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SUSTAINABLE DEVELOPMENT THROUGH INTRODUCTION OF INTERNATIONAL STANDARDS

Abstract

The article examines the issues of sustainable development through the introduction of international standards. The transition to international standards will ensure the integration of Kazakhstan into the international community and will allow our entrepreneurs to cooperate in an environment of equal partnership.

Key words: standards, international standards, sustainable development, certification.

Introduction

In the last decades standards are examined with ever increasing frequency as necessary means of regulation of relations in the field of conservancy and the use of resources, both at local and at international levels. The mottos of Universal days of standards, that take place annually on October, 14, give an idea about all-embracing character of international ecological standardization: health, safety, ecology, competitiveness of ecological products and services, rational use of resources.

In Kazakhstan the development of standardization has long-term experience. In the republic the legislation in the area of standardization has already been renovated twice, three governmental programs of the development of the national systems of standardization have been realized. Since 1994 Republic of Kazakhstan is a full-fledged member of International Organization for Standardization (ISO) and International Organization of Legal Metrology (OIML), since 2004 it is a member of the International Electrotechnical Commission (IEC) in the status of the observer.

Over the last years Kazakhstan scientists and experts of state structures of various sectors of economy, uniting in scientific organizations and associations, technical committees on standardization, giving the experience and knowledge, have increased activity on development of national system of standardization.

Large-scale implementation of international standards is hindered by number of problems. Firstly, the traditional mentality interferes with it. Actually, what benefit for organization can, for example, the implementation of the system of ecological management on the basis of international standard of ISO 14001 bring? The expenses are evident, while with returns on investment not everything is so apparent. Secondly, the absence of the order in this very important issue is also a problem. Dozens of organizations offer consulting and certification on the systems of management on the basis of international standards today, most of them do not possess necessary knowledge and experience. Thus mistrust to efficiency of international standards arises generally. Thirdly, there is a principle "we know what is what", according to which engaging of consultants and public accountants is superfluous. Practically all large and well-known companies use services of consultants, experts and auditors. It is an ordinary practice in the modern business world. It is an especially disturbing business with the systems of management concerning safety. For example, inattentive attitude on the part of certain heads to the international standard OHSAS 18001 in the field of health and safety in industries is not clear. After all each line of this standard is literally written on the basis of "the bloody" experience caused by tragical cases in manufacture. In Kazakhstan the statistics of a traumatism

and death rate in manufacture is extremely high, but the system approach is rarely exposed. Is it possible the heads expect to make a profit on blood?

Yet from times of Adam Smith all businessmen got one clear idea and one objective: an organization exists to make a profit. Everything else serves to achieve this primary objective. Therefore any expenses must make a profit. Otherwise such expenses are not needed. Such uncivilized thinking is obviously within the limits of a particular organization. Thus the sheer fact is ignored that any organization is an element of other system - human society. The model of organization, aimed only at personal benefits, is a closed system, badly co-operating with an outside environment. Sooner or later the organization with closed system of management begins to conflict with interests of human society.

This conflict can embrace the issues of quality of products, social problems, questions of safe performance of organization and influence of organization on an ecological environment.

Modern organization must not look like «the predator" of capitalism, managed by greedy people. In the civilized market there is not a place for hazardous activity and irresponsibility. And to talk "aloud" about an income, as about the only and major aim of organization, is now indecent. On the whole, it is human avidity that resulted in a current financial crisis.

Climate warming, acid rains, destruction of ozone layer, drying out of reservoirs, contamination of seas and soil, desertization, contamination of atmosphere, garbage, radioactive and poisonous wastes, overpopulation of earth, death of flora and fauna, financial and energy crisis – are only some of obvious results of thoughtless job performances to make a profit. It is obvious, that if greedy aims will manage us further, then we will not live long on this planet. Other variant of thinking is not less dangerous: "Yes, ecology is needed, but it is not my business, because I do not harm the environment personally. Let oil workers and power engineers engage in ecological problems, they cause primary ecological damage". Another variant of the dangerous thinking: "In the developed countries everything is all right with ecology. And the developing countries that observe no technological requirements inflict the greatest harm to the environment. And the population grows especially uncontrolled there". That is how people with the parishional outlook think. Who creates enormous garbage dumps? Are really scavengers, who do that? Who is oil obtained for? Is it really for oil workers? What country did the petroleum tanker that went down swim to? Will there be poachers who hunt on rare animals, if wonderful ladies will not get dressed in fur coats from natural hides?

