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VISION

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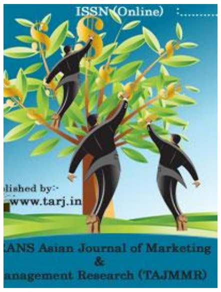

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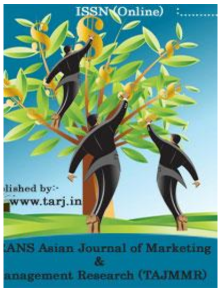

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COMPARATIVE PERFORMANCE OF CEREALS AND PLUSES CROPS IN MAHARASHTRA

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ABSTRACT

The present study examines the performance of different crops and cropping pattern in the state of Maharashtra using alternative scenarios like Market price, Economic prices and Natural Resource Valuation (NRV) considering environmental benefits like biological nitrogen fixation and greenhouse gas costs. The study has used unit level cost of cultivation data from 2008-09 to the triennium ending 2010-11. It has analyzed crop wise use of fertilizers, groundwater, surface water and subsidies. The study has shown that even after getting out the impact of input subsidies and effect on environment and natural infrastructure, minimum support prices and agricultural technological know-how, the sugarcane and onion cropping pattern produces the highest income. The study has pointed out that farmers may not move towards diversification until incentivized by economically attractive alternatives. Many studies have raised issues regarding sustainability of agricultural production, deterioration of water, land and natural resources and profitability of cropping patterns but no systematic study has been done to link crop profitability with social cost, i.e. subsidy and natural resource accounting.

KEYWORDS: *Market Price, Economic Price, Natural Resource Valuation, Sustainability, Input Subsidy Maharashtra*

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INTRODUCTION

Agriculture forms the axis of the Indian economy. There is no other sector in India, which is so tied up with the prosperity of the economy. Agriculture is a way of life, a tradition for which centuries have shaped through the outlook, the culture and the economic life to people of India. Though agriculture is the backbone of Indian economy, it mainly depends on unpredictable monsoon. More than 60 per cent of cultivable land is under rain-fed cultivation, unstable production, low productivity and uncertain yields are chronic features of Indian agriculture. It has also become a relatively unrewarding profession due to unfavorable price regime and low value addition.

The growth of agriculture output in Maharashtra consequent on the onset of green revolution has played a vital role in achieving and sustaining food security in India. However, in recent years, the crisis manifested itself in a number of ways stagnating growth rates in agricultural production and productivity, rising average cost of production, falling profitability in farming, over exploitation of water and land resources, resulting into degradation of the environment and ecology. Many studies have raised issues regarding sustainability of agricultural production, deterioration of water, land and natural resources and profitability of cropping patterns but no systematic study has been done to link crop profitability with social cost, i.e. subsidy and natural resource accounting. The present study was undertaken to study the Comparative Performance of Various Crops in Maharashtra based on market, economic prices and natural resource valuation.

I. Methodology

i. Data source

The study was conducted in Maharashtra State covering all the nine agro-climatic zones. The study is based on primary data collected from the 600 farm families under the Comprehensive Scheme for Studying the Cost of Cultivation of Principle Crops in Maharashtra, Department of Agriculture Economics, MPKV, Rahuri, Maharashtra, India. The data covers the period from 1970-71 to 2010-11.

ii. Analytical tools

To fulfill the objectives of the present study, different analytical techniques were employed. The simple statistical tools viz; means, averages, percentages and cost concepts were used.

Cost and returns of selected crops based on market prices, economic prices and natural resource valuation techniques

iii. Net Returns at Market Prices (NRMP)

Net returns at market prices are defined as the gross returns (value of main produce and by produce) less variable costs (Cost A_1 + imputed value of family labour) at market prices actually paid and received by the farmer or imputed in some cases.

NRMP = GR – VC …….. (i)

where, NR MP: Net return at market prices; GR: Gross Returns; and VC: Variable Cost.

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Cost A_1 includes all actual expenses in cash and kind in production process by the farmer. Some of the components of Cost A_1 are directly retrieved from the unit level data set of cost of cultivation scheme, while remaining are estimated.

iv. Net Returns at Economic Prices (NREP)

Net returns at economic prices can be defined as the difference between net returns or income at market prices and subsidies on inputs like fertilizers and irrigation used in crop production.

i. e. NREP = NR MP – Subsidy ………. (ii)

Thus, subsidy component has internalized into the model, by covering two aspects viz., fertilizer subsidy and irrigation subsidy. Fertilizer subsidy consists of subsidy on nitrogen (N) and combination of Phosphorous (P) and Potassium (K) (Table 4). The total irrigation subsidy includes canal, electricity and diesel subsidy (Table 5) and has been distributed over selected crops based on area under irrigation of each crop.

v. Net returns based on Natural Resource Valuation (NRNRV)

Net return based on Natural Resource Valuation (NRV) technique has taken care of nitrogen fixation by legume crops and Green House Gas (GHG) emission from crop production. As such, NRNRV is computed as by adding value of nitrogen fixation by legume crops at economic price of nitrogen (value of N) and deducting the imputed value of increase in GHG emission cost to the atmosphere.

i.e. NRNRV = NR EP + (value of N– cost of GHG) ………. (iii)

Legumes are environment-friendly crops and are different from other food plants because of the property of synthesizing atmospheric nitrogen into plant nutrients. As such, the economic valuation has been done by taking into account, the positive externality of legume crops by biological nitrogen fixation and the negative externality of GHG emissions.

The data on contribution of pulses by biological nitrogen fixation and emission of different crops were collected from various published scientific literature, (Peoples et al., 1995, IIPR, 2003, IARI, 2014). The value of GHG emissions in terms of CO_2 Kg equivalent was taken at the rate of 10 US dollar per ton. Biological nitrogen fixation for various crops has been calculated by taking the average value of nitrogen fixed by various legumes and then multiplied with the economic price of nitrogen prevailed in the TE 2010-11.

III. RESULTS AND DISCUSSION

i. Changes in cropping pattern of Maharashtra.

Maharashtra was not self sufficient in food grains in the year 1960. Various yield increasing methods have been tried in Maharashtra on a massive scale during the last four decades. As a result of this, the state experienced a growth in agricultural production with the food grains production increasing from 5.41 million tons in the year 1970-71 to 154.20 million tons in the year 2010-11. Nearly one third area of the state falls under rain shadow region, where the rains are not only scanty, but also, erratic. The soil, topography, rainfall and climate in Maharashtra are not much favorable to agriculture, hence, agriculture in the state is characterized by the low

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irrigation and low rainfall. As a result, the state, lags behind in the productivity of almost all the crops, when compared to national average.

TABLE 1 . CHANGES IN CROPPING PATTERN OF MAHARASHTRA (HA.)

Sr. No	Crop	TE 1973	% to GCA	TE 1983	% to GCA	TE 1993	% to GCA	TE 2003	% to GCA	TE 2013	% to GCA	% change over TE 1973
i.	**Cereals**											
1	Wheat	8.33	5.38	10.12	5.97	7.31	4.01	8.59	4.78	9.90	5.18	118.85
2	Paddy	13.39	8.64	14.70	8.67	15.8	8.68	15.15	8.44	15.43	8.08	115.24
3	Perl Millet	15.93	10.28	65..70	38.41	58.96	32.39	51.4	28.64	31.9	16.71	200.25
4	Sorghum	57.37	37.05	15.86	9.36	19.23	10.56	16.45	9.16	8.87	4.64	15.46
5	Ragi	1.84	1.18	2.04	1.20	2.03	1.11	1.50	0.83	1.20	0.62	65.22
ii.	**Pulses**											
6	Horse Gram	3.34	2.15	4.01	2.36	5.64	3.09	3.77	2.10	12.16	6.37	364.07
7	Red gram (Arhar)	5.44	3.51	6.46	3.81	10.10	5.55	10.51	5.86	12.49	6.54	229.60
8	Greengram (Moong)	4.33	2.80	5.35	3.16	7.54	4.14	6.59	3.67	4.72	2.47	109.01
9	Blackgram (Urad)	4.57	2.95	4.34	2.56	4.38	2.41	5.29	2.95	4.02	2.11	87.96
iii.	**Oilseeds**											
10	Groundnut	8.52	5.50	6.61	3.90	5.53	3.04	4.86	2.71	3.42	1.79	40.14
11	Soybean	-	-	-	-	2.72	1.49	11.37	6.34	29.34	15.37	1078.68
12	Safflower	3.68	2.37	4.40	2.59	5.28	2.90	2.44	1.36	1.36	0.71	36.96
13	Sunflower	-	-	0.50	0.30	4.43	2.43	3.00	1.67	2.14	1.12	428.00
iv.	**Cash crops**											
14	Cotton	26.07	16.84	25.81	15.24	26.84	14.75	31.45	17.52	40.98	21.47	157.19
15	Sugarcane	2.01	1.30	3.59	2.12	5.54	3.04	5.87	3.27	9.75	5.11	485.07

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16	Onion	-	-	0.54	0.32	0.66	0.36	1.22	0.68	3.21	1.68	594.44
	GCA	154.82	100.00	169.40	100.00	181.99	100.00	179.46	100	190.89	100.00	--

Source: 1. Statistical Abstract of Maharashtra State (1972 to 2012-13)
2. National Bank for Agriculture and Rural Development Report, Mumbai (2012-13)

The state had also gone through green revaluation through the yield rising new improved technologies including diversification in cropping pattern. The detailed information regarding changes in cropping pattern in the state of Maharashtra is given in Table 1. The tri-annum averages of crop wise area are considered from the year 1973 and a percentage change over base year was worked to the TE year 2013.

Amongst all the crops, the area under soybean crop has increased tremendously (1078.68 per cent) over the base period as the crop was introduced during the year 1990 onwards in the state. It is followed by onion, the most sensitive crop (594.49 per cent), and sugarcane (485.07 per cent). Soybean crop occupied first rank as it requires less manpower and expenditure on inputs with good demand and prices as compared to other kharif crops. In respect of oilseed crops, the area under sunflower has increased by 428 per cent after soybean but there is no significant increase in the area under groundnut and safflower.

Due to introduction of high yielding varieties and Integrated Pest Management (IPM) techniques in horse gram, the area under increased by 364 per cent over the base period 1973. It is followed by red gram, green gram and black gram with 229.60, 109.01 and 87.96 per cent, respectively. In respect of cereals also, due to introduction of high yielding varieties and advanced production technologies, the area under pearl millet, wheat and paddy increased by 200.25, 118.85 and 115.24 per cent, respectively, over the base period. There is little increase in the area under ragi and sorghum crop.

ii. Irrigation pattern in Maharashtra.

TABLE 2. CHANGES IN IRRIGATION PATTERN IN MAHARASHTRA (LAKH HA.)

Sr. No.	Particulars	TE 1970-71	TE 1980-81	TE 1990-91	TE 2000-01	TE 2011-12	% Change over TE 1970-71
1	Net irrigated area	13.47	18.35	26.71	29.63	32.55	241.65
Irrigation coverage							
2	Surface water	5.8	7.80	9.99	11.40	14.21	245.00
3	Groundwater	7.70	10.60	16.70	12.75	14.11	183.25
4	Electric pumps	1.08	3.34	8.33	8.52	12.13	1123.15
5	Diesel pumps	1.43	1.32	1.09	1.06	1.90	132.87

Source: 1. Economic Survey of Maharashtra (2010 to 2013)
2. Statistical Abstracts of Maharashtra (2009 to 2014)

In respect of irrigation, the state (16.4 per cent) was far below as compared to Punjab (95.2 per cent), Haryana (75 per cent), Tamil Nadu (48 per cent) and the National average (39 per cent). A large part of central Maharashtra and Marathwada region is in rain shadow. Maharashtra's agriculture is characterized by low rainfall and low irrigation. As a result, the per hectare crop

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yield in the state (in general) is lower than that of the National level. The tri-annum averages are considered from the year 1973 to 2011-12 and the percentage changes over base year was worked out.

The net irrigated area increased by 241.65 per cent. It is mainly due to development of irrigation projects like dams, farm ponds, check dams, check wears and other water conservation techniques. The number of electric pumps and diesel pumps had increased by 1123 and 133 per cent over the base period. It resulted into increase in surface and ground water by 245 and 183 per cent, respectively.

iii. Costs and returns based on Market Prices

Net returns at market prices is the gross returns (value of main and by produce) less variable cost (Cost A_1 + imputed value of family labour) at market prices actually paid and received by the farmer.

At variable cost, red gram gave the highest per hectare net returns (`30148.70/ha), followed by wheat (` 14478/ha) and paddy (`14248.14), while the ragi crop gave only ` 2972/ha as net returns.

Variable cost includes all actual expenses in cash and kind in production by the farmer including imputed value of family labour. Such variable cost for paddy crop was maximum (` 30344.78) followed by red gram (`24163.75), wheat(`20929.04) and ragi (`19447.28). The least variable cost was observed in cultivation of green gram(`13520.02).The highest gross returns were received for red gram followed by paddy, wheat and horse gram of ` 54312.45/ha, ` 44592.92/ha, ` 35407.16/ha and ` 28130.65/ha, respectively.

TABLE 3. COMPARATIVE COSTS AND RETURNS OF CROPS AT MARKET PRICES (TE 2010-11) (`/HA)

Sr. No.	Crop	Gross returns	Variable cost	Net returns over variable costs
i)	**Cereals**			
1	Wheat	35407.16	20929.04	14478.12
2	Paddy	44592.92	30344.78	14248.14
3	Pearl millet	22343.89	16217.24	6126.65
4	Sorghum	23403.21	16029.31	7373.90
5	Ragi	22419.86	19447.28	2972.58
ii)	**Pulses**			
6	Horse Gram	28130.65	16801.05	11329.61
7	Redgram	54312.45	24163.75	30148.70
8	Greengram	22523.49	13520.02	9003.47
9	Black gram	18400.59	13672.06	4728.53

Source: Computed from plot level cost of cultivation of principal crops, DES, MoA, GOI, 2008-11

iv. Net Returns based on Economic Prices

Net returns at economic prices is the difference between net returns or income at market prices and subsidies on inputs like fertilizers and irrigation used in crop production. Fertilizer subsidy

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consists of subsidy on Nitrogen (N) and combination of Phosphorus (P) and Potassium (K). As regards the irrigation subsidy, there is no irrigation subsidy by the Government of Maharashtra.

Red gram gave the highest net returns of ` 27215.29per hectare followed by paddy (` 9731.39/ha) and horse gram (` 9530.01/ha) The least net returns by economic prices were received for sunflower (` 1156/ha) followed by ragi (` 1948/ha) and black gram (` 1996/ha). The red gram fetched good prices as against comparative low demand for ragi and black gram crops.

TABLE 4. CROP WISE NET RETURNS BASED ON ECONOMIC PRICES (TE 2010-11) (`/HA)

Sr. No.	Crop	NPK# subsidy	Net returns by market price	Net returns by economic prices
i) Cereals				
1	Wheat	5313.42	14478.12	9164.70
2	Paddy	3796.75	14248.14	9731.39
3	Pearl millet	1892.14	6126.65	4234.51
4	Sorghum	1896.31	7373.90	5477.59
5	Ragi	1023.82	2972.58	1948.76
ii)Pluses				
6	Horse Gram	1799.6	11329.61	9530.01
7	Red gram	2933.41	30148.70	27215.29
8	Green gram	1740.45	9003.47	7263.02
9	Black gram	2732.42	4728.53	1996.11

Source : i) Estimated using unit level CoC data (TE 2010-11)

ii) Maharashtra Water Resources Regulatory Authority (MWRRA) No. 315 dt. 30.05.2011.

Note : # Subsidy Rate @ ` 19.35/kg of N; Rs 42.56/kg of P&K combine for TE 2010-11

v. Net Returns based on Natural Resource Valuation (NRV)

Net returns based on Natural Resource Valuation (NRV) technique has taken care of nitrogen fixation by crops and green house gas (GHG) emission from crop production. Hence, Natural Resource Value is computed by adding value of nitrogen fixation by crops at economic price of nitrogen (value of N) and deducting the imputed value of increase in GHG emission cost to the atmosphere, likewise net returns based on natural valuation from sample crops is presented in Table 5.

Red gram and horse gram gives the highest per hectare net returns of`(` 28104.29/ha) and (` 12132/ha)by NRV technique. The ragi yielded least net returns of ` 1889.73/ha, respectively

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TABLE 5. NET RETURNS FROM DIFFERENT CROPS IN MAHARASHTRA USING NATURAL RESOURCE VALUATION TECHNIQUE (TE 2010-11) (`/HA)

Sr. No.	Crop	Based on Economic price (a)	Value of Nitrogen (b)	Cost of gas emission(c)	Based on NRV D=a+b-c
i)	**Cereals**				
1	Wheat	9164.70	0	213	8951.7
2	Paddy	9731.39	0	1128	9323.39
3	Pearl millet	4234.51	0	57	4177.51
4	Sorghum	5477.59	0	113	5364.59
5	Ragi	1948.76	0	59	1889.76
ii)	**Pulses**				
6	Horse Gram	9530.01	2725	123	12132.01
7	Red gram	27215.29	986	97	28104.29
8	Green gram	7263.02	2129	56	9336.02
9	Black gram	1996.11	2506	41	4461.11

Source: Department of Soil Science and Plant Pathology, MPKV, Rahuri, M.S. India and Manual of NIAP, New Delhi (2008-11)

Red gram and horse gram gives the highest per hectare net returns of` ``28104.29 and `` 12132.01by NRV technique. It is followed by green gram (`9336.02/ha) and paddy

(``9323.39/ha). The ragi yielded least net returns of ` `1889.73/ha.

vi. Comparative net returns

Comparative returns of net income from various crops based on market prices, economic prices (net of subsidies) and natural resource valuation is presented in Table 6. Red gram gave the highest per hectare net returns at market price (` 92399/ha), economic price (` 73325.71) and natural resource valuation price (` 71225.71), which is followed by red gram and wheat, while comparative least net returns by market, economic and natural resource valuation price were accrued for ragi and black gram.

TABLE 6. NET RETURNS FROM DIFFERENT CROPS IN MAHARASHTRA USING VARIOUS APPROACHES OF VALUATION, TE2010-11 (``/HA)

Sr. No.	Crop	Based on Market price	Based on Economic price	Based on NRVprice
i)	**Cereals**			
1	Wheat	14478.12	9164.70	8951.7
2	Paddy	14248.14	9731.39	9323.39
3	Pearl millet (Bajara)	6126.65	4234.51	4177.51
4	Sorghum (Jawar)	7373.90	5477.59	5364.59
5	Ragi	2972.58	1948.76	1889.76
ii)	**Pulses**			

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6	Horsegram	11329.61	9530.01	12132.01
7	Redgram (Arhar)	30148.70	27215.29	28104.29
8	Greengram (Moong)	9003.47	7263.02	9336.02
9	Black gram (Urad)	4728.53	1996.11	4461.11

Source: Computed from plot level cost of cultivation of principal crops, DES, MoA, GOI.

(2008-11)

IV. CONCLUSIONS

The study reveals that, sugarcane and onion are the most rewarding crops in terms of market price, economic price and natural resource valuation. Red gram and Horse gram has potential for competing with rice-wheat rotation, but it requires government incentives for marketing infrastructure and price mechanism. Given the present set of marketing infrastructure and agriculture technological know-how, pulses cropping pattern produces the highest and more stable income.

V. Suggestions

The land utilization pattern of the state and at regional level indicated that land put to agricultural uses is declining. So, efforts be made to bring out fallow and other lands under cultivation. Farmers may not move towards diversification until incentivized by economically attractive alternatives, which is must and must for diversified, balanced and sustainable cropping pattern.

VI. Policy implication

There is a greater need to strengthen the market infrastructure and making available assured sources of irrigation by way of watershed development activities. The importance should be given to farm mechanization and supply of capital while framing agricultural developmental policies.

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USING INFORMATION TECHNOLOGY IN BUSINESS IS THE KEY TO EFFICIENCY

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ABSTRACT

As you know, information technology is one of the most important issues of our time. Its role in the economy and business is enormous. This article also details how to achieve effective results from the use of IT in business. It is also a comprehensive study of the scientific research of IT scientists around the world.

KEYWORDS: *Information Technology, Application of IT In Business, Innovative Technologies, Stages Of Development Of Information Technologies.*

INTRODUCTION

The world around us is a world of numbers and information. How do you say that? It's very simple. Whether we are in school, at work, or at home, we are surrounded by numbers and information. Our only the cell phones or the newspaper-magazines, the televisions, are all a series of information and numbers. It can be said that the abundance of information and the smooth delivery of its information have given rise to the concept of information technology. Today, the world is like a small village because of information technology. The process of communication and dissemination of information has become part of the world, human life and the latest radical changes, thereby ways to increase entertainment and comfort. ITimproves any kinfof situation, however , it has negative impact. Moreover, technology has contributed very quickly to the development of science and its technological application, has been able to make it different from yesterday, and makes our future completely different from today's world .[1]

MAIN PART

It is worthwhile to dwell on the concept of information technology. Information technology refers to the use of computers, software (operating systems / tools and programs), communications, and networks to meet the information needs of a person or organization. This can be considered as a basic concept, although there are different definitions of what information technology can be. In general, the term information technology was first developed by Harvard Business Review to define the difference between general-purpose computing machines that are designed to perform a limited number of functions and can be programmed to perform a variety of tasks. , there are also stages leading up to the development of information technology, the first phase (Phase 1) began in the 1960s and involved the use of computers in solving mathematical and logical problems. The second phase of revolutionary change (Phase 2) began in the 1970s, when the creation and improvement of the human-machine interface, as well as the use of computers for other purposes (i.e., fast digital processing) than those original causes, 'z containing. Significantly, Thomas Landauer (1995) identified a difference between the two phases of the information technology revolution, arguing that in the 1960s, computers performed the tasks of the first phase very well. There are many examples in this area that have led to significant savings and efficiencies. Manufacturing and banking institutions provide the best examples of this type of use. Phase 2 activities began in the 1970s and include activities such as processing tables and words, management information systems reports, OLAP processing, and data storage. In the second stage, the computer was used for purposes that were not originally intended and did not see the savings and efficiency advantages identified in the first stage. [9] As mentioned above, information technology is the integration of information processing and communication technologies. Admittedly, information processing and data processing have improved with the invention of computers, and so far advanced technologies such as AI (artificial intelligence) and knowledge engineering have been developed. Thus, the development of computer technology has led to the development of information technology and communication technology. This has led to a combination of information processing technology and telecommunications technology, in other words, information technology. [2]

The development of information technology has not only eased our daily needs, but also become a platform for business. It's no secret that in the '80s, business didn't need innovation to succeed. It was enough to use a proven business model to start a business. Even the notions of efficiency or productivity or competition were completely foreign to business. Following the tradition was a logical way to stay in business. For example, a store owner in Ohio, Ohio, was happy to use a cash register invented by James Ritti in 1879 to prevent his employees from missing out on salon revenue. All this was until August 6, 1991, when the World Wide Web went live all over the world. However, this was hardly mentioned in any newspaper on the planet. Most people around the world had no idea that the Internet existed. Although Tim Berners-Lee's invention has changed the world as we know it, the Internet has become popular in the last decade. Even new concepts began to enter the practice. For example, innovation, digital economy, modernization. It didn't just happen. At the heart of it all is information technology (IT). The reason is that information technology drives innovation, and of course, innovation is the only effective way to business success. In fact, it's hard to imagine a business that hasn't benefited from the digital

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revolution. Even now in agriculture, it is very important to operate using computers. It is natural for farmers to use computers for production records, financial planning, research on technical issues, and procurement. Today, the formula for business success is also very simple: manage innovative technologies using information technology. So, the first thing to try to identify startups in any field is to make a smart choice to choose this IT. No one can guarantee that a business will fail without the foundation of information technology. But for some reason, some people think it's always been an innovation. But for most of the 20th century, there was no such thing as innovation. It was a slow and steady process, mostly done by individual geniuses or scientific centers.In most cases, people who are excellent and really knowledgeable have innovated, and the public has gradually embraced the idea. Admittedly, the basic love for innovation began with the invention of the computer. This has become a huge force with the advent of the Internet. However, the rise of innovation will lead to a decline in our human intelligence. According to the Flynn Effect, the overall IQ has been rising since the 1930s, with the average IQ rising from 80 points to 100 points. brain aches, etc., disappeared, and laziness flourished. True, travel and multimedia innovations improved collective intelligence, but they were largely passive forms of learning. However, information technology supports innovation in business. Innovations will not only improve data storage for more intelligent applications, but also help it process faster and disseminate data more widely. Innovation not only makes business more efficient, but also increases value, quality and efficiency. Also, innovations through information technology have led to the following radical changes in business:

In addition, companies that adopt innovative technologies will have the following features:

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In fact, long-term business growth is difficult without the involvement of information technology. If we look at the consequences of using information technology in business, we can see a positive shift in the following areas. 1. Information technology provides businesses with the tools to solve complex problems. That is, we know that an enterprise cannot operate without computer hardware. Computer hardware failures or add-ons are a good idea for your business. For example: read data using hardware (more memory, faster processors, clearer visual displays, etc.), smart apps (Mindmapping apps like X Mind, collaborative apps like Kanban boards, organizers like Google Calendar, etc.) learning, analyzing, and planning can facilitate corona work.

