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THE USE OF INFORMATION TECHNOLOGIES TO COMBAT COUNTERFEIT ALCOHOL PRODUCTS AND ENSURE THE RIGHT TO LIFE IN RUSSIA

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ABSTRACT

The paper is aimed to analyze implementation of an integrated information system that provides forecasting, monitoring, prevention and elimination of possible threats, such as violation of information support of public authorities, businesses and municipal services and others as well as control of elimination of consequences of emergency situations and offenses with integration under its control action information and control duty subsystems, control, municipal services for their operational cooperation in the interests of the municipality. In particular, it considers how this unified system is applied in accounting of production volume and turnover of ethyl alcohol, alcoholic and alcohol-containing products (USAIS) for the implementation of state control over production volume and circulation of these products while solving a range of various related issues.

Keywords: information technologies, geoinformation technologists, information-technical maintenance; investigation of crimes

1. INTRODUCTION

According to a new report released by the World Health Organization, in 2012, the world saw 3.3 million deaths as a result of harmful drinking (Report of the World Health

Organization, 2014). Alcohol consumption can not only develop dependence, but also increase the risk of more than 200 diseases, including liver cirrhosis and some types of cancers. In addition, harmful drinking can lead to violence

and bodily harm and traumas (Global status report on alcohol and health, 2014).

Illegal production of counterfeit alcohol as well as filling the budget has caused even a more urgent issue of alcohol abuse in recent years (Nemtsov, A. & Terekhin, A., 2007).

In 2007 a new edition of the concept of demographic policy of the Russian Federation was approved. The concept defines the goals, objectives and implementation mechanisms of public policy to reduce the abuse of alcoholic beverages and prevent alcoholism among the population of the Russian Federation for the period until 2020 (The Decree of the President of the Russian Federation, 2007).

The achievement of these goals is impossible without effective measures to counter alcohol abuse. In recent years it has been proved that the lower life expectancy of Russians and growth of mortality in the Russian population is primarily due to the increase in the number of deaths directly related to alcohol consumption (poisoning, injury) or diseases caused by alcohol abuse (cardiovascular, infectious etc.) (Khalturina, D. & Korotayev, A. 2006).

Other causes of deaths from adulterated alcohol are the failures of state regulation and legislation in the sphere of production and sale of alcoholic beverages.

2. LITERATURE REVIEW

The world standard is to ensure powers of the main regulators of the alcohol market to ministries of health and the parliamentary committees on health that are able to objectively assess the situation, prevent harm and effective use of revenues from alcohol for the solution of social problems. In Russia alcohol regulation has long been realized by economic and agricultural ministries and committees that traditionally, like in all countries are more affected by the lobbying of

the alcohol industry. Therefore, the economic losses from alcohol abuse have largely been driven by uncontrolled and aggressive actions of the alcohol lobby, motivated by a desire for profits, large-scale criminalization of the production of ethyl alcohol and alcoholic products and the arrival of transnational alcohol business. The main law for the regulation of the alcohol sector is the Federal Law on regulation of turnover of alcoholic products (Federal Law, 2015). The objectives of this document do not include protection of human health and social well-being. The law is not protected from alcoholic substitutes and moonshine. Thus, the Russian legislation was not able to protect the interests of person, society and state from the alcohol threat, largely generated by the alcohol industry. Obviously, it needs modern fundamental development (The Report of the Public Chamber of the Russian Federation, 2009).

State alcohol policy should be aimed primarily at protecting national interests, life and health of citizens, ensuring social stability, and not at the protection and promotion of private business interests. World practice everywhere else is based on the priority role of public authorities in the field of health and social protection of the population in the development of national alcohol policies.

The most effective measures against counterfeit alcoholic products have proven effective in the world: price regulation (i.e. increase in excise duties), administrative and criminal liability.

In 2011, the Criminal code of Russian Federation established criminal liability for repeated retail sale of alcoholic products to minors (article 151.1 of the Criminal Code). In 2014, it introduced criminal liability for manufacture, acquisition, storage, transportation for sale or sale of unmarked alcoholic products subject to mandatory marking with excise stamps or Federal special

brands, committed on a large scale (article 171.1 of the Criminal Code). In the same year, there was established the criminal liability for smuggling of alcohol products, i.e. illegal movement across the customs border of the Customs Union of alcoholic beverages in large amounts (Article 200.2. of the CC).

