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**STUDY A COMPARATIVE ANALYSIS OF THE RELATIONSHIP BETWEEN
DISORDERS QUALITY OF LIFE AND PSYCHOEMOTIONAL STATUS OF
PATIENTS AT DIFFERENT STEPS OF SEVERITY OF BRONCHIAL ASTHMA
RELATING TO ARTERIAL HYPERTENSION AND EFFICIENCY OF
VARIOUS MODES OF COMPLEX THERAPY**

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ABSTRACT

The aim of the study was to study the complexity of the relationship between quality of life and psycho-emotional status in patients with asthma with arterial hypertension using a dynamic approach. The study found that patients with bronchial asthma complicated by pulmonary hypertension recommended combination therapy with calcium channel antagonists and bischofite in combination with electrophoresis to improve endothelial fusion and correct quality of life and psycho-emotional status. There is evidence of a correlation of BA severity with the degree of decline in the quality of life of patients in different populations. The instability of the course of the disease can contribute to significant absenteeism in school for children, absence from work in adults, and can damage the career of the patient. Significant advances in the treatment of LH in recent years have been associated with calcium antagonists, which significantly improve the survival and prognosis of patients with asthma with hypertension. However, not all the effects of drugs in this group have been sufficiently studied [4.9]. Thus, studies have shown that in patients with BA with AH, changes in the emotional-personal sphere, VCL and physical condition are parallel to impaired diastolic function of the right ventricle, pulmonary hemodynamics and bronchial patency.

KEYWORDS: *Bronchial Asthma, Pulmonary Hypertension, Arterial Hypertension, Right Ventricular Hypertrophy, Quality Of Life, Psycho Emotional State*

INTRODUCTION

Bronchial asthma (BA) began to be associated more often with diseases of the cardiovascular system, which in turn were significantly “younger”. In addition, the structure of chronic pathology is currently characterized not only by an increase in the distribution of individual nosologies, but also by an increase in their combined course, which interferes with the course of diseases and creates difficulties in diagnosis and treatment [2]. The mechanisms that determine the chronization of the disease are often common, in connection with which a greater understanding of the common links of the combined pathology will allow to overcome the known difficulties of its therapy [1,4,5]. The role of damage to the endothelium of the pulmonary vessels in changes in the pulmonary circulation in asthma has already been reliably proven. It has been established that endotheliocytes continuously produce and secrete a large number of biologically active factors that are involved in the regulation of local blood flow and hemostasis mechanisms, control the processes of inflammation and proliferation. Under the influence of chronic inflammation and hypoxemia observed in asthma, the endothelium is damaged, the balance of regulatory substances production is disturbed, which provokes an inflammatory-proliferative reaction in the intima and adventitia of the pulmonary vessels and leads to a change in the vascular bed and the development of secondary chronic vasoconstriction. Pulmonary hypertension (PH) is defined as a group of diseases characterized by progressive pulmonary vascular resistance, leading to right ventricular failure and premature death. [1]. The disease can significantly limit daily activity, the quality of life of patients and lead to death. [4,9]. The main goal of treatment is to achieve complete control of asthma and a high quality of life in all patients, regardless of the severity of the disease, but the prognostic factors affecting the level of control of asthma have not yet been determined. Along with demographic, social and clinical factors, in a number of works, the effect of mental disorders on the course of asthma (anxiety, depression) was studied, and the data obtained are rather contradictory. Some authors consider depression as the cause of severe asthma and high mortality, while other researchers believe that the severity of anxiety and depression does not affect the course of asthma [5, 8]. One of the main aspects in the treatment of patients with BA is to maintain adequate control over the course of the disease, that is, the achievement of a condition that allows the patient to feel practically healthy. There is evidence of a correlation of BA severity with the degree of decline in the quality of life of patients in different populations. The instability of the course of the disease can contribute to significant absenteeism in school for children, absence from work in adults, and can damage the career of the patient. [4,7]. Major disorders can by themselves cause malaise, especially when their development is unpredictable. The level of control over the course of asthma in turn affects the patient's psycho-emotional sphere, the ability to perform physical activities, the social adaptation of the patient as a whole, that is, the quality of life of a patient with asthma. There are many tools and techniques for assessing the quality of life. All of them are questionnaires and scales, which allow to get a quantitative expression in points for various aspects of the quality of life. The study of quality of life can be used both for a one-time assessment of the patient's condition and for dynamic assessment, for example, in determining the effectiveness of treatment [6]. Treatment of patients with asthma with arterial hypertension, based on the elimination of the causes of significant factors, relief of inflammation and restoration of bronchial patency, has a positive result: the disease has become much easier, the quality of life of patients has improved, mortality has decreased significantly. However, according to generalized data of various authors, even with the use of modern methods of treatment, control over the course of asthma can be achieved in $\leq 50\%$ of patients, and the

effectiveness of treatment for patients with severe asthma is low. Probably, the maximum possibility of obtaining a positive effect in the application of currently used drugs and modern treatment methodology has been achieved: new, based on new mechanisms of action, medical techniques, new means of drug delivery are needed [7]. For the earliest diagnosis, adequate prevention and treatment of patients with BA II-IV stage of severity with PH, it is necessary to clarify the pathogenesis of this disease, the factors leading and aggravating its course [1]. In patients with bronchial asthma II-IV degree of severity, pulmonary hypertension is a pre-determining adverse outcome of the disease, and the quality of life (QOL) of patients is sharply reduced. The role of the peripheral link of the blood circulation and the ventilation capacity of the lungs (VCL) in the progression of PH requires further study. Significant advances in the treatment of LH in recent years have been associated with calcium antagonists, which significantly improve the survival and prognosis of patients with asthma with hypertension. However, not all the effects of drugs in this group have been sufficiently studied [4.9].

Purpose of the study: Comparative analysis of the relationship of impaired quality of life and psychoemotional status of patients with different degrees of severity of bronchial asthma with arterial hypertension and the effectiveness of different modes of complex therapy.

MATERIAL AND METHODS

The study included 45 patients aged from 40 to 62 years old, suffering from asthma, in whom the disease was complicated by PH. Patients were divided into 2 groups. The 1st group included 21 patients with BA II-III degree of severity with PH (mean age 55.6 ± 2.0 years). 24 patients with BA with AH (average age 59 ± 2.8 years) were assigned to the 2nd group. The control group consisted of 20 practically healthy individuals (PL), matched by age. The examined patients had no concomitant diseases. One week prior to inclusion in the study, all vasodilators were canceled.

Studies were conducted in the period of relative remission of pulmonary disease. In addition to general clinical trials, the function of external respiration, blood oxygen saturation was examined in all patients, electrocardiography was performed in 12 generally accepted leads, chest x-ray, two-dimensional and doppler echocardiography.

Hemodynamics of the pulmonary circulation were studied using 2D and Doppler echocardiography. The following parameters of the spectrum of diastolic filling RV were calculated: E / A - the ratio of the rates of early and atrial filling; EF (m / s) - early filling delay time; IR (m / s) - isovolumic relaxation time and atrial filling fraction (AFF %). Mean pulmonary arterial pressure (PAP) was calculated using the formula proposed by Kitabatake et al. Analyzed the VCL with the assessment of forced expiratory volume for 1 sec (FEV1,%), lung capacity (FVC,%) and Tiffno index (FEV1 / FVC,%).

The psychoemotional status of the patients was assessed on the basis of psychological testing using the Spielberger test to identify reactive and personal anxiety.

The study of the parameters of the quality of life of patients with asthma with hypertension was carried out according to a specialized Seattle questionnaire and evaluated by a point system. This questionnaire allows the patient to assess the level of emotional state (ES), satisfaction with treatment (ST), professional fitness (PF) and physical condition (PC).

Depending on the treatment methods, the patients were divided into the following 2 subgroups: 1a subgroup- (11 patients) and 2a subgroup (13 patients) received amlodipine tablets 5-10 mg

once daily, bischofite electrophoresis (EB) and standard therapy (ST) according to (GINA, 2016 g), which includes short and / or prolonged bronchodilators inhaled GCS and mucolytics, as well as exercise therapy and breathing exercises, chest massage, psychotherapy session. In the presence of signs of intrabronchial infection, patients were prescribed antibiotic therapy; 1b subgroup (10 patients) and 2b subgroup (12 patients) with standard therapy received EB procedures. Patient studies were performed on the day of admission and after 10 procedures.

RESULTS AND DISCUSSION

After the complex therapy, it was found that in patients with BA complicated with LH and hypertension, reactive anxiety and personal anxiety decreased in all subgroups. In the 1a and 1b subgroups of patients, the scores of the psychological test are greater than in the 2a and 2b subgroups.

However, in the period of clinical improvement, patients remain relatively high tension sympathoadrenal units in the adaptive reactions of the body.

In the dynamics of treatment with amlodipine, EB on the background of ST, in patients with BA with arterial hypertension, the parameters of QOL parameters: PC, ES, PF, and ST are improved more than in patients who received only EB and ST procedures. When comparing within a subgroup, in patients with BA II-III degree of severity with PH (1a and 1b subgroups), the quality of life parameters turned out to be slightly more significant than in patients of Grade III-IV with segmentation PH 2a and 2b ($p < 0.05$). Determined a decrease in early relaxation time, isovolumic relaxation time, AFF and PAP, as well as an increase in E / A ($p < 0.05$, the significance of the difference with the values before treatment). The obtained facts show that in the examined patients a decrease in pressure in the pulmonary artery leads to a decrease in pressure in the right ventricular of the heart. В результате происходит уменьшение продолжительности ВИР, ВЗ и ФПН и снижение градиента давления между желудочками. That is, the positive changes in the DFRV significantly affect the remodeling of the cardiovascular system.

When conducting a correlation analysis between the parameters of LQ, VCL, pulmonary hemodynamic indices and RV of heart remodeling, it was noted that with improved bronchial permeability of FEV1, PC, ES, PF and ST improved ($r = 0.64; 0.45; 0.26$ and 0.21 , $p < 0.03$). A decrease in the level of PADP medium led to an improvement in PC, ES, PF and ST by ($r = -0.74; -0.65; -0.58$ and -0.27 , $p < 0.01$). The relationship between the increase in E / A and FS, ES, PF and ST ($r = -0.57; -0.49; -0.38$ and -0.19 , $p < 0.05$) was established.

The findings suggest that the inclusion in the complex therapy of patients with BA with arterial hypertension amlodipine and EB against the background of standard therapy allows increasing the ventilation capacity of the lungs, reducing the hemodynamic load on the right heart, thereby improving the structure of diastole RV of the heart. It should be noted that the interrelated disorders of psycho-vegetative factors of regulation and LQ of patients with remodeling of the right ventricle of the heart improve after the procedures performed, and the severity of the disease course decreases and the LQ of these patients increases.

Thus, studies have shown that in patients with BA with AH, changes in the emotional-personal sphere, VCL and physical condition are parallel to impaired diastolic function of the right ventricle, pulmonary hemodynamics and bronchial patency. The progression of pulmonary hypertension in patients with BA is adaptive in nature, and the development of BA with arterial

hypertension makes it worse for patients to adapt to all areas of activity, i.e. there is a disadaptive state in the field of psycho-vegetative regulation factors. Cardiovascular disorders are closely related to the development of dysfunction of psychovegetative regulation factors, which should be considered when developing a treatment plan for this category of patients. [1].

Mutual complication and progression of diastolic dysfunction of the RV and pulmonary hemodynamics are based on the commonness of some pathogenesis links: the development of hypoxia of pulmonary-cardiac microcirculation disorders and pulmonary hypertension. We noted a parallel improvement in the parameters of psycho-vegetative, physical status and levels of DFRV, PAP medium, as well as the state of the ventilation capacity of the lungs in patients with BA complicated with PH, which occurs after standard treatment with the inclusion of amlodipine and EB.

CONCLUSION

Patients with bronchial asthma with concomitant arterial hypertension have features of the circadian rhythm of BP. This is manifested in the absence of a sufficient reduction in blood pressure during night hours in more than 1/2 of patients with a combined pathology, higher rates of systolic and diastolic blood pressure in both day and night. At the same time, patients with comorbidity had lower rates of BP elevation. For patients with bronchial asthma with arterial hypertension, pronounced dysfunction of external respiration and low quality of life indicators are also characteristic. At the same time, with an increase in the degree of bronchial obstruction, a more significant decrease in the quality of life indicators was observed. All the above indicates the presence in patients with combined pathology of BA with arterial hypertension a number of clinical and functional features that must be considered when conducting therapeutic interventions.

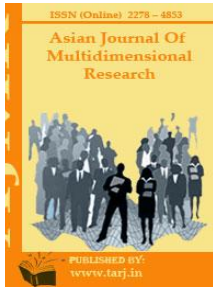
INFERENCE

1. In patients with BA with AH, a more pronounced decrease in LQ in physical condition and satisfaction with treatment was observed, and in patients with BA II-III, the degree of severity with pulmonary hypertension in emotional state and professional fitness ($p < 0.05$) must be taken into account during rehabilitation.
2. The basis for the onset and development of pulmonary hypertension in patients with asthma II-III is adaptive, and in patients with hypertension disadaptive states in the sphere of psycho-vegetative regulation factors, which indicates a decrease in VCL and prolonged hypoxia of the brain.
3. Treatment with amlodipine and EB against the background of standard therapy helps to improve disorders of the psycho-vegetative state of patients with PH, which positively correlates with the state of VCL, pulmonary arterial hypertension and remodeling of the RV of the heart.

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IMPACT OF SOCIAL MEDIA AND ONLINE BLOGS ADVERTISEMENTS OF WOMEN WELLNESS PRODUCTS

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ABSTRACT

“Social media appeal to human’s basic need –which is the desire to socially connect with each other.”

– Evan Williams, founder, Twitter & Blogger

Social media is one of the communication tool in this technology era, it helps sharing the information, ideas, photos, and advertisement via Internet. Social media has captured the attention of most of the companions across the globe, which supports them found a social network through the intermediate of internet. The experience of social media can be felt in all the areas of mankind including physical, financial, education, banquet and almost every other extent. Social media blogs covers the usage of the internet to link users with their well-wisher, family and acquaintances. Social media connects modern community in online platform with family, friends etc... Social media marketing invest many other via, such as display advertising, content marketing and social media promotions. The goal of all social media marketing is to get consumers to engage with the quality, brands and attractive to them in a way that enhance the sales.

KEYWORDS: *Online Bolgs, Women, Buying Behavior, Advertisement*

INTRODUCTION:

In today's competitive world, every company need to study the consumer buying behaviors to know their taste and preference towards the product. This enables the marketer to understand who spell the market, what and why they sell, who participate and control the consumption process, and how, when and where consumer re-purchase. But such instruction is critical to the marketers since it states a forceful perception of buyer behavior which will scatter light on what is important to the customer and also insinuate the serious influences on buyer decision-making. Using this advice, marketers can make marketing prospectus that they trust, will be interest to customers. Buyer action is deep chronic in psychology with sprints of sociology thrown in regular to become more interesting. Since everybody in the globe is other, it is impassive to have simple behavior that interprets how purchasing decisions are made. Contemporary to profession, emphasize the significance of adopting a consumer focus.

Social media advertisement

Social networking sites perform as word of mouth or more exactly, e-talk. The Internet's skills to extend billions across the earth has granted online language of strong voice and wide reach. The aptness to quickly turn purchasing patterns and product or service gain and activity to an ontogenesis numeral of consumers is decides as a control network. Social networking sites and blogs sanction followers to "retweet" or "repost" talk made by others about a performance being aid, which occurs stop frequently on some familiar media sites.

Advertising using social media is increasingly a threadbare tactics adopted by Indian marketers. While social media the advertising profession regularly is hired for, Indian party now areusing familiar media to occupy with their customers through Facebook Fan pages, Twitter Accounts, LinkedIn Company Pages among a throng of other avenues. As an effect, companies can have direct account of a product's features, similar or even displeas from their customers.

Popular social media sites, Facebook, Twitter, and YouTube, proffer other ways to inform brands. Facebook advertisers straddle such as aid posts, sponsored record, henchman express ads, Facebook goal (resembling) ads, and accompanying website (standard) ads. To promote on Twitter there are encourager tweets, stretch, and advance rehearsal that show up on users newsfeed. For ad on YouTube there are kind channels, raise videos, an in video advertisement.

Types of Online blogs:

1. Facebook

Facebook, the most acceptable social network, has improved a slice technology which admits advertisements to extension of a particular crowd. This is within the Facebook performance invite Facebook Ads, which is effectual to users and businesses similar. So that advertisers or Facebook marketers are skillful to moderate their crowd as well as the character, budget, and term of the ads based on its accomplishment.

2. Pinterest

Pinterest is unparalleled. It is similar to Instagram, but highly targeted with 81% towards ladies. It act a software system plan to empower saving and exploration of advertisement on the World Wide Web with its appearance on a smaller ladder of GIFs and videos.

3. Youtube

YouTube is another epidemic ave; advertisements are done in a moving to pursuit the shield auditory. The token of speech application in the commercials and the ideas to aid the product, think the auditory's fashion and flavor. Also, the ads on this plan are regularly in sync with the contented video, this is another benefit of YouTube for advertisers.

4. Twitter

Twitter is a familiar microblogging environment that permit users scattered across the world exhort tweets. Twitter members can broadcast tweets and chase other users' tweets by second-hand manifold platforms and devices. Tweets are openly noticeable by default, but senders can restricted messenger distribution to only their followers. Users can tweet via the Twitter website, suitable outward applications (such as for smartphones), or by Short Message Service (SMS) effectual in indisputable countries.

5. Instagram

¹The use of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. The goal of Instagram is to support society to overreach their respectful audiences through bewitching appearance in a plentiful, visual environment. Moreover, Instagram condition a plan where use and party can announce openly and openly, making itself an intellectual platform for society to hyphenate with their common and potential customers.

6. LinkedIn

It is another tool of social media forum in B2B market. Most of the professionals have account in blogs, so here most of the professional women's visit in this blogs, so the marketers giving the advertisement to attract the women customers. Once the marketers publishing the advertisement, it will reach to most of the followers in your contacts.

