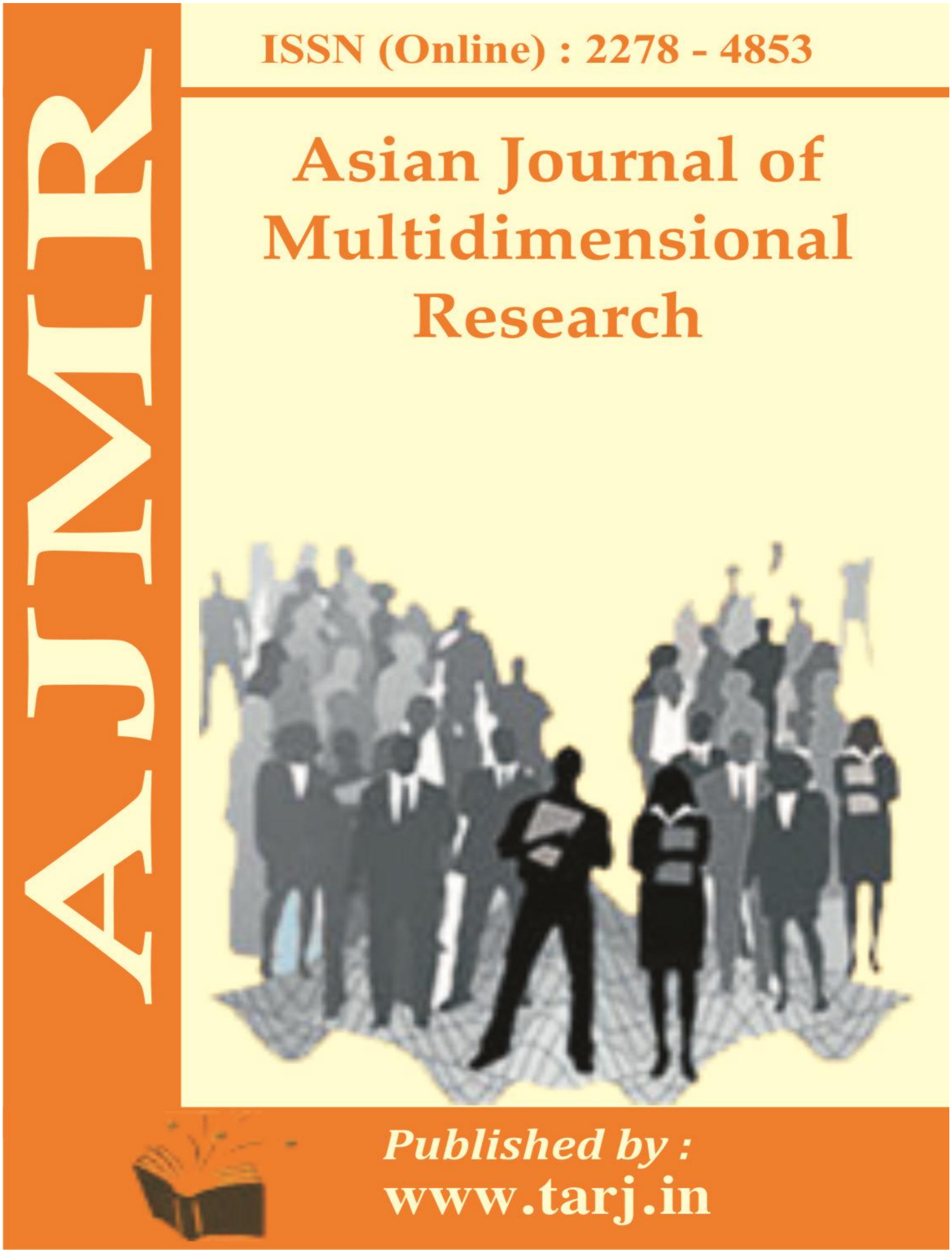
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PERSONAL ACTIVITY OF THE STUDENT THROUGH ATHLETIC EDUCATION

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ABSTRACT

In this scientific article, the current issues of the development of the personality of the student through the education of new athletics are considered.

KEYWORDS: *Athletics, IAAF, Tiltann Games, WARS, Decathlon.*

INTRODUCTION

Athletics is the general name for a set of sports events in which athletes run, throw, walk and jump. Over the years, the appeal of sporting events grew worldwide, and in 1850 the Wenlock Agricultural Reading Society (WARS) created what it considered the forerunner of the modern Olympic Games. Wenlock's games were a mix of athletics and traditional country sports, mixing competitive events with exciting displays.

While providing information about athletics to students, we consider raising them as mentally and physically mature generation. It is well known that the first modern Olympic Games in Athens in 1896 were a great success and in 1912 the International Amateur Athletics Federation (IAAF) was founded.

In recent years, some events have disappeared, others have been changed, and new ones have been added. Although the Summer Olympics are still considered the pinnacle of an athlete's career, professional athletes today compete in IAAF competitions around the world, often competing for huge prize money. Obviously, informal foot races, throwing games, and the like may seem like natural pastimes that have been around the world since ancient times. Despite this unquestionable claim, athletics provides us with a more complete record of its early history than any other sport, from the ancient Egyptians to the ancient Greek Olympics.

Another festival was the Tiltann Games in Ireland, which began in the mid-2nd millennium BC to mourn the adoptive mother of the mythological god and king Lugh. The list of activities includes hurling, wrestling, boxing and walking, as well as non-sporting activities such as storytelling and singing.

The spectrum of events at the Olympics has changed over time. In the first games, a sprint along a straight path of about 180 meters appeared. Longer distances appeared gradually: Diaulos (2 x 180 meters), Hopios (4 x 180 meters) and Dolichos (about 3 miles). Meanwhile, the ancient fifth appeared in 708 BC. And consisted of 5 events held during one day. These include: discus throw, javelin throw, long jump, running and wrestling. Today, men's athletics consists of the following directions:

. Running 100, 200, 400, 800, 1500, 5000, 1000 meters;

• Marathon;

• Steep running at a distance of 110, 400, 3000 meters;

• Relay for 4x100 and 4x400 meters;

• covering 20 and 50 kilometers;

• High jump, long jump, pole vault and triple jump

• shooting;

• Discus, hammer, javelin throwing;

• Decathlon.

Modern women's athletics includes:

• Running for 100, 200, 400, 800, 1500, 5000 and 10000 meters;

• Marathon;

• Running with obstacles for 100, 400, 3000 meters;

• Relay for 4x100 and 4x400 meters;

• Covering a distance of 20 kilometers;

• Vaulting

• Long jump;

• Triple jump;

• Shooting;

• Discus, hammer, javelin throwing;

• Heptathlon.

A professional athletics stadium provides competitors with:

Condition:

• 400 m long synthetic rubber running track;

• Runway and pit for triple jump and long jump;

• Shooting range;

• All equipment for high jump;

• All pole vaulting equipment;

• A cage for throwing the hammer and discus.

There are a number of terms used to refer to the equipment or people involved in athletics events:

• Starter - this person starts all track events;

• Starting marshals - these people prepare to start the participants in the right order;

• Timekeepers - providing the official time for all participants of the track competition;

• Assistants of judges - to ensure the correct order of positions;

• relay judges - they make sure the runners are on the right track.

The only athletics events with any designation in the traditional sense are the decathlon and heptathlon. As this is a multi-day competition, participants will be awarded points for their performance in each. At the end of the competition, the athlete with the most points will be awarded with a gold medal. No points for all other activities. Everyone is judged by how fast they run or walk, how high or long they jump, or how far they throw.

In running and walking events, this means completing the race as quickly as possible. In throwing events, it involves jumping the farthest, and in jumping events, it involves jumping farther or higher than one's opponents. The winners of athletics are awarded with gold, the second with silver, and the third with bronze. Athletes who finish outside the top three will not be awarded.

Success in athletics is not measured by points or goals, but by time and distance.

These competitions begin with shooting from an electronic pistol. In short-distance races, officials use a digital dash cam to cross the finish line to take pictures of the finish line. The clock stops when the athlete crosses the finish line.

Jumps are measured from the front edge of the starting board to the athlete's first mark on the sand. Distance is always measured to the nearest centimeter and athletes are always given at least three jumps.

Throws are measured from the front edge of the throwing line to the first mark on the ground. Distance is always measured to the nearest centimeter and athletes are always given at least three attempts. By 1981, there were 19 separate organizations involved in the administration and management of athletics. Women's athletics is one such field was one, and thus an autonomous organization, the Women's Athletic Association (WAAA), was formed in 1922 and held its first national championships the following year.

Women fought for recognition in athletics, where some saw it as unfeminine, and others even thought that the participation of women in these events could lead to a decrease in the birth rate. For some time they were not allowed to participate in many events, as the following examples show when the event was held at the Olympic Games: 1500 meters (1964), marathon (1984), hammer throw (2000) and three jump (1996). The first Olympic Games to host the women's competition were held in Amsterdam in 1928. It should be noted that men opposed women's participation in the Olympic Games at the IOC meeting in 1926.

In the 1930s, the British Empire Games and the European Athletics Championships were established. The first British Empire Games, called the First Commonwealth Games, were held in 1930 in Hamilton, Ontario, Canada. They are held every 4 years. In 2018, England were second only to Australia in the all-time medals table. The European Athletics Championships were held in Turin, Italy in 1934. Its frequency varied over time from 2 to 4 years. In 2018, Great Britain took second place behind Russia in the medal table. Amateur athletics took place in most major countries during the late Victorian era.

The early 1900s proved a popular time for the creation of world-class governing bodies for the sport, and the International Amateur Athletics Federation (IAAF) was founded in Stockholm following the closing ceremony of the 1912 Olympic Games in that city. not surprising. There were 17 founding members. Like other governing bodies, the IAAF has taken steps to expand the sport, mainly by introducing new world events. The name of the organization was changed in 2001 after the word "amateur" was removed and became the Association of International Athletics Federations.

The governing body for athletics is responsible for the organization of athletics events, as well as for athletes, their development and athletics officials.

Athletics is one of the most popular types of sports; running at different distances, athletic walking, jumping (high, long, triple, javelin), throwing (javelin, javelin, javelin), throwing, multi-sport (squatting, heptathlon) includes It should be noted that there are more than 50 exercises in athletics, 49 of which are included in the program of the Olympic Games (at the 2000 Sydney Olympics, men competed in 22 types of athletics, and women competed in 20).

In addition, athletics is an exercise of modern pentathlon and triathlon sports, training of all sports, training, military training, health exercises of educational institutions, "Alpomish" and "Everything" sports tests of students and youth. Took place in the program. In several books, such as "Iliad" by Homer, "Laws of Medicine" by Ibn Sina, information about athletics exercises can be found. In the ancient Olympic Games (from 776 BC to 394 AD) competitions were mainly organized in Athletics. In the development of modern athletics in the 19th century, competitions in England (since 1837), All-Greek games held in Athens (since 1859) and revival of the Olympics (since 1896) were of great importance. The IAAF has been holding the World Cup (now Grand Prix) since 1977 and the World Championship since 1983. Interest in athletics in Uzbekistan increased in 1885 after the establishment of a playground adapted to this type in Margilon. Athletics competitions were held in Tashkent in 1902, national championships in 1919, spartakia in 1927.

In Uzbekistan, more than 135,000 people are engaged in athletics under more than 140 coaches, 3 of the coaches have the title of honored athlete of Uzbekistan, 10 of them have the title of honored sports teacher of Uzbekistan (2001) .

The showing of videos about the sports competitions "Sprouts of Hope", "A perfect generation ", "Universiade" in Uzbekistan serves to further increase the interest in sports among schoolchildren. One of the main principles of this policy is to ensure the continuity and consistency of education. This is one of the reasons why it is recognized as one of the main components of the national training program. Means of physical education require interdependence with each other. Only then will they remain relevant. In the process of long-term physical education, physical exercises, healing forces of nature and hygienic factors are used as a means of physical education. Physical exercises are the main means of physical education, and historically they are divided into groups in the style of athletics, gymnastics, sports and tourism, and are used as a means of education.

Physical exercise as a system of actions expresses the feelings and thoughts of a person, his attitude to the surrounding reality. Physical exercise is one of the methods of transferring socio-historical experience in the field of physical education.

Physical exercise affects not only the morpho-functional state of the body, but also the person performing it. Among all types of pedagogical activities, the subject of teaching only in physical education consists of the performance of a series of directed actions of students and the impact directed to the improvement of physical exercises. Physical activity can also fulfill a person's health needs.

We, the pedagogues, are responsible for developing effective planning of means, methods and methods of training endurance in young athletes and basing them on experience, increasing their functional readiness, arousing interest in athletics training and reserve training for sports that require endurance is one.

Currently, the head of state and government pay great attention to the development of physical education and sports. In our republic, physical education and sports, especially the development and popularization of children's sports, are considered as one of the priority directions. "It is important to increase and realize the creative and intellectual potential of the young generation, to form a healthy lifestyle among children and young people, and to involve them in physical education and sports." Our young athletes are winning prizes in prestigious international competitions.

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A DEEP STUDY OF WAEL B HALLAQ'S EXPLAINING VIEWS OF ISLAMIC LAW

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ABSTRACT

Nowadays, the discussion around the world revolves around the issues of Islamic jurisprudence and the Islamic nation. Among Western intellectuals who show interest in Islam, the Prophet of Islam, and the Prophet's mission and teachings, there are various writings and speeches on the present-day Islamic nation and Islamic jurisprudence. Research and critique have become significant subjects for several reasons, the most crucial being that the Western state's existence is in danger. This is primarily due to the design and establishment of a state structure by man, which has asserted dominance over state institutions and state legislation.New forms of conflict started to emerge. Just as it is the custom of Western people to turn to Islamic teachings in every situation. Similarly, in this case as well, Islamic teachings were utilized for research and critique on Islamic law and the Islamic State. While Ignác Goldziher, Duacan Black Macdonald, Joseph Schacht, Norman Calder, and Coulson had extensive discussions about Islamic law, no one worked on Islamic law in the context of the modern state. This responsibility was taken up by the renowned professor of the 21st century, Wael Hallaq.

KEYWORDS: *Sharia, Caliphate, Jahiliyyah, Ummah, Primary Sources Of Law, Early Period.*

INTRODUCTION

According to Hallaq, the origins of Islamic law are variable. Similarly, the laws derived from these origins are also variable. The role of the jurists is of fundamental importance in presenting the origins of Shari'ah as legal theories. In order to comprehend Hallaq's perspectives, it is first necessary to understand his perspectives on the origins of Shari'ah.Origins of lawAccording to Hallaq, the three primary origins of Islamic law are as follows: Arabian Traditional Law, Near Eastern Legal Tradition,Quranic reformsccording to Hallaq, two origins of Islamic law belong to the pre Islamic period.In the context of the first two sources, he attributes the third concept to the Prophet (peace be upon him) and does not deem it to be divinely inspired. He also provides examples of Qur'anic reforms. And in all these examples, the legal framework is based on modification and development, and the same transformation is observed throughout the entire formative period. The theory of this transformation (Theory of Islamic law variation, as proposed by Hallaq) is clearly articulated in three books, Origins and development of Islamic law, History of Islamic legal theories, and Sharia (Theory, Practice, and transformation). In fact, Hallaq's biggest misunderstanding is related to the fundamental sources of Islamic law. He perceives the sources of law in Islamic law differently, which is inappropriate to view Islamic law as mere human law. Furthermore, it is unjust to determine the direction of its evolution and change solely as a societal necessity and overlook the influence of geographical factors. The explanation of these ideas is provided below. According to Hallaq's perspective, the response to the initial question is that Islamic law, in contrast to modern state law, was not established by the government or the state. 7 (As per Hallaq's viewpoint, government and state are distinct entities. 8) Instead, it was voluntarily adopted by society and its legal scholars, and the Shari'a coexisted with customary social law, yet the principle of legal governance prevailed. 9 Modern state law is devised by the state. Legal scholars merely analyze it, elucidate it, and judges render judgments accordingly.

Islamic law was established through legal doctrine, which was grounded in the Qur'an. Subsequently, the principles of Sunnah and Hadith thrived and additional sources of jurisprudence emerged. Islamic law was established through legal doctrine, which was grounded in the Qur'an. Subsequently, the principles of Sunnah and Hadith thrived and additional sources of jurisprudence emerged. Hallaq asserts that Islamic law incorporates pre-Islamic Arabian customs, he states in Sharia: "although numerous new regulations and principles were introduced, the ancient institutions and traditional practices remained largely unchallenged. In fact, a significant portion of Arabian law continued to hold a position in sharia, albeit with some modifications." He provides examples of Qasams, Palm Trees, and compensation to establish a connection between Islamic law and pre-Islamic Arab traditions. He explains: "Examples include, among many others, prayer(salat), fasting, alms tax, commercial transactions, agreements, various forms of sale, exchange, retribution, and Qasama."Hallaq intends to convey: Arabian culture, religion, and law were influenced by different civilizations, territories, locations, individuals, and empires. In other words, Arabs did not originate everything themselves; they borrowed from various sources. Hallaq states, "Overall, the Arabs of the peninsula had extensive interactions with their neighbors to the north and south, with whom they shared ethnic, linguistic, and cultural similarities. The Meccan traders, along with the Prophet and his companions, had a thorough understanding of the cultures of the fertile Crescent and Yemen. They also developed a sophisticated understanding of legal practices that, through various means, influenced the development of Sharia law over time." His statements such as "it is said" or "evidence suggests" are not acceptable without proper research or evidence. His sources are primarily secondary, not primary. Additionally, some material appears to be copied from one of W.B. Hallaq's books and pasted into another book by Hallaq. His ideas about the Holy Prophet Peace Be Upon Him and Islamic law are influenced by his predecessors. These ideas are not necessarily true, but rather based on their assumptions. Hallaq defines the Formative Period as: "The historical era during which the legal framework emerged from basic origins and subsequently progressed to a stage where its essential characteristics had taken on a recognizable form."