2. The use of information technology allows businesses to make optimal decisions. Optimal decisions in business should be based on rigorous market research. This can be done through video conferencing to engage communities, learn public opinion on social media and industry forums, and use online surveys to get customer feedback. To do this, there are tools like Microsoft CRM Dynamics and Google Analytics that help the business.

3. Information technology improves marketing. Internet marketing (SEO, PPC, Facebook Ads) using online advertising methods is a more accurate way than traditional marketing to search for the target audience, identify their needs and convince them to buy. The reason is that it's hard to see how many people are reading a newspaper ad, but it's easy to determine how many people are clicking on an online banner.

4. Information technology improves customer support. It is known that people use their phones, e-mails, social media platforms, webinars, etc. at least during the day, and through this, using

information technology, they become customers of various businesses. In addition, customer relationship management systems help businesses understand customer behavior.

5. Information technology improves resource management. Cloud computing allows company employees to use any device to access enterprise-level applications from anywhere in the world. Innovation means the future. If the goal of the business is to increase profits, then innovation is a faster way to make a profit. Ian Koum's story tells us how much big companies value innovation. He went from being a food brand to a billionaire for inventing WhatsApp. Investing in technology can bring a number of benefits to a business. As computers became more powerful and prices fell, the advantages of electronics in the workplace became available even to small businesses. In any field, a company can take advantage of these advances in technology to simplify processes and open up new markets. In fact, one of the biggest benefits that technology offers to businesses is increased efficiency. Computers have allowed workers to work efficiently, even over long distances, and the adoption of mobile computing devices such as laptops and tablets can make it much easier for workers to work almost anywhere. Technology has freed us not only from important tasks, but also from doing things that we consider invisible.

CONCLUSION

In short, information technology is the foundation of the past, present and future. That is, these technologies are a bridge between the past, the present and the future. This is because small computers have the ability to perform millions of calculations in two seconds, while older computer devices are limited to performing relatively few computational and computer operations, [4] and countless similar examples. In other words, it is information technology that has changed our lives. The impact of information technology has contributed to technological advancement and organizational maturity in increasing production, capital accumulation, and creating tough competition among post-manufacturers. [5] At present, it has developed without an area or front that it has not penetrated. The use of IT in business means not being indifferent to the fate of the enterprise.

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THE ROLE OF MODERNIZATION OF TRAINING IN THE FORMATION OF A CULTURE OF CREATIVE THINKING IN MILITARY

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ABSTRACT

This article explains the concept of creative thinking. It implies an increase in the level of development by increasing the number of specialists who can approach creatively in each area, depending on the modern demand. In the servicemen there is an opinion on the priority directions of the formation of a creative way of thinking. In military servants, there was an opinion on the importance of the formation of a creative way of thinking and the importance of the modernization of the sphere of training, which is taught to them in the formation of creative creativity. In Uzbekistan, the achievements of educating military personnel in the creative spirit are comprehensively supported.

KEYWORDS: *Creativeness, Contemplation, Creative Thinking, Modernization, Creativity, Scientific Way Of Thinking, Tactical Contemplation, Dialectical Creativeness*.

INTRODUCTION

The role of military personnel is of particular importance both in the management of the state and society, and in the development of science. The reason is that they make active efforts to promote their military-scientific and scientific-technical developments and new initiatives in the establishment of innovative activities, to introduce modern methods of thinking and absolute new ideas. Therefore, at the initiative of the leadership of our country, increasing the knowledge and opportunities of the younger generation growing in the Armed Forces system as an active part of our society is one of the pressing issues.

President Shavkat Mirziyoyev also noted in his address to the Oliy Majlis that "it is desirable to have Network research institutions, design posts, experience-production and innovation centers in each production sector".

MATERIALS AND METHODS

What we have mentioned above-what is creativeness itself? How is creative thinking formed? What are the achievements of the creative thinking of servicemen and what does it look like? We will find answers to similar questions as a result of our research. The driving force is creativeness-the fourth industrial engine that is happening in the world today. To develop the qualities of creativeness in a person, it is necessary to initially know the content of this concept.

It is known that "the word of thought is derived from Arabic, meaning to think, to think, the creative question is derived from the English word" create", which means creation, creative, and in tom mano such meanings as creative creation. These concepts harmoniously come up with the following tariff: creative thinking is a process that depends on the purposeful upbringing and formation of such characteristics as the primacy of the mind, the ability to make decisions at speed and, from this, not to be afraid, loyalty to the task and sphere of work, the ability to contemplate and train the mind to see and Creativeness is understood by the creative ability of a person to create innovations, to solve problems. In its Zamir lies orginality, practicality, nobility and freedom. Also, creative thinking means comprehensive thinking on a particular issue, an approach to a point from different angles. Creativeness is an integral part of human thinking, spirituality as a category of personality development, it is not the fact that the knowledge that an individual possesses is multifaceted, but it is an intangible in the process of striving for new ideas, reforming and changing established steroids, solving life problems, making unexpected and unusual decisions. That is, through the repetition of the knowledge given, creativeness can not be achieved, in the process of creative thinking, a new thought, the emergence of a new idea is the main condition. [1]

Creativeness is also independent thinking. "In a Democratic Society, children are brought up in such a way that everyone in general is free-thinking. If children do not learn to think freely, the effect of training given to him is inevitable. Of course, knowledge is needed. But knowledge is on its way. Independent thinking is also the greatest wealth " [2:70]

From a philosophical point of view, creativity is the ability to create, inherent in a person, to take new approaches and exceed the need for new material and spiritual values. This gives a person a spiritual and spiritual memory, forming the ability to acquire new knowledge and experience both consciously and unconsciously, while feeling free. Creative thinking means independence and critical thinking, solving problems at different levels in a unique way. Creative thinking This is the presence of the ability to express an unusual attitude to decisions made by people in a general way, or to put forward many alternative thoughts about it, willingness to rely, the ability to quickly process information. Without observing the above tariffs, such an idea arises. what are the achievements of the formation of a creative vision of a serviceman guarding the borders of the country, the formation of innovations and the emergence of a solution to its analysis through contemplation. Creative thinking is the highest form of dialectical thinking. In this case, it is important to independently solve atypical, non-standard tactical situations, tasks, introduce innovations into their solution and find new ways of thinking and action.

So tactical thinking is a creative thinking, because in combat practice, two absolutely identical tactical settings, battles, as well as standard cases and data can not be fully demonstrated. In such an environment, the commander is required to quickly assess the conditional situation, quickly make the appropriate decision and implement it. This can be done with a creative tactical thinking process. Tactical thinking and human thinking in general develop on the basis of theory,wars, military exercises, important creative ideas, which later became important ideas. Therefore, in order to form a tactical vision between cadets, it will be necessary to arm them with a high level of knowledge.

In the years of independence, radical reforms were carried out in the field of education in our country. In Particular, Our First President I.A.Karimov also paid special attention to this area and said, "it is necessary to draw attention to our scientists and creative staff. Because it is he who creates spiritual wealth. Caring for them is the duty and responsible duty of the heads of state power and economic organizations, creating all the necessary material and spiritual conditions for effective activity. [3:111]

Formation of creative thinking in the military servicemen of Uzbekistan takes a priority place in the improvement of military-scientific activity in the Armed Forces, involvement of talented youth in military-scientific activity, strengthening of scientific potential, as well as in the organization of scientific researches and works in the military sphere as a whole.This creates the opportunity to carry out military-scientific and scientific-practical work on the basis of innovative initiatives developed by military personnel. President Shavkat Mirziyoyev will pass the following words, including in his speeches. "....it is desirable to make extensive use of the opportunities of structural training of professors and teachers of all higher military training institutions, including their professional development in leading higher education institutions abroad " [4.227].

The formation of creative thinking in the military personnel of Uzbekistan is used in the process of creating new educational programs, textbooks and distance learning tools for application within the framework of the educational process in the relevant areas of military education. Because a serviceman with a creative mind takes an active part in carrying out rationalization and inventive activities to improve the quality and level of newly created educational and methodical work. Therefore, it is worth noting the involvement of talented young servicemen in military-scientific and innovative activities in this direction.

The style of creative thinking is associated with the style of scientific thinking. It is necessary that any creative thinker first of all has scientific knowledge and his thoughts are not only hypothetical, but also scientifically proven. "The modern post-modern style of scientific thinking gives the opportunity to in-depth study and forecast the prospects of new ideas, concerted technological projects created in philosophy, science and technology. Today, the essence of the post-modern style of scientific thought, the analysis of its creative possibilities; such issues as attitude to scientific traditions, study of theoretical, conceptual innovation ideas taking place in leading science and technology; understanding their epistemological and methodological significance are very relevant."[4:3]

RESULTS

The training of military personnel is largely determined by the process of formation and development prospects of the creative thinking of the officers, which in turn is characterized by socio-economic conditions of development of society, modern military-technical development, the state of military affairs at the present time and the prospects for development. Training of officers in military educational institutions is the process of formation of necessary moral and combat qualities and their level of general knowledge, culture, discipline, military-professional knowledge, skills, creative thinking skills. The solution of these problems is manifested in connection with the formation of creative thinking in the activities of the serviceman. Higher

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military school this is not only A Higher School of general education and vocational training, but it is, above all, a special educational institution that forms a wide worldview in cadets, creates rich imaginations, motivates them to function purposefully, forms a culture of creative thinking.

CONCLUSION

Among the cadets will be the indicators of the formation of a creative creative approach - the presence of a personal position in the development of motivational and creative activity and professional activity, the knowledge of methods and methods of solving professional practical problems, their creative use, the development of creative thinking, their emotional and voluntary qualities (perseverance, efficiencyadorlik, the ability to manage their actions, satisfaction.

Proceeding from the above, we come to the following conclusions:

First: the creative way of thinking is formed by the creativity of the individual, creativity and the ability to be sought after. Creative thinking is an indicator of a person's high intellectual abilities and managerial potential.

Second: the modernized system of training in the perfection of a creative-minded person, the role of a qualified teacher and modern technologies is great.

Third: the training of qualified servicemen, the owner of creative thinking, is an important issue. In tactical situations and difficult situations, it is necessary to prepare independent-minded personnel, constantly choosing the right path, forecasting the risks in advance for the peace of mind of the state.

Fourthly: proceeding from the above, we come to the conclusion that the introduction of a science system that teaches a creative way of thinking and the training of qualified pedagogical personnel are the requirements of the period.

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LEGAL BASIS OF RELIGIOUS TOURISM IN UZBEKISTAN

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ABSTRACT

This article analyzes the factors and conditions affecting the legal basis of religious tourism in Uzbekistan and provides an overview of the problems related to this sphere and their solutions. Today, great attention is paid to the development of religious tourism in Uzbekistan, tourist routes on religious tourism are being developed, the necessary infrastructure for providing services to tourists is being formed, and attention is being paid to the issue of personnel training.

KEYWORDS: *Religious Tourism, Visiting Tourism, Tourist Routes, Holy Shrines, "Small Pilgrimage" (Haj), Pilgrim Visa***.**

INTRODUCTION

Today, large-scale reforms are carried out in all spheres of public life in Uzbekistan, and the main goal of these reforms is an indicator of further development of the country's economy and improvement of the welfare of our people. Tourism is important in the economic development and growth of Uzbekistan, and in the following years, along with other spheres of Tourism, great attention is paid to the development of religious tourism in our country.

In particular, the decree of the president of the Republic of Uzbekistan Shavkat Mirziyoyev "on the strategy of actions for the further development of the Republic of Uzbekistan" № PD-4947, adopted on February 7, 2017, defines the following strategic tasks on the development of Tourism: rapid development of the tourism industry, increasing its role and share in the economy, diversification and quality[1.17]

MATERIALS AND METHODS

The development of the tourism industry has become a topical issue in Uzbekistan. In recent years, such an important sphere as tourism has been left without the necessary level of attention of the head of the politician, [2.275]- states Sh.M.Mirziyoev. One of the most valuable samples of the Qur'an of the Islamic world, which is the basis for the development of religious tourism in Uzbekistan, is the Khazh Imam complex, where the book of the Caliph Osman's Koran is preserved, the mausoleum of the great Islamic imam Muhammad Al – Bukhari, the graves of

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followers of the Naqshbandiya sect and many other religious centers are. According to the Decree No. 5611 of the president, starting from 5 January 2019, a Pilgrim visa was introduced to foreign citizens visiting Uzbekistan to study the cultural, historical and religious-spiritual heritage and traditions of Uzbekistan for a period of up to 2 months. For the smooth movement of tourists in Uzbekistan, the government has granted visa freedom to a number of countries – Azerbaijan, Tajikistan, Kyrgyzstan, the United Arab Emirates, Malaysia, Indonesia, Brunei, Turkey and other countries that make up the main population of Muslims. In addition, a special information Portal has been launched in Uzbekistan since 2018, which in several languages is targeted at the transfer of information about visas, rights of residents, registration and tax mechanism in the country.

The number of tourists coming to Uzbekistan from Turkey, Pakistan, Malaysia, Iran, Indonesia, the United Arab Emirates and other countries has increased in the direction of religious tourism. In May 2019 in Samarkand was held an international scientific and practical conference on the theme"Renaissance of religious tourism in the Great Silk Road quarter".

RESULTS

Pilgrims are of great importance as sacred places that embody the national values of each nation, and in the Jizzakh region, Sa’d ibn Abu Vakkos, Parpi ota, Xujamushkent ota, Novka ota, Usmat ota, Said Mir Xalilulloh ota, Xujabog‘bon ota, Jondahar ota, Kuk tunli ota, Xujai Sarob ota, Xoja Shohimardon Sherdor, Sayyid Burxoniddin Kilich, Xoja Kahhor vali, Chukmozor ota, Sayfin ota, Archamozor ota, G‘ubdun ota, Parpi oyim, Koplon ota, Narvon ota, Kulfisar ota, Changovul bobo, Kirkchilton, Kobulmozor, Kum ota, Boboyakka, Beshbulok ota, Hazrat Zaynulobidin are national-cultural monuments of the Uzbek people as rare examples of folk architecture.[3.39]

A number of measures have been taken to increase the attractiveness of Uzbekistan in the direction of religious tourism, according to the decree of the President of Uzbekistan Shavkat Mirziyoyev № 5611, from January 5, 2019, foreign citizens visiting to study the cultural, historical and religious-spiritual heritage and traditions of Uzbekistan were introduced Pilgrim visa, which is issued for a period Since 2018, work has been carried out on the implementation of the halal standard in the catering establishments and restaurants of Uzbekistan, and since February 2018 the state standard of ISO 22000 and “*halal*” food products general guide “Uz SSN” 3286:2018 has been officially introduced.

A new state standard by the State Unitary Enterprise "Center for certification of tourist services"of the state agency for the development of tourism of the Republic of Uzbekistan – its “Uz SSN”3220:2017Tourist services. Placement tools. General requirements " have been developed and since 2018 year 1 january has been established that each hotel must have religious books, including Koran for Muslims and a place of worship (at least 10 percent of the rooms) and a sign indicating the direction of Mecca (kibla) (at least 30 percent of the rooms). At the same time, great attention was paid to the organization of prayers and cleaning rooms at international airports, railway stations and hotels. Today, there are prayer rooms at the airports in 11 cities of Uzbekistan. Tourism in Uzbekistan, along with the introduction of a visa-free regime into 45 countries for the development of religious tourism, the number of countries whose citizens can enter Uzbekistan without a visa reaches 64, the fact that citizens of 76 countries are able to obtain an electronic entry visa has also had a positive impact.

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Decree of the president of the Republic of Uzbekistan "on measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan"dated December 2, 2016, as well as consistent efforts to develop the tourism sector in Uzbekistan, the Office of Muslims of Uzbekistan has also made a worthy contribution to the development of religious tourism today, and the, it serves to create suitable conditions for dinners. In the field of religious tourism, great attention is paid not only to the holy shrines in Uzbekistan itself, but also to the organization of tourist routes connecting holy shrines and pilgrims in the countries of the army with each other. Opening of the tourist route from Uzbekistan to the mausoleum of "Hazrati Sultan", which is located in Turkistan, south of Uzbekistan, namely Ahmad Yassavi, putting the means of transport on tourist routes, signing of state contracts and formation of necessary infrastructures are important tasks carried out in this area.

Today, representatives of religion other than Islam carry out their trips to Uzbekistan within the framework of religious tourism. In Samarkand, along with the Catholic, orthodox, protestant churches operating in the present time, in our history there are written sources and historical items indicating that the religion of qam, shamanism, fire worship, Christianity, Islam and other religions operate side by side on the basis of tolerance. The first Christian metropolis in Samarkand was founded in the 6th century and Christians played an important role in trade-economic and cultural relations between Sogdiana and Byzantium. Many ceremonial items, ceramics and crosses were found in the Centers of the Christian religion in Samarkand. In Samarkand, after the entry of the Islamic religion into the country, in IX-XII centuries, there was not a single zardashtiylik temple, but Christian monasteries here continued their activities perfectly even in these periods.[4.86]

The remains of the Christian monastery were found in the Urgut district of Samarkand region, the uzbek scientist Amriddin Berdimurodov, the french scientist engaged in the history of the Christian religion Mishel Tardyu, the French scientist F. When the grenees went and saw this monument, it turned out that Mishel Tardyu was surprised to see a picture of three crosses drawn on a rock near the monument, drawn on a stone. The crosses drawn on the rocks here are of two different looks, which are of two distinct groups of christianity. From the rock on which the crosses were drawn, inscriptions were also found, which were studied by Mishel Tardyu and the ukrainian scientist Alexei Savchenko. When the remains of the christian monastery in urgut were opened in 1998 year in the village of Sufiyon and studied, the remains of a four-room building built of baked brick from here, the remains of various ceramics and glassware, magnificent bracelets made of silver were found scientists believe that this bracelet belongs to the X-XI centuries bc.

CONCLUSION

Summarizing the above, we can say that Uzbekistan is one of the countries with a wide range of opportunities in the development of religious tourism, a rich historical material and spiritual heritage, the development of a map of tourist routes of these historical monuments, religious objects, the formation of the necessary infrastructure for providing services to tourists, the issue of the preparation of.

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ANALYSIS AND PROBLEMATIC ISSUES OF FOOD SECURITY IN UZBEKISTAN

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ABSTRACT

The article analyzes the assessment of the state of food security in Uzbekistan by international experts. In addition, the existing problems in the food supply of the country were identified, and the main directions of its supply were described in detail. The article also examines the views of foreign and Uzbek scholars and draws relevant conclusions.

KEYWORDS: *Food Security, Food Supply, Global Food Safety Index, Rating.*

INTRODUCTION

Ensuring food security in the country is inextricably linked to directly influencing factors such as structural changes in the economy, agricultural production and rational use of land resources, the development of the agro-industrial complex. The world's population is expected to reach 9.7 billion by 2050 which cause global problems in the world.[12] These problems pose a serious threat to everyone's basic right to adequate nutrition and freedom from hunger. In order to feed the growing population and achieve sustainable development goals, more food production is required from agricultural producers. According to the Food and Agriculture Organization of the United Nations (FAO), "Today, about 820 million people worldwide suffer from chronic hunger - the amount of energy calories they consume is not enough to live a normal life. Of these, 113 million are experiencing severe food shortages - such severe hunger that it threatens their lives or lifestyles and forces them to rely on outside help to survive. These people find it difficult to survive because of COVID-19 and to resist food instability. "[11] Also at a meeting on April 20, Chinese Deputy Agriculture Minister Yu Kancheng warned that the COVID-19 pandemic could destabilize international agricultural markets and trigger a new international food crisis. Earlier, major companies such as Unilever, Nestle and PepsiCo, along with the United Nations Fund, farmers' associations, scientists and a number of NGOs, appealed to G7 and G20 leaders to address food insecurity if governments do not take action. The number of people sentenced to starvation has more than doubled to 1.6 billion. In order to ensure food security, rational and prudent use of available resources, state support of agriculture in Uzbekistan during the coronavirus pandemic, the President of the Republic of Uzbekistan the draft resolution "On additional measures to ensure food security, rational use of available resources, state support of agriculture during the coronavirus pandemic" was discussed.The draft resolution proposes to develop unused land and give it to the population for the cultivation of fruits and vegetables on preferential leasing terms. In general, the need for food in all countries is the primary need of its citizens, and the issues of food security, full satisfaction of their needs, improving the quality of food are always in focus.

ANALYSIS OF THE RELEVANT LITERATURE

According to Russian scientists A. Tatarkin and S. Polbitsyn: “The doctrine of food security of countries reflects the level of quality and minimum provision of food to the population. Thus, food security can be considered as the physical, economic and social provision of food products that meet the needs and preferences of consumers ”[6]. According to a group of scientists led by I. Ushachev, food security is a complex concept that includes food independence and access to food physically and economically. Food independence is a concept defined by the country's self-sufficiency in food based on the level of normative and actual consumption, ie the ratio of production in the country to the total domestic consumption of all types [8].According to HP Abulkasimov [2]: “The state policy on food security is based on the development of its agricultural production and domestic markets, partly on the basis of importing food products from abroad to meet the optimal level of food needs of the population provided. It is important that the state's food security policy is able to rationally harmonize the level of self-sufficiency in food and their imports, to create guaranteed opportunities for food security of the population, to establish international cooperation in this area. The concept adopted by the Food and Agriculture Organization of the United Nations (FAO) is as follows: "The fact that all people have the physical, economic and social capacity to have safe and nutritious food according to their nutritional needs and personal preferences and in sufficient quantities to ensure an active and healthy life means that food security has been ensured" [7].

ANALYSIS AND RESULTS

Food security is a state of the economy, which guarantees a stable supply of food to the population in spite of fluctuations in world markets, on the one hand, in quantities consistent with scientifically based indicators, on the other hand, at the level of medical standards.

The main goal of achieving food security is to provide processing enterprises with raw materials and food products, regardless of internal and external negative impacts. It should be that even the lack of currency, the embargo on imports (imposition of barriers by other countries) should not be due to rising prices.In addition, ensuring food security has a significant impact on the development of the national economy, solving problems of social protection, strengthening social stability. Ensuring food security depends on the level of development of the agricultural sector, the indicators of agricultural production. The development of this industry, in turn, depends to some extent on climatic conditions and natural factors. In this regard, the food market is one of the main conditions determining the economic independence of the state, along with its strategic importance in the national economy. According to the FAO, important conditions for achieving food security are:

- Economic access to food for all social groups, including the poor (solvency of consumer demand);
- Sufficiency of food for everyone (its supply in sufficient quantities);
- Adequate intake of high quality products for normal nutrition

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Admittedly, effective work is being done in our country to ensure food security. It should be noted that the world ranking is changing every year. According to a study conducted by The Economist Intelligence Unit, Uzbekistan ranked 64th in the global food security rankings in 2016, 80th in 2018 and in 2019. The Republic of Uzbekistan took the 71st place.(Table 1)

In the ranking of the Global Food Security Index the place of Uzbekistan

TABLE 1

Year	**Place in the rankings**	**Index of indicators**			**General index**
		Solvency of consumer demand;	**Adequate supply of food;**	**Quality and safety level of food products**	
2018	80	42,4	48,7	46,7	45,9
2019	71	65,6	55,1	53,4	59

The GFSI[1]s assessment methodology shows that the biggest positive changes in Uzbekistan have been in the ability of cities to absorb food flows, food security, and import tariffs on agricultural products. However, there has been a negligible decline in indicators such as the volatility of agricultural production, government spending on agricultural research, and changes in the average price of food [10].