In 2008 the Federal service for alcohol market regulation was created in Russia. This service is a Federal Executive body, responsible for drafting and implementing state policy and normative legal regulation in the sphere of production and turnover of ethyl alcohol, alcoholic and alcohol-containing products, as well as the functions of control over production and turnover of ethyl alcohol, alcoholic and alcohol-containing products, supervision and provision of services in this area.

3. THE UNIFIED SYSTEM OF IDENTIFICATION AND AUTHENTICATION

In connection with the widespread development of computerization, informatization, the growth of "Internet devices" and all possible events these devices can bring to society, there is an urgent need to use these latest technologies to ensure safety from various threats, in particular, from defective and dangerous alcoholic beverages (Losavio, M. & Pastukov, P. & Polyakova, S. 2016).

For this purpose, the Russian Federation creates a unified system of identification and authentication - the Federal information system for accounting, control and lawful development of business and implementation of economic policy. State information systems are created and operated on the basis of statistical and other documented information provided by citizens (individuals), organizations, state bodies and bodies of local self-government

(Federal Law "On Information, Information Technologies and Protection of Information", 2006).

The information contained in the state information systems, as well as other available data and documents to the public authorities are public information resources. The information contained in the state information systems, is official. State bodies regulating the functioning of the state information system must ensure the reliability and relevance of the information contained in this information system, access to specified information in cases and in the manner provided by law, and the protection of the specified information against wrongful access, destruction, modification, blocking, copying, granting, distribution and other unlawful actions.

Therefore, one of the absolutely necessary and most important powers of state authorities of the Russian Federation in the field of production and turnover of ethyl alcohol, alcoholic and alcohol-containing products is the introduction of the unified state automated information system of accounting of production volume and turnover of ethyl alcohol, alcoholic and alcohol-containing products (USAIS) for the implementation of state control over production and turnover of these products.

The Unified Information System interacts with other information systems through the infrastructure ensuring information and technological interaction of information systems used for rendering state and municipal services and execution of state and municipal functions in electronic form.

The participants of the unified information system are the organizations engaged in the production and turnover of products and the individual entrepreneurs engaged in the purchase of alcoholic beverages for purposes of retail sales of such products and the Federal bodies of Executive Power.

The maintenance of a uniform information system is carried out in electronic form using the software means of the unified information system and includes the following information:

The maintenance of a uniform information system is carried out in electronic form using the software means of the unified information system and includes the following information:

1. the name, location, taxpayer identification number, producing alcohol and alcoholic products;
2. information about the name, production and sale of alcoholic beverages;
3. information about the technological equipment for production of ethyl alcohol, alcoholic and alcohol-containing products, measuring instruments;
4. information about the vehicle used in the transportation of ethanol;
5. information about the sale of each unit of alcoholic products (date and time of sale, number of cash registers, number of shifts, number of cash receipt);
6. information about alcoholic beverages deposited at the Federal special stamp or tax stamp which marked realized of alcoholic products;
7. data on quantity (number of pieces), series (level), numbers received, returned, used, and destroyed by Federal special marks and excise stamps for each sample.

Thus, the system allows to monitor all stages, from production of raw materials to sale to the final consumer. Counters of USAIS are installed at each ethanol plant producing raw materials for alcohol production. All produced alcohol, up to a liter, is recorded in the information system.

From the alcohol plant ethanol is delivered to the distillery factory. For this purpose,

special road truck tankers are used. These vehicles are also equipped with special counters. When the truck is moving from the alcohol plant to the distillery factory, then all the information using GLONASS in an online mode is displayed on the server of the Federal Service "Rosalkogolregulirovanie" ("Russian alcohol regulating").