IMPORTANCE OF THE STUDY

Social media keep on continuously growing in this modern era, it is very important to understand that the communication process between the people in this world. Social media provides direct way to communicate with friends, peers and society, as well as it influence to the young generations to spend more time in day today life. Facebook is one of the wider social media blog, it easily connects with multiple persons at a time. It is not only using students, at presently people are belonging different age groups, different designations and various professionals are using this social media. Social media is one of the easiest ways to connect friends in and around the world.

Statement of the problem

In the last decade, social media has developed with an arrival of many sociable networking sites such as Wikipedia, Facebook, Twitter, Pinterest, Instagram, LinkedIn, YouTube and many more. This improved and alteration the ways individuals interacted and plowshare usual concern in music, education, sports, and friendliness. The women society are appearance for seizing benefit of incremental tendency of customers confide on social media for their possession.

OBJECTIVES OF THE STUDY:

1. To measure the effectiveness of social media websites among women's customer.
2. To analyze the impact of social media advertisements among the target audience.

REVIEW OF LITERATURE

M. Thirupathi and Dr. S. Gopalakrishnan (2019) In the bestow era world is proper across-the-board village due to late information and news systems. Radio, Television (TV) movies, video Pancratium, cell phones, and computer networks have whispered pivotal roles in our student's maid lives. The media has demonstrated potentially pervading outcome, both indisputable and negative on student cognitive, festive and behavioural development. Through convenient sampling techniques 30 respondents were selected. A structured questionnaire was used for the data assembly. After crowd of data Garret Ranking Techniques were betake to draw deduction. The results show that ancestors of the respondents agreed that electronic media play a viable party for sustainable letters for academic intention. However, due to the peril of these, precede to misbehavior in the college and public place.

Mr. Raval Dipankumar Maheshkumar et.al (2018) Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry.

M. Thirupathi, and P.Madevan. (2017) found that Organizations are facing heavy competition in attracting and retaining their customers because the buyer's behaviours are habitually changed and also buyer's psychology is highly unpredictable. The reason is so many factors are influenced while they taking any purchasing decision. The deciding factors like brand name, physical appearance of the product, price, and promotional aspects, after sales service, availability of the product and various offers are playing a vital role in purchasing decisions of the buyer.

Siva Sankaran and Kannan, (2016) identified in their research that the Educational Institutions wanted to improve their brand popularity, but branding was not only all about marketing, it was promotion, advertisement and increasing admission. The objective of any advertising campaign was to increase the brand awareness especially with the introduction of new brands. One of the emerging techniques of products and services promotion through the use of technology was Viral marketing that was becoming a popular direct marketing tool for companies and Institutes across the world. This form of marketing helped to recognize the brand in the future. The research was conducted to investigate the effectiveness of viral marketing focused on educational institutions. The sample of 140 respondents selected using a convenient sampling method. The questionnaire prepared by five-point Likert scale method. The research found that the viral marketing played a vital role in educational institutions. Viral marketing increased brand awareness and enhanced brand image.

Suresh, et al., (2016) explored in their research that the social networking sites was used as a colossal for all social media and computer-mediated communication. The objective of this study was to discuss about the factors that determined social media on cosmetic products in India. The Indian cosmetic Industry had witnessed rapid growth through social media over the last couple of decades. With a wide range of cosmetic products in India social media had tremendous growth. Cosmetic products manufacturers in India mostly cater to the great demand for branded cosmetics products in low or medium-price categories. However, in recent years in the cosmetic

product market Indian competitors had begun to manufacture product to cater to global need. Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products.

RESEARCH METHODOLOGY

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. Descriptive research can be either quantitative or qualitative. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

SAMPLING METHODOLOGY

The Sampling methodology adopted in this study was Non-Probability sampling method under judgmental sample method. The researcher want to know about the impact of social media in present generation, online blogs advertisements of wellness products and women's buying behaviour towards wellness products in Bengaluru city.

SOURCES OF DATA

The data used in the research consist of primary and secondary data. Primary data have been collected by using the tools of structured questionnaire method. The structured questionnaire is explained by the researcher to the respondents and collected the data. Secondary data were collected from the books, journals, reports, published and unpublished theses.

DATA COLLECTIONS TOOL

The researcher has used the questionnaire to collect the information from respondents. The respondents are who is using social media, watching online advertisement of women wellness products, and buying behaviour of the women customer. The questionnaire covers the lot of questions relating to demographic factor, awareness level of social media, reason for using social media; social media advertisement on wellness product, reason for using wellness products, social media advertisements affects your purchase decisions and customer attitude on social media advertisement.

QUESTIONNAIRE DESIGN

A questionnaire is a research instrument consisting of a bunch of questions for the purpose of getting the information from respondents. While framing 'questionnaire', the researcher has followed the objectives in the research.

The questionnaire used in the research having the 5 point likert scaling questions, open end questions and closed questions. The statement used in the schedule is framed with very simple and understandable words to get the effective responses from the respondents.

TABLE NO-1 OCCUPATION OF THE RESPONDENTS

Respondents	Frequency	Percentage
HOME MAKER	20	18.7
PRIVATE EMPLOYEE	30	28.0
GOVT EMPLOYEE	1	.9
PROFESSIONAL	3	2.8
BUSINESS	1	.9

STUDENT	52	48.6
Total	107	100.0

The above table indicates that little less than half (48.6) of the respondent's occupation is student, and more than one fourth (28%) of respondents occupation is private employees, 18.7% of the respondent's occupation is home maker, and rest of the respondents are Govt employee and business people. Hence it is concluded that the young women's are using more wellness products.

Friedman test:

It is a non-parametric statistical test which developed by Milton Friedman. This test used to detect differences in treatments across multiple test attempts. The procedure involves ranking each row (or *block*) together, then considering the values of ranks by columns. Applicable to complete block designs, it is thus a special case of the Durbin test.

TABLE NO-2

Descriptive Statistics				
	N	Percentiles		
		25th	50th (Median)	75th
FACE BOOK	107	1.00	2.00	3.00
YOUTUBE	107	2.00	2.00	3.00
INSTAGRAM	107	2.00	3.00	3.00
TWITTER	107	4.00	5.00	5.00
LINKEDIN	107	5.00	6.00	6.00
WEB BLOGS	107	3.00	4.00	5.00

TABLE NO-3

RANKS	
ONLINE BLOGS	MEAN RANK
FACE BOOK	2.06
YOUTUBE	2.47
INSTAGRAM	2.70
TWITTER	4.55
LINKEDIN	5.36
WEB BLOGS	3.87

According to the mean rank for online blogs; Facebook, Youtube, Instagram, Web blogs, Twitter and LinkedIn are in the order. Thus facebook is most important blog for the women's to buy the wellness products.

TABLE NO-4

Test Statistics ^a	
N	107
Chi-Square	260.447
Df	5
Asymp. Sig.	.000
a. Friedman Test	

Friedman test has been administered to determine whether online blogs advertisement have a differential rank order preference for the different online blogs. Results of these analysis indicate differential rank order preference for the different online blogs $\chi^2 = 260.447$, $p < 0.05$, hence it is concluded that there is a significant difference between women's buying behaviour and online blog advertisements.

CONCLUSION:

Based on the research, it is concluded that there are many online blog which may be considered as very important for respondents when purchasing cosmetics. Although online blog advertisement is important for any organization because it gives surety that products will have a strong bond in the minds of consumers and this will discourage them from switching to another brands, the research here indicated that it was not easy to advertise the product in social media. However, information has been gathered here which should help in structuring communications through the various online blog advertisement and its efforts.

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FEATURES DENTAL CARE FOR PATIENTS WITH TYPE 2 TYPE DEPENDING ON DISTURBANCE OF KIDNEY FUNCTION

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ABSTRACT

The effect of arterial hypertension and lipid metabolism disorders on the stages of chronic renal failure and the development of individual manifestations of chronic renal failure in patients with type 2 diabetes has not been determined, which proves the feasibility of such a study. All patients with diabetes mellitus exhibit varying degrees of severity of inflammatory pathology of periodontal tissues. There are a sufficient number of publications devoted to the study of the state of organs and tissues of the oral cavity in people suffering from various pathologies of the kidneys, including two dissertation studies for the degree of candidate of medical sciences (T.S. Martyanova, E.V. Yashchuk, 2009). The author of this study developed an algorithm for dental treatment and preventive measures in people suffering from chronic renal failure taking into account the stage of chronic renal failure. At the same time, the author recommends restricting dental care to hygiene measures, as well as the use of local antiseptic agents that optimize tissue nutrition, which are available in the form of films and gels (TS Martyanova, 2009). The authors note that with the progression of chronic hepatitis, the role of the nephrologist in the aspect of determining dental care and measures aimed at controlling the constancy of the internal environment of the patient's body increases. Given the above objective, our further research is a comprehensive assessment of the dental status of patients with diabetes mellitus depending on impaired renal function and the development of dental rehabilitation measures to improve their quality of life.

KEYWORDS: *Comprehensive, Rehabilitation, Suffering, Inflammatory, Disorders, Hypertension*

INTRODUCTION:

Diabetes mellitus (DM) continues to be a heavy burden for national health services, being one of the main causes of early disability and high mortality. Moreover, despite the adoption in most countries of the world of national programs to combat diabetes, its prevalence and incidence continues to increase not only among people over 40, but also among adolescents and children (Dedov I.I., Suntsov Yu .I., Kudryakova E.I., 2003; Bloomgarden ZT 2004). So, according to the WHO, currently in all countries of the world there are more than 200 million patients with diabetes. An expert assessment conducted by reputable diabetologists of the world suggests that by 2010 there will be more than 230 million people in the world, and by 2025 - 300 million people with diabetes, of which about 90% are patients with type 2 diabetes mellitus (SD-2) (Dedov I.I., 2006, Balabolkin M.I., Klebanova E.M., 2006). In fact, these data on the prevalence and incidence of diabetes mellitus may be underestimated, since about 50% of patients with diabetes mellitus are not diagnosed (Gonz? Lez-Clemente J.M., Gald? N G., MIjavila J. et al., 2003).

According to WHO experts, the prevalence of diabetes mellitus (DM) is steadily increasing worldwide, which is a global problem in modern conditions.

According to numerous prospective studies, such as DCCT, UKDPS, chronic hyperglycemia, activating the processes of free radical oxidation, is a trigger in the development of complications.

Excessive generation of free radicals is the cause of the development of endothelial dysfunction, which is manifested in a decrease in the formation of vasodilators, a violation of hemorheology and the formation of growth factors. In addition, it was found that an increase in glycosylation reactions contributes to the development of arterial hypertension in patients with diabetes by increasing the rigidity of the vascular wall, as well as reducing the sensitivity of blood vessels to the action of vasodilating substances.

Frequently combined factors, such as arterial hypertension, dyslipidemia, have an additional damaging effect, causing vascular disorders in the form of micro- and macroangiopathies, vascular occlusion, the appearance of microaneurysms, hemorrhages, solid exudates, neovascularization.

To date, non-invasive methods for assessing endothelial dysfunction, such as determining serum and lacrimal fluid levels of growth factors, mediators of oxidative stress, have not been studied. The effect of arterial hypertension and lipid metabolism disorders on the stages of chronic renal failure and the development of individual manifestations of chronic renal failure in patients with type 2 diabetes has not been determined, which proves the feasibility of such a study.

In the last decade, a large number of scientific papers have been published in domestic and foreign literature, which present data on the existing significant relationship and characteristics of the clinical course of major dental diseases with concomitant somatic pathology (A.V. Alimsky, 2000; A.P. Bobrov, 2006; 2007; M.V. Avdeeva, V. B. Voitenkov, I. G. Samoilova, 2013, F.I. Komarov, A.K. Iordanishvili, 2015; H. Akar, GC Akar et al., 2011; JA Bastos , CG Diniz, MG Bastos, 2011; V. Ariyamuthu, K. Nolph, 2013). The most studied features of dental status, as well as the principles of treatment of dental pathology in diabetes mellitus (S.B. Shustov, Yu.Sh. Halimov, V.L. Baranov et al., 2009; G.M. Kronenberg, Sh. Melmed, K S. S. Polonski, 2010; FE Dewhirst, T. Chen, 20104). There are only a few publications that address

the prevalence and characteristics of the clinical course of major dental diseases in various kidney diseases,

Mainly, chronic glomerulonephritis, as well as in persons suffering from chronic renal failure, undergoing peritoneal dialysis or hemodialysis (I.A. Barannikova, 1967; Emelianenko N.V., 1983; I.K. Lavrov, 2010, V.Ariyamuthu, K. Nolph, B. Ringdahl, 2013). Therefore, our study was devoted to the study of dental status in individuals suffering from chronic kidney disease.

All patients with diabetes mellitus exhibit varying degrees of severity of inflammatory pathology of periodontal tissues. It is noted that despite the compensated carbohydrate metabolism in all patients suffering from type I and type 2 diabetes mellitus, signs of complications of diabetes mellitus are revealed in the form of micro- and macroangiopathy with modification of target organs, such as: diabetic retinopathy (in 28% of cases), nephropathy (in 26% of cases), polyneuropathy (in 27% of cases), “diabetic foot” (in 6% of cases), systemic atherosclerosis and the resulting coronary heart disease (in 50% of cases), cerebrovascular disease (in 35% of cases) (R.S. Musaev, 2009, G.M. Kronenb Erg, S. Melmed et al., 2010; Ya.V. Blagosklonnaya, E.V. Shlyakhto, 2012). It is no coincidence that about 31% of patients with diabetes mellitus associate an exacerbation of the inflammatory pathology of periodontal disease with a deterioration in the general condition (P.V. Moroz, L.Yu. Orekhova, 2015). Poor oral hygiene in such patients exacerbates the course of inflammatory periodontal pathology (L.Yu. Orekhova, 2007; S.B. Ulitovsky, 2010). There are publications that testify to the influence on the state of organs and tissues of the oral cavity of adults of the metabolic syndrome (I.A. Gorbacheva, L.A. Shestakova et al., 2007; L.A. Ermolaeva, A.Sh. Shishkin, N.A. Lepeeva, 2013; S.V. Kuznetsov, 2013; N.A. Sheveleva, 2014). It was noted that, both with complete and incomplete metabolic syndrome, periodontal tissues in the vast majority of cases suffer, and in patients suffering from metabolic syndrome, moderate forms of chronic generalized periodontitis are diagnosed (E.N. Borisova, 2001; T.S. Platova, E.V. Yashchuk, 2008; L.A. Faustov, V.K. Leontyev, 2012; N.A. Sheveleva, 2014).

This is especially true for people of older age groups suffering from comorbid pathology (I.A. Gorbacheva, 2004), since the presence of 3–5 or more diseases of the internal organs, of course, should leave a definite imprint on the planned diagnostic algorithm and complex treatment of dental diseases (JA Bastos, 2011).

Considering that such patients in 100% of cases suffer from chronic generalized periodontitis, the main issues of organizing and providing dental care are precisely to improve the treatment of chronic generalized periodontitis (S.G. Grossi, 1998; B.L. Mealey, 2008). Until recently, these patients had virtually no patchwork. Recently, it has been shown that only the use of surgical methods for the treatment of chronic generalized periodontitis in patients with diabetes mellitus, including using modern optimizers of reparative osteogenesis, which is necessarily carried out against the background of appropriate therapy by an endocrinologist, allows to obtain the most favorable results of complex treatment chronic generalized periodontitis (G.M.Barer, 1989; I.N. Antonova, 2007; N.A. Udaltsova, L.A. Ermolaeva, 2007; Shih-Ting Huang, 2014).

There are few works dealing with the dental status of patients suffering from chronic non-specific inflammatory bowel diseases (I. A. Gorbacheva, 2007). However, we did not find recommendations on the particularities of treatment of major dental diseases in such patients in the available literature.

There are a sufficient number of publications devoted to the study of the state of organs and tissues of the oral cavity in people suffering from various pathologies of the kidneys, including two dissertation studies for the degree of candidate of medical sciences (T.S. Martyanova, E.V. Yashchuk, 2009).

These studies provide basic information on the condition of teeth and periodontium in individuals suffering from chronic glomerulonephritis and end-stage chronic renal failure during peritoneal dialysis or hemodialysis (TS Martyanova, 2009). It is interesting to note that T.S. Martyanova (2009) in individuals suffering from chronic glomerulonephritis in 33.8% of cases was diagnosed with a dystrophic form of periodontal disease - periodontal disease. Moreover, among periodontal inflammatory pathologies, a severe degree of periodontitis was rarely detected: with membranous proliferative CG in 2.9% of cases, and with mesangioproliferative CG in 11.8% of cases. At the same time, the absence of periodontal disease in people with chronic renal failure before stage 1b (T.S. Martyanova 2009), as well as inadequate individual oral hygiene in people suffering from kidney diseases (A.V. Tsimbalistov 2007; 2008), is emphasized. So, at the terminal stage of chronic renal failure, E.V. Yashchuk (2009) also notes the unsatisfactory hygiene of the oral cavity, as the Green Vermillon index in these patients is 4.07 points.

The author of this study developed an algorithm for dental treatment and preventive measures in people suffering from chronic renal failure taking into account the stage of chronic renal failure. This algorithm provides (against the background of treatment of the underlying disease) at stage 0 chronic renal failure "complete sanitation of the oral cavity before the start of pathogenetic therapy, a standard scheme in accordance with the severity of periodontitis, professional oral hygiene, as well as invasive interventions in a hospital with a short stay under control nephrologist and endocrinologist. At stages 1b and 11a of chronic renal failure, the author recommends "a standard scheme in accordance with the severity of periodontitis in stabilizing the underlying disease, occupational hygiene, as well as invasive interventions in a hospital with a short stay under the supervision of a nephrologist." At stages 11b and 111a of chronic renal failure, the author writes about the need for "complete rehabilitation of the oral cavity before treatment, invasive interventions in a hospital with a short stay under the supervision of a nephrologist, professional oral hygiene, treatment of non-carious lesions and hyperesthesia. Desensitizers, deep fluoridation.