When analyzing the level of food security in Uzbekistan, it is assessed on the following indicators of the country (above 75 points is considered strong). (***Table 2)***

Analysis of food security indicators in Uzbekistan

TABLE 2

Index of Indicators; GFSI,	***Evaluation indicators***	***Relative to the maximum score of GFSI, %***	***Compared to the average score of GFSI,%***
Solvency of consu-mer demand	Changes in the average price of food products;	96,7	-0,3
	Proportion of population living outside of poverty;	79,9	-3,6
	GDP per capita (in US dollars XQP);	5,4	-12.4
	Tariffs for imports of agricultural products;	69,9	-5,7
	Availability and quality of food safety programs;	100	+ 25,7
	Opportunity to finance farms	50	-13,9
Adequ-ate supply of food	Adequacy of supply	55,6	-5,2
	Public expenditures on agricultural research and	6	+1

	development		
	Agricultural infrastructure	37,2	-11,9
	Variability of agricultural production	91,1	+9,9
	Risk of political stability	33,3	-16,3
	Corruption	0	-38,5
	The ability of the city to absorb itself	94,1	+12,1
	Food wastage	94,9	+10
Quality and safety level of food products	Dietary diversity;	43,1	-12,7
	Nutrition standards;	30,8	-36,6
	National recommendations on proper nutrition;	0	-54
	Presence of trace elements;	67,7	+7,4
	Protein quality;	27,5	-19,5
	Food safety;	98,5	+16

Source: https: //foodsecurityindex.eiu.com/Country/Details#Uzbekistan. Global Food Security Index Rating 2019.

It should be noted that the strongest points in ensuring food security in Uzbekistan are: availability and quality of food security programs; food safety; low food insecurity; relative stability of the average price of food products.

CONCLUSIONS AND SUGGESTIONS

Ensuring food security in our country has become one of the main directions of sustainable development of the socio-economic situation of society, improving the health and life of citizens, national security and sustainable preservation of the country's independence. In this direction, strategically targeted and consistent measures are being taken in the country to provide the population with quality food products and support agricultural producers.

At the same time, a number of problems remain in the field of food security in the country.

- Firstly, the provision of food to the population has not been implemented in a single state program within the framework of the approved agricultural development programs;
- secondly, the mechanism for coordinating the activities of ministries, agencies and organizations involved in food security in this area and the order of work in an integrated system is not fully formed;
- thirdly, to determine the level of food security of the population, the country's food safety assessment indices are not available.

Today, the export of agricultural products to the Republic of Uzbekistan brings about 20-25% of the total income. In addition, more than 180 types of agricultural food products are exported to 80 countries around the world, accounting for 20% of total exports. Based on the above-mentioned views, today specific targeted measures are being taken to create the necessary conditions to meet the food needs of the population of our country. The main goal is to ensure the sustainable development of agriculture, one of the leading sectors of the economy, increase the export potential, as well as to ensure that Uzbekistan is among the developed countries.

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RESTORATION OF THE GREAT SILK ROAD IS AN IMPORTANT FACTOR IN THE IMPROVEMENT OF INTERNATIONAL RELATIONS

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ABSTRACT

*The article analyzes the restoration of Great Silk Road traditions during the development of national tourism in Uzbekistan. The Great Silk Road is of great importance in the emergence and development of economic, political, cultural and spiritual relations between the countries of the East and the West, and today the traditions of the Great Silk Road are being restored with the adoption of programs "**One belt -one way**", "TRACECA" in New conditions. The restoration of the Great Silk Road traditions has a positive impact on the development of national tourism in Uzbekistan. The article also provides information about UNESCO's Silk Road communication Road program, conferences held within the framework of this program, Great Silk Road transcommunications, "Silk Road economic direction".*

KEYWORDS: *Great Silk Road, National Tourism, Silk Road Restoration Concept, Tourism Development Policy, Rich Cultural Heritage And National Traditions, "One Space – One Way", "TRACECA" Programs, UNESCO's Silk Road – Communication Road Program, Great Silk Road Transcommunications, "Silk Road Economic Direction".*

INTRODUCTION

The Great Silk Road is of great importance in the development of regional and international relations in Central Asia, in the development of tourist relations. At the end of the XX and beginning of the XXI century, great attention was paid to the restoration of the Silk Road in modern international relations and on this basis the Coordination of mutual economic-political, cultural, transport and communication relations between states within the framework of the Silk Road concept. At present, the TRACECA has been adopted an international cooperation program linking the Great Silk Road with each other in terms of economic, transport and communication, and the "Europe-Caucasus-Asia" transport corridor has a great influence on the development of domestic and foreign tourism in Uzbekistan. The implementation of the TRACECA program is connected with the plans of China to implement the strategy of "**One belt -one way**", the opening of the transport route – the "new Silk Road", on which shipments and passengers from China to Europe move, directly affects the development of tourism between the countries of the East and the West.

One of the main objectives of the project" one way to one space " is to support the global free trade order, to promote integration between the countries of Asia, Europe and Africa.

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According to calculations, the approximate economic scope of the entire project is 21 trillion US dollars. Today, more than 100 countries expressed their desire to participate in the project, more than 40 signed an agreement on cooperation with China [1. 355-356]. The implementation of the project" one way of space " shows its positive impact on the development of tourism in the international arena today.

Today in Uzbekistan, great attention is paid to such issues as radical renewal of the country's tourism potential, implementation of a unified state policy in the formation of tourism infrastructure, broad promotion of the rich historical and cultural heritage of our people, ensuring safe tourism in our country, bringing national tourism products to the international tourism market. National tourism is understood to mean that tourists from one country go to other foreign countries and move from one place within their country to another with tourist purposes [2.6]. The historical material and spiritual heritage of the Uzbek people, Customs and traditions, ceremonies and holidays, formed and improved in the process of historical development, passed from ancestors to generations until the present time, and this process was greatly influenced by the Great Silk Road as an important factor of cultural dialogue.

MATERIALS AND METHODS

At present, by the decision of UNESCO, an international project on comprehensive study of the Great Silk Road is being implemented. The Great Silk Road occupies an important place in the historical development of the Eastern and Western civilizations in the dialogue of understanding, mutual enrichment and culture. On the initiative of UNESCO, many historical and architectural monuments in Uzbekistan are included in the list of masterpieces of the world cultural heritage, the historical center of Bukhara, Ichan-Kal'eksi in Khiva, historical monuments in Samarkand, architectural monuments in Shakhrisabz are now considered to be the common value of the peoples of the world, these historical and architectural monuments are protected.

Taking into account the unique position of the Great Silk Road in the history of civilizations, the UNESCO Silk Road – having received the program" the way of communication", in October 1990 in Samarkand" development and formation of the Great Silk Road of Central Asia in the past and Middle Ages", in October 1994 in" development of tourism in the Great Silk Road", in February 1996 21-22 in Bukhara" restoration of the Silk Road", in February 21-23, 2019 in Bukhara and Samarkand I International international political and scientific conferences" renaissance of tourism "were organized. Uzbekistan is located in the center of the historical and modern Silk Road, in an important geopolitical and geo-economic space, has a great potential in the field of Tourism Development. Uzbekistan is a major initiator and supporter of the restoration and development of the Silk Road and Silk Road traditions .[3.191]

RESULTS

In order to develop exchanges in the field of tourism, to promote joint programs and products under the brand "Silk Road", we are in favor of the establishment of the Silk Road International Tourism Association in Samarkand, which is located in the historical quarter of the world's civilizations and cultures. Within the framework of this initiative, we propose to hold annual tourist forums "One space – one way" in our countries [4. 308- 309], - says President of the

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Republic of Uzbekistan Shavkat Mirziyoyev in his speech at the second international forum "One space – one way" in Beijing on 27 April 2019.

Ancient architectural monuments in the territory of Uzbekistan, tourist objects served for various purposes, found osori-atikas show that our people have a rich history and high spirituality, and serve to increase national pride and pride in the minds and hearts of our citizens. Holy shrines in Uzbekistan serve the development of pilgrimage tourism, rich historical spiritual heritage, handicrafts, museums contribute to the development of educational tourism. The road to travelers in the Great Silk Road is a whole complex of tourist services [5.29].

In great history, nothing goes without a trace. It is preserved in the blood, historical memory of the peoples and manifested in their practical work. Therefore, it is powerful, - said President Shavkat Mirziyoyev,-preserving the historical heritage, studying and leaving generations to generations is one of the most important priorities of the policy of our state [6.29].

Today, not only historical, but also modern Silk Road traditions, deep study of social structures and essence are of great importance in the world. At the end of the XX and beginning of the XXI centuries, the restoration of the Silk Road in modern international relations and on this basis the Coordination of the inter-state economic, political and cultural, transport and communication relations within the framework of the Silk Road concept was developed. The new Silk Road concept was announced in August 2013 by the chairman of the people's Republic of China Xi Jinping at the meeting of heads of State of the countries of Central Asia held in Astana. The project envisages coordination of diplomatic efforts of 65 countries in Asia, Europe, the Middle East and Africa, standardization and unification of the principles of free trade zones and trade procedures, integration of the financial sphere and development of international cultural and educational programs.

To implement this project, the Chinese government established the Silk Road Fund in Beijing on December 29, 2014. The fund has a capital of 40 billion US dollars [7. 4-5]. In the modern system of international relations, the atmosphere of active political dialogue based on mutual trust, openness and respect between states is developing, Uzbekistan within the framework of the modern Silk Road concept carries out relations based on multilateral cooperation and interaction with countries located in the regions where the Great Silk Road passes and other countries around the world. Today, great attention is paid to the formation of transcommunication in the regions where the Silk Road passes, and great attention is paid to the improvement of international railway and automobile transit routes "China - Central Asia - Europe".

The Uzbek-Kyrgyz-Chinese railway constitutes an important aspect of the modern Great Silk Road plan and the Chinese – Kyrgyz – Uzbek Railway, which is being designed, connects China with the Central Asian countries and Eastern Europe through Afghanistan, Iran and Turkey. Uzbekistan is located in a geopolitical and geo-political space in the center of the historical and modern Silk Road, and as a country with a significant position in the Central Asian region, Uzbekistan is actively involved in modern international relations. On may 14, 2017, a forum "one Space, One Road" on international cooperation was held in Beijing, which was attended by heads of state and government from about 30 countries, representatives of about 130 countries. President of the Republic of Uzbekistan Shavkat Mirziyoyev attended the forum and delivered a

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speech. The initiative of the chairman of the people's Republic of China Xi Jinping on the establishment of the "economic direction of the Silk Road", which is an integral part of the concept of "one Space, One Road", in our opinion, expresses not only a rich historical spirit, but also a broad - coverage initiative aimed at long - term prospects, - says the president of the Republic..The implementation of the initiative" economic direction of the Silk Road " should focus not only on expanding economic cooperation, but also on strengthening our cultural and humanitarian ties and active use of the existing enormous tourist potential. In the Great Silk Road, which we are restoring, cities with several thousand years of history and rich culture, such as Samarkand, Bukhara, Khiva, are located[8.410] . On April 27, 2019 in Beijing, the people's Republic of China held the second international forum "one space – one way", in which President Shavkat Mirziyoyev delivered a speech. Ensuring security and development in the Eurasian space is undoubtedly a decisive factor in achieving the goals and objectives pursued by the initiative "one space – one way", - said President Shavkat Mirziyoyev, of particular importance is the rapid stabilization of the situation in Afghanistan. The establishment of peace in this country not only serves its economic recovery, but also creates new sources of development in the regions of Central and South Asia [9.309].

The Great Silk Road, which consists of dozens of caravan cuttings, routes and roads, today is transformed into railways and highways, becoming an important part of modern trans-telecommunication relations. Trans" Europe-Caucasus-Asia " transport route is the most rapidly developing , operating and in demand part of the Silk Road in Central Asia today. At present, the International Cooperation Program TRACECA (Transport Corridor Europe-Cacasus-Asia in English), linking the Great Silk Road with each other in terms of economic, transport-communication, was adopted and the work on the organization of the "Europe-Caucasus-Asia" transport corridor was carried out in 1993-2016. The main goal of the TRACECA program is to establish transport routes connecting Asia and Europe through the countries of Central Asia, and the implementation of the TRACECA will have a positive impact on the economic, scientific and cultural development of the territories where this route.It is important to study the history and today's day of the Great Silk Road, giving information about the role of our people in the world history, the development of civilization, its great achievements, the rich and beneficial cooperation with other nations, and today plays an important role in the integration of Uzbekistan into the world community, the development of national tourism in Uzbekistan. National Tourism The Great Silk Road is becoming more important today as an important factor of cultural dialogue in the past regions.

Thus, in the 21st century, we have enough reason to believe that the Great Silk Road will come to the world again and again, and that it will be a period of restoring its previous glory in terms of strengthening effective relations between countries and peoples. Now it serves as a huge factor for the revival of continuous natural communication between the East and the West to take a deep root .[10.220]

CONCLUSION

Restoration of Great Silk Road traditions will bring positive results on the development of national tourism in Uzbekistan. It will contribute to the further strengthening of the relations of peace, cooperation and harmony between the peoples of the world. Restoration of Great Silk

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Road traditions is one of the important factors contributing to the integration of Uzbekistan into the world community.

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FINANCIAL EXPRESS STOCK ADVISER: INFORMER OR MISINFORMER?

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ABSTRACT

The main aim of this study is to provide vital information to financial express readers in making their financial decision which are published in Financial Express. Integrity of information is a very important aspect of library science and usability of information depends on its relevance. The study is taken to check the relevance of information content of analyst recommendation published in Financial Express. This paper discusses the notion of information from analyst point of view and tries to give a clear picture whether the analyst recommendation informs or misinforms the readers from investment point of view. From the present study it was found that financial express stock advisers were found to be positive on accuracy and credibility front.

KEYWORDS: *Analyst, Accuracy, Financial Express, Informer, Misinformed, Stock recommendations*

INTRODUCTION

The primary objective of media house is to provide high-quality information keeping in mind the information need of the readers which aids to economic decision making (FASB, 1980;IASB, 2008). Print media being the world oldest information career is a gateway to knowledge and plays a very central role in informing, educating and entertaining its readers with diverse fields to make readers well cognizant; media should inform both the positive and negative side of an issue (Sinha, 2011). The magnitude of monetary information has radically augmented due to dual participation of investors and financial markets. Media house are considered as the sources of textual evidence useful to the academia, journalists and the larger society (Nakiganda, 2008).

Media does not only serve as a messenger of information but it is regarded as a powerful tool to influence communities at large. Media has also become the primary source of information for all categories of readers. They are regarded as the fourth pillar of democracy; media is omnipresent for all positive and negative changes in societies across the world (Paranjoy, 2016).

The print media is regarded as one of the basic forms of mass media which is used for communicating with a larger audience. Within print media 'Newspapers' are the most common media, which is popular across the continents for the last few centuries. There are different types of newspapers which are published daily, weekly, quarterly as well as monthly (Paranjoy, 2016). Newspaper is like a mirror to the society in which the information about the state of affairs gets reflected. The quality of a newspaper is that it provides information on a variety of subjects to make its readers aware (Kausadikar, 2008).

In view of the above the present study is taken to judge the accuracy of Financial Express Newspaper stocks recommendation and to access the credibility of newspaper stock recommendations information from Financial Express Analyst perception.

LITERATURE REVIEW

Financial Analyst has always been considered as the medium of connecting investors with the market. Researches in their studies have highlighted the role of information analyst as follows:-

The role of Stock analyst is to collect and process information about firms and disseminate forecast of earnings and stock recommendations information to individual investors and institutions which can aid in their decision making process (Ivkovic & Jegadeesh, 2004). They also pointed out that analyst should be skillful in disseminating relevance public information and must have an ability to gather wide range of information to give a clear picture of the stocks recommended. The role of information analyst is to reduce information asymmetry and to promote market efficiency and to assist investors to identify profitable investment opportunities (Hall & Tacon, 2010). Analysts are information agents and their duty is to convey negative information about market by revision downgrades and positive information about market by revision upgrades (Altınkılıc -a, Hansen, & Joseph Katz, 2009) . Analysts are arguably the eyes and ears of the market with greater market expertise and specific knowledge about the company they recommend. They have been termed as gatekeepers and intermediaries to connect market information with investors and their role is to reduce market asymmetry between the investors and the management (Barber, Lehavy, McNichols, & Trueman, 2001). The role of analyst is to acquire firm specific information and to process this information to the investors in an unbiased manner (Francis, Philbrick, & Philbrickt, 1993). Analysts have incremental predictive power for future returns by exhibiting a strong bias in favor of glamour stock with growth characteristics (Krische & Lee, 2001). Stock Analyst role is to directly or indirectly contribute to paper pricing and to the composition of investment portfolio (Antônio, Lima, & Junior, 2015). Security Analyst acts as financial intermediaries linking the investors with the financial market. They issue both earning forecast and stock recommendations for firms and provide a unique setting which the opinion of economic agents about investment potential and future earnings of a stock (Loh & Mian, 2006).

Since Stock Advisers has been considered as the disseminator of stock information, the present study is undertaken to test the effectiveness of analyst information advises in the period of five years from 2010-2014 for the companies which have been recommended maximum number of times. For the present study companies which were recommended for more than 9 times by the Financial Express Newspaper analyst were considered.

DATA AND SAMPLE SELECTION

The primary data used in the present study is taken from The Financial Express newspaper which publishes wide range of stock recommendation advices for its readers which can aid in their financial judgments. A total of 360 stock recommendations advices were found from the newspapers comprising of A and B Group stocks which were recommended for more than 9 times during the study period. Other Groups of stocks advises has not been considered for the present study as they are less recommended in general. All relevant information pertaining to date of publication, target price and type of recommendations were collected from the newspaper. For the present study, data on stock recommendations were collected for five years which were published in the Financial Express from 1st January, 2010 till 31st December, 2014. The present study uses only "Buy" and "Sell" recommendations. Other recommendation besides buy and sell has not been considered for the present study.

METHODOLOGY

The Financial Express publishes wide range of information advices pertaining to various groups of industries and sectors for its readers who are interested in making financial investment based on such advices. Such recommendation ranges from Buy, Sell Overweight, Add, accumulate and reduce. A total of 1156 recommendation comprising of 229 companies were published during the year 2010 to 2014 on wide range of sectors. Predicted return or target return, opening return, closing return, t+1 (t-opening day) day return, t+2 day return, one week return, one month return and short term returns were collected from Bombay Stock Exchange (BSE) index and calculated to judge the accuracy of stock recommendation information from investment point of view for short term investment decision (within a year). Average mean of all the actual returns has been compared with the predicted target returns to ascertain the role of Financial Express Analyst as informer or Misinformer.

WORKING DEFINITION:

Market Price: Is the current price at which shares as advised by financial adviser can be bought or sold on the day of prediction.

Target price: A target price is an estimate of stock's future price.

Return for a given Period: $= \frac{\text{Pt-target Price}}{\text{Market Price}}$

Pt: price of a stock at a given period of time.

Market Price: is the price of a stock at which the stock can be bought or sold.

FINANCIAL EXPRESS NEWSPAPER

Business Newspaper focuses on business news, international, national, economy news as well as analyst stock advises for investor's personal finance. They have the ability to carry the message in greater detail and clarity and more in-depth information and analysis which helps companies readers and investors in their decision making process. (Bedi, 2011)

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ROLE OF FINANCIAL ANALYST

Financial Analyst is considered as a prerequisite medium for better financial management practices. It is their task to collect and disseminate financial information which meets user's needs. Since information is opaque, one should hope that we actually know what information is (Stahl, 2006). The most important distinction about information and misinformation is the truth. Therefore, it is an imperative to restore the criteria for distinguishing information from misinformation especially on the Financial Newspaper.

D. Tarcza and A. Buker (2001) offer the following criteria for distinguishing media that offer information and disinformation(Tudjman & Mikelic, 2003): ·

Informer: Informer gives the factual information. They prove the authorship, point at the source and at the owner of the information and they have valid information; those information are accurate, without errors and subjectivity, and completely up-to-date. ·

Misinformer: Misinformer brings confusion and disorder because they misrepresent, opposite to the previous information or modified in the communicational process. Misinformer carries errors and out-of-date subjective information. They are not always intentional attempt to convince in the incorrectness, because they express views that can be extremely subjective.

Table I highlights the companies which were recommended for more than 9 times during the year 2010-2014. The following companies are taken for study as the analyst beliefs that such companies have the potential of meeting the financial needs of the investors. The details of the companies are summarized below:-

Companies Recommended by Financial Express Stock advisers

Sl No	Name of Stock	INDUSTRY	No of times Recommended
1.	MARUTI SUZUKI INDIA LTD	AUTOMOTIVES	24
2.	LARSEN AND TOUBRO LTD	ENGINEERING	20
3.	RELIANCE INDUSTRIES LTD	OIL AND GAS	20
4.	BHARAT HEAVY ELECTRICALS LTD	ENGINEERING	19
5.	ITC LTD	TOBACCO	18
6.	MAHINDRA MAHINDRA LTD	AUTOMOTIVES	18
7.	OIL AND NATURAL GAS CORPORATION LTD	OIL AND GAS	17
8.	DLF LTD	RETAILS/REAL ESTATE	16
9.	ICICI BANK LTD	BANKING AND FINANCE	16
10	BHARTI AIRTEL LTD	TELECOMMUNICATIONS	15
11	COAL INDIA LTD	METALS & MINING	15
12	AXIS BANK LTD	BANKING AND FINANCE	13
13	LUPIN LTD	PHARMACEUTICALS	13
14	TATA CONSULTANCY SERVICES LTD	TECHNOLOGY	13

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15	YES BANK LTD	BANKING AND FINANCE	13
16	EXIDE INDUSTRIES LTD	AUTOMOTIVES	12
17	INDUSIND BANK LTD	BANKING AND FINANCE	12
18	VOLTAS LTD	CONGLOMERATES	12
19	ADANI POWER LTD	UTILITIES	11
20	GUJARAT PIPAVAV PORT LTD	SERVICES	11
21	STATE BANK OF INDIA	BANKING AND FINANCE	11
22	TATA POWER COLTD	UTILITIES	11
23	CAIRN INDIA LTD	OIL AND GAS	10
24	HAVELLS INDIA LTD	ENGINEERING	10

Table I: Source Study Result

The above table gives a very clear picture that Maruti Suzuki was the most favorite company for the analyst as it has got maximum number of recommendations with a total of 24 recommendations whereas Havells and Cairn India were the least favorite recommendation with 10 recommendations each.

DATA ANALYSIS

EVALUATION OF ACCURACY OF RECOMMENDATION:

The findings of the present study are given in separate tables to give a comparative picture of stock recommendation information which appeared in the Financial Express during the period 1st January, 2010 till 31st December, 2014.