After it is brought to distillery factory the alcohol is shipped in special tanks, which are also equipped with counters. If alcoholic beverages are poured, special Federal stamps are stuck on the bottles. The stamp is essentially a passport of products. The barcode on the stamp contains information about the name of the product, the manufacturer, its strength and volume. Information on the bottle and the brand enters the system EGAIS in the process of production. Further movement to the warehouse to wholesalers and the store is also tracked by the identification system and confirmed by the store upon its delivery. Thus, the system tracks all the way down to the bottle shop (The Decree of the RF Government № 1459, 2015).

While selling a bottle, the seller scans the barcode of the bottle from the Federal stamp. If the products are genuine, the cash program strikes the check and the sale process is completed. If the products are counterfeit, the cash program will block the sale, and the information about the fake products is immediately sent to the server of the Federal service.

Since 1 July 2016, customers have been able to check each bottle they purchase. To do this they can simply scan the bar code using the mobile application. All the information about the product will appear on the smart phone screen. Legal alcoholic products are sold in those shops where a system of USAIS is installed.

In 2013 the Administrative Regulation of the Federal Service for Alcohol Market was adopted. The regulation sets out the activities, terms and sequence of administrative procedures and cooperation with the organizations engaged in the production and turnover of ethyl alcohol, alcoholic and alcohol-containing products. Thus, the government establishes a public service on state regulation of production and turnover of alcoholic products. The result of the provision of public services is the issue of USAIS software to the applicant, connection of technical means of fixing and information transfer about production volume and turnover of ethyl alcohol, alcoholic and alcohol-containing products in USAIS (Order of the Federal Service for Regulation of Alcohol Market, 2013).

The connection of the technical facilities of the applicant to the technical means of the unified state automated information system is made on the basis of receipts from the applicant to the territorial authority of the Federal alcohol market regulatory service statement of readiness to connect the technical facilities of the applicant to the technical means of the unified state automated information system. Specialist of territorial authority of the Federal alcohol market regulatory service that is responsible for installing, testing and sealing of technical means of the applicant, checks the technical equipment of the applicant for fixing and information transfer in the Russian carries on filling technical means of the applicant and make an appropriate entry on the possibility of using technical means of the applicant for fixing and information transfer in USAIS in the Act of readiness.

A response to the severe consequences of the production of counterfeit alcoholic products could become a state monopoly on the production and retail sale of alcohol. Although

the state monopoly contributes to filling the state budget, but this measure would be contrary to the market economy and would reduce competition. The creation of the unified state automated information system of accounting of production volume and turnover of ethyl alcohol, alcoholic and alcohol-containing products allows to take into account the whole turnover of these products to ensure the legitimate interests of entrepreneurs, to eliminate the production of counterfeit alcohol and, ultimately, to ensure the right to life of the citizens in the use of toxic alcohol.

The connection of the technical facilities of the applicant to the technical means of the unified state automated information system is made on the basis of the application to the territorial authority of the Federal alcohol market regulatory service.

A representative of the local authority of the Federal alcohol market regulatory service that is responsible for installing, testing and sealing the technical means of the applicant, checks the technical equipment of the applicant for registering and transferring the data in the USAIS, seals technical means of the applicant and makes an appropriate entry on the possibility of using technical means by the applicant for registering and transferring the data in the USAIS Protocol of readiness.

4. CONCLUSION

Thus, with the widespread development of information technology, the introduction of the unified state automated information system of accounting of production volume and turnover of ethyl alcohol, alcoholic and alcohol-containing products (USAIS) for the implementation of state control over production volume and circulation of the mentioned products at the same time is used

to solve many problems and achieve the following goals:

1. To create the conditions for the development of innovative economy.
2. To implement the authority of the public authority through the provision of services in electronic form.
3. To provide interdepartmental information interaction.
4. To produce a more accurate official statistical information on the basis of primary statistical data (documented information obtained from the respondents with the use of special blank forms as well as information documented during the course of the Federal statistical supervision) and administrative data (information received by state authorities in the exercise of their licensing, registration, regulatory and other administrative functions).
5. To provide transparency of the total turnover of alcoholic products, thus reducing to the maximum the production of falsified alcohol dangerous products.
6. And most importantly, to ensure the most important human right - the right to life and health, because there will be fewer poisonings and deaths from surrogate alcohol.

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