Physiotherapeutic methods of treatment: laser therapy, darsonvalization, electrophoresis, massage "(TS Martyanova, 2009). The author also indicates that the patient's comorbid status may alter the volume of dental interventions. At the same time, the author recommends restricting dental care to hygiene measures, as well as the use of local antiseptic agents that optimize tissue nutrition, which are available in the form of films and gels (TS Martyanova, 2009). At the same time, the author emphasizes that when conducting dental treatment in patients with chronic hepatitis C, it is necessary to take into account the inconsistency of clinical symptoms and the severity of morphological changes in periodontal disease, since despite the apparent clinical well-being, such patients need in-depth diagnosis and an integrated approach to the rehabilitation of periapical and periodontal foci. The author recommends that "complete" oral sanitation is mandatory at the early stages of chronic hepatitis C, that is, prior to pathogenetic therapy, as well as before dialysis treatment, and as chronic hepatitis progresses, periodontal treatment should be carried out using local drugs and physiotherapeutic methods, the action of

which is aimed at improved microcirculation of periodontal tissues, and also, to reduce the signs of hypersensitivity, use desensitizers (TS Martyanova, 2009.).

The work emphasizes that the main goal of dental treatment for kidney diseases is the rehabilitation of foci of chronic infection of the oral cavity (G.M. Barer 1989; V.M. Bezrukov, 2000; A.V. Tsimbalistov 2008; T.S. Martyanova, 2009; GA Kaysen, 2004). The authors note that with the progression of chronic hepatitis, the role of the nephrologist in the aspect of determining dental care and measures aimed at controlling the constancy of the internal environment of the patient's body increases. The possibility and scope of surgical and therapeutic interventions should be determined by a nephrologist based on the general condition of the patient (T.S. Martyanova, 2009; A. Amore, R. Coppo S., 2002; W.H. Lim, 2007; A. Stringer, 2013).

We believe that the volume of dental care should be determined by the dentist taking into account the general condition of the patient, which should be judged by the endocrinologist and nephrologist, and the dental care itself should always be performed with high quality.

The literature provides recommendations on the features of the organization and provision of dental care for people suffering from end-stage chronic renal failure. So, dental treatment for such patients is recommended to be carried out no earlier than four months from the start of hemodialysis treatment, due to the fact that during this period the condition of patients is often unstable. At the same time, they try to examine the oral cavity no more often than 1-2 times every 6 months (E.V. Yashchuk, 2007, 2008, 2009).

Given the above objective, our further research is a comprehensive assessment of the dental status of patients with diabetes mellitus depending on impaired renal function and the development of dental rehabilitation measures to improve their quality of life.

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PERCEPTION OF TOURISTS TOWARDS WELLNESS SERVICES IN HOTELS – A CASE STUDY OF RISHIKESH REGION

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ABSTRACT

Wellness tourism, as worldwide trend of the 21st century, has become an essential for the successful development of popular tourism destinations. Large number of tourists travels to wellness tourism destinations all over the world every day, with one objective - to maintain and enhance their physical, mental and spiritual health. Tourism market and Hotel industry is symbolized by thorough changes, so the duty and responsibility of the wellness tourism destinations management is to follow those changes watchfully, in order to be able to amend their offer to the current development. By amending such changes an essential wellness tourism product/services can be created, which will meet the requirements of the modern day tourists, who are becoming more advanced and challenging. Perceptions of tourists towards services of wellness service providers' plays very important role in their satisfaction and future intentions. This is applicable to all services providing sector and is important theme in services marketing. The objective of this paper is to examine tourists' perception towards wellness services in hotels in Rishikesh region.

KEYWORDS: *Wellness Tourism, Tourists, Perception, Hotel Industry, Wellness Services.*

INTRODUCTION

Past couple of years has witnessed an unprecedented surge of innovation in various sectors and change in many business areas in global and Indian travel and tourism industry. The worldwide economic slowdown forced industry players to look for new avenues to boost the bottom lines and also provide more value add ons to end customers in order to give them a good reason to explore and travel. Technology and innovation has become the key to success in this period and for Indian travel and tourism industry innovation has been mainly in the form of 'Going Niche'.

Niche tourism is the 'in-thing' today as the industry offers cuisine tourism, pop culture, wine tourism, cruise tourism, medical tourism, and much more. There are myriad categories of niche tourism available today and tour companies are willing to customize the itineraries according to the traveller's comfort and convenience. The concept of 'Niche tourism' has become popular in the western world for the past few decade, while in India it is a recent phenomenon, which is gaining momentum. Cultural tourism, Heritage tourism, Eco tourism, Wellness tourism and Adventure tourism are among the major and popular segments of niche tourism in India, both with domestic and foreign travellers.

Wellness tourism is a travel in which the first and foremost aim of traveller is to encourage, enhance and improve health and well-being through physical, mental or spiritual actions (Dimmon, A.). Wellness tourism is frequently interrelated with medical tourism because safety of health inspires the tourists. Wellness travellers are proactive in the quest of enhancing or maintaining health and quality of life, mostly focusing on prevention, whereas medical travellers normally travel reactively to get cure for a diagnosed disease or condition.

Within the US\$3.2 trillion global tourism economy, wellness tourism is estimated to total US\$438.6 billion or 14 percent of all domestic and international tourism expenditures (The Global spa and wellness economy monitor, 2014). Driven by growth in Asia, the Middle East, and developing countries, wellness tourism is expected to grow 50 percent faster than the overall tourism industry over the next five years (Amster, R., 2013 & 4hoteliers, 2013).

Wellness travellers are usually regarded as high-yield travellers because wellness travellers on an average spend 130 percent more than an average traveller (hotelnewsnow.com, 2013). Domestic wellness traveller spends about 150 percent more than an average domestic traveller (Absolute world, 2014) whereas, International wellness traveller pay out nearly 65 percent more per trip than an average international traveller. Domestic wellness tourism is considerably larger than its international equivalent, representing 84 percent of total wellness travel and 68 percent of all wellness expenditures (or \$299 billion). Global wellness tourism represents 16 percent of wellness travel and 32 percent of all expenditures (\$139 billion market) (Gould, L., 2013).

The wellness tourism sector includes primary wellness traveller and secondary wellness traveller. The main purpose of primary wellness traveller is to travel completely for wellness purposes while secondary wellness travellers take on wellness-related activities as part of a journey. Secondary wellness tourists constitute the significant majority (87 percent) of total wellness tourism trips and expenditures (86 percent) (IMTJ, International Medical Travel Journal, 2013).

Wellness tourists take on different wellness services which consists, healthy diet and weight management; beauty treatments; physical fitness and sports; relaxation and stress relief; meditation; yoga; and health-related education. Wellness travellers may seek procedures or treatments using conventional, alternative, complementary, herbal, or homeopathic medicine.

The rise and emergence of the term 'wellness' can be credited to two factors. First, the WHO has now long been pushing forward an integrated concept of "well-being" and "fitness" into its global health policy. Second, the modern education of people has increased the human awareness about personal health and wellbeing. Tourism service providers, especially the luxury hotels were quick to cash upon these facts and created an opportunity for themselves by providing wellness services such as spa and health treatments, sports' facilities, spiritual activities, massages, occupational health therapy, beauty treatments, and rehabilitation programs, etc.

Wellness Tourism Uttarakhand

Uttarakhand state has long history of Yoga, Ayurveda and meditation, and due to this recognition it has become a perfect destination to learn, practice and master these ways of life. Uttarakhand is home to number of health centres, ashrams, retreats and high-end spas and it is also known as the Yoga Capital of the world. Due to its recognition worldwide Rishikesh is also known as the yoga capital of the world. These institutions have maintained the spirit of an age-old knowledge of the land in order to cater to the unusual needs of an ever-evolving society. There are people who come to seek Ayurvedic treatment for a range of their health issues and then there are those who come to learn Yoga as a way of life. Whatever may be the reason; every traveller perpetually finds an appropriate solution to his problem and goes back with a sounder mind and healthier body.

REVIEW OF LITERATURE

Since the idea of wellness tourism is of a comparatively new origin, the subject is not loaded with ample scientific literature. There are only few reports, books, websites and surveys available around the globe. Following is a selection of some recent available material putting some insight on the subject matter that may facilitate the scholars to undertake some serious research on related issues of wellness. It is assumed that the term wellness has emerged from the World Health Organization's concept of health, well-being, happiness and fitness. More importance is given on air, sea, sunshine and thalassotherapy in the Central and Southeast European countries. Wellness also consist physical fitness as an integral part of daily life. Wellness also consist many spiritual activities such as meditation, massages and yoga in many Asian countries which are considered important daily activities.

Stanciulescu et al. (2015) defined wellness tourism as that tourism which targets people who are healthy with a positive and proactive interest in maintaining, improving or enhancing their health and well being. The wellness travellers seek to look and feel better; lose weight, to slow the effects of aging, to improve pain or discomfort, to manage stress, or to take part in the use of natural supplements such as vitamins and minerals to improve health.

According to Dimon (2013) wellness tourism is a trip for the purpose of retaining and improving healthiness and welfare through physical, mental or spiritual activities. While wellness tourism is often linked with medical tourism because health safety motivates the tourists, wellness tourists are proactive in seeking to enhance or maintain better health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

In harmony with the W.H.O. definition of "Health", the 2013 Global Wellness Tourism Economy report defines wellness as "condition of complete mental, physical, and social happiness and well-being". It goes beyond simple freedom from illness or ill-health and emphasizes the proactive improvement and maintenance of health and well-being. Wellness is put across on a range that extends from reactive to proactive attitude towards health, wellness falls strongly on the proactive side, incorporating approach and activities that prevent disease, enhance quality of life, improve health, and bring a person to more and more favourable levels of well-being.

Health and wellness tourism is now an established international trend of health conscious consumers looking to improve their welfare. As defined by the Global Wellness Institute (2013) wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal well-being. The institute in its report consequently describes the Primary Purpose Wellness

Traveller, as someone for whom wellness is the sole purpose or motivating factor for their trip and destination choice. The Secondary Purpose Wellness Traveller is someone who seeks to maintain wellness while taking any type of trip.

According to Gatchel & Kishino (2012), “Illness and wellness are subjective experiences of health, where disease is an objective biological state”. The ambiguity surrounding the concept of wellness has been challenged as scholars including Dunn, Ardell, Travis and Benson, Stuart and Greenberg, & Dintman and Hertel, have provided varying definitions of wellness. Brown, Howat, and Voigt (2010), & Meuller and Kaufmann (2001), conceptualizes wellness as the sum of all the relationships resulting from a journey by tourists whose primary motive is to maintain or promote their health and well-being and who stay at least one night at a facility that is specifically designed to enable and enhance physical, psychological, spiritual and/or social well-being.

According to Smith and Puczko (2008), “The trends towards wellness tourism imply that the approach towards health and wellbeing is rather in a preventing than a curative way and they are largely influenced by media and popular psychology”. Also wellness tourism is increasingly considered to be a part of a more active lifestyle; therefore spa going is treated by spa-goers as a part of a health and wellness lifestyle (ISPA, 2008). Smith and Puczko (2008) pointed out that the nature of demand for spa tourism is changing as important social factors are changing. Kaspar (1990) refers to worsening living conditions in polluted metropolitan areas, unhealthy life styles, stress and the fact that the earth population is getting older.

Objectives of the study

The objectives of the study are as follows:

- To study wellness tourism potential and trends in Rishikesh.
- To examine the opinion of tourists with regards to wellness tourism in Rishikesh.

Hypothesis of the study

The following hypothesis was formed to shed light on the research gap:

Hypothesis 1: There is huge potential for wellness tourism in Rishikesh region.

RESEARCH METHODOLOGY

In the present study the researcher follows a descriptive research design in order to demonstrate the existing service quality and service value and its performance and functioning in wellness services in Hotels in Rishikesh region. Hence the study is descriptive and exploratory in nature. A survey is a process of collecting data from the existing sources about a problem under study. Intention of the survey descriptive design is to describe the attitudes, opinions, behaviours, or characteristics of the population based on the data collected from a sample of a population.

Sampling

Random sampling method is adopted in the study. Each and every item in population has an equal chance of inclusion in the samples in the study area. Random sampling is done from the tourists of wellness services in hotels in Rishikesh region who have been randomly selected.

Sampling Size

This study has adopted simple random sampling method for collection of data. A total of 400 tourists from hotels of Rishikesh region been chosen for the present study. However, despite repeated visits and requests, some respondents failed to return the filled in questionnaires. Hence, only 260 filled in usable questionnaires have been received. A pre-designed research tool namely, questionnaire is applied in this study to collect the required information from the respondents.

Sample size of 260 respondents was found to be appropriate.

METHODOLOGY

With the help of self administered questionnaire, perception of guest staying in various hotels was measured. The questionnaire was developed on the basis of a literature review and adopted to suit the specific features of a hotel setting (Parasuraman, Zeithaml & Berry, 1988; Zeithaml et al., 1990; Ogorelc & Snoj, 1998; Ellis & Pizam, 1999; Markovic, 2003). As a foundation for questionnaire development, the Servqual & Perval model (Sweeney & Soutar, 2001) was used.

All the statements in the questionnaire were positively worded. First 28 attributes represented six dimensions of Servqual (Tangibles, Reliability, Responsiveness, Assurance, Empathy & Guidance quality) and 20 attributes of service value represented five dimensions of Perval (Functional Value, Value for Money, Emotional Value, Social Value & Novelty Value).

The questionnaire consisted of two parts. The first part measured guest's perception of hotel attributes using a modified Servqual and Perval model. Service quality and service value perceptions were measured on a five-point Likert-type scale ranging from 1 'highly disagree' to 5 'highly agree.' The second part was designed to capture respondents' demographic and travelling characteristics, which included age, gender, marital status, education, occupation, monthly income, place of residence, purpose of visit, duration of staying at a hotel, and wellness course attending.

The target population of the survey was guests staying in hotels of Rishikesh region. After hotel managers agreed to participate in the study, questionnaires were distributed in 15 (2, 3 and 4 star) hotels. Employees of the Reception desk were asked to distribute the questionnaires to guests during their hotel stay, and to collect them after completion. Questionnaires were randomly distributed to the guests in each hotel.

Four hundred questionnaires were distributed to the guests attending wellness course/program who expressed their willingness to participate in survey. Usable filled questionnaire were received from 275 guests. Of 275 returned questionnaires, 15 were not included in the analysis because of incompleteness. Thus, data analysis is based on a sample of 260 valid questionnaires. The response rate was 69 per cent. Descriptive statistical analysis was used to evaluate service quality and service value perceptions of hotel guests whereas basic statistics was used to describe respondents' demographic characteristics.

Description of variables

A variable can be defined as a thing that is observed and that is of such nature that each single observation can be classified into one and only one of a number of mutually exclusive classes. Both independent variables and dependent variables are considered in this study. Independent variables of the present study are the aspect of service quality and service value maintained by

the wellness service provider. Dependent variables are the sense of perception and opinion of the tourists.

The study analyses the various dimensions of Servqual and Perval along with Socio Demographic variables. A descriptive research design is adopted.

Independent variable:

- **Service Quality:** Quality in services is an elusive concept because of the intangible nature of the service offering and the definition of quality may vary from person to person and from situation to situation.
- **Service Value:** Service Value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given, i.e. a trade-off between perceived costs and benefits (Lovell, 2000). Zeithaml (1988) proposed in means-end model that perceived value is a direct antecedent of a purchase decision and it has direct consequence of service quality. Service value is also intangible in nature and it may change from person to person based on time, place and people in relation to changing environmental factors.

Dependent variable:

- **Tourist's Perception:** Tourist perception refers to the process by which a tourist selects, organizes, and interprets information or stimuli inputs to create a meaningful picture of the product or the service. Perception is a three stage process that transforms raw stimuli into significant information.

Data collection

For accomplishing the research objective both primary and secondary data were collected. Primary data was collected with the help of questionnaire and the secondary data comprised of mainly published data.

Primary Data

Primary data was collected with self-administered questionnaire from the hotel guests attending wellness course/package in Rishikesh region. Servperf Scale, developed by Cronin and Taylor in 1992, and Perval Scale (Sweeney & Soutar, 2001) was used to measure the service quality and service value in the research. Servperf & Perval was implemented in quite many sectors and proven reliability. The reframed and modified questionnaires were used for the survey.

Secondary Data

The secondary data in the form of statistical and archival information needed for the successful completion of the work was collected from published sources comprising of journals, magazines, government reports, newspapers and websites and also a couple of research dissertation available in various libraries and archives. Published reports of United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC) were also referred for data.

Statistical techniques used

Statistical methods help in the collection, organization, analysis and interpretations of data. Descriptive statistics analysis is used to describe the characteristics of samples and population. It provides valuable information about a particular group and limits generalisations to that

particular group which has been studied. Descriptive statistics analysis has been used to explain different features of the data like minimum, maximum, mean and standard deviation.

Graphical methods are used for the purpose of visual representation of data and relationships. The primary data collected from the respondents was processed and the statistical findings derived from this exercise have been interpreted through an intellectual application against the theoretical backdrop for the objective of outlining conclusions. The data was analyzed using the SPSS (Statistical Package of Social Sciences) 21 analysis package. For statistical purpose, percentage values were considered. Basic statistics have been applied for testing the hypothesis.

Data analysis and interpretation

Data analysis and interpretation regarding the profiles of the tourists who stayed in various hotels giving wellness services packages were analysed using the SPSS (Statistical Packages of social Sciences), measuring the frequency, mean and standard deviation. There are 260 tourists in this analysis. Frequency tables are used to report demographic characteristics of tourists. Questionnaire contained one section on demographics of participants. Demographic section contained questions about gender, age, marital status, education, occupation, monthly income, place of residence, type of wellness course/programme/package attended, duration of course/programme and the purpose of travel. Finally the results were analysed in the form of table.