There are, certainly, political forces that actively counteract the performance of organizations, probably or obviously contaminating natural environment. For example, there are parties "of green" rumour. But it will be observed that mostly such movements are of demonstrative nature and in any way cannot fundamentally solve the problem. If we close down our enterprises, then will not we cause a social crisis, depriving means of subsistence of workers of these enterprises? And instead of the closed down enterprise a new one will be opened in other district or in other country. As a result the problem will change the address only. Consequently, it is necessary to change something within the production. And the new thinking and new organization of production, oriented to the permanent improvement of ecological situation, is needed for this purpose. Fortunately, such productions are. Unfortunately, such productions are not in our country.

Who is ahead in solution of ecological problems? Japan. As in 70-80 the country of the land of the rising sun led in solution of problems of quality and so today she leads in solution of ecological problems. Then the Japanese companies showed that the process of improvement of quality of products simultaneously reduces the prime cost of these products. And the Japanese companies demonstrate now, that the solution of ecological problems allows to reduce expenses and risks of production. It cannot be! So managers thought in other countries and so we think now. We take in stride our squandering with natural resources, and the Japanese thrift we

perceive as an anecdote. But it is enough to take an accounting report on the consumed resources for the past period: petrol, paper, electric power, heat, export of garbage, materials et cetera, to spoil our mood. And what about payments on ecology? And what about mass media declaring our enterprise the enemy of people and products unfit for the use? And what about the next door pensioners, who can write complaints to different authorities all day long? And "green" parties? And public ecological authorities?

The war cannot be everlasting and a moment must come, when parties will reach an understanding. Here greater success will be achieved by the organizations with open system of management. In such organizations meeting demand of society is a primary objective. Naturally, the ecological problems will not remain without their attention and they will accept corresponding liabilities voluntarily. Such organizations are able to coexist harmoniously with an environment and, as a result, provide the steady development.

If an organization is ready to pass to the new level in the development, implementing for itself the system of ecological management, then it should, first of all, pay attention to the international standard of ISO 14001. Organizations should investigate the possibility of the use of services of the specialized consulting firms to speed-up and increase the effectiveness of the project on development and introduction of the system of ecological management.

In conclusion it is possible to enumerate, what additional advantages can be extracted from introduction of the system of ecological management:

- improvement of ecological situation;
- reduction of the expenses related to the consumption of resources;
- reduction of ecological payments;
- decline of risk of emergency situations;
- building of trust of public and consumers to performance and products of organization;
- education of ecological culture of the personnel of organization;
- improvement of investment attractiveness;
- overcoming of the custom barriers related to the ecological standards;
- speed-up introduction of front-rank technologies;
- going into a new market of ecologically clean food.

Transition to international standards will provide integration of RK in an international association and will allow our businessmen to carry out a collaboration in the conditions of equal partnership. For the reason that the new system is congenial to western, this process will result in the improvement of investment climate; foreign businessmen will have big confidence to conduct business with Kazakhstan partners.

The situation will affect positively the consumer market, as it will allow to create the high standards of life for the citizens of RK, to promote the competitiveness of domestic products and provide safety of internal market.

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ХАЛЫҚАРАЛЫҚ СТАНДАРТТАРДЫ ЕНДІРУ АРҚЫЛЫ ТҰРАҚТЫ ДАМУ

Аннотация

Мақалада халықаралық стандарттарды ендіру арқылы тұрақты дамуға жеті жолдары қарастырылған. Халықаралық стандарттарға көшу ҚР халықаралық деңгейде интеграциялық дамуын, кәсіпкерлердің тең құқылы әріптестігін қамтамасыз етеді.

Кілт сөздер: стандарттар, халықаралық стандарттар, тұрақты даму, сертификаттау.

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УСТОЙЧИВОЕ РАЗВИТИЕ ЧЕРЕЗ ВНЕДРЕНИЕ МЕЖДУНАРОДНЫХ СТАНДАРТОВ

Аннотация

В статье рассматриваются вопросы устойчивого развития через внедрение международных стандартов. Переход на международные стандарты обеспечит интеграцию РК в международное сообщество и позволит нашим предпринимателям осуществлять сотрудничество в условиях равноправного партнерства.

Ключевые слова: стандарты, международные стандарты, устойчивое развитие, сертификация.