The test results of the various findings with explanation are summarized below

Analyst Sell Recommendations Company Wise:

Name of Company	No of times recommended	Group	Predicted Returns (%)	Actual Returns (%)
1. Adani Power	8	A	-24.75	-27.84
2. Axis Bank	2	A	-11.48	36.04
3. Bharat Heavy Electricals Ltd	11	A	-20.15	10.26
4. Cairn India	1	B	-45.37	-6.39
5. DLF	1	A	-2.66	14.32
6. Exide Industries	1	A	-0.29	-9.61
7. Gujarat Pipavav Port	3	A	-26.42	126.19
8. Havells India	3	A	-3.11	25.45
9. ICICI Bank	1	A	-11.50	-69.87
10. Indusind Bank	2	A	-9.51	87.23
11. Larsen & Tourbo	5	A	-10.11	-18.15
12. Mahindra & Mahindra	2	A	-13.15	-15.60
13. Maruti Suzuki	2	A	-10.55	45.21
14. Oil and Natural gas	1	A	-11.53	6.57

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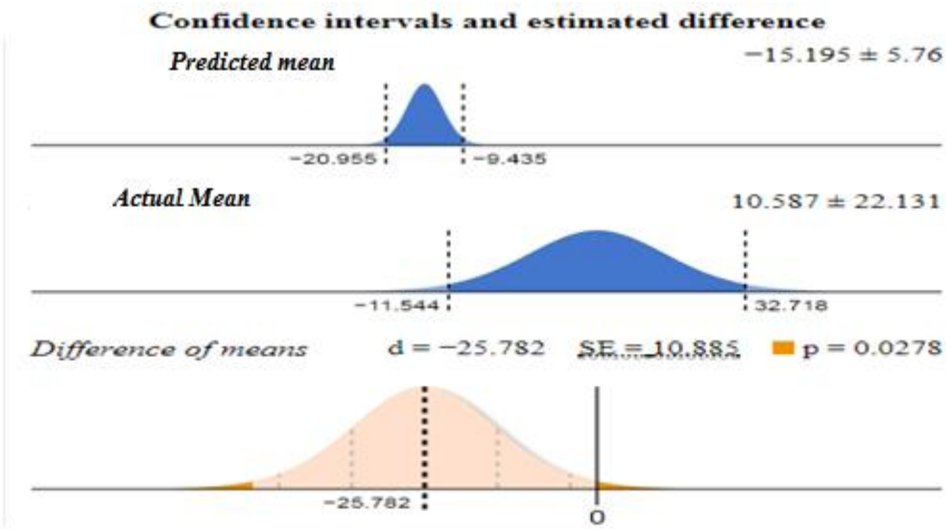
15. Reliance Industries	3	A	-7.03	6.60
16. State Bank of India	3	A	-37.83	-60.75
17. Tata Power	1	A	-5.65	-4.29
18. Voltas	6	A	-24.80	11.62
19. Yes Bank	1	A	-12.82	44.17

Table II: Source-Study Results

The test result is shown in Table II. The mean or average value of all the predicted and the actual returns for overall companies with sell recommendations has been analyzed and tabulated as above.

A total of 18 Companies were advised with sell recommendation, of which 8 (44 %) recommendations advices fails to meet the predicted price whereas 10 (56%) recommendations advices achieved the actual returns.



Source: (Miller, 2013)

Figure I: Confidence intervals and estimated difference

The figure I above shows that the skewness of the predicted mean and actual mean are asymmetric. The data distribution is asymmetric with abnormal tails. Negative value for the predicted mean with skewness of -1.21 and kurtosis value of 1.13 indicates that data set are skewed left and forms a leptokurtic peak whereas positive of 0.70 and kurtosis value of 1.45 mean that for the actual mean indicates that data set are skewed right and forms a mesokurtic peak.

From the above result it can be interpreted that the test result are significantly different and hence analyst plays a role of Misinformed while conveying sell recommendation advices to the investor through Financial Express Newspaper.

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T-Test for Analyst Sell Recommendations Company Wise

Summary of Test Results		
	Predicted Returns	**Actual returns**
Mean	-15.1953	10.5874
Variance	142.8083	2108.2581
Stand. Dev.	11.9502	45.9158
n	19	19
t	**-2.3687**	
degrees of freedom	**36**	
critical value	**2.028**	

Table III: Source: Study test Results

The critical value for *t* is 2.028 with degrees of freedom = 36 and α=0.05 (significant value) as analyzed in table III. Degree of freedom refers to the number of independent variables in the given sample which in this case is 36. Since the absolute value of the calculated *t* exceeds the critical value (2.3687>2.028), the means of predicted and actual returns difference are statistically not significant.

Analyst Buy Recommendations Company Wise:

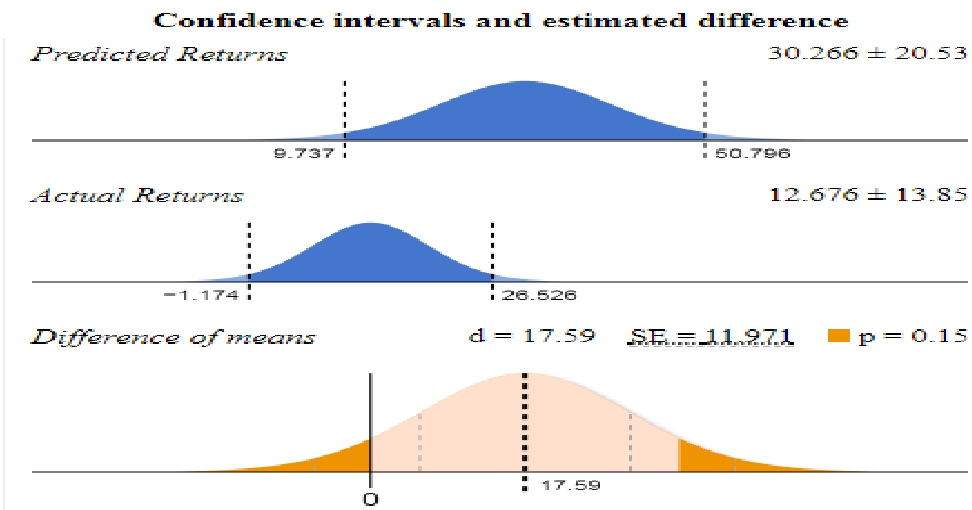
SL No	**Name of Company**	**No of times recommended**	**Predicted Returns**	**Actual Returns**
1.	Adani Power	3	26.39	1.08
2.	Axis Bank	12	13.76	-29.77
3.	Bharat Heavy Electricals Ltd	8	23.02	-6.41
4.	Bharti Airtel	15	16.63	4.29
5.	Cairn India	9	21.81	-1.98
6.	Coal India	15	35.77	1.28
7.	DLF	15	40.75	-8.34
8.	Exide Industries	11	21.48	0.75
9.	Gujarat Pipavav Port	8	21.12	121.91
10.	Havells India	7	14.18	3.62
11.	ICICI Bank	15	19.13	-16.34
12.	Indusind Bank	10	20.65	31.55
13.	ITC	18	21.06	16.53
14.	Larsen & Tourbo	15	20.36	32.38
15.	Lupin	13	12.68	52.06
16.	Mahindra & Mahindra	16	17.77	23.39
17.	Maruti Suzuki	22	16.90	42.05
18.	Oil and Natural gas	16	22.47	-6.46
19.	Reliance Industries	17	13.17	-6.59
20.	State Bank of India	8	256.31	-25.78
21.	Tata Consultancy Services	13	14.44	12.48

22.	Tata Power	9	18.60	-22.76
23.	Voltas	7	12.89	38.57
24.	Yes Bank	12	25.05	46.71

Table IV: Source- Study Results

The test result is shown in Table IV. The mean or average value of all the predicted and the actual returns for overall Companies with "Buy" recommendations has been analyzed and tabulated as above.

A total of 24 Companies were advised with "Buy" recommendation, of which 9 (37.50 %) recommendations advices fails to meet the predicted price whereas 15 (62.50 %) recommendations advices achieved the actual returns.



Source:(Miller, 2013)

Figure II: Confidence intervals and estimated difference

The figure II above shows that the skewness of the predicted mean and actual mean are symmetric. The data distribution is symmetric with normal tails. Positive value for the predicted mean with skewness of 4.75 and kurtosis value of 22.96 indicates that data set are skewed right and forms a mesokurtic peak whereas positive of 1.64 and kurtosis value of 4.17 means that for the actual mean indicates that data set are skewed right and also forms a mesokurtic peak.

From the above result it can be presumed that the test result are statistically significantly and hence analyst plays a role of Informer while conveying "Buy" recommendation advices to the investor through Financial Express Newspaper.

T-Test for Analyst Buy Recommendations Company Wise

Summary of t-Test Results		
	Predicted Returns	**Actual returns**
Mean	30.2663	12.6758
Variance	2363.7081	1075.8324
Stand. Dev.	48.618	32.7999

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n	24	24
t	**1.4694**	
degrees of freedom	**46**	
critical value	**2.013**	

Table V: Study test Results

The critical value for *t* is 1.4694 with degrees of freedom = 46 and α=0.05 as analyzed in table V. Degree of freedom refers to the number of independent variables in the given sample which in this case is 46. Since the absolute value of the calculated *t* exceeds the critical value (1.4694<2.013), so the means of predicted and actual returns differences are statistically significant.

Analyst Buy Recommendations Sector Wise:

Sl No	Name of Company	No of times recommended	Predicted Returns (%)	Actual Returns (%)
1.	AUTOMOTIVES	49	18.21	26.69
2.	BANKING AND FINANCE	56	53.50	1.74
3.	CONGLOMERATES	7	12.89	38.57
4.	ENGINEERING	3	19.63	15.32
5.	METALS AND MINING	15	35.77	1.28
6.	OIL AND GAS	42	18.56	-5.55
7.	PHARMACEUTICALS	13	12.68	52.06
8.	RETAILS/REAL ESTATE	15	40.75	-8.34
9.	SERVICES	8	21.12	121.91
10.	TECHNOLOGY	13	14.44	12.48
11.	TELECOMMUNICATIONS	15	16.63	4.29
12.	TOBACCO	18	21.06	16.53
13.	UTILITIES	12	20.55	-16.80

Table VI: Source: Study Results

The test result is shown in Table VI. The mean or average value of all the predicted and the actual returns for overall Companies with Buy recommendations has been analyzed and tabulated as above.

A total of 13 Sectors were advised with Buy recommendation, of which 3 (23 %) recommendations advices fails to meet the predicted price whereas 10 (77%) recommendations advices achieved the actual returns.

From the above result it can be concluded that the results are statistically significant and hence analyst plays a role of Informer while conveying Sector wise Buy recommendation advices to the investor through Financial Express Newspaper with exceptions of Utilities, Retails and Pharmaceuticals Sector.

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Analyst Sell Recommendations Company Wise:

SL NO	Name of Company	No of times recommended	Predicted Returns	Actual Returns
1.	AUTOMOTIVES	5	-8.03	9.92
2.	BANKING AND FINANCE	9	-12.42	4.29
3.	CONGLOMERATES	6	-19.13	11.62
4.	ENGINEERING	19	-14.76	5.18
5.	OIL AND GAS	5	-7.46	-3.80
6.	RETAILS/REAL ESTATE	1	-12.53	2.66
7.	SERVICES	3	-20.27	126.19
8.	UTILITIES	9	-16.36	-25.22

Table VII: Source: Study test Results

The test result is shown in Table VI. The mean or average value of all the predicted and the actual returns for overall Companies with Sell recommendations has been analyzed and tabulated as above.

A total of 8 sectors were advised with sell recommendation, of which 2 (25 %) recommendations advices fails to meet the predicted price whereas 8 (75%) recommendations advices achieved the actual returns.

The results are in line with the predicted returns and hence analyst plays a role of Informer while conveying Sector wise Sell recommendation advices to the investor through Financial Express Newspaper with exceptions of Utilities and Oil Sector.

DISCUSSION

The Financial Express newspaper publishes wide ranges of stock recommendations pertaining to various Groups and Sectors. There are approximately 5000 listed companies in BSE (Bombay Stock Exchange), but the data for 5 years (2010-2014) highlights that only 299 unique companies are recommended which shows that Financial advisers checks and verifies the recommendations advises before the information is made public.

Result of data analysis clearly shows that Analyst Company wise “Buy” recommendation is accurate information with respect to published recommendations whereas Company wise “Sell” recommendation are inaccurate information from investment point of view. Analysis of industry wise data clearly shows that almost all the industries are able to achieve the target with few exceptions. From the above results it can be inferred that Financial Express recommendations are comprehensive, complete, and relevant and fulfills their objective of investment with exception of Company wise “Sell” recommendations. Each reader has difference goals and objectives to achieve. From the above test results it will be advisable for the individual investor to follow only the “Buy” recommendation advises as it can help them to achieve their financial goals in the long run.

OBSERVATIONS AND CONCLUSIONS

Media plays a vital part in reporting financial information. In such aspects the importance given by print media towards financial news consumers, depends on the news quality, comprehensiveness, timeliness, reliability coverage of media in all stock recommendation related information & issues. As media is one the important pillar of the society it should look through and provide all vital information for the financial news readers (Jose, 2016). From the findings it is presumed that with exceptions of Company wise “Sell” Recommendations; all the analyst recommendation advices meets the information need of their readers.

In view of the above results and interpretation, it can be concluded that the Financial Express stock advisers plays the role of Informer and covey’s positive information keeping in mind the information needs of their readers.

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ETHICS AND HUMAN RIGHTS OF THE MUSLIM FAMILY

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ABSTRACT

In this article, a philosophical analysis of Islamic ethics, family law, female and male relations, social, moral significance of the family was made. The Guide to Islam examines the issues of family ethics and human rights. Islam dinida the rules of etiquette are comprehensively illuminated. The idea of the role and advantage of ethics in the peace and prosperity of society, formed in the Muslim family, is emphasized.

KEYWORDS: *Islam, Ethics,Law, Hadith Sharif, Morality, Decency,Human Right Family, Holy Koran .*

INTRODUCTION

All religions that exist in the world have their own instruction, spirituality, culture, value and worldview. There are several similar and different sides of religions. Even the family, the moral values in it are radically different. Today, ethics and aesthetic considerations, which are decided in the family on the basis of Islamic instruction, will be the focus of our attention. We know that in Islam, the family is sacred. It is a part of our socio-political life. It is from this very moment that the most social processes in the life of society begin. Maybe that's why we consider the family a small society.

The human being is created as a creature worthy of Free Will, limited by morality. In society and in religion there are established rules and norms of law, the strict observance of which must be observed in order to control the actions of a person. Each person adheres to the norms and restores his life in the basis of these norms. Even since a person initially receives the norms of behavior that he should follow in the family, today we are thinking about "family ethics (morality) in the instruction of Islam."

MATERIALS AND METHODS

Noble efforts aimed at strengthening the position of women and girls in society in our country, ensuring their active participation not only in the family, but also in all spheres of our life are harmonious and in harmony with these incomparable qualities of our people. Already, to strengthen the family, to support the family, first of all, to glorify the woman, to pay attention to the women who are the Angels of our household.

First of all, we will find out what religion and Islamic religion are.

In the dictionary of religion sa'zi "religion, Islam. worship, obedience, judgment, decree, nationality....."like represent different Manos. And in the Sharia, "religion" is the divine law, which calls upon the Prophet to accept the commandments and desires of Allah, who is the owner of reason, which he conveyed to mankind. The observance of this divine law is called religion. Islam is to know Allah even in any mood[1:22-24]. The religion of Islam is considered to be a sin to insult someone, to give contempt to another, to give birth to another Muslim or even to increase himself. Because Islam dinida man is said to be endowed by Allah in spirit.

Family life preserves society from moral degradation. A family that is building in an honest way serves to persist in a healthy way of society. After all, this is also the highest goal of Islam and the whole society that thinks about the future, that is, the protection of the human race. In addition, a person finds spiritual and carnal honesty only in his family. The head of the family, who is thrown into the service in the morning with different yumushlar, tired, when horib returns, how much joy it will be for him to meet his wife haloli, jam with their children around the table. He forgets about all his problems, his fatigue. And the mistress of the household will also be calm because of the presence of her husband, the bosom of the children, happy with the love of her father, will be whole.

Any child is born in a certain environment, in a certain family. Who will grow up in his future is of course directly connected with the ethical, moral upbringing that will be given to the child. Manners for children begin first of all from the family. The children of parents with a high spiritually mature, beautiful moral will also be polite. It is considered a beautiful behavior, a kind human being that brings the air of others.

The beautiful moral is endowed with proper upbringing. It is necessary for parents to clearly understand to their children the difference between good and evil, honest and haram, ignorance with education, and happiness with happiness, and always call them to the path of goodness. In this place, a question arises where does the parent himself take the mistress in the upbringing of the child? The answer is easy for a Muslim, the first will be the judgments made in the Koran, and the second will be Muhammad (peace be upon him).the a.v.) Hadiths are incredibly important for the correct formation of decency, ascension, striving for goodness, being able to distinguish halal from Haram, a person understands the meaning and essence of his life. And living according to the Sunnah gives a Muslim a souvenir, dignity, dignity. In a hadith made by Abu Huraira:" the little deed that is made in accordance with Sunnah is said to be better than the many deeds that are mixed with heresy". [2]

In the Islamic world, there are cracks from the moment of marriage to how to continue it. In the hadiths, the situation with the construction of a family is described as follows. "The messenger of Allah (may peace be upon him) said: whoever Allah has provided with a righteous woman, he has already helped half of his religion. In the second half, they said, " Let God fear him." [3:34]

RESULTS

The main goal of the Islamic family is to create a healthy environment in society, to allow family members to live comfortably, on the basis of mutual trust. To this end, it can be seen that in all sources of Islamic Family Law, attention is paid to the special place of the family.

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Although the custom of combining Islamic family law in the form of a code or law does not exist in Islamic law, the “family law”, adopted in 1917 in the Ottoman Empire, is the law regulating the first family relationship in the history of Islam. At the same time, by order of the Tsarist Russian Empire, senator graf The commission, headed by K.K.Palen, will attempt to generalize Sharia norms on family and property relations in Turkistan. As a result, with the support of local muftiy and veterans, they will issue a collection called “Risolai Muntahab al-masoil”. This collection was the first attempt to condense the right of the Islamic family in our region.

There is a strong influence of upbringing on the fact that the building of our morality is beautiful and beautiful. Education consists of three parts: physical education, mental education and moral education. Bunda is given special attention to the education of children. Because children receive moral upbringing from the environment, in other words, children are like water, just as they take the form of a water vessel, children also accept the decency of the environment.

Upbringing of a child in a Muslim family begins with the acquaintance of Allah at the very beginning. We can know this from the fact that parents taught their child "Hello". Because hello is one of the names of Allah. Therefore, in the hadiths, they say," do not start speaking before the greeting " [2].

When we talk about the ethics of Islamic instruction, we directly praise the concepts of morality and morality. The word" morality "is derived from Arabic, it is a plural form of the word" behavior", which means a set of treatment and spiritual properties of a person, a verb, nature. Etiquette includes beautiful behavior based on national customs, which makes a pleasant impression on a person, but not so important as to make a turn in the life of the community, society and humanity.

The Quran, which is the Holy Book of the religion of Islam, is like an eternal tree, which Karim can enjoy from three roots. Its first root is tavhid, the second Root is morality, the third is science. Every Muslim and Muslim should not doubt the uniqueness of Allah alone, the absence of a partner, have a high moral character and constantly strive for knowledge throughout his life. Therefore, for every Muslim, ethics, morality and thought are the most important spiritual phenomena. [4:48]

Traditions and traditions in the Muslim family are also a manifestation of Islamic morality. For example: respect for adults, respect for the little ones, the legal and masonry of the father in relation to the family, the duties of the same child to the family, the first to the table, the transfer of the hand of the old man to the table, etc.they're G's. Even the absence of a child on the roof of the house, where the parents are in a Muslim family, is a sign of a specific morality.

CONCLUSION

On the above article, we come to the following conclusion:

First: the role of the rules of etiquette, which are formed on the basis of religion, in particular the religion of Islam, in human life and social activity, as well as in the development of society, is incomparable.

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Second: norms of Conduct, which have become a value in a Muslim family, rules of Conduct based on Islamic teachings, play a leading role in bringing young people-future builders to adulthood.

Third: as the basis of the upbringing of children in the family, first of all, the upbringing of parents, their deeds, ethics and outlook are important.

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DEVELOPMENT OF RATIONAL PARAMETERS OF AIR PIPES BASED ON THE RESULTS OF THEORETICAL RESEARCH

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ABSTRACT

This paper develops rational parameters of the air duct based on the results of theoretical research on air ducts and their connection to each other.

KEYWORDS: *Cotton Raw Material, Pneumatic Transport Equipment, Air Velocity, Pipe, Pipe Cross Section, Diameter, Aerodynamic Force.*

INTRODUCTION

Theoretical research has shown that there are a number of untapped opportunities in the transportation of cotton by air. In particular, due to the uneven transmission of cotton to the air transport, the diameter of the air pipe was taken much larger than the calculated values , so that the air pipeline would not be clogged during operation . When studying the capacity of the air pipeline , it was found that an air pipeline with a diameter of 400 mm can carry up to 60 tons of cotton per hour . In the ginning industry today, 10 - 1 5 tons / hour of productivity is sufficient, as the maximum productivity of production machines does not exceed 15 tons / hour. It was theoretically substantiated that an air pipe with a diameter of 355 mm and 315 mm was sufficient to ensure the efficiency of this work . This requires the cotton to be delivered evenly to the air transport equipment. We argued that this problem could be solved by improving the working bodies of the machine, which spoils the cotton gin, and by transferring the cotton to the air duct by means of a pneumomechanical supply.

Another problem is the high aerodynamic resistance of the pipe mouth, a factor that prevents cotton from entering the pipe freely, reducing its permeability and causing congestion. When a

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mixture of air and cotton enters the air duct, the air duct mouth must overcome the resistance force. This force is generated by the air itself entering the air duct . Practice has shown that when air enters the mouth of the pipeline, the transverse surface of the stream narrows, creating a gap between the flow and the wall of the air duct, as well as an air gap in this space. This followed an air to air and prevent access to the material. 1 , drawing attention to ourselves, which flows across the narrow black line shows the current size of the diameter of the pipeline $d\ d_s$ less than narrowing of the diameter of the eye.

MAIN PART

Studies have shown [5] that the corridor in the air duct neck is reduced to $d_c = 0.5d$, i.e., to half the inner diameter of the air duct . To overcome this situation, it is recommended to extend the mouth of the air duct under a certain radius or prepare it in the form of a cone [2].

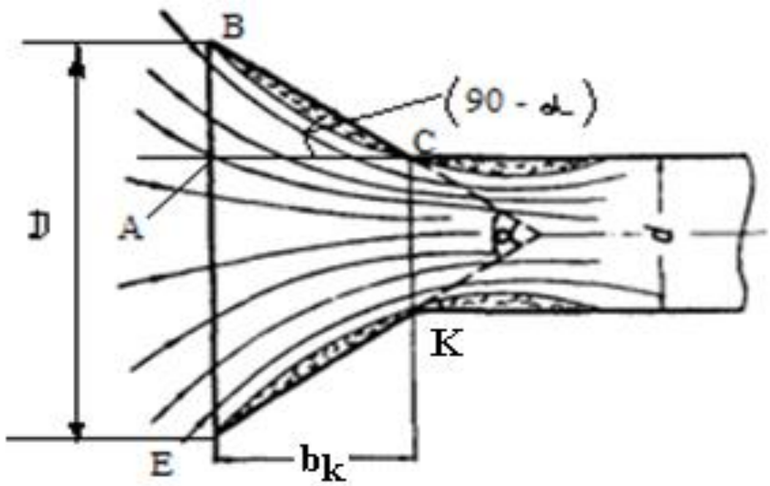

Figure 1 . Air duct inlet construction.

The most rational narrowing angle is 60 degrees[1 , 2 , 3 , 4 , 5 , 6 , 7] (Fig . 1) .On the recommendation of E. Stefanov [5] , we developed an algorithm for preparing the nozzle for pipes of different diameters to reduce aerodynamic drag and determined its required dimensions.

Where: b_k is the narrowing distance of the air duct, mm; a - angle of contraction, grad; d is the diameter of the air duct , mm. According to the drawing, 90 –a = 3 0 degrees. In that case, the ABC triangle one angle of 90 degrees CA , the third sacred nstead of 60 degrees. In that case:

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$$\left.\begin{array}{l} AC = b_k = BC\cos 30; \\ AB = BC = b_k \sin 30/\cos 30 = b_k/\sqrt{3} \\ BC = b_k/\cos 30 = 2\,b_k/\sqrt{3}; \\ D = BE = 2\,AB + d = 2\,b_k/\sqrt{3} + d. \end{array}\right\}$$

Accordingly, in order to reduce the aerodynamic resistance of the air duct neck, it is necessary to fasten a cone with height $b_k = 0.2$ d , small base d, large base ($2\,b_k/\sqrt{3} + d$) . if the diameter of the pipeline :

- 400 mm, cone height $b_k = 0.2$ d = 80 mm, small base d = 400 mm, large base $D = 2\,b_k/\sqrt{3} + d = 492$ мм;

- if 355 mm, cone height $b_k = 0.2$ d = 71 mm, small base d = 355 mm, large base $D = 2\,b_k/ + d = 437$ mm;

- 315 mm, the height of the cone-$b_k = 0.2$, D = 63 mm, the basis of the foundation of d = 315 mm, $D = 2\,b_K/8 + d = 38$ mm cones.