Demographic profile of the respondents

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

DIMENSION (VARIABLE)	NO. OF RESPONDENTS	PERCENTAGE
GENDER		
Male	159	61.2
Female	101	38.8
AGE		
30 years or less	65	25.0
31-40 years	144	55.4
41-50 years	26	10.0
61-70 years	18	6.9
71 years & above	7	2.7
MARITAL STATUS		
Married	195	75.0
Unmarried	65	25.0
EDUCATION		
Less Than High School	4	1.5
High School	2	0.8
Intermediate	12	4.6
Graduate	104	40.0
Post-Graduate	129	49.6
Doctorate	8	3.1

Other	1	0.4
OCCUPATION		
Professional	85	32.7
Employee	83	31.9
Private Enterprise	25	9.6
Executive Position	15	5.8
Pensioner	12	4.6
Other	40	15.4
MONTHLY INCOME		
INR 1-20,000	13	5.0
INR 20,001-40,000	120	46.2
INR 40,001-60,000	74	28.5
INR 60,001-80,000	13	5.0
Other	40	15.4
WELLNESS COURSE/PROGRAMME		
Beauty Treatments	24	9.2
Relaxation & Stress Relief	52	20.0
Meditation	25	9.6
Alternate Therapies	86	33.1
Spas	73	28.1
DURATION		
1-3 Days	195	75.0
4-7 Days	65	25.0
PLACE OF RESIDENCE		
Delhi	66	25.4
Gujarat	23	8.8
Haryana	36	13.8
M.P.	10	3.8
Maharashtra	24	9.2
Punjab	33	12.7
Rajasthan	12	4.6
Tamilnadu	4	1.5
Telangana	2	0.8
U.P.	39	15.0
Uttarakhand	11	4.2
TRAVEL PURPOSE		
Leisure	116	44.6
Wellness	90	34.6
Personal	54	20.8

Source: Primary data collected through questionnaires

The results in the table 1 shows that the male respondents are higher than the female respondents, majority of the respondents were in the age group 31-50 years, majority of the respondents were married, most of the respondents were highly educated (post graduate), majority of the respondents were either employee or professional, most of the respondents were having monthly income between INR 20,000-40,000, majority of the respondents attended wellness course for alternate therapies for around 1-3 days, most of the respondents were from northern part of the country and majority of the respondents primary purpose of travel was for leisure.

Reliability of the study

Cronbach Alpha values have been utilized to check reliability of scales. Cronbach alpha is a calculation of internal uniformity (consistency). It is suggested to consider the values of Cronbach Alpha above 0.7 as reliable (Nunnally, 1978; Santos. 1999). Following are values of Cronbach Alpha for perceived service quality and perceived service value:

TABLE 2: CRONBACH ALPHA VALUES FOR PERCEIVED SERVICE QUALITY AND PERCEIVED SERVICE VALUE

Construct	No. of Items	Cronbach's Alpha
Service Quality	28	0.767
Service Value	20	0.757

Source: Primary data collected with the help of Questionnaires

The alpha coefficient for perceived service quality is 0.767 and perceived service value is 0.757, suggesting that the items have reliable internal consistency. (Note: In the majority of social science research situations, a reliability coefficient of .70 or higher is considered "acceptable".)

Perception of wellness tourists

Descriptive statistics of perceived service quality and perceived service value among wellness services respondents has been evaluated. Descriptive statistics of wellness services respondents has been undertaken which consists of number of respondents, minimum value, maximum value, mean and standard deviation for all scale items linked with service quality and service value.

Table 3 has descriptive statistics results of perceived service quality. Data collected from sampled 260 wellness services respondents was analysed with SPSS statistics 21 software for descriptive statistics analysis. Data has been collected on 5 point Likert scale ranging from highly disagree (1), disagree(2), moderately agree(3), agree(4) to highly agree(5). Service quality items have mean value more than 4. It indicates that respondents perceived high quality of services.

TABLE 3: DESCRIPTIVE STATISTICS (PERCEIVED SERVICE QUALITY)

Descriptive Statistics					
Service Quality (28 items)	N	Mini mum	Maxi mum	Mean	Std. Deviation
This wellness service provider has modern equipments	260	2	5	4.15	.645
This wellness service provider has visually appealing facilities	260	1	5	4.07	.842
This wellness service providers employee have a neat professional appearance	260	2	5	4.13	.698

Materials associated with this wellness service (such as menus, leaflets, brochures, web content) are visually appealing	260	1	5	3.93	.775
This wellness service provider has provided services at the promised time	260	2	5	4.12	.598
When I had problem, wellness service provider has shown a sincere interest in solving it	260	1	5	4.11	.753
Wellness service provider has performed the services right first time	260	1	5	4.17	.766
Wellness service provider has provided its service at the time it promised to do so	260	1	5	3.96	.731
Wellness service provider has error free records in providing services	260	1	5	4.09	.627
Employees of wellness service provider always tell the right schedule of the services to be performed	260	1	5	4.02	.836
Employees of wellness service provider give you prompt service	260	1	5	4.11	.795
Employees of the wellness service provider are willing to help us	260	2	5	3.97	.660
Employees of wellness service provider are always prompt to respond to our request	260	2	5	4.14	.668
The behaviour of employees of wellness service providers instills trust among guests	260	2	5	4.18	.695
Wellness service providers makes us feel comfortable in their interactions	260	1	5	4.03	.726
Employees of wellness service provider are consistently courteous	260	1	5	4.11	.917
Employees of wellness service provider have the knowledge to answer questions	260	2	5	4.18	.771
Wellness service provider gives individual attention	260	1	5	4.07	.838
Wellness service provider has convenient operating timings to all its guests	260	1	5	4.17	.862
Employees of wellness service provider deal with guests in a caring way	260	2	5	4.13	.656
Wellness service provider has the guest best interest at heart	260	2	5	3.98	.527
Employees of wellness service provider understand the needs of the guests	260	1	5	4.07	.654
Employees of the wellness service provider are competent	260	1	5	4.10	.909
Wellness service provider has quality infrastructure	260	2	5	4.20	.756
Quality of healthcare provided by this wellness service provider is excellent	260	1	5	4.17	.836
Quality of guest service care of this wellness service provider is excellent	260	1	5	4.11	.898

Quality of administrative services of this wellness service provider is excellent	260	1	5	4.07	.831
Overall this service providers level of guest service is excellent	260	2	5	4.12	.686

Source: Primary data collected with the help of Questionnaires

Table 4 has descriptive statistics results of perceived service value. Data collected from sampled 260 wellness services respondents was analysed with SPSS statistics 21 software for descriptive statistics analysis. Data has been collected on 5 point Likert scale ranging from highly disagree (1), disagree(2), moderately agree(3), agree(4) to highly agree(5). Service value items have mean value more than 4. It indicates that respondents perceived high value of services.

TABLE 4: DESCRIPTIVE STATISTICS (PERCEIVED SERVICE VALUE)

Descriptive Statistics					
Service Value (20 items)	N	Mini mum	Maxi mum	Mea n	Std. Deviation
This wellness service program has consistent quality	260	1	5	4.10	.780
This wellness service program is well structured	260	1	5	4.21	.855
This wellness service program has an acceptable standard of quality	260	1	5	4.12	.916
This wellness service program is well organized	260	1	5	3.92	.623
This wellness service program is good return for money	260	2	5	3.96	.641
This wellness service program offers value for money	260	1	5	3.97	.589
This wellness service program is a good package for the price I am paying	260	1	5	4.06	.609
This wellness service program is reasonably priced	260	2	5	4.10	.629
This wellness service program gave me feeling of well being	260	1	5	4.08	.796
This wellness service program is good for health	260	1	5	4.18	.805
This wellness service program made me feel elated	260	1	5	4.20	.842
This wellness service program made me happy	260	1	5	4.18	.830
Completing the wellness service program will give me social approval	260	2	5	3.97	.589
This wellness service program will help me feel acceptable	260	2	5	3.96	.547
This wellness service program will improve the way I am perceived	260	1	5	4.11	.740
Completing the wellness service program will make a good impression on other people	260	2	5	3.98	.719
This wellness service program made me feel rejuvenated	260	2	5	4.06	.625
This wellness service program satisfied my curiosity	260	2	5	4.21	.793
This wellness service program delivered me authentic experience	260	2	5	4.20	.875
I learn a lot of things on this wellness program	260	1	5	4.13	.782

Source: Primary data collected with the help of Questionnaires

Above are the descriptive statistics of different variables of perceived service quality and perceived service value for wellness services respondents. Descriptive statistics of both

constructs shows that majority of the items have mean value of 4 or above, thus it confirms positive perception of sampled data of wellness services respondents in Rishikesh region.

Perception of tourists towards Service Quality

Perceptions of wellness tourists have been analysed towards various dimensions of service quality like tangibility, reliability, responsiveness, assurance, empathy and guidance quality. Wellness tourists perceived the existence of tangibles and most of the tourists are satisfied with the tangible dimension of wellness service provider. Most tourists are agreed with the tangible aspect and they have favourably perceived this aspect of service quality. Majority of the wellness tourists perceived that wellness service providers were reliable. Majority of the wellness tourists perceived that wellness service providers were responsive.

It has been found that wellness tourists perceived that they feel assured while dealing with wellness service provider's employees and they have perceived it favourably. Majority of the wellness tourists perceived that wellness service providers were empathetic while dealing with wellness tourists and majority of them have perceived this dimension of service quality favourably. Guidance services of wellness service providers have been perceived favourably by wellness tourists and most of them were satisfied with this dimension of service quality.

Perception of tourists towards Service Value

Perceptions of wellness tourists have been analysed towards various dimensions of service value like functional value, value for money, emotional value, social value and novelty value. Wellness tourists perceived functional value from wellness service providers and most of the tourists are satisfied with this aspect of service value of wellness service provider as they were consistent in quality and have an acceptable standard of quality.

Majority of the wellness tourists perceived value for money during their stay. They also agreed that courses provided by wellness service providers were reasonable and good return for their money. Majority of the wellness tourists perceived emotional value with the wellness course/programme and they were satisfied with this aspect of service value from wellness service providers. It has been found that wellness tourists perceived social value from wellness course/programme and they have perceived it favourably. Majority of the wellness tourists perceived novelty value from wellness course/programme. Majority of them have perceived this dimension of service value favourably.

Testing of Hypothesis

This paper entitled "**Perception of tourists towards wellness services in hotels in Rishikesh region**" examines the various aspects of wellness services that have been provided by wellness service provider in order to satisfy the tourists. On the basis of data collected with the help of questionnaires, descriptive statistics of different variables of perceived service quality and perceived service value for wellness services respondents has been made and analyzed. Descriptive statistics of both constructs shows that majority of the items have mean value of 4 or above, thus it confirms positive perception of sampled data of wellness services respondents in Rishikesh region.

Hypothesis 1: There is huge potential for wellness tourism in Rishikesh region.

Respondents for this survey gave their feedback in the form of questionnaires towards various dimensions of service quality and service value of wellness services of hotels in Rishikesh

region. From Table 3 and 4 it is clear that most of the tourist have positive response about various variables of service quality and service value of wellness services of hotels as most of the variables have mean value of 4 or above 4.

According to respondent's overall opinions of wellness tourism services in hotels, it can be concluded that there were highly satisfied with various dimensions of service quality and service value of wellness services in hotels in Rishikesh region. Hence it can be concluded that majority of the responses of the tourists were either agreed or highly agreed and thus it can be interpreted that tourists have a positive opinion towards wellness tourism services of hotels in Rishikesh region and the region has a huge potential for wellness tourism services in Rishikesh region as far as performance of hotels (service quality and service value dimensions) is concerned. So Hypothesis 1 is supported.

CONCLUSION AND DISCUSSIONS

In today's competitive environment, service quality and service value has become the success mantra in all service sectors. Hotels are no exception to this. Keeping this objective in the mind, this study has been conducted in Rishikesh region to identify the perception of tourists towards service quality and service value dimensions. The study reveals that wellness tourists are satisfied with the wellness service provided to them by the wellness service provider. The present study concludes that the perception of tourists towards service quality and service value is good and majority of the tourists are satisfied with the wellness service offered to them by wellness service provider.

Perceptions of tourists towards services of wellness service providers' plays very important role in their satisfaction and future intentions. This is applicable to all services providing sector and is important theme in services marketing. Previously research has been conducted in different services on this theme and different kinds of results have been reported from different services. Wellness tourism marketing has been a new area which has got little attention in research of these service evaluation variables. This study has focussed to fill this research gap in the area of wellness tourism marketing.

Success of wellness tourism depends on the satisfaction of tourist and it can be achieved by giving good quality services expected by service providers. For the successful development of wellness tourism, the tourists must be satisfied and the wellness service providers must maintain good service quality. Through analytical findings it has been found that majority of the tourists have positive perception towards various dimensions of service quality and service value in hotels. Perception of tourists plays an important role in the satisfaction of the tourists, and for the success of tourism and future return of tourists it is necessary that tourists should return with a positive perception and satisfied with the services of the hotels.

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ECOLOGICAL AND HYGIENIC JUSTIFICATIONS FOR THE USE OF THE NEW INSECTICIDE SELLER IN AGRICULTURE

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ABSTRACT

First of all, this is a general hygiene, large-scale, complex and multifaceted problem. To protect cultivated plants from numerous pests and pathogens, as well as from weeds, a significant assortment of chemicals used to control agricultural pests is used. In this regard, and also considering that certain groups of this class are characterized by embryo toxicity, mutagenicity, and other manifestations of biological activity (Iskandarov T.I.-2016, Teyvan R.Ya.-2002). When studying the toxic effect and degree of Seller toxicity, 20% of cc took into account the following indicators: animal survival, behavior, general condition, body weight, time about symptoms of intoxication and death of animals. A study of the effect of the drug on the mucous membranes of the eyes of experimental animals made it possible to establish that the drug has an irritating effect on the mucous membranes of the eyes and skin. In order to establish the MPC of the drug in the water of reservoirs, studies were conducted to study the effect of the drug on the organoleptic properties of water and the sanitary regime of water in reservoirs. According to the effect on the organoleptic properties of water (odor), a threshold concentration of 0.04 mg / L has been established. The experiment was performed on white rats. The drug was introduced in the native form into the conjunctival sac of the animal's eye in an amount of 2–3 drops, the second eye served as a control. 1 hour after application, redness and lacrimation were observed in the experimental eye of the animal. 4 hours after application, slight suppuration, blepharospasm was noted. Thus, the study of the toxicity of the drug was carried out according to the methodological manual "Methodology of integrated and accelerated rationing of pesticides in environmental objects." Approved by the Ministry of Health of the Republic of Uzbekistan on April 10, 2014 and No. 8N-P / 193

KEYWORDS: *Biological, Integrated, Blepharospasm, Considering*

INTRODUCTION

The problem of chemical plant protection products attracts increasing attention not only of working agricultural, chemical and medical sciences, but also of the general public. This is evidenced by numerous publications in world literary scientific journals and books (Melnikov N.N. 1994, Golagonov P.S. 2004, Rakhmanin Yu.A. 2013. and others. The problem of protecting public health in connection with the widespread use of pesticides worries many hygienists countries (Sarkisova A.G. 2000, Melnikov N.N. 1994. Rakhmanin Yu.A. et al. 2013).

First of all, this is a general hygiene, large-scale, complex and multifaceted problem. To protect cultivated plants from numerous pests and pathogens, as well as from weeds, a significant assortment of chemicals used to control agricultural pests is used. All these substances of the aggregate and each separately are intended for the destruction of harmful organisms.

Some chemicals are very persistent; they retain their toxic properties under natural conditions for a long time. Some of them have to a ntserogennymi, mutagenic , gonadotropic properties and other adverse (for health Iskandarov TI and others 2016) . P oetomu study toxic to a ntserogennyh, mutagenic and other properties of pesticides is of paramount importance.

The hygienic substantiation of the standards for the permissible content of pesticide residues in the environment, as well as the regulation of the conditions for their use, taking into account the whole variety of factors determining the duration of the storage of these chemicals in nature, are the basis of the system for the prevention of their possible adverse effects on humans (A. Labyntsev et al. ., 2010, Belan S.R. et al., 2011).

According to the sanitary legislation, not a single chemical substance can be approved for use in the national economy without a deep t oxicological and hygienic assessment (Law of the Republic of Uzbekistan on the sanitary and epidemiological welfare of the population-2015).

Among the pesticides used in farming thstve occupy special place insecticides. Of them received widespread acceptance synthetic Prêtre ou di mostly relatively low toxicity to warm-blooded organisms single exposure, but are highly resistant environment (Goldstein N.I.2001).

The latter feature determines the possibility of their migration in soil, food products moving in ecological and food chains, the final link of which is man.

In this regard, and also considering that certain groups of this class are characterized by embryo toxicity, mutagen city, and other manifestations of biological activity (Iskandarov T.I.-2016, Teyvan R.Ya.-2002) . In nedreniesynthetic pesticides derived Prêtre ou d on in the practice of agriculture should be accompanied by their versatile learning and strict regulation.

The high insecticidal and economic effectiveness of plant protection chemicals stimulates the search for new pesticides of the class of synthetic pretroids.

As a result of such searches created a new, promising insecticide "C Ellery 20% CS ." To address the question of the possibility of using it on the PLO w adyah, intended for food crops and the development of appropriate preventive regulations arose the need for toxicological and hygienic assessment of the drug, which is included in the terms of the Coordinating Council of the Ministry of DMDs and voohraneniya the Republic of Uzbekistan (Minutes № 2 dated 20 February 2019)

Purpose of the study

Before we set the goal to assess the danger C Ellery 20% to .c for humans and developed taking into account the specific characteristics of agriculture in Central Asia to guarantee safety regulations in the environment and consumers of agricultural products in a hot climate.