According to the western perspective, the fundamental understanding of the origins of Islamic law emerged after the passing of the Holy Prophet Peace Be upon Him. The notion of sunnah, hadith, and other sources, including the historical development of legal theories, came about during the period between the first half of the 1st century and 350H. In Hallaq's interpretation, these can be seen as "Secondary Attributes" of Islamic law. Hallaq also appears to be perplexed by these "Secondary Attributes" of Islamic law. From his viewpoint, if they are associated with the period between the third half of the 3rd century and the half of the 4th century, then why are sunnah, hadith, consensus, and other sources considered part of these Secondary Attributes? This presents a contradiction in his assumptions. Presented here are the third and fourth attributes from the essential attributes, which Hallaq refers to as "Secondary Attributes." the full emergence of a science of legal methodology and interpretation which reflected, among other things, a significant amount of hermeneutical, intellectual and juristic self-awareness; the full emergence of the doctrinal legal schools, a fundamental development that successively assumed the emergence of various systemic, juristic, educational and practice-based elements. (Any other essential attribute, such as, for example, the religious nature of the law, must ultimately and derivatively fall into one or more of those four.'' Here is given the notion of their development, Hallaq states: 'By the center of the third/ninth century, the third and fourth attributes had not yet developed into anything resembling their complete form. By the middle of the fourth/tenth century, however, all of them had. And this is the dividing line. After migration to Medina an interesting thing is that, he discussed the evolution of law after the death of the Holy Prophet Peace be upon him. For instance, by presenting the concept of Sunnah of Holy Prophet Peace Be Upon Him He says:''However, some evidence indicates that the Sunnah of the Prophet became an established concept soon after his death.'' Here is also an issue with Western thinking about Islamic law that, they cannot clearly mention the time duration of development of both Primary and Secondary Sources.

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"LONGING" AS A MAIN THEME IN ENGLISH AND UZBEK BILDUNGSROMANS

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ABSTRACT

English and Uzbek Bildungsromans are characterized with their realistic-artistic depiction of the life of orphan children and their education. Therefore, in most of the Bildungsromans which are the part of the children's literature, the similar motives are visible in the depiction of the image of orphan heroes. For instance, in almost all Bildungsromans of the world literature, the writer tries to show how the orphan hero suffered from hunger, loneliness and longing for their family. Especially, the works of English writers Charles Dickens and Charlotte Bronte, uzbek writers Khudoyberdi Tukhtaboyev and Erkin Malik provide the realistic depiction of orphan's life using the above mentioned motives. It is enough to remember the life of Oliver in "Oliver Twist", Florence "Domby and Son", Jeyn in "Jeyn Eyre", Rahmonberdi in "Jannati odamlar" ("The paradise people"), Orifjon and his brothers in "Besh bolali yigitcha" ("A boy with five children"), the boy in the "Bolalik va oʻsmirlik koʻchalari" – all of them were orphan heroes, who experienced those sufferings.

In English and Uzbek literature, the image of an orphan, a realistic expression of the way of life used by writers is clearly manifested through the motif of longing for their family, in particular for their parents. As mentioned above, these kind of novels are distinguished by the rich depiction of orphans' real experiences and sincere feelings. With the help of these descriptions, the authors achieved to show the real appearance of the society and conditions of their time that make the reader clearly imagine and feel the hardships of abandoned and lonely children.

KEYWORDS: *Uzbek Literature, English Literature, Bildungsroman, Motif, Novel, Orphan Hero.*

INTRODUCTION

The motives of loneliness and longing are very convenient for illuminating the inner experiences of the characters of Bildungsromans. Because the heroes of such novels are orphans separated from their loved ones and families, and the life full of sufferings that is depicted through above-mentioned motives are common for all of them no matter what nationality they are. This article analyses the similar features in the depiction of orphans' life in some of the English and Uzbek Bildungsromans.

For example, many literary critics admit that Oliver, the hero of Dickens, is an ideal image reflecting the life and mentality of homeless, neglected orphan of the time when the writer lived. In particular, Lydia Murdoch expresses the followings: " ... *the depiction of Oliver became the standard image of a child which lasted for the entire century, and thus to a great extent influenced society's perception of orphans".*[1]

In fact, as L.Murdoch noted, the prototype of Oliver depicted not only the life, difficulties, and sufferings of one hero, but also the experience of thousands of helpless children, it has been illustrated as a life tragedy. In the process of highlighting injustice in society, the author expresses the attitude of cruel people to the weak and helpless through the following sentences addressed to Oliver:

"Mind what I told you, you young rascal!" [2]or:

"... idle young dog and didn't deserve anything ... "

Similar humiliating insults and provocations are frequent throughout the work: " ... *dreadful creatures that are born to be murderers and robbers from their very cradle"*[3]

Dickens carefully instills in the reader the fact that the cold treatment caused a deep wound in the hero's heart and had a negative impact in orphan's physical condition. This impact is clearly shown in the following description of the author:

"*…one kind word or look had never lighted the gloom of his infant years ... ."* Or:

" ... sense of his loneliness in the great wide world sank into the child's heart ...".[4]

These offensive words serve to highlight how much the child suffers from loneliness and grows up being depressed.

MAIN PART

These kind of illustrations can be seen on other works written by Ch. Dickens like, "Great expectations", "Nickolas Nickle by", "Dombey and Son" and etc. Florence, the heroine of "Dombey and Son" written by Ch. Dickens is also a character condemned to absolute loneliness. After her mother Mrs. Dombey dies while giving birth to the long-awaited child, the baby boy is taken care of by nannies, and Florence spends her days in solitude, she has been forbidden even to visit her brother. If the servants had told Mr. Dombey that Florence was too lonely, and would enjoy playing with her brother, Mr. Dombey would not have agreed at all. Therefore, a wise and kind nanny finds a way to persuade him using a trick. Only when Mr. Dombey is told that it would be beneficial for his son to play with other children, he allows Florence to spend time with her brother. Only this nanny felt the girl's sufferings and tried to be kind to her. However, she was powerless to cure the pain in the heart of a girl who grew up expecting love and care from her father.

Ch.Bronte also reflects the image of lonely heroine in her novel "Jane Eyre" When Jane lost her parents and became an orphan, her uncle was the only relative she could spend time with, but after his death, her uncle's unkind, cruel wife, Mrs. Reed, always humiliated her and isolated her from other members of the family. It can be seen in the following description: *"I was a discord in Gateshead Hall: I was like nobody there; I had nothingin harmony with Mrs. Reed or her children, or her chosen vassalage. Ifthey did not love me, in fact, as little did I love them. They were not boundto regard with affection a thing that could not sympathise with oneamongst them; ...".*[5] From these sentences, it becomes clear how lonely Jane is, that no one cares about her. In particular, Mrs. Reed's son, John, had made a habit of teasing Jane and playing with her feelings. Jane's words about John Reed can justify our opinion:"*He bullied and punished me, not once or twice a day, but continually. Every nerve in my body feared him, and the flesh on my bones shrank when he came near. There were times when my terror of him became too much for me, but I could go to noone for help*".[6]

The experiences of the girl, who was heartbroken by John's constant torments and humiliation, were skillfully revealed by the author. It can be seen that Jane's childhood was spent in suffering both physically and emotionally from the cruel treatment of her relatives. Having no parents and no protector, Jane could find her place in society only by her strength and intelligence. Mrs. Reed directly confronts Jane with the fact that her daughters are superior to Jane in terms of both external beauty and physical state. Jane is called *"nasty Jane Eyre"*. She even tells her children:"*Don't talk to me about her, John: I told you not to go near her; she is not worthy of notice; I do not choose that either you or your sisters should associate with her*".[7]

In this passage, Mrs. Reed points out to her son that Jane does not even deserve attention, that she does not want her children to communicate with her, and that they should not talk about her at all. The writer expresses young Jane's inability to tolerate such unfair treatment and humiliation, through the anger that rises in her heart bursts out through her firm thoughts:"*...I cried out suddenly, and without at all deliberating on my words– They are not fit to associate with me*".

After the unpleasant incident with John Reed, Jane was sent to the Lowood boarding school, where she was humiliated and punished no less than she was at Gateshead Hall. Jane expresses her first days at school with these words: "*As yet I had spoken to no one, nor did anybody seem to take notice of me; I stood lonely enough: but to that feeling of isolation I was accustomed"*.[8] As it can be seen, although Jane had been living in the school for several days, no one spoke to her or even noticed her. Jane remembers this situation as a loneliness that was not alien to her. Here, too, it is hinted that the hero always felt alone. Thus, Jane resides in Lowood for eight years. During this period, no one remembers her and does not come to see her.

The motif of longing has been skillfully used by uzbek writer Erkin Malik in his novel "Years of Childhood and Adolescence" ("Bolalik va o'smirlik ko'chalari"). The hero loses his mother in the beginning of the novel and till the end suffers missing her. In the image of Sister Mujgan, the child seems to find his lost mother. Because he did not see love at home, when sister Mujgan kissed him on the face and eyes and patted on his shoulder, he impulsively hugged her by the neck and did not want to release. The inner feelings of the excited boy, comes out to the surface from this unexpected care. The smell of Sister Mujgan also reminds the child of his mother, at such times he cries and asks his father to find his mother.

In the work "A boy with five children", Khudoyberdi Tokhtaboyev vividly showed the sufferings of children who are forced to miss their loved ones due to war. Although one hundred and seven children living in the orphanage have different characters, they are united by one dream, one wish and one pain. This pain is "longing" for parents. In the part entitled "The night lament of the orphans" ("*Yetimlarning tungi nolishi*"[9]) the writer clearly depict this. At night all the children came to the hole that was on the ceiling and adjured to the God telling the name of their parents or other family members. They believed that their lamentations would reach God and their loved ones who had gone to war would return.

With such descriptions, the author reveals how pure the hearts of children are, and how their unfortunate fate forced them to become bullies. This situation in the orphanage is depicted so skillfully that the children's cry reaches the depths of any heart. "... *Yotoqxonamizdagi ellik uch bolaning hammasi cho'kka tushib olib, qiblaga qarab qo'llarini yozgancha nolish qilyapti.... Mehribon kishisining bir og'iz shirin so'zi, suyub erkalatishi, bag'riga bosishi xumor qilgandi ularni. Mehrga, muhabbatga tashna qalblar faryod chekardi hozir".*[10] (*"... All the fifty-three children in our dormitory are kneeling down, pointing their hands towards the QIBLA, and are moaning... All they wanted was to have one sweet word of a kind man, a kind patting on their head, a loving embrace. Hearts thirsty for love and affection were crying now."*) Children imagined themselves sitting on their father's and mother's lap. Unfortunately, it was only in the imagination. In fact, someone's mother, someone's father was already dead and would never come back. Admitting this is very difficult for these young hearts.

In "Paradise People", the writer skillfully highlights the sufferings of a young hero who was separated from his mother. The reader feels this for the first time when Rahmonberdi expresses his feelings of longing to his grandmother (he called his mother as grandmother) who came to see him: "*Menam sog'indim, mana shu ko'zlarim bilan sog'indim. Kechasiyam sog'inaman, o'ynayotganimdayam sog'inaman, har kuni ko'rgim keladi. Keyin enamga bildirmay yig'lab-yig'lab olaman. Endi ketmaysizmi?"*[11] ("I miss you, I miss you with these eyes. I miss you at night, I miss it when I'm playing, I want to see you every day. Then I cry without showing my grandma. You won't leave again, will you?") These three lines illustrate that a young hero spent his days missing his mother. The reader can vividly imagine and feel the pain that was hidden under his capricious actions and words.

The inner feeling of the hero has also been shown by the depiction of his happiness when his mother came to see him and he slept with her under the same blanket. The dreams of this innocent child, who was deprived of his mother's love, show how great is the pain that is gnawing at his heart: "*Ko'rpaga kirishim bilan buvimni mahkam achomlab oldim. Oh, qanday yaxshi-ya, qanday mazza-ya, qani endi, ming yil shunday qilib yotsam, hech ham tong otmasa, bomdod namozigayam turmasak, keyin ikkovimiz qo'shilib bitta bo'lib qolsak, hech kim ajratmasa....."*[12] ("As soon as I got into the bed, I hugged my grandmother tightly. Oh, how good it is, how fun it is, I wish I could sleep like this for a thousand years, may it never dawns, may we don't even get up for the morning prayer, and then we both become one, and no one separates us...")

CONCLUSION

Throughout their historical development in all periods the works created in English and Uzbek literature showed common features in the selection of genres, themes and motives. The analyses of Bildungsromans also show that "longing" is one of the common motives that is used to show the inner feelings and real sufferings of young heroes. By these descriptions, the writers try to awaken a sense of affection in the hearts of people. They want the readers to understand that orphans need more care and love, and it's the duty of grown-ups to think about the fate of those children.

It should be admitted that the feelings, dreams and pains of orphan children are depicted in the same way in both English and Uzbek literature.

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ETHICAL ASPECTS OF DEVELOPMENT OF YOUTH'S ECOLOGICAL CULTURE

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ABSTRACT

This article explores the theoretical and methodological foundations of the phenomenon of youth ecological culture.

KEYWORDS: *Ecology, Ecological Culture, Nature, Atmosphere, Science, Socialization, Health, Medical Culture.*

INTRODUCTION

At each stage of development, a landscape with its own qualitative and quantitative indicators is formed in all spheres of social life. It is self-evident that the changes that are taking place are first of all perceived in the life of society, that is, in the minds of people, it is a natural process of mutual relations. In this way, mutual harmony and connection between society and nature are being studied rationally based on the characteristics of many scientific fields in every historical period. The environment is increasingly becoming a natural and important phenomenon for human life and activity, in the process of realizing his dreams and goals. Therefore, the way a person reacts to nature, he immediately receives a response, the sphere of influence of society on nature is increasing incomparably. Through the steady development of science, technology and technology, man has moved to influence nature within the framework of man-made forces that have a new opportunity and a new meaning.

At the end of the 20th century, futurist scientists predicted a sharp development of ethics and information technologies in the new 21st century. Indeed, these two factors play an important role if attention is paid to the content of current social development. Some nations, states, and ethnic groups, which are developing more and more rapidly, are trying to influence the future and destiny of humanity based on their mentality and interests.

Realizing that the world is a whole, a whole, people with a healthy mind value nature and society as a primary important basis, since the existence of the natural environment is a condition for the existence of the social environment.

If we pay attention to the history of science, it has been repeatedly emphasized since ancient times that establishing a reasonable relationship between man and nature is a necessary and legitimately important process. However, despite the objective reasons in nature, the relations of mutual proportionality are subjectively violated by the members of the society in many situations.

In our country, an important subjective factor for the preservation and protection of a stable ecological situation, the purity of the natural environment, and the development of the rational use of natural resources in the right way, attention is being paid to the development of environmental awareness and culture among young people who are forming as mature people.

Until now, each particular society has developed a system of natural-scientific views on determining its positive relationship with nature and is striving to develop it. Therefore, in order to raise environmental culture in our country to higher levels, it is necessary to give education and upbringing a new, modern content, to approach promotional work creatively, and to activate social cooperation and mutual exchange of experience regarding family, national, universal ecological values.

One of the unique aspects of modern scientific knowledge should be to focus it more on humanities and socialization. In the center of ongoing scientific research, the issues of developing mental abilities, improving creative abilities, increasing the culture of thinking, revealing human potential, determining the conditions for their realization, and understanding the basics of normal and unlimited human development are constantly being put. Science should determine not only current, important, but also possible future needs of society, man and his personal needs. For this, it is necessary to study the existing individual or social problems in a way related to the environment, situations and changes directly related to nature. In the process of knowledge of existence, science should have an integrative vision that integrates the natural world as well as social life.

When considering ecological culture, first of all, it is necessary to state the recent scientific views and, of course, our own opinions. For example, in the monograph "Human Ecology" published in 2021 by the well-known scientist from Uzbekistan, Professor Nazar Hakimov, "at the current stage of development, an approach to environmentalization in scientific knowledge is observed." That is, the peculiarity of this process is to emphasize the necessity of studying the natural state and paying more attention to its aspects directly related to human activity.

The field of science should systematically research the natural world as a whole, human life as a whole, and create detailed knowledge for society.

Well, what should be paid more attention to in order to form an ecological culture with a new meaning in the minds of young people in the current era of highly informed and highly developed digital technologies. Of course, first of all, to the structural structure of ecological culture and its essence. It can be recognized that social ecological culture consists of the following structural concepts: 1) social ecological upbringing and education; 2) social and environmental consciousness; 3) from the restoration of nature on the basis of consciousness.

These above-mentioned structures are dialectically interrelated and cannot be separated from each other. Such a sequence serves to complement one another in the processes of content development and change. Ecological upbringing and education requires a new approach at each historical stage. Because, as in nature, changes occur in the life of society over time, and new forms of relations are established.

The urgent problem in the context of the current social reality is to achieve the education of ecological culture in young people to the necessary level. A person is a part of nature, and his health, level of well-being in social life and future, fate, fate of his descendants are closely related to the environment. This is certainly a simple fact that everyone who has a healthy lifestyle understands well, but people often do not always connect their daily actions in the environment with local or global environmental problems. Eventually, the problem becomes larger and attracts public attention when it becomes a natural hazard. Therefore, in modern society, the need to educate and solve ecological culture has become one of the most urgent and serious problems. So, when did the concepts and views related to ecology and the problems related to it start to be studied from a scientific point of view in social life? The term "ecology" began to be used in science thanks to the German biologist E. Haeckel, who published the work "General Morphology of Organisms" in 1886, in which ecology was called the science that studies the relationships of organisms with their environment.

Although the formation of ecological culture is considered a universal problem, it is necessary to take into account nationality in the efforts carried out in these directions. Because there is not only generality but also particularity between ecological culture of a particular nation and universal ecological culture. B.M. Ochilova, who thought in this regard, thought that the ecological way of thinking of a person is the natural and geographical climate of the region where he lives, the conditions, the mentality, lifestyle, history, customs, beliefs of the nation or people he belongs to, as well as the living in a certain totality. emphasizes that it is inextricably linked with people's outlook on nature and their relationship to it [1. -B. 8-9.].

It has historical roots related to the interaction of man and nature, the dialectic of relations, his adaptation to the environment, the formation of personal maturity under the unique influence of nature, and other similar factors. Therefore, for ancient thinkers, including Greek philosophers, the concept of approaching nature from the point of view of high ethics had value in the form of a paradigm. Therefore, man was understood both as a part of nature and as a separate being of existing nature. In the present era, this issue is no longer obsolete, but the problems of sustainable development in times of environmental disasters have been added to it [2. - C. 520].

In our opinion, the development of ecological culture is an important factor in the formation of an ecological outlook. The main task of forming an ecological outlook in students is to form a culture of high attitude towards nature and a new system of values; education of social and ecological activity of the individual; develop the ability to model and predict the consequences of their activities. Such a holistic view of the world allows the student to better understand the meaning and value of professional activity. The needs of social production contributed to the emergence of fields of applied ecology, which are related to the specific characteristics of the field of application. In this regard, design and artistic activities are increasingly taking on new features that reflect environmental awareness, and there is a need to emphasize ecological design, which solves the issues of beneficial effects of the created environment on people. To create, to create, to be in harmony with the surrounding world - all this, in our opinion, should become a priority in the creation of architectural projects.

