

Here there is an undeniable enthusiasm for what is known by that strange hybrid term 'sotskultbyt' -- sociocultural services -- a name one can tolerate only because of the human values it connotes. But how does "enthusiasm" square with plans, with production?

"The plan is going okay, and we're not complaining about the ups and downs ..."

Then, once again, they told us: "See the mushrooms growing here? You don't want to miss the foodstore here on the grounds of the combine, and have a look at the dining halls ..." They didn't feel it was necessary to mention that the morale of the residents and, consequently, the production figures were linked to all of this. And that's understandable.

Saunas have been installed in every workshop, and there are swimming pools and workout rooms. The enterprise's own furniture shop works better than the neighboring furniture factory. While on a national average one ruble from the wages and salary fund results in a few kopecks worth of finished products, the "Enisei" has already surpassed the goal for 1992 by three rubles. That is, it has returned three rubles for every ruble it received.

Anybody can understand that none of this is a simple matter. But how have people succeeded here when at other enterprises they have not? What does Romanov see as the reasons for the slow progress? "The idiocy of the bureaucracy." And he cites an example. At "Enisei", they have produced a nitrocellulose enamel which is the dream of every new resident. But it hasn't been approved because the