Tasks ICs with research

1. On the outside of the main parameters of toxicity C Ellery 20% to .s for warm-blooded animals in single and multiple doses, necessary to e to develop the hygienic regulations, to examine the nature and characteristics of the effect on individual organs and systems.
2. Writing a comparative characteristic studied insecticides and already applied synthetic drugs, given their chemical structure and biological activity, defining the location of the insecticide C Ellery 20%. a. in a row of insecticides .
3. Develop hygiene regulations that ensure safety for the environment and humans.

The scientific novelty of the work lies in the fact that for the first time conducted multifaceted research on toxicological and hygienic assessment of a new, long-term insecticide - With Ellery 20% .s , and developed a set of sanitary regulations , ensuring the safety of its use in agriculture, taking into account factors specific to the soil climatic conditions of Uzbekistan and other Central Asian Republics (soil type , irrigation conditions, etc.).

The practical significance of the work

1. The maximum permissible concentration (MPC) of the drug in atmospheric air , air of the working area and in the water of water bodies has been developed
2. Substantiated: orienting safe concentration (DCS) C Ellery 20% .s in the soil , the maximum d Permissible level (MRL) in food products ;
3. The characteristic changes of individual functional state of body systems occurs under the influence of C Ellery 20% , which can be used to develop methods of diagnosis and treatment of poisoning with this drug.
4. They will be drawn up guidelines for the use of the insecticide With Ellery 20% to .s on special soils of the Republic of Uzbekistan and the Central Asian republics under identical conditions.

The theoretical value of the work consists in the fact that some aspects of pathogenesis installed toxic effect C. Ellery 20% on the organism of warm-blooded animals. Identified behavior patterns insecticide and in the soil and climatic conditions of Uzbekistan, which should be taken into account in the hygienic conditions of its application.

Objects and research methods

The object of study was the insecticide C Ellery 20% KS. Manufactures and OOO « of Eu r o - Team », Uzbekistan, Ger mania. Name of active vesch ETS specified lfa-cyano-3-fenoksitenzil (2, 2-dichlorovinyl) -2,2-dimethylcyclopropane-karboksilot. Chemical class C - synthetic drugs , the purpose is an insecticide. Scope - on wheat against harmful turtle and, p and javits s.

Celler 20% KS . - non-systemic insecticide of contact and abdominal action with a pronounced residual effect on the treated plants . - n systemic insecticide of contact and abdominal action with a pronounced residual effect on the treated plants.

The preparative form of the drug. The state of aggregation is a suspension concentrate, white (light cream) in color with a faint chemical smell. The drug is not volatile, not explosive, does not have corrosive properties.

The toxic effects of Seller 20% xs were studied in sexually mature animals of both sexes (white mice and Chris) rabbits. Previously aged in laboratory mode, when introduced into the stomach in the form of an aqueous emulsion by a probe under the conditions of acute, subacute and chronic experiments. Concurrent studies were undertaken cutaneous o- irritating and allergiziruschie drug action white rats by applying to the clipped skin sites in bearing native its formulation in the conjunctival sac. When studying the toxic effect and degree of Seller toxicity, 20% of cc took into account the following indicators: animal survival, behavior, general condition, body weight, time about symptoms of intoxication and death of animals.

Thus, the study of the toxicity of the drug was carried out according to the methodological manual "Methodology of integrated and accelerated rationing of pesticides in environmental objects." Approved by the Ministry of Health of the Republic of Uzbekistan on April 10, 2014 and No. 8N-P / 193

Materials and their discussions Parameters of drug toxicity

(Own research)

The study of acute toxicity of the drug was carried out in laboratory animals - rats. Rats of both sexes were taken into the experiment, to which the drug was administered in doses of 50.0 - 500.0 mg / kg. As a result of the studies, the average - lethal dose was established at the level of 300.0 (204.0 ± 395.0) mg / kg body weight, LD₁₆ - 120.0 mg / kg; LD₈₄ - 440.0 mg / kg (tab. 1). The clinic of poisoning the hole in silt was as follows: the animals became lethargic, nasal discharge, increased salivation, shortness of breath; the animals took a lateral position, after which clonic convulsions were noted.

TABLE 1
CALCULATION OF THE SETTINGPARAMETERSOFACUTE SELLER TOXICITY

Dosemg / kg Hae	Mortality, % Wow	Placeofdoses X	Pierced At	Weights Coefficient t	X B	X2B	HC	Hu
50,0	0	0.5	3.27	1,6	0.8	0.4	5.23	2.9
100,0	16.6	one	4.01	3,5	3,5	3,5	14.04	14.04
200,0	33.3	2	4,56	4,5	9.0	18.0	20.52	41.0
300,0	fifty	3	5,0	5,0	15.0	45.0	25.0	75.0
400,0	66.6	four	5.41	4.6	18,4	73.6	24.89	99.3
500,0	onehundred	5	6.73	1,6	8.0	40,0	10.77	53.3
		∑		20, 8	54.7	180.5	100.45	286.3

Thus, according to the parameters of acute toxicity, the drug belongs to hazard class III, according to SanPiNRUz No. 0321-15 "Hygienic classification of pesticides by toxicity and hazard".

Irritating effect of the drug

EYES. The experiment was performed on white rats. The drug was introduced in the native form into the conjunctival sac of the animal's eye in an amount of 2–3 drops, the second eye served as a control. 1 hour after application, redness and lacrimation were observed in the experimental eye of the animal. 4 hours after application, slight suppuration, blepharospasm was noted. On the 3rd day, the observed signs of irritation (conjunctivitis) tended to decrease and disappeared on the 4th – 5th day of the experiment. Based on the studies, we can conclude that the drug has an irritating effect on the mucous membranes of the eyes.

LEATHER. The experiment was carried out on experimental animals - white rats. The preparation was applied to the clipped skin in the native form, after a 4-hour exposure, the preparation was washed off and observations were made of the experimental skin areas. Immediately after application, redness, swelling, and single cracks were observed in the test areas. Observed signs of irritation were noted for 3–4 days; by day 5 of the experiment, there were no signs of irritation.

Thus, the drug has an irritating effect on the skin.

Study cumulative properties of the drug Celler 20% k. A .

The cumulative properties of the drug were studied under the conditions of a subchronic (4 month) experiment on white rats, which were divided into 2 groups. The first group received a dose of drug in $1/10 LD_{50}$ (30mg / kg). The second group served as control. Due to the absence of animal death, the cumulation coefficient was not possible to calculate. On dnako for manifestation of certain symptoms of intoxication (excitation after injection), we can conclude that the preparation has poor functional cumulation.

The study of chronic toxicity Seller 20% to. a .

Chronic Study n Reparata using mathematical modeling possible to establish a threshold dose and inactivated at 3.0 and 0.6 mg / kg, respectively. Ras c read and scientifically proved allowable daily dose at 0.72 mg / person / day.

The long-term effects of the drug were studied during a two-year experiment in rats. Experimental animals were divided into 5 groups

I gr control

II g was administered 1 mg / kg of the drug

III gr was administered 10 mg / kg of the drug

IV g was administered 100 mg / kg of the drug

V gr was administered 1000 mg / kg of the drug

When experimenting for 2 years, a carcinogenic effect of the drug was not detected. The number of neoplasms in the experimental groups of animals did not exceed the spontaneous level of control. Signs of thermo to geni city, embryo toxicity, and mutagenicity were also not observed.

Thus, the insecticide Celler 20% KS . It has no carcinogenic, teratogenic, embryotoxic and mutagenic effects.

Justification of the maximum permissible concentration (MPC) of the drug in the water of water bodies

In order to establish the MPC of the drug in the water of reservoirs, studies were conducted to study the effect of the drug on the organoleptic properties of water and the sanitary regime of water in reservoirs. According to the effect on the organoleptic properties of water (odor), a threshold concentration of 0.04 mg / L has been established. The drug in this concentration did not have foaming, did not change the color of the water. Given the results of the sanitary - toxicological experiment, a threshold concentration of 0.72 mg / l has been established.

The complex of studies, taking into account the data of the sanitary-toxicological experiment, allowed us to recommend the maximum concentration limit of the drug in the water of reservoirs at the level of 0.04 mg / l, the limiting sign of harmfulness is organoleptic.

Justification of the maximum permissible concentration (MDU) of the drug in food

Based on the data on the stability of the drug, toxicometric parameters, guided by the generally accepted hygienic approaches to rationing pesticides in food products, the recommended MDA of the drug is: in wheat - 0.18 mg / kg. However, taking into account the minimum consumption rates of the preparation - 0.05 l / ha, there should be no residual quantities of the preparation in wheat.

On bosnovanie pridelnih admissible concentration and (MPC) formulation and Celler 20% KS. in atmospheric air and the air of working zones s

Based on methodological approaches to the regulation of harmful substances in air (2014 methodology, SanPiN of the Republic of Uzbekistan No. 0293-11), taking into account toxicological parameters and its physicochemical properties, the maximum concentration limit of the drug in atmospheric air at a level of 0.002 mg was substantiated and recommended. / m³, in the air of the working area - 0.24 mg / m³.

On bosnovanie approximately allowable concentration (ODC) formulation C Ellery 20% KS . in the soil

When calculating the estimated allowable concentration (ODC) in the soil preparation guided on methodology cal Manual "Methods in comprehensive and rapid normalization pesticides object surround u s medium -2014"

The calculation was based on MDU data of the drug in plant foods. Recommended ODK of the drug in the soil at the level of 0.2 mg / kg.

FINDINGS

Based on the conducted experimental , sanitary and hygienic studies and expert examination of the documentation provided by the company, it was established:

Seller 20% c.p. - non-systemic insecticide of contact and abdominal action with a pronounced residual effect on the treated plants. The drug exhibits an action against eating. Scope - on wheat against harmful turtles, leeches. Insecticide exposure uet the intestinal tract and nervous system of insects. The action appears immediately after treatment within the first hour. The protective period is one full season. Spraying - during the growing season. The term of the last processing before harvesting is 15 days.

According to the parameters of acute toxicity, the drug belongs to hazard class III (SanPiNRUz No. 0321-15).

A study of the effect of the drug on the mucous membranes of the eyes of experimental animals made it possible to establish that the drug has an irritating effect on the mucous membranes of the eyes and skin. And studies of the cumulative properties of the drug made it possible to establish that the drug has poorly functional cumulation.

The permissible daily dose at the level of 0.72 mg / person / day is scientifically substantiated. Insecticide Keller 20% is not carcinogenic, mutagenic, embryotoxic effects. Based on a set of studies, hygiene standards of 20% Keller were developed and recommended. c : MAC in the water of reservoirs at the level of 0.04 mg / l (the limiting sign of harmfulness is organoleptic); MPC in the air of the working area - 0.24 mg / m³; MPC in atmospheric air - 0.002 mg / m³; MDU in wheat - should not be; ODK in the soil - 0.2 mg / kg. Sanitary protection zone (SPZ) - 200 meters; deadlines for work - 7 days.

Thus, based on the foregoing, the insecticide **Seller 20% K.s.** can be recommended for use in agricultural practice subject to the mandatory use of personal protective equipment for eyes, skin, respiratory organs (irritates the eyes and skin) and compliance with the rules for the use of the drug, recommended consumption rates and safety measures when working with pesticides.

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**DYNAMICS OF THE PREVALENCE OF SOME RISK FACTORS OF
ISCHEMIC HEART DISEASE BY RESULTS OF A 12-YEAR
PERSPECTIVE OBSERVATION**

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ABSTRACT

This paper investigates major points of the dynamics of the prevalence of some risk factors of ischemic heart disease by results of a 12-year perspective observation. On this way, both theoretical and methodological points were discussed by author. Outcomes and short comings were states to make further research points. According to modern views, the role of individual DF sin the formation and outcomes of coronary heart disease in various populations is ambiguous and may vary depending on the duration of observation [2,5, 7,10]. Therefore, west u died the dynamics of the level and prevalence of some FR of coronary heart disease in Uzbekistan. It was shown above that the average levelsof the initialand final IR differed very lightly; while the frequency of BMI decreased. In order to clarify the reasons for this, west u died the dynamics of the IR level in groups with normal and increased body weight. In our study, glycemia levels after 2 hours. after a sugar load it grewover 12 years by 15.42 mg%, and an hour after a load it decreased by 17.52 mg%. This change can be explained by a decrease in the activity of the sympathoadrenal system, which plays an important role during the 1st phase of the glycemiccure and in hibition of insular activity, which determines glucoseutilizati on processes (2nd phase of the glycemiccure). 366 people were observed (a representative sample of the unorganized male population of Tashkent was 20-69 years old; average age was 47.8 years). Screening and re-examination were carried out according to the standardized WHO methods. West u died arterial hypertension (AH), BMI, diabetes and NTG.

KEYWORDS: *Coronary Heart Disease, Risk Factors, Impaired Glucose Tolerance, Glycemic Curve.*

INTRODUCTION

Along with the increase in mortality from coronary heart disease (CHD) in some countries, there is a decrease in others [1-3]. Many scientists at tribute the reduction in mortality from coronary heart disease to large-scale measures to combat the risk factors (RF) of these diseases [4-6]. Arterial hypertension (AH), overweight (BMI), and diabetes mellitus (DM) are recognized as recognized RFs. At the same time, discussions continue about the role of impaired glucose tolerance (NTG) as a risk factor for coronary heart disease [7-9]. According to modern views, the role of individual DF sin the formation and outcomes of coronary heart disease in various populations is ambiguous and may vary depending on the duration of observation [2.5, 7,10]. Therefore, west u died the dynamics of the level and prevalence of some FR of coronary heart disease in Uzbekistan.

MATERIALS AND METHODS:

366 people were observed (a representative sample of the unorganized male population of Tashkent was 20-69 years old; average age was 47.8 years). Screening and re-examination were carried out according to the standardized WHO methods. West u died arterial hypertension (AH), BMI, diabetes and NTG.

RESULTS AND DISCUSSION

Over 12 years of follow-up, the dynamics of the RF indicators was revealed. Along with an increase in blood pressure (BP), fasting glucose and after 2 hours. After glucose loading, the Kettle index (IR) and glycemia decreased one hour after glucose loading. The level of SBP and DBP significantly increased, but without significant differences between them. Glycemia level after 2 hours. After glucose loading it increased, and after an hour – decreased by about 17 mg%.

TABLE 1. DYNAMICS OF THE AVERAGE LEVEL OF BLOOD PRESSURE, QUETELETINDEX AND GLYCEMIA OVER 12 YEARS, M ± M

Indexing	Atthebeginningofthestu dy	After 12 years	Significantdifferen cefromtheoriginal. R
GARDEN. mmHg.	124,11±18,37	129,83*23,58	<0.05
DBP, mmHg	77,13*11,27	82,37*12,25	<0.05
KettleIndex	0,259*0.041	0,252*0,040	> 0.05
Glycemia, mg%:			
- onanemptystomach	83,28*16.77	85.75*20,41	>0.05
- After 1 hour	143,47*43,14	125,95*26,38	<0,05
- after 2 hours.	84,16*31,96	98,58*25,42	<0,05

Over 12 years, the frequency of hyper tension increased by 1.5 (Table 2), diabetes - by 2.6, and the frequency of NTG decreased by 1.4 times. The latter occurred mainly due to a decrease in the incidence of NTG associated with hyperglycemia 1 hour after glucose loading. However, the incidence of NTG associated with hyperglycemia 2 hours after glucose loading has increased. The number of individuals with a combination of NTG 1 and 2 hours after sugar loading decreased slightly. It was shown above that the average levelsof the initialand final IR differed very lightly; while the frequency of BMI decreased. In order to clarify the reasons for this, west u died the dynamics of the IR level in groups with normal and increased body weight.

It turned out that over 12 years among people with normal body weight, the average IR level increased from 0.245 to 0.253, and among people with BMI it decreased from 0.322 to 0.252.

TABLE 2. DYNAMICS OF THE PREVALENCE OF RISK FACTORS OVER 12 YEARS, %

Riskfactor	In the beginning of the research	After 12 years	Significant difference from the original, P
Ag	9,71	17,49	<0,05
BMI	18,03	13,66	<0,05
SD	3,58	9,29	< 0.05
NTG ingeneral	34,15	25,13	<0,05
NTG after 1 hour	19,40	4,64	<0.05
NTG after 2 hours.	8,74	16,12	<0,05
NTG after 1 and 2 hours.	6.01	437	>0,05

Previous lyest ablished age-related increase in the prevalence and average levels of various RFs [1,4,5,10]. Our data generally agree with the literature regarding the increase in the frequency of hypertension, diabetes and an increase in average levels of blood pressure and glycemia after 2 hours. After glucose loading. At the sametime, were vealed some differences characterizing the characteristics of this population. According to WHO data [6], the frequency of diabetes doubles every 15 years on the planet. In the population studied by us over the course of 12 years, the prevalence of diabete sincreased by 2.6 times. An analytical review of the data of epidemiological studies on NTG [10] indicates that after 50 years every 10 years there is an increase in glycemia by 10 mg%. In our study, glycemia levels after 2 hours. after a sugar load it grew over 12 years by 15.42 mg%, and an hour after a load it decreased by 17.52 mg%. This change can be explained by a decrease in the activity of the sympathoadrenal system, which plays an important role during the 1st phase of the glycem curve and in hibition of insular activity, which determines glucoseutilizati on processes (2nd phase of the glycem curve). A decrease of 1.3 times the frequency of BMI with a relativelys table value of IR can be explained by the fact that over the course of 12 years in the studied populati on the general characteristic of the growth-weight indicator changed: in individuals with BMI it decreased, but with normal weight - increased.

FINDINGS

1. with increasing age in the population, the prevalence of arterial hypertensi on increases, the level of blood pressurerises, both systoli canddiastolic. There is a rapid increase in the frequency of diabetes. An increase in age is associated with a decrease in the level of glycemia in the 1st phase of the glycem curve and its increase in the 2nd phase.
2. The decrease in the frequency of BMI with increasing age does not fully reflect the change in the growth- weight characteristics of the population. It seems appropriate to study the dynamics of the growth-weight index separately in groups with normal and increased body mass.
3. The increase in the frequency and level of risk factors with age in dicates the feasibility of actively identifying them for the timely adoption of preventive measures.