Rethinking our ecological culture or ecological view of nature has become the need of the hour. Ecological culture is a new quality of culture, reflection of the whole world based on its practical, intellectual and spiritual perception, it serves as the basis for the formation of the "highest form of humanity", universal moral paradigm. embodies the practical and spiritual experience of ensuring the survival and social development of the individual and society. Thus, in the second half of the 20th century, ecological culture began to form as a specific subsystem of society, acting separately as a historical view of the process of joint evolution of society and nature. Ecological culture is called to describe the methods of interaction not only with the natural, but also with the socio-historical environment, to play an integrative role in the interdependence and interaction of material and spiritual cultures. A noospheric approach to solving planetary, universal environmental problems is to transform an anthropocentric worldview into a nature-based worldview. In the second half of the 19th and early 20th centuries, Russian philosophers and scientists called for this. According to them, the goal of the new type of culture of the future should be the process of raising nature, space and humanity. Therefore, the moral and ecological improvement of the individual must be the basis for the entire reconstruction of our world.

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WORKING IN AND WITH GREEN PRODUCT INDUSTRY: AN INDUSTRY PERSPECTIVE

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ABSTRACT

It is true that the Green Product has three audiences namely the scrutineers (the academicians), the industry (consisting of business operators of various levels and the governance group, including state) and the customers (including active and passive stake holders). Walking the talk with them with the offering for a firm is very difficult as the offering has blurs of norms ,subjective and objective coupled with conformity, differentiation and accountability to be accepted by the other two groups the scrutineers and customers of our country INDIA i.e. going 'GLOCAL'[1])

KEYWORDS: *Glocal, Enviropreneurial, Green Product, 3 Rs, 5rs, Lca (Life Cycle Analysis), Pslc (Product System Life Cycle) Optimal Value Proposition.*

INTRODUCTION

The industry believes that the assets need to have value to be heard. Let us look into some figures of users of any industrial offering. Industry converts threat into offering (asset- inert or live) to be transacted and create value and there by churn growth and development for itself. The author is looking into the reason why Green Industry. Only if country develops 'Industry' develops. To a non -academic individual, the poverty reduction/ living standard is the parameter for growth and start of dreaming for honing his or her own entrepreneurial zeal as one progresses down the writing, this element of entrepreneurial will be enviropreneurial[2]. 'Enviropreneurial ' is defined as ' Organisation that pursues environmentally responsible policies, procedures and practices in the conduct of their business activities'.

Presently, LIFE (life Style for Environment announced on World Environment Day) coined by the Hon'ble Prime Minister and endorsed again in G20 set up, is making ripples among the nations to perform accordingly and meet the need of the sustainable global world. India, according to Hon’ble Prime Minister Modi will be the third largest economy3 way before 2045 announced by him in the global platform. The Gobal backdrop is that just 15% of the world's population consumes 80% of economically traded resources, where as the 33 % of the population who live in the poorest countries consume only 3 %.[4]

Glimpse to 'Standard of Living'[5]

Some sectors/public utility services	% household without access to 2005-2006	% household without access to 2015-16	% household without access to 2019-21	% household without access to(Decline) average annual rate reduction2005-2006	% household without access to (Decline) Average annual rate reduction 2015-16 to 2019-21
Cooking Fuel	52.9	26	13.9	-2.7	-2.4
Sanitation	50.4	24.4	11.3	-2.6	-2.6
Drinking Water	16.4	5.7	2.7	-1.1	-0.6
Electricity	29	8.6	2.1	-2	-1.3
Housing	44.9	23.5	13.6	-2.1	-2
Asset*	37.5	9.5	5.6	-2.8	-0.8

*ownership of devices like radio, TV, telephones, computer, animal carts, cycle, motorbike, refrigerator, etc. Modified from data presented by TOI, July 21, 2023

Therefore, the poverty is shading out

slowly; India is in a position to look towards 'Quality of Life'

One approach, called engaged theory outlined in the journal of *Applied Research in the Quality of Life*, posits four domains in assessing quality of life: ecology, economics, politics and culture.[6] As stated ecology and sustainability is the future of any society. Standard indicators of the quality of life include wealth, employment,the environment, physical and mentahealth, education, recreation an d leisure time, social belonging, religious beliefs, safety, security and freedom.[7] **The challenges/threats are converted into opportunities and this is business.** The opportunities the Quality of Life offers now will be following

Marketing Oppurtunities

The test in management is in making the threats into oppurtunities.

Problems of Environment

Oppurtunity	Depletion of Natural Resources	Disposal of wastes with concurrent pollution	Despoliation of the environment	Energy inputs and costs
1.	Development of new sources or substitutes	Energy generation from waste and recycling process	New industry based on biotechnology	Development of new technology
2.	Oppurtunities for fine ceramics, rare	Savings in costs on scarce inputs by recycling of	Agrochemical Industries Pollution	Use of alternative sources of

	metals, metal alloys and high performance plastic.	products	control equipment like scrubbers,etc	energy in product operations or production processes
3.	Products improving productivity of present systems	Recycling centres	Subsidies on manufacture and marketing of ecologically benign products	Efficient products in terms of energy consumption
4.	Technologies improving agricultural resource base like high yield crop varieties, wasteland development, pest control measures	Alternative packaged goods Packaging materials based on biodegradable products	Development of new industrial processes	Efficient living environment
5.	Agriculture service equipment like those for weather forecasting , storage and transport.	Reusable products	Health products based on genetic engineering	Information technology for productivity, energy and resource efficiency
6.	Acquaculture	Oppurtunity for high-tech products to clean oil slick and space equipment	Marketing of packaged environment	New energy base in non-conventional sources, such as plants and fossil fuel.
7.	Water resource management	Detergents based on biodegredable products.		

Adopted from: Management and Labour Studies,Vol 15,No.2. April 1990- Atul Parvatiyar: Ecological Perspective in Marketing.

Problem

The Problems in fructifying these opportunities are the following:-

First: The prima-facie problem exists in incongruity in the way academic view the green product versus the way industry views and again the way customer*s' look at* it. According to Ottoman[8], in the industrial perspective, it seems that the definition or legislation surrounding a green household cleaning product does not exist, in the industrial perspective According to Ellington, Hailes and Makower[9]; the following are the characteristics of green product:

- Are not dangerous to people or animals.
- Do not damage the environment in manufacture, use or disposal.
- Do not consume a disproportionate amount of energy in manufacture, use or disposal.
- Do not cause unnecessary waste.
- Do not involve unnecessary cruelty to animals.
- Do not use materials from threatened species or environment.

A group of researchers namely, Durif, F., Bolvin, C., and Julien, C.,worked on comparative definition pertaining to Green Products, a snap shot of the relevant portions are being stated below.

Some of the examples of green product definitions in the industrial perception are being enumerated below[10]:-

Some examples of green product definition in the industrial perception (includes)

Source	Denomination	Definition
www.etiquette.ca Canadian Social Enterprise	Responsible product Ecological Product (house cleaning product)	In order to be considered responsible a product must standout with at least one of the four following criteria : respect for the environment, social economy,firm with a social vocation, respectful towards employees. Respect for the environment: a) Biological product(rejecting the smallest amount of toxic matter in the environment) b) Eco-efficient product(optimisation of recyclable resources or renewable resources) c) Product with a an entire lifecycle paired to basic environmental concerns, d) Product with a lifecycle which contributes directly and voluntarily to a ecosystem regeneration. Biodegrable product accepted by an official lable in 30 days. Product that comes in a recyclable wrapper(or box) Product which does not evacuate strong OVC(Organic Volatile composition)
www.human village .com Consumer and enterprise association	Green Product	Product conceived for it to be the least harmful for the environment..Product with planned recycling,. Product which is identifiable due to an official logo. Product that must respect the 3 Rs, ie., reduce, reuse and recycle.
www. consoGlobe. be Online store	Green Product	Officially labelled biological product. From ecoconception or socially responsible. From fair trade and labelled. Product permitted energy savings. Recyclable

		product (eco-materials). Natural product: not tested on animals. Non polluting and healthy product.
www. leportailbio.com. Online store	Ecological product (housecleaning product)	Product that is non-toxic for the environment. Product made of bottomless resources (no fossil, no minerals) Product not containing any chemicals organic components (from the oil Industry) Plants that is plant based with clean and renewable resources. Product made with essential oils.
www. aboneobio.com Online store	Ecological product	Product made with washing plant bases. Efficient product. Biodegradable product. Product that preserves resources. Product not tested on animals. Product that may contain natural allergens.
Converging Magazine (industrial Reviews) (July 2008, Vol 6, number 7, P22)	Green intitiatives	Use or promote sustainable materials. Have 'green' credentials. Better manages waste and/or work with recyclable, compostable or biodegradable materials, wherever possible.
MCI(Magazine Circuit Industrial) Industrial Review	Green Product	Non-toxic product. Biodegradable product. Product ecologically inclined (if only the product does not contain any NPE (nonphhenoxyethoxylate). Product that uses bio-technologies.
Grail Research - Monitor Group (Bio-store network)	Green Product	Made of recyclable or re-usable material/packaging. Energy efficient/uses renewable sources of energy. non-toxic in nature. Contributes less to greenhouse gas emissions. Has received Green certification. Requires less water for manufacturing/use. Manufactured by a socially responsible company. Grown or manufactured locally. Not tested on animals. Free-range/produced from animals that are allowed to roam freely.

Analysing the Definitions of Industrial Perspectives one finds:

The definition of "Grail Research Monitor Group' is most comprehensive among all the above but has the last line 'Free-range/produced from animals that are allowed to roam freely' which refers to animals who also feed on inorganically grown grasses or foods..

One has to note that there are some important distinctions between the academic and industrial perspectives.

At first, the authors while they considered the definitions given by academia as many as 35 found only one case of 'Certification References' i.e., third party endorsement as a condition to refer a product as 'Green". in Industrial definitions certification is a sine qua non requirement.

Secondly, the notion of animal protection appears many times in the Industrial perspective, mainly being sensitive to the fact that a green product should not have been tested on animal. This aspect is missing in the definition of the academia.

Third fact being industrial perspective shows reverence to the concept of 3Rs (reduce, reuse, and recycle) whereas the academia states 5 Rs (refrain, reduce, reuse, recycle, redesign)

Incidentally, one must mention that working in India is much more difficult now with ESG (environmental, social and governance) scoring systems. Which again could be either industry-specific or industry agnostic. The industry specific scoring systems assess issues that have deemed material of the Industry at large. In case of Industry-agnostic ESG scores tend to incorporate widely accepted factors across industry i.e., issues of 'Climate Change', Diversity Equity and Inclusion (DEI) and human rights. The ESG rating platform determines a weighting for each measurement criterion, then, they assess an organisation's performance against each criterion[11]. The Securities and Exchange Board of India aim to enhance disclosure on ESG standards. It has mandated that BRSR will be applicable to the top 1000 listed entities (by market capitalisation) for reporting on voluntary basis for the FY 21-22 and FY22-23. In India we are going GLOCAL (a concept of global practices being implemented with local flavour) Industry-Agnostic Factors will be-[12]

A) Environmental: 1) Water Use, 2) Resource and Bio-diversity, 3) Waste generation and recycling and 4) Energy Emission.

B) Social: 1) Employee Management, 2) Supply Chain Management, 3) Communities and 4) Customers.

C)Governance : 1) Board Composition,2) Board Independence,3) Funtioning and experience, 4) Management track and record and control, 5) Disclosure and shareholder relations, and 6) Compliance and controversy checks.

The customers' perspective in a 7 level scale from 1 the least to 7 the highest (strongly agree) the

TABLE: SHOWING EXCERPTS OF STATISTICAL COMPUTATION)

Factors	Means	Maximum score
(Ranks respectively 1st, 2nd, 3rd, 4th)		
Biodegradable	6.13	7
Non-toxic for nature	6.11	7
With minor-impact on environment	6.09	7
Safe for the planet (3Rs) 6.09 7	6.09	7
(Ranks respectively,16th, 20th, 21st, 22nd, 23rd)	4.8	7
Product not tested on animals	4.6	7
Product certified by an independent entity	4.39	7
Product made locally	4.32	7
Hypoallergenic Product	3.91	7
Product made locally Product certified by manufacturer		

The divergence is visible between the way the Industry see and the way the consumer perceives and behaves.

To industry the certification and product not being tested are of importance along with the carbon miles covered all these are of less importance to the consumers.

It is true that on the first 4 there exist some convergence where as on many there is divergence of views among the academia, industry and consumers. Therefore, for practitioners to walk on this tight and thin rope accompanied on self guiding principles and governmental laws of ESG is also becoming difficult.

Second: Business research institutes and governments are putting their heads together to develop this LCA or 'eco-balances' to evaluate the '*cradle to grave*' implications of different products that are in the market. The first LCAs in the late 1960s and early 70's mainly concentrated on comparative energy consumption of different materials, even for the packaging materials also. But LCAs go far beyond studies of energy balances. They are also used to evaluate resource requirements of and environmental impacts. Each LCA has three parts:

a) First, an inventory of energy, resource use, and emissions during each step of the product life,

b) Second, an assessment of the impact of these components; and

c) Third, an action plan for improving the products' environmental performance.

As LCA is still a relatively new concept, most to date have focused on the inventory stage only[13]. The concept finally getting its shape in the establishment of '*New Decision Boundary'* the Product System Life Cycle (PSLC) which defines the new extended decision boundaries that marketer must address when responding to the ecological challenges posed by *consumption*. While working of organic vegetable marketing, it became very difficult to guarantee whether the seed beds were organic or not. Thus PSLC was drawn to question.

Third; Substantial cost increase in the product is expected as R &D has to be done not for modification of the formula but de-novo formulations. Thus the process and implementation

all need a change the situation of adaptability is questioned as change need to be technology driven. Life Cycle Accounting (LCA) that will address the costing of the product may not be liked by the consumers. It has to be understood that this(LCA) incorporates the view that the true cost of a product, vis-à-vis the environmental cost, includes even non-monetary factors[14]

Fourth: Image that recycled products and recycling technology will have on consumers- Recycled products in India on FMCG category has not received favourable response. In a very up market locality of Salt Lake in Kolkata when people were told that the water will be recycled and then potable water will be supplied the response was not very favourable. The author in his own project regarding consumer preference on carry bags found out that products made out of recycled plastic where often taken at discount and consumer preference for such products were comparatively less to those made out of virgin plastic as raw material.

Fifth: Government regulations and taxation may not be encouraging-In most of the cases, not going green does not cause any cost to the firm as government (Except the pollution Control Board) in every state invokes regulation at firm level but not at the consumer level thus in the downstream process and at consumer end there is lack of governmental regulations or even if the regulation exists it is not executed as the government is worried about its votaries.

Sixth: Public Issues and Green Products- It has to understand that the Government's role is to ensure food for all in India. Under the circumstance there has to some tradeoff between the

'Shades of Green' and Votaries. The Central Government for the first time tried to balance between the market strategy and Business Strategy and brought three acts to the fore-front by bringing three acts. **The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020:** It prohibited state governments from levying any market fee, cess, or levy on farmers, traders, and allowed electronic trading platforms for the trade of farmers' produce conducted in an 'outside trade area'. The act tried to break the monopoly of government-regulated mandis and allow farmers to sell directly to private buyers. **Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020:** It envisaged a national framework for contract farming. It provided a legal framework for farmers to enter into written contracts with companies and produce for them. The written farming agreement, entered into prior to the production or rearing of any farm produce would list the terms and conditions for supply, quality, grade, standards and price of farm produce and services. **Essential Commodities (Amendment) Act, 2020:** It removed cereals, pulses, oilseeds, edible oils, onions and potatoes from the list of essential commodities. It advocated deregulating the production, storage, movement and distribution of above mentioned food commodities. It also removed stockholding limits on such items except under "extraordinary circumstances".. The three acts would have given boost to green farming/organic farming on long term but farmers through intoxicated with non-green farming (GMO seeds, chemical fertilizers and chemical pesticides not considering the cost on environment as a whole) had numbers backed by opposition to force the Central Government to withdraw the amendments[15].

Seventh: Capital cost involved in recycling set-up or change of production process-The firms find that paying the penalty for not maintaining the parameters are cheaper than incorporating or availing technology that are pollution free. More over in certain industry such as tanneries a 100% pollution, free technology is absent and the industry though known to be the worst in polluting cannot be closed as it provides a lot of employment to less skilled workers and their families.

Eighth: Lack of proper accounting system of natural resources-It has to be understood that Life Cycle Accounting has not found a sound knowledge base among the accounts practitioner since the Institute of Cartered Accountants of India and Institute of Cost and Works Accountant of India are grappling with the issue and is yet to discover a knowledge base to handle this issue.

Ninth: Fast changing rules on such green products-Green Product is a concept of *relativity* and so a thing that is green today may not be looked much benign in later years as with change of technology it becomes a polluter. In west owing to better waste management technique (land filling being a practice and good recyclability of plastics) plastics are more preferable to paper as paper do not biodegrade when land filling is practiced[16].