The next problem with pipe construction is to ensure that the movable pipes are temporarily sealed and that the inner surface of the pipe remains flat. . To solve this problem, we developed the following technical solution (Figure 2): 2 cones (2) for one pipe are made in a single template, the same shape and size, and fastened to both ends of the pipe (1), facing one side.Since the small mouth of the cone is made equal to the diameter of the pipe, when both cones are fastened to one side, one end is funnel-shaped and the other end is wedge-shaped, and when connected with another such pipe, the inner surface of the pipe remains flat. This creates an air duct in the new design . The figure above shows the method of fastening the cones to the pipe (performed by welding), the method of interconnection of two pipes in the middle, the figure below shows the interconnected position of 3 pipes.

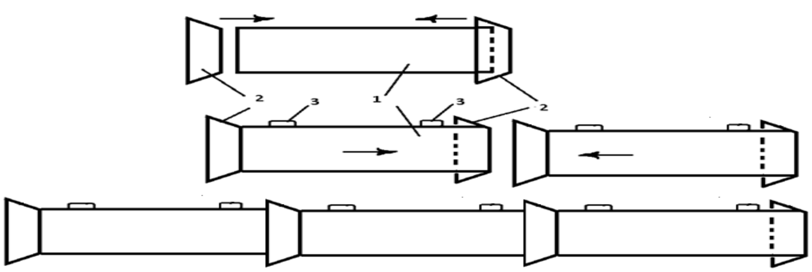

Figure 2 . Scheme of forming an air duct and a portable pneumatic track with conical ends

By connecting such air ducts to each other, it is possible to create a route of any length. If the cone and crater interior was covered with heavy side air pipes connecting each one of you will be able to ensure high tightness. As a sealant can be used rubber glue, oil paint, as well as clay made from ordinary soft- textured soil in the operating environment .

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CONCLUSION

During operation, the air duct is lifted and moved from place to place by means of handles (3) and, if necessary, is fitted and fastened to each other by adjusting the conical part of one to the funnel qi of the other . it is possible to form a route of any length, to reduce the absorption of air from the outside through the connection. If the cones are made of high-precision, high-quality material and fastened at the required level, it will be possible to completely eliminate air absorption. In addition, air preparation of the mouth in the form of a cone of air to the flow of air into the causes and does not air the mouth and reduce the air resistance of the material. This reduces congestion at the mouth of the pipe and increases the reliability of air transport operation.

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INNOVATIVE DEVELOPMENT OF TOURISM AND THE WAYS OF ITS IMPLEMENTATION IN UZBEKISTAN COMPARING WITH FOREIGN EXPERIENCE

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ABSTRACT

It is known from history that the lands of Uzbekistan along the ancient Great Silk Road have attracted worldwide attention and recognition as a region with great potential, natural, historical and cultural riches, beautiful traditions and customs. worth Today, our country has entered a new stage of development not only in the political, economic, social and cultural spheres, but also in tourism.

KEYWORDS: *Innovation, Smart Tourism, Audio Guide, Tourism Products, Infrastructure, Special Types Of Tourism.*

INTRODUCTION

The Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of tourist potential of the Republic of Uzbekistan", adopted on February 3, 2018, envisages the tourism potential of our country, historical cities, as well as the promotion of sacred places and temples to the world. The tasks defined in this direction are consistently implemented. Taking this into account, innovative development of tourism will give impetus to the further development of tourism in the future.

In the years of independence in our country, new legal and economic foundations based on market relations of tourism have been created. Modern infrastructure facilities have been built and new directions of tourism have been introduced at the level of world standards. Along with the restoration of historical and cultural monuments, they have been widely promoted. Taking into account such systematic measures, the tourism potential of our country is increasing. This is an example of an article published by the UK-based Financial Times newspaper recently. The article lists the most interesting trends for those who want to travel around the world in 2017.

The 9th country in the world is ranked second in the list of the most attractive travel destinations in the world.

MAIN PART

Uzbekistan is one of the world's leading countries in terms of tourism and many historical monuments. More than 7,000 rare historical monuments and unique architectural samples in our country, nature reserves, and preserving centuries-old traditions of national culture, arts and crafts are being preserved in our country. is increasingly intensifying its interest. However, due to the inefficient use of existing opportunities, the role of the industry in services and exports is significantly below the average in the employment rate.

According to the World Tourism Organization, tourism is the world's fourth largest exporter of goods and services, and third in revenue. Its contribution to global GDP is 10%. According to estimates of the World Tourism and Travel Council (WTO), Uzbekistan ranks 150th among the world's tourists. Its share is 0.2% of the total flow of tourists (2.2% of Uzbekistan's potential in this area).

At the same time, the document notes that the number of tourist services in Uzbekistan (109%) and foreign visits (96.8%) increased in 2011-2015. The number of new touristic enterprises increased by 27.2%.

The leadership of Uzbekistan has identified the development of tourism as one of the priorities. For the development of this industry, the President of the Republic of Uzbekistan approved the Program of Priority Measures for the Development of Tourism for 2018-2019 by Resolution No-3217 of August 16, 2017.

Today, we cannot imagine any sphere of activity without modern technology. Information technologies also play an important role and allows in the development of tourism, as modern technology enables prospective travelers to get information about tourist attractions and sightseeing, as well as various online services - tickets, hotel reservations, reservation of restaurants and other services.

Innovation can be defined in a variety of ways. Based on the business dictionary, innovation is the process of translating an idea or invention into a good or service that creates value or for which customers will pay. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Innovation involves “the deliberate application of information, imagination and initiative in deriving greater or different values from resources.”Of course the common denominator among all these changes is that they involve “carrying out new combinations”, which is vital to enhance growth and competitiveness of tourism firms. Organizations often chase creativity, but what they really need to pursue is innovation.

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Academy of International Hospitality Research: Professorships Chairs

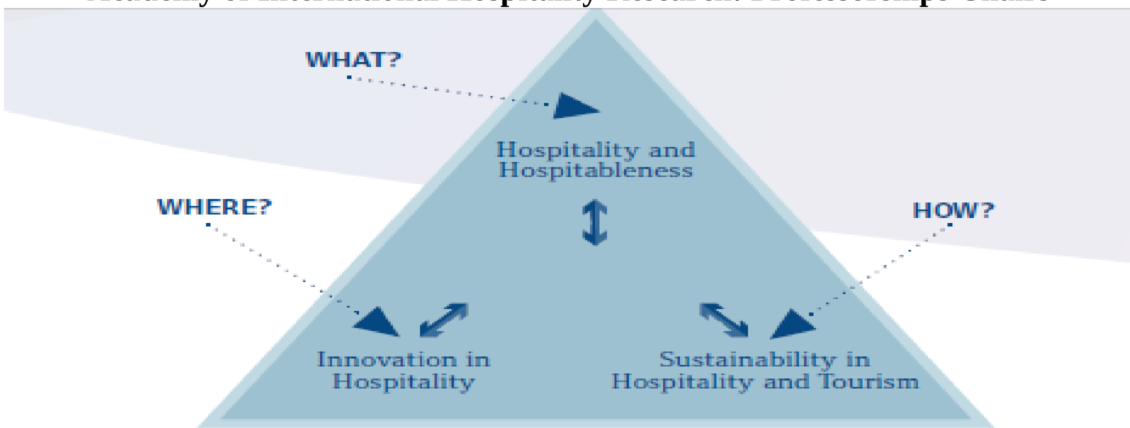

Figure 1. Professorships Chairs [18].

• **What** is the essence of hospitality and hospitableness?

How can we effectively train/ educate in hospitality and hospitableness?

• **Where** is the future of hospitality? How/ where/ why is hospitality developing

• **How** can hospitality and tourism be sustainable?

Innovations show themselves in the new products, new services and the new processes that these new combinations of things bring about. But, in order to come up with these new combinations, someone must have fresh ideas. Changes in tourism practices can generate major benefits by motivating change towards greater sustainability within the tourism supply chain and other sectors. Trends which are varying travel patterns, such as recreational and adventure tourism with their many enjoyable activities are rapidly growing. In particular, green innovations can lead to more jobs as well as diminishing environmental impacts, lower costs, and competitive advantages for companies and destinations, all while enhancing the visitor experience. Innovation in tourism has many faces and can involve:

- product innovation with new products and services
- process innovation with new ways of delivering tourism services
- logistic innovation with new ways supplying products or services to customers and
- market innovation focusing in new ways of marketing and consumer behavior.

The purpose of innovative development is to create theoretically justified and practical recommendations and recommendations through innovative approaches to the development of realistic and potential tourist flows in tourism destinations through smart tourism. For this purpose, it is planned to implement several tasks:

- Explain the concept, essence, forms of innovation in the tourism and hospitality industry;
- Study and analyze of advantages and disadvantages aspects of innovation in the tourism industry;

- Government's policy of attracting tourists, studying innovative strategies for tourism in Uzbekistan and making suggestions for their development;
- Considering opportunities to develop innovative types of tourism on the example of foreign countries;
- Innovative enhancement of service quality and introduction of foreign experience through Smart tourism direction
- To promote the efficiency of the Smart Tourism project in Bukhara city and implementation innovative FCH(fast, convenient and high-quality) service
- Development of service through innovative projects and programs at historical monuments and hotels in Bukhara region.

In particular, to promote the efficiency of the Smart Tourism project in Bukhara city and implementation innovative FCH (fast, convenient and high-quality service) through architectural monuments of Bukhara city and hotels which called “Bukhara, in the museum in the open land”. This project is a project of "Smart Tourism - Independent Travel Bukhara", which aims to develop innovative scientific and educational activities in order to increase the quality of service in existing tourist facilities of Bukhara region, to introduce innovative smart tourism in order to increase the flow of local tourists for their development.

Improving the quality of services in the tourism sector through the introduction of innovative programs aimed at the representatives of different segments of the visitors, eliminating the problems encountered in the creation and provision of amenities for individual and local guests.

In particular, it is proposed to take measures to improve the quality of current flows through innovative tourism types, introduce additional programs, and spread the range of innovative services not only in one place, but across the Bukhara region.

Also, it will be possible to quickly and conveniently and efficiently perform tourism services by offering unusual innovative projects, using all the opportunities available in Bukhara as a tourist destination.

A destination information center is a physical location where travelers can go to acquire information about the destination. For a long time, destination information centers played a key role as the middleman linking tourists and suppliers to one another. With the advances in technology and consumer/local demands, destination information centers have evolved. Today, not only do they provide information, they also generate revenue, collect data on travelers, market the destination, and engage the local community. This evolved approach to destination information centers makes them sustainable and valuable to both the local community and the incoming tourists. And the advantages will be next:

- expecting user needs based upon a different of factors, and giving advice and recommendations with respect to the choice of context-specific utilization activities such as points of interest, dining and recreation;

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- enlarging visitors' on-site experiences by offering rich information, location-based and customized, interactive services;
- allowing to happen travelers to share their travel experiences so that they help other travelers in their decision making process, revive and reinforce their travel experiences as well as construct their self-image and status on social networks.

CONCLUSION

It is important to increase the flow of tourism based on innovation. For internal and external tourism, service is primarily based on innovative ideas. To take into point touristic information service plays important role for improving service for outbound and inbound tourism. Tourist information service has not only work for income, but also improve fast, high and quality service for visitors. Audio guide - a personal electronic guide for individual tourists who prefer to plan their own route, without limiting the scope of the organized group program.

Destinations, developers and planners must understand the values and aspirations of tomorrow's consumers. They must make analyze and synthesize the importance of historical places for a tourist. The investments in infrastructure and heritage conservation that are advantageous for tourism development are also key elements of creating livable cities-in other words, improvements that support tourism also enhance residents' economic opportunities and standard of living.

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THE MAIN DIRECTIONS OF REFORMS IN THE LIVESTOCK SECTOR IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY

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ABSTRACT

This article highlights the state of the livestock sector in the country, development trends, its importance in various sectors of the economy, the factors of increasing efficiency, the opportunities created, the importance of the adopted reforms.

KEYWORDS: *Agriculture, Animal Husbandry, Fodder Base, Cattle Breeding, Sheep Breeding, Poultry Farming, Fisheries, Beekeeping, Pedigree And Pedigree Livestock, Soft Loans, Subsidies*

INTRODUCTION

According to international experience, one of the essential tasks facing our government is to modernize and liberalize the economy in the country, to create organizational and economic conditions for the development of farms with private ownership in the agricultural sector, in particular.

As our President said: “The purpose of agricultural reforms is to ensure economic security, as well as food security and increase the welfare of the people. We must never forget that. ”[1]

Uzbekistan is one of the ancient centers of animal husbandry. The soil and natural-climatic conditions of the republic are fertile irrigated lands, vast hills, steppes and foothills, which are very favorable for the development of animal husbandry. Livestock is one of the most important sectors of agriculture. It serves as a source of protein from livestock, such as milk, meat, eggs, honey, fish, which are very important for human needs, as a raw material for industrial production, processing industry. As a result of economic reforms and structural changes and diversification in the livestock sector, the number of livestock has increased in recent years. The production of products has been growing in recent years.

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THE LITERATURE REVIEW ON THE SUBJECT

The issue of increasing the efficiency of the livestock sector and its various products has been studied in detail by domestic and foreign agro-economists.In particular, scientists of our country N.S Bazarov, U.I Isanov, T.S Mallaboev, S. Mekhmanov, K.D Mirzaev, T. Omarov, J.H Rashidov, R. Khakimov, T. Kudratov[1] have been developed proposals to increase livestock production and increase its efficiency, in order to meet the demand of the population for livestock products in Uzbekistan. Moreover, the proposals and recommendations developed as a result of research conducted by foreign scientists G.A Avanesova, I.A Altukhin, V.I Gayduk, F. Kotler, P.G Jennings provide services to the livestock sector. serves as an important theoretical and methodological guide in the development, increase of production and increase of network efficiency.[2]

ANALYSIS AND RESULTS

In 2015, more than 4.5 thousand veterinary and artificial insemination centers in the country artificially inseminated 2 million 106 thousand cows and provided 11.5 billion soums to livestock farms. Soums worth of services were provided. [2]

Increasing foreign direct investment in the national economy, informing foreign investors about the opportunities and potential of the country in this area, improving the coordination of state and economic management and local executive authorities, as well as the five priority areas of development of the Republic of Uzbekistan in 2017-2021. Fulfillment of the tasks set out in the Action Strategy and the “Year of Active Investment and Social Development”, the implementation of the tasks set out in the State Program for the developing the Republic of Uzbekistan as also being launched until this days.

Over the past five years, 213 billion UZS have been allocated for these purposes to improve livestock breeding. To date, 18,191 head of cattle have been imported from abroad. The number of veterinary stations has been increased to 2,486 in order to provide qualified veterinary services to livestock of personal assistants, farmers and farms. More than 4.5 thousand veterinary and artificial insemination centers in the country artificially inseminated 2 million 106 thousand head of cows and provided 11.5 billion soums to livestock farms. soums were provided. For the development of fisheries, 761 fish farms have been established, bringing the total number to 3,281 and reaching 45 billion soums. soums were spent. In the development of beekeeping, 424,145 bee families are mainly cared for, and 2,320 queen bees have been imported by beekeeping associations, and more than 80,000 bee packages have been prepared and sold abroad.

30 million 500 thousand breeding eggs were hatched in 320 poultry incubators operating in the country, and the chicks were delivered to the newly established poultry farms. In order to improve the breed and increase the productivity of poultry, 900,000 chickens and 11 million eggs were imported. Livestock is closely related to crop production, as the efficiency of network activities is determined by the state of the fodder base. In animal husbandry, field (grain waste, straw), vegetable growing (non-standard vegetables, leaves, stalks), processing industry (husk, bran, cotton-cake, meal) are used. In turn, animal husbandry helps to increase soil fertility by providing crops with organic fertilizers. The main feature of animal husbandry is that only part

of the feed provided is used by livestock to produce the product, the rest of the feed is used to store them, determined by the additional feed. Therefore, a balanced and rational diet is necessary for the efficient use of livestock.

Compared to crop production, animal husbandry differs in that it is less dependent on natural-climatic conditions. Therefore, in animal husbandry, fixed and circulating production resources, labor resources are used evenly throughout the year, and there is a profit from the sale of products throughout the year. Livestock includes dairy and meat farming, poultry, pig, sheep, fishing, beekeeping, horse breeding, fur and other industries. Livestock is widespread in the country. The diversity of natural and economic conditions makes it possible to distinguish different species in the composition and proportions of different livestock.

The choice of livestock system is influenced by a number of factors, such as the location of the agricultural enterprise, the composition and proportion of fodder crops, labor supply, the degree of mechanization of work, the state of livestock markets. The development and location of livestock sectors should be designed to meet the demand of the population for livestock products, the rational use of production resources, especially feed and labor. Livestock production needs to be developed on the basis of intensification in all regions of the country, increasing livestock productivity.

As a livestock sector, it also plays an important role in the development of other sectors of agriculture. In agriculture it is a valuable organic fertilizer, ie manure. The availability of labor resources and mechanization of the farm are also taken into account in the placement of livestock. Dairy farming is one of the most labor-intensive industries in the industry and requires relatively high labor costs. Labor costs for milking cows are 40-50 people / hour per head of cow per year, which is up to 32% of the total labor cost of caring for cows. Labor costs in this area can be reduced only through the introduction of advanced technology.

Nowadays, the cultivation of dietary meat is of great importance for human health. Taking into account the lucrative nature of this sector in agriculture, positive work is being done to develop the rabbit industry in Kamashi district of Kashkadarya region. Mainly pedigree rabbits imported from Italy were raised and a large agro-firm was established. As a result, efforts are being made to provide the population with diet meat, create jobs and increase incomes. The possibility of achieving positive results by processing rabbit meat and exporting its skin and fur is expanding.

The main problems in the development of animal husbandry include:

- per head of livestock in the area under fodder crops for livestock not proportionally separated;

- low productivity of fodder crops;

- Incomplete fodder harvest with modern techniques;

- Lack of breeding at the required level;

- failure to provide comprehensive veterinary services in a timely manner;

- production and sale of pedigree cattle and reduction of import of pedigree cattle;

- Insufficient provision of soft credits, etc.

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To overcome the above shortcomings, we make the following suggestions:

- creation of opportunities for agricultural specialists with sufficient knowledge and technology, knowledge of modern methods of production and innovation;

- Ministry of Innovation to strengthen cooperation, develop training and retraining programs for farmers;

- Satisfaction of the demand for veterinary services for livestock farms, increase the productivity of livestock, provide appropriate scientific advice and assistance in improving the quality of livestock products;

- Achieving an adequate food supply;

- We must consistently fulfill the tasks set by the Cabinet of Ministers for the adoption of the "National Program for Food Security in the country for 2019-2024."

In addition to providing the consumer market with food products, agriculture also plays an important role in the economy. The products grown in the agricultural sector of this industry are primarily aimed at meeting the needs of the population, as well as providing the industry with raw materials and strengthening the fodder base of livestock.

Given the current situation, it is expedient to study the international experience and pave the way for the private sector to monopolize areas where competition can be introduced, thereby creating a competitive environment. In this regard, it is necessary to update the laws on natural monopolies and competition in the country and to develop a strategy for creating a competitive environment in the economy.

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ACTUALITY OF USE OF DIGITAL TECHNOLOGY IN TOURISM

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ABSTRACT

The article discusses an actuality of use of digital technology in tourism. In modern conditions of informatization and computerization, the rapid development of the tourism business requires a new approach to information processing and decision-making. The activity of organizational systems in the tourism business, accompanied by the process of generating a large amount of information and requiring operational processing for decision-making, can be complicated by a number of factors, such as the transfer of incomplete, inaccurate or erroneous information, the inconsistency of the characteristics and functioning conditions of the systems themselves, the presence of the human factor, etc. e. participation of people with freedom of action.

KEYWORDS: *Tourism, Digital Technology, Digital Tourism, Information And Communication Technologies, Travel, Informatization, Computerization*

INTRODUCTION

Informatization is one of the most striking features of the system of social relations of developed countries. Humanity has entered a stage in the development of civilization in which information, knowledge play a decisive role in all areas of human activity. At the same time, information becomes in modern society the most important factor in economic growth.

It must be understood that technological progress is today not only the main factor in ensuring the welfare of the nation, but also the most important condition for the process of its sustainable development. At the same time, priority attention should be paid to information technologies, which, thanks to their special properties of the catalyst, will actively contribute to the technological breakthrough of the country, not only in the information sphere, but also in many other equally important areas.

In the modern information society, the importance of information as a commodity is increasing.

This is a consequence of the general growth of information needs and an expression of the development of the information services industry. Evidence of this is the increased contribution of the information sector to the creation of national wealth.

The most dynamically developing informatization is in the field of market infrastructure: enterprises engaged in intermediary services in the sale of goods, securities and currency, as well as advertising and representation services and audit activities, are equipped mainly with new modern information technology.

The next revolutionary stage in the informatization of society is associated with an extraordinary increase in the use of global computer networks.

The world-wide computer network Internet is developing so rapidly that every year the number of its subscribers and the amount of information resources almost double. The tourism business does not stand aside from this boom.

MAIN PART

International and domestic tourism is a powerful industry in trade in services.

The basis of the tourism industry consists of tour operators and travel agents involved in travel, selling them in the form of vouchers and tours; providing services for the accommodation and meals of tourists (hotels, campsites, etc.), their movement around the country, as well as governing bodies, information, advertising on tourism research and training for it, enterprises for the production and sale of tourist goods. Other industries work for tourism, for which tourist services are not the main activity (cultural, trade, etc.).

Tourism is an information-intensive activity. There are few other industries in which the collection, processing, application and transmission of information would be as important for daily functioning as in the tourism industry. A service in tourism cannot be exhibited and considered at a point of sale as consumer or industrial goods. It is usually bought in advance and away from the place of consumption. Thus, tourism in the market is almost entirely dependent on images, descriptions, means of communication and information transfer.

The arrangement of the tourism industry is very similar to the organization of any other economic sphere of activity. Travel agent - an individual or legal entity acting as an intermediary for the sale of tours formed by the tour operator. Tour operator - a tourist organization engaged in the collection of tours.

However, one feature stands out - the linking center that holds various manufacturers within the tourism industry is information. It is information flows, not goods, that provide links between producers of tourism services; they go not only in the form of data streams, but also appear in the form of services and payments.

Services, such as overnight at a hotel, car rental, package tours and seats on airplanes, are not sent to travel agents, who, in turn, do not store them until they are sold to consumers. Information on the availability, cost and quality of these services is transmitted and used. In the same way, real payments are not transferred from travel agents to travel agents, and commissions are not transferred from travel agents to travel agents. In fact, information about payments and receipts is being translated.

Three characteristic features of tourism can be distinguished. Firstly, it is a diverse and integrated trade in services. Secondly, it is a comprehensive service, both from the point of view of the manufacturer and the consumer.

Finally, this is an information-rich service. Therefore, tourism - both international and domestic - is the sphere of growing application of information technologies.

The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, control information systems, electronic information systems for airlines, electronic money transfer, telephone networks, mobile communications, etc. It should be noted that this technology system is not deployed by travel agents, hotels or airlines individually, but by all of them. Moreover, the use of an information technology system by each tourism segment is important for all other parts.

For example, the hotel’s internal management systems can be connected to global computer networks, which, in turn, provide the basis for communication with hotel reservation systems, which, already in the opposite direction, can be accessed by travel agents via their computers. Therefore, we are dealing with an integrated system of information technology, which is distributed in tourism. From the foregoing, it becomes clear that in the tourism industry it is not computers, telephones, or video terminals that are distributed on their own - a system of interconnected computer and communication technologies operates here.

In addition, the individual components of the tourism industry are closely interconnected - after all, many tour manufacturers are vertically or horizontally involved in each other's activities. All this allows us to consider tourism as a highly integrated service, which makes it even more susceptible to the application of information technology in organization and management.

Tourism service providers use a number of communication technologies that can provide direct satellite coverage of international events, doing business through teleconferences from mobile communications (for example, the ability to make a call to anywhere in the world from an airplane). To obtain information about the place of stay, its attractive features, various video tools are also needed. As a result of the use of IT, the safety and quality of tourism services increase, and there is by no means a change in their explicit human content.

