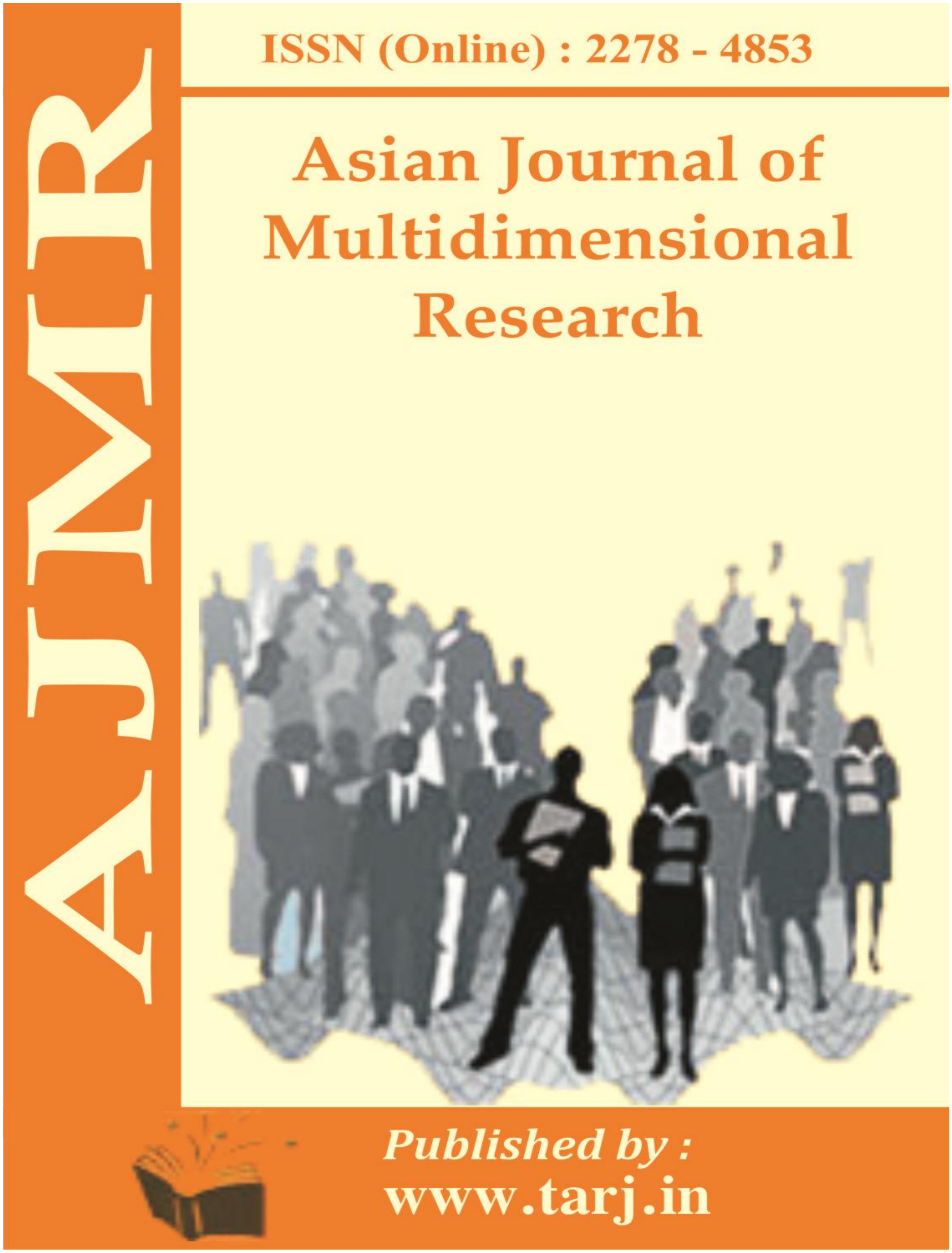
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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

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THE BIRTH OF PHILOSOPHY IN THE MUSLIM EAST

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ABSTRACT

In study the philosophy in the muslim east, "Bait ul-Hikma" in Baghdad played a significant role. Naturally, philosophical science also entered in parallel with the natural sciences. In contrast to the dogmatic schools of Mutazili, Asharia, Maturidiyya, the philosophical schools of such scientists as Kindi, Farabi, Ibn Sina, Ibn Rushd, based on Greek philosophy, arose and their work had a great influence on European thought in later times.

KEYWORDS: *Baytul-Hikma, Metaphysics, Muslim Renaissance, Theology, Ash-Shifa, the Question of the Eternity of the World, An-Najat, Wajib Al-Wujud.*

INTRODUCTION

"Bait ul-hikma" has always attracted the attention of researchers. Therefore, both Western and Eastern experts have conducted a number of researches on the issues related to this scientific center. The lives and scientific heritage of the great scholars who worked in "Bayt ul-Hikma" and Baghdad: Jabir ibn Hayyan, Muhammad al-Khorazmi, Ahmad al-Farghani, Abu Bakr ar-Razi, Abu Nasr al-Faroabi, and others were studied separately as famous geniuses. We can observe a similar scene in the example of the sciences developed in the Muslim East of the 9th-11th centuries, in particular, philosophy, astronomy, mathematics, medicine and other sciences. After all, the development of these sciences at that time did not escape the attention of researchers in a certain sense, in other words, this topic was addressed in connection with the work of a scientist.

The Main Part

It should be noted that the application of "Bayt ul-Hikma" as a whole, the place and importance of this school for its time, as well as the biography of Caliph al-Ma'mun, translation activities and the development of sciences in "Bayt ul-Hikma", and there such issues as the heritage of the scholars who created it have not been sufficiently studied until now. Below we present the works of some foreign and local researchers who are engaged in the history, science and literature of the peoples of the East. The Swiss orientalist Adam Metz is well known to specialists with his work "The Muslim Renaissance". This work is dedicated to the history of cultural development in the Muslim East in the 9th-10th centuries, and in general it is a unique encyclopedia that illuminates the science and culture of the East in the 9th-10th centuries. It includes all areas of social life: administration, finance, laws, government, city life, the palace and its manifestations, crafts, trade, as well as scientific and cultural life, religion, scholars, writers, poetry, prose, philology and other topics will be covered consistently. It can be said that the author's main idea in the work is the revival (renaissance) period in the Muslim East of the 9th-10th centuries; that's why he calls his work "Muslim renaissance". The author states that the common root of the Renaissance in Europe and the rise in Muslim countries was the revival of the achievements of Greek science [1:63].D. Metz's book The Peoples of the East is an important fundamental study that covers almost all aspects of social life based on historical sources. The services of the Australian Gustav von Grünebaum in the study of the culture of the peoples of the middle Ages of the East are also worthy of praise. His book "Classical Islam", published in London in 1970, contains important information about the history and culture of the peoples of the East."Contemporary Islam: Studies on Cultural Identity" written by the author and "Commonality and Diversity in Muslim Civilization" from the collections created as a result of his leadership and direct participation are also important. It is known to all specialists that the fundamental work of the famous American historian of science George Sarton entitled "Introduction to the History of Science" contains valuable information. In the work, the works of many scientists and translators who contributed to the development of medieval science are given ample space. In Max Meyerhoff's article "Science and Medicine", deep considerations are made about the science and medicine of the Middle Eastern peoples. Also, in the book "Muslim Science and Civilization" by Iranian Sayyid Nasr, the current issues of cultural development of Muslim nations are discussed. Another British scientist, Donald Hill, analyzes the important processes that took place in science and technology in the capital city of Baghdad in the 9th century, while the Italian orientalist Carlo Nallino, in his lectures on the history of the medieval science of catastrophes at Cairo University, mentions "Bait al-Hikma" and the astronomers who worked there. Among important studies, the books "Cambridge History of Arabic Literature, Religion, Education and Science during the Abbasid Period" and especially "Encyclopedia of the History of Arabic Sciences" created in recent years can be included. In them, all spheres of the social life of the peoples of the East, in particular, the most important issues related to the history of science and culture during the Abbasid era, were solved. In general, in the study of science and culture of the 9th-11th centuries, the works of foreign scientists such as A. Brown, F. Wuestenfeld, D. Kremer, O. Sayili, G. Jle Strange, D. Surdel, R. Morelon, J. Saliba, D. King, E. Kennedy, G. Hudonnard Roche, R. Rashed, Maria Teresa Debarhot, Donald Hill, J. Anavati, E. Savage-Smith, F. Miche and Makhdi Mukhsin, without a word, serve as the basis. Among the Russian orientalists, the issues related to the rise in the political, economic, scientific and cultural life of the peoples of the East at that time were mentioned, mainly in the works of V.V. Barthold, O.G. Bolshakov, B.A. Rosenfeld, I.Yu. Krachkovskii, E.E. Bertels, A.B. Khalidov, A.P. Yushkevich.

Among the researches in Arabic on the same topic are Jurji Zaidon's "History of Islamic Civilization", Hasan Ibrahim Hasan's "Political, Religious, Cultural and Social History of Islam" consisting of 4 volumes, Sayyid al-Diyuji's "Bayt al-Hikma", Ahmad Farid al-Rifai's " The Age of Al-Ma'mun", "Syrians and Muslim Culture" by Syed ash-Shakhat Zaglul, "Arab Scientific Heritage of Mathematics and Catastrophe" by Kadri Hafiz Takan, "History of Muslim Civilization in the Middle Ages" by Abd al-Mun'im Mojid, Muhammad Abdar-Rahman Marhaban "Collection on the history of Arabic science" and the books "Bait ul-Hikma during the Abbasid period" by Khidr Ahmed Atullah [2:11] should be highlighted. Everyone knows the book "Arab mathematicians and astronomers and their works" by the famous Swiss scientist Heinrich Zutter. It contains the brief lives, works and manuscripts of 528 Muslim mathematicians and astronomers who lived from 750 to 1600. This work, despite the fact that it was later filled in by other authors in its own style, is still an important source in the field of Eastern mathematics and astronomy.

In 1932, the French science historian J. Reno publishes the pamphlet "Additions and Corrections to Zutter's Book of Arabic Mathematicians and Astronomers." He made his additions on the basis of manuscripts kept in Rabat, the capital of Morocco, while the German Max Krause completed a similar study in 1936 and named it "Manuscripts on Muslim mathematics in Istanbul". During the years 1898-1942, the famous German scholar Karl Brockelmann wrote a fundamental work called "The History of Arabic Literature". It has now become literally a constant and reliable guide for all researchers dealing with the history of the countries of the East. The author summarizes almost all areas of social and cultural life from the period of Jahiliyyah to the last years of the Abbasid rule under the title "History of Arabic Literature". Of course, There is much to be said for this biography of K. Brockelman, but it is worth summarizing it as the most unique and reliable encyclopedia of all subjects, persons and books of the period. After the death of K. Brockelman, valuable information about the newly known scholars and their treatises can be found in the book "History of the Arab Heritage" by the Turkish scholar F. Sezgin. It is impossible to imagine studying the history of Eastern medicine and pharmacology without another German scientist M. Ulman's works. Meanwhile, G.P. Matvievskaya and B.A. Rosenfeld's seminal study, published in 1983, is distinguished by the fact that it enriches the series of bio-bibliographic works on the history of the period with a large amount of information. Ibn al-Usaybia (1200-1270), one of the major bibliographic works on medieval Muslim culture, "Basic information about the categories of physicians" ('Uyun al-anba fi tabaqat al-atibba) describes not only physicians, but also the creativity and scientific heritage of scientists from “bayt al-hikma” [3:11]. Like the two previous authors, Ibn al-Usaybiya gives his important comments about Bayt al-Hikma itself, scholars and translators there. In particular, he collected interesting news about scholars who worked in the capital - Baghdad, such as Abu Bakr al-Razi, Abu Nasr Farabi, and Abul-Khair ibn Hammar. Since "Bayt al-hikma" was the first and most famous scientific school in the Muslim East of the middle Ages, almost all the authors of that and later periods referred to it. Undoubtedly, among them, first of all, the work of Ibn an-Padim (d. 993) "al-Fikhrist" should be included. This work is extremely important due to the fact that the author created it in Baghdad, the city where "Bayt al-Hikma" is located, and therefore it was created in a period close to it in terms of time.On top of that, Ibn al-Nadim, in the part of his book devoted to the Khimary script, states that he saw with his own eyes the fragments of a book translated from the Khimary language in "Bayt al-Hikma" and that Caliph al-Ma'mun ordered the translators to copy it. He also remembers reading an ancient copy of a book similar to al-Ma'mun's Hizanat al-Hikma while talking about works related to Sharia. Based on the above, it can be said that Ibn an-Nadim personally used the rare books in "Bayt al-hikma". Therefore, his work "al-Fixrist" is considered the most important and reliable source about "Bayt al-hikma". Ibn al-Nadim's book consists of ten chapters and is rich in rare information about the science and culture of the peoples of the middle Ages. In particular, the book contains an interesting description of "Bayt al-hikma", the creativity and work of its scientists, translators, scientific works created and mutual scientific discussions. Another work - Ibn al-Kifti's (1172-1248) "Introduction of scholars with information about judges" ("Ihbar al-'ulama' bi akhbar al-hukama') is also considered an important source for studying the scholars of Bayt al-hikma and their legacy. It is also called "History of Judges" in short form. The work is an important biographical dictionary (encyclopedia) containing information on the biographies of philosophers, physicians, astronomers, mathematicians, linguists, translators and other categories of scientists who lived from ancient times to the author's time. According to the author, during the period of Harun al-Rashid, the "Bayt al-Hikma" library consisted of groups that performed translation, binding and other tasks. In addition, the work also includes scientific expeditions organized by caliphs, such as al-Mansur (754-7750, Harun ar-rashid (768-809) and al Mamun (813-833) to neighbouring countries in order to select rare books and collect them in “Bait al-hikma”.Ibn al-Usaybiya (1200-1270), one of the major bibliographic works on medieval Muslim culture, "Basic information about the categories of physicians" ('Uyun al-anba fi tabaqat al-atibba) is a book not only of physicians, but also of other scholars in "Bayt al-hikma", which is an important source for researching his creativity and scientific heritage. Like the two previous authors, Ibn al-Usaybiya gives his important comments about Bayt al-Hikma itself, scholars and translators there. In particular, he collected interesting news about the scholars who worked in the capital - Badad, such as Abu Bakr al-Razi, Abu Nasr Farabi, Abul-Khair ibn Hammar [3:12].Among the well-known authors of the Middle Ages, Yaqut al-Hamawi's (1178-1229) "Encyclopedia of Writers" ("Mu'jam al-udaba'"), Ibn Khallikan's (1211-1286) "Death of famous people and information about contemporaries" ("Kitabwafayat al-a'yanwaanba' abna' az-zaman"), Zahir ad-Din al-Bayhaqi's (1106-1169) "Additions to the Treasury of Wisdom" ("Tatimmasivan al-hikma") are rare books related to the work of scholars and translators in "Bayt al-hikma" is distinguished by its wealth of information. As mentioned above, Yaqut al-Hamawi, describing the city of Baghdad in his other work on geography - "Encyclopedia of Countries" ("Mu'jam al-buldan"), lists many madrasahs, bookstores, bazaars and other various structures there and mentions the names of many scientists who lived in the city. In Ibn Khallikan's work, among many scholars, the activities of Muhammad al-Khorazmi and three sons of Musa ibn Shakir - Muhammad, Ahmad and al-Hasan - are highlighted. Zahir ad-Din al-Bayhaqi's book "Additions to the Treasury of Wisdom" contains the rarest information on the biographies of 110 scientists.

The political, military and other historical events of the caliphate during the reigns of Harun al-Rashid and al-Ma'mun, as well as the construction of scientific and educational facilities such as observatories, libraries, hospitals and madrasas, are described in Abu Ja'far Muhammad al-Tabari's (839-923) "Prophets and Kings" expressed in the book "History". However, since the work is devoted to the description of historical events, it does not contain information about scholars and sciences [3:59].

By the time of the Abbasids, the movement of translation flourished and became regulated. The author of the book "History of Philosophical Thought", SamohRafe' Muhammad stated (p. 105) that the first and most famous translator was the Persian writer Abdullah ibn Muqaffa'. He was a man who paid great attention to Indian wisdom and Greek logic. Fortunately for Greek philosophy, among the Muslims such geniuses as Kindi, Farabi, Ibn Sina and Beruni became interested in it. They and their associates accepted this philosophy as truth and devotedly served it.

Kindi is considered the first Muslim philosopher to master Greek philosophy and write books. He was first under the influence of the Mu'tazilites, and then, translating several books himself and directing and editing other translations, he became fully influenced by Greek philosophy.

At the same time, Kindi was a religious man who lived in an Islamic environment. He was trying to defend Islam through philosophy.

Farabi was a scholar who mastered various sciences well. He wrote dozens of books on philosophy, logic, theology, ethics, politics, astronomy, chemistry, music and other sciences. Al-

Farabi's book on music is the most important Arabic book written in Islamic culture and remains one of the main sources. He invented a musical instrument called "Law". Abu Nasr Farabi, together with the famous translator Abu Bashir Matta, translated the works of Aristotle (Aristotle) and enriched it with ingenious comments.

After that, he was given the title of "al-Muallim al-Sani" ("The Second Teacher") and the title of Arastus of the East. Abu Nasr Farabi visited Samarkand, Bukhara, Herat, Ghazna, Harran, Sham and many other Muslim cities in search of knowledge. Farabi was the first to introduce a new method of proving God's existence with intellectual evidence alone, instead of using the universe as a proof of God's existence. He divides existing things into possible and obligatory. Possible existences are entities in the world that can exist as well as not exist. If we look at them, we will see that some of them disappear and others appear in their place.

Summary

In short, in the VIII-XII centuries in Central Asia, socio-philosophical thoughts experienced a flourishing period of their development. Scientific, philosophical, socio-political, and religious teachings in the countries of the Middle and Middle East had a great influence on this process. It is worth noting that socio-philosophical thoughts in the countries of Central Asia, the Middle East and the Middle East developed as an integrated process, and it led to the formation of the doctrine called "Arab-Muslim philosophy" in the history of philosophy. At the end of the 18th - beginning of the 19th century, Western interest in the Eastern world was so strong that some researchers use this period as the "Eastern Renaissance", i.e., the period of renaissance of Eastern classical literature and science in the West. By the 13th century, the influence of Peripateticism in the spiritual life of Western European countries increased. Central Asian, Arabian, Spanish scholars, as well as Eastern peripatetics played a big role in the spread of Aristotle's teachings in Europe. Hegel writes about this in his "History of Philosophy" century: "The familiarity of the Arabs with Aristotle's philosophy is important because this way the West also got to know this philosopher for the first time." At first, Europeans studied Aristotle's teachings through the commentaries of Farobi, Ibn Sina, Al-Kindi, and later Aristotle's works such as "Analytics", "Topics", "Politics" were translated into European languages. Aristotelianism, which was spreading widely, was opposed to the doctrines of the Church.

The culture and spirituality of the peoples of Central Asia were located on the caravan routes that connected the East and the West, so they enjoyed both Eastern and Western cultures. The important thing is that our people enjoyed the spirituality of the West and the East, not only mastered their positive aspects, but took a creative approach to them and raised them to new heights. The confirmation of this idea can be seen in the example of scientific knowledge, religious faith, and art, which are components of spirituality.

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EVALUATION AND MONITORING OF KNOWLEDGE, SKILLS AND SKILLS ACQUIRED BY STUDENTS
(IN THE CASE OF TECHNOLOGY SCIENCE)

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ABSTRACT

The article written on the topic "Assessment and monitoring of students' acquired knowledge, skills and competences in technology" describes the types of control in the educational process, forms of student evaluation; criteria for monitoring the student's educational activity, o Materials on the types of control during the training process are covered.

KEYWORDS: *Technological Science, Knowledge, Skills And Qualifications, Assessment, Criteria, Forms.*

INTRODUCTION

Verification and assessment of learning materials, skills and competences have been developed by learners is a necessary component of the educational process. This is not only the control of the results of education, but also the guidance of the cognitive activities of learners at different stages of the educational process.

No. 330 of the Ministry of Preschool Education and School of the Republic of Uzbekistan dated October 17, 2017 "Controlling the level of students' mastery of the qualification requirements of general secondary education according to the state educational standard and the quality of their knowledge “On pilot testing of evaluator criteria" and the Temporary Regulation of the rating system based on it were approved.

Criterion assessment forms the basis of teaching in this method. The current grades that form the students' knowledge are determined by the recommended control tasks for each section of the subject (course). The purpose of this is to quickly eliminate difficulties that occur among students. One of these test options may consist of several questions that fully cover the material of the section. 4-5 answers (for selective marking) are written in front of each question. Each answer option should look like the right one at first glance, but only one should be clearly correct. Answers are marked with letters such as A, B, C, D, E. The answers are transferred to the self-check form. After completing it, the student compares his answers with the test key and determines for himself which questions he answered correctly (incorrectly). He learns the questions he could not answer on his own (with the help of the teacher, if necessary). In this case, he can use alternative educational materials (study manuals, video material, instructions for performing laboratory work).

One of the most important achievements of pedagogical technology is the creation of a set of control and inspection tasks that fully cover the fund of tests and the progress of the educational process. Pre-prepared, standardized tests make work much easier. Assessment by means of tests in each learning cycle allows for rapid feedback and continuously guides the learning process towards the defined goal.

The purpose of the subject: to form the skills of evaluating and monitoring the knowledge, skills and skills acquired by students in the field of technology.

The task of the subject: to evaluate and monitor the knowledge, skills and qualifications of students in technology.

Each control type, regardless of how it is administered, is scored using integers on a five (5) point scale ("5", "4", "3", "2", "1").

Evaluating students' knowledge of each type of control and determining the rating indicator for them to have an idea about the subject of the study subject, to be able to understand and explain the essence of the subject, to be able to apply the knowledge gained in practice, to be able to conduct independent observation, ability to think creatively and draw conclusions, solve problems and perform independent tasks.

Subjects taught for more than 1 hour per week are:

Quarterly evaluation based on the points obtained in the current and interim controls during the quarter;

The annual evaluation is determined based on the quarterly evaluations and the score obtained in the stage control.

For graduates of general secondary educational institutions, the annual grade is determined on the basis of quarterly (half-yearly) grades, as well as the final grade obtained in the final inspection and the annual grade.

Controversial situations regarding evaluation between teachers and students are resolved by the Committee on Disputed Issues made up of members of the School Pedagogical Council.

On the basis of the scores obtained by the students during the academic year by the types of control and the annual (final) grades, the annual rating indicator for each subject is determined:

In this case, the student's annual (final) grade:

When "5" is one of the rating index points of 86, 90, 95 and 100;

When "4" is one of the rating index points of 71, 75, 80 and 85;

When it is "3", one of the rating index points 56, 60, 65 and 70 is assigned.

Student assessment forms

Evaluation is a process of measuring the level of achievement of educational goals at a certain stage of the educational process based on predetermined criteria, and analyzing and analyzing the results.

The educational importance of testing and evaluating knowledge is that both the teacher and the learner will have certain information about the mastery of the educational material. As a result of the assessment, it becomes clear for the teacher what the students know and what they do not understand, which material is well mastered, and which one is not mastered sufficiently or not at all. This is the basis for organizing and managing the learner's cognitive activity. The teacher evaluates the merits and demerits of his work. Makes adjustments to their work methods. Also, the results of the assessment are very important for the teacher to review and evaluate the materials in the curriculum from the point of view of the students' knowledge.

The use of some of the following forms and methods, along with the currently widespread tests, written works, laboratory works, practical works and other forms of student evaluation, are suitable for the forms of the educational process directed at the individual student:

Conversation The conversation with the student should be based on the principles of dialogue and cooperation. In this, the main directions and specific tasks of the student's development are determined. The teacher will provide guidance on how to eliminate deficiencies with encouragement. The teacher plans the interview in advance, and when conducting the interview with the student, it is necessary to agree in advance so that other students do not interrupt. It is advisable to record the results of each interview in the teacher's journal. As a result of the conversation, the teacher and the student should define several important directions. In these areas, short-term, achievable goals are agreed upon, and available opportunities are discussed and identified to help achieve these goals.

In short, if students' knowledge, skills and abilities in technology are evaluated with a creative approach, it will lead to improvement of educational efficiency and quality of education, and students' interest in technology will increase.

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Verification and assessment of learning materials, skills and competences have been developed by learners is a necessary component of the educational process. This is not only the control of the results of education, but also the guidance of the cognitive activities of learners at different stages of the educational process.

No. 330 of the Ministry of Preschool Education and School of the Republic of Uzbekistan dated October 17, 2017 "Controlling the level of students' mastery of the qualification requirements of general secondary education according to the state educational standard and the quality of their knowledge “On pilot testing of evaluator criteria" and the Temporary Regulation of the rating system based on it were approved.

Criterion assessment forms the basis of teaching in this method. The current grades that form the students' knowledge are determined by the recommended control tasks for each section of the subject (course). The purpose of this is to quickly eliminate difficulties that occur among students. One of these test options may consist of several questions that fully cover the material of the section. 4-5 answers (for selective marking) are written in front of each question. Each answer option should look like the right one at first glance, but only one should be clearly correct. Answers are marked with letters such as A, B, C, D, E. The answers are transferred to the self-check form. After completing it, the student compares his answers with the test key and determines for himself which questions he answered correctly (incorrectly). He learns the questions he could not answer on his own (with the help of the teacher, if necessary). In this case, he can use alternative educational materials (study manuals, video material, instructions for performing laboratory work).

One of the most important achievements of pedagogical technology is the creation of a set of control and inspection tasks that fully cover the fund of tests and the progress of the educational process. Pre-prepared, standardized tests make work much easier. Assessment by means of tests in each learning cycle allows for rapid feedback and continuously guides the learning process towards the defined goal.

The purpose of the subject: to form the skills of evaluating and monitoring the knowledge, skills and skills acquired by students in the field of technology.

The task of the subject: to evaluate and monitor the knowledge, skills and qualifications of students in technology.

Each control type, regardless of how it is administered, is scored using integers on a five (5) point scale ("5", "4", "3", "2", "1").

Evaluating students' knowledge of each type of control and determining the rating indicator for them to have an idea about the subject of the study subject, to be able to understand and explain the essence of the subject, to be able to apply the knowledge gained in practice, to be able to conduct independent observation, ability to think creatively and draw conclusions, solve problems and perform independent tasks.

Subjects taught for more than 1 hour per week are:

Quarterly evaluation based on the points obtained in the current and interim controls during the quarter;

The annual evaluation is determined based on the quarterly evaluations and the score obtained in the stage control.

For graduates of general secondary educational institutions, the annual grade is determined on the basis of quarterly (half-yearly) grades, as well as the final grade obtained in the final inspection and the annual grade.

Controversial situations regarding evaluation between teachers and students are resolved by the Committee on Disputed Issues made up of members of the School Pedagogical Council.

On the basis of the scores obtained by the students during the academic year by the types of control and the annual (final) grades, the annual rating indicator for each subject is determined:

In this case, the student's annual (final) grade:

When "5" is one of the rating index points of 86, 90, 95 and 100;

When "4" is one of the rating index points of 71, 75, 80 and 85;

When it is "3", one of the rating index points 56, 60, 65 and 70 is assigned.

Student assessment forms

Evaluation is a process of measuring the level of achievement of educational goals at a certain stage of the educational process based on predetermined criteria, and analyzing and analyzing the results.

The educational importance of testing and evaluating knowledge is that both the teacher and the learner will have certain information about the mastery of the educational material. As a result of the assessment, it becomes clear for the teacher what the students know and what they do not understand, which material is well mastered, and which one is not mastered sufficiently or not at all. This is the basis for organizing and managing the learner's cognitive activity. The teacher evaluates the merits and demerits of his work. Makes adjustments to their work methods. Also, the results of the assessment are very important for the teacher to review and evaluate the materials in the curriculum from the point of view of the students' knowledge.

The use of some of the following forms and methods, along with the currently widespread tests, written works, laboratory works, practical works and other forms of student evaluation, are suitable for the forms of the educational process directed at the individual student:

Conversation The conversation with the student should be based on the principles of dialogue and cooperation. In this, the main directions and specific tasks of the student's development are determined. The teacher will provide guidance on how to eliminate deficiencies with encouragement. The teacher plans the interview in advance, and when conducting the interview with the student, it is necessary to agree in advance so that other students do not interrupt. It is advisable to record the results of each interview in the teacher's journal. As a result of the conversation, the teacher and the student should define several important directions. In these areas, short-term, achievable goals are agreed upon, and available opportunities are discussed and identified to help achieve these goals.

In short, if students' knowledge, skills and abilities in technology are evaluated with a creative approach, it will lead to improvement of educational efficiency and quality of education, and students' interest in technology will increase.

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ECOLOGICAL FATE OF ORGANIC POLLUTANTS: HEXABROMOCYCLODODECANE

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ABSTRACT

This report discusses the physicochemical properties, applications, and environmental impacts of 1, 2, 5, 6, 9, 10-hexabromocyclododecane (HBCD), a widely used brominated flame retardant. The report highlights HBCD's persistence, bioaccumulation, long-range transport and toxicity profile, as well as its potential for water pollution and human health impacts.

KEYWORDS: *Flame Retardant, Diastereomer, Persistence, Bioaccumulation, Solubility, Distribution Coefficient, Butadiene, Photochemical Decomposition, Biodegradation, Half-Life, Dehalogenation, Bioconcentration Factor, Expanded Polystyrene, Phenolic Foam, Fire Safety.*

INTRODUCTION

The compound 1,2,5,6,9,10 hexabromocyclododecane (HBCD, C12H18Br6) has been produced since the 1960s and is the most used cycloaliphatic brominated flame retardant (BFR) additive today. The main industry that uses HBCD is construction, where extruded or expanded polystyrene foam products typically contain 3% or less by weight. Upholstered furniture, car seats, interior fabrics, and electrical and electronic devices are some examples of recycling. Global production of HBCD was 31,000 tonnes in 2011, of which 11,000 tonnes were used in the EU in 2007 (POPRC, 2011).

End products include insulation and packaging materials, electrical and electronic parts (as well as textile coatings (polymer dispersions). According to industry information, HBCD is mainly used (90%) for flame retardant polystyrene (EU, 2008), predominantly foaming polystyrene (EPS) and extruded polystyrene (XPS).While the production of polymer dispersions for textiles may be more limited.This category is important to consider as the dominant category of emissions into wastewater and surface waters is estimated to be textile backsheet (industrial) (EU, 2008).

Technical HBCD (t-HBCD), which is produced by adding bromine to 1,5 9-cyclododecatriene, mainly consists of diastereomers: α, β and γ. The proportions of these isomers in t-HBCD ultimately vary depending on the manufacturer, although the γ-isomer makes up more than 70% of the total, while the α- and β-isomers make up approximately 10% and 6% of the mixture, respectively. T-HBCD contains traces of other diastereomers (such as δ and ε), but quantitative data are still not available. Due to its persistence, bioaccumulation, long-range transport and

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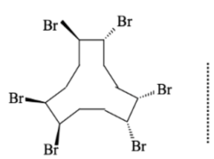
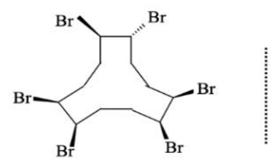
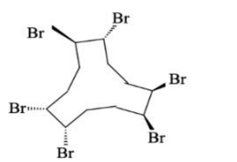
toxicity profile, HBCD was placed on the US Environmental Protection Agency's List of Chemicals of Concern in 2010, and in the same year HBCD was nominated and is being considered for listing. persistent organic pollutants (POPs) by the Persistent Organic Pollutants Review Committee (POPRC) under the Stockholm Convention (Encyclopedia of Toxicology, 3rd edition, 2014).



α-HBCD (CAS 134237-50-6), the line indicates a mirror plane



β-HBCD (134237-51-7), the line indicates a mirror plane



γ-HBCD (134237-52-8), the line indicates a mirror plane

Figure 1. Three major diastereomers (pairs of enantiomers) of t-HBCD (reconstructed from EC (2008); data from (Heebetal. 2005)).

PHYSICOCHEMICAL CHARACTERISTICS

The CAS registry lists two numbers for unspecified combinations of commercial or t-HBCD: 25637-99-4 (without bromine substitution pattern location numbering) and 3194-55-6 for 1,2,5,6, 9, and 10 HBCD. HBCD has complex stereochemistry, comprising 16 stereoisomers, and can isomerize both during the manufacturing process and outside the environment. Most of the chemical characterization and toxicity tests published to date are on t-HBCD, a mixture of isomers.

TABLE 1. SUMMARY OF PHYSICAL AND CHEMICAL PROPERTIES

"REACH" link Application, §	Property	Meaning	Comments
VII, 7.1	Physical state at 20 and 101.3 kPa	White solid, odorless	
VII, 7.2	Melting temperature	fluctuates around: 172–184 °C as the average was used as input to the EU risk assessment	Smith et al. (2005)
		179-181 °Cα-HBCD 170-172 °Cβ-HBCD 207-209 °C γ-HBCD	Smith et al. (2005)
VII, 7.3	Boiling temperature	Decomposes at >190°C	Peled et al. (1995)
VII, 7.5	Gas pressure	6.3 x 10^{-5}Πa (21°C)	Stenzel and Nixon

			(1997)
VII, 7.7	Solubility	48.8±1.9 µg/lα-HBCD 14.7±0.5 µg/lβ-HBCD 2.1±0.2µg/l γ-HBCD 65.6 µg/l (Technical product HBCD, sum of the above)	Mac Gregor and Nixon (2004)
VII, 7.8	n-octanol/water partition coefficient (log value)	5.07±0.09 α-HBCD 5.12±0.09 β-HBCD 5.47±0.10 γ-HBCD 5.625 (technical product)	Mac Gregor and Nixon (1997) Hayward et al. (2006)

HBCD is predominantly formed by the addition of bromine to trans, trans, cis-1,5,9-cyclododecatriene, a cyclic trimer of butadiene. The hexabromocyclododecane produced by this reaction consists of a mixture of 1,2,5,6,9,10 hexabromocyclododecane stereoisomers ranging from oils to an isomer with a melting point of 205-208 °C. Commercially available hexabromocyclododecane 180 °C (185–195 °C). (Ullmann's Encyclopedia of Industrial Chemistry. 6th ed. Vol. 1: Federal Republic of Germany: Wiley-VCHVerlagGmbH&Co. 2003 to present, p. V5 625 (2003)).

CHARACTERISTICS OF TRANSFORMATION IN THE ENVIRONMENT

DEGRADATION

Based on the estimated half-life of the reaction with OH radicals of 3.2 days using AOP v1.91 (24 hours per day; 5*10-3 OH cm), indirect photochemical decay in the atmosphere is believed to occur slowly. Using the same model but with different variables, Wania (2003) calculated a photochemical degradation half-life of 51.2 hours.

HBCD was also observed to degrade during abiotic control biodegradation experiments.

Due to the extremely low solubility of HBCD in water, hydrolysis is not considered a significant source of environmental degradation.

Biodegradation. There are two large standard studies modeling HBCD degradation for sediments and soils (Davisetal., 2003a, b and Davisetal., 2004).

(Davisetal. 2004) found no evidence of aerobic soil degradation. Davisetal. (2003b) reported a half-life of 119 days; however, this number may be too low since only the disappearance of HBCD was assessed. Unlike Davisetal. (2004), noticeably faster extinction has been reported in sediment studies conducted by Davisetal. (2003a). Based on the results of Davisetal. (2004), the half-life of aerobic sediments at 12 °C was 214 days (α-HBCD), 129 days (β-HBCD) and 197 days (γ-HBCD), and for anaerobic sediments it was 210 days. 80 d and 125 d respectively. According to Davisetal. (2004), Stepwise reductive dehalogenation of HBCD through tetrabromocyclododecene and dibromocyclododecadiene to 1,5,9-cyclododecatriene (CDT) occurs in both aerobic and anaerobic sediments. Since no CO_2 or other volatiles were produced during the study, there was no indication that 1,5,9-cyclododecatriene was undergoing further transformation. Modeling and testing experiments for HBCD degradation did not reveal any mineralization, although primary degradation and even mineralization were observed in two credible biodegradation tests using CDT. This may be explained by the short testing period for

HBCD, which may not have been sufficient to detect any mineralization even under ideal conditions when CDT was produced in significant quantities from HBCD. Moreover, significant degradation of HBCD to CDT was observed only under anaerobic conditions, although it is likely that aerobic conditions are required for further degradation of CDT. As a result, it is not possible to determine the overall environmental degradation potential of CDT from HBCD degradation data and vice versa. (ECNA, 2008)

In addition to the experimental results, the sediment core samples examined indicate that HBCD degrades more slowly in sediments than predicted by modeling studies. Moreover, many time series show that HBCD concentrations in biota are increasing, and this has been detected in biotic and abiotic samples from even the most distant locations. (ECNA, 2008)

It is concluded that HBCD meets the criteria for persistence in soil and sediments, although disappearance or degradation was observed in several experimental conditions.

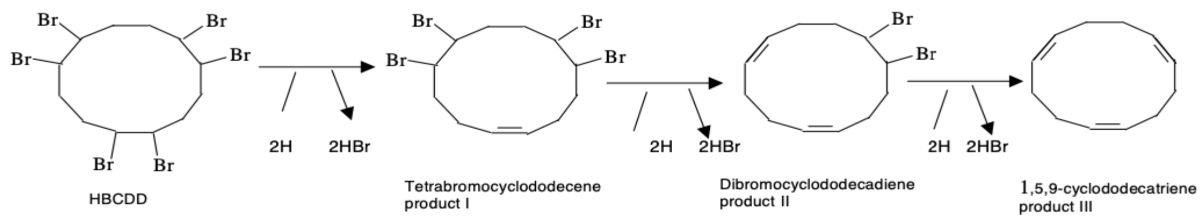


Figure 2. Stepwise dehalogenation of HBCD (Davisetal., 2004)

DISTRIBUTION IN THE ENVIRONMENT

There are no experimental data on adsorption. According to EURAR, 2008, the log partition coefficient of organic carbon (logKoc) is 4.66, indicating an extremely high adsorption potential. It is reasonable to assume that HBCD has relatively little mobility in soil and sediment. According to the observed vapor pressure, HBCD is very slightly volatile (6.3x10-5 Pa at 20 °C). The Henry's law constant at 20–25 °C is 0.75 Pa mol, based on the sum of the solubilities of the individual diastereomers (66 µg/L). Thus, HBCD has a low likelihood of evaporating from water surfaces. Vaporization of HBCD appears to be a less significant distribution route due to its low volatility and high particulate adsorption capacity.

PROPAGATION MODELING

According to the EUSES modeling used to assess the risk of HBCD in the EU (ECHA, 2008), the steady state mass fractions of HBCD at regional level are as follows:

Fresh water 0.003%

Sea water 0.0003%

Air 0.00003%

Agricultural soil 45%

Industrial soil 0.015%

Freshwater sediment. 0.02%

Sea water sediment 0.0003%

Assuming equal releases to air, water and soil, the Tier IIIEpiwin 3.20 fugacity model gives the following distribution of HBCD:

Air 0.03%

Water 8.1%

Soil 83%

Sediment 9.1%

HBCD degrades very slowly in the atmosphere (half-life > 2 days), suggesting the possibility of long-range atmospheric transport in the vapor phase. Despite this, most long-range transport of HBCD into the environment is predicted to occur in aerosol form due to its low volatility and strong adsorption potential (Wania, 2003). The scientists say that among the compounds they studied, HBCD exhibits one of the strongest long-range transport abilities. However, it should be emphasized that for HBCD the significance of the correlation between distance and concentration was quite low (r2 = 0.45; p = 0.33), and the standard errors of the estimates were quite high, possibly due to the small number of sites included (four sites were used). as a basis for regression). However, when the results for HBCD are considered in conjunction with the results for the other organohalogen chemicals studied, the results for Uenoetal. (2006) can be taken as evidence of the powerful long-range transport capacity of HBCD.

BIOACCUMULATION

Aquatic bioaccumulation. The technical product has a measured logarithmic octanol-water partition coefficient (logKow) of 5.625. Another study (Hayward et al. 2006) predicted logKow to be 5.07 for α-, 5.12 for β-, and 5.47 for γ-HBCD for each unique diastereomer. Given these logKow values, BCFwin (v 2.17) predicts bioconcentration factor (BCF) values of 4240, 1600, 1750, and 3250 for the technical product and the α-, β-, and γ diastereomers, respectively.

Terrestrial bioaccumulation. There are no studies of BCF in earthworms. However, HBCD content in earthworms was measured in an earthworm survival and reproduction study (Aufderheide et al., 2003). The study found bioaccumulation factors based on wet mass concentrations of worms and soil to range from 0.03 to 0.08. In worm tissue, the α-HBCD fraction constitutes about 60% of the total HBCD concentration, while the α-diastereomer constitutes approximately 6% of the total concentration in soil. For α-HBCD (0.3–0.8), the diastereomeric specific bioconcentration coefficient is more than an order of magnitude higher than for γ-HBCD (0.005–0.02). This is consistent with what has been observed in other biotas, such as mammals and fish, where α-HBCD is the dominant diastereomer. It is unknown why this difference exists. This may be due, for example, to greater absorption of the α-diastereomer or differences in metabolism between diastereomers.

Other. Based on concentration measurements carried out in European surface waters and freshwater fish collected in EURAR (2008), HBCD accumulates in fish in the wild. Recent HBCD values in filtered water samples from European surface waters (n = 14) range from 0.016 (or below the detection limit) to 1.5 µg/L (point source-receiver, Skern River). Another important thing a study was published by Law in 2006: it measured HBCD in the fat of 85 porpoises that stranded or died in the United Kingdom between 1994 and 2003. The average concentration increased from 100 g kg-1 live weight in the mid-1990s to 9400 g kg-1 live weight in 2003. The increase was particularly noticeable between 2000 and 2003. In addition, abiotic samples do not typically include the dominant species -HBCD. The predominance of α-HBCD in biota may be due to many reasons. Firstly, given its higher water solubility and lower logKow value, mass transfer limitations are the lowest for α-HBCD among the three diastereomers. Thanks to these characteristics, it is more easily absorbed from the gastrointestinal tract and the environment. Based on in vitro experiments in mammals and fish, α-HBCD is the least metabolizable (Zegersetal., 2005; Janáketal., 2005b). In microsomal preparations of the liver of an ordinary Janáketal smear. (2005b) found that α-HBCD was the least biotransformable of the three major diastereomers studied. Modeling in the Davisetal article. (2004) degradation also suggests that of the three diastereomers, α-HBCD will degrade the slowest. Moreover, it has been noted that fish are able to bioisomerize γ-HBCD and β-HBCD into α-HBCD (Lawetal., 2006a).

Human exposure to HBCD through food is an important route of exposure because it is a persistent and bioaccumulative chemical released from both point and diffuse sources. EURAR determined a maximum intake of 22 ng HBCD/kg/day based on studies of food samples purchased in Swedish grocery stores and including fish, meat, chicken, milk and eggs. The average value was 10 times lower (European Commission, 2008).

In the risk assessment, a bioconcentration factor value of 18,100 was chosen as a representative value (European Commission, 2008). In addition, a significant collection of field measurements of biota indicates that HBCD is biomagnified. HBCD concentrations have been increasing at several times, including among birds and marine mammals. There are no bioconcentration factors specific for diastereomers. Although α-HBCD is present in commercial HBCD at its lowest concentration, it usually has the highest concentration of the three major diastereomers in biota. However, there may be several reasons for the differences in diastereomer distribution between biota and industrial products. Conclusion: HBCD has a very high bioaccumulation potential.

HAZARD ASSESSMENT TO HUMAN HEALTH

TOXICOKINETICS

There are limited data available on the toxicokinetics of HBCD. The largest amounts of properly dissolved HBCD are likely to be found in adipose tissue and muscle, followed by the liver and, in much smaller quantities, the lungs, kidneys, blood and brain of rodents. Although the exact percentage of oral absorption is unknown, it is most likely between 50% and 100%. However, 100% oral absorption is assumed to calculate DNEL. Although women reach higher levels than men, the chemical accumulates in both sexes. Accumulation of α-diastereomer is significantly higher than the accumulation of the other two HBCD diastereomers in the technical product, especially at higher exposure levels. It looks like it will take months to reach a steady state. Although the full extent of technical metabolism of HBCD is unknown, exposure to -HBCD resulted in the detection of three polar metabolites, as well as non-extractable compounds in feces and urine. The stepwise reductive debromination of HBCD via tetrabromocyclododecene and dibromocyclododecadiene to 1,5,9-cyclododecatriene, which appears to be the end product of degradation in environmental samples, was identified as the only biodegradation route in environmental biodegradation studies to date. (ECNA, 2008).

TOXICITY

ECHA has reported the following acute toxicity data:

The minimum lethal dose by oral exposure in rats exceeds 20 g/kg.

The minimum lethal dose by inhalation in rats exceeds 200 mg/l.

The minimum lethal dose for dermal exposure in rabbits exceeds 20 g/kg. (ECNA, 2008)

Their conclusion: Currently available acute toxicity data indicate very low acute toxicity and do not support classification of HBCD according to EU standards. (ECNA, 2008)

In addition, the substance does not cause eye irritation or corrosive effects on the skin. (ECNA, 2008)

Available data on repeated dose toxicity and carcinogenicity do not suggest classification of HBCD according to EU criteria.

HBCD was negative in the in vitro and in vivo micronucleus aberration tests and did not cause mutations in the Ames test. Therefore, it can be said that HBCD has negligible genotoxic potential both in vitro and in vivo. Currently available mutagenicity data do not support the EU classification of HBCD. (ECNA, 2008)

ECOLOGICAL HAZARD ASSESSMENT

ECHA has proposed the following environmental classification: N; R50-53: Very toxic to aquatic life may cause long-term adverse effects in the aquatic environment.

As stated in the proposal for maximum concentration limits for highly hazardous compounds (ECBI/65/99 Add.10), the stated L (E) C50 range of 10-100 µg/L would result in the following drug concentration limits:

Substance concentration limits Drug classification

$C \geq 2.5\%$ N; R50-53

$C \geq 0.25\%$ N; P51-53

$C \geq 0.025\%$ R52-53

The proposal is based on the extremely high bioconcentration factor (18,100), the bioconcentration factor found in the fish study, the toxic effects observed in the 72-hour study of the seaweed Skeletonemacostatum (EC50 52 µg/l), and the lack of biodegradation shown in the standard test . The results of the 21-day Daphnia magna life cycle test, in which the lowest observed effect concentration was estimated at 5.6 µg/L based on lower mean lengths, support the proposed classification. (ECNA, 2008)

1) Likewise, the U.S. Environmental Protection Agency (EPA) has also concluded that HBCD may cause adverse effects on a variety of organisms, including algae, fish, invertebrates, and soil organisms at environmentally significant concentrations. “HBCD is toxic to algae and extremely toxic to fish embryos (Desjardins, et al., 2004; Deng, et al., 2009).” ("Hexabromocyclododecane (HBCD) Action Plan - US Environmental Protection Agency") The US EPA report presented the following results to support its conclusion:
2) Fish have also been found to experience a number of sub-lethal effects such as changes in thyroid status, protein metabolism, oxidative stress and reproductive activity (Palace, et al., 2008; KlingandFörlin, 2009; Zhang, etal., 2008; KlingandFörlin, 2009 ; Zhang, et al., 2008; Ronish et al., 2004).

3) According to Drottar and Kruger (1998), the first and second generations of Daphnia descendants turned out to be smaller and smaller in number.

4) Tadpoles (Xenopuslaevis) treated with HBCD showed developmental effects dependent on thyroid hormones (Schriks, et al., 2006).

5) HBCD has been noted to reduce the biomass and egg production of soil organisms (Lumbriculus variegatus) (Oetken, et al., 2001).

6) When HBCD was administered to chicken embryonic hepatocytes (Gallus domesticus) in vitro, the expression of genes (mRNAs) related to thyroid and liver function was significantly altered (Crump, et al., 2008).

7) Thinner eggshells have been measured in American kestrels exposed to a combination of PBDEs and HBCD (Fernie, et al., 2009).

8) ASSESSMENT BY THE CRITERIA “PERSISTENT, BIOACUMULATIVE, TOXIC”

The European Chemicals Agency (ECHA), after comparison with Annex XIII criteria, concluded that hexabromocyclododecane (HBCD) meets both the “Bioaccumulative” and “Very Bioaccumulative” criteria, based on experimental data (bioconcentration factor = 18100) and biota measurement data . At a concentration without an observable effect of 3.1 µg/l for daphnia, the “Toxic” criterion is also met. The “persistent” criterion in the soil is met, as soil degradation modeling estimates the half-life of HBCD in aerobic soil to be >120 days. Additionally, phosphorus requirements for sediments are supported by dated sediment cores and sediment degradation modeling experiments, both of which show slow rates of HBCD degradation. The fact that HBCD is consistently detected in abiotic samples and biota from distant locations further supports the idea that this substance is persistent in the environment and is transported over long distances. According to the European Chemicals Agency (ECHA), HBCD is “persistent, bioaccumulative, toxic”; this conclusion is also supported by data from the US Environmental Protection Agency (EPA, 2010) and Swedish monitoring studies (Sellstrometal. 1998).

ALTERNATIVE PRODUCTS

There appears to be no flame retardant that is equally well suited for the major applications of HBCD, especially in expanded polystyrene (EPS) and extruded polystyrene (XPS). The main advantage of HBCD is that it provides exceptional performance to polystyrene foam as it is effective at low concentrations (EURAR, 2008). For use as building insulation, there are commercially available EPS/XPS equivalents that are technically feasible in many, but not necessarily all, situations. The fact that mineral wool is now widely used and accounts for at least 30% of the building insulation industry in Europe suggests that it is both a technically and financially feasible alternative to EPS/XPS in many applications. However, in some cases the lower mass density of EPS/XPS or superior moisture resistance can be critical. Another product available in the market that meets fire safety standards is phenolic foam. It is low density, moisture resistant and very thermally efficient. It accounts for only a small part of the European insulation market, which is mainly used in situations where moisture resistance or thickness is critical. This may indicate that it is relatively expensive. Although the chemicals used to make phenolic foam are hazardous to human health, these alternative insulation materials are not particularly harmful to the environment or human health (ECHA/2008/02/SR4/ECA.226). There are commercially available substitutes for HBCD in impact resistant polystyrene and textile coatings that provide the same level of fire protection and functionality. Such substitutes include non-halogenated flame retardants. (ECHA/2008/02/SR4/ECA.226)

CONCLUSION

The compound 1,2,5,6,9,10-hexabromocyclododecane (HBCD, C12H18Br6) is primarily used as a flame retardant and is an odorless white solid. In addition, it is used in expandable, extruded, impact-resistant polystyrenes and polymer dispersions for textiles. The synthesis of technical HBCD (t-HBCD) is carried out by adding bromine to 1,5,9-cyclododecatriene. T-HBCD is mainly composed of three diastereomers: α, β and γ, with the latter accounting for more than 70%. It has been established that in reaction with OH radicals, HBCD decomposes within a few days, but it is believed that indirect photochemical decomposition in the atmosphere occurs slowly. Moreover, hydrolysis is not considered a major source of environmental degradation because HBCD has extremely low solubility in water. Following an environmental risk assessment, the European Chemicals Agency concluded in a report in 2008 that this substance meets all the criteria to be considered "Persistent, Bioaccumulative, Toxic", which is also supported by American and Swedish colleagues. In addition to its persistence, bioaccumulation and toxicity, HBCD has a strong ability to be transferred to long distances because it decomposes very slowly in the atmosphere. With regard to the danger to human health, the substance has very low acute toxicity and is not carcinogenic. However, HBCD is highly toxic to aquatic organisms and may have long-term negative effects on the aquatic ecosystem. There are several alternative products available to replace HBCD, namely mineral wool and phenolic foam, but these products do not work equally well as a fire retardant in major applications such as EPS and XPS. However, non-halogenated flame retardants are commercially available substitutes and provide equivalent functionality and fire safety in impact resistant polystyrene and textile coatings.

LITERATURE

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ADOPTING SUSTAINABLE MARKETING STRATEGIES: BENEFITS & CHALLENGES

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ABSTRACT

In today's environmentally concerned world, being a sustainable company and marketing a green mission is a requirement for every business to compete in the market place. It is crucial to communicate the brand's commitment to sustainability to the customers, employees, and other stakeholders. Sustainable marketing is the process of conveying corporate or brand values and commitment on sustainability to the public. It is a powerful tool that helps to magnify the sustainability efforts of a business. This way of marketing focuses on integrating environmental considerations into each and every aspect of a brand's identity and actions. Through this, companies can create a strong, positive relationship with customers who value environmental concerns, bolster brand reputation, foster customer loyalty, and ultimately drive business success. The present study explores the benefits of sustainable marketing and discusses why it should be the cornerstone of any business. In addition, the study talks about how a company can promote a more sustainable mindset and do sustainable marketing the right way.

KEYWORDS: *Sustainable Marketing, Sustainable Business, Sustainability, Green-washing.*

INTRODUCTION

Sustainable marketing has become increasingly popular in recent years as more and more people become aware of the environmental and social aspects of sustainability. It is a way of promoting the products while minimizing the environmental and social impacts. For effective implementation of sustainable marketing, the organizations must take into account the environmental and social implications of their business strategies. Environmental considerations include pollution, carbon emissions, and the utilization of hazardous materials. Social considerations include customer requirements, values, legal requirements, ethical considerations, and public safety considerations.

Sustainable marketing can be done in a variety of ways, such as creating messaging and campaigns that are honest, transparent, and socially responsible, promoting ethical labor practices, and promoting biodiversity. It is vital to avoid green washing. Also, there should be a real commitment to reducing carbon footprint and promoting a more sustainable future. At their core, sustainability marketing aims to address major ecological and social issues.

The importance of sustainable marketing has grown due to a variety of reasons. First and foremost reason is that the social responsibility market is growing rapidly, and the consumers today are increasingly interested in the methods of production, the source of the products, and the manner in which the companies provide the service. Second cause is that the need to improve competitiveness and customer loyalty has been altered significantly by the increased consumption of sustainable products and services. Additionally, companies increasingly require their suppliers to be socially and environmentally conscious. Furthermore, public laws and regulations are increasingly calling for more sustainable processes and practices. Finally, the decreasing and increasingly expensive nature of natural resources is forcing companies to look for alternative solutions.

In the realm of sustainable marketing, companies have to assess their success by taking into account factors other than profitability. These factors may include whether or not the company has a well-defined social mission, what is most important to the business, whether or not the business is solely for financial gain, and how the business is impacting the local community.

This study looks at some of the most effective sustainable marketing practices that companies can implement to improve their environmental performance and attract socially responsible consumers. Marketing teams can use these practices in their campaigns to promote their company's sustainability initiatives and core values.

SIGNIFICANCE OF THE STUDY

In today’s world, consumers are more aware than ever before about what they are buying and how it affects the planet and society. Brands that adhere to sustainability marketing strategies are therefore more likely to stand out from the crowd and be accepted by those who value sustainability values and practices. Sustainable marketing is a marketing strategy that brings purpose into socially responsible brands. In marketing, the goal is to distinguish a brand based on its mission. A sustainable brand defines a purpose, aligns with consumers’ and related groups’ values, aligns the purpose with the strategy, and reflects sustainability in the marketing. This is a business strategy that gives brands an advantage over those who seek out brands that reflect their values. Furthermore, sustainable marketing campaigns add an additional layer of emphasis on social and environmental indicators of the market, allowing companies to incorporate these concerns into their overall marketing strategies. Furthermore, it provides a platform for companies to demonstrate their commitment to corporate social responsibility. Overall, it can help to boost a company's image in the eyes of the public. Research on sustainable marketing strategies is still in its infant stage. Therefore, this article delves into the various facets of sustainable marketing strategies and provide insights on the benefits as well as challenges before businesses in adopting environmentally responsible practices in their brand building efforts.

Research

On sustainable marketing strategies is still in its infancy.

Research

On sustainable marketing strategies is still in its infancy.

OBJECTIVES

To examine the importance of sustainable marketing in modern day business.

To identify the benefits as well as challenges in implementation of sustainable marketing strategies.

METHODOLOGY

The study is descriptive in nature. Secondary data collection technique is used to examine the important aspects for this study,. Data has been collected from varied sources like published papers, books, websites, blogs and articles.

Important Sustainable Marketing Strategies in Business

Nowadays, most brands prioritize short-term returns over long-term value creation. A sustainable marketing strategy should not only be concerned with generating sales and conversions but also with maintaining customer loyalty by providing value at every stage of the customer journey. Sustainable marketing strategies can provide organizations with a competitive advantage over their competitors, who may not consider sustainability an integral part of their business.

One of the most effective sustainable marketing strategies is to make sustainability a a key component of the business. This involves making sustainability an integral part of the company's overall operations, from product design and production to marketing and distribution.

Packaging is really important when it comes to marketing, sustainable packaging is becoming increasingly important for consumers. This type of packaging is designed to be both environmentally friendly and reduce waste, and can involve the use of recycled materials, reduced packaging sizes, and the minimization of the use of hazardous chemicals.

Green advertising is the promotion of products or services with an emphasis on environmental benefits. Examples of green advertising include eco labels, the promoting the use of sustainable materials, and emphasizing on the product's environmental impact.

Supporting a sustainable or social cause is one of the best ways to demonstrate a company's commitment to sustainability or social responsibility. Business leaders should align their company mission with a sustainable cause in order to foster a long-term commitment to social responsibility and sustainability. This can be achieved through various ways such as giving donations to environmental organizations, partnering with local communities to promote sustainability initiatives. Such initiatives can have long-term advantages, such as increasing brand recognition, fostering customer loyalty, stimulating innovation, and reducing costs. Organizations that are committed to a greater purpose can help to create a sustainable culture, as they seek to make a positive impact in their local areas. This commitment to sustainability can lead to creative solutions to global issues, such as combating climate change and reducing resource depletion.

Sustainable marketing requires transparency and accountability. Businesses need to be transparent about their sustainability practices, and they need to demonstrate a commitment to continual improvement. This includes being open and honest about their sustainability practices, as well as demonstrating a dedication to continual improvement. This can include providing comprehensive information on the materials used, the manufacturing process, and any certification or evidence that backs up their claims. Additionally, businesses should share progress updates on their sustainability initiatives to demonstrate to customers that they are committed to making a positive impact.

Sustainable marketing should be considered a long-term endeavor by business and marketing leaders. Organizations that seek immediate advantages from a sustainability initiative tend to abandon these practices once they have achieved certain business outcomes, such as improved brand recognition or increased sales. This approach is against fundamental sustainability principles, which necessitate long-term commitment and this could result in green washing. Long-term sustainability initiatives involve changes in production processes and product design. These changes necessitate a significant amount of time, capital, and personnel investment. Additionally, these businesses must continually monitor, measure, and evaluate the effectiveness of their initiatives to ensure long-term sustainability.

When it comes to sustainable marketing, companies need to place value above profit and margin. This necessitates a holistic approach to sustainability that prioritizes long-term results over short-term profits. Sustainability is about reducing environmental impact while contributing to social advancement and long-term profitability. Companies that adhere to this approach have a greater chance of building customer trust and attracting socially conscious customers who are looking to make a positive impact.

In order to effectively implement sustainable marketing, it is essential to educate customers, employees, and partners on sustainability issues. Brands must demonstrate the advantages of their products, explain how they are sustainable, and explain what does it matter to their customers and prospects. This can be done by providing comprehensive information on a product's environmental impact throughout its lifecycle, such as breakdowns of its environmental footprint or creating detailed messaging about their sustainable practices. Additionally, businesses can host educational events such as seminars and workshops to educate people on sustainability and how to reduce their impact, as well as marketing campaigns that emphasize on sustainability issues.

Benefits of Sustainable Marketing

- **Improved brand reputation:** In today's world, consumers are increasingly aware of the environmental and social implications of their purchase decisions. By demonstrating a solid commitment to sustainability, companies can bolster their brand image and attract socially conscious customers who prioritize sustainable outcomes.
- **Increased customer loyalty:** Consumers are more likely to maintain their loyalty and make repeat purchases when they perceive that a company is making a positive contribution to sustainability.
- **Cost savings:** The implementation of sustainable practices can often result in cost reductions and operational efficiencies. For instance, by decreasing waste and energy consumption, businesses can save on utility and material expenses. Sustainability initiatives typically involve an initial investment; however, these investments typically result in a cost reduction over time. This is due to the fact that sustainability programs involve reduced materials, recycling initiatives, and reduced use of natural resources; all of which are beneficial to the environment and reduce production costs.

- **Improved employee morale:** Today's employees want to work for a company that shares their values and puts sustainability at the heart of everything they do. By demonstrating a dedication to sustainability, companies can bolster employee morale and draw in the best talent.

- **Innovation and creativity:** Adopting sustainable marketing practices often necessitates the development of innovative strategies and approaches to reduce the company's environmental footprint. This can lead to the development of a culture of innovation and creativity within the organization, resulting in the development of novel products, services and business models.
- **Opens businesses to new markets:** The incorporation of sustainable marketing into a company's marketing plan enables businesses to expand their customer base, particularly in the context of the increasing number of socially conscious consumers. This means reaching potential customers who are willing to explore a brand that aligns with their values and causes.
- **Brings more positive change to communities:** Sustainable marketing requires brands to be socially responsible and accountable. Practical sustainable marketing campaigns must not only support the brand but also help consumers understand social responsibility and environmental concerns. They can do this through messages that promote a sustainable lifestyle and encourage meaningful change.
- **Increased brand awareness:** Sustainable marketing brands are more likely to resonate with and be embraced by communities that embrace sustainability values and practices. When customers find a brand that aligns with their values and objectives, they become more receptive and supportive. Through word of mouth, they will recommend and provide positive feedback, which can help boost the brand's visibility within their network and even reach new audiences.

Challenges in Sustainable Marketing

Meeting higher Customer Expectations: Customers who are looking for eco-friendly and socially conscious products tend to have higher expectations. They are often willing to pay more and wait longer for their product.

Time and Budget constraints: Purpose-driven organizations may require a significant portion of their time and budget to set aligned partnerships, certifications, or the development of new sustainable products.

Stand out from the Competition: Organizations are increasingly entering or adapting to an environment and socially responsible marketplace. This is beneficial for both people and the environment, however, it also increases the competition for businesses. To stand out from the competition, businesses should focus on what makes their business stand out – and be specific.

Poor Understanding of Sustainability: Some potential customers may not be aware of the advantages of one sustainable product over others. In some cases, customers may have negative preconceived notions about sustainability, as if a company is sacrificing quality for the sake of sustainability. As a result, companies need to be able to communicate the value and impact of their sustainability initiatives. Sustainable education is an ongoing process. Sustainability information should be reviewed, simplified, and disseminated *incessantly*.

Loss of Profitability: Businesses can experience a decrease in profitability when they invest heavily in green initiatives without conducting thorough testing. Additionally, when a company uses more resources than competitors without receiving a corresponding benefit, it will affect the profitability . Giving more importance to sustainability in marketing strategy, may lead to a lack of focus on the primary goal of making economic profitability.

Reputational Damage: Sustainability marketing can create a positive or negative impact on your company's reputation. This is another common problem when adopting sustainable marketing . This is due to the fact that sustainability is seen as a more noble and altruistic cause than other business goals, and it's also becoming more and more popular with the media and the general public, making it a high profile company activity.

Greenwashing: Green washing is the practice of using green marketing to create the false perception that the company's strategy, operations and products are environmentally friendly. The company seeks to promote its green credentials to improve its public image in order to increase sales . Companies engaging in this practice are at a high risk as the exposure of the company's real activities and footprint could have a significant negative effect , ultimately leading to a decrease in sales and profitability. Even companies that are honest but are perceived as dishonest by the public run the risk of serious consequences. It is essential for companies using sustainability marketing to be honest in their motivations and effective in their implementation.

CONCLUSION

Sustainable marketing is a key component of the modern business environment. As consumers become more aware of the need for environmentally-responsible practices, businesses must adopt sustainable marketing practices in order to remain competitive and attract socially-conscious consumers. By recognizing the advantages of sustainable marketing, adopting specific strategies such as sustainable packaging, green advertising, promoting causes that support sustainability, being transparent and accountable about their practices, emphasizing value over profit margins, and educating customers on sustainability issues, companies can succeed in sustainable marketing. Integrating sustainable marketing into the business strategy is a strategic decision that enhances business performance and promote the brand in a rapidly changing market.

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HISTORICAL STAGES OF THE FORMATION OF RELIGIOUS VIEWS IN UZBEKISTAN

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ABSTRACT

Uzbekistan has a long and complex history that includes different religions and cultures. Throughout its history, Uzbekistan has been at the crossroads of ethnic relations due to its geographical location. Also, peoples of different religions have lived in Uzbekistan since ancient times. This article analyzes the formation of religions that have existed in Uzbekistan from ancient times to the present based on historical stages.

KEYWORDS: *Early Religious Ideas, Fetishism, To Temism, Animism, Shamanism, Magic, Theism, Zoroastrianism, Buddhism, Judaism, Christianity, Islam.*

INTRODUCTION

Uzbekistan has always attracted various peoples and tribes with its territory irrigated by the waters of the large rivers of Central Asia - Amudarya and Syrdarya, climate, lands rich in minerals and precious stones. As a result, the territory of Uzbekistan served to establish mutual relations between Eastern and Western civilizations. As a result of this exchange of cultures, we can see that various religions, customs and traditions were formed in the social life of the people and changed historically.

Religions in our country can be divided into the following historical stages:

1. Beliefs related to early religious ideas;

2. Religions that existed before the introduction of Islam;

3. Introduction of Islam;

4. The religious situation during the invasion of the Russian Empire;

5. Reforms in the field of religion during the period of independence.

According to the researchers, among the population living in the territory of Uzbekistan, it is possible to observe elements related to the beliefs of the first religious imaginations, such as fetishism, totemism, animism, shamanism, magic and sorcery.

In Uzbekistan, we can see that incense sticks are hung above the entrance gates of houses. In this case, frankincense was seen by some people as a plant to burn to protect against "eye contact". These indicate that elements of fetishism existed in the territory of Uzbekistan in ancient times.

In ancient times, some birds were also considered auspicious in the territory of Uzbekistan, for example, rooster, peacock and pheasant were considered "sun" birds and they were believed to bring fertility. The national headdresses of the Uzbek and Tajik peoples have images of birds, including the musicha.

Among them, the images of the Dragon and the snake as totems of the creation of the world and its protection are widespread in our country, and some of their symbols have a synthetic essence.

In the first century AD, there was a belief in the worship of the spirits of ancestors in the regions of Uzbekistan. This was reflected by decorating the walls of temples, palaces and houses with images of the ancestors of nobles and their bravery.

Shamanism developed in the territory of Uzbekistan from the time of the Turkish khanate to the end of the 1st half of the 8th century. In Uzbekistan, shamanism was manifested in various forms. For example, the "chilla yasin" healing ceremony was performed by "hitting" the patient with willow branches.

Asfungar paintings and traditions are reflected in fine arts, graphics, music, and dance. For example, the monuments of the Zarautsoy culture of the Surkhondarya region are considered a universal unique wealth. (Before 12-5 millennia BC). These are about 200 pictures of hunting, and it can be understood from the stone inscriptions that they considered the claw to have magical significance.

It should be noted that the idea of monotheism in Uzbekistan before Islam had an independent basis in Central Asia. During the period of the first Turkic khanate (551-630 years) in the territory of Uzbekistan, the main religion was pantheism, worshiping God (sky) and Zamin (earth-water).

Zoroastrianism emerged in Central Asia in the 2nd and 1st millennia BC. In particular, the people of Bukhara have preserved this tradition to this day. In the center of Bukhara, on the west side of the Labi pool ensemble, there was a Zoroastrian temple on the site of the Mag'oki Attar mosque. In fact, there are 63 monuments of Zoroastrianism in the whole world, including Iran, India, Afghanistan and Pakistan, and 38 monuments have been preserved in the territory of present-day Uzbekistan, of which 17 are located near the Khorezm oasis.

Buddhism appeared in the southern regions of Uzbekistan at the beginning of the new era. The introduction of Buddhism from India to Central Asia is usually associated with the rule of the Kushans. During the reign of Emperor Kanishka (end of the I century - beginning of the II century), the Kushan kingdom became one of the centers of Buddhism. In particular, the image of Buddha appears on the coins minted by Kanishka.

In 1926, A.S. The Zurmala Tower east of Old Termiz, identified by Strelkov, is the first discovered Buddhist structure of great importance in Central Asia.[1]

It is known that Jews immigrated to our country since ancient times. Jews appeared in Uzbekistan during the period of the Sugdian state, i.e. in the 2nd century BC. They came to Marv through Iran, and then spread to Bukhara, Samarkand, Shakhrisabz and other cities. The history of their arrival is very complicated. According to some researchers, their appearance here is connected with the "Great Silk Road" that was created in the I century AD.[2] During the time of Amir Temur and the Timurids, many Jewish communities moved from Iran to Movarounnahr region, some of them lived in Bukhara.

Christianity entered Uzbekistan in two ways. This process was, firstly, through the missionary activities of the Christian communities to the East and South, and secondly, the conquest of Central Asia by the Russian Empire and the large migration of the Christian population to the region. Activities of Christianity began to appear in our country.

According to scientific sources, Christianity entered Uzbekistan through Iran in the III centuries AD. The first Christian communities were formed in the cities of Khorezm, Termiz and Samarkand, and they consisted mainly of Nestorians and Melkites.[3] A bishopric and missions were established in Samarkand in 310.

Today, Islam, which is one of the main religions in our country, entered Uzbekistan in the early Middle Ages. Arab conquests in the VII-VIII centuries caused the spread of Islam in the region. The introduction of Islam to our country is connected with the name of Qutayba ibn Muslim Bahili (704-715).

Islamic sciences entered Movarounnahr through Khorasan in the 8th century, and these sciences began to develop in the region itself from the IX century. It was from this period until the invasion of the Mongols that Movarounnahr became the center of Islam and various sciences flourished.

During the rule of Tsarist Russia and the Shura system, there was an attempt to distance Islam from people's life, Islamic values and activities of religious scholars were restricted. During the Soviet period, the secular character of the authorities acquired fanatical and atheistic significance. Religion was removed from public life and the state.

According to information, as of January 1, 1900, 12,733 mosques were operating in Uzbekistan. 1503 of them were mosques, 11230 were neighborhood mosques and prayer halls.

According to the 1936 Constitution of the former Soviet Union, freedom of religion was recognized, but in practice, atheistic ideology was forced and instilled in the society, and the rights of religious people were violated.

During the Second World War (1941-1945), the attitude towards religion softened a little. In 1943, the religious office of Muslims of Central Asia and Kazakhstan was established in Tashkent. At the congress, Eshon Bobokhan was unanimously elected as the "Mufti of the five allied republics of the region (Central Asia)".

During the years of independence, the number of religious organizations in Uzbekistan increased. In 1990, there were 119 religious organizations and 2 religious educational institutions in our republic.

According to the Decree of the President of the Republic of Uzbekistan dated March 7, 1992, the Committee on Religious Affairs of the Republic of Uzbekistan was established. On May 1, 1998, a new version of the Law "On Freedom of Conscience and Religious Organizations" was adopted.

Currently, in the field of religious education, the Tashkent Islamic Institute, 9 secondary special Islamic schools, as well as Orthodox and Protestant seminaries are operating.

In summary, today there are 2340 religious organizations belonging to 16 denominations in our country, of which 2144 are Islamic, 178 Christian religious organizations, 8 Jewish, 7 Baha'i communities, 1 Krishna Consciousness Society, 1 Buddhist temple. and 1 Bible Society of Uzbekistan. Also, representatives of all confessions are living together as a single family in our country on the basis of equal rights guaranteed by our Constitution, in order to build a democratic, legal state and a strong civil society.

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RECITATION OF THE QUR'AN AND ITS ESSENCE

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ABSTRACT

This article provides information about the science of recitation of the qur'an and its importance, theoretical and practical aspects, and the scholars of recitation who contributed to it.

KEYWORDS: *Holy Qur`An, Recitation, Letter, Mutawatir, Narration.*

INTRODUCTION

The word "Qiraat" is an Arabic infinitive, and in the dictionary it means "to collect" and "to add". Already, the reciter has collected and joined the letters together. The Holy Qur'an is also called the Qur'an because it contains the surahs and the meanings of the previous divine books.

In the opinion of scholars, especially in the definition of Ibn Jazari: "Recitation is the science of the mood of performing the words of the Qur'an and attributing their differences to the reciter".[1]

Recitation - the science of reciting the Qur'an is that one of the imams recites the Qur'an in a different way from other imams based on narration and narration. In other words, an orderly collection of certain letters set out by a recitation imam is called a recitation.[2]

SOURCE OF THE RECITATIONS

The source of recitations is revelation. This market has had several verses and returns.

This is what Allah says in Surah Yunus:

And when Our clear verses are recited to them, those who do not hope to meet Us say, "You have recited a Qur'an other than this, or changed it." Say, "It is not for me to change it from I prevent myself from following except what is revealed to me. Indeed, if I disobey my Lord, I fear the torment of a terrible day 10 When Our clear verses were recited to them, those who did not hope to meet Us said: "Bring another Qur'an or replace it." You: "I can't change it on my own." I follow only what is revealed to me. Say, "Surely, if I disobey my Lord, I fear the punishment of the Great Day" (verse 15). Allah says so in Surah Najm:

And he does not speak out of inclination3 It is nothing but a revelation revealed4 His knowledge is powerful in strength 5". He does not speak out of thin air. It (Qur'an) is nothing but a revelation. He was taught by the owner of fierce power" (verses 3-5). Allah Ta'ala blesses you in Surah Haqq:

And if he had uttered some words against us, we would have taken him by oath4 and then would have cut him off with the two oaths 5 "If he invents some falsehood against Us, We will surely catch him with might." Then We will certainly cut off his horn" (verses 44-46).

It can be seen from these verses that the Messenger of God, may God bless him and grant him peace, is not capable of changing anything from the Holy Qur'an. Therefore, it is said that no one but the Messenger of Allah, may God bless him and grant him peace, can completely change it. The proofs of the Sunnah in this regard are presented in the topic of the revelation of the Holy Qur'an in seven letters. Here, we will be content with recalling one hadith that does not come within the scope of the information under this heading.

Ubayy ibn Ka'b: The Prophet, peace and blessings be upon him, said: "Gabriel and Michael, peace be upon them, came to me, and Gabriel sat on my right and Michael on my left, so Gabriel said: Read the Qur'an at A letter. Mikael said: Increase it, increase it, until it reached seven letters, for every clear letter is sufficient. ». Narrated by Al-Nasa'i. It is narrated on the authority of Ubayy ibn Ka'b, may God be pleased with him:

"The Messenger of God, may God's prayers and peace be upon him, said: "Gabriel and Mikail, peace be upon them, came to me. Gabriel sat on my right and Mikail on my left. Then Gabriel said:

He said, "Recite the Qur'an in one letter." Mikail said: "Ask him to do more, ask him to do more." Finally, it reached seven letters. All letters are Shafi and Kafi.

Narrated by Nasai.

It can be seen from this hadith that even the Messenger of Allah, peace and blessings of Allah be upon him, cannot read the Holy Qur'an as much as he wants. Maybe they recite based on the revelation brought by the angels. Hadiths in this regard have reached the level of mutawatir.

VERSIONS OF RECITATIONS

As in the Islamic law, every thing, every action has its own pillars, the recitation of the Qur'an also has its own pillars. In order for the recitation of the Qur'an to be acceptable, these verses must be present. They are three:

1. Validity of Sanad.

The recitation must have been taken from a teacher connected to the Messenger of Allah, peace and blessings be upon him.

2. The recitation should be in accordance with the Usmani Mushaf.

3. Recitation should be in accordance with the rules of the Arabic language.

If any of these verses are not found, the recitation is not considered correct.[3]

Imam Bukhari in the chapter "Book of Commentary" of "Jami'us-sahih" narrated from Ibn Abbas (RA): "The Messenger of Allah (PBUH) said: "Gabriel (PBUH) recited the Qur'an to me in one recitation. they taught I turned to Him and asked Him to increase the number of recitations. They did not stop asking me, and He did not stop adding until the recitation reached seven types. (Sheikh Ismail Makhdum. History of Usman Mushafi. T.: "Movarounnahr", 1995. 17-6.)

In the narrations of Imam Muslim, Ubay ibn Ka'b says: "Our Prophet (pbuh) was in a region of Makkah. Gabriel (a.s.) came to them and said: "Your Lord has ordered you to recite the Holy Qur'an to your Ummah in one letter." Rasulullah (s.a.w.): "I am asking for forgiveness from my Lord." "My ummah is not able to read the Qur'an in one letter," they said. When they came the second time, they said: "Your Lord has ordered you to recite the Holy Qur'an to your Ummah in two letters." Rasulullah (s.a.w.): "I am asking for forgiveness from my Lord." "My ummah is not even able to read the Qur'an in two letters," they said. When they came for the third time, they said: "Your Lord has ordered you to recite the Holy Qur'an to your Ummah in three letters." Rasulullah (s.a.w.): "I am asking for forgiveness from my Lord." "My ummah is not even able to read the Qur'an in three letters," they said. When Gabriel (a.s.) came for the fourth time, he said: "Your Lord has ordered you to recite the Holy Qur'an to your ummah in seven letters. They said that even if they read only one of the seven letters, they read it correctly. (Qurtubi. Al-Jami' li-ahkamil-Qur'an. Beirut. Vol. 1, pp. 41-42.)[4]

SELECTED SPEEDS DURING THE PROCESS OF RECITATION

Three different speeds are followed when reciting the Holy Qur'an with Tartil. These speeds are called tahqiq, khadr and tadvir in tajwid terms.

"Check". In the dictionary, research means "getting to the truth of something". Tajwid means "Slow recitation without excessive prolongation". It is this speed that is best used in teaching.

"Hadr". Hadr means "quick" in the dictionary. In Istilox, "Rapid recitation without mixing the letters, following the rules of Tajweed." The reason why we add the phrase "following the rules of tajwid" in the definition is that in some cases, when the qari is recited quickly, the letters get mixed up and violate the rules of tajwid.

"Tadvir". Tadvir means "turn" in the dictionary. "Medium speed recitation" in Istilox. That is, the reciter recites at a speed between tahqiq and khadr.

Even if he recites at one of these three speeds, Qari recited it with a tartil and said: "Recite the Qur'an with a 'tartil' (wisely)!" will have followed the said verse. "Tartil" is not a separate fourth speed level, as some say. If that is the case, then only one who has studied at this fourth level of speed will be studied with "tartil". This is a wrong view.[5]

According to the opinions of many scholars, including: Ad-Dawudi and Ibn Abu Sufra, the "seven letters" mentioned by our Prophet (pbuh) have nothing to do with the recitations of the seven qari. Because these recitations were chosen by the reciters after Hazrat Uthman (r.a.) converted the Mushaf into "one letter". That is why the seven recitations are attributed not to the companions, but to the reciters themselves, for example: the recitation of Kisai, the recitation of Nafi', the recitation of Ibn Kathir, the recitation of Asim, the recitation of Abu Amr, the recitation of Hamza, and the recitation of Ibn Amir. These seven recitations have been spread among Muslims for many centuries. In Tahfizul Qur'an madrasahs in Islamic countries, information on the seven recitations is taught in depth. Currently, two directions of recitation are popular all over the world, one is the recitation of Imam Asim with the narration of Imam Hafs (the recitation of Imam Asim with the narration of Imam Hafs is spread in our country), and the other is the recitation of Imam Nafi' with the narration of Imam Varsh.

In short, it was allowed to read the Qur'an in "seven letters", that is, in seven syllables, in order to make it easier to read. Rasulullah (s.a.w.) taught the minds of each tribe to recite in their dialect and allowed the companions to recite in any of these seven letters. If they disagree and ask Rasulullah (s.a.w.) about other recitations, Rasulullah (s.a.w.) will answer them: "Everything is correct and permitted by Allah, do not dispute and quarrel about the Qur'an." they would give

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WOMEN'S EMPOWERMENT AND POLITICAL PARTICIPATION (A CASE STUDY OF UTTARAKHAND)

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ABSTRACT

This research paper delves into the critical aspects of women's empowerment and political participation, with a special focus on the state of Uttarakhand, India. Despite being half of the state's population, women's political participation in Uttarakhand remains limited, with male dominance prevailing in the political arena. While 50% reservation in Panchayat Raj Institutions has increased women's representation in rural local bodies, this paper highlights the marginalized role of women in state-level politics and parliamentary representation.

The research sheds light on the significant role that women have played in driving social reforms in Uttarakhand, including movements against alcoholism and forest policies. However, the paper underscores that their political participation remains constrained. It also explores the myriad challenges women face, such as lower economic status, lack of education, and the burden of domestic and professional responsibilities.

Despite these challenges, the paper emphasizes the positive impact of women's political leadership, which has been associated with reducing gender inequality and prioritizing critical social issues like health, education, and pensions. Furthermore, women's participation in decision-making is vital for creating gender-equal opportunities and gender-sensitive policies. This research underscores the need to address the barriers hindering women's political participation in Uttarakhand and highlights the potential benefits of their increased involvement in governance for achieving sustainable development and social justice. It is based on theoretical data collected from various secondary sources such as books, journals, newspapers, government websites, and UN data.

KEYWORDS: *Women's Empowerment, Political Participation, Uttarakhand, Gender Inequality, Social Reforms.*

INTRODUCTION

Women's empowerment encompasses the pursuit of gender equality, providing women with equal opportunities, and the freedom to nurture their personal development. The core objective of empowerment is to enable women to attain economic independence, self-sufficiency, and a strong sense of self-worth, empowering them to confront challenging situations and actively participate in decision-making processes. The Constitution of India strives to eliminate gender disparities by outlawing discrimination based on sex and class, prohibiting human trafficking and forced labor, and reserving elected positions for women. The involvement of women in political parties is linked to the growing demand for equal rights. Despite constitutional safeguards for gender equality, only a handful of women have managed to assert their influence in legislative decision-making. Indian women have historically experienced lower status compared to men, and gender gaps persist in areas such as access to education and employment. Societal acceptance of unequal gender norms among women continues to persist. (Khanna M. , 2009).

In India, the level of women's involvement in politics is not as prominent as that of men, a pattern observed in many countries worldwide. Nevertheless, there has been notable progress in women's political participation when compared to the past, and it continues to strengthen. However, it's important to note that even today, women's representation in the Indian parliament falls short of being satisfactory, as they struggle to secure more significant roles in legislative bodies. The empowerment of women in politics enables them to address their fundamental concerns and needs within their communities, promoting transparency, combating corruption, fostering accountability, and enhancing political dedication, leadership, and responsiveness at various levels of government, be it national, regional, district, or local. Despite women constituting more than half of the world's population, they still face challenges in accessing political decision-making processes compared to their male counterparts at all levels of government. Therefore, achieving equal participation of women in politics and decision-making is essential for promoting fairness and democracy.(Women Empowerment in India: A Study of Uttrakhand, 2016)

“For me, a better democracy is a democracy where women do not only have the right to vote and elect but to be elected’’ rightly said Michele Bachelet (Head of UN Women, First female President of Chile).

Women’s empowerment and political participation are key elements in smoothly running a democratic society. No society reaches its zenith, when half of its population is disregarded and discriminated against. Women’s demand for equal political participation is a global phenomenon. In India, after the long suppression of women in the medieval period, the freedom movement and independent constitution gave hope for their better position in society in all aspects. Although the Constitution provided equal rights to men and women in all socioeconomic and political aspects, women are still struggling to achieve equal status in all aspects. Although gradual changes have been observed, much remains to be done. This situation worsens in places with scarce resources, a tough climate, and inaccessibility.

Uttarakhand is a state of the Indian Union. It was formed on November 9, 2000, and was the 27th state of India when it was carved out of northern Uttar Pradesh. Although called a new state by various political scientists, Uttarakhand has seen a fair share of political upheaval. The state was formed by a protest for separate statehood, but it seems to have neglected half of the state's population–that is, females. Females constituted 49.06% of the population(Thapliyal, Women Leadership and Development: A Study on Grassroots Women Leaders in Uttarakhand, 2017).

WOMEN EMPOWERMENT AND POLITICAL PARTICIPATION

Poverty and the daily struggle to make a living in the hilly terrain have become a prevailing reality for most rural inhabitants in Uttarakhand. The typical village in this region consists of a collection of houses nestled amidst terraced fields. The transformation brought about by deforestation and the shift towards a money-based economy has profoundly disrupted the traditional communities in Uttarakhand. A significant consequence of this transformation is the substantial emigration of men seeking work in the plains or the armed forces, resulting in an imbalance in the region's demographics. While urban areas are predominantly inhabited by men, the interior rural districts of Uttarakhand stand out in India for having a notable majority of female residents. (Rawat, 2004)

Aside from the shift from a subsistence-based hill economy to a cash-driven one, the emigration of men has given rise to various social and psychological challenges for women living in hilly areas. Owing to deep-seated social customs and traditions, women often experience mistreatment from their family members, and in some cases, this mistreatment becomes so severe that it has resulted in instances of women resorting to suicide. The depletion of India's forest cover is particularly pronounced in the Himalayan region. Consequently, hill women have disproportionately shouldered the burden of the modern encroachment on their natural resources and livelihoods. The increased time they now spend gathering water, fuelwood, and fodder has added significant hardships to their already challenging lives. According to (Nautiyal, 2003), despite the existence of numerous programs aimed at promoting women's well-being, education, and economic advancement, women in the hilly regions not only lack access to essential resources for an improved quality of life but also frequently find themselves excluded from the broader development efforts. When we assess societal attitudes towards women as a whole, it becomes apparent that their fundamental requirements and ambitions are frequently disregarded. (Negi, 2011). Women were excluded from the decision-making process because of their poor social status. As a result, development has failed to bring about significant changes in the quality of life of women in the most remote areas of the hilly region. There is very little understanding of the basic needs of hill women, and there is no appropriate strategy to give them an equitable share of the fruits of development.

Women’s Role In Social Reforms In Uttarakhand

Remarkably, despite the challenges posed by disparities, gender prejudices, and their lower societal status, the women of Uttarakhand have actively contributed to addressing some of the region's social issues. In the 1960s, activists initiated the formation of women's self-help groups to combat alcoholism, a prevalent social problem. Alcohol abuse, a significant concern for many rural women, prompted their engagement in these campaigns. Eventually, their efforts proved successful in prohibiting alcohol consumption in five districts of what was then Uttar Pradesh by 1971. Moreover, their strong environmental awareness and affinity for nature led to the renowned Chipko Movement, where underprivileged rural women took the lead and protested against the government's forest policies.

The 1990s witnessed another resurgence as the lack of development in Uttarakhand gave rise to a movement demanding the region's recognition as a separate state. Women played a pivotal role in this movement, ultimately leading to the establishment of the state of Uttarakhand.

Women’s Political Participation In Uttarakhand

With women comprising half of the state’s population, their political participation is diminutive. Due to the upscale migration of men, the larger population of the villages consists of females. Even after 20 years of the state’s formation, the political participation of females is relatively limited.

While the 50% reservation for women in Panchayat Raj Institutions has indeed increased women's representation in rural local governance, a closer look at state-level politics and parliamentary representation reveals the continued underrepresentation of women in key decision-making bodies. According to Dr. Annapurna Nautiyal, a professor of political science at HNB Garhwal University, it is undeniable that the 50% reservation for women in Panchayat elections has enhanced their political awareness and self-confidence. However, political parties have not granted them a proportionate number of tickets to contest in assembly elections.

From the first state legislative assembly elections of 2002 to 2017, there were no more than five elected representatives.

The politics of the state are male-dominated, and credit goes to the few who participate in it against all odds. Even a large proportion of female candidates come from political or affluent backgrounds. Ritu Khanduri (MLA from Kotdwar constituency and present speaker of state assembly) is the daughter of former chief minister BC Khanduri, Anupama Rawat (MLA from Haridwar rural seat) daughter of former chief minister Harish Rawat, Mamta Rakesh, wife of former transport minister Late Kumar Rakesh.

Women Voters

The voting percentage of women in state legislative assembly elections signifies that they have played a crucial role as majority voters. The vote percentage has significantly surpassed that of males over the years.

Even after that, females from Uttarakhand played a crucial role in the state's political arena, but have been limited to being pictured as a vote bank. Although they are the backbone of the socioeconomic structure of Uttarakhand and have a strenuous lifestyle, they succumb to social and psychological indifferences because of their gender. The migration of the male population forces women to shoulder the responsibility for agriculture as well as domestic work. Thus, they should be at the forefront of social and political development but are not given ample opportunities. As a major source of income, agriculture remains primitive and ecologically unsustainable, leaving unfruitful agriculture in the hands of women with household responsibilities.

Factors Affecting Political Participation Of Women In Uttarakhand

Research published on the participation of women in panchayati raj (where seats are reserved for women candidates) in a traditional Kumaoni society revealed several factors hindering the political participation of women came to light.Socio-economic obstacles

1. Lower economic status: In the survey, it was found that the majority of respondents belonged to lower-income groups. The females were engaged in informal and unproductive agriculture. The females are not capable of covering the number of their election campaigns.

2. Lack of knowledge: Because of total or partial illiteracy or less education, women are unaware of political participation. Thus, they remained unaware of their roles, rights in development, and welfare activities.

3. The dual burden of domestic tasks and professional responsibilities -Women in the survey work were found to be engaged in multiple household activities, from working in fields and forests to processing agricultural produce at home tending animals, fetching and carrying fuel, fodder, and water working as laborers and maids in houses.

Ideological and Psychological obstacles

- Women's perception of politics as a dirty game
- Male chauvinist thinking
- Traditional & cultural barriers. (singh, 2019)

Another study conducted in the Kumaon division of Uttarakhand pointed out the following facts.

- Political parties pay the least attention to rural women because they know that at the family level, it is the male who decides to vote for females just following it without any argument.
- Less than 1/3 of women are aware of political parties.
- Of the elected women members in the village bodies, only one-fifth take an active part in the proceedings.
- Access to sources of information is very poor
- Poor accessibility, lack of information, and less importance given to women by political awareness among rural women. (Dube, 2013)

Positive Aspects Of women's Participation

Women's political leadership has been shown to have several societal benefits, such as inequality reduction and increased prioritization of social issues, such as health, education, parental love, and pension. In addition, women's political participation is particularly influential in their communities. A 2012 study conducted in India explained that the increased proportion of women village leaders had closed the "aspiration gap" between girls and boys by nearly 25%, which eventually reversed the gender gap in educational outcomes. Girls have also begun spending less time on household activities in areas with increased women's leadership in the village. (Lori Beaman, 2012)

The involvement of women in decision-making processes is crucial for ensuring that their interests are considered in governance. Particularly in local administrations, women's participation is indispensable for fostering gender equality and crafting policies that are attuned to gender-specific needs. Because women possess distinct perspectives and requirements regarding social and political matters, it is imperative to engage them in government roles to encompass a comprehensive range of societal viewpoints in the policy and decision-making arena. Given their active engagement in both household and community affairs, women possess a deep understanding of the actual challenges faced by the general populace. This firsthand knowledge equips them with insights and perspectives that can play a pivotal role in achieving sustainable development on a broader scale. (ESCAP, 2019)

CONCLUSION

Uttarakhand has been a witness to various movements spanning several decades, including the anti-alcohol movement, the Chipko movement, opposition to mining and quarrying, campaigns for regional autonomy, and numerous region-specific, albeit lesser-known movements. A unique aspect of these movements is the substantial participation of women. Women's involvement in political actions has a longstanding history in India, and Uttarakhand distinguishes itself as one of the rare regions where women have made a significant impact in these movements. Their active engagement broadened the scope of these movements, introducing concerns that melded traditional values with a contemporary outlook. Although they have played an upfront role in social and political issues, their concerns are still fighting for recognition. The political process has not hugged them back, and they are still awaiting robust representation in the state assembly as well as parliamentary elections. Since its formation only three women have been elected to the Lok Sabha, all from influential families. No party has awarded more than 12% of tickets to women candidates in the 2022 assembly elections, leaving a dying hope for the growth of women's representation in the state. Thus, the state and its people should encourage women's participation at a place where they have shown their credibility in eradicating various social evils and played a poignant role in the state movements and other social reforms.

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IT MODERATES THE PROCESS OF FORMING A UNIVERSAL WORLDVIEW IN FAMILY RELATIONSHIPS PEDAGOGICAL CONDITIONS OF NIZATION

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ABSTRACT

This article examines family relationships, cultural and religious beliefs, communication and attitudes, conflict resolution, parenting strategies and values, gender and family roles in shaping a cross-cultural worldview.

KEYWORDS: Family relations, common beliefs about the world, communication and conflicts, worldly, artistic, cultural, religious, scientific knowledge in human activity, life observations, universal worldview, individualistic worldview.

INTRODUCTION

The problem of forming a general cultural worldview in family relations is becoming especially relevant today, when inter-country relations are active, and cultural worldview is necessary in the communication of ordinary people.

Culture has a multifaceted, deep meaning, and it is a set of all material and spiritual achievements created as a result of human activity during the development of society.

The worldview consists of imagining, perceiving and knowing the world in a general way, and the cultural worldview is formed in human activities under the influence of worldly, artistic, cultural, religious, scientific knowledge, life observations and education.

Knowledge, ideas and goals, science tasks, religious ideas, values, trust, faith, thoughts, and feelings are of great importance in the formation of a universal worldview. But it is impossible to form a general cultural worldview of each family member without taking into account the age and individual characteristics.

Knowledge, ideas and goals, science tasks, religious ideas, values, trust, faith, thoughts, and feelings are of great importance in the formation of a universal worldview. But it is impossible to form a general cultural worldview of each family member without taking into account the age and individual characteristics.

1. Cultural and religious beliefs. Worldviews often encompass cultural and religious beliefs, which can shape family dynamics. For example, some cultural or religious beliefs may emphasize the importance of respecting the elderly, maintaining traditional gender roles, or

prioritizing intergenerational harmony. These beliefs can affect how family members interact, communicate, and make decisions within the family unit.

2. Communication and conflict resolution. Worldviews can influence how individuals communicate and understand each other in family settings. Different worldviews can lead to differences in communication styles, interpretation of events and conflict resolution. For example, a person with a Universalist worldview may prioritize harmony and seek consensus in family conflict resolution, while a person with an individualistic worldview may prioritize independent expression and open expression of autonomy. Possible

3. Parenting Strategies and Values: Worldviews can significantly influence parenting strategies and values within a family. A person's worldview can shape their beliefs about upbringing, education, moral development, and the roles and responsibilities of parents and children. This can affect the overall parenting approach and affect the cross-cultural outlook, dynamics and relationships between parents and children in the family.

4. Gender and family roles: Worldviews can influence perceptions of gender roles and expectations within the family. Although traditional gender roles have evolved over time, some individuals may still hold certain beliefs about the roles and responsibilities of men and women in the family. These beliefs can influence the division of household labor, decision-making processes, and power dynamics within the family unit.

5. Attitudes toward individual autonomy and independence: Worldviews can shape attitudes toward individual autonomy and independence within the family. Some worldviews emphasize the importance of individual freedoms, personal growth, and independence, while others may prioritize family obligations, interdependence, and collective well-being. These different perspectives can affect how family members make personal choices, pursue individual goals, and balance family commitments.

When researching the causes of marriage divorces by the Republican "Family" scientific and practical center, it was found that the reasons for marriage divorces include disagreements between spouses, incompatibility of characters, jealousy, infidelity, a man's indulgence in harmful habits, and financial difficulties in starting a family along with others. It is also emphasized that the place is significant. One of the factors in strengthening the family is the desire of the housewife in the family to make a living and develop the family on the basis of the entrepreneur, planning, thrift, and rational spending every day. At the same time, due to unplanned expenses, men have found there are also many women who waste things in vain, do not see blessings in their livelihoods, and put their families in a helpless situation. One of the ways to prevent this moral deficiency is to teach our girls to be resourceful, to use the family's raw materials and funds sparingly, and to help them find solutions to get out of the difficulties that arise in the market economy. Allows to prevent the rules that occur between members. For this purpose, in educational institutions and neighborhoods It is necessary to involve girls in sewing, knitting, cooking, various useful activities. In other words, the five factors of marriage decisions are that young people are not ready to marry spiritually. In the process of interaction, which is typical of our people, parents always express their love and loyalty to each other in front of their children, as it strengthens the family, and the universal worldview is of great importance in the education of children. Our sons and daughters will take a role model from this priceless legacy left by our ancestors. Love and loyalty between parents brings content and joy to the family It is also an important psychological factor. In families with such love and loyalty and mutual respect, does the figure of the father or the mother take primary place in the spiritual development of the children? It is natural that the question arises. According to the analysis of the literature devoted to family education, most authors testify that it is honorable to assign this honorable work to the guardian, ruler, and main educator of the family. According to him, the houses of the Prophet Muhammad (peace and blessings of Allah be upon him) were madrasahs for believers and Muslims. Anyone who wants to learn something, who is interested in education, turned to this place and got a lot of joy from it. The Lord of the worlds, may God's prayers and peace be upon him, was so kind to his family members that they were always excellent examples of high morals and set an example in all good deeds. So, the head of the family is its support and guardian, the father, who is a dear and holy blessing given to us by our Prophet. Our Prophet Muhammad (peace and blessings of Allah be upon him) said in one of his hadiths that "No father can give his child more than good education and good manners." In the second hadith, they said, "Respect your children and make their habits beautiful." It should be noted that while an individual's cultural worldview can influence family relationships, families also have the opportunity to form and develop individual worldviews through shared experiences, communication, and mutual understanding. Understanding and respecting different worldviews within families can contribute to stronger relationships and overall family harmony. Education of young people starts with parents, relatives, and environment. 14-16-year-old girls are at the age of puberty, and they are capricious during this period. This is the period when girls grow up and start an independent life. During this period, it is necessary to strengthen the education of girls. It is an important duty of mothers to give them advice, exemplary lessons, and guidance that will be necessary in life. Conflicts in the family often arise from the mother-in-law-daughter-in-law relationship. It is necessary to prepare girls from a young age for life events and gradually teach them to apply life actions. Mother has a big role in this. "It is better for a woman to be one step behind her husband in terms of age, family name, wealth, position and title, and far superior in terms of manners, chastity and beauty. Such a family will be educated and strong. In this case, we are talking about the woman's maturity in all aspects. A woman is the successor of a healthy generation. His upbringing of a child is the upbringing of a whole society. A woman is the educator of not only one child, but a whole family[1].

"The real pillar of the family is the woman. After all, men do not obey anyone except women in terms of moral education. Even those who work in great schools and in the presence of high-minded people lived by the upbringing they received from their mothers and kept this upbringing until their last days. For this reason, one of the philosophers said: "People always become what women want, if you need great and virtuous people, teach women greatness and virtue." It would not be wrong to say that there are countless fathers among our people who use all their opportunities to decorate their children with foresight and perfection, and who surround themselves with work and profession. The following socio-pedagogical-psychological, spiritual-cultural criteria can be followed as a recommendation in order to create an all-round healthy environment in the family:

- To achieve the formation of a positive attitude of young people to sports, including family sports;

- Achieving rational organization of children's life activities and formation of reproductive culture;

-Studying and widely promoting the unique traditions and values of our people as the main factor of a healthy lifestyle in the family;

- To increase parents' responsibility, capacity, literacy, pedagogical and psychological ability of parents in relation to child education, to ensure the unity of family and social education;

- Raising a spiritually and physically mature generation in the family, preparing young people to build a family life, arming them with modern professional secrets;

- To achieve the formation of a general cultural outlook of children in family relations.

In conclusion, the family is entrusted with a huge and necessary social mission. It is clear that raising a child is the most difficult social task. A personal and positive example of a father and mother is a guarantee for the development of righteous and righteous children. When the child crosses the threshold and steps into the outside world, the influence of the environment and society on the child becomes significant. Educational institutions and the environment of the neighborhood, in general, the environment of the social sphere haunts the human child until the last minute of his life. Therefore, achieving the formation of a person's universal worldview in family relations, not only in personal life, but also in the social and economic changes taking place in our country and their development, is important in the spiritual and spiritual improvement of the society.

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A JOURNEY THROUGH TIME: EXPLORING THE HISTORY OF ARCHITECTURE AND ITS STAGES OF DEVELOPMENT

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ABSTRACT

This scientific article delves into the rich tapestry of architectural history, tracing its roots from ancient civilizations to the modern era. By examining various stages of development, we aim to understand how architecture has evolved over time, reflecting cultural, societal, and technological transformations. From humble dwellings to towering structures, this exploration will encapsulate the progression of architectural styles, materials, and techniques that shaped the built environment we experience today.

KEYWORDS: *Architecture, History, Stages Of Development, Prehistoric, Ancient, Medieval, Renaissance, Modernism, Contemporary, Architectural History, Ancient Civilizations, Modern Era, Evolution, Cultural Transformations, Societal Transformations, Technological Transformations, Architectural Styles, Materials, Techniques, Built Environment.*

1. INTRODUCTION:

Architecture, as an indispensable aspect of human civilization, has witnessed remarkable transformations throughout history. From the humble beginnings of simple shelters to awe-inspiring structures that define our skylines, the evolution of architecture is closely intertwined with the advancements in human creativity, technology, and culture. Understanding the stages of development is paramount to comprehending the diverse architectural styles and their impacts on society.

Architecture, as an essential aspect of human civilization, has undergone significant transformations throughout history. This article aims to explore the development of architecture from ancient civilizations to the modern era, highlighting its connection with cultural, societal, and technological changes. By analyzing the evolution of architectural styles, materials, and techniques, we can gain a deeper understanding of the built environment we inhabit today.

Ancient Civilizations and Architectural Beginnings:

The origins of architecture can be traced back to ancient civilizations such as Mesopotamia, Egypt, and the Indus Valley. In these early societies, architecture primarily served functional purposes, focusing on meeting human needs in terms of shelter and protection. The article will discuss the development of architectural forms, such as ziggurats, pyramids, and city planning systems that emerged during this period.

Classical Influences and Architectural Masterpieces:

The classical period, encompassing Greece and Rome, brought forth architectural advancements that have had a lasting impact. The article will explore iconic structures like the Parthenon and the Colosseum, showcasing their influence on subsequent architectural styles. It will also discuss the emergence of architectural principles, proportion systems, and the integration of aesthetics and meaning in design.

Medieval Architecture and the Rise of Gothic:

During the medieval period, architecture underwent a shift as religious institutions, such as cathedrals and monasteries, played a central role. This article will delve into the rise of Gothic architecture, characterized by pointed arches, vaulted ceilings, and flying buttresses. It will also touch upon the societal and cultural factors that influenced architectural choices during this period.

Renaissance and the Birth of Modern Architecture:

The Renaissance marked a turning point in architectural history, introducing a renewed focus on humanism, rationality, and scientific discoveries. The article will discuss how architects like Brunelleschi and Palladio pushed the boundaries of design, incorporating classical elements, perspective, and mathematical principles. This period laid the foundation for modern architectural theory and practice.

Industrial Revolution and Technological Transformations:

The advent of the Industrial Revolution brought about significant changes in architectural practices. Newly developed materials, such as iron and glass, enabled the creation of innovative structures like the Crystal Palace. The article will explore how technological advancements transformed architectural design, construction techniques, and the concept of space.

Modern Architecture and the Global Movement:

The article will analyze the evolution of architectural styles in the 20th century, focusing on movements such as Art Nouveau, Bauhaus, Modernism, and Postmodernism. It will discuss the influence of societal shifts, such as urbanization and globalization, on architectural choices, as well as the shift towards sustainable and eco-friendly designs.

2. Prehistoric and Ancient Architecture:

In this section, we explore the earliest stages of architectural development, from the primitive shelters of prehistoric humans to the grand temples, pyramids, and palaces of ancient civilizations such as Mesopotamia, Egypt, Greece, and Rome. It details the transition from organic materials to the use of stone, brick, and concrete, marking milestones in architectural techniques and monumental construction.

3. Medieval and Renaissance Architecture:

Focusing on the medieval period, this section examines the emergence of castles, cathedrals, and fortresses as architectural marvels. The evolution of military architecture, Gothic cathedrals, and Romanesque design is investigated, highlighting the transformation of structural principles, vaulting techniques, and ornamental symbolism. Additionally, the Renaissance period, characterized by the rebirth of classical ideals, is explored, emphasizing the revival of Greco-Roman architectural styles, proportion, and symmetry.

4. Architectural Movements of the Modern Era:

The advent of the industrial revolution and technological advancements brought forth radical changes in architectural design. This section analyzes key architectural movements such as neoclassicism, art nouveau, and modernism. It highlights the influence of iconic figures like Frank Lloyd Wright, Le Corbusier, and their pioneering use of novel materials, innovative structural systems, and embracing a functionalist approach.

5. Contemporary Architecture:

In this segment, the focus shifts to present-day architecture, encompassing a broad spectrum of styles, ideologies, and sustainability concerns. Contemporary architecture emphasizes sustainable design, eco-friendly materials, and the integration of technology with functionality. Iconic examples such as the Burj Khalifa, the Sydney Opera House, and the Guggenheim Museum Bilbao represent the culmination of architectural achievements in the modern era.

6. Conclusion:

The history of architecture reflects the journey of mankind, encapsulating our social, cultural, and technological progress. From ancient civilizations to the present-day, architecture has evolved, transcending functional aspects to embody artistic expressions and societal aspirations. By delving into the stages of development, we unravel the intricate tapestry of architectural transformations, fostering a deeper appreciation for the built environment we inhabit and shaping a path towards a sustainable and harmonious architectural future.

Architecture, as an ever-evolving discipline, reflects the dynamic interplay between cultural, societal, and technological factors. This article demonstrates how architectural history has evolved from humble dwellings to iconic structures, encompassing diverse styles, materials, and techniques. By understanding the progression of architecture, we can appreciate the impact it has on shaping the built environment we experience today.

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THE ROLE AND ACHIEVEMENTS OF ACMEOLOGY SCIENCE IN PERSONAL FORMATION

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ABSTRACT

This article discusses the theories of scientists who contributed to the development of the science of acmeology and the activities of acmeology in the formation of a person.

KEYWORDS: *Acmeology, Theory, Socialization, Personality, Individual, Maturity.*

INTRODUCTION

The term acmeology was first coined in scientific terms in 1928 by the Russian psychologist N.A. Rybnikov. These manifestations of the scientific school often call the peak that develops in the next stages of human ontogenesis, is formed up to the stage of maturity, and rises in the personal and subjective development of the individual as a culmination or optimum. The acmeological aspect of the Renaissance, which made a fundamental change in the development of science and culture in the history of mankind, is that it is in the variety of organizational structures that determine the system of human self-awareness and its levels. The current of one field, for example, philosophy, became connected with the current of other fields and directions - astronomy, mathematics, medicine and other sciences. Some sources note that acmeology is a new science created by B. G. Ananev, V. M. Bekhterev, V. N. Myasishev, E. S. Kuzmin, N. V. Kuzmina, N. A. Ribnikov and others. But we think that it would be appropriate to look at the correctness of such a definition from a scientific point of view.

At present, by means of well-thought-out, scientifically based state policy, creating a favorable environment for the rational use of the natural abilities, knowledge, skills, professional skills and efforts of the citizens of our country, as well as their needs, social interests in the development of independent Uzbekistan, it is important to define and realize life prospects.

In the implementation of these tasks, it is becoming one of our priority tasks to form highly educated, mature professional personnel in the spirit of moral perfection, to create people who will serve the development and prosperity of our country.

One of these mechanisms is the development of human resources; the search for new ways of their rational use, that is, one of the most important solutions is the introduction of socio-ethical problems of acmeology into scientific circulation.

Psychologist B. G. Ananev, who founded the introduction of acmeology into scientific circulation, says that "in the center of the development of human spiritual knowledge is the initial and final ontogeny, and the more creative, effective social-active phase of a person's life can be on the "outside".

Of course, there are no theories that all these processes cannot exist without the part of the youth psychology of adolescence and maturity, which is a special fundamental development of a single scientific-theoretical idea of the individual-spiritual development of a person.

Therefore, there was a firm concept that the subject of acmeology should be the maximum maturity of an individual in all spheres of individual activity (A.A. Bodalyov, N.V. Kuzmina, A A. Derkach, etc.).

Maximum maturity is associated with an individual, the peak of personal development and individual activity, so this peak is called "acme" in Greek, and this field is called acmeology.

At the same time, "acme" also refers to situations related to human activity. In particular, a person's "star" moments or similar processes, i.e. high achievements achieved in a certain field (N.V. Kuzmina).

At the same time, acmeological views are clearly manifested in Abu Rayhan Beruni's work "Monuments left by ancient peoples". Also, our history and culture are clearly visible in the works of scholars such as Abu Nasr Farabi, Yusuf Khos Hajib, Mahmud Kashghari. In the 9th-12th centuries and later, many chronicles and pamphlets on the history of our region were created. Among them are "History of Bukhara", "History of Kesh and Nasaf", "History of Samarkand", "History of Khorezm", etc. works were created. The three-volume Dictionary of Turkish Words by Mahmud Kashgari is an important source for studying the history of Uzbek and other Turkic languages. Academician B. Akhmedov's book "Resources of the History of the Peoples of Uzbekistan" contains comments on seventy-six works of the history of our country created in the Middle Ages.

In a deeper study of the history of our country, Nizamul-mulk's "Politics", An-Nasawi's "Sultan Jamshiddin Manguberdi", Sahibqiran's "Temur's Tuzuklari", Ali Yazdi's "Zafamoma", Mirzo Illugbek's "History of Four Nations", Zahiriddin Babur's "Baburnoma" ", Abulgazi Khan's "Shajarayi Turk", M. Salih's "Shaybaniynoma" are also important sources. In acmeology, much attention is paid to objective and subjective factors. These factors are interrelated and create opportunities for an adult to reach the level of acting.

In modern science, there are several interpretations related to the "acme" category of human excellence. In particular, the first, "acme" is a multifaceted situation, even if it covers a short period of life. and how rich or poor he is in his social relations with those around him, his readiness as a spouse and parent as well as his ability to change for the better and to show his most hidden virtues depends.

The Greeks called this part of a person's life "acme" when all the signs of maturity that serves to show the edges of a person's abilities and capabilities are manifested. Acme - Greek ("rise", "peak") means perfection, rise, and maturity. Acmeologist experts believe that the rational solution to the problems of high professionalism and creative skills of a person is the use of important human resources. This means that they promote the idea of the importance of integrative-complex learning. In our opinion, it is difficult to be limited only by the idea of achieving professional excellence. The leading philosopher-scientist Khatima Shaikhova said in this regard: "Acmeology is a modern new science." It's important task is to study various aspects of a certain profession's rise to the top.

The essence of acmeology is a person's deep mastery of every profession through knowledge, a deep understanding that it serves to strengthen the positive impact on the development of society, the development of the nation, well-being, and the economic, political, spiritual and legal aspects of social development. Z is to learn to achieve perfection and perfection in order to spend creative activity, duties and responsibilities in the field of profession. In our opinion, acmeology is a science of studying the phenomenology of not only the achievement of professional skills on the basis of natural, universal and human rules, but also the laws and mechanisms of spiritual and social development of a person at the stage of maturity, and the levels of social and spiritual achievement. In this case, we have studied the ideas of the "perfect man" of Eastern scholars along with the concept of "acmesakhs" as the object of acmeology. We are not wrong at all. Judging from the above conclusions, the concept of "ake" can definitely be called a high peak, climax, the highest emotions (A. Maslow).

One of the main expressions in acmeology is the phrase "acmeological tendency", which means the tendency of a person. Acmesakhs is the main subject of acmeology, and its essence is the in-depth acquisition of every profession by a person through science and knowledge, which is positive for the development of society, the development of the nation, the well-being of life, and the economic, political, spiritual and legal aspects of social development. It consists of learning the aspects of achieving perfection and maturity in harmony with the sciences in order to deeply understand that it serves to strengthen the influence, to spend one's creative activity, to fulfill one's duties and responsibilities in the field of profession. , explores the problems of reaching higher heights in the spiritual world, the stage of perfection in professional development. The main improvement mechanism of developed countries is competition, which always pushes people to excellence, perfection, perfection. This aspect leads to the formation of mutual dialectical relations of nationality and universality in acmeology. Since acmeology is a science that studies the laws necessary for the development of the acme form of professionalism and creativity within the framework of human professional activity, the meaning and essence of the term "acmeology" is causing various debates and discussions by anthropologists.

This is why, first of all, scientific works published by pedagogues and psychologists in the field of acmeology in the early days, and research works conducted in the specialty of ethics, caused some misunderstandings due to the fact that they covered only these aspects of the science. To date, the research work carried out in the field of acmeology is focused on the psychological map of a person, the determination of his character traits, and the separate organization of his interest in this or that field. Secondly, acmeology aims to achieve high perfection of professional skills on the basis of natural, universal and human rules, to study the laws and mechanisms of human development at the stage of maturity and the phenomenology of acquiring higher levels, i.e., by loving a certain profession, field, and gaining knowledge and experience It means that one of the main phrases in acmeology is the phrase "acmeological tendency" that is not studied comprehensively in the field of science integration. Therefore, in our opinion, we think that it is appropriate to note that acmeology is not enough to study only the psychological and pedagogical aspects of a person's professional activity, and to comprehensively study all the possibilities of human resources.

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CONCEPTUAL FRAMEWORK FOR TESTING THE MARKET TIMING AND STOCK SELECTION ABILITY OF MUTUAL FUND MANAGERS' IN INDIA

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ABSTRACT

Most of the research carried out in the domain of mutual fund portfolio performance pertains to studying of return and risk parameters. It was observed that less attention given to the concept of market timing ability and stock selection ability of mutual fund. The aim of the study is to discuss the conceptual frame work of unconditional models to test the ability of the mutual fund manager to time the market along with the right selection of stock as returns are dependent on the kind of a decision taken by the fund manager. These abilities help to improve the skills of investment manager to pick the best stock at the right time. Different parameters like mutual fund rating, mutual fund portfolio composition, year wise return rating are significant determinants of performance attribution in context to fund managers' stock selection ability and market timing ability using unconditional models.

KEYWORDS: *parameters, significant, ability, attribution, portfolio, pertains.*

INTRODUCTION

Mutual fund performance is one of the globally addressed issues in mutual fund literature. According to Securities and Exchange Board of India mutual fund is defined as 'a fund established in the form of a trust to raise monies through the sale of units to the public or a section of the public under one or more schemes for investing in securities, including money market instruments or gold related instruments (Anonymous 2008). From the earliest works on performance evaluation to multi-variate analysis of the issues that influence performance, this issue has seen a great evolution. Researchers have shown wider interest not only in measuring the performance of mutual fund, developing better models of performance measurement, but also in various factors and attributes that influence performance. At present interest of the researchers' lies in developing various models in context to fund managers' stock selection and market timing ability of performance evaluation. Closely associated to the issue of mutual fund performance are the issues of mutual fund performance persistence and fund managers' market timing and stock selection abilities. Performance evaluation provides help to the investors in choosing the best combination of funds on the basis of these models. Sometimes the wrong decision taken by the mutual fund manager can put the investor in big loss or crisis

Mutual fund performance evaluation and identification of successful fund manager is of great interest to both the investors and academicians. Such evaluation is useful to the investors in efficiently allocating investment funds and indicates superior performance or forecasting skills which may be of interest to academicians in refuting efficient market hypothesis. Fund managers generate superior performance either by stock selection or through market timing. Stock selection skills involve forecasting of individual stock prices and identification of over and undervalued securities relative to the broader equity markets. The skills for market timing involve correctly finding the market direction and positioning of the portfolios accordingly. The two basic models commonly suggested in literature to access the market timing ability of the fund manager are Treynor and Mazuy model (Treynor and Mazuy 1966) and Henriksson and Merton Model (Henriksson and Merton 1981). Both these models are unconditional and excessively used for finding the market timing ability and stock selection ability of mutual fund managers (Deb *et al* 2007). Several other research evidences and models(for example see Ferson and Scadt 1996, Ferson and Warther 1996, Christopherson et al 1999) found that conditional models are better in identifying market timing skills and stock selection abilities of fund managers' as compared to unconditional models. Another study by Chang and Lewellen 1985 conducted the procedure derived from Arbitrage Pricing Theory for the stock selection ability of the investment manager which mentioned two important sources of market timing ability and stock selection ability to achieve the performance of mutual funds where as another study concluded that superior performance existed among growth funds and those with the smallest net asset values (Grinblatt and Titman 1989). Performance attribution models and regression based models of market timing and stock selection are used by majority of academicians and fund managers (TSG 2007) for evaluation of portfolio performance determinants. Various studies (for example see Bollen and Busse2001, Vashisht *et al* (2017) also demonstrated that the performance of mutual funds depend upon the mutual fund manager ability in terms of stock selection and market timing. Some studies have shown contrasting results of positive market timing ability (Chen & Jang 1994, Bello & Janjigian 1997).Most of the research evidence in Indian mutual fund industry revolves around performance evaluation but very little research is evident in the field of performance attribution and market timing and stock selection. With plethora of investment schemes available to Indian mutual fund investor, it becomes necessary to assess not only their performance but its attributes too.

Especially with regard to mutual fund measurement of portfolio performance is an important goal both for investors and fund managers. It helps the clients by providing important information about the results of investment decision. Performance of portfolio manager is evaluated on the basis of diversification, stock selection and market timing ability.For timing ability Treynor Mazuy and Fama measure can be used to test the selectivity skills of fund managers'.

Fund managers generate superior performance either by stock selection or through market timing. Stock selection skills involve forecasting of individual stock prices and identification of over or under valued securities relative to the broader equity markets. The skill for market timing involves correctly finding the market direction and positioning of the portfolios accordingly. The two basic models commonly suggested in literature to assess the stock selection and market timing ability of the fund manager are Treynor and Mazuy model (Treynor and Mazuy 1966) and

Henriksson and Merton model (Henriksson and Merton 1981). Both these models are unconditional and have been excessively used for finding the stock selection and market timing ability of the fund manager (Deb *et al* 2007). Treynor and Mazuy model is represented by the following equation

$$R_p - R_f = \alpha + \beta * (R_m - R_f) + \Upsilon * (R_m - R_f)2 + \varepsilon$$

Rp = Return on the fund

Rf = Risk free rate of return

Rm = Return on market portfolio (here index or benchmark)

ε= random or error term

α, β, γ = regression coefficients or parameters of the model.

According to the model the estimated value of the parameter γ works as a measure of market timing ability of the fund manager. The significant value of γ shows the market timing ability of the fund manager. The market timing ability of the fund manager can be positive or negative and it has to be checked against the null hypothesis of zero for its statistical significance. The model argues that when the fund manager just concentrates on stock selection, he can fairly assume the beta to be constant, but when he actually times the market he attempts to change the beta or portfolio, that when he is anticipating bull market, he may increase the portfolio beta and when he anticipates the bearish market, he may decrease the portfolio beta. In this case the plot of fund's excess return will lie above the linear relationship in the bullish market and below the linear relationship line and that curvature is captured by the quadratic term added to the linear model. The significant coefficient of this curvature term signifies market timing of the fund manager. The coefficient α denotes the stock selection ability of the fund manager in the equation.

The study also made use of Henriksson Merton model (Henriksson Merton model 1981), which takes rather a more qualitative approach to market timing. As per this model, fund manager who is successful market timer, is required to select high up-market beta and a low down-market beta. Such relationship is mathematically represented by the following regression equation

$$R_p - R_f = \alpha + \beta * \left(R_m - R_f\right) + \Upsilon * [D * \left(R_m - R_f\right)]2 + \varepsilon$$

R_p = Return on the fund

R_f = Risk free rate of return

R_m = Return on market portfolio (here index or benchmark)

D = dummy variable that equals 0 in up markets and -1 in down markets

ε= random or error term

α, β, γ = regression coefficients or parameters of the model.

Therefore the beta of the portfolio is β in bull market and is (β – γ) in the down market. Therefore the parameter γ indicates the difference of the two betas and positive and significant value of the same would indicate the market timing abilities of the fund manager. The coefficient γ indicates the stock selection ability of the fund manager.

CONCLUSION

Mutual fund sector offer abundance of schemes to the investors around the world. Mostly investors rely on performance with respect to risk and return of the scheme but fund manager ability in determining the market timing and stock selection pay little attention. This paper focused on the ability of the manager in terms of market timing and stock selection which is very crucial aspect for the success of the mutual fund. Both Treynor and Mazuy model (Treynor and Mazuy 1966) and Henriksson and Merton model(Henriksson and Merton 1981) are commonly suggested in literature to assess the stock selection and market timing ability of the manager.

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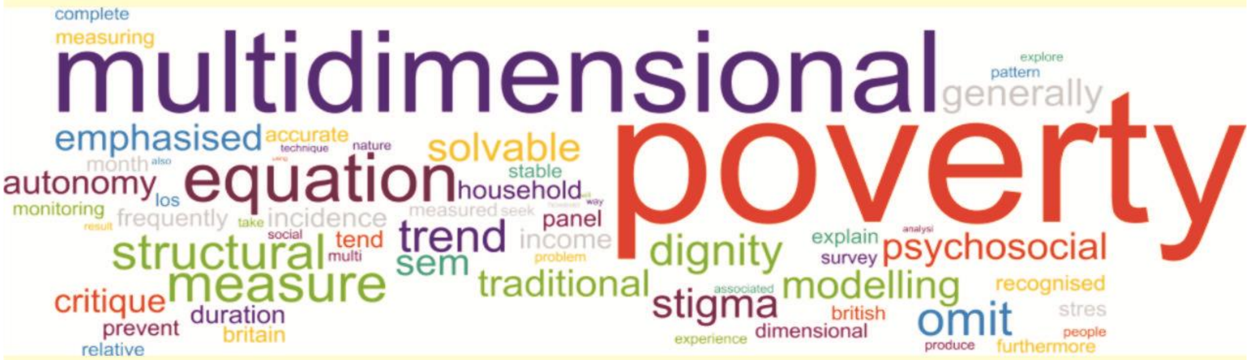

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