Problems to be surmounted[17]

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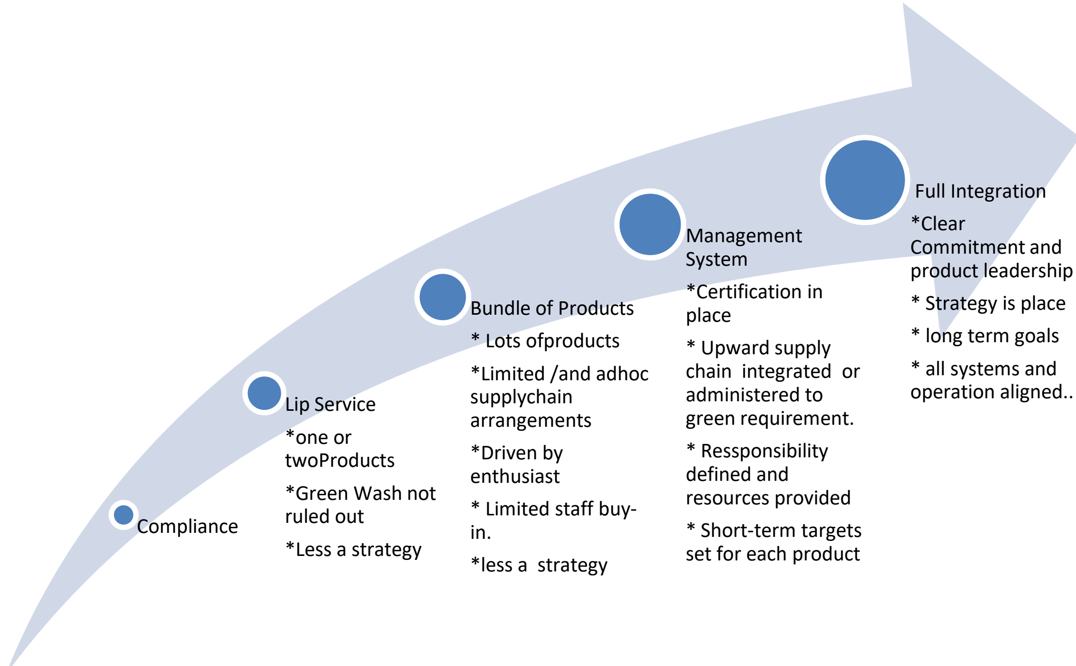

Modified the diagram of Sustainability Maturity Model sourced from page 172 The Green Executive

The pathway for an executive handling is shown, the compliance refers to legal compliance and hardly being green, slow working on the periphery , as long term orientation in the green and QOL demands, again the work will not be easy as the polluting marketing executives and the whole the value chain for long will understand the global change. So, a snap shots (Lip service and orientations are brought into) in terms of some product being replaced by services and this has implication on products (no paper retail process in retail outlets of the product), The bringing a few or locally outsourcing green product absolutely ad-hoc and having product managers to handle the green product , this is Bundle product stage. Over time and space trying to elevate the place and scope of product manager of green to green category mana gers. This means the category planning and implementation with focussed short-term target. Finally integrating the supply chain with upwards and downward and involving the top and bottom staffs of all levels.

Ethical Imperatives

Handling the question why the business is for? This would involve the following:

1) Margaret Thatcher, Ronal Reagan (politicians) and Economist Milton Friedman converging on one bottom line market.

2) Society is the inception or business the inception?

3) Can one solve the problem of environment if GLOCAL approach is PROFIT?

Summary;

Full green integration is possible only when the consumers' demand and Indusrty push matches and optimal value proposition[18] , the intersection point of three what the user want, what the specific firm provides and what the competitors provide is derived for a green product as conformity, differentiation and accountability will be in place.

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AN ANALYTICAL STUDY OF INDIA'S EFFORTS TO ENSURE GOOD GOVERNANCE

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ABSTRACT

The relationship quality between the citizens and government defines the whole concept of good governance. In contemporary times citizen's satisfaction is of more importance so citizen centric administration has gained focus to ensure good governance and it has become necessary for vibrant democracy. Lack of good governance can lead to corruption, nepotism and undermining the rights of weaker sections and minorities.

A series of initiatives have been taken by Government of India to achieve the goal of good governance. This article compiles such initiatives and tries to analyse it. These initiatives have been taken from various secondary sources (books, journals, government websites, reports, articles). The article is divided into three parts. First gives the introduction, second analyses the various good governance initiatives, resulting in citizen centric administration which allows the citizens to move closer to the administration and the last part gives the conclusion.

KEYWORDS: *Good Governance, Initiatives, E-Governance, Governance.*

INTRODUCTION

Governance can be regarded as an art of collective decision making process through which any state is governed. The concept of governance has experienced change from the time of industrial revolution to the emergence of modern democracies. The concept has shifted its emphasis from supervisory administration to a more progressive citizen-centric system (Sharma & Sharma, 2010). In contemporary public management and public policy discourses, governance certainly encompasses a reasonably essential place (Asaduzzaman & Virtanen, 2016). The effectiveness of the system that suits to the wants, aspirations, background and ethos of the people concerned is the essential preconditions of quality governance. Those selected for operating the system of governance should be gifted with character and proficiency so that they can be motivated towards public service (Kashyap, 2010). It can be recognised as good when political leaders exercise their power of authority for the welfare of the citizens of their country (Shukla, 2010).

Since ancient times, good governance has been conceptualised as an epitome or Ram Rajya. In a democratic structure it is accompanied with proficient and operational administration. As such, administration should be growth oriented and dedicated towards citizens (Vayunandan, 2003). Kautilya also discusses the subsequent ten essentials of good governance for a king (Sharmasastry, 1929)

- Merge his distinctiveness with his duties
- Guide administration
- Avoid excesses without missing the objective
- Lead a disciplined life with a code of conduct
- Pay stable salaries and allowances
- Preserve law and order
- Stress on lekhaks (writers)
- Carry out precautionary measures against corrupt administrators
- Replace immoral ministers by virtuous ones
- Emulate executive qualities

In 1990's World Bank has specified good governance as a way of governance which is concentrated on rule of law, transparency, accountability, inclusiveness and efficiency(Shukla, 2010).Since, citizens occupy a fundamental place in governance so a citizen friendly and accountable administration is usually the main focus of every government(Ministry of Personnel, 2015). Following are certain preconditions for citizen centric administration that has been included within the twelfth report of Second Administrative Reforms Commission (ARC) titled 'Citizen Centric Administration- Heart of Governance':-

a. Comprehensive Legal structure
b. For effective functioning and appropriate execution of laws strong institutional mechanism is required.
c. Exhaustive personnel management policies and Proficient personnel recruitment
d. Accurate policies for devolution, delegation and answerability

Goal number sixteen of the Sustainable Development Goals (SDGs) Agenda 2015 visibly recognises the importance of good governance. It focusses on importance of effective governance institutions and systems that will be responsible for delivering of public services and will result in promoting comprehensive development. The main focus is to develop such kind of institutions which are effective, responsible and transparent. These characteristics in any institutions are a symbol of good governance. To accomplish SDGs one of the parameter that needs an urgent attention in the field of innovation i.e. the development of Information and Communication Technologies (ICTs). This innovation has opened the doors of new forms of commitment amongst citizens, government and the private sectors.(Dhaoui, 2019).

The relationship quality between the citizens and government defines the whole concept of good governance. As this relationship defines that for whom the government exists to 'serve' and 'protect', i.e. 'the citizens'. (Goel D. S., 2007). In contemporary times citizen's satisfaction is of more importance so nowadays citizen centric administration has gained focus to ensure good governance at local, state or national level, instead of traditional state (Citizen Centric Administration- The Heart of Governance, 2009). If there is an absence of good governance then the system will predominantly harm the 'corrective intervention' role of government(Bank, 1992). So as a result citizen centric good governance is necessary for vibrant democracy. Also the lack of citizen centric governance can lead to corruption, nepotism and undermining the rights of weaker sections and minorities.

A series of steps have been initiated to achieve the goal of good governance. For example various procedures have been simplified, various laws or rules that have become redundant have been identified and repealed, time has been abridged for filling up of various forms, digital technology has been used to bring in transparency in various public services, submitting of affidavits for small level executive jobs have been abolished, allowing of self-certification of our own certificates and building up of strong public grievance redressal mechanism etc. Government of India has tried to lessen the number of layers involved in the decision making process to the minimum so that information can reach the targeted citizens easily (Ministry of Personnel, 2015).

This article conceptually defines good governance, analysis various good governance initiatives like establishment of central vigilance commission, adoption of citizen charters, right to information act, right to service act etc. That are initiated to ensure citizen-centric friendly administration. These initiatives have been taken from various secondary sources (books, journals, government websites, reports, articles). The article is divided into three parts. First gives the introduction, second analyses the good governance initiatives, resulting in citizen centric administration which allows the citizens to move closer to the administration and the last part gives the conclusion.

ANALYSIS OF GOOD GOVERNANCE INITIATIVES

Various governments in India has initiated number of reforms which has resulted in bringing the people of the country closer to the administration. These reforms have taken place not only at the national level but also at the local level. Some of the good governance initiatives taken by the government of India are:-

Central Vigilance Commission (CVC)

To curb corruption (Vision and Mission | Central Vigilance Commission | Government of India, n.d.) in the country CVC was created in 1964 on the recommendations of the Santhanam Committee. The institution of CVC is made up of one chairperson and not more than two vigilance commissioners. CVC has helped in preventing leakages in the administration which has ultimately resulted in increasing accessibility of administrative functions by the citizens(Central Vigilance Commission).This institution has dealt with five characteristics of good governance that is transparency, responsiveness, efficiency, effectiveness and accountability. At the state level also similar organisational structure has been set up with the name of state vigilance commission.

In the era of internet, complaints to CVC can be made through an email also. In 2017, the annual report submitted by CVC in Parliament claimed that the number of complaints received by it was reduced. The reason which CVC gave behind this was that various complaints were vague and unverifiable (Joseph, 2018). CVC also claimed that it has reduced duplication of complaints. But reduced number of complaints may also be an indication of losing of trust on this institution by the citizens. Though CVC has set an example of citizen centric administration as it takes complaints from the citizens regarding corruption and take actions on it and by reducing corruption it has contributed in good governance yet CVC as an institution has failed to meet its objectives. There is a need for lot of reforms in this institution so that trust can be built again among the citizens.

Citizens' Charters

Citizens' Charters are purely replications of the idea that the citizens are the "King" and government institutions exist not to rule but to serve the citizens (Citizen Centric Administration- The Heart of Governance, 2009). This document states the day-to-day functioning of any organisation. It lists out all the contracts which the organization has with the citizens of the country (Kumar, 2016). Once it is declared then the organization can be held responsible if the services are not delivered to the citizens. With the aim of including participation, transparency, responsiveness, effectiveness, efficiency and accountability as the characteristics of good governance Government of India in 1996 started the exercise to frame citizens' charters. The analysis of various citizen charters has brought out the following:

• Reckonable standards of delivery are scarcely brought out.

• Since standards of delivery are scarcely defined, it becomes hard to measure whether the desired level of service has been attained or not.

• Even if the standards of service are specified, there is no mechanism to ensure that these standards of service are actually met. If these standards of service are not met then there are no provisions for compensation to the citizens available in the charter.

• There is no provision for regular updating of charters so as to meet the expectations of the citizens on the one hand and the organizational knowledge on the other with changing times.

• The local branches of the parent organisation have the compulsion of partaking same charter as the parent organisation. This generally overlooks the local issues which should be included in the charter so as to meet the requirements of the local citizens. (Citizen Centric Administration- The Heart of Governance, 2009).

Various reports have suggested that initiatives like citizen charters which aimed at building the administration transparent, responsible, open and responsive acted as a 'toothless tiger'. For instance in 2008 a review of Citizen Charters was done by Indian Institute of Public Administration (IIPA), New Delhi. In this review they found that many charters were non-existent or outdated, lacked precision on standards, commitments and mechanisms (Pandey, 2019).

Right to Information (RTI) ACT, 2005

RTI Act came as the game changer in 2005 where it provided the citizens with the facility of accessibility of information of any public policies which they deserve. This act not only improved transparency and accountability of the government but also helped in strengthening democratic nature of the country. Transparency characteristic of RTI Act has facilitated various government organisations to function more precisely, surely and has also empowered citizens to contribute in the governance process proficiently (Citizen Centric Administration- The Heart of Governance, 2009).This ultimately leads to lessening of corrupt practices and increase people's involvement and will result in good governance (Goel D. S., 2007). Undoubtedly, the act includes features of good governance, of which the major components that have been recognised in the act are: Citizens must be informed as learned citizenry will ultimately encourage people's participation in development process, transparency, accountability and lessening of corrupt practices. All these considerations are important fundamentals of good governance, which will entail full responsibility to stakeholders. As these stakeholders are partners in the development process and they have the powers to implement accepted policies, public customs and recognised standards (Ansari & George, 2010).

This Act is responsible for checking the abuse of the discretionary powers of administrative authorities. But it also suffers from various drawbacks which weakens the position of the right to information for example Section 2(h) has defined the term 'public authority' but it does not provides the exact meaning of public authorities. It includes certain NGOs which are funded by the government either directly or indirectly but there are some NGOs which are funded by the public then the question arises that whether these NGOs falls within the category of public authorities or not (Goel, 2019). Section 4 of the RTI Act has provided us with the provision of suo motu disclosure of a lot of information by each public authority. Nonetheless, such disclosureshave remained very less (Sabharwal, 2018). The evolution of this act was not either smoother or simple. There are still public authorities with embedded mind-set of denial of information. The bureaucracy always tries to justify that the information asked by the citizen is either a third party information or the information contains elements of officials secret. This ultimately distort the very existence of this act and results in delay of full enactment of the provisions of the act. So, overall the implementation of the RTI Act can be seen as a success and can be regarded as indeed one of the marvellous legislative achievement in the democratic progression of the Indian State as it has empowered the citizens by providing them information (Goel D. S., 2007).

Sevottam Model

Department of Administrative Reforms & Public Grievances (DARPG), Ministry of Personnel, Public Grievances and Pensions established the sevottam model in 2006. This model aimed at providing quality service delivery to the citizens by the government organisations. There are three components in this model. The first component focusses on effective charter enactment which results in opening up a channel. This channel will allow the citizens to share their inputs so that the concerned organisation can determine service delivery requirements. The second component, aims at establishing a robust Public Grievance Redressal mechanism that should function in a way to provide proper satisfaction to the citizens. Citizens are more interested in how the organisation reacts to their complaints irrespective of the final decision. The third component focusses on providing excellent service delivery system to the citizens. It imagines that an organisation can deliver excellent services if it accomplishes the key ingredients for good service delivery well and builds its own ability to progress delivery incessantly(Department of Administrative Reforms and Public Grievances, n.d.). This model involves various characteristics of good governance such as transparency, responsiveness, accountability, efficiency, effectiveness and rule of law.

Social Audit

Social Audit is that good governance initiative of GOI which reduces corruption, increases accountability and transparency and strengthens the Gram Sabha by providing them voice. Social audit refers to the involvement of all the stakeholders in measuring the achievement of objectives pertaining to the development goals. The process of social audit leads to social engagement, transparency, communication and accountability of the decision makers (Citizen Centric Administration- The Heart of Governance, 2009). In this the audit is concerned with matching real outcomes with intended outcomes and ensures social accountability. But still there are loopholes. According to one of the CAG report many states Social Audit Units (SAUs) doesn't seek record from Gram Panchayats regarding execution of works and expenditure which hampers the transparency, participation, efficiency, effectiveness, equity building, responsiveness and accountability which are fundamental characteristics of good governance. There is also lack of awareness among the Gram Sabha about their rights with regard to social audit.

Right to Public Services/Right to Service Act-

Right to Service (RTS) Act tries to curb corruption in the administration by ensuring time bound delivery of services to the citizens. It provides mechanism for punishing the delinquent public servant who fails to provide the services to the citizens on time. Madhya Pradesh became the first state to enact RTS Act in 2010. One of the core components of the Public Services Guarantees Act is the robust grievance redressal mechanism. Therefore, every state has included it as part of their legislation. However, there is variation in the structures and functions of the grievance redressal mechanisms of different states. Main characteristics of RTS Act are accountability, transparency, responsiveness, effectiveness, efficiency, participation and rule of law. But still there is lack of awareness among the citizens about the RTS Act and in most of the cases the public servant fails to provide the services on time. Also, most of the state acts are in essence mostly punishment-centric, the intention should be not to penalise the government servants, but to sensitise the public servants towards their duty, towards the citizens and to enhance and imbibe in them a culture to deliver services promptly (Pandey, 2019).

Lokpal and Lokayukta

The institution of Lokpal has been recommended by the first Administrative Reforms Commission. It aimed at providing citizens with clean governance (Lokpal of India, n.d.). The concept of anti-corruption institution came fifty years ago. The Lokpal Bill was introduced in the Parliament several times but due to various reasons the bill was not converted into law (Citizen Centric Administration- The Heart of Governance, 2009). It was finally legislated as a law in 2013, and came into effect in January 2014 (Lokpal of India, n.d.). Lastly in 2019, India got its first Lokpal in the name of Justice Pinaki Ghose. The Lawgot President's assent six years before but till now the Lokpal has not been able to play a significant role in curbing corruption. The current Lokpal institution has not appointed the Director of Prosecution (Johri & Bhardwaj, 2020). On March 2, 2020 Lokpal rules were notified i.e. a year after the appointment of first Lokpal. It stated that the complaint against the sitting or former PM would be heard by a full bench at the admission stage itself to decide whether an inquiry should be heard or not. Importantly, if a complaint is dismissed at the inquiry stage, no reason is to be given for rejection and also records of the inquiry not to be put into public domain. Here comes the flaw in the law as the reasons are not disclosed for the rejection so the petitioner will not be able to file an appeal in the SC to pursue his complaint. India is still far from adopting a national policy on the eradication of corruption (Godbole, 2020).

CONCLUSION

We can conclude that good governance acts as a fundamental element that is required in the progress of any country and it is an important step that leads towards simplification of procedures or rules in the government. Governance in India is undergoing transformation as it is being made simple, fast, flexible and effective by applications of new innovations and technology. This has led to participative governance and citizen centric administration. The various administrative innovations has not only reduced the human interface but also has enhanced their experience by providing them various opportunities. Digital Empowerment has helped in promoting Minimum Government and Maximum Governance. Provision of online citizen centric services has ensured transparency and accountability in governance. From all the initiatives mentioned above the ultimate aim of building trust with the citizens of the country through effective and speedy redressal of grievances have been somewhat achieved. But India is also facing the challenge of digital divide. There are people who do not know how to handle the technology as well they are also not well equipped with the English language. So to increase the access of these initiatives, government should provide training to the rural people on how to handle the technology in their local language. Nandan Nilenkani Panel suggested that National Payments Corporations of India should encourage local language app software for digital payments. Introduction of local languages or various Indian languages will surely increase the accessibility of benefits of efforts of the government.

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A STUDY ON PUBLIC PERCEPTION TOWARDS ADVERTISING WITH SPECIAL REFERENCE TO YELANDUR TALUK

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ABSTRACT

Advertising is a powerful tool to reach a large number of people at a time within a span of seconds. Advertising is necessary for all companies to market their products and services. Therefore, all the companies are concentrating more on advertising to reach all segments of the market. Nowadays, companies targeting rural areas considering their largest share in the market segment through using various advertising strategies. The present study, which was conducted in four villages of Yelandur Taluk, to analyse the perception or rural people and found that even though they are influenced by the advertising, still they are not satisfied with the content and information provided in the advertising.