Information technology provides the airline. In the process of organizing, managing and controlling aviation operations, a huge role is played by electronic systems that help with route planning and timetables, flight control and analysis, personnel management, accounting and long-term planning. They include, for example, a messaging system, a satellite system for collecting and transmitting information for air transport, inertial navigation systems. Air traffic control system. Microwave landing systems, Air ticketing system.

Providing a high level of service in a hotel in modern conditions cannot be achieved without the use of new technologies.

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The new technology provides for the automation of many hotel processes, electronic reservation, the introduction of technologies that contribute to improving the quality of service while reducing staff. Automated systems are aimed at increasing labor productivity, raising the level of knowledge among senior managers. Combination of professions is becoming more and more common, which entails a growing need for more fundamental training of personnel, in training them in several professions.

Computers are widely used in the central data processing centers of hotels. With their help, there is a reservation management, registration of visitors, distribution of rooms, inventory accounting and control over food supplies.

An analysis of existing software for tourism enterprises shows that the vast majority of programs provide the ability to enter, edit and store information about tours, hotels, customers, vehicle schedules and applications. Without exception, all of them make it possible to print many different documents - from questionnaires, vouchers and tourist lists to the description of hotels, tours, etc. Most software products allow you to control the payment of tours, print payment documents, keep records of places in the hotel and on transport. One of the important functions of such programs is also the automatic calculation of the cost of tours taking into account individual and group discounts, commissions, exchange rates and other factors.

TABLE 1BENEFITS OF DIGITAL TECHNOLOGY AND ONLINE DELIVERY FOR TOURIST SMALL AND MEDIUM ENTERPRISES

Component	Benefit
Product Promotion	Direct and indirect advertising
New sales channels	Easy access to potential buyers. Online Sales and Transactions Opportunity to enter the international market
Direct savings	Increasing the market share of a product / service Cheap communication Saving on communication Savings on advertising Productivity increase
The brand	Product delivery Increase customer satisfaction
Technological and organizational training	Improving the image of the company Creating a modern company image
Customer relationship	Getting know-how when communicating with others over the Internet

New business models	Formation and expansion of a business network Benchmarking competitors Creating new business opportunities Timely access to information from websites Improving communication efficiency Improving information collection efficiency Accessibility of expertise regardless of location Improving service and support from suppliers

As for such an important direction in the use of modern computer technologies as analysis of the company's activities, assistance in decision-making, it should be noted that systems of this kind have not yet been properly applied, although their creation is, of course, relevant.

The use of computer technology in the tourism process improves manageability (accelerates control cycles), ensures the growth of intellectual capabilities of the entire management system, improves the quality of management through a system of using data banks, expert systems and forecasting decisions.

The main activity of a tourist organization is the process of developing and promoting a tourist product on the market. The process of developing a new tourism product is the most responsible, therefore this stage needs to create a software product that provides information support for the decision-making process. For decision-making, the most important is: firstly, the speed of the decision-making process; secondly, the validity of the choice of route, vehicles, place of residence, etc., which requires the creation of a model that allows you to vary the possible options for routes, calculate the most profitable; carry out a price study; to forecast the demand and popularity of new tours; to conduct a model experiment simulating an "experimental race".

The successful functioning of the company in the tourist business market is almost unthinkable without the use of modern information technologies. The specifics of the technology for the development and implementation of tourist products requires such systems that would provide information on the availability of vehicles and accommodation options for tourists as quickly as possible, ensure quick reservation and reservation of seats, as well as automate the solution of auxiliary tasks when providing tourism services (parallel processing of documents such as tickets, bills and guides, providing settlement and reference information, etc.). This is achievable with the widespread use in tourism of modern computer technology for processing and transmitting information.

The tourism industry is so multifaceted and multifaceted that it requires the use of a wide variety of information technologies, ranging from the development of specialized software tools that automate the work of a separate travel company or hotel, to the use of global computer networks. Today, tourism uses quite a lot of the latest computer technologies, for example, global computer backup systems, integrated communication networks, multimedia systems, Smart Cards, information management systems, etc.

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The greatest influence of modern computer technology has on the promotion of a tourist product (distribution and sales). First of all, this concerns the possibility of forming new marketing channels for promoting and marketing a tourist product. So, in the field of advertising, direct distribution of tourist information by e-mail (direct-mail) has become widespread. In recent years, most tourist enterprises create their own sites on the Internet.

In the West, there is already an electronic attack on the traditional tourist business. In particular, e-commerce is actively penetrating and introducing into the tourism market.

Currently, the formation of tourist products involves the use of global distribution systems GDS (Global Distribution System), which provides quick and convenient booking of tickets for transport, reservation of hotels, car rental, currency exchange, booking tickets for entertainment and sports programs, etc.

One of the main areas of application of information technology in tourism is the introduction of multimedia technologies, in particular directories and catalogs. Electronic catalogs allow you to virtually travel on the proposed routes, see these routes in an active mode, get information about the country, objects along the route of the route, information about hotels and other accommodation facilities, get acquainted with the system of privileges and discounts, as well as legislation in the field of tourism.

In addition, these catalogs usually provide information on the rules for processing tourist documents, tourist formalities, patterns of tourist behavior in extreme situations, etc. The client can plan the tour program, select it according to the set optimal parameters (price, system of benefits, transport system, season, etc.).

TABLE 2 BARRIERS TO E-COMMERCE APPLICATIONS AND E-BUSINESS TOURISM SMALL AND MEDIUM ENTERPRISES

Category	Obstacles
SME Awareness / Infrastructure Access	Costs (upfront costs) Ignorance of the Internet Lack of competency to start the process
Critical number of business partners	Offline providers Clients Offline
Regulatory Confidence / Security	Security risks Message delivery guarantee Unauthorized interference with correspondence Unauthorized access to the internal network Network message interception Message authorship check
Business process implementation	Decrease in productivity due to superficial attitude

In the field of management in the tourism business there have also been dramatic changes. The current level of development of the tourist industry and fierce competition in this area give particular importance to the information systems of travel agencies. The functionality of these systems should provide input, editing and storage of information about tours, hotels, customers, the status of applications, provide for the output of information in the form of various documents: questionnaires, vouchers, tourist lists, tour descriptions, hotels; calculate the cost of tours taking into account the exchange rate, discounts, control the payment of tours, the formation of financial statements, the transfer of export-import data to other software products and other features. These systems not only speed up the settlement process and the formation of documents, but can also reduce the cost of services (tour package) by choosing the best option for customer delivery, accommodation, etc. An order to develop a unique information system for automation of a tourist office is quite expensive, and at present this is not particularly necessary, as there are a number of well-proven software products.

The market for software products presents several computer systems that automate the internal activities of a travel company. Typically, these systems provide reference databases for customers, partners, hotels, transport, embassies, as well as conducting tours and accounting of payments, receiving orders and working with clients, generating output documents, etc. Almost all software systems provide the formation of financial statements and often export-import data into specialized accounting programs.

Along with the automation of travel agencies, a similar development of automation programs for hotels, restaurants and other tourism business enterprises is underway. The use of information systems in this area leads to significant changes in management, and also improves the quality of service.

Modern computer information technologies are capable of drastically changing the methodological, informational and technological components of management processes and implementing them at a qualitatively new, more effective level. However, at present, there are still a number of objective factors that have a restraining effect on the pace of their implementation, which include the following: economic instability, “gaps” in legislative support, lack of education of managerial personnel in the field of information technology, lack of specialists in the field of information Inadequate state funding for research and development, as yet a clear lag in development computer equipment and communications.

Along with the listed problems, there are many other problems, such as: insufficient competence of both management at all levels of enterprise management and ordinary managers in relation to automation issues (implementation of new information systems and technologies); commitment to a traditional management approach. And although many managers and specialists understand that time requires new approaches to the implementation of most tasks, they are not in a hurry to put them into practice. This applies to both standard tasks and fundamentally new tasks.

Another problem is the analysis of the existing management system in the enterprise. Despite the fact that this problem has been thoroughly covered in the literature and the need for such studies has been repeatedly proved by domestic and foreign scientists, enterprises are very reluctant to agree to such work, and only when it is no longer possible to avoid it. For example, the implementation of such work is a prerequisite for the implementation of corporate management systems. And, as a result, the need for organizational restructuring of the enterprise, both in the production and in the management sector. Although most software packages involve tuning to an

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existing organizational structure, it cannot be argued that "tailoring" a package to the needs of an existing organization is rational.

As life shows, the role of information technology in tourism is great, because information is the object of activity of a travel agency.

The gradual implementation involves the implementation of the primary, basic system, expanding the circle of users, increasing the number of applied tasks, integration.

The result of the introduction of computer information technologies is the saving of time for specialists. The only way to get a tangible economic effect from saving time is to reorient this time to achieve the specific goals of this unit, determined by the general strategy of the company.

The well-known dictum "Who owns the information, owns the world" is more relevant than ever for the tourism business, which is characterized by such features as efficiency, reliability, accuracy, high speed of processing and transmission of information largely determine the effectiveness of management decisions in this area.

Computer information technologies will rapidly evolve further, giving an impetus to the development of the science of economic and managerial information technologies and becoming increasingly important as the most important tool for the scientific, technical and socio-economic development of society.

CONCLUSION

Experts believe that the global financial crisis will only contribute to the development of Internet services. Online tour operators working online are expecting record profits. Network tour operators can count on the rapid growth of their profits this year. Oddly enough, this forecast is directly related to the global economic crisis. According to experts, travelers will begin to use the Internet more actively than before.

In particular, tourists will increasingly be willing to book places and tickets online. The reason for this "boom of electronic booking" will be precisely the desire to save money in the difficult economic period.

Due to the fact that the cost of tours from online operators is often much lower than in ordinary agencies, people will begin to use their services not only to get basic information about a particular direction, but also to place an order.

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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF ECOLOGICAL TOURISM IN UZBEKISTAN

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ABSTRACT

The article discusses problems and prospects of development of ecological tourism in Uzbekistan. The difference between ecotourism and other types of tourism is that the guide and group guide act as nature consultants for tourists. Instead of giving preference to traditional amenities on eco-tours, they give priority to nature conservation, demonstrating to visitors the benefits of living in the "field" environment and limiting comfort in practice.

KEYWORDS: *Ecological Tourism Ecotourism, Tourism, National Natural Parks.*

INTRODUCTION

Ecotourism is a responsible trip to the natural territories, which contributes to the protection of nature and improves the well-being of the local population.

As you know, our country has broad prospects for the development of ecotourism, the deployment of a unique and sustainable network of ecotourism routes, attractive for all categories of tourists, with the further integration of the republic into the international market for such services. Today, Uzbekistan occupies one of the leading places in Central Asia in the popular areas of ecotourism.

It should be emphasized that this type of tourism is gaining popularity today - according to the forecasts of the World Tourism Organization, it is among the five main strategic directions for the development of tourism until 2020, and according to estimates, the share of eco-tourism in the total volume of the global tourism industry in recent years has reached more than 10 %, and its growth rate is 2-3 times higher than the corresponding rate in the entire tourism industry.

MAIN PART

The development of ecotourism, in turn, provides comprehensive support for the environmental protection system, the conservation of biodiversity and unique natural areas, the maintenance of local incomes and is a promising market for investment projects.

The favorable geographical location of Uzbekistan at the intersection of highways from East to West and from South to northern countries, climatic features, a unique network of protected natural areas and a rich variety of landscapes open up wide opportunities for the popularization

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of ecotourism routes.

In Uzbekistan, there are 8 reserves, 2 National Natural Parks, the Lower Amu Darya State Biological Reserve, 9 state orders. The total area of protected natural areas is 20 520 km2 (5% of the entire territory of Uzbekistan).

Travel destination - places with relatively unspoilt nature or preserved authentic life. also include adventure tourism (trekking, horseback riding, camel tours, bike tours, etc.). However, ecotourism, although it has an adventure element, does not always imply pure adventures. Therefore, we distinguish "adventure tourism" in a separate category as more active and associated with overcoming various natural obstacles and even with a certain share of extreme sports. extremely diverse and represented by the mountain systems of the Tien Shan and Gissar-Alai, steppes, the Kyzylkum desert, tugai and juniper forests.

The purpose of such travels is to study the natural and cultural features. special attractions of inanimate nature, unique landscapes, geomorphological, hydrological and other objects (mountains and canyons, caves, lakes and rivers), exotic biocenoses (juniper or tugai forests, flowering spring desert, Ustyurt plateau, etc.), endemic flora and fauna. During ecotours in Uzbekistan, tourists also get acquainted with the culture, history, ethnographic features of regions inseparable from the natural environment.

The tourism process does not harm natural ecosystems. totals more than 600 species of vertebrates, of which 97 species of mammals, 424 species of birds, 58 species of reptiles. The flora of Uzbekistan is represented by more than 4,100 species of higher plants. Some rare animals can also be observed in the eco-center "Dzheyran", Zerafshansky, Nuratinsky, Amudarya, Surkhandarya reserves. Here, work is underway on the reproduction of rare animals: Severtsev rams, goat goats, gazelles (steppe antelopes), Przhevalsky horse, kulans, bustard-beauty.

It is economically beneficial for local residents to preserve nature and traditions. Careful attitude to forest vegetation, the preservation of biological diversity in the forest, the creation of artificial plantations carried out by people in different places of the globe are necessary conditions that ensure the conservation and restoration of highly productive biogeocenoses that regulate many natural processes in vast areas of the biosphere. However, forest destruction in many countries is still far ahead of restoration efforts. The conservation of ecosystems, currently carried out by humans, is aimed at protecting and restoring nature, maintaining the biological and structural diversity of the biosphere and improving the natural environment.

E.Yu. Ledovsky and co-authors (2002) note the following trends in the development of tourism, which contributed to the emergence and development of such areas of tourism activity as "ecological tourism":

1) Tourism has become a global phenomenon in the global economy. Its mass carries a significant potential threat to natural and socio-cultural complexes. At the same time, it became apparent that with a rational organization, tourism can provide real financial support for nature conservation and the preservation of unique natural complexes in their original form.

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2) It became apparent that the success of environmental activities is unthinkable on the basis of only prohibitive measures aimed, including, against the interests of the local population. Tourism, on the contrary, can create such conditions when concern for the conservation of natural territories and cultural heritage becomes economically beneficial for the local population.

3) There was a significant change in the priorities and aspirations of the tourists themselves. An increasing number of tourists from industrialized countries began to strive to visit territories with undisturbed nature. In contrast to the traditional beach-resort vacation, an interest in adventure, educational tours arose.

The proposed model allows you to determine the main content and organizational features of eco-tours, which will become the basis for their planning and management. For example, the organization of the first category of eco-tours (within the boundaries of the protected natural area - MET) requires the participation of qualified guides responsible for ensuring strict observance of the rules of behavior of tourists in the environment, providing tourists with relatively simple infrastructure for accommodation and maintenance. foreseen

It is also important to promote the international cooperation of tour operators, ecologists and geographers. Often, large national and international environmental and environmental unions and foundations direct their efforts and funds exclusively to strict conservation of wildlife, to protect flora and fauna, without paying due attention to such an important means of environmental education as ecotourism. Meanwhile, in the buffer zones of biosphere reserves, as well as in other territories where traditional, indigenous forms of nature management are carried out and should be preserved, it is quite natural that environmental and ecological-tourist programs and goals can be combined.

The main problems of ecotourism. Undeveloped tourist infrastructure in the regions. A small number of hotel facilities for tourist class accommodation with a modern level of comfort; Insufficient investment in the construction and reconstruction of tourist facilities. The low level of tourist service, the discrepancy between the quality of the rendered tourist services of their cost; The high cost of hotel accommodation, food, transport and other services offered to tourists, significantly exceeding the average European level.

Insufficiently high level of transport organization Insufficient state non-commercial advertising In some regions, the disappearance of traditional settlements and, as a result, the traditional way of life of indigenous peoples, their crafts and crafts. The inaccessibility and remote location of many protected areas from large centers and airports, the complexity and duration of the delivery of tourists to the territory, poor roads, the presence of seasonal difficulties with travel.

CONCLUSION

We believe that the development of ecotourism is the result of reforms carried out by our state in the development of domestic tourism. The main reason for the extreme demand in domestic tourism is financing by the state and trade unions.

Of course, amateur tourists and tourist athletes were not driven by environmental goals themselves, but many of them loved and cherished nature, although mass amateur and sports tourism often caused significant damage to ecosystems. In general, the nature of Uzbekistan

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presents great potential for the development of ecotourism: the diversity, uniqueness, attractiveness and vastness of the Uzbek landscapes, not yet covered by urbanization processes, intensive agricultural production, etc., are very large.

Overcoming these obstacles requires considerable time and great effort. One of the possible ways is the development of economic mechanisms to effectively include the environmental benefits of a tourism product in its value.

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MORPHOLOGICAL COMPOSITION OF BULL MEAT OF DIFFERENT GENOTYPES

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ABSTRACT

The article presents the data of experiments on the study of meat productivity, in particular the morphological composition, the location of muscular tissues along the anatomical parts of the carcass of black-motley bulls, Schwyz breeds and crossbreeds of the 1st and 2nd generations obtained from crossing black-motley cows with Holstein bulls. ***Summary****. The article presents the data of experiments on the study of meat productivity, in particular the morphological composition, the location of muscle tissue in the anatomical parts of the carcass of black – motley bulls, Schwyz breeds and crossbreeds of I and II generations obtained from crossing black-motley cows with Holstein bulls.*

KEYWORDS: *Meat, Control Slaughter, Bulls, Muscle Tissue, Anatomical Pieces, Bone, Tendons, Fatty Tissue, Obesity, Meat Output.*

INTRODUCTION

The relevance of the topic. Meat is an important source of proteins, fats and minerals that are essential to human life. Two-thirds of the total meat produced in the country comes from cattle breeding. Most of the cattle breed in our country are dairy and dairy-meat breeds, and their meat productivity is well assessed. The study of the meat productivity of these cattle breeds and the full use of their genetic potential to improve the quality of meat is important as part of a comprehensive research to meet the population's demand for food.

Muscle tissue consists of high-quality amino acids, arginine, lysine, methionine, tryptophan, cystine and others. The amount of protein is 15-25%.

The sweetness of the meat depends on the moisture content and the amount of fat produced by the muscles. Meat softness is determined by the number, distribution and properties of ligaments, the amount of fat accumulated in the muscle tissue.

Specific weight of fatty tissue in meat bags varies from 3 to 55% depending on the breed, nutritional status, age and sex. During mammary growth, the fatty tissue accumulates primarily in the internal organs, between the muscles, and then under the skin. The appearance of fats between muscles and fibers softens, softens, improves taste and nourishment, and improves quality. Poor accumulation can lead to a crunch of meat and loss of taste.

Materials and methods of research. The study was conducted on the cattle farm of the Juraniyoz Toshpulatov farm in Sherabad district of Surkhandarya region. In each of the groups on study of meat productivity of bulls of different genotypes, 5 bulls were isolated from each group. The first group consists of pure black-and-white bulls, the second group is the Swedish breed, the third group is the black-and-white and Holstein genotype bulls, and the fourth group is ¼ black-and-white. genotype bulls.

At the age of 18 and 21 months of age, a control study was conducted to assess the meat production and quality of meat of the heavily fattened bulls.

Results of the study. In determining the quality of meat, the weight of the bones in the meat substrate is taken into account. They range from 14-27%. Newborn calves have a 2: 1 ratio to the bone marrow and 4: 1 in large cattle. In other words, with the increase in age and obesity in cattle, bone weight in the meat decreases. Young animals are slaughtered intensively for 15 to 16 months of age, and meat is obtained in the optimal proportion of muscle and fatty tissue. With the increase in fat obesity, meat's calligraphy increases. The average fat weight per kg of meat is 1214 kcal, while the average weight gain is 2,856 kcal. When evaluating the chemical composition of meat, the ratio of protein to fat is 2: 1 or 1: 1. Biological quality (protein-quality index) is determined by the ratio of tryptophan to oxyproline. At a rate of 4,8-5,0 and above biological value of meat is excellent. The quality and nutritional value of sliced beef are evaluated by the ratio of the taste, bone and fibrous tissue in them. Depending on these indicators, meat patties are divided into three varieties and 12 pieces. Cattle slaughtered in high quality meat should be considered high fat (category 1).

When analyzing the morphological composition of the carcasses of the experimental group, it is important to determine their muscle tissue along the anatomical sections. With this in mind, the study of this indicator is presented in Table 1.

The analysis showed that there was an intergroup difference, regardless of the genetic origin and age of the animals, from the weight of the undeveloped hemisphere to the muscle tissue in different bones. At the same time, 43.1 - 48.1% of meat is in the bone marrow. Specifically, at the age of 18 months, the calves in the bone marrow of experimental group II were 48.1 kg, with their peer group I 2.1 kg ($P < 0.05$) or 4.6%; the group was 1.7 kg ($P < 0.05$) or 3.7%, and group IV was 1.6 kg ($P < 0.05$) or 3.4%. At 21 months, the prevalence of this indicator was highest in group III bulls and weighed 62.9 kg. In other words, they were 2.7 kg ($P < 0.05$) or 4.5%, 0.9 kg ($P > 0.05$), or 1, respectively, compared to their peers in experimental groups I, II, IV. 5% and 0.3 kg ($P > 0.05$) or over 0.5% stone.

Spinal cord muscle bulls in group II bulls had higher levels of control at 18 and 21 months of age compared to bulls of I, III, and IV groups, with a difference of 4.5 kg ($P < 0.05$) or 22, respectively. , 0 percent, 4.2 kg ($P < 0.05$) or 20.2 percent, 3.5 kg ($P < 0.01$) or 16.3 percent and

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0.9 kg (P <0.05), or 3.4%, 0.6 kg (P <0.05), or 1.6%. At 21 months of control, the spine muscles were the same (27.0 kg) in the II and IV groups.

The muscles that connect the body to the shoulder were weighed 25,6 kg at 18 months of control, group III bulls, and weighed 0.1 kg (P <0.05) or 0, respectively, compared to their calves I, II, and IV. , 4 percent, 2.5 kg (P <0.05) or 10.8 percent, 0.6 kg (P>0.05), or 2.4 percent. The prevalence at 21 months of control was in bulls of the IV group, weighing 37.6 kg.

According to this indicator, their calves of I, II and IV groups were equal to: 3.5 kg (P <0.01) or 10.3%, 2.6 kg (P <0.01), or 7.4%. percent and 1.1 kg (P <0.05), or 3.0%.

The bulk of the crushed meat is 55.9 and 52.8, respectively; 54.9 and 54.6; 57.0 and 59.8; 56.0 and 51.9% were found in flat bones.

TABLE 1THE LOCATION OF THE MUSCULAR TISSUES OF THE CALF MUSCLE IN THE ANATOMICAL SECTIONS (N = 3)

Indicators	Groups							
	I		II		III		IV	
	The age at which the test was administered is in months							
	18	21	18	21	18	21	18	21
Muscle tissue of half a pound of meat, kg	104,3	127,6	111,6	136,6	108,0	136,2	105,8	130,2
Output,%	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Bone muscle, kg	46,0	60,2	48,1	62,0	46,4	62,9	46,5	62,6
Output,% including:	44,1	47,2	43,1	45,4	43,0	46,2	44,0	48,1
Backbone muscle, kg	20,5	26,1	25,0	27,0	20,8	26,4	21,5	27,0
Output,%	44,6	43,4	52,0	43,5	44,8	42,0	46,2	39,9
Muscle that connects the body with the shoulders, kg	25,5	34,1	23,1	35,0	25,6	36,5	25,0	37,6
Output,%	55,4	56,6	48,0	56,5	55,2	58,0	53,8	60,1
Flat bones muscle, kg	58,3	67,4	63,5	74,6	61,6	73,3	59,3	67,6
Output,% including:	55,9	52,8	56,9	54,6	57,0	53,8	56,0	51,9
Chest muscle, kg	13,2	14,6	15,1	18,0	14,0	18,8	15,0	16,4
Output,%	22,6	21,7	23,8	24,0	22,7	25,6	25,3	24,3
Pelvic muscles, kg	45,1	52,8	48,4	56,6	47,6	54,5	44,3	51,2
Output,%	77,4	78,3	76,2	76,0	77,3	74,4	74,7	75,7

Significant intergroup differences were also found in this indicator. For example, bulls of Group II at 18 and 21 months of age by weight of the flat bone muscle, respectively, were obtained from bulls of I, III, and IV groups: 5.2 kg (P <0.01) or 8.9% and 11.1 kg (P <0.001) or 16.5 percent, 1.9 kg (P <0.01) or 3.1 percent, and 1.3 kg (P <0.05) or 1.8 percent, 4 , 2 kg (P <0.01) or 7.1% and 7.0 kg (P <0.01) or 10.4%, respectively. The mean bone mass range from 21.7 to 25.6% was the chest muscles. Inter-group differences in this indicator also varied. For example, calves of Group II bulls at 15 months were 15.1 kg, with their peers I, III and IV group: 1.9 kg (P <0.05) or 14.4%, 1.1 kg, respectively. (P <0.05) or 7.9% and 0.1 kg (P>0.05) or 0.7%, respectively.