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NEW VARIETIES OF CUCUMBER FOR THE CULTIVATION IN THE OPEN AREA

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ABSTRACT

*The importance of the theme, It is important to create new varieties and hybrids of cucumber adaptable to local climatic condition and disease resistant that can produce high yield and qualitative products, to develop seed-breeding and the intensification of export capacity are today's prior tasks. It is expedient also to develop disease resistant varieties that can produce high yield and qualitative products. **Problem setting.** In recent years cucumber seed-breeding has been slowing down in the republic, mostly foreign seed-breeding enterprises are working in the market of seed-breeding featuring with their expensive seed costs, annual purchase of seeds and low quality products of some variety samples (rough cucumber fruit, juiceless and tasteless). Thus, there is a problem of creating local variety samples for the production of qualitative and cheap cucumber products, developing primary seed-breeding and providing the people and the farms with qualitative seeds. **The aim of the research** is to create the cucumber varieties suitable for cultivating in open areas with high yield, resistant to diseases, with smaller fruits of dark green color and smooth cover which can meet the demand of local consumers and be exportable as well.*

Methods. Selection process and investigations were carried out during 2012-2018 in “Vegetable growing, potato growing and melon production” department of Tashkent state agrarian university and in experimental fields of “Samaragrozovetservis” LLC in Asaka district of Andijan region. Cucumber varieties were created by natural selection method intercrossing primary sources of father and mother (parental) forms of cucumber in breeding process. **The results of the work,** During the years 2012-2017 the new variety of cucumber Sevinch was created and it is resistant to powdery mildew, fusarium wilt diseases. This variety was found to be perspective and suitable to be cultivated in open areas in 2018 according to the order № 125 of the Ministry of Agriculture of the Republic of Uzbekistan from December 29, 2018 and its yield productivity constituted average 35,6 tons per ha. This variety gained the attention of farmers with its good features, such as corresponding to the demands of local consumers and tolerance to powdery mildew disease. **The implementation of the results,** This new cucumber variety Sevinch is recommended to be grown in the farms of vegetable growing and melon production in the field of agriculture and also in the plots of local people. **Conclusion.** The new variety of cucumber Sevinch was differentiated with its suitability to be cultivated in open areas and adaptability to all requirements of farms and plots of land-owners to grow this crop, productivity and yield quality. The variety Sevinch is expected to make an economic profit through producing high yield, increasing production capacity, food processing and export potential in the republic.

KEYWORDS: Cucumber, Selection, Variety Samples, Open Area, Cultivate, Description.

INTRODUCTION

On the basis of innovative technologies the cultivation of vegetable crops in the republic, the creation of new varieties and hybrids suitable to local climatic condition, the development of seed-breeding and the intensification of export capacity are today’s prior tasks. It is expedient also to develop disease resistant varieties that can produce high yield and qualitative products.

A variety – is one of the most important elements of the technology of crop growing. It defines technological parameters of the plant. Thus the group of varieties should match with a particular cultivation technology process and its elements.

The yield quality, amount and maturation time of any agricultural crop depend on a variety. In manufacturing of agricultural products the share of variety makes 30-50%. The selection of the variety adaptable to local conditions, resistant to the disease spread in the region constitutes the basis of high yield production.

Product quality should meet the demand of consumers and correspond to market economy. Therefore the selection of vegetable crops has intended to create new varieties and hybrids with high yield, resistant to diseases, adaptable to the climate and containing less harmful matters, high marketable and can satisfy the demand of consumers in recent years.

In Uzbekistan the cucumber varieties of siccocolous shape, with small juicy fruits of dark green colour and smooth surface have been a main resource to meet the demand of local consumers. But in recent times a decline in yield of varieties and their infection with most diseases have been observed. The gross production of cucumber in 2018 in the republic made 1,088 mln tons

and export capacity was lower. It is important to create local variety samples and to develop seed-breeding in order to produce qualitative and cheap cucumber products and to provide the people and farms with seeds. The main aim of cucumber selection focused on high yielded and disease resistant varieties with small fruits of dark green colour and smooth surface, and can meet the demand of local consumers and exportable as well [2, 3, 4].

Nowadays in our republic more foreign and less local selection and breeding enterprises are working in the market of seed-breeding of vegetable crops. Each of them may recommend to vegetable growers the whole collection of cucumber varieties which can correspond to any requirement. It should be emphasized that in 2018 in “The state register of agricultural crops recommended to grow in the territory of the Republic of Uzbekistan” were included 54 variety samples of cucumber that are adaptable to be cultivated in open fields [1]. Out of them 15 are varieties and 39 are hybrids. And 18 of these 54 samples are local variety samples. Foreign variety samples feature expensive costs of seeds, annual purchase of seeds and also low quality products of some varieties (rough cucumber fruit, juiceless, tasteless). Thus the propagation and cultivation of varieties adaptable to local climatic conditions of our republic will allow a high economic benefit.

MATERIALS AND METHODS

Selection process and investigations were conducted in “Vegetable growing, melon production and potato growing” department of Tashkent state agrarian university, in Plant Science research institute and in experimental fields of “Samaragrozovetservis” LLC of Asaka district of Andijan region during 1992-2018. For selection process Iva, Fenix, Beta-alfa, Margilan 822, Uzbekistan 740, Ranniy 645, Gulnoz and Magistr variety samples of cucumber were used as a primary source.

In field experiments the length of plot per combination was 4 m, the width was 2,10 m and feeding are made 8,4 m². The number of plants in each plot was 20 pieces and were planted in double-line method. Phenological and biometric observations were carried out in investigation process and determined seed germination, plant flowering, the first and the last harvest, the length of stalk, number of stalks and leaves. Furthermore, according to recommended methods plant crossing, intsu, plant protection, fertilization, irrigation, inter-row processing, getting matured seeds, harvesting seed yield and seed production measures have been carried out.

Morphological traits and disease resistance degree of plants were identified according to the methods “Wide standardized classifier of Mutual Economic Assistance (MEA) for the type of Cucumis sativus L” (1980) and “Methodological instruction for the selection of cucumber” (HSRISSVK, 1985). The marketability of the fruit was determined by State Standard 726-85, degustation evaluation was done as per the method of agricultural crops state variety testing. Moreover, for yield calculation and statistical analysis the methods such as “Methods of field experience” (B.A.Dospekhov, 1985), “The methods of conducting experiments in vegetable growing, melon production and potato growing” (B.B.Azimov, B.A.Azimov, 2002) were used. During selection process the cucumber varieties were created by natural selection method intercrossing primary sources of farther and mother forms.

The results and their commentary

By the scientists of “Vegetable growing, melon production and potato growing” department of Tashkent state agrarian university 6 varieties, such as Talaba (1998), Omad (1998), Magistr

(2004), Nafis (2005), Golib (2006) and Maftun (2013) were regionized and entered to State register [5] in recent 30 years in order to cultivate the cucumber in open areas. These varieties are considered significant with their high yield, disease tolerance, specific taste features.

The varieties of cucumber created by the scientists of “Vegetable growing, melon production and potato growing” department of Tashkent state agrarian university for the cultivation in open areas

№	Names of varieties	Regionized time	Certificate № and date of issue	mother	father	Authors
1	Omad	1998	№83 16.12.98	Iva	Uzbekistan740	V.I.Zuev S.M.Medjitov
2	Talaba	1998	№84 16.12.98	Iva	Margilan 822	V.I.Zuev S.M.Medjitov
3	Magistr	2004	№180 06.02.04	Beta- alfa	Margilan 822	S.M.Medjitov V.I.Zuev Kh.Ch.Buriev
4	Nafis	2005	№196 04.02.05	Fenix	Uzbekistan740	S.M.Medjitov V.I.Zuev Kh.Ch.Buriev
5	Golib	2009	№282. 29.06.2009	Iva	Uzbekistan740	Kh.Ch.Buriev V.I.Zuev S.M.Medjitov S.A.Yunusov
6	Maftun	2013	№359. 05.01.2013	Magis tr	Uzbekistan740	V.I.Zuev S.A.Yunusov

According to main morphologic-biological and farm traits the definition of these varieties is the following:

Talaba – is a precocious variety, it takes 45-50 days from seed germination to first harvest time. It is pollinated by insects, female flowers are more and fast growing. The fruits are of cylindrical shape, smooth surface, the length is 10-12 cm, diameter is 3-4 cm, cross section is round shaped. A mean weight of fruit is 110-120 g, colour is dark green. This variety is suitable for salads, resistant to diseases.

Omad – is a precocious variety, it takes 45-50 days from seed germination to first harvest time. It is pollinated by insects. Mixed flowers and with medium-growing stalk. The fruits are of cylindrical shape, smooth surface, the length is 8-10 cm, diameter is 4-5 cm, cross section is round shaped. A mean weight of fruit is 100-115 g, colour is dark green with stripes in 1/3 part of fruit. This variety is suitable for salads, resistant to powdery mildew disease.

Magistr – is a medium-maturing variety, it takes 50-55 days from seed germination to first harvest time. It is pollinated by insects, female flowers are more and stalk is fast growing. The fruits are of cylindrical shape, smooth surface, the length is 12-14 cm, diameter is 3-4 cm, cross section is round shaped. A mean weight of fruit is 120-125 g, colour is dark green with stripes in ¼ part of fruit. This variety is universal, resistant to powdery mildew disease.

Nafis – is a precocious variety, it takes 45-50 days from seed germination to first harvest time. It is pollinated by insects, female flowers are more, stalk is medium-growing. The fruits are of cylindrical shape, smooth surface, the length is 12-14 cm, diameter is 3-4 cm, cross section is round shaped. A mean weight of fruit is 110-120 g, colour is dark green. This variety is suitable for salads, resistant to powdery mildew disease.

Golib – is a precocious variety, it takes 45-50 days from seed germination to first harvest time. It is pollinated by insects, female flowers are more, stalk is medium-growing. The fruits are of cylindrical shape, smooth surface, the length is 12-14 cm, diameter is 3-3,5 cm, cross section is round shaped. A mean weight of fruit is 90-100 g, colour is dark green. This variety is suitable for salads, resistant to powdery mildew disease.

Maftun – is a precocious variety, it takes 45-50 days from seed germination to first harvest time. It is pollinated by insects, female flowers are more, stalk is medium-growing. The fruits are of cylindrical shape, smooth surface, the length is 12-14 cm, diameter is 3-3,5 cm, cross section is round shaped. A mean weight of fruit is 120-125 g, colour is dark green without stripes. This variety is suitable for salads, resistant to powdery mildew disease.

These varieties according to their farm traits are suitable for salads, that is, the fruits can be consumed fresh, while universal types are consumed not only fresh after the first harvesting, but also can be processed, conserved or pickled for winter consumption after the last harvesting.

In result of investigation during the last 2012-2017s new cucumber variety *Sevinch* was created by cooperative work of S.Yunusov, a docent of “Vegetable growing, melon production and potato growing” department with B.Akhmedov, a head of “Samaragrozovetservis” LLC in Asaka district of Andijan region through intercrossing *Golib* cucumber variety with Orzu hybrid of Holland in natural selection method. Selection process and agro-technical measures were conducted on the basis of abovementioned methodical instructions.

According to morphologic-biological and farm traits this variety is defined as follows:

Sevinch – is a precocious variety. After seed germination it takes 38-42 days to mature. Actually the cucumber is considered precocious according to growth period duration if it takes 45-50 days from seed germination to harvesting time, medium-maturing if the days are 50-55 for maturation and late-maturing if 55 and more days are required for maturation. The length of main stalk of the plant makes 150-180 cm. The leaf form is five-pointed and round, medium size and green.

Sevinch variety is suitable for salads, its fruit is of smooth surface, the peel and flesh is hard and juicy. The shape of fruit is cylindrical, the length is 10-12 cm, color is dark green. A mean weight of fruit is 110 gr, degustation evaluation is 4,8 score. Its fruit is of good view and quality. Sometimes the fruit is covered with brown fuzz and it keeps green color for a long time not allowing to become yellow. Genetic fruit doesn't contain bitter tasting substance (cucurbitacin). The fruit flesh is crunchy having a particular pleasant smell and taste. But any cucumber can be eaten fresh only if it doesn't have bitter taste.

In the content of fruit dry substance makes 4,9%, sugar amount 2,5%, vitamin C 13,4%, and nitrites 76 mg/kg. Another properties: the fruits are transportable. Mostly eaten fresh, but also can be pickled. Pickled cucumber has a sweet taste, crunchy and valid for long storage.

Sevinch accepts fertilization and irrigation well, it requires water frequently during yield maturation period. This variety is resistant to powdery mildew and fusarium wilt diseases. The productivity in the years 2015-2017 constituted average 35,6 tons per ha in experimental fields.

This variety was considered perspective to cultivate in open areas in 2018 according to the order № 125 of Agriculture Ministry of the Republic of Uzbekistan from December 29, 2018 and it has been recommended to be cultivated. Nowadays the new variety of cucumber Sevinch is under the state testing for regionalization.

This variety gained the attention of farmers with its good features like resistant to powdery mildew and good quality, and can meet the demand of local consumers as well.

CONCLUSION

It is important to create the cucumber varieties on the base of innovative technology which are adaptable to hot and dry climatic conditions and can produce high yield, to implement them in production. Thus the new cucumber variety Sevinch that is adaptable to cultivated in open fields is differentiated with its suitability for all requirements of farms and the plots of local land owners, productivity and with qualitative yield. An average yield of Sevinch variety makes 35,6 t/ha and in 2018 it was found to be perspective to cultivate in open fields of our republic.

We hope that for high yield production, increasing product volume and export capacity in the republic this new Sevinch variety will bring an economic benefit.

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HYGIENIC BASIS OF WORKING CONDITIONS FOR WORKERS EMPLOYED GROWING VEGETABLES IN CLOSED GROUND

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ABSTRACT

In order to sharply increase the production of vegetables, existing greenhouses and complexes around large industrial centers and villages are being reconstructed in Uzbekistan. In order to increase the volume of vegetables grown and provide the republic's population with fresh vegetables all year round, create an abundance of agricultural products markets, as well as a sharp rise in the potential export state in vegetables on October 2, 2017, by the President of the Republic of Uzbekistan on October 9, 2017 under No. 5199, March 29, 2018, for No. 2903 adopted an important state document [17, 18], which was the main impetus for the cultivation of these agricultural products in closed ground. It should be noted that the industrialization of vegetable growing in greenhouses equipped with technological equipment for complex mechanization and automation of agricultural operations and the organization of large greenhouse complexes created the conditions for the commercial production of fresh vegetables throughout the year [4.13]. In the studied greenhouses during the cultivation of the main crops (cucumbers, tomatoes, cabbage), a heating, technologically caused microclimate with increased parameters of temperature and humidity with minimal mobility took shape. According to Belonozhko G.A., Zoryeva T.D. (2000), when pesticides treated greenhouse plants in the air of the working zone, their content was not clearly higher than the MPC level by 2.1-18 times. Thus, the risk of poisoning workers with pesticides increases, especially in the inhalation route and through the skin, in vegetable growing in closed ground. Therefore, the selection of pesticides that are safe for use in specific conditions of greenhouses, as well as the need for the synthesis of preparations especially for greenhouses with low volatility and rapidly decomposing in the environment, is very relevant.

KEYWORDS: Hygienic, Working Conditions, Workers Employed, Growing, Vegetables

INTRODUCTION

The growth in the area of closed ground is accompanied by a number of characteristic features of hygienic importance. It should be noted that the industrialization of vegetable growing in greenhouses equipped with technological equipment for complex mechanization and automation of agricultural operations and the organization of large greenhouse complexes created the conditions for the commercial production of fresh vegetables throughout the year [4,13]. The area of modern greenhouse farms growing vegetable products in our republic is 40-300 hectares, and the number of employees at one such enterprise often exceeds 200-300 people. Along with this, there is a rapid and widespread adoption of cultivation structures with translucent polymer coatings in practice [7, 13, 19]

The in-depth processes of specialization and concentration of the entire closed-field vegetable growing industry, the introduction of new constructions of cultivation facilities and methods for heating them, the use of advanced techniques of agricultural engineering and the scientific organization of labor led essentially to the equipment of a separate agro-engineering branch of agricultural production, in which a significant number of workers are employed, with the main number of which are women [4,13,19].

Vegetables and seedlings in closed ground are cultivated in specially constructed greenhouses, greenhouses, and light constructions. Glasses, synthetic films, translucent polymeric materials are used as coating for greenhouses [13].

Agricultural technology and technology for growing vegetables in closed ground are very different from that of their growing in open ground [4, 7,13].

The purpose of the research: to give a hygienic assessment of the working conditions of workers growing vegetables in closed ground, and the development of sanitary and hygienic measures for the protection of their labor.

Objects and methods of research: the objects of research were workers engaged in the cultivation of vegetable products in closed ground conditions. The subjects of research were the parameters of the working environment at workplaces (chemical and physical factors, the severity and intensity of the labor process) and indicators characterizing the dynamics of changes in working capacity. Working conditions were studied in different seasons of the year. In the dynamics of the working day, microclimate parameters, dustiness and gas contamination of the working area were measured, as well as noise in the tractor cabin. Agrotechnical and technical processes of cultivation of vegetables in closed soil were studied directly at 5 greenhouse farms. Measurement of meteorological indicators was carried out in cold and warm periods of the year in accordance with the sanitary rule and norms of the Republic of Uzbekistan (SanPiN) No. 0203-06 "Sanitary hygienic standards for the microclimate of industrial premises", using the methodological recommendations "Assessing the warm state of the organization in order to justify the optimal and acceptable production parameters microclimate [1,2]. The temperature, relative humidity of the air by a winged anemometer was studied; the resulting temperature (to determine the temperature index) - using a ball thermometer (black ball) Vernon-Yokla; heat flow intensity from heated equipment - with the help of an actinometer. In addition, the TKA-PKM combined instrument was used to measure temperature, relative humidity, and air mobility.