KEYWORDS: *Advertising, Perception, Companies, Rural Area, Advice.*

INTRODUCTION

In the ancient and medieval worlds, advertising existed as word of month. The first step toward modern advertising came with the development of printing in the 17^{th} century; beginning with weekly newspapers in London began to carry advertisement. The expansion of business in the 19^{th} century was accompanied by the growth of the advertising industry and people started to make public announcements on the streets about their product offers and some people had signboards outside their shops and talks about their product that they were selling in a way that even an illiterate could understand the product's features. On the other hand, India, as the second largest populated country in the world, having the largest consumer base in the world, witnessed advertisements in the 19^{th} century but the development was limited. Later the introduction of LPG in 1991 has resulted in increase of the number of corporations, which in turn opened the door for the development of the advertisement industry. In recent years, apart from corporate, governments and allied organisations have also started giving advertisement to create awareness about social security. At present, the advertising industry is developing rapidly with the introduction of technologies, especially with the growth of the internet as well as the mobile industry. Further developments of technology have result in the speedy delivery of information to a large number of people within a span of a second. Which motivates them to be active in advertising media through providing I formation directly and building a the communicational bridge by convincing people to purchase the products or use the services. In the competitive world, advertisements help to increase brand awareness though educating the customer about different products and their and new features, which helps the customer to compare different products and choose the best one.

Advertising plays an important role in our everyday life. It mainly determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. Advertising shows us ready forms of behavior in a certain situation. It determines what is good and what is bad. We buy what people say or "advise".

Advertising is growing as an indicator of modernization and spreading its influence everywhere. People also need to be aware of it, because sometimes a little carelessness in advertising either leads to lack of opportunity or threat, which leads to a big loss. On the other hand, rural people are less educated compared to urban people and they are also not aware of the pros and cons of advertising. Therefore, the study was conducted in a few villages of Yelandur Taluk to find out the perception and also satisfaction level of the rural people towards advertisements and how the advertisements have an impact buying behaviour.

Review of Literature

Chandran and Unnikrishana (2019) Conducted a study in various parts of Kerala to examine the effect of newspaper advertisements on consumer awareness and to evaluate the importance of newspaper advertisements in developing consumers and found that there is a correlation between newspaper advertisement creating confidence in the minds of people and newspaper advertisements adding value to the product.

Parajuli and Pradip (2019) conduct a study to investigate women's attitude mass media advertisements and found that the majority of the respondents are aware of mass media advertisements and also there is a significant relationship between respondent's overall attitudes towards advertisements. Further authors found that advertising influences consumer behaviour.

Rehaman and Pial (2019) conducted the study in Chittagong city with the intention of analysing the consumer perception of various modes of advertising media and also to know which media is most preferable and found that customer's age, gender and occupation are the important factors which influence advertisement. Further the authors also that the majority of the consumers expressed that advertisements are not presenting the true picture of the product and most advertisement insult customer intelligence.

Gamal and Siddiq (2018) conducted a study in Mysore city to understand the perception towards advertising in the online social networking of foreign students who studied in Mysore and found that most of the respondents were not satisfied with online advertising. Therefore, the authors suggested creating an effective advertisement to influence consumer's informational responses. Finally, the authors conclude that online advertising to has to bring some surprise to the customer to grow

Bindia Doroch (2017) conducted the study with the aim of finding how the customer reacts towards the advertisements and promotions being used by the companies on several social media websites. The author found that social media advertising has a positive impact on customers, but sometimes the factors such as visibility, information, privacy policies are influences negatively on consumers. Finally author concludes that to attract the attention of customer the companies should concentrate on above aspects.

Bansal and Baggga (2017) conducted a study in Delhi to explore the effectiveness of radio as an advertising media and the study attempts to find out the radio listenership pattern of a consumer and found 10% of people felt that radio advertisement is ineffective and the perception of listeners is influenced by various factors that allow them to judge whether to act on the advertisement and concludes that if a radio advertisement is played on the right channel, at the right frequency, in the right time will grab the attention of listener.

Purey (2016) Conducted the study in Indore city, Madhya Pradesh to compare various medium of advertising and determine the effectiveness of different modes of adverting with various product categories and also tried to analysing the customer perception towards different modes of advertisement. The author expressed that there is a significant confidence between various modes of advertisement like television, newspaper, online, radio, outdoor magazines etc. and many problems products have risen due to wrong selection of media and finally suggested to analyse the every media before selection of the media.

Asha and Thanga (2016) conducted the study in kanyakumari district to ascertain the impact of advertisement on buying behaviour of rural customers towards fast moving consumer goods and author tried to explore the importance of television advertisement especially in rural area. Author said that television and newspaper are playing an important role in providing quick information on FMCG products and also author found that majority of respondents have satisfied with television media and newspaper.

Khatri (2016) conducted the study to assess the influence of newspaper advertising on consumer buying behaviour and also analyse the effect of advertisement placement in newspaper o =n buying behaviour. The author analysed deeply what consumer looks for in newspaper ads and which factor will have maximum impact on consumer behaviour.

Saravanan and Sajitha (2016) conducted the study to analyse the consumer's attitude towards internet and its effects on their buying behaviour pattern and found that 80% of the respondents have aware about the online advertisement and out of that 50% of the respondents believe that online advertisement is a reliable media.

Maroor (2015) conducted the study in Dakshinakannda district, Karnataka to know the level of confidence of rural women on advertisement and author tries to know whether the rural women find advertisement useful and reliable. In this study author tried to identified the factor which one induce rural women in the purchase decisions and author finally found that in rural places women do not have personal confidence in advertisement and the family, friends playing an important role in the attractive marketing strategies hold be well designed.

Statement of the Problem

Nowadays, advertisements are the key for introducing new products and marketing them through providing information about products and services in an effective manner which leads to building up a strong relationship with the people. Advertising communicates with people which convince them purchase their requirements in a competitive world and attracting them towards new products and services through implementation of various attractive strategies. In India, the majority of people live in the rural areas and companies are concentrating on people through advertisements and attracting them towards their various products and services. However, advertisements may negatively impact on rural people due to low awareness about the pros and cons of advertising. The present study was conducted in a few villages in Yelandur Taluk which is one of the backward taluk with low literacy rate. Further they tried to find out perception and satisfaction level of the village people. to purchase decisions

Objectives of the Study

- To study the level of perception among village people towards advertisements.
- To analyze the satisfaction level of village people towards advertisements.

Research Methodology

The present study was based on primary data which was collected through a well-structured questionnaire using – convenient sampling method. The data has been collected from 80 respondents among four villages of Yelandur Taluk. The data collected was presented in tabular form and analysed using ratios.

Data Analysis

TABLE 1 SHOWING THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic variables		Frequency	Percentage
Gender	Male	62	77
	Female	18	23
	Total	80	100
Age	Below 20	03	3.7
	21-30	49	61.3
	31-40	15	18.8
	Above 40	13	16.2
	Total	80	100
Occupation	Employee	23	28.7
	Self employed	22	27.5
	Student	13	16.2
	Labour	05	6.3
	Total	82	100
Qualification	Illiterate	00	00
	Pre-matriculation	23	42
	Post-matriculation	23	37
	Graduation	00	00
	Total	80	100
Annual Income	Below 25,000	35	44
	25001 -50,000	41	51
	50,001- 75,000	04	05
	Above 75,000	00	00
	Total	08	100

TABLE 2 SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION TOWARDS RELIABLE MEDIA.

Sl. No.	Particulars	Number of Respondents	Percentage
1	Television	43	53.8

2	Radio	05	6.3
3	Newspaper	11	13.8
4	Online	19	23.8
5	Pamphlets	01	1.3
6	Magazines	01	1.3
7	Word of mouth	00	00
Total		08	100

3. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THE FACTOR INFLUENCED IN ADVERTISING.

Sl No.	Particulars	No of Respondents	Percentage
1	Information	25	31.3
2	Reliability	32	40
3	Way of publicity	06	7.5
4	Participation of celebrities	07	8.8
5	Designing	02	2.4
6	Price	08	10

4. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION TOWARDS VARIOUS MODES OF ADVERTISEMENT FOR A SINGLE PRODUCT

Sl No.	Particulars	No of Respondents	Percentage
1	A little bit different	41	51.2
2	Huge Different	13	16.2
3	No different/same	26	32.5
	Total	80	100

5. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR PERCEPTION TOWARDS ADVERTISEMENT

Sl No.	Particulars		Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Total
1	Advertising influence on consumer behaviour	No. of Respondents	13	46	16	05	00	80
		Percentage	16.3	57.5	20	16.3	00	100
2	Advertisement is an essential in introducing the new product	No of Respondents	11	54	13	02	00	80
		Percentage	13.8	67.5	16.2	2.5	00	100
3	Advertisement involved in making money by giving fake	No of Respondents	06	58	16	02	01	80
		Percentage	7.5	72.5	16.2	2.49	1.31	100

	news							
4	Advertisement sometimes misleading	No. of Respondents	13	48	12	03	04	80
		Percentage	16.3	60	15	3.7	05	100
5	Advertisement is an informative	No. of Respondents	00	56	56	13	09	80
		Percentage	00	70	70	16.2	11.3	100
6	Participation of celebrities make Positive impact make positive impact	No. of Respondents	00	60	60	12	08	80
		Percentage	00	75	75	15	10	100

6. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA INFLUENCE WHILE BUYING DIFFERENT PRODUCTS

Sl No.	Particulars		Television	Newspaper	Online	Radio	Magazines	Pamphlets	Word of mouth	Total
1	Daily consumable product like milk, vegetable etc.	No. of Respondents	12	04	02	00	00	01	61	80
		Percentage	15	05	2.5	00	00	1.2	76.3	100
2	Durable goods like furniture, electronic items, vehicles etc.	No. of Respondents	21	09	19	00	06	20	05	80
		Percentage	26.3	11.2	23.8	00	7.5	25	6.3	100
3	Essential Products like medicines, clothes etc.	No. of Respondents	26	12	22	01	05	09	05	80
		Percentage	32.5	15	27.5	1.2	6.2	11.3	6.3	100

7. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR SATISFACTION LEVEL TOWARDS ADVERTISEMENT

Sl No.	Particulars		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
01	Design	No. of Respondents	16	41	22	01	00	80
		Percentage	20	51.5	27.5	1.3	00	100
02	Information	No. of Respondents	15	42	18	05	00	80
		Percentage	18.8	52.5	22.5	6.3	00	100
03	Price	No. of Respondents	09	30	33	06	02	80
		Percentage	11.3	37.5	41.2	7.5	2.5	100

04	Display	No. of Respondents	15	29	21	12	03	80
		Percentage	18.8	36.3	26.2	15	3.7	100
05	Content	No. of Respondents	8	38	32	01	01	80
		Percentage	10	47.5	40	1.25	1.25	100
06	Product reliability	No. of Respondents	3	39	31	6	01	80
		Percentage	3.8	48.8	38.8	7.5	1.31	100

8. Table showing the classification of respondents on the basis of purpose of the advertisement.

Sl. No.	Particulars	No. Respondents	Percentage
01	Provide qualitative information	28	35
02	Entertainment	09	11.2
03	Transfers belief and values to the society	10	12.5

Findings

- The study found that the majorities i.e. 77.5% of respondents are male and 61.3 % of respondents are aged between 21 to 30.
- The study found that 70.05% of respondents have completed graduation and some of the respondents have completed post matriculation.
- The study found that 51.2% of respondents income is between 25,001 to50,000 .
- Majority i.e. 53.805 of the respondents have said that television media is the reliable because most of the rural people are watching the television and getting the information about the products and services.
- Most of the respondents i.e. 71.35 of the respondents have buying the products influence by reliability and information factor.
- Majority i.e. 70% of the respondents have said that advertising is an informative media which is helps in identify and buying the new products or use the services.
- Most of the respondents i.e.68.8% of the respondents have responded that the advertisement provide the relevant information about the product because they have satisfied with the information.
- Majority i.e.51.2% of the respondents have expressed their opinion that while different media giving the advertisement on the same product makes a little bit difference in the context of product’s information.
- Most of the respondents i.e.5.5% of the respondents have agreed that the advertisement will influence on consumer buying behaviour by convincing to purchase the products.
- Majority i.e.67.5% of respondents have agreed that the advertisement is an essential in introducing the new products.
- Most of the respondents i.e.75% of the respondents have expressed that participation of celebrities will positively impact on consumer buying behaviour.
- Majority i.e.76.3% of the respondents have been purchasing the daily consumable products influenced from the word of mouth.

- Most of the respondents i.e. 72.5% of the respondents have agree that the advertisement introduce the new product but it also involves in making money because of advertisement sometimes provides the fake information about the product and attracts the customers.
- Half of the respondents have been purchasing the durable and essential goods influenced from the television and online because of convenient.
- Majority i.e. 51.2% of the respondents have satisfied about product design which attracts the customer.
- Most of the respondents i.e. 51% of the respondents have expressed their opinion that the advertisement purpose is to provide the qualitative information and remaining respondents have said that educate the customer about the product.

CONCLUSION

Presently, advertisement plays an important role by providing the information about the various products and services in an effective manner and also helps in promoting the products, services and also ideas to the society. It is communicating the customers by convincing to purchase the product or use the services.

From the study, it has been found that rural people have awareness about advertisement and majority of the respondents have positive attitude towards advertisement strategies followed by the different companies. On the other hand, some of the expressed that advertisement is negatively impacting on the rural people and also they have not aware on recent advertisement tools due to various reasons such as literacy, lack of knowledge etc.

To conclude, all the companies should provide the true picture with real information about the products and services which in turn helps the rural people to purchase the products or use the services without any confusion.

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THEORETICAL ANALYSIS OF THE FORMATION OF LEADERSHIP COMPETENCE IN MANAGERIAL PERSONNEL

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ABSTRACT

Today, the training and retraining of leading personnel for public service is of great importance. After all, one of the masses that make up the country's development are civil servants. It is important to develop the competencies of leaders who are in leadership positions and are preparing for leadership positions.

This article presents a theoretical analysis of leadership competence, which is given special attention in the training of many civil servants, and also explores the stages of formation of leadership competence in young leaders.

KEYWORDS: *Leader, Competence, Leader, Charisma, Dilettante, Professional, Mentoring.*

INTRODUCTION

Civil service personnel occupy a special place in the development of every country in the world community. In this regard, each country pays special attention to high-level training and retraining of its personnel. In this regard, special attention is being paid to the training, retraining and qualification of management personnel in the public service in Uzbekistan. In this regard, the Decree No. PF-5843 of the President of the Republic of Uzbekistan dated October 3, 2019 "On measures to fundamentally improve the personnel policy and state civil service system in the Republic of Uzbekistan"[1] defined the priorities for further improvement and reform of the state civil service. In accordance with this Decree, it provides for the introduction of the "career model" of the state civil service, which provides for the gradual transition from the ranks of the service career through the regular improvement of personnel qualifications, the classification of state civil servants and the awarding of qualification ranks (levels) to them. Accordingly, one of the priority tasks is to study advanced foreign experience, improve this field based on modern approaches and bring it to a new level.

As defined above, the practice of advanced foreign countries in developing the competencies of civil servants was analyzed.

In particular, on the basis of studying the qualifications of civil servants in South Korea, the UAE and developed countries such as Singapore, Germany, and the USA, it was studied that the competences of civil servants in these foreign countries are divided into two types. First of all, it is divided into general competencies of civil servants (Core competencies) and types of competences according to the ministries and agencies in which the civil servant works.

When studying the competencies of general civil servants, they can find a similar competency "Leadership".

Problem-solving competence includes the ability to provide and receive feedback constructively. It is divided into the following indicators:

1. Tends to support people when they show independence of thought and draw conclusions.
2. Attempts to record proper behavior and behavior of employees.
3. Helps and supports people in undertaking tasks and goals that require hard work.
4. Usually uses an informal interview style with employees of all job levels.
5. Gives employees a lot of freedom to challenge themselves in challenging tasks and develop different skills.
6. Employs an open door policy when coaching is needed or referrals are needed.

Indeed, the President of the Republic of Uzbekistan, Shavkat Mirziyoev, in his speech at the joint meeting of the chambers of the Oliy Majlis: "The main task is to form a new structure of leaders and officials who have high professional skills and modern thinking, who are well-thought-out, who can make the right decisions in all aspects, and who will achieve the set goals", and set specific tasks for all educational institutions operating in this direction and the leaders in this field.

In the current rapidly developing period, the tendency to base competences in the development of leadership skills is gaining priority. Leadership competence has a special place among these competencies. Because ancient philosophers Herodotus and Plutarch paid special attention to leaders and described them as "leaders who create history". In fact, leaders are the ones who reform the rules of society through state policy. Today, the development of leadership competencies occupies a special place in the process of training young leaders.

There are various social psychological theories of leadership development, one of which is the "Environmental" theory, which states that the main driving force for leadership is the place, circumstances, and cultural environment in which a person lives. A person's place of birth, his school, higher education institutions, and his place of work greatly contribute to the development of leadership competence.

During the growth period of a person, not only his internal emotions or motivation form the leader's leadership competence, but also the surrounding environment and interaction with the people around him contribute to leadership training. According to the "Environment" theory[2], leadership is not innate and this competence can be developed at any age. For this, the leader is required to constantly work on his knowledge and skills. As a proof of this theory, we can cite an example of measures taken by the Youth Union to appoint captains in schools and to develop leadership competencies in them from school age.

Another theory aimed at developing leadership competence is Trait Theory. Gordon Allport, one of the founders of Trait Theory, "emphasizes that not only socio-psychological, but also biological aspects have a great influence on personality development"[3]. According to him, a person's leadership competence depends not only on his work on himself or internal motivation, but also on his innate, biological and etymological genetic program, temperament, intelligence, charisma, and especially on his divine destiny. In his work, he suggested that charisma is a distinguishing characteristic of a leader, and that this potential can only be innate and cannot be artificially formed.

