The Shuttle Trade in Uzbekistan Markets (1990–1918)

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ABSTRACT
This article examines the concepts of "chelnok" in Russian and Uzbek "moki", as well as the role of traders in public life. It is shown that commercial activity serves to fill the market with goods and meet the needs of the population. Information on social status, types, activities gender and age composition of traders is provided. The study also highlights changes and innovations in the shuttle trade in recent years.

Key words: shuttle trade, commerce, business, trade, international trade, market, economy, entrepreneurship.

Introduction
It is known throughout history that no country has been able to survive solely on the products it produces. This immutable natural rule creates an international division of labour between countries. This division is related to the geographical location of particular countries, natural and climatic conditions, minerals, ways of life, customs and traditions of the population. Thanks to the ancient location of our country on the trade route, trade is well developed, large markets have been formed, and the roots and formation of more than a thousand markets in Uzbekistan that exist today go back centuries. Since markets played an important role in people's lives, even geographical locations were named after markets.

Main part
Trade has long existed in Uzbekistan, although it was strictly forbidden in the former Soviet Union. In a short period of time, along with other values, the trade and market culture, which had been accumulated and perfected over centuries, was displaced. On the other hand, market culture is the product of a long historical process, which cannot be restored in the short term. It is necessary to define the conditions of market relations, the preparation of the environment, and its basic elements. But as difficult as they are, there is only one side of the issue. The most difficult thing is to restore in people the market culture, the commercial spirit, the entrepreneurial spirit [6, 16]. During the Soviet era, the concept of social equality was formed in people's minds, moving away from a sense of ownership. From the first days of independence, the dominance of economy over politics was established and the state opened a wide way for trade. For example, on September 20, 1991, an Indian trade fair opened in Tashkent, attended by 65 Indian firms and companies with their products [7; 56].

After the collapse of the Soviet Union in 1991, trade became a form of free enterprise with a legal basis. Changes in the economic sphere have promoted trade, changes in society and certain opportunities for entrepreneurial. Groups covering new areas of activity began to form. One such group was those involved in the import and sale of consumer goods. In Russian, this word is called "chelnok" [3], and in Uzbek - "moki" [8] [5; 18–19]. Interestingly, among the Uzbek-speaking population, for some reason the translation "shuttles" and its Uzbek translation "moki" were not used. This was probably due to the fact that the Uzbek people have long been engaged in trade and called these people traders [1; 231–234]. The phenomenon of the shuttle traders is a social phenomenon, an entrepreneurial initiative and adaptation to market conditions [11, 62].
One form of trade is the shuttle trade. "Who is a merchant? According to some, 'trading is a profession'. But a craftsman makes and sells a product out of raw materials. So while the practice of trading is similar to that of artisans, it is not a profession. "Nightmare" says: 'My son, in any case trading and marketing is not to the detriment of the profession, but it can be called an art. Marketing is based on madness, order of profit is based on reason ... ".

When a merchant started trading, he pledged not only his possessions, but even his life. It was profitable for him to act rationally and to be able to choose and store goods. In order to bring goods back home, he went to other countries and learned the language [4; 4]. These features were more characteristic of the broader category of traders who brought goods from world markets, i.e. from different cities of the world, and travelled around the world. They operated with a very large investment [10; 64–65].

In the mid-1990s, the shuttle trade played an important role in filling the consumer markets in all CIS countries. However, a very small proportion of shuttle traders operated as registered individual entrepreneurs. Most of them engaged in shuttle trade by travelling abroad, mostly as tourists. They also looked into the needs of the population and started selling consumer goods in demand. They used certain exemptions in payment of customs duties on these goods. Concessions were usually set for actual tourists on the condition that the goods imported or exported abroad were for personal consumption, and customs duties on a certain part of the goods were not set or were set at a reduced rate.

In the early 1990s, the first mixed markets began to form in Uzbekistan. One by one, umbrellas were set up in vacant lots next to grocery-owning farmers' markets. In many places, carpets and beds with goods brought in by wealthy 'entrepreneurs' attracted the attention of buyers. Thus, the emergence of 'spread markets' intensified. It was common for vendors to sell goods in places not intended for sale. Some sold their goods to acquaintances, neighbours, relatives from the comfort of their own homes, and increased their turnover. In times of mass commodity shortages, traders naturally imported the lowest quality goods they needed, mostly from China, Kazakhstan and Russia. They did not intend to buy a particular commodity, and at the time of purchase there was not much emphasis on its type and quality. Usually those who went away blindly, without a clear plan, brought the goods. Anything that was available and could be sold at a reasonable price was bought at a higher price: women's jewellery, cigarettes, perfume, tops, knitwear, leather clothing, socks and underwear. They brought in small sums because traders could not afford to spend large sums of money on their business. It was also difficult to predict the level of demand for imported goods. Fortunately, if the result seemed good, the amount spent on imported goods could be doubled or even tripled.

Initially selling clothes, electronics, and later foodstuffs and other everyday goods. At first, goods were sold through acquaintances, and as working capital increased, shops and department stores began to take their place in wholesale markets.

By developing customer service infrastructure and strengthening customs clearance procedures, the main foreign trade players were acquired by individuals through purchasing goods and reducing costs. Interaction with foreign intermediaries made it possible to purchase products on commodity credit or order catalogues with non-cash payment through banks. This helped to reduce the risks associated with large amounts of foreign currency cash transactions. Consequently, the number of routes where shopping tourism was inefficient decreased. In the early 1990s, due to a 30-50% reduction in foreign trade transactions, shoppers were focused on cheap Chinese goods [1; 5].
Often, traders travelled to foreign countries to bring goods without knowing any of the wholesale markets there. Along the way, they met traders like themselves, or found the goods they needed under the guidance of locals, someone trying to find that market themselves. Today, traders going abroad in search of a market need not worry as this business is growing. Countries with large wholesalers have established customer information systems. In Turkey, for example, any market information could be obtained from the hotel where the trader was staying. In Italy and Greece, producers were able to inform visitors about the location of wholesale markets. In Uzbekistan, however, the business is often a family business, with the whole family involved in the business, some selling and some delivering. Another distinctive feature of trade in Uzbekistan is that it is predominantly carried out by women. 90% of traders in mixed markets are women between the ages of 30 and 55 [1; 234]. According to surveys, the majority of market vendors and brand owners are women, and this phenomenon can be interpreted as a greater flexibility of women, a stronger ability to bargain, summarising the data received from respondents [12; 18].

**Conclusion**

Information about wholesale markets and supermarkets can still be sought independently or obtained from acquaintances - acquaintances and friends.

Based on the verbal history, the majority of respondents who imported goods from abroad stated that they used the freight method and that it had a number of advantages. Consequently, travel expenses, health problems and travel time have been shown to affect the sales process. Merchants using the cargo method order goods online and by telephone, without going to foreign markets, and receive the goods as ordered [13].

In conclusion, the merchant profession is one of the oldest professions of mankind and is considered to be one of the most prestigious professions in all countries. Commercial activity is the most important market activity that serves to fill the market with goods to meet the needs of the population. Better functioning markets, more civilized service to consumers will contribute to the well-being of those who work in trade and, ultimately, to the well-being of people and the growth of our economy.

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