At the age of 21 months, the priority was on bulls of the III group, and their chest muscles weighed 18.8 kg. The bulls of the I, II, and IV groups by this indicator are 14.2 kg (P <0.01) or 28.7%, 08 kg (P <0.05), or 4.4% and 2.4 kg, respectively. (P <0.01) or 14.6%.

It is worth noting that bulls of the II group showed a positive result in both control arms by muscle weight. Specifically, their peers by weight of the muscles of the pelvis are larger than those of the I, II, and IV groups: 3.3 kg (P <0.01) or 7.3% and 3.8 kg (P <0.01), respectively. or 7.2 percent, 0.8 kg (P> 0.05) or 1.7 percent, and 2.1 kg (P <0.05), or 3.9 percent, 4.1 kg (P <0.01)) or 9.3% and 5.4 kg (P <0.01) or 10.5% higher.

CONCLUSION

Thus, a significant intergroup difference was found between the morphological composition of bull meat in the experimental group and the anatomical portions of the muscular tissues, with the main indicators being positive for the other genotype bulls such as the Swedish bulls and the black-and-white Holstein hybrid.

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INTERNATIONAL STANDARDS OF FINANCIAL REPORTING AND AUDIT: ANALYSIS OF POSITIVE RESULTS AND PROBLEMS OF INTRODUCTION

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ABSTRACT

In our country, as in all areas, a number of reforms were required in the field of auditing. Because it is through this industry that we can learn how the private sector works. At the same time, the role of auditing is invaluable, both in the development of manufacturing companies in the world at the brand level, or in cooperation with foreign companies. This article provides a comprehensive analysis of the positive aspects of bringing international financial reporting and auditing standards into line with our national standards, as well as the key challenges that need to be addressed. Detailed information on International Standards on Auditing is also provided. In the end, based on the analysis and research, suggestions and conclusions on the topic were developed.

KEYWORDS: *International Auditing Standards, Financial Reporting, Transparency, Professional Services, Private Sector, National Standards*

INTRODUCTION

It is known that in the context of stabilizing the economy, entering global integration and deepening reforms aimed at strengthening the foundations of a market economy in our country, the role of the audit system, as well as other systems in ensuring the stability of the banking and financial system. The role of modern independent audit is invaluable in assessing the performance of independent businesses on the basis of efficiency, impartiality and fairness, providing sound conclusions and explanations on problematic issues related to the management and financial performance of enterprises. This will not only lead to the development of the private sector of the national economy, but also play an important role in supporting and strengthening private entrepreneurship and financial relations. Admittedly, since independence, the regulatory and methodological framework for auditing has been formed in our country, and this system has been the main focus of any sector, whether public or private. Given the important role of auditing in the national economy, the current issues are to get closer to the world community, to further develop cooperation with foreign companies, as well as to introduce international financial reporting and auditing standards. In this regard, in the "Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021" approved by the decree of the President, the creation of a favorable business and investment climate in the country, the development of cooperation with leading international and foreign financial institutions It was also noted that it is necessary to gradually introduce international standards of financial reporting and auditing, as well as to bring accounting into line with international standards.

MAIN PART

So what are the International Standards on Auditing? What are the differences from our national standards? It is natural that questions arise as to whether there are positive aspects and shortcomings in the implementation of the International Standards on Auditing. Turning to the answers one by one, International Standards on Auditing are international professional standards used to conduct auditing activities. That is, International Standards on Auditing (hereinafter referred to as IAS) refer to professional standards related to the responsibilities of an independent auditor in conducting financial audits of financial information. These standards are issued by the International Federation of Accountants (hereinafter referred to as the IFRS) through the International Standards on Auditing and Trust Standards (hereinafter referred to as the IASB). The IAS includes not only the requirements and objectives, but also the manual and other explanatory material. They must be aware of the objectives and use the requirements correctly. International auditing standards are slightly different from our national standards, of course. The following are the main standards developed by the International Standards on Auditing:

Responsibilities
Audit planning
Internal control
Audit evidence
Use the work of other professionals
Audit conclusions and auditor's report
Specialized areas
IAS structure

Also, each standard is divided into separate sections, which are structured as follows:

Introduction. Introductory materials may include the purpose, scope, and subject of the ISA, as well as the responsibilities of the auditor and others in the context in which the ISA is established.

Goals. Each International Standards on Auditing contain specific information about the auditor's objectives in the area of audit set out in this International Standard.

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Definitions. To better understand this standard, the relevant terms are separated in each IAS.

Requirements. Each goal is developed based on clearly defined requirements. Requirements are always expressed by the term "auditor".

Application and other explanatory materials. The appendix and other explanatory materials provide a clearer explanation of what the requirement means or what it is intended to cover, or provide examples of procedures that may be appropriate in certain circumstances.

The purpose of the International Standards on Auditing. The purpose of the International Standards on Auditing is divided into two parts: the first is to compare national accounting and auditing standards with international standards, to determine the extent to which current auditing and accounting standards are met, and to analyze the strengths and weaknesses of the institutional system. and the second is to assist the country in developing and implementing a country plan to increase institutional capacity to strengthen the corporate financial reporting system. Accordingly, the list of International Standards on Auditing is as follows:

IAS – 200	**The general objectives of the independent auditor and the conduct of the audit in accordance with international auditing standards.**
IAS - 210	Agree with the terms of audit contracts
IAS – 220	Quality control for the audit of financial statements
IAS – 230	Audit documents
IAS – 240	Obligations of the auditor related to fraud in the auditor of financial statements
IAS – 250	Review laws and regulations in the audit of financial statements
IAS – 260	Communication with those who believe in public administration
IAS – 265	Communicate shortcomings in internal control to those responsible for managing and managing them
IAS – 300	Financial statement audit planning
IAS – 315,	Identify and assess the risk of serious damage by understanding the facility and its environment
IAS – 320	Significance in planning and conducting an audit
IAS – 330	The auditor's response to the assessed risks
IAS – 402	Appropriate audit feedback provided to the entity using the service organization
IAS – 450	Evaluate errors identified during the audit
IAS – 500	Audit evidence
IAS – 501	Evidence-based considerations for selected items
IAS – 505	External confirmation
IAS – 510	Initial audit liabilities are the initial balance sheet
IAS – 520	Analytical processes
IAS – 530	Audit sample
IAS – 540,	Audit account information, including fair value accounts and related information
IAS – 550	Related parties
IAS – 560	Final results
IAS – 570	Tracking

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IAS – 580	Written representations
IAS – 600	600 ISA, Special Reviews - Review of the group's financial statements (including the work of structural auditors)
IAS – 610	use of internal auditors
IAS – 620	use of an audit expert
IAS – 700	formulation of opinion and report on financial reporting
IAS – 705	Changes to opinion in an independent audit report
IAS – 706	Highlight important and other points in the independent auditor's report
IAS – 710	Comparative data - correlation of numbers and comparative financial statements
IAS – 720	Obligations of the auditor in relation to other information in the documents containing the audited financial statements
IAS – 800	Special Reviews - Audits of financial statements prepared for specific purposes
IAS – 805	Special considerations are a single financial statement and an audit of individual elements, accounts, or elements of financial statements
IAS – 810	Agreements on financial statements on reporting
	• International Standard for Quality Management (ISQC) 1, contracts for quality control and other reliability and related services of firms that review and review financial statements.

Now that we have a brief overview of the International Standards on Auditing, what are the benefits of implementing it? The same thing applies with urgency. It is no secret that the field of accounting and auditing are closely linked. Maintaining accounting on the basis of international financial reporting standards or using international auditing standards in the audit system, first of all, ensures the transparency of the fact that the information contained in them is real. In turn, the transparency and objectivity of the data. will be a bridge for investors and banks to invest in the development of the enterprise. Second, international means a language that can be understood by more than one country, not just one country. This will help to attract foreign direct investment throughout the country and thereby expand the scale of production in the private sector, modernize, create new jobs, as well as increase the share of taxes in the state budget, economic growth. ‘contributes greatly to the stability of the tumor. However, it should be borne in mind that international standards cannot be applied blindly in practice. There are certainly problems in the implementation that are incompatible with practice. Also, can people with an international audit certificate audit companies? In general, such questions can be asked over and over again.

In this regard, on September 19, 2018, the Presidential Decree "On measures to further develop auditing in the Republic of Uzbekistan" was adopted, according to which a number of benefits were provided to audit organizations from January 1, 2019. It is noteworthy that under this decision, at least one auditor must have an international audit certificate from an audit firm. That may be the answer to the above question. It should be noted that from January 1, 2020, audit organizations in our country conduct auditing activities in accordance with international auditing standards published by the International Federation of Accountants (IFAC). In addition, work is underway on national legislation to apply international financial reporting standards. True, there

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are problems. But there are mistakes and shortcomings. Drawing the right conclusions from these mistakes will pave the way for future growth.

CONCLUSION

In short, integration, which is considered to be the need of the hour, cannot leave any country helpless. Therefore, it is important that there is a language between countries that can understand each other. If we compare international auditing and accounting standards in the same language, we think it would be appropriate. In this regard, we can say that the adoption of relevant laws, state programs, presidential decrees and resolutions in our country serves as a program for these areas. However, it should be borne in mind that in order to fully transition to international standards, we believe that we need to perform the following tasks.

- First of all, an in-depth analysis of the content and essence of these standards in the full implementation of international financial reporting and auditing standards;
- Acquire the knowledge to apply their methodological aspects in practice;
- Complete formation of the regulatory framework for accounting and auditing, taking into account the best international practices;
- Bringing our national standards in line with international standards as much as possible, or automating the transformation process;
- Translating necessary literature in foreign languages into Uzbek or sending researchers to foreign countries to exchange and gain experience and knowledge in this field;

Prepare a separate textbook on international auditing standards, the inclusion of students in the field of accounting, economics, taxation in higher education, etc. This will increase the interest of students in the field of auditing.

In general, an audit should be able to benefit not only the name of the activity, but also the country, the manufacturer and, of course, the consumer. Also, if we want to make a name for ourselves in the world, if we want to be among the developed countries, we must work on the mistakes and shortcomings and start developing not only this sector, but also other economic and social spheres.

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WAYS AND MEANS OF DEVELOPING FINANCIAL MARKETS TODAY

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ABSTRACT

In our country, as in all areas, a number of reforms were required in the field of auditing. Beca The importance of conducting an in-depth analysis of the regulation of financial markets is due to the recent global financial crisis. At the same time the development of financial markets in Uzbekistan requires the formation of national regulatory models. Study is dedicated to development trends of international financial markets using the method of documentary analysis.

KEYWORDS: *Finance, Markets, Stock Exchange, Regulation, Investor, Systemic Risk.*

INTRODUCTION

Accelerated development of financial markets in Uzbekistan at a time when reforms are underway the issues of regulating relations between its participants are emerging as an important direction. Therefore, the historical data studied in the formation of the national system of regulation of financial markets and its is important to identify goals in ensuring development.

It is clear that modern regulatory theories in force today are largely based on self-governing organizations and have been formed as a result of competition to attract issuers and investors at the international level [6]. From the earliest stages of the formation of financial markets, these goals almost unchanged and officially reflected in the documents of international organizations (primarily the "Goals and Principles of Regulation of Financial Markets" International Securities Market Regulatory Authority - IOSCO) [12].

Thus, the regulation of financial markets the main objectives of the tax are: to protect investors and ensure the transparency, fairness and efficiency of financial markets. With the development of financial markets, the number of professional market participants and market intermediaries with the increase and the rapprochement between them, a new goal has been added to the above two goals - the reduction of systemic risks [10].

With the intensification of globalization and the need to further improve regulatory issues in order to effectively manage risks in international markets and protect the interests of participants, there is a growing demand. This research was conducted on the basis of scientific research conducted by leading scientists and experts on the regulation of financial markets.

The international evolution of regulation organized financial markets originally originated in the developed countries of Europe. According to written records, the Amsterdam Stock Exchange, the oldest stock exchange in the world, was established in 1602, while in practice the London Stock Exchange was established in 1570.

This stock exchange, unlike the continental European stock exchanges, operatesdecentralized, i.e. implemented as part of the private sector [8]. In general, this situation has had a positive impact on financial markets and contributed to their development. Moreover, due to the lack of an independent regulator in the country, the only mechanism for managing the U.S. stock market is through absolute self-regulation carried out [4]. A study of the New York Stock Exchange in its early years reveals that the British Stock Exchange, which has large capital, is relatively liquid and has a privileged position over the American market clearly visible.

However, in the early years, the activity of retail investors in both markets was difficult and it was not institutionally secure. Realizing this shortcoming, Americans are reluctant to invest in order to attract more capitaland to form mechanisms for their involvement. To this end, high standards have been set for the placement and circulation of new securities in the markets, as well as requirements for stockbrokers and issuershardened.

MAIN PART

At a time of these institutional changes in U.S. financial markets, the London Stock Exchange was still giving more preferences to large capital investors than to minority shareholders. Londonthe stock market did not pay enough attention to investor protection and market efficiency at that time [8]. Due to the New York Stock Exchange's policy toward retail investors, the financial market grew at a very rapid rate, resulting in the U.S. capital emperor or borrowerthe country, while the United Kingdom, became a major exporter and creditor of capital.

Since then, America has maintained its retail investor support policy and as a result over the past centuries it has maintained its leadership in market development and efficiency (today, the total U.S. capitalization rate is 30% of the world market.

Such an incentive encouraged them to adopt the most advanced practices of stock exchange regulation [11]. Such interest of participants in the application of regulationin all areas, covering the primary issue of securities, corporate governance and the activities of participants in the exchange [7].

Studies show that stock exchanges are regulated as follows andcontrolled:

- Ensuring the reliability of participants in front of investors by examining several aspects of traders on exchange sites by exchange participants (brokers and financial intermediaries) and then allowing them to trade;

- The quality of services provided is ensured by determining the order of implementation of current operations;

-Brokerage firms and their employees have capital requirements;

-Corporate governance standards have been introduced for issuers to protect investors from corporate irregularities and illegal activities (market manipulation, or trading through insider data);

- Requirements for disclosure of the following information on the current activities of issuers: the volume of current investments, the volume of debt obligations and business development plans;

- The value required to make the investmentthe obligation to disclose complete information on the handling and placement of securities.Studies have also shown that exchanges have tried to control the extent to which all its participants comply with trading rules by standardizing trading contracts [6].

A responsible approach to the comprehensive regulation of markets allows investors to pay for securities listed on the stock exchange and theirissuers have also reported that financial intermediaries are trustworthy. It can be seen that the costs of market regulation by exchange participants are justified by the increase in market liquidity [9]. Thus, in the early years of the formation of markets in the United States, regulation was carried out by the participants themselvesincreased, it had a market character.

From this point of view, it is also important to study the French experience of regulation, which is the opposite of the regulation of these markets, in the form of a state monopoly. This is because regulatory decisions regarding the conduct of trade transactions are made by the government, or under its strict controland it can be observed that this experiment severely hampered the future development of the market [8].

Self-regulatory exchanges also adopted various additional mechanisms to comply with established procedures. However, these mechanisms are twofoldBecause they were based on contracts, their capabilities were limited. This type of self-regulatory frontier emerged in the early years of market activity and still exists.

By the time of the Great Depression, the self-regulation of markets had failed to meet the challenges it posed. With the slowdown in the growth of market size and liquidity under the influence of institutional changes, the incentives that worked in the early years of capital accumulation are now gaining momentumlost.

Thus, by the 1930s, the national system of self-regulation had been reorganized into a special state agency for the regulation of financial markets [15].

It should be noted that in implementing these reforms, the newly formed agency took all the existing standards and rules of the New York Stock Exchange as a basis for its activities [10] and thus proved once again the importance of the rules established through self-regulation.

After,self-regulation in the U.S. is almost overwas not reformed.For example, self-regulatory divisions of stock exchanges as a result of reforms in the United Statesmerged to form a single national regulator [13], the London Stock Exchange lost its national authority for listing, the stock exchange regulator in Australia was separated as a separate company, continental European governments formerly owned exchangestook over some of the features that are available.

Thus, it can be concluded that self-regulation functioned as a low-cost and successful institutional solution during the emergence of markets. Participants regulate their powers to the maximum extentcan be traced to a number of sources [8]. However, with the evolution of financial markets and the development of the institutional system, self-government has been unable to fulfill its functions.

Now, there was a need for government structures of an institutional nature to regulate the development of markets. The results of scientific research show that the goals of regulation are interrelated: carried out to achieve a single goalthe positive outcome of the measures leads to the positive outcome of other goals as well [5]. For example, measures aimed at reducing irregularities in the market increase its efficiency and, at the same time, increase investor protection and reduce systemic risksreduces.

Research suggests that the United States, the world's largest financial market, years, the regulation was successfully carried out by the participants themselves. Continental Europe, in particular, has a state monopoly on the regulation of financial markets in France. It can be observed that the strict measures organized and applied in the form of have seriously hindered the further development of the market. In all the countries studied, by the time of the Great Depression, the self-regulation of markets had achieved its goaldid not receive. For this reason, the national system of self-regulation has been reorganized into a special state agency for the regulation of financial markets.

CONCLUSION

The commercialization of exchanges and the conflict of interests associated with it have seriously affected the system of regulation of financial markets in developed countries. Self-regulation of stock exchanges in all developed countries

regulatory divisions are separated from practice divisions, and their powers are reduced or delegated to public authorities. Thus, it can be concluded that self-regulation is low-cost and successful at the stage of market emergence.

Although it has acted as an institutional solution, factors such as conflicts of interest and globalization have made it difficult for the state to address this issue. required intervention.

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"A STUDY ON WOMEN'S BUYING BEHAVIOR WITH REFERENCE TO BRANDED RETAIL APPARELS IN BENGALURU."

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ABSTRACT

A brand possesses different meaning for different people; for some it means merely a logo, symbol or a name while for others it might mean a guarantee, a promise, identification or reputation. The process of branding involves stamping the products offered by a marketer with a distinguishing mark or name. This helps in creating an individuality of the product offered and distinguishing identification from its rivals in the market. The apparel industry stands at second position after Information Technology (IT) industry in India. One's way of dressing reflects his/her lifestyles and shows their standard of living and economic status. Today, customers all over the world prefer to use branded products. The objective of this research is to measure the factors which affect the decisions of women while purchasing branded apparels. A survey was conducted to achieve this and empirical findings were calculated. The study is aimed at examining the effect of brands on a consumer's buying decision with special reference to women shoppers.

KEYWORDS *Conducted, Empirical Findings, Distinguishing*

INTRODUCTION

In modern era, apparel is considered as one of the basic necessity of human civilization along with food, water and shelter. One's way of dressing reflects his/her lifestyles and shows their standard of living and economic status. The apparel industry stands at second position after Information Technology (IT) industry in India. Present scenario of Indian market forecasts apparel and retail industry as fast moving industry, as it contributes 26% of total exports of the subcontinent. The most compulsive feature of this industry is that it migrates from high cost nation to low cost nation for better quality in same pricing. There is a parallel model which is followed by this industry, i.e. the growth in related industry leads to success in apparel industry. India has entered a new phase of growth where it is accessing the massive demand of its own country which is primarily due to rise in standard of living.

The rise in income of an individual impacts the standard of living of a family. When the buying decision comes to a family, women are the most influential in any decision making. No doubt that when it comes to individual decision making women are the sole decision makers. Women's buying behaviour is spiral in nature which makes them to take longer time in buying a product in comparison to men. This paper explores the buying behaviour of women. It is a fact that women are the strongest and most powerful buyers; they constitute 80% of buying (including households) in comparison to men. This behaviour of women can no longer be neglected. Most of the marketers know that 'women are different, but we actually need a deep rooted understanding of how and why they are different. It is also important to know the various roles of women and how it affects buying of a brand. Women's pattern of thinking varies from men; there are biological, neurological and behavioural differences in them. For example, men have more brain cell and women have more fibre connections between the cells. Hence a woman's brain would tap all her senses and connect and share information at more levels than a man's.

Branded retail stores have recently picked up the market. Brands like Zara, H&M, Forever 21 etc. have made deep inroads into Indian markets for women apparel. The quality, size, fitting are few predominant factors which impacts the buying behaviour of a women. Indigenous brands like W, pantaloons, BIBA etc. have failed in the same. It is very crucial for Indian brands to understand the buying pattern of women in apparel sector as women tend to purchase apparels based on every situation or an event, and the fittings vary based on the situation or an event in which they are going to use.

REVIEW OF LITERATURE:

1. Bhuvan Lamba "Influence of Brands on Consumer's Buying Behaviour". This study was done to examine the influence of brands on a consumer's purchasing behaviour. It helped in understanding the key factors of branded merchandise which decides a consumer's level of involvement in these trendy products. The paper puts emphasis on consumer's buying behaviour in an Indian environment and extends the understanding of brand factors that have high influence on consumer's involvement while making a purchase. It has also looked into the aspects which make a brand strong. The paper took age and gender as factors influencing purchase of branded apparels. It was found that branded products were preferred for reasons like good quality, packaging, peer recommendations etc. . Both male and female preferred branded products in categories like apparels, consumer goods, cosmetics and so on. These brand preferences gave them benefits like easy replacement, good quality, status symbol, perks of guarantee/warranty, easy availability and easy complaint against frauds. If given proper attention, these factors can become strength of a company in its future.

[Source: https://www.abhinavjournal.com/images/Commerce_&_Management/Nov13/4.pdf]

2. Namita Rajput, Subodh Kesharwani, Akansha Khanna (April,2012) "Consumers' Attitude towards Branded Apparel: Gender Perspective." This paper took gender perspective as the base of conducting its study. The objective is to measure the factors that affects purchasing decision. A sample of Indian consumers were taken to analyse the relationship between consumer's style of decision making and their choice of domestic or imported branded clothing. Around 320 participants from Delhi and the NCR region were surveyed and chi square tests were done to find empirical results. The objective was to investigate the importance of consumer's demographic profile which would affect the purchase decisions of branded apparels. Consumer awareness about the various apparel brands available in the Indian market was also observed from a gender

perspective. The study also tried to find if there were a significant difference between the total expenditure done by males and females on branded apparels. However, results elucidated that there was no such differences found in shopping frequency, expenditure and brand awareness between females and males.

[Source: http://www.ccsenet.org/journal/index.php/ijms/article/viewFile/14722/10867]

3. Neyati Ahuja (February,2015) "Effect of Branding on Consumer Buying Behaviour: A study in relation to Fashion industry." The aim of this paper is to analyse the impact of brand on consumer purchasing behaviour. The purpose is also to have an in-depth knowledge of consumer behaviour and branding. It was observed that consumers all over the world prefer branded products these days. A questionnaire was made to conduct a survey on the effects of brand on consumer's buying behaviour. The results showed that the degree of brand consciousness decreases in higher age groups. Attributes that got major importance from the customers were brand and price. It was also found that 80% believed that fashion industry brands have become a symbol for status.

[Source: http://raijmr.com/wp-content/uploads/2015/04/7_32-37-Neyati-Ahuja.pdf]

4. Sonika Mishra, Dr Archana Agarwal (2017) "A comparative study on buying behaviour of customers towards branded apparel over non-branded apparel with special reference to Raipur city." This research was conducted to find out the reasons of preference for branded apparels over non-branded apparels in the city of Raipur. Markets in this city have been quite popular in fashion. The purpose is to study factors like gender, peer recommendations/influence, monthly income etc. which affect the consumer behaviour for apparels. For this, a survey was conducted in the city of Raipur; it showed that consumers mostly preferred shopping mostly either with family members or with their friends. Their purchasing decision is influenced by the choices and recommendations of their friends, family members, magazines etc. . The important criteria which influences a consumer's purchasing decision of branded apparel over non-branded ones are comfort, brand and quality.