According to Nikolaus Enkelman, charisma is the ability to attract and retain the attention of others. According to our interpretation, charisma is divine light, strength, the ability to gather people around and positively influence them. According to the supporters of this theory, L.Bernard, V. Binham, O.Ted, S.Kilbourn, a person's leadership competence is innate and depends on the following 4 types of personal-psychological characteristics[4]. These are: innate intellectual potential, responsibility, innate faith, confidence, and activity that represents a fierce spirit. Intellectual means the ability of a leader to think strategically, the ability to see every issue in advance, the ability to control his emotions, and the conceptual thinking aimed at seeing the positive characteristics of each person and directing them for the development of the organization. In terms of responsibility, the leader's sense of personal responsibility for each issue is important, and the characteristic of a leader is to increase the sense of responsibility in those around him. The ability to correctly communicate the level of importance of the issue is required to approach each job responsibly. It has been noted that self-confidence instills a sense of confidence in others and increases the ability to influence them. At this point, it is worth noting that the basis of self-confidence is the ability to make an adequate assessment of oneself, so it is important for a leader to know his strengths and weaknesses and act based on these abilities. In addition to the above-mentioned characteristics, we can say that another characteristic of true leadership is the ability to overcome the "ambivalence" in decision-making that is characteristic of a person.

Doubt can be a constant companion for a young leader, because there are always cases of hesitation due to the fact that the correctness of the decisions made and their impact on the internal socio-psychological environment cannot be predicted in advance, or due to insufficient experience. According to this theory, in 1940, K. Baird developed a list of 79 characteristics that a leader should have.

Also, effective leadership depends on the "maturity" of the individual according to the "Life Path" theory presented in the book "Managing Behavior in the Organization" by P. Hersey and K. Blanchard. Accordingly, an important factor for the development of leadership competence is life experience. According to this theory, leadership competence is not only the abundance of knowledge, but also the ability to establish positive relationships with people and ensure the sustainability of these relationships. Based on this theory, the leader's experience is important in the development of leadership competence. After all, the mistakes made during life and activity in some sense help the person to make the right decisions and ensure the stability of the positive social-psychological environment in the team.

Another theory about leadership is the theory of "Person-state". This theory generalizes the previous theories to a certain extent, and in the formation of leadership competence, both the environment and individual psychological characteristics of the person, as well as his life experience, are taken into account. R. Stogdill and S. Shartle emphasize that the concepts of "status", "interconnection", "consciousness" and "behavior" can be used to express the concept of a leader[5]. A leader should demonstrate his position in society, his reputation, the ability to communicate with people, not only to establish a single authority, but also to act together with those around him. Here, it is meant that a person should make decisions based on his mind, form an image worthy of the level he holds, and be able to behave in accordance with this image.

Based on the above-mentioned theories, we believe that it is necessary to apply a multi-level approach to the formation of leadership competence in our leaders today. The first stage is cognitive, that is, it involves the development of the knowledge level of our leaders. In order to increase knowledge, it is necessary to form the ability to correctly divide daily tasks, which tasks are considered important and which tasks are necessary. Daily reading of new literature for 20-30 minutes during the allocated time and connecting the received new information to real life will greatly contribute to the development of the level of knowledge. In addition to the development of the level of knowledge, the young leader develops the ability to formulate short-, medium- and long-term goals and strive towards the set goal. During intellectual development, the young leader also develops self-discipline skills, because constant reading of books, setting goals for himself changes his character, learns to control his inner emotions.

The leader begins to notice his own shortcomings and strives to improve. It is natural that the leader is not aware of his individual shortcomings in some cases. These shortcomings may not be known in everyday life, but in some situations in a leadership position, these shortcomings may manifest themselves negatively to those around them. This is one of the reasons why leaders often postpone the solution of some issues. Because the issue of delay is the lost time and opportunities, it is called anti-leadership in psychology.

In the second stage, the young leader's ability to cooperate is focused on development. In most organizations, we can observe that the formation of new values between the younger generation and older generations causes conflicts between them. Therefore, it is important to develop the ability to cooperate in young leaders. As it is known from the psychology of personality, the period of curiosity and non-recognition of rules is the most developed at the age of 20-28. At this time, there are cases of encountering some difficulties in working with the older generation for young people who have assumed the responsibility of leadership. We all know that in every organization there are specialists who can approach various issues professionally and provide solutions that are right for the organization than a young leader. That's why it is good for a young leader to be able to cooperate with such specialists in the interests of his organization, because they act as internal consultants. That is why there is a mentoring service in developed foreign countries, which in the East is called the master-disciple tradition. In the above-mentioned "Life Path" theory, it is stated that life experience is important in the development of leadership competence, and for a young leader, the presence of a mentor with great life experience will be a great help in forming his leadership competence.

In the third stage, the development of management experience allows the formation of leadership competence in a young leader. Leadership competence can be formed by developing skills such as accurate and precise goal setting, timely and quality performance of assigned tasks, and provision of a performance control system in management experience. The problem of formation of leadership competence is also widely covered in the science of management acmeology, according to which 4 forms of management experience can be distinguished. The first is "dilettantism," in which the leader fails to adequately demonstrate his or her managerial skills. the leader unknowingly or as a result of some external influences begins to transfer the management used by others to his management. In this case, the leader's creative approach to his problems is lost, and even his self-confidence may decrease.

The second form is the so-called "stiff" form, in which the leader is accustomed to performing only daily tasks, avoiding tasks aimed at expanding his abilities.

The third form is called "Innovative", and such a leader is considered a leader who quickly realizes changes and seeks to find opportunities in different situations. Such a leader is always eager for new things, but sometimes he can make mistakes in predicting that these new things will not meet the requirements of the internal environment of the organization.

The fourth form is called "Professional", such a leader always has a systematic approach to management. . Of course, it is natural for a leader to have the above-mentioned forms in the process of developing management experience at some point in time, but a young leader should determine which form of management experience is suitable for him and try to develop it further.

Based on the above points, it can be concluded that as an effective approach to the formation of leadership competence in leaders, increasing the level of knowledge of the leader will give more results, because by developing knowledge, the possibility of using the method of self-education, which is widely used in psychology, will expand. As the level of knowledge increases, the manager's management experience, skills of cooperation with the subordinate leaders develop further, he begins to move in accordance with the news and the rapidly changing era. Also, the formation of leadership in a person is a great work, dedication, enthusiasm, a strong desire to master the unknown, loyalty and endless patriotism.

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SOME FACTS OF THE STRUCTURE AND COMPOSITION OF THE CUSTOMS SERVICE OF TURKESTAN IN THE SECOND HALF OF THE 19TH - EARLY 20TH CENTURIES

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ABSTRACT

In this scientific article, the author examines the history of the development and emergence of customs in the constantly existing foreign policy and economy of the Russian Empire, as well as the features of the customs service and customs fees, the structure and composition in Turkestan in the second half of the 19th - early 20th centuries. The customs activity of any state is one of the main economic levers.

KEYWORDS: *Structure, Customs District, Customs, Border Guard, Composition, Foreign Trade, Economy, Tariff, Trade, Duty, Income, Percentage.*

INTRODUCTION

In the Russian Empire, the system of customs institutions of the 19th century is presented in the Customs Regulations of 1857 [1.1]. Customs and customs outposts were established in the external land and sea border of the empire. Depending on the volume of operations, customs were divided into the largest - first class, medium - second-class and small - third class. Some customs had forward branches, and some customs had forward posts called outposts [2.26].

Until 1864, the Border Guard was part of the Department of Foreign Trade. On October 26, 1864, the opinion of the State Council was imperially approved, according to which the Department of Foreign Trade was renamed the Department of Customs Duties. Privy Councilor, State Secretary D.A. Obolensky was appointed its first director. The structure of the border guards has undergone certain changes from time to time. The complexity of the situation on the border of the Russian state determined the need to increase the density of border guards, to take new sections of the border under the protection of border guards, and, as a result, to increase the number of border guards.

RESULTS AND DISCUSSION

The second half of the 19th century is characterized by the development of capitalist relations in Russia, the growth of domestic industry, and an increase in trade. All this had a huge impact on the further development of the border service, on strengthening the border guard, which by the end of the century separated from the Department of Customs Duties into the Separate Corps of the Border Guard.

The civilian guards, customs officials and Cossacks to protect the western and southern borders were replaced by border guard troops [3]. At this time, the main tasks of the border guards were: guarding the border from encroachments by neighboring states, combating smuggling and performing quarantine service.

The General Directorate of the Border Guard was concentrated in the Department of Foreign Trade (in 1865 transformed into the Department of Customs Duties). The customs districts were subordinate to him.

Each customs district of the border guard had 1 brigade of 3-5 companies, (a semi-brigade of 2 companies) or a separate company. The border brigade (semi-brigade) guarded the border section from 100 to 1000 versts. The site was distributed among the companies. Thus, the company section could reach from 25 to 500 versts along the borderline. Companies, in turn, were subdivided into 2-3 detachments, which made up cordons. The detachment section was divided into approximately fifteen posts. Since their protected areas were not the same, from 10 to 20 versts, the number of posts ranged from 5 to 50 people. On average, one border guard had 5 versts of a guarded section of borders [4.12].

Since 1874, on the basis of the Manifesto “On the introduction of universal military service”, an order has been issued to recruit the rank and file of the border guards, although they were not then part of the country’s armed forces, with recruits [5]. Until now, recruitment has taken place by selecting soldiers from army units and formations. The service life was reduced from 25 years to 6 in active service and to 9 in reserve. The recruiting of the border brigades was a positive step. In this regard, a new task was assigned to the command staff of the border guard - combat and service training of young soldiers.

All subsequent border guard measures were aimed at its further militarization. In 1875, the border guard companies were renamed into departments, and their commanders were assigned headquarters officers’ ranks. By this time, the border guard had the following structure: brigade - department - detachment - post. In 1876, gymnastics schools were created at the brigades to train company instructors in gymnastics (physical training). Gymnastics is becoming one of the elements of combat training and physical education of border guards. Physical exercise is included in the daily routine, and gymnastics is included in the class schedule.

At the same time, by a special order of the Minister of Finance, the chiefs of customs districts are assigned control over the military training of border guard officials. And since they were civilians, this order was allowed to appoint generals and staff officers with the right to wear uniforms to their posts and remain in their assigned rank.

A year later, since 1877, an army disciplinary charter began to operate in the border guard, new brigades were introduced, additional transition points were opened, and quarantine and customs units were transferred to the direct jurisdiction of the Ministry of Finance - to the Department of Customs Duties. The disciplinary rights of the commanders of border brigades are equated with the rights of the commander of a regiment, the head of the customs district - with the rights of the commander of an army brigade.

The system of organizational measures carried out in the border guard gave it a real military look and structure. By the end of the 70th, she represented an impressive military force.

In 1882 [6], by a special "Regulations on the use of border guards in case of war," she is enlisted in the armed forces of the state, remaining, however, in peacetime under the jurisdiction of the

Ministry of Finance. According to this provision, brigades located in the theater of operations are placed at the disposal of the “commander of the troops and are used to replenish field units”. From that moment on, the border guards were provided with all items of military supplies on a par with army units: the patrolmen received weapons and equipment for dragoons, and the guards received weapons and equipment for the infantry.

In 1883, the issue of the administrative division of districts was revised. By this time, there were seventeen of them - according to the number of brigades. In order to reduce costs, eight districts were abolished. After the reorganization, nine districts remained.

Thus, the protection of the state border of the Russian state was carried out by the border guards, the regular army and the Cossack troops. By the end of the 19th century, the Border Guard assumed a central role in border protection, taking on a range of military, police and political functions. All organizational measures for the border guard were aimed at its militarization, which was completed by the creation in 1893 of the Separate Border Guard Corps, whose duty was to protect and guard all the borders of the empire.

The protection of the borders of the lands acquired by Russia in the Turkestan Territory was carried out mainly by infantry regiments and Cossacks. Russian troops were stationed in the following regions: Mangyshlak detachment with headquarters in Fort Alexandrovsky, staffed with infantry and Cossacks; Krasnovodsk detachment - in Krasnovodsk, consisting of infantry, Cossacks, artillery and sappers; Chikishlyar mobile detachment - in the lower reaches of the Artek, from infantry and Cossacks; Aral military flotilla with armed steam ships. On the Dzharkent section of the border with China, the 1st Siberian Linear Cossack Regiment of 600 strength served [7. 239-240]. Hundreds were deployed in platoon along the border, thus forming a chain of posts. Horse detachments were sent from the posts to guard the border and reconnoiter the area.

On May 2, 1886, the customs part of the Turkestan General Government was transferred from the jurisdiction of the War Ministry to the jurisdiction of the Ministry of Finance. In the administration of the Turkestan Territory, the position of an official for special assignments for customs affairs is introduced, who is entrusted with leading the actions of local customs officers to collect fees, as well as preventing and suppressing smuggling, and supervising the actions of the border guards. However, the customs district in Turkestan turned out to be larger than any of the customs districts of the European part of Russia. Therefore, on June 12, 1890, it was divided into two districts: Turkestan and Semipalatinsk. In September 1892, the first post was formed in the town of Shajan in the Eastern Pamirs.

Realizing the need for economic reforms in the Russian Empire, S.Yu. Witte also assigned an important role in his plans to the border guard, which was supposed to perform the function of the defender of the Russian market from foreign smuggled goods. To implement these plans, it was necessary to immediately reform the border guards.

At a meeting of the heads of the Department of Customs Duties and Border Guard S.Yu. Witte, in particular, said: “The current situation, when the border guards are subordinate to civilian officials, cannot be considered natural for military service. The border guards at the highest levels are guided by purely clerical methods by civilian officials, which should significantly weaken the military spirit of the guards”. Seeing ways to improve the efficiency of the border guards in their military organization, the Minister of Finance, however, warned against excessive "militarization" of the border guards: “Having a strict military organization, the border guards should primarily serve the interests of the financial department. Military activities should not weaken the special border service, which is of extremely important state significance as the protection of significant government revenue and the interests of the domestic industry". The result of the meeting on July 19, 1893 was the concept of reorganizing the border guards, for a detailed study of which Witte himself undertook.

On October 15, 1893, Alexander III signed a decree to the ruling Senate, according to which a Separate Border Guard Corps (SBGC) was allocated from the Department of Customs Duties, which was left in the Ministry of Finance.

A separate corps of border guards is a special-purpose military unit in the Armed Forces of the Russian Empire, designed to protect the borders of the state. The corps was created by allocating a branch of border control of the Department of Customs Duties of the Ministry of Finance of Russia to a special military formation.

SBGC was subordinate to the Ministry of Finance, the head of which was the Chief of the Corps, the direct leadership was carried out by the commander of the Corps, who, in terms of status, was equated to the head of the military district or the head of the main department of the War Ministry. The first Chief of the Separate Border Guard Corps was Minister of Finance S.Yu. Witte, and the first commander was General of Artillery A.D. Svin'in.

The corps was divided on a territorial basis into districts (7 districts were created), then into brigades, then into departments. The departments were divided into detachments and posts. The headquarters of the Corps consisted of four divisions (combat, border surveillance, weapons and economic).

The creation of the SBGC completed the transition from the customs guard to the troops, which equated it with the military department. Regular troops, mainly infantry and Cossacks, continued to guard the border of the Turkestan Territory in Central Asia until 1894.

In 1894, all posts of customs supervision were organizationally included in the Transcaspian and Turkestan customs districts.

Border supervision in the Trans-Caspian region and on the right bank of the Pyanj and Amudarya rivers (Bukhara-Afghan border) was established in accordance with the decree "On the device of border supervision in Central Asia" adopted in 1894 [8]. According to the decree, the Transcaspian and Amudarya brigades were formed. They were subordinated to the Transcaspian and Turkestan customs districts; in 1899 these brigades formed the seventh - the Tashkent border district as part of the Separate Border Guard Corps.

Simultaneously with the conduct of customs supervision, in 1882-1896, the process of organizing border guards began on the section of the Bukhara-Afghan border. The border along the Pyandj and Amudarya at that time was guarded by regular units, consisting of infantry and Cossacks, brought together in line battalions. In 1886, the first Russian garrison, numbering 1200 people, was formed in Chardzhui. In the same year, a garrison was formed in Kerki to protect the Bukhara-Afghan border [9.7].

"The first division of the brigade (*Amudarya* - K.Ch.) starts from the city, or rather the tract, Kerki on the left bank of the Amudarya , both banks of which are up to the Bassagi post, 60 versts further from Kerki and about 300 versts from Chardzhui, in our possession, beyond the post of Bassagi, the left bank belongs to Afghanistan, and the right bank belongs to our Bukhara possessions. In Kerki, in addition to the border guard post and premises for the headquarters of the 1st department, there are not a small number of military units, consisting of 2 rifle battalions, 3 hundred Orenburg Cossack regiment, 1 battery and the headquarters of a rifle brigade. There is also our adobe fortress, built more for intimidation, 9 years ago. 1st class customs in a separate, specially built building, very satisfactory and constituting the decoration of this tract" [10. 18].

During the reorganization of the border guard, the opinion of Lieutenant General N.A. Usov on the inexpediency of establishing border surveillance along the entire border line from Krasnovodsk to the Pamir at 3,000 versts, which would require large funds for the detention. He believed that goods from abroad were sent to Bukhara along the old Peshevar-Kabul road, due to the lack of border control. For border supervision N.A. Usov proposed to establish 5 distances out of 30 posts within the Trans-Caspian customs district, in the Turkestan district - 4 distances out of 26 posts, with the total staff: senior posts - 55, their assistants - 110, horsemen - 546.

In 1894, the State Council, having considered the proposal of the Ministry of Finance dated April 13, 1894, on the arrangement of border supervision in Central Asia, decided to establish it in the Trans-Caspian region and on the right bank of the Pyanj and Amudarya rivers. On June 6, 1894, Nicholas II approved this decision by signing the law “On the arrangement of border control in Central Asia”.

In 1896, the 31st Amudarya border brigade with a staff of 915 servicemen was formed on the territory of the Turkestan customs district, which became part of the 7th border district of the Separate Border Guard Corps [11]. Until 1910, civilian horsemen from the local population also served in the brigade.

On December 9, 1896, Nikolay II approved the opinion of the State Council on the transformation, within three years, starting in 1897, of the border control in Central Asia into two brigades.

There were 50 posts in the Amudarya brigade; posts where officers also lived - 20. Thus, each officer had from three to four posts, depending on the difficulty of communication and the remoteness of the distances between posts; the posts under the command of the same chief officer constituted a detachment. Each post was individually called a cordon; whether two or three detachments under the command of the same headquarters officer constitute a department; there are 4 such departments in the brigade [10. 24].