When studying the microclimate, the following rules were fulfilled: measurements were taken at several points in the production areas — for measurements up to 1000 m², 8 measurements were

taken, for measurements from 1001 to 4000 m², 16 measurements were taken, and for areas larger than 4000 m², every 30 meters in the working area at level 1, 25-1.5m from the floor;

2. The measurements were repeated at different times of the day (at the beginning, middle and end of the shift) and at different times of the year (cold and warm periods of the year);

3. At the same time as the measurements, the meteorological conditions in the open area were determined indoors

4. All the features of the technological process of cultivating vegetables in closed ground (production process, state of work, etc.) were noted at the time of measurement.

The measurement of air temperature was combined with the determination of its humidity using a wet thermometer of an aspiration psychrometer. The level of relative air humidity (the ratio of absolute humidity to maximum, expressed as a percentage) was determined by psychrometric tables, air velocity was measured by a winged anemometer, which allows measuring air velocity from 0 to 5 meter / sec.

The heat flux intensity from a heated source (battery) was determined using an actinometer operating on the principle of thermoelectric effect. Determination of dustiness of the air was carried out according to the "Methodological instructions for the gravimetric determination of dust in the air of the working area and in the systems of ventilation installations" No. 1719-77.

In addition, carbon monoxide was determined in the air of the working zone according to the method of Peregut E.A. 1976.

The hygienic assessment of the content of carbon monoxide, nitric oxide, carbon dioxide in the air of the working area was carried out according to SanPiN RUZ No. 0294-11 "maximum permissible concentrations of harmful substances in the air of the working area".

Determination of the concentration of chemical poison in the air of the working zone was carried out by thin layer chromatography (1989). Studies of the noise level in the tractor cab during soil preparation for sowing were carried out using RFT sound level meters 00024 with an octave filter type 01016 (Germany) and RFT type 00026 in accordance with SSBT GOST-12.1.050-86 "Methods for measuring noise at workplaces", "Guidelines for the measurement and hygienic assessment of noise in the workplace "No. 1844-78, KMK-2.01.08-96" Protection from noise".

Bacteriological airborne contamination of the working area during the application of organic fertilizers was carried out according to the instruction No. 012-3 / 003-04 (2004).

The severity and intensity of labor processes was studied by the method recommended by Zolina Z.Zh., Gorshkov SI (1983) "On the classification and criteria for evaluating labor according to severity and tension."

RESULTS AND DISCUSSIONS:

The agricultural technology of cultivating the main crops (cucumbers, tomatoes, cabbage, bell peppers, etc.) in closed ground consisted of successively performed steps: preparing the cultivation structures and soil for planting, growing seedlings, tall seedlings in the ground, gartering plants on trellises and bush formation, plant care and harvesting during the period of mass fruiting until the end of the growing season, harvesting plant debris, maintenance and repair work, replacement soil (5 month observations).

The main agrotechnical operations for the care of plants and harvesting in greenhouses were carried out manually. Therefore, the vegetable growing of the closed ground, despite some mechanization and automation of a number of technological processes (microclimate regulation, air and foliar feeding of plants with organic and mineral fertilizers, watering), is still one of the most time-consuming and complex sectors of agricultural production [4, 9, 12]. According to E.P. Krasnuka (2001) on 1 hectare of cultivated area in closed ground takes 12-18 thousand people days, while in open ground 126 thousand people spend days on vegetable crops.

One of the main production factors affecting the body of people working indoors is the microclimate. Microclimatic conditions in cultivation facilities in accordance with the requirements of agricultural technology should be maintained within certain limits depending on the type and stage of development of plants, external weather conditions and other factors [7, 13, 16, 20].

In the studied greenhouses during the cultivation of the main crops (cucumbers, tomatoes, cabbage), a heating, technologically caused microclimate with increased parameters of temperature and humidity with minimal mobility took shape. The increase in air temperature in the middle of the shift caused an increase in the influx of solar radiation, which served as an additional source of thermal energy.

The microclimate of greenhouses is due to the presence of a polymer or glass coating [3, 7, 13, 19]. Translucent polymeric materials, in particular a polyethylene film, had increased permeability to the ultraviolet and visible parts of the solar spectrum.

In connection with the above features, a very high daily amplitude of fluctuations in temperature and air humidity was observed in film greenhouses.

The air temperature under the film roof immediately after sunrise sharply increased (+ 39-50 degrees C), while the temperature difference under the shelter and open ground exceeded + 25 + 35 Celsius. The relative humidity in the greenhouses fluctuated over a very wide range and often reached 86-100% in any period of the year.

Microclimatic conditions when working in greenhouses are determined by external meteorological conditions, formed depending on the season of the year.

A pronounced effect on the thermal regime and gas composition of the air environment of greenhouses in the heated period of the year was exerted by the method of heating them. With centralized water heating, the air temperature fluctuated slightly during the day and there were no sharp temperature drops (+ 15 + 16 degrees). During air-heating heating along with a large daily amplitude, significant temperature differences were recorded in the horizontal and vertical planes (19 + 22 degrees), due to the uneven heat supply by the air distribution systems. During operation of systems with open burning of gas or solid fuel, the air-gas mixture injected into the greenhouses contained products of incomplete combustion of the fuel, including carbon monoxide-15.8-154.2 mg / m³, oxides of ozone-15.1-28.4 mg / m³ carbon dioxide-1.8-2.1% by volume.

Intensive cultivation of vegetable crops in an artificially created environment involves the systematic and systematic use of various chemicals in closed ground: mineral and organic fertilizers, growth stimulants, disinfectants and pesticides. In contrast to open-field vegetable growing, cultivation facilities create favorable conditions for the emergence and spread of pests and diseases of vegetable crops [3, 13]. The use of chemical plant protection products in indoor

vegetable growing has the following features: a) pesticides are used in a closed volume under conditions of a heating microclimate regularly throughout the growing season; b) the treatment is carried out with combined solutions of fungicides and insecticides; c) due to the increased tightness of greenhouse structures, especially film structures, poor air circulation and intense evaporation, pesticides are stored for a long time in the air of the working area and intensively pollutes the surrounding surfaces (structures, plants, tools, clothes, etc.) [3]. According to Belonozhko G.A., Zoryeva T.D. (2000), when pesticides treated greenhouse plants in the air of the working zone, their content was not clearly higher than the MPC level by 2.1-18 times.

Thus, the risk of poisoning workers with pesticides increases, especially in the inhalation route and through the skin, in vegetable growing in closed ground. Therefore, the selection of pesticides that are safe for use in specific conditions of greenhouses, as well as the need for the synthesis of preparations especially for greenhouses with low volatility and rapidly decomposing in the environment, is very relevant.

When preparing the soil for sowing (plowing) and planting seedlings in the soil, an excess of dust concentration in the air of the working area (10-15 mg / m³) was noted

Noise measurements in the tractor cab during soil preparation for sowing exceeded the permissible levels by 1.5 times.

Timing observations showed that during most manual operations to care for plants and harvest in greenhouses, workers spend physical effort, sometimes being in a forced position for a long time bending low, standing with their arms raised high, etc.

The greatest density of working hours (69.8-70.7%) in greenhouses was observed during planting, garter and plant formation, the lowest - in film greenhouses during the period of care of fruiting plants (32.4 - 49.6%) and glazed greenhouses during repair and maintenance work (47.5%).

A significant part of the time (12.9-27.5%) was spent on the organizational and preparatory operation, which indicates insufficient organization of labor, especially film greenhouses.

It should be noted that soil mixtures of organic fertilizers and biofuels used in greenhouses can have intense contamination with bacterial microflora, as well as helminth eggs, mainly ascaris and whipworm. In 84% of the examined bio-heated greenhouses, *E. coli* is found in the washings of the hands, and gel-bearing is detected in 16% of workers [14].

Summarizing the presented data allows us to conclude that in the greenhouses when performing labor operations, the working organism is affected by the heating microclimate, chemical (carbon oxides, nitrogen oxides, sulfur dioxide, vapors and gases of mineral fertilizers, pesticides), biological factors (bacteria, parasites), severe physical activity that can lead to disruption of the protective functions of the body and the occurrence of pathological conditions. Accordingly, the incidence of temporary disability among workers in greenhouses is higher than among workers in other professional groups of the same economy [5, 7, 9, 11, 17]. Of the nosological forms, diseases of the common cold etiology and allergic nature — bronchial asthma, allergic dermatitis, and pathological conditions under the influence of physical activity — lumbosacral radiculitis, myositis, neuritis, and polyneuritis predominate [5, 7, 9, 11, 12, 19].

Thus, those working in closed-field vegetable growing can be exposed to a complex of adverse factors in the production environment and the labor process that adversely affect their health and

working capacity, which indicates the need for a system of measures to improve working conditions. Among them, a fight against overheating of cultivation facilities (shading of the roof, intensive ventilation, the use of evaporative cooling systems) should be envisaged;

-Equipment rest room with appropriate conditions (chilled room, shower room, meal room and temporary rest);

-Providing appropriate workwear for everyday and special work;

-Organization of centralized cooking systems and distribution of mineral fertilizers and pesticides in all greenhouse farms without exception, the establishment of systematic control over the content of pesticides in the air of the working area, vegetables and technological emissions;

- To phase out the use of pesticides in greenhouses and switch to the biological method of controlling pests and plant diseases;

- Re-equipment of direct air heating systems that do not meet the sanitary and hygienic requirements of labor safety standards with more advanced and progressive heating methods;

- Further deepening the processes of mechanization and automation of agricultural operations using mechanisms and assemblies that exclude air pollution with toxic and harmful impurities;

- The widespread introduction of advanced techniques for organizing work and rest regimes for vegetable growers, improving medical support for workers;

CONDITION

Taking into account the voltage of the thermoregulatory functions of the organism of vegetable growers under the conditions of a heating microclimate, it is necessary to provide all workers with drinking products (cooled tea with the addition of vitamin C at the rate of 50 mg / l) up to 3-4 liters per worker. The introduction of daily free fortification of food (vitamin A, PP, B, C, etc.) has a positive effect on the working condition of workers.

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HIGH YIELD OF TOMATOES IN A MODERN HYDROPONIC FACTORY

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ABSTRACT

This paper investigates major points of the high yield of tomatoes in a modern hydroponic factory. On this case it makes major featured analyses to make better development in the future research point. According to the forecast of greenhouses development of the Republic of Uzbekistan in 2018 - 2030, greenhouses production in the world is estimated at \$ 12.6 billion with an annual growth rate of 11 percent. By the year 2030, 65-70 thousand hectares of modern greenhouse complexes will function in the country. During the cultivation of variously breeds of tomato by small-scale hydroponics, there was a period of fruit ripening from seedlings to seedlings. The control Rofita F1 hybrid was 102 days. The earliest hybrids were ripened in the Dauris F1, Lamia F1 and Torri F1 hybrids for 96–97 days. In the experiment, tomato seedlings were grown in a separate section of the greenhouse. Phenological observations showed that seeds germinated in penoblock cassettes were fully germinated in 7 days. In the case of seedling growth, the number of cypress trees is 5-6, and the length of the stem is 15-18 cm. In the experiment, it was found that the growth and development of the plant when grown in a hydroponic greenhouse yielded better results than the control variant in the hybrids of Daphnis F1, Torri F1 and PinkParadaes F1.

KEYWORDS: High Yield Tomatoes, Modern, Hydroponic Factory, Uzbekistan

INTRODUCTION

Meeting the population's demand for vegetables in off-season and growing high-quality products is a modern requirement. Effective use of natural resources, the use of new resource-saving innovative technologies, and increased exports of vegetables are key issues in addressing the global food problem.

A number of decrees and orders on the development of greenhouse farms and the construction of modern hydropon greenhouses have been adopted in the country. These resolutions provide for the needs of qualified specialists of greenhouses and their infrastructure in the country to increase the production of non-seasonal vegetable products, to train highly competitive personnel in the industry, to provide the population with low-quality food products and to increase production.

According to the forecast of greenhouses development of the Republic of Uzbekistan in 2018 - 2030, greenhouses production in the world is estimated at \$ 12.6 billion with an annual growth rate of 11 percent. By the year 2030, 65-70 thousand hectares of modern greenhouse complexes will function in the country. In 2018-2030, an average of 4230.8 hectares will be built each year, with a total of 55,000 hectares of greenhouses. The main products of these complexes are vegetables (tomatoes, cucumbers, greens, peppers, etc.), vegetable seedlings, flowers and citrus (lemon, tangerine). Worldwide, the area now planted with tomatoes is 3.0 million. Its productivity is 70-100 t / ha in the open field, 180-200 t / ha in greenhouses and 250-350 t / h in hydroponics.

Construction of modern greenhouse complexes will make a significant contribution to the economy of the Republic in the efficient use of rain-fed and saline lands. Cultivation of tomatoes in hydrophilic greenhouses and higher yields is our main goal of increasing exports.

Research methodology. The experiment was conducted in 2016-2018 in the modern hydropon greenhouse located on the territory of the educational experimental station of the Tashkent State Agrarian University. At the same time, there were eight varieties of tomato hybrids such as Rofita F1, Daphnis F1, Torri F1, Leslie F1, Lamia F1, Pink Paradaes F1, and Galilee F1. The experiment was grown in 3-repellent, small-scale hydroponic bags in bags filled with coconut sawdust. The holes were laid every 33 cm in polyethylene film bags with a length of 100 cm, a height of 10 cm and a width of 20 cm.

In a small hydroponic environment, the hybrid Rofita F1 hybrid was selected as a control option. Phenological and biometric observations were performed in the experiment. The timing of plant germination, flowering, fruit ripening and fruit ripening were determined. The crop was harvested 28 times over the growing season, and the yield was determined and statistically analyzed.

Results of the study.

Tomatoes hybrids were seeded in the first decade of August in 240 cell cassettes made of special material (penoblocks). In the experiment, tomato seedlings were grown in a separate section of the greenhouse. Phenological observations showed that seeds germinated in penoblock cassettes were fully germinated in 7 days. In the case of seedling growth, the number of cypress trees is 5-6, and the length of the stem is 15-18 cm. In the experiment site, small hydroponic seedlings of coconut caps were planted on August 26, 2016 and on September 7, 2017, on August 21, 2018.

Feeding with artificial working solution for tomato cultivation in small hydroponics is one of the main factors. To prepare the basic solution in the experiment, the fertilizers were dissolved in 1000 parts water into 3 parts, taking into account the water solubility and reaction conditions. A

to barrel CaNO_3 of fertilizer 100 kg, $\text{CO}(\text{NH}_2)_2$ (carbomide) fertilizer 5.7 kg, of iron (Fe) 700 gr. B to barrel MgSO_4 of fertilizer 50 kg, KSO_4 of fertilizer 70 kg, $\text{NH}_4\text{H}_2\text{PO}_4$ 15 kg of fertilizer (ammaphos), micro fertilizers - 150 g, Zinc 150 g, Copper 20 g, Manganese 170 g. C nitric acid in barley (HNO_3) from 7.5-8 l. (solution) NO_3 enrichment with and PH). In the experiment, the basic solution is mixed with water to dissolve into a working solution (in a ratio of 1:10), the concentration of the resulting working solution is 2.40–2.70., pH according 5,5-6,5 is required.

The experiment determined the timing of plant germination, flowering, fruit ripening and fruit ripening. At the same time, data on the duration of growth stages of tomatoes grown in greenhouses are presented in Table 1.

TABLE 1 DURATION OF GROWTH PHASES IN SMALL HYDROPHILIC CULTIVATION OF TOMATO HYBRIDS (DAYS)

№	Hybrids	From planting to.....				From planting to fruit ripening
		dehydration	flowering	to bear fruit	harvesting	
1	Rofita F1 - checking	41	10	11	40	102
2	Dafnis F1	39	9	12	37	97
3	Torri F1	38	10	11	37	96
4	Lesli F1	44	11	12	39	106
5	Lamiya F1	40	9	10	38	97
6	Pink Paradaes F1	42	9	11	38	100
7	Jalila F1	45	11	12	40	108

In the experiment, the earliest period of seeding after planting was between 38 and 39 days in the Daphnis F1 and Torri F1 hybrids. The hybrid of Galilee F1 was the last one that nested 45 days. In there maining hybrids it was 40–44 days.

In hydroponic green houses, the first flowering phase of tomatoes was flowered in the hybrids of Daphnis F1, Lamia F1, and Pink Paradaes F1 in the earliest days after frosting. In the remaininghy brids, it is 10-11 days. In contrast to the controlvariant, hybrids Leslie F1 and Galilee F1 were flowered less than a day later.

When the tomato plant experienced the on set of the fruit-bearing phase, the hybrid Lamia F1 began to bear fruit in 10 days, and in the remaining variant sit was 11-12 days. The beginning of the ripening phase of the tomato fruit also differed from the hybrids. At the sametime it was found that the fungus Daphnis F1 and Torri F1 ripened earlier than the other hybridsat 37 days. The late ripeninghy brids ripened fruit for 40 days with Rofita F1 – control and Galilee F1 hybrid.

During the cultivation of varioushy brids of tomato by small-scale hydroponics, there was a period of fruit ripening from seedlings to seedlings. The control Rofita F1 hybrid was 102 days. The earliest hybrids were ripened in the Dauris F1, Lamia F1 and Torri F1 hybridsfor 96–97 days. This tomato hybrids cause relative yearly ripening, due to their tendency to grow underhy droponic conditions and the suitabilityof the environment. The late Galilean F1 hybridwas 108 days. This certainly in dicates that the hybrid has a tendency to developwellin the soil environment. In the experiment, the shortening of irrigation intervals was due to the low irrigation rates and the fact that eachirrig ation provided a small amount of mineral fertilizers in

combination with water, which had a positive effect on the growth and development of the plants 3 to 4 days before each growth phase.

Experiments were performed on the growth and development of tomatoes. The observations revealed the length of the mainstem, the number of shoots and then the number of fruits of each bush. Observations and measurements were made from October to May at the beginning of each month of 8 months.

Of course, in practice, an increase in the number of shoots of tomato plants leads to an increase in the number of fruits and yields. Complete storage of fruit, that is, the ability to grow and produce fruit, depends on the proper conditions and timely delivery of nutrients. The number of fruits per bush plant increased from 10 to 16 hybrids between October and December, and by March this figure dropped to another 11-16 in March. Then it went down again in the following months. There as on for this was harvested by ripening, which varied over the months. At the end of the growing season, the number of fruits decreased. In the experiment, it was found that the growth and development of the plant when grown in a hydroponic greenhouse yielded better results than the control variant in the hybrids of Daphnis F1, Torri F1 and Pink Paradaes F1.

According to the study, the yield of different hybrids under the small hydroponic conditions of tomatoes was determined. At the same time, each crop was weighed in the harvest on each of the options, and the commodity and non-productive yield were calculated and the calculations were carried out.

The yield parameters from one square meter of tomato plant in the experiment are shown in Table 3.

TABLE 3. PRODUCTIVITY OF TOMATO HYBRIDS IN SMALL-SCALE HYDROPONICS (KG / M²)

No	Examples	Average weight of the fruit in grams	Total harvest kg/m ²	Share of cereals, %	Harvest, kg/m ²	% Compared to the control report
1	Rofita F1 - назорат	171	19,9	92,5	18,4	100
2	Dafnis F1	180	22,1	93,6	20,7	113
3	Torri F1	178	21,1	93,9	19,8	107
4	Lesli F1	161	18,7	83,2	15,6	85
5	Lamiya F1	147	17,3	85,1	14,7	80
6	Pink Paradaes F1	178	20,7	93,6	19,4	105
7	Jalila F1	152	17,6	82,0	14,4	78

According to the results of the research, the yield of tomatoes was divided into commodity and unprocessed and the average fruit weight was determined. The highest weights among the hybrids were 178-180 grams in the hybrids of Daphnis F1, Torri F1 and Pink Paradaes F1. The smallest Lamia F1 duragai weighed 147 ounces. In the other versions, the figure was 152-161 grams.

The share of total yield, commodity yield and commodity yield was determined in the experiment. At the same time from the common crop distinguished fruit, ie fruit, deformed, crunchy, double, strongly roasted, rotten and damaged.

In the experiment, the branded hybrids differed from each other. At the same time in the hybrids of Daphnis F1, Torri F1 and Pink Paradaes F1 the highest commercial yield was obtained from 19.4-20,7 kg per square meter, and the share of commercial production was 93.6-93.9%. Commodity output of control variant was 18.4 kg, 92.5%. In the remaining variants, the amount of commodity yield was 14.4-15.6 kg and the share of the commodity crop was 82-85.1%. This means that, with the small hydroponics method, the hybrids that produce the highest yields for the selection of different varieties of tomatoes are isolated.

Hybrids Daphnis F1, Torri F1 and Pink Paradaes F1 yield 5-13% higher than control hybrids, and the yield is good. The other options were 15-22% less than the control.

The main reason for the relatively high yield of hybrids in the experiment was the fact that these hybrids were adapted to the small hydroponic conditions because of the appearance and generation of morphological features of the hybrids of the hybrids. One of the main reasons is that the root system of these hybrids is conducive to the small growth and development of plants, that is, the rapid absorption of macro- and micro-fertilizer solutions with water during the growing season and the maximum supply of nutrients.

CONCLUSIONS

As a result of the selection of tomato varieties under the small hydroponics of tomatoes, hybrids with the highest quality and yield were identified. At the same time in the hybrids of Daphnis F1, Torri F1 and Pink Paradaes F1 the highest commercial yield was obtained from 19.4-20,7 kg per square meter, and the share of commercial production was 93.6-93.9%. The control yields 5-13% higher quality than the variant. We recommend that these hybrids should be sown by farmers and homesteaders in greenhouses, ie hydroponic greenhouses.

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THE ROLE OF ENVIRONMENTAL FACTORS IN THE RE-BREEDING OF WATERFOWL IN THE STEPPE ZONE

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ABSTRACT

*The following article deals with ecological disturbances in the Aral Sea, the rearrangement of the night herons' direction (*Nycticorax nycticorax nycticorax* L) to the south-east of the country, new information is provided about their entry into the Khorezm and Bukhara regions, their biotopic to ecological factors. The Aral Sea and Aral Sea waters, which are considered the largest water basin of the Republic, and the archipelago, the archipelago, have for many years been chosen as the favorite habitat of representatives of the animal world, including water and underwater birds whose life is connected with water biotope. Rights the colonies of nests are formed in natural conditions, usually in the lakes and fish farms, reeds and Taiga, in the rivers of the ponds a little calm and comfortable to feed. Slots in thick reed ponds are placed in the stacks of Reed bushes (R.Sagitov and others. 1989, Ta'raev, 1995, 2008,). Since 1950, with the decrease in the water level of the sea water in the territory, the tendency of reduction in the number of the *Nycticorax nycticorax* was observed as a result of environmental changes in the Aral Sea and Aral Sea waters, especially in the Amudarya Delta and in the river banks, and at the same time representatives of this population began to observe the Sagitov, 1989, Shernazarov, 1994, Torraev, 1995, Torraev, 2008). It is also observed that in addition to creating colonies with some sinanthropic species on the territory of *Nycticorax nycticorax* Bukhara region, skills for anthropic activities (adaptation to strong interference in urban conditions, nutrition in artificial pools) are being strengthened.*

KEYWORDS: *Anthropogenic, Biotope, Biocenosis, Population, Regional, Synanthropic, Nominal, Migrant, Typical.*

INTRODUCTION

In natural biotopes, every change that is formed due to human economic activity is first and foremost provoked by representatives of the animal world in the territory, and each species reacts to the changes that occur, depending on the importance of this factor in its life, in the corresponding manifestations. If these changes lead to a reduction in the number of food sources of the species, then in such cases the species receives these changes in the form of “serious” discomfort and is observed to leave the territory in the short term. If these changes lead to the fact that the tour limits the possibilities of the places of stay, rest, construction of nests, then the tour can gradually leave the territory.

The Aral Sea and Aral Sea waters, which are considered the largest water basin of the Republic, and the archipelago, the archipelago, have for many years been chosen as the favorite habitat of representatives of the animal world, including water and underwater birds whose life is connected with water biotope. But by the second half of the last century, the unfavorable environmental situation on the territory began to have a negative impact on the life of a number of representatives of the animal world, including water and predatory bird species. As a result, many species in the reservoir for a short time left the territory.

Based on our many years of observations below and the information available in the literature, we can see that one of the typical representatives of the area (*Nycticorax nycticorax* n.the l. we have found it necessary to dwell on the changes occurring in the ecology of distribution, number, characteristics and behavior).

According to literature, the only population of 12-15 thousand pairs of *Nycticorax nycticorax* in Central Asia consists and representatives of this population, apparently corresponding to the ecological status of the territory, changes their territory with “migration” to regions with favorable opportunities (Mitropolsky, 2007).

MATERIALS METHODOLOGY

These data were collected in Newiarik, Khiva, Bagat, Koshkopir districts of Khorezm region during 1999-1997 and Olot, Karakul, Jondor, Kogon, Bukhara, Romitan districts and Bukhara cities of Bukhara region during 2000-2019 years.

Data on biology, number and distribution of *Nycticorax nycticorax*, composition of foods were analyzed on the basis of the methods of Kashkarov, 1927, Novikov, 1953, Koli, 1979.

Description of the material

In the world fauna of the *Nycticorax nycticorax* there are 4 species, of which *Nycticorax nycticorax* L. The type is a nominal type, distributed throughout the territory of Uzbekistan. In the literature, a number of data on the ecology of the spread of this bird on the territory of Uzbekistan were given (Kostin, 1956, Spangenberg, 1957, Kenjegulov, 1967, Abdreimov, 1981, Sagitov, 1987, Shernazarov, 1992, Shernazarov, Turaev, 1994, Turaev, 1995, Mitropolsky, 2007, Torraev, 2008, Bakoev, Rahmonov, 2010).

The analysis of this data shows that the prevalence of the haqqush is closely related to the ecological situation of the territory. Until 1930 - 1950, among the representatives of all water and underwater bird species, the main distribution center of the *Nycticorax nycticorax* was the island sea and its tributaries (Butlerov, 1879, Zarudniy, Bilkevich, 1918, Salikhbaev, 1950, Kostin, 1956, Kenjegulov, 1967, Abdreimov, 1981.).

Since 1950, with the decrease in the water level of the sea water in the territory, the tendency of reduction in the number of the *Nycticorax nycticorax* was observed as a result of environmental changes in the Aral Sea and Aral Sea waters, especially in the Amudarya Delta and in the river banks, and at the same time representatives of this population began to observe the Sagitov, 1989, Shernazarov, 1994, Torraev, 1995, Torraev, 2008). Chunanchi, until the third quarter of the last century (1960-1970), in the central and south-eastern regions of the Republic is recorded low-number migrant species (Maslov 1947, Kostin, 1956, Salikhbaev, Ostapenko, 1967, Zohidov 1971).

The A.Kostin (1956), during his observations in Khorezm region, it was reported that the region recorded the meeting of haqqush in Korp, Shikh, Kurvanak lakes in small numbers in nutrition and that the species was in the construction of nests in the trees in the Kungrad District of Karakalpakstan.

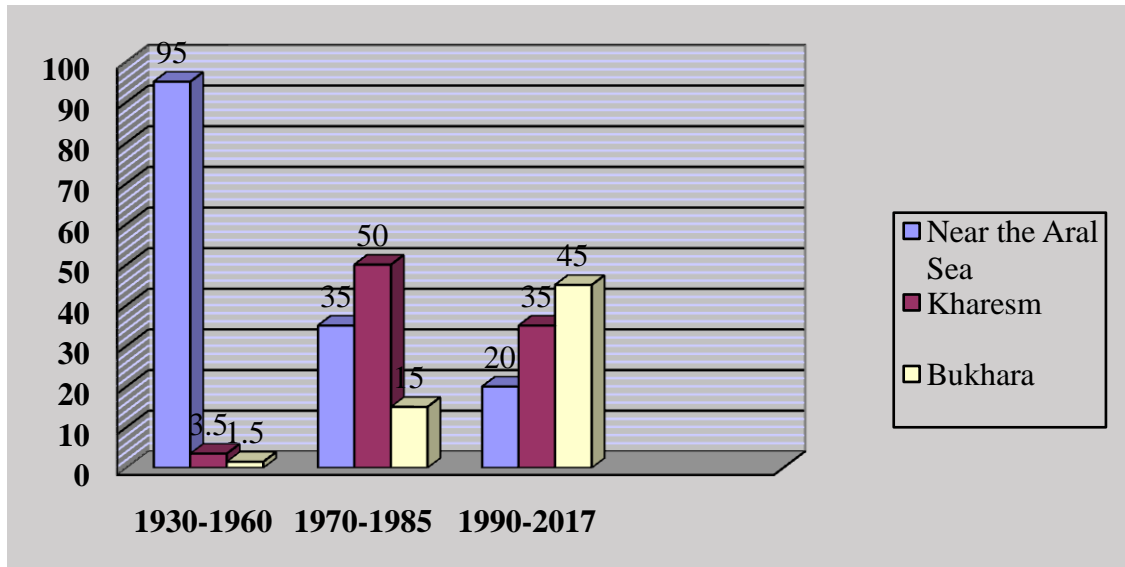
Since the 1970s, it has been observed that the Aral Sea population of the species has entered the territory of the Khorezm region of the Republic, and at the same time the number of Rights has increased compared to the 1960s. In particular, the fact that in 1967-1973 the *Nycticorax nycticorax* were recorded in the uya colonies, consisting of 340 large hubs, Baday-Tagay and Nurmanbobo (Left Bank of Amudarya) (Abduraimov, 1981). In 1999-1995 years, we recorded more than 300 colonies of hubs in Bagat, Khiva, Yangiarik, Koshkopir districts of the region (Ta'raev, 1995).

In the literature, as well as in the *Nycticorax nycticorax* 1950 years, the Bukhara region is interpreted as one of the few, autumn migrant species in the ponds (Maslov 1947). Data on the occurrence of *Nycticorax nycticorax* in the basins of water in the Karshi desert were not even cited (Salikhbaev, Ostapenko, 1967).

Since 1965-1970 years, from the account of the expansion of irrigated agricultural crop fields in the regions from the account of the increase in the level of groundwater in the regions, a number of artificial reservoirs - abandoned lakes, reservoirs and Fisheries were formed. These artificial reservoirs for water and underwater bird species, including *Nycticorax nycticorax*, which left the area due to the unfavorable ecological crisis in the waters of the island and the Aral Sea, have been mastered as a convenient shelter for a short time.

Since the 1970s, it has also been noted in Bukhara and Karshi desert waterfalls, as noted in the Ilgar Khorezm region, there has been an increasing number of *Nycticorax nycticorax*. In particular, in 1987, in the Karakir Lake of the region, a colony consisting of 400 hubs of the *Nycticorax nycticorax* was registered (R.Sagitov and others.), The fact that during the 199-1991 years 50 pairs of *Nycticorax nycticorax* marries were recorded in the area of Alan and Achykul in the Sandikli desert (Shernazarov, 1992), is evidence of our opinion.

1-diagram



Nycticorax nycticorax's spread of the island population throughout the Republic (expression in %)

It is known to us that the Nycticorax nycticorax community is a nest builder active bird, and in this connection they rest in the big woodpeckers, Taiga, reeds in the daytime and in the early morning they fly to their shallows for feeding close to the evening and are actively fed until the morning.

During migration, Nycticorax nycticorax is observed not only in the bare sections of woodlands , but also sometimes in the water and underwater bird species galas (Turaev, 1995).

Rights the colonies of nests are formed in natural conditions, usually in the lakes and fish farms , reeds and Taiga, in the rivers of the ponds a little calm and comfortable to feed. Slots in thick reed ponds are placed in the stacks of Reed bushes (R.Sagitov and others. 1989, Ta'raev, 1995, 2008,). Sometimes in the case of limited opportunities for the construction of nests in ponds – in biotopes where, anthropogen activities are not strong, cases of the formation of nests colonies at a distance of 1.5 km to 5-8 km from the sources of nutrition are noted (Mitropolsky, 2007).

However, the main part of the colonies (close to 66%) recorded in the conditions of Khorezm and Bukhara region, which we have observed, is observed on the banks of bus stops, which are busiest in the cities, districts and population punk centers with the highest population activity at distances from 1km to -12 km from water basins, in parks in the city table).

RIGHTS INNS RECORDED IN BUKHARA REGION (TABLE-1)

t/p	Places recorded rights inns	Number	Recorded biotope	Distance from food place	The main food profit of inn	Recorded year of inns
1	Olot district	512	The trees of Park	From 1-1,5 to 10-12 km	Dengizkul, Zovirkul,	2000-2019 Turaev
2	The centre of Karakul district	260	The trees of Park	From 0,1-1,5 to 10-12 km	Zarafshan River, ditches, Zamonbobo lake,	2004-2019 Turaev
3	Jondor district	32	Near the Zarafshan River	0,1- 0,5 km	Zarafshan River, ditches	2008-019 Turaev
4	Kagan district	67	The trees of Park	2-9 km	ditches	2009-2019 Тўраев
5	Bukhara city	320	The park of greening, The trees of Park	1-9 km	ditches, Bukhara fishing pools	2004-2019 Turaev
6	Mokhi-Khossa Mausoleum	34	The trees of Park	2-8,5 км	ditches, Bukhara fishing pools	2017-2019 Turaev
7	The centre of Rometan district	282	The trees of Park	From 0,1- 0,5 to 1-9 km	Zarafshan River, Bukhara fishing pools	2004-2019 Turaev
8	Rometan district “Bogi Turkon” park	56	The trees of Park	1-8 km	ditches, Bukhara fishing pools	2005-2019 Turaev
9	Near the Zarafshan River	32	Reed	0,1- 0,5 km	Zarafshan River	2002й, Тўраев
10	Karakyr Lake	400	Reed	-	Karakyr Lake	1988,R.Sagitov, 2017, Turaev
11	Zamonbobo Lake	120	Reed	-	Zamonbobo Lake	2004-2017 Turaev
	Total	2115				
	<i>In cities</i>	<i>1055</i>	<i>In trees</i>	<i>65,6%</i>		
	<i>In lakes</i>	<i>552</i>	<i>In reeds</i>	<i>34,4%</i>		

Beginning from the first ten days of April, the efforts of the *Nycticorax nycticorax* to build nests in Uzbekistan, the observation of the opening of full chickens in the first ten days of May (06.05) is recorded in the literature (Sagitov, 1987). In the conditions of Bukhara region, too, basically this term is suitable. But some note that in the years when the winter has come warm, in the early spring, these actions (depending on the weather temperature) can begin from the first ten days of March (9.03.08) (Ta'raev, 2008).

Even in all of the observed colonies, the opening of the chick shows a different appearance in the colonies, since these movements are headed at the same time. The earliest attempts to lay eggs and open the chicks were observed in the colony in the park in the Romitan district and these deadlines are in the appropriate order 09.03.08., 19.03.19 was recorded. 28.04.08. on the day when the colony was examined, in 77,2% of the nests in it, chicks were opened, and the remaining 22,8% of the nests were recorded eggs pressed to a different level. And in the colonies in Bukhara, the first chick was 22.04.08, 17.04.19. was recorded at.

We have witnessed that all the recorded nests were composed of mixed colonies consisting of small white crows (*Egretta garzetta*) and Egyptian Crows (*Bubulcus ibis ibis*) from representatives of the family of crows (*Corvus frugilegus*), sometimes in this composition. Slots were placed on Maple, Elm, moth and mulberry trees.

Similar actions were observed in the Khorezm region around gardens, cemeteries and ponds under the influence of anthropogen activity of 90% of the nests recorded in Bagat, Yangiarik, Khiva, Kushkupir districts. These nests, however, are composed of colonies with pure content, and are located on the trees of the elderberry and Sada Birch.

