdivision of household pads and *yuft* shoes by groups and sizes is given.

Keywords: hides of slaughtered cattle, hides of cattle, accessories, chrome tanned leather, special footwear, shape-stability, Agotex PB.

INTRODUCTION:

The modern shoe industry, which has been developing since the last century, is a complex system with its own laws of development. Currently, there are global trends in the development of this industry. The processes of marketing, logistics, fashion, and brand formation and production technology are being improved. As statistics show, during 1990-2010, the production of footwear in the world increased by 30% and reached 13.5 billion pairs. Today, China is the world's largest manufacturer and exporter of footwear. Uzbekistan has enough resources to develop this industry and become part of the global footwear market.

The decree of the President of the Republic of Uzbekistan "Strategy of actions on five priorities for the development of the Republic of Uzbekistan for 2017-2021" indicates the provision of favorable conditions for further stimulation and development of

diversified enterprises engaged in the production, processing, storage, sale of consumer goods, and further development of the economy. Particular attention is paid to improving the welfare of the population, as well as to the Presidential Decree No. PD-2592 of September 15, 2016 "On the program of measures for the development of the leather and footwear industry for 2016-2020" (No. 55) and an expanded meeting (No. 55) during the visit in Bukhara and Navoi regions in March 2017, which focused on the processing of leather and the production of high-quality leather footwear in the regions and the further development of the leather and footwear industry in 2016–2020. It is planned to build new enterprises for the production of leather goods 20 million dm² leather and footwear in the amount of 3 million pairs per year and leather goods 1 million pieces per year.

Shoes should be produced mainly in the republic. Thus, Uzbekistan will be able to develop scientifically based planning of footwear based on market conditions, equip enterprises with modern equipment and develop new artificial leather fabrics during the transition to a market economy in Uzbekistan. It is necessary to shorten the cycle, radically update the types of footwear, reach a new level of quality in the production of footwear, and also produce competitive footwear in the domestic and foreign markets.

Details of footwear, depending on the position in the footwear and the work performed by them, are made of materials of different structures: leather, fabric, artificial leather, rubber, wood and metal. According to

their physical and mechanical properties, all basic materials can be divided into three groups: for parts of the upper of a shoe, for parts that impart dimensional stability to finished products, - frame materials, for parts of the bottom of a shoe. The structure and appearance of shoe materials should provide comfort and meet the requirements for a particular type of shoe, considering its purpose and technology. Depending on the material of the top of the shoe, it is divided into: shoes with a top made of genuine leather, artificial and synthetic leather, textile materials (cotton, silk and other fabrics) and shoes with a combined top.

Materials for the top of the shoe. This group of materials has a relatively low stiffness and thickness (1–2.5 mm), works well for repeated bending with a bending radius of 0.5–1 mm. Natural and artificial leather for external parts must have a well-finished surface and a beautiful appearance.

Frame materials. They have a relatively higher bending stiffness than materials of the first group. Serve to maintain the shape of the product. The frame materials also include materials for intermediate parts of the upper of shoes (hard backs, toe caps, sidewalls), materials for the main insoles, half insoles and shanks, which impart form-stability to finished products. According to the materials used for the soles, shoes are subdivided into shoes with soles: made of genuine leather, rubber plastics, polyvinyl chloride, thermoplastic elastomer, polyurethane, wood and felt. The sole materials must have good wear resistance and bendable (bending radius approx. 50 mm). Shoes are divided mainly according to the materials of the upper and sole. Sometimes the lining material of insulated shoes is considered.

The development of modern economic strategies and scientific technologies has made it possible to create sophisticated technologies and products, environmentally friendly, low-

energy technologies and materials that satisfy the needs of various categories of people.

In this regard, it would be desirable to plan and effectively use materials, components and equipment developed by leading countries in recent years, including: The German company Forestali GmbH has developed a new facing material called Agotex PB. This soil has good absorption and the ability to maintain an optimal temperature. These materials are used for athletic, children's and specially designed footwear. The Agotex LD lining material from this company is used for soft leather and can be glued to any adhesive. The lining, called Agotex AR, is used for casual shoes, youth and footwear. It is well-sewn, with flexible corrosion resistance. American Foot Science Snc has created a spacecraft called Breating Sole, based on the movement of air in a shoe from nose to heel.

At each step, air is squeezed out of the compartment, and new air enters the room, where it resembles a pump. Swiss Alveo AG has developed an all-in-one soft flexible plate made of sweat-absorbing polyethylene with antimicrobial properties in a closed cataclysm called Alveolit Samisol. The insole material has a thickness of 5 mm and a density of 67 kg/m³. The material is not damaged, does not decompose, can be washed, does not harm the skin and is easily reused. They suggested using similar shoes and shoe patches made by the German Texan Mockmuhl, Usm Texan and Regess Corporation. The Italian company Omnipel has offered a high-quality hygienic material called Hudrofoam Plus. Material thickness is 3-12 mm.

Commonly, materials and accessories created and developed by the world's leading footwear manufacturers are not only mentioned above, but also represent the greatest variety, and the use of these products is the

responsibility of specialists in the combination of shoe technologies.

I. Today the population of Uzbekistan exceeds 34,000,000 people, including the Bukhara region - 1,850,000 people. The rural population is 68% and the urban population is 32%.

According to statistics, the Bukhara region is one of the regions where the population consumes beef. Based on this, the population consumes on average 125-150 thousand tons of meat per year.

This means that there are about 750,000-1,000,000 large horned hides. The skins of cattle on the territory of Bukhara differ from the skins grown in other regions of the republic in their physical and mechanical properties, thickness, surface smoothness and high cost. The development of the processing of these leather products in the region will create bases for storing raw materials, and slaughterhouses will be created to collect hides from the population.

But where are the skins of slaughtered cattle stored and processed in the Bukhara region today?

Today, the skins of cattle produced in Bukhara are carried out in the Tashkent and Namangan regions, environmental difficult processes are carried out in the regions of the republic, they are obtained in the form of semi-finished products and are exported to other countries for the manufacture of leather goods. This leads to an increase in the cost of footwear and leather goods. Another important factor in the increase in cost is the execution of redundant processes, such as the transportation of raw materials and their long-term storage.

To eliminate such problems and reduce the cost of footwear and leather goods in the Bukhara region, build a leather processing plant in the Bukhara region. Then the above problems will be eliminated and new jobs will be created.

In accordance with the Localization Program, the production of finished products from local raw materials will result in savings of \$40-45 million per year.

In our region, the collected skins from cattle can be made from the following leather products:

- Leather footwear for the top of special footwear;
- Chrome tanned leather for men's and children's shoes;
- Suede leather for the top of women's shoes;
- Soft lining leather for all types of footwear;
- Special leather for sports shoes;
- Soft and hard skin, depending on the type of clothing;
- Elastic leather for home and office furniture.

II. In Bukhara region, each consumer, according to consumption standards, requires at least 4 pairs of shoes per year.

This need is calculated on a regional scale, and we have an average of $1,850,000 * 4 = 7,400,000$ pairs of shoes for our daily life. But our region has a need not only for footwear, but also for leather goods.

The provision of the region with footwear and leather goods is provided by existing footwear manufacturers and products imported from foreign countries. The existing factories in our region produce only 350,000 pairs of shoes per year, which is only 2% of the needs of the population. In addition to imported products, the demand for footwear and leather goods is growing among the population. This shows the demand for more than 7 million pairs of shoes is provided by products from overseas (China).

Currently, there is a wide range of production facilities in the Bukhara region, including the Bukhara oil refinery, which employs 3,500 people, in the Bukhara region,

the Kandym gas processing plant (GPP), the "Enter injer" enterprise with more than 6,000 employees, including In particular, there are a number of companies such as Bukhara road construction, Bukhara power grid, Bukhara construction trust and many others, most of which supply their employees with special shoes and leather goods. Today Tashkent and Valley regions (including Andijan, Namangan, Fergana) provide special footwear for the needs of these companies. If enterprises for processing leather, producing footwear and leather goods are created in our region, this issue will be resolved automatically and the funds will be spent in the region.

CONCLUSION:

When studying the market, it turned out that at present, men's and school children's shoes are in great demand: currently, in the Uzbek market, 1 dm² of leather for the tops of shoes and leather goods is 1500-2200 soums, goat leather 600 soums and lining sheepskin 500 thousand, lining leather costs 650 soums, *yuft* leather for industrial footwear - 2500-2750 soums. In the cost of shoes, leather is 70-80% of the cost of materials. From the above, the creation of an enterprise for the production of footwear and leather goods in the Bukhara region can be seen, which will reduce the cost of raw materials due to the processing of the above leather raw materials in the Bukhara region by 25%. In the Bukhara region, it is advisable to create a shoe factory and a tannery, which has sufficient natural resources for its products. This will reduce the cost of production and increase the bottom line, which will allow us to process our local raw materials in the region, produce finished leather and create new jobs.

Depending on the needs of these enterprises, it is advisable to produce products in the following assortment:

1. Special footwear and leather goods for industrial workers.
2. Shoes and leather goods for military personnel and employees in the internal affairs bodies.
3. Men's and school shoes.
4. Shoes of all sizes and fullness for preschoolers and schoolchildren.
5. Footwear for businesses with a special postcode.

Table 1. Division of footwear and lasts for household use by groups and sizes (STATE STANDARDS 3927-75)

Shoe groups		Completeness number	Shoe size, mm	Original group size
Number	Name			
0	Booties for newborn children	1 to 7	95-125	100
1	Booties for babies	1 to 7	120-140	135
2	Little baby shoes	1 to 9	145-175	155
3	Children's shoes	1 to 9	180-200	185
4	School shoes for girls	1 to 9	205-225	215
5	Girl's shoes	1 to 9	230-250	235
6	School shoes for boys	1 to 9	205-225	215
7	Boy's shoes	1 to 9	230-255	240
8	Women's shoes	1 to 9	215-275	240
9	Men's shoes	1 to 9	245-305	270

Table 2. Depending on the needs of consumers, it is advisable to produce products in the following household pads by groups and sizes

Shoe groups		Completeness number	Shoe size, mm	Original group size
Homep	Name			
2	Little baby shoes	2 to 9	145-175	155
3	Children's shoes	3 to 9	180-200	185
4	School shoes for girls	4 to 9	205-225	215
5	Girl's shoes	4 to 9	230-250	235
6	School shoes for boys	4 to 9	205-225	215
7	Boy's shoes	4 to 9	230-255	240
8	Women's shoes	4 to 9	215-275	240
9	Men's shoes	1 to 9	245-305	270

Table 3. Subdivision of yuft shoe pads (STATE STANDARDS 3927-75)

Shoe groups		Shoe size, mm	Original group size
Number	Name		
3	Children's shoes	177-200	185
6	School shoes	207-230	215
7	Boy's shoes	237-260	245
8	Women's shoes	217-285	240
9	Men's shoes	240-307	270

Table 4. Recommended subdivision of yuft shoe for the region of Uzbekistan

Shoe groups		Shoe size, mm	Original group size
Number	Name		
3	Children's shoes	177-200	185
7	Boy's shoes	237-260	245
8	Women's shoes	217-285	240
9	Men's shoes	240-307	270

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