The brigade’s headquarters was located in Patta-Gissar (New Termez), at a distance of 1,2 km from the bank of the Amudarya . On a plot of 11 hectares, allotted by the Emir of Bukhara Said Abdulakhad for the construction of the brigade headquarters, there is a whole military town. A large park was laid out in it, peacocks walked among the fruit and decorative trees, swans swam in an artificial pond. The first church on the site of the Amudarya brigade was also built here. 30 officers houses, a brigade infirmary, an officers assembly, a bathhouse, as well as large barracks two kilometers away, were distinguished by their original architecture. All this was built under the leadership of the first brigade commander, Colonel M.M. Kostevich for four years. The distances that existed before, ranging from 150 to 400 versts, were reorganized into departments [10. 25-26].

In the section of the Pyanj border detachment, the following border guard posts were formed: “Ravine”, “Ayvaj”, “Khoshma”, “Takhta-Kuvat”, “Vakhsh” team), “Ak-Tepe”, “Nizhne-Pyandjsky”, “Karaul-Tyube”, “Faizabad”, “Saray”, “Sredne-Pyandjsky”, “Pyandjsky”, “Ak-

Dzhar" (opposite the Kokchi river) , "Kyzyl-Su", "Parhar", "Chubek", "Bogorak", "Yol", "Hirmandzhou", "Parvar", "Shagon", "Kalai-Khumb". The posts were located at a distance of 10-15 kilometers from each other. Only between the posts "Shagon" and "Kalai-Khumb" the distance was more than one hundred kilometers. In 1900, the post in Kalai-Khumb was removed due to the inaccessibility of the area for the delivery of food, fodder and clothing. In "Ayvadzh", "Nizhne-Pyanjskiy", "Chubek" and "Yola" customs posts were located simultaneously with the border guard posts.

Border guard posts were located in those places where the smuggling deals were most likely - near the quays, in shallow waters, at the intersections of the main roads. At the same time, not only smugglers were transported from Afghanistan, but also gangs of robbers who robbed the local population, took hostages, took cattle away, and whoever resisted was killed. The border guards, promptly notified of these actions, resolutely suppressed these actions.

A great deal of work on the quality of the laying of posts was carried out by engineers who, using the terrain, skillfully erected fortifications. Contemporaries cannot help but be surprised by the correct choice of the location of the old posts, in the place of which the current outposts stand. All this suggests that the Russian officers, who conducted a reconnaissance of the area at the end of the 19th century, optimally determined the rationality of their establishment.

The posts were built, depending on the location, of mud brick or stone, without a wooden floor. The tree had to be imported from Siberia, so it was very expensive. The posts of the Yule department were considered the most favorable in terms of sanitary conditions (mountain air, clean water, gentle sun in the summer, excellent hunting), so most officers and lower ranks tried to get here.

The border road, laid by Russian engineers from Termez to Shagon, and then to Kalai-Khumb, was a chain of impassable obstacles. The servicemen had to ride on horseback, cross water crossings, climb on foot or crawl, overcoming mountains, sands, swamps, rocks and abysses.

In the reed thickets along the coast of the Panj, the border guards faced another danger. Bengal tigers, leopards, reed lynxes, wild boars and other wild animals lived here in large numbers. There were a lot of snakes, including cobras, gyurzas, rattlesnakes, sand fes, as well as scorpions, phalanges, karakurt. Bengal tigers possessed tremendous strength - with one blow of their paws they killed a horse, breaking its rump. In the mountains, in juniper thickets, one could often meet bears.

In order to safely move around the areas of the Saraysky and Yolsky departments, special hunting teams from border guards were created, which shot predators. The price of a tiger skin, depending on its quality, was 25-50 rubles, the cost of large specimens reached 75 rubles (a men's suit at that time cost 8 rubles, a coat - 11 rubles).

To move from Saray to Termez, border guards also used water transport, including steam-powered ones. It is known that in 1900, the first commander of the SBGC, General of Artillery Alexander Dmitrievich Svin'in (was in office from 1893 to 1908), made an inspection trip along the section of the Amudarya brigade from Chardzhui to Faizabad, located 17 kilometers downstream from Saray, on a small steamer Amudarya flotilla [12. 114].

Despite the unfavorable epidemiological situation and difficult conditions of service, the border guards of the Amudarya brigade showed firmness of character, strong will and dedication to fulfill their service and combat missions with honor. So, in 1907 in the Turkestan customs district, contraband was detained for 12,5 thousand rubles, while in the Baku district - for 6.3 thousand, in Batumi - for 2,4 thousand rubles. Border guards accounted for an average of 62 per cent of the smuggling caught.

By the highest imperial order of May 7, 1899, among other border districts, the 7th border district was created with headquarters in the city of Tashkent, which included the Transcaspian and Amudarya border brigades, Major General A. Kunitskiy became the first head of the district. The 7th border district included the entire territory of the then Turkestan region, including sections of the border between China and the territory of modern Kyrgyzstan. In the Trans-Caspian region and on the right bank of the Pyanj and Amudarya rivers (Bukhara-Afghan border), the border control of the Trans-Caspian with a staff of 1390 soldiers, subordinate to the head of the Trans-Caspian customs district, and the Amudarya brigades of the SBGC with a staff of 915 soldiers, subordinate to the head of the Turkestan customs districts. Despite the measures taken, the brigades experienced great difficulties, primarily due to the lack of personnel. During the organization of the service, army units helped.

In 1912, the 7th border district as a whole and the Amudarya brigade in particular were also visited by the second commander of the SBGC, infantry general Nikolay Apollonovich Pykhachev, who served in this position from 1908 to 1917. The purpose of the inspections by the SBGC command was to determine the ability of the Amudarya brigade to perform service and combat tasks in accordance with its intended purpose, the state of border supervision, meeting the religious needs of border guards, office work, drill and shooting, cash reports. The inspectorate concluded: “Border protection throughout the entire district is still characterized by extreme weakness, and all the activities of the posts take place mainly in self-service. There is no leadership on the part of the heads of the border protection business on the ground” [12. 117-118].

Taking into account the effectiveness of the service and combat activities of the 7th border district, the command of the SBGC decided to increase the staff of the Amudarya brigade at the expense of the brigades of the Caucasian border district. By the beginning of the 20th century the staff of the Amudarya brigade was increased by an additional 6 staff officers, 25 chief officers, 4 doctors, 10 subaltern officers, more than 900 lower ranks, 505 horses. In 1913, on the Bukhara-Afghan border, the Bogorak detachment of border guards was additionally formed at the expense of the Repid detachment of the 22nd Izmail brigade [12. 121].

Thus, the demarcation of the State Border in the south of Eastern Bukhara was carried out, the infrastructure for its life support was created, the mechanism of border protection was launched, which was further developed in subsequent years.

The Bukhara-Afghan border passed through the sandy desert, the high heights of Sadar Jagra to Takhta Bazar, there were many islands on the river where smugglers easily concealed goods and then transported them to Russian territory. Border guard posts were located in those places where the smuggling deals were most likely - near the quays, in shallow waters, at the intersections of the main roads. The posts were partially equipped with boats [13. 124-125]. A lot of work on laying the posts was carried out by engineers who, taking into account the terrain, skillfully and rationally erected fortifications. Depending on the location of the posts, the structures were erected from mud brick or stone, without a wooden floor. The tree was imported from Siberia, so it was expensive.

The border road, laid by Russian engineers from Termez to Shagon, and then to Kalai-Khumb, was a chain of impassable obstacles. In the reed thickets along the coast of the Pyanj, the border guards trapped wild animals - Bengal tigers, leopards, reed lynxes, wild boars. The danger was represented by snakes, scorpions, phalanges, karakurt. As a result, for security purposes, hunting teams were created to shoot predators in the areas of the Saraysky and Yolsky departments.

The main duty of the SBGC was "averting the secret transportation of goods along the land and sea borders of the European part of Russia and Transcaucasia, along the borders of the Grand Duchy of Finland and the Trans-Caspian region, on the right bank of the Pyandj and Amudarya rivers" [12.31].

The corps was also entrusted with quarantine supervision at the border, supervision in political and police relations in the interests of the Ministry of Internal Affairs. Thus, in the first place among the tasks facing the SBGC was the fight against smuggling. Moreover, earlier and even after the creation of the corps, the persons detained in the border strip were sent not to the police station, but to the customs offices, which indicated the prevalence of economic interests over political ones. A new task also appeared - the protection of the borderline, that is, the border, which was not even mentioned in the previous documents. This task was ranked third in importance, but in a few years, it will come to the fore in the border guard service. At the same time, border guards were not prohibited from crossing the border when pursuing bandit groups, armed smugglers "in case of extreme necessity".

Taking into account the specific conditions of border protection, border guards serving in Central Asia were allowed to use cold arms and firearms even outside the 7-verst line from the border in cases when they were attacked or resisted by armed smugglers or other intruders, and even in those cases when smugglers or other persons were not armed, but on their part "at least one intention to inflict beatings or other violence" was revealed on their part. Only shooting in the mountains and villages was prohibited "to avoid accidents" [14. 177].

Border protection of the SBGC unit was carried out by means of the guard and intelligence service. The guard service was assigned to the detachments and was carried out around the clock. The section of the detachment was called the distance. The depth of the detachment's distance was 7 versts on the European border and up to 21 versts on the Asian border. The average daily workload per person on duty was 9 hours. The duration of a one-time service in a squad did not exceed 6 hours. Despite the long service life of the detachments, the density of guards in the Amudarya brigade was 0,7, in the Transcaspian brigade – 0,6.

Service check is carried out by patrols. Moreover, the intensification of smuggling and the low efficiency of actions to suppress smuggling forced the border guard structures to create their own intelligence service. The intelligence service was organized by the district chiefs and was conducted in the border zone in close contact with representatives of a separate gendarme corps. The brigade commander was in charge of the reconnaissance, and it was directly led by the commanders of departments, detachments, senior sergeants and assistants to the chiefs of posts. All commanders and commanding officers of SBGC were to be involved in the intelligence service. The main emphasis in the intelligence service was placed on the agent network. Circulars noted that "the unsuccessful actions of officials in the pursuit of smuggling are explained, among other things, by the inability to distinguish between correct denunciations and denunciations made to divert eyes ... The work and even money will never be wasted in the acquisition of good trustworthy informers and with sufficient energy will always be rewarded in abundance".

For material incentives for agents, the government allocated considerable funds. The tasks of the intelligence service were to provide information: about the significance of the area in terms of contraband; on the direction of movement and the nature of the smuggling; about persons involved in smuggling. The government allocated considerable funds to conduct intelligence work in SBGC. So, expenses in 1912 in the 7th district amounted to 223 rubles 91 kopecks. At the same time, the local population is not yet widely involved in border guarding, which, due to being a part of the empire, is still expressing a certain distrust: "Although civilian horsemen have repeatedly been recognized as very useful and even necessary, nevertheless, granting them independence is not must be tolerated as serious misunderstandings can easily ensue" [14. 134].

The salaries of the SBGC officers were relatively high, but, nevertheless, one of the lowest in the world. In 1903, a company commander with the rank of captain received 900 rubles a year, table money - 360 rubles; battalion commander (lieutenant colonel) - 1,080 and 660 rubles, respectively; regiment commander (colonel) - 1250 and 2700 rubles (in 1899 in St. Petersburg you could buy a good suit for 8 rubles, a coat for 11 rubles).

The nature of the goods delivered to Russia depended on the section of the border. Drugs were smuggled into Central Asia from neighboring eastern countries. These drugs were different in origin: the opium of Chinese, Indian, Afghan and, especially, Persian origin was delayed. Here, border violations occurred more often, and often with the use of weapons.

So, for example, not only smugglers were transported from Afghanistan, but also robber bands that robbed the local population, took hostages, took away livestock, and killed those who resisted. The border guards, promptly notified of these actions, resolutely suppressed these actions.

A special regime was established on the site of the Amudarya Brigade to facilitate trade relations with Afghanistan. Merchants were allowed through border guard posts in addition to customs offices, however, subject to the condition: no one is allowed into Afghanistan and back without passport forms or notes certified by the ranks of the Russian administration. Nevertheless, even by the First World War, this area was still poorly defended in military terms.

The foundations for protecting the state border laid by Russia in the East in the 19th century later served a good reputation in ensuring the border security of the region. Turning to the legacy of A.E. Snesarev, it should be noted that "Russia's protection of the east and southeast of Europe ... is a great service on the altar of the future destinies of Europe and the world" [15. 195].

The system of customs authorities of the mid-19th century can be represented by the Customs Charter. Customs offices and customs outposts were established along the external land border of the empire. The organizational basis of the customs policy was the customs statutes (they were adopted anew in 1819, 1857, 1892 and 1906). At first, the solution to the issues of organizing the customs business was concentrated in the Ministry of Commerce, and then in the Ministry of Finance. The main tasks of the customs business were reduced to the following: "reducing the import of goods, the production of which is established in the country; creating conditions for increasing the production of goods for export; expansion of conditions for the transit of goods across the country" [16. 55].

On December 31, 1910, the Customs Charter was approved, which was promulgated on March 1, 1911 [17. 6].

This charter made changes to the customs system of that time.

Thus, by the beginning of the 20th century, customs authorities represented the following system. The lowest level was the transition points, the only employee of which was the customs officer. The largest were the customs outposts consisting of the manager and assistants. Larger institutions were customs, which had a presence in the composition of the manager, his assistants and members of the customs, officials - overseers, caretakers, treasurers, secretaries, experts, etc., as well as lower ranks - the Cossacks. Customs were part of customs districts, and some of the largest customs offices were directly subordinate to the Department of Customs Duties of the Russian Ministry of Finance. In addition to border customs offices located on land, sea, railways open for the movement of goods across the customs border, there were internal customs offices - for the inspection of goods moving inland and inspected at the border only externally.

The main goal of pre-revolutionary customs institutions - fiscal (to provide income to the treasury) was achieved, because at the end of the 19th century, customs revenues accounted for 14.5% of all Russia's revenues. Along with this, the activities of the tsarist customs pursued economic goals (protection of domestic industry from competition from foreigners), police goals (protection of the state system), and statistical goals (accounting for foreign trade turnover).

The customs business of previous centuries has left a great legacy for modernity. Until now, the word "customs" has the same meaning as before - the institution where they carry out the clearance of goods crossing the customs border. The functions of customs institutions are currently varied and their number is large, but the essence of customs activities remains the same as at the time of formation. Both in the 17th century and today, an employee of a customs institution is called a customs officer, and he is a civil servant. In the 19th century, the foundation was laid for the division of customs into internal and external customs. This division of customs institutions has survived to this day. The unification of customs and their subordination to one department is of great importance. This contributes to the most efficient implementation of its functions. This unification also took place in the 19th century. According to the customs charter of 1910, the customs offices of one region were united into customs districts [17. 13].

On December 31, 1910, the Customs Charter was approved, which was promulgated on March 1, 1911. This charter made changes to the customs system of that time. The 1910 Customs Charter clarified some of the issues of combating smuggling, allowing the customs authorities to independently take the initiative in conducting searches and seizures of smuggled goods within a 100-verst strip from the land border line inland and from the sea, with the participation of the police, and beyond 100 - verst strip - with the help of justices of the peace, bailiffs and police.

This charter detailed the procedural issues of the proceedings appeals and execution of smuggling cases.

The customs system of Russia in 1910 was headed by the Department of Customs Duties under the Ministry of Finance, followed by district and district customs administrations, and customs institutions (customs, customs outposts, customs posts and transition points).

Separate border guard corps were established on land and sea borders to prevent the smuggling of goods. Such separate corps were created on the border of European Russia and Transcaucasia, as well as on the border with the Grand Duchy of Finland, in the Trans Caspian region and on the right bank of the Pyandj and Amudarya rivers.

Customs institutions (customs, outposts, customs posts and transition points), according to the Charter of 1910, were part of the customs districts.

The Ministry of Finance established the name of customs districts, determined and changed the boundaries of these districts, and then all this information was transmitted to the Governing Senate for publication and general promulgation.

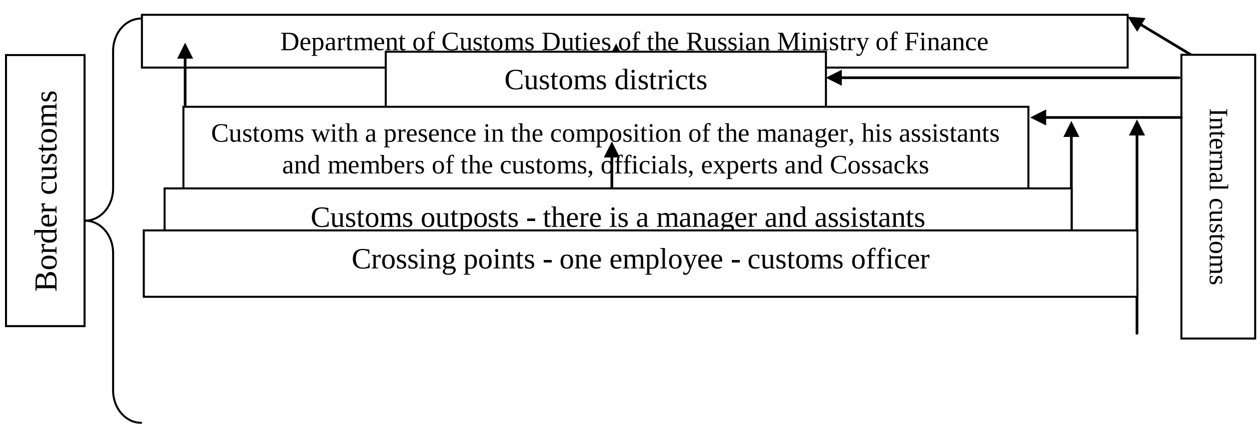
The head of the district is in charge of the customs district. He has a district customs inspector, officials for special assignments, technicians, experts, a secretary, an assistant secretary and scribes. There were architects to carry out construction work in the customs districts. The Department of Customs Duties was given the right to appoint these persons at its discretion to those districts where they were more needed. In some districts, such as Turkestan district and Semipalatinsk district, there was a post of district inspector, who were subordinate either to the head of the district or directly to the Department of customs duties.

Checking the actions of the outposts was entrusted to officials sent for this.

CONCLUSION

Thus, studying the history of customs in the second half of the 19th - early 20th centuries, one can draw a relationship with the present and show what has survived to this day and how it has developed. Consequently, it is possible to single out the most important and significant moments in the development of customs and to transfer many provisions to the present day. In addition, after tracing the stages of the formation of the customs business, it can be argued that the customs system has always been one of the main institutions of the national economy: the customs authorities have always carried out the economic policy of the state and since ancient times have brought significant income to the treasury.

The customs system of the early 20th century



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PRODUCTIVE METHODS IN TEACHING ENGLISH FOR KIDS

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ABSTRACT

This article discusses the features of the use of various innovative and productive methods in teaching English in secondary schools. The article of the use of innovative methods in. Currently, when choosing a method of teaching English in schools, it is necessary to take into account the personal characteristics of students, their age, interests, level of preparation, as well as the technical equipment of the educational institution.

KEYWORDS: *Communication Skills, Activity, Learners' Needs.*

INTRODUCTION

The relevance of early learning a foreign language is dictated by the needs of society. The progressive development of interethnic communication in recent years necessitates teaching children a foreign language, especially English, starting from preschool age.

Preschool age is unique for mastering a foreign language. This is possible due to such mental characteristics of the child as the plasticity of the natural mechanism of speech acquisition, the rapid memorization of linguistic information, the intensive formation of cognitive processes, the ability to analyze and synthesize speech flows in different languages without confusing these languages and their means of expression, a special ability to imitate, the absence language barrier. Susceptibility to mastering a foreign language is at a special level up to 8 years, it is already much more difficult to start learning later.

One of the main advantages of early learning a foreign language is that young children are still learning their native language, and therefore natural learning strategies will be applied in parallel to mastering a new, non-native language. In this case, teaching children a foreign language will not be more difficult than mastering their native language. Preschool children do not have a deep knowledge of the grammar of their native language, the rules for constructing sentences and forming words, etc. It is easier for them to learn a foreign language because they do not tolerate patterns of changing cases, declensions and conjugations, they do not compare the structures of two different languages. They learn by directly speaking the language. Those children who started learning English from childhood speak much more clearly, without an accent; they understand the speech and culture of another country more. Preschool children do not have psychological barriers. Older children and adults are afraid to make mistakes, to seem ridiculous, and therefore they are often pinched and, as a rule, cannot learn from mistakes.

Learn the words, read the text, listen to the audio recording, write a letter - this is how the tasks that the tutor gave looked like. Perhaps for this reason, most adults who have studied the language for many years can read and write in English but have difficulty speaking. The success of teaching preschoolers a foreign language largely depends on the understanding of the psychological characteristics of a given age, the appropriate teaching methodology and, of course, on the personality of the teacher himself. For learning to be effective, the center must be the child himself, his motives, goals, his unique psychological make-up, i.e. child-student as a person. All methodological decisions of the teacher should be refracted through the "prism of the student's personality".

Modern methods of teaching English have changed reproductive methods to interactive ones. Today, obtaining knowledge is an interaction between a student and a teacher. The curriculum is built, first of all, taking into account the age characteristics of students. For preschoolers and younger learners, such a type of lesson as a game, travel, video, competition, and others is more suitable. An adult student prefers a classical lesson. For this age, traditional tasks are also suitable: compose a story, do an exercise, read the text, perform listening, and so on. Writing a story allows you to learn how to use active and passive vocabulary, expand vocabulary, and improve conversational speech. Doing exercises helps to learn grammatical material. Reading the text forms not only reading skills, but also immerses in the culture and traditions of the language being studied. Listening - improves understanding of oral speech.

Taking into account the characteristics of preschool age, the organization of the educational process in teaching a foreign language can be based on the following recommendations:

-conduct classes with children in a relaxed, trusting, emotionally positive environment;

-use various types of activities: cognitive and search activities, role-playing games, fairy tales, creative activity, physical activity;

-use visual, attention-grabbing materials: audio and video materials, toys, bright diagrams and pictures, etc.;

-Alternate different types and focus of activities;

-Conduct a dialogue with students, use surprise moments;

-Pay special attention not just to memorizing the material by children, but to form the desire to learn it, to form a general concept of the language;

-Pay attention to their own professional and personal self-development.

Thus, for the organization of teaching a foreign language to preschoolers, a visual-effective, subject-practical, personality-oriented, communicative-activity, emotionally-saturated support for building educational communication is of particular importance.

The main methods of teaching preschool children English:

Associative Method The essence of the method lies in the fact that the studied phrase or word is associated with some very vivid image, picture. That is, remembering the word apple, they imagine a delicious juicy apple. Subsequently, a vivid image makes it easy to find the right word in memory.

Communicative method (lexical approach) This is a method of learning a language through communication, discussion - this is how children gradually learn to think in English. You can discuss how the day went, how interesting the new book or movie was, where they went on the weekend. Thus, children learn phrases and expressions that are then easily used in speech.

Audio-lingual and audiovisual methods. With the help of these methods, oral speech is well practiced. They are based on interesting dialogues, learning which children easily learn to speak.

Immersion Method Children watch films; listen to songs, thus perceiving the original English speech. A good way is to communicate with a native speaker who will not be able to answer in Russian. The immersion method teaches you to think in English.

The methodology for conducting direct educational activities should be built taking into account the age and individual characteristics of the structure of the linguistic abilities of children and be aimed at their development. It is necessary to create in the child a positive psychological attitude to foreign speech, and the way to create such a positive motivation is the game. The game is both a form of organization and a method of conducting classes, in which children accumulate a certain stock of English vocabulary, memorize a lot of poems, songs, counting rhymes, etc. This form of conducting classes creates favorable conditions for mastering language skills and speech skills. The game in teaching a foreign language does not oppose learning activities, but is organically connected with it.

Also, for training, you can use videos, the purpose of which is to study English by children of preschool age using a communicative teaching method. The program material is interesting for the child, but at the same time educational. Children are included in the knowledge of the world around them, and while playing, they learn English.

Lexical and grammatical material is introduced in an entertaining way. Not only vocabulary is introduced, but also an action that can be performed with some object is clearly shown, which contributes to the rapid memorization of vocabulary and the development of elementary conversational skills in a foreign language.

Cartoons in English help to solve many problems of teaching a foreign language to kids at once:

-The child does not have the question “why learn these words”;

-He is interested in watching the cartoon, and he repeats the phrases of the characters with pleasure;

-Cartoons help the child not only learn and learn new words, but also learn the sounds of English speech;

-Repeatability - if the child liked the cartoon, he is ready to watch the same cartoon over and over again until he learns it by heart.

Videos for teaching children a foreign language need to be specially selected, it is best to put the child animated songs and cartoons for kids, designed for the age of 2-3 years. It will be much easier for a child to understand such cartoons due to the availability of topics (counting, animal names, etc.) and a calm pace.

Thus, the game in education is a game focused on the zone of proximal development, combining the pedagogical goal with the motive of activity that is attractive to the child.

The most successful methods are based on the principle of the stage-by-stage formation and development of speech action, when the simpler precedes the more complex. At all levels of material presentation, the principle of communication is implemented, i.e. everything serves to achieve a certain result in communication. The independent use of speech units should be preceded by their listening comprehension, which corresponds to the psycholinguistic patterns of speech acquisition.

When teaching a foreign language, the teacher requires not only specific language knowledge, but also an understanding of the general philological, psychological, pedagogical patterns of the child's development, as well as the ability to combine the child's general abilities, especially speech in his native language, with the development of speech in a foreign language.

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THE FIRST SHINING STAR IN KHORASAN

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ABSTRACT

The works written by Abdullah ibn Mubarak served as a source and a guide for scholars of the future era. He was an admirable person in the field of science as well as in morals.
He created the work "Kitab az-zuhd var-raqaiq" as a result of long work, hard sorting and great work.

KEYWORDS: *"Kitab Az-Zuhd Var-Raqaiq", "Arbain", 1210 Hadiths, 2nd Century Hijaz, Hijaz, . Umar Ibn Abdulaz, 717-767 Years, Translation.*

INTRODUCTION

In the country, attention is paid to the religion of Islam, scientific-practical, spiritual-educational and research work is being carried out aimed at the extensive study of the exemplary life and scientific-spiritual heritage of the great ancestors. Work of international significance is being carried out in order to study the true essence of Islam, to eliminate ignorance based on enlightenment.

The rare sources classified by the great ancestors have reached us, including religious and national values. Also, sources related to the science of hadith cover the true essence of Islam, preserving the peace of society, spreading enlightenment, and socio-ethical issues. It is a very important task of socio-political importance.

MAIN PART

In the first half of the 2nd century of the Hijri (717-767 years), major political events took place in the Islamic lands, and power passed from the Umayyads to the Abbasids. Although both dynasties were political enemies of each other, their approach to the development of science and the people of knowledge was generally the same, that is, they treated each other with goodwill and respect; The rulers of both dynasties devoted themselves to the development of science and patronized the people of science. This has led to fundamental changes in the field of science. An example of this is the creation of written collections of hadiths by the order of Umar ibn Abdulaziz, the promotion of writing authentic hadiths;

As a result of the analysis of the information transmitted by narrators and the words of scholars, it was concluded that Muhammad ibn Shihab Zuhri was the first person to compile a collection of hadiths.

The intense scientific environment in Hijaz and Iraq encouraged the emergence of mujtahid scholars such as Imam Malik and Imam Muhammad, Abdullah ibn Mubarak, and the unique social environment of both countries tended to lean towards the work or opinion styles in their ijtihad. affected the amount;

Abdullah bin Mubarak Marwazi, one of the greatest leaders of hadith and jurisprudence, embodied the good qualities worthy of a scholar and was recognized as an imam in practice. He was very demanding in choosing a teacher and receiving a message;

While giving information about Ibn Mubarak's works, it is worth mentioning that this person was the first to create the "Arbain" collection of hadiths;

Marvazi is known for his intelligence and diligence in the pursuit of knowledge.

The works written by Abdullah ibn Mubarak served as a source and a guide for future scholars. He was an admirable person in the field of science as well as in morals.

He created the work "Kitab az-zuhd var-raqaiq" as a result of long work, hard sorting and great work;

"Kitab az-zuhd var-raqaiq" has always been appreciated by the people of science due to the authenticity of the information, the fluency of the order, the harmony of the hadith about asceticism, and the virtue of its author;

Scholars unanimously approved this work and included it among the most accurate books. All sects of Ahl al-Sunnah relied on "Kitab az-Zuhd var-Raqaiq" in asceticism and tariqat. It has been emphasized by several scholars that most of the hadiths about asceticism and piety of "Sahih Bukhari" are made up of hadiths in "Kitab az-Zuhd var-Raqaiq". ;

Various copies of "Kitab az-zuhd var-raqaiq" have been distributed around the world, and the number of hadiths in them differ from each other. This situation is explained by the fact that scholars are constantly working on the work and making changes to it. This book has been narrated by many scholars, and many works have been created on it in the direction of taliq, talkhis, and musnad;

1210 hadiths are listed in the book "Kitab az-zuhd var-raqaiq" published in Cairo in 2011 under the supervision of Ahmad Farid. This book played an important role in the development of the science of hadith, it is equaled to the most reliable authentic books in the school. "Kitab az-zuhd var-raqaiq" is one of the valuable works that provide the Hanafi School with evidence. It was found that the work contains many hadiths that call for peace and morals, which are very important today, and are of great importance for the health of the social and spiritual environment.

Based on the above, it is recommended to do the following in the future:

Preparing and publishing the translation and commentary of the book "Kitab az-zuhd var-raqaiq" by Abdullah ibn Mubarak.

It is to deeply study this scientific heritage from the point of view of today, to promote the Islamic-humanistic values in "Kitab az-zuhd var-raqaiq" to the masses of the Muslim people, and to introduce the norms of ethics in it.

CONCLUSION

As well as in other fields of religious sciences, in the field of hadith, Abdullah ibn Mubarak was a leader of his time, a pious ascetic, a prominent jurist, and a poet whose poems contain the messages and works of the great ones of the past. , he was one of the leaders of hadith science, one of the great muhaddiths who was described as the leader of muhaddiths.

Ibn Mubarak was an imam, shaykhul-e-salam in science, and he was courageous as well as being a mentor, an ascetic, and a generous pious person for the ummah of his age. The scholar of the East and the Maghrib was a great believer in the science of hadith.

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EMPOWERING WOMEN AT THE LOCAL LEVEL IN INDIA

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ABSTRACT

Women's empowerment at the grassroots level is a critical component of India's development agenda. Women's empowerment at the grassroots level is a critical component of India's development agenda. Focusing on local communities enables targeted interventions and sustainable progress. The present paper will study the initiative taken by the government for women's empowerment. For this paper, secondary data has been taken from books, reputed journals and newspaper articles. This paper will analyse policies, and initiatives for women at the local level, and analyse the problems and challenges faced in the process of women's empowerment.

KEYWORD: *Women Empowerment, Initiatives, India*

INTRODUCTION

Change, power, and choice are all aspects of empowerment. It is a process of change that gives people and groups who have little or no authority the ability to make decisions that will impact their lives. Women's empowerment is the process of giving women the authority they need to recognize their rights and carry out their obligations to others and to themselves in the most efficient way possible. There are various steps taken by the Government of India for the empowerment of women.

Research Methodology

This paper is based on secondary research. The secondary data has been taken from books, journals, government reports and newspaper articles.

Objectives

1. To study the government initiatives taken by government for women's empowerment
2. To study the problems and challenges in implementing policies for women's empowerment.
3. To give suggestions for further improvement.

Initiative:

1. **Beti Bachao, Beti Padhao** To ensure the survival, safety, and education of girls, the Indian Prime Minister inaugurated this project on January 22, 2015, in Haryana. The effort aims to address the recent sex disparity, increase social awareness, and enhance the efficiency of welfare benefits for girls.
2. **Working Women Hostel Scheme**:

This scheme Encourages the development of childcare facilities and safe housing for working women in convenient locations. This scheme supports the development and enlargement of hostel buildings, both new and old, and Provides equal accommodations for working women from all backgrounds. If there is space, permit trainees to stay in hostels, giving working women priority; children of working women can also be accommodated

3. **SEWA (Self-Employed Women's Association):** A trade union in India that organizes women in the informal sector for better working conditions, access to resources, and livelihood opportunities.
4. **Mahila Samakhya:** An Indian government initiative that works at the grassroots level to empower women through education and awareness, especially in rural areas.
5. **Women's Helpline Program** The Women Helpline program, which was established in April 2015, intends to offer 24 hour emergency assistance to women who have experienced violence in either public or private settings. The government established a toll-free number (181) to provide immediate aid in an emergency. In every state and union territory in the nation, women can call this hotline. This campaign also promotes women's safety and empowerment.
6. **MSKs, or Mahila Shakti Kendras** One of the well-known programs for women is Mahila Shakti Kendra, an effort for women's empowerment launched in India in 2017. In order to help women develop their skills, obtain employment, and increase their digital literacy, it aims to provide them with convergent support services in one place. This program is active at the federal, state, and local levels, among others. The government intends to reach the 115 districts with the greatest rates of poverty by building 920 Mahila Shakti Kendras. With the help of this initiative, women will have access to things like good healthcare, education, employment possibilities, and counselling.
7. **SWADHAR Greh:** It is one of the women's empowerment programs the Indian government launched in 2018. The main objectives of this initiative are to provide housing, food, and clothing as well as to ensure social, economic, and health security. Through this program, women receive legal assistance and are given the confidence to take the initiative to reintegrate into society.
8. **Anganwadi Services**: Under Anganwadi Services, a set of six services are offered to expectant mothers, lactating mothers, and children under the age of six. These services are (i) Supplementary Nutrition (SNP); (ii) Pre-school Non-Formal Education; (iii) Nutrition & Health Education; (iv) Immunization; (v) Health Check-up; and (vi) Referral Services. The NRHM & Public Health Infrastructure offers three of the six services—immunization, health checkups, and referral services—that are health-related.

Miscellaneous

1. 73rd and 7th amendments of the Indian Constitution reserved 33% of seats for women in local self-governing institutions.
2. Ujjawala Scheme: The Ujjawala Scheme is a centrally sponsored program for the prevention of human trafficking as well as the rescue, rehabilitation, re-integration, and repatriation of victims of human trafficking for the purpose of commercial sexual exploitation.

Problems and Challenges

1. In many areas of India, ingrained patriarchal attitudes and customs continue to be prevalent, which results in unequal opportunities and treatment for women in many areas of life.
2. Women frequently have less access to and usage of digital technologies than males do, which limits their capacity to use technology for economic, educational, and informational benefits.
3. Lack of knowledge about women's rights and the availability of support services in some areas can impede efforts to solve gender-related issues.
4. The stigma that exists in society because of things like divorce, being a single mother, and working outside the home can restrict women's options and prospects.

SUGGESTIONS

1. Awareness-raising campaigns about women's rights, especially for those from disadvantaged groups, must be organized.

2. Since women's education is a fundamental issue, it should be given the highest priority.

Consequently, extra attention must be directed to women's education.

3. Programs and Acts should be strictly enforced to stop the widespread wrongdoing in society.

4. Women should be able to work and be given the necessary protection and assistance to do so. They should be paid well and treated equally with men at work so that their standing in society can be raised.

CONCLUSION

It takes interdisciplinary work to address issues, including changes to public legislation, public awareness campaigns, educational initiatives, economic empowerment programs, and social interventions that oppose detrimental gender norms. For real women's empowerment to occur in India and to be sustainable, cooperation between the government, civic society, and international organizations is essential.

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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.
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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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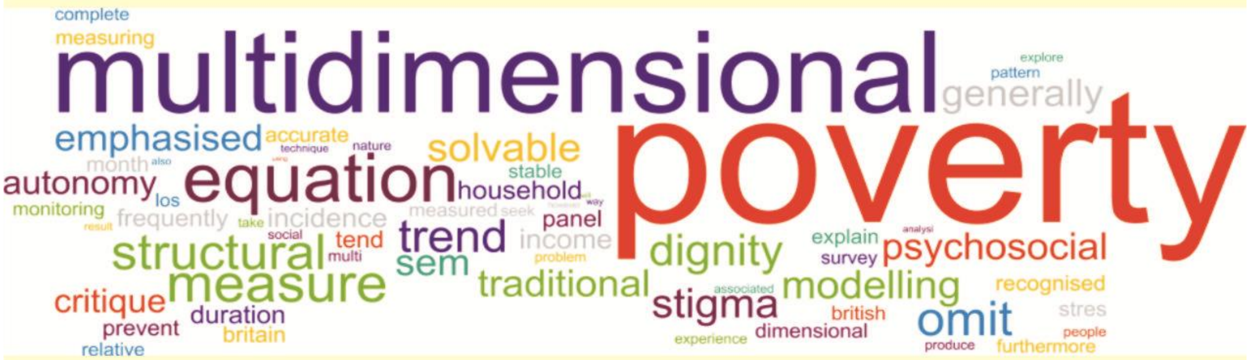

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