[Source: http://www.ijsrm.in/v5-i6/53%20ijsrm.pdf]

5. D Srinivas (January, 2013) "A study of consumer perception of youth towards branded fashion apparels in Hyderabad city." This paper helps to understand the following:

- what consumers want from a brand
- what factors influence them to purchase certain branded apparel
- why do they switch to other brands

Analysis of the above can help companies formulate strategies as per their customer needs and deliver products which satisfy these customers' demands. This will prove to be profitable for the company. An investigation was made among the consumers of Hyderabad to examine the relationship between decision making styles of consumers and their choices of branded and non-branded apparels. Apart from consumer attributes like brand consciousness, apparel involvement etc., personal characteristics were investigated separately.

[Source: https://www.ijmrbs.com/ijmrbsadmin/upload/IJMRBS_58fda00ac60b0.pdf]

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Statement of Problem:

The most crucial part of any research is to fill certain gaps; these gaps are crucial for retailers to know their customers. As the market is in a competitive phase, customer's demand is also increasing with the same rate. This paper aims to investigate factors which affect women's buying behaviour. It compares between branded and unbranded products and its buying behavioural differences. It also aims to take in external factors like cultural factors such as, involvement of media, reference group influences, self - esteem, and social class. It will also evaluate the demographic factors such as income and age. The research takes a holistic view on: does culture impact the buying nature of a woman, does the income of a working woman vs. a homemaker who survives on family income impacts her buying behaviour, does age play a role in choosing particular apparel.

Objectives of the Study:

The objectives of this research are:

- To study the impact of branded apparels on women's purchasing decision.
- To analyse the brand preference of women while buying branded retail apparels.
- To examine the factors affecting the buying behaviour of women while purchasing branded apparels.

Research Gap/ Need of the study:

- To know the preference of women with reference to branded and unbranded apparel.
- There is no research in women's apparel with reference to Bangalore city.
- To study women buying behavior in a metropolitan city.
- To analyze the need and factors that influences women shopper and how can it be overcome.
- To understand the necessities of purchase influencer and how to attract them
- To analyze the variables affecting brand awareness.

Limitations of the study:

- Due to restricted sample size it might not be enough to generalise the study results.
- This research may have limitations with reference to data collection, sampling and generalisation of findings.
- Responses may not reveal the actual picture for certain questions.
- Constraint of time: The research could not be observed and analysed for seasonal buying's.
- Research was restricted to Bangalore and with a confined sample size of 50 respondents.
- The results and findings of the study might differ from city to city.

RESEARCH METHODOLOGY:

This survey investigates the brand awareness and attitude of the customer towards his/her selection of branded apparel. A combination of both open-ended and close-ended questions was asked to fulfil the objectives of the research. Further, to examine consumer perception of various

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branded apparel, a rating scale was incorporated wherein the consumers were required to rate the listed brands on the factors which influence the buying of a particular brand.

The research is divided into two parts-

Primary data-The research is employed by using self-administered questionnaires. Questionnaire was circulated among women situated in Bangalore. The research aims to focus on primary data, though it has taken references from various renowned authors in this field. Primary data is also collected in forms of interview with women buyers and inputs by industry experts. The measurement technique, 5-point Likert scale questions were also asked which ranges from 1 to 5 where,

1= Strongly Disagree

2= Agree

3= Neutral

4= Disagree

5= Strongly Disagree

A combination of both close-ended and open-ended questions were asked in order to analyze the predetermined objectives. The sample chosen was confined to women sector for collecting responses.

Secondary data - The paper has also taken valuable inputs from other articles, journals and research papers. Existing literatures have been reviewed to find the gap of the study. The conclusion is also inferred from the empirical results found from the survey.

Data Analysis and Interpretation

This study was done by using a self-administered questionnaire. The prime reason to use this tool for research is

a) It isn't time consuming
b) It is cost effective
c) No influence by the researcher

The questionnaire was circulated to women aged from 20 years and above in the city of Bengaluru specifically so that researcher could analyse the buying behaviour in a metropolitan city. The survey forms were distributed to 52 women across the city of Bengaluru. The research was based on following occupation of women:

a) Home maker
b) Working
c) Self-employed
d) Student
e) Retired

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It also included questions like their preference in branded goods and the factors influencing there buying.

Frequency test:

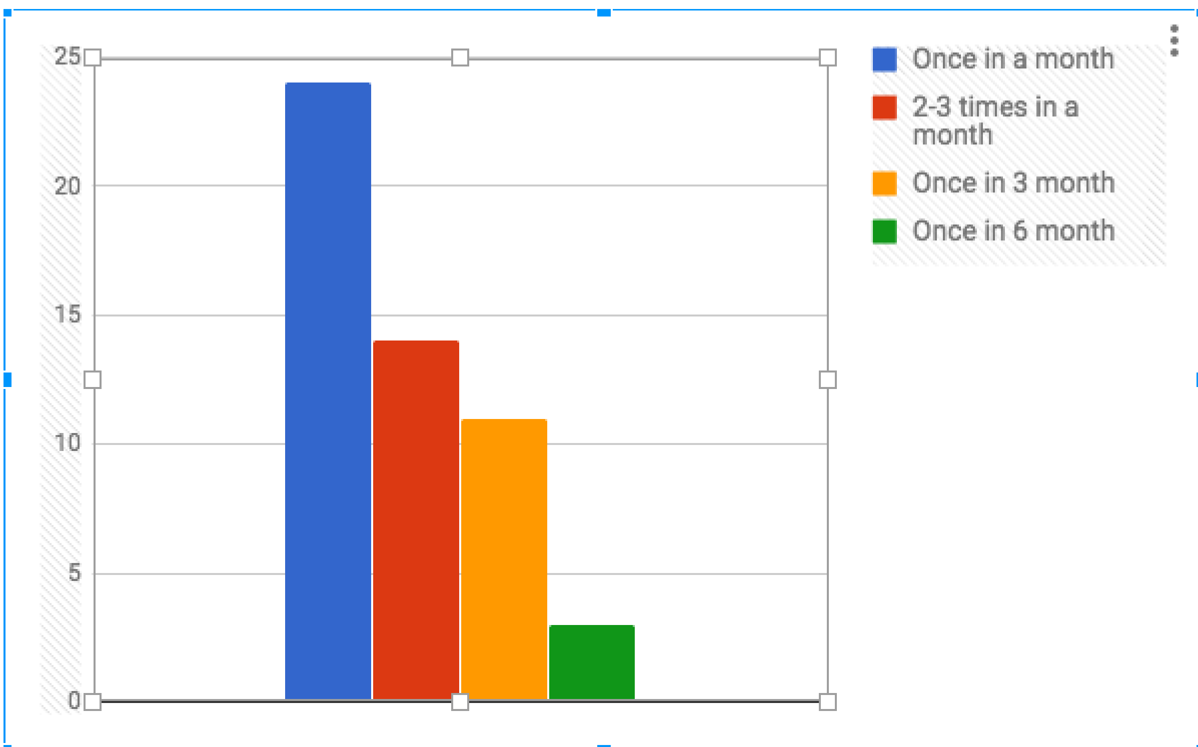
The researcher asks "How often do you shop for apparels & other fashion accessories?". This particular question helps us to understand the frequency of purchase by women and the scope of the apparel industry in the city of Bengaluru. The frequency analysis is as follow:

Particular	Frequency
Once in a month	24
Once in 3 month	11
2-3 times in a month	14
Once in 6 month	3
Total	52

Based on the above analysis we can get an idea about how a woman buys and her average buying pattern of apparels.

Interpretation of women's buying:The researcher has inferred that 44.2% (24) of the respondents buy at least once in a month, whereas 26.9% (14) of women at least buy 2-3 times a month and 21.2% (11) women answered that they buy once in 3 months.

This indicates that women are very frequent buyers of apparels.



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Factor Analysis

It is a process where the values are observed carefully and the data collected is presented as a function of possible causes in order to recognize the dominant factors.

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand	14	22	11	1	4
Fashion	15	18	14	3	2
Price	9	22	15	2	4
Availability	12	20	15	1	4
Cloth	27	11	11	0	3
Color	14	22	10	3	3
Average Total	16	19	12	2	3

42% of the respondents agree that brand is an important consideration while buying a product whereas 1.9% disagree with the consideration of brand.34% of the respondents state that fashion is an important factor and 5.7% disagree with this.42.3% agree on considering the price as important and 3.8 % disagree with it. 38% agree that product availability is important and 1.9% disagree about the availability of a product is not so important.21.1% agree that type of cloth used in a product ex-chiffon, cotton, silk etc. is important for an apparel. Color is most sensitive and an important factor while considering to buy apparels; 42.30% agree to this and only 3.8% disagree about the cloth type, i.e., quality while purchasing.

The above data interprets that 16respondents strongly agree with all the factors whereas 19 agree that they consider the factors but aren’t so rigid about it. 12 people are neutral which means they have no consideration and are dependent on what product they are going to buy.2 respondents disagree on this and 3 respondents strongly disagree that they don’t consider this factors important at all.

Pie Chart Analysis:

Purchase influencer is defined as “People, object or anything which influences a consumers buying decision.” The Purchase influencer in apparel industry with reference to women showcases that 40.4% is influenced by self, which means women tend to buy apparel based on its own decision and without getting influenced by other factors. 25 % of women are influenced by Friends/Peers. Author was surprised by seeing family as 17.3% only in influencing the decision in apparel sector. It was followed by advertisement at 11.5% and 5.8 % by celebrities whom they admire.

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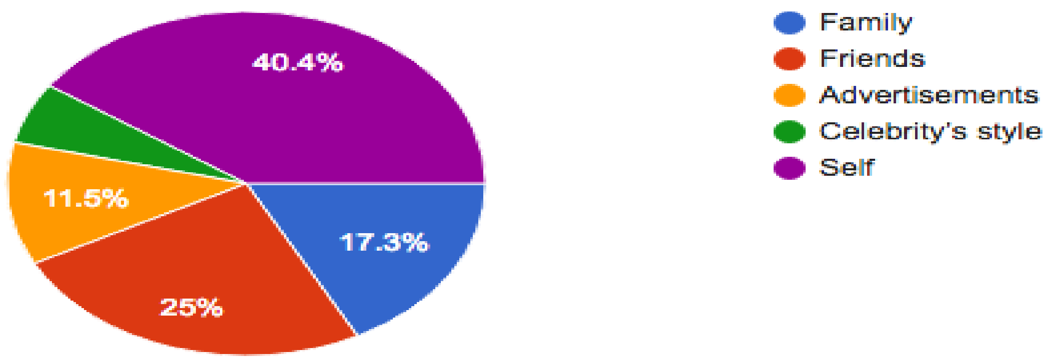
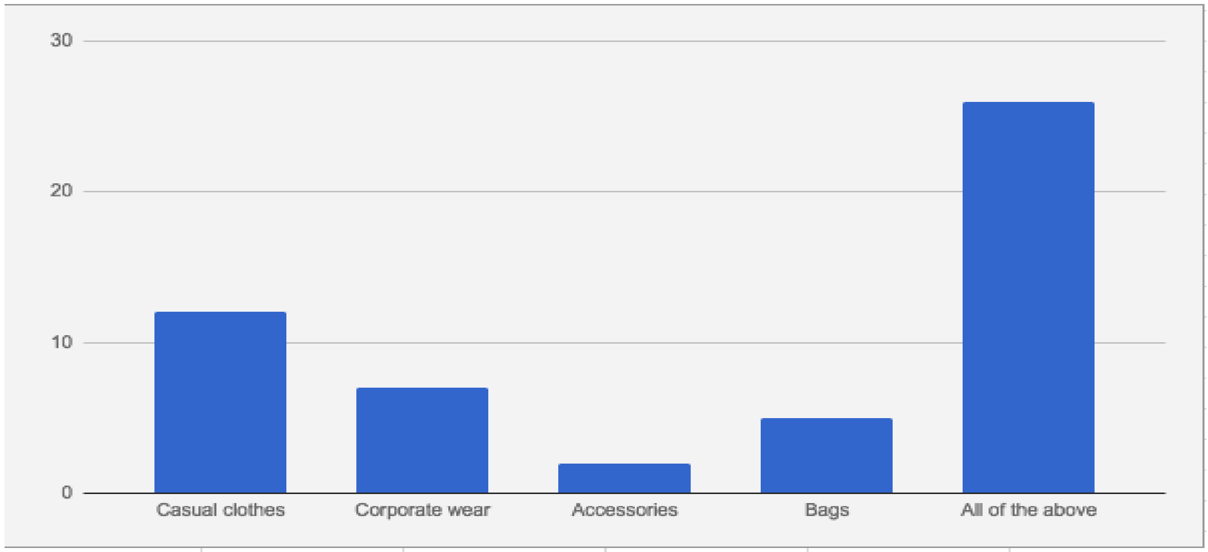


Bar graph

Bar Graph is a diagrammatical representation of data, where the data is stacked in form of rectangular bars with heights proportional to values. The researcher wanted to know in which industry women prefer branded merchandise and where she is ready to compromise on. The researcher used 5 categories to recognize the same.

The research forecasts that 50% of women feel that branded products are necessary in all the industries whereas 23.1% of the women respondents feel that branded products are necessary in casual clothing as it is for daily purpose or gatherings where they interact with the society. 13.5% of women feel that the need of branded merchandise is also there in corporate or formal clothing as it represents their brand status (The data on brand symbol is explained further in research). Bags being used for longer period and a single product which is not changed very frequently is just 9.6% of total branded products required. Accessories are not always branded is what a women states in an interview – based on which we can actually see that only 3.8% of the respondents required branded accessories.



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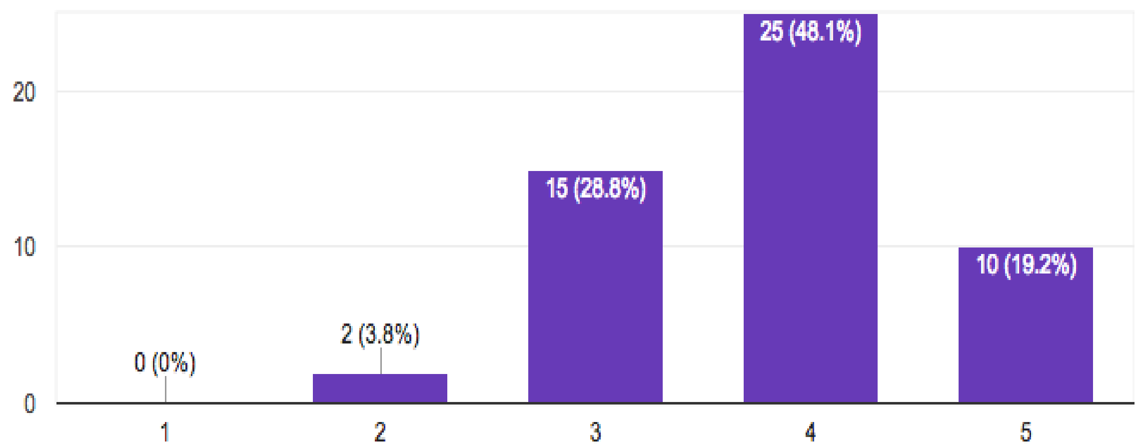
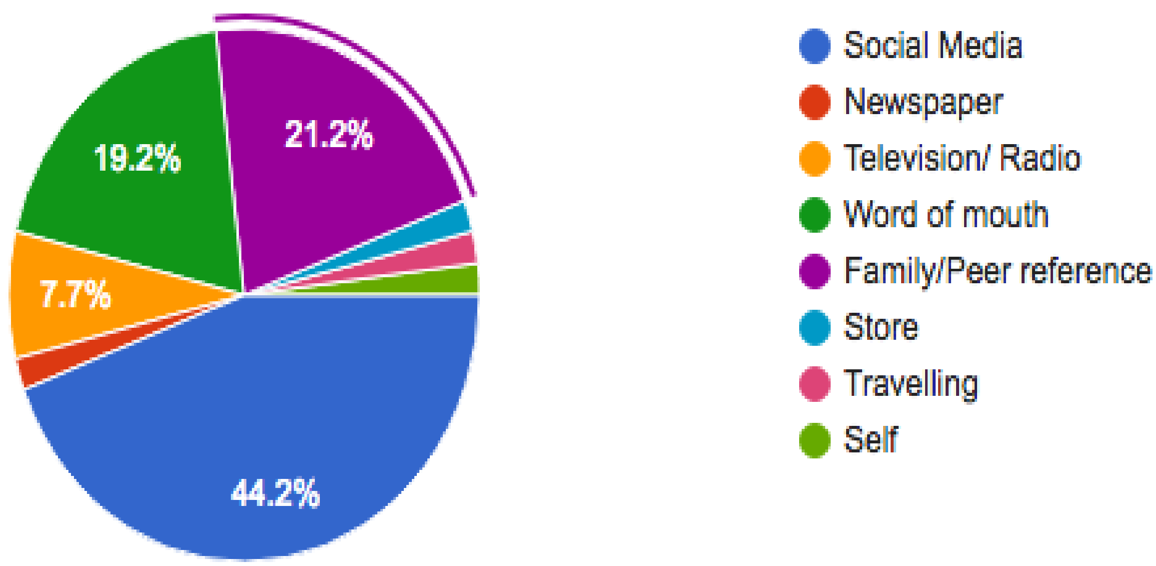
Analysis on "Do you agree that brand has now become a status symbol?"



25 out of 52 respondents agreed that brand has become a status symbol for them. This shows how a brand has made an impact in a consumer's mindset. Branded goods are perceived to be more sophisticated and to have superior quality of goods. It is considered that more expensive the product, better is the quality. The brand showcases an individual's standard of living and explains his purchasing power.



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This pie chart will help in analyzing the most efficient way of marketing and creating the brand identity in a consumer's mind. As per the research, the researchers have analyzed that social media marketing is the most effective way to attract customers, followed by influence and knowledge of family and peer or the first circle with whom the consumers interact. Word of mouth is also equivalently important as it usually tends to create its own perception on brand and tell it to others consumers.

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price	14	22	8	4	4
Trend	13	24	9	5	1
Brand name	11	22	15	1	3
Quality	29	12	7	2	2
Convenience of location	18	18	8	2	6
Average	17	20	9	3	3

From the above table it is found that 38% of the respondents believe that the above stated variables are necessary for shopping experience, while 5.70% believe that these factors won't affect them much. 17% of respondents don't have opinion on the same. These factors help us analyze how a woman shopper is influenced by these factors while shopping an apparel. These factors will also help the retailers improve the store atmosphere and make them understand the importance of the factors.

SUGGESTIONS:

- Since the majority of the buyers are women, the product offered should be of recent styles and trend in order to be appealing to them.
- An apparel marketer can concentrate on business class or working class people as their consumption is relatively low than the other shoppers.
- Other than social media advertising, the effectiveness of other media is low. The companies can concentrate on modes like Television and word of mouth advertising.
- Promotions in marketing apparels like discounts, schemes and offers play an effective role in increasing the sales of brands which the consumer may/may not usually buy. By this, a marketer has higher chances of convincing them to buy a particular brand.

CONCLUSION:

The conclusions that can be drawn from the study are:

- It was observed that most of the people are brand conscious today.
- Most of the people are self-influenced to buy branded products. Also, friends and family have a substantial influence of a shopper's decision to buy branded products.
- In the study it was also observed that most of the people are aware of the different brands that are available in the retail apparel sector.
- After conducting the survey, it was found that 'quality-cloth type' was given the highest preference while purchasing readymade garments. Brand itself and price followed second in the priority list.

- Brands like Zara and Westside are the brands most of the shoppers are aware of. Other brands like Vero Moda, Forever 21 and Biba are also known among other shoppers.
- Almost 50% of the people believe that brands today have become more of a status symbol.

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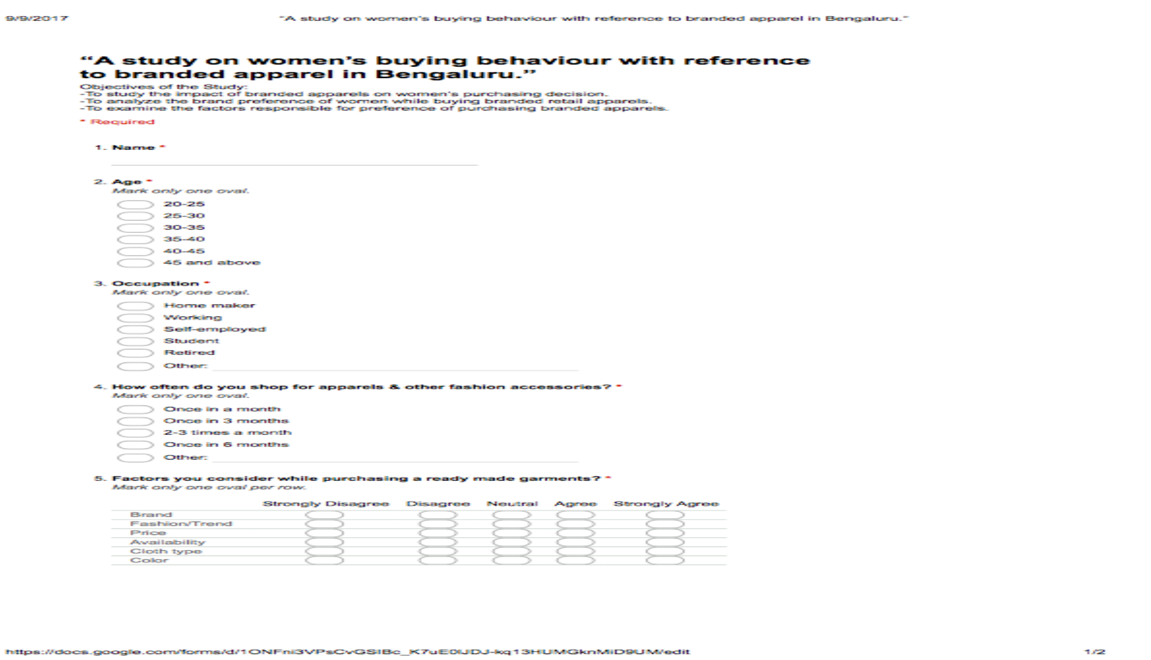
Annexure



9/9/2017 "A study on women's buying behaviour with reference to branded apparel in Bengaluru."

"A study on women's buying behaviour with reference to branded apparel in Bengaluru."

Objectives of the Study:
-To study the impact of branded apparels on women's purchasing decision.
-To analyze the brand preference of women while buying branded retail apparels.
-To examine the factors responsible for preference of purchasing branded apparels.

* Required

1. **Name** *

2. **Age** *
Mark only one oval.
- 20-25
- 25-30
- 30-35
- 35-40
- 40-45
- 45 and above

3. **Occupation** *
Mark only one oval.
- Home maker
- Working
- Self-employed
- Student
- Retired
- Other:

4. **How often do you shop for apparels & other fashion accessories?** *
Mark only one oval.
- Once in a month
- Once in 3 months
- 2-3 times a month
- Once in 6 months
- Other:

5. **Factors you consider while purchasing a ready made garments?** *
Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand					
Fashion/Trend					
Price					
Availability					
Cloth type					
Color					

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6. **Who influence you to purchase the brand? ***
Mark only one oval.

- Family
- Friends
- Advertisements
- Celebrity's style
- Self
- Other: ________________

7. **List the top brands you are aware of ***

____

8. **How did you hear about the brand? ***
Mark only one oval.

- Social Media
- Newspaper
- Television/ Radio
- Word of mouth
- Family/Peer reference
- Other: ________________

9. **Choose from the following category you would like to have branded ***
Mark only one oval.

- Casual clothes
- Corporate wear
- Accessories
- Bags
- All of the above
- Other: ________________

10. **How important are the following factors of a shopping experience to you? ***
Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price					
Trend					
Brand Name					
Quality					
Convenient location					

11. **Do you agree that brand has now become a status symbol? ***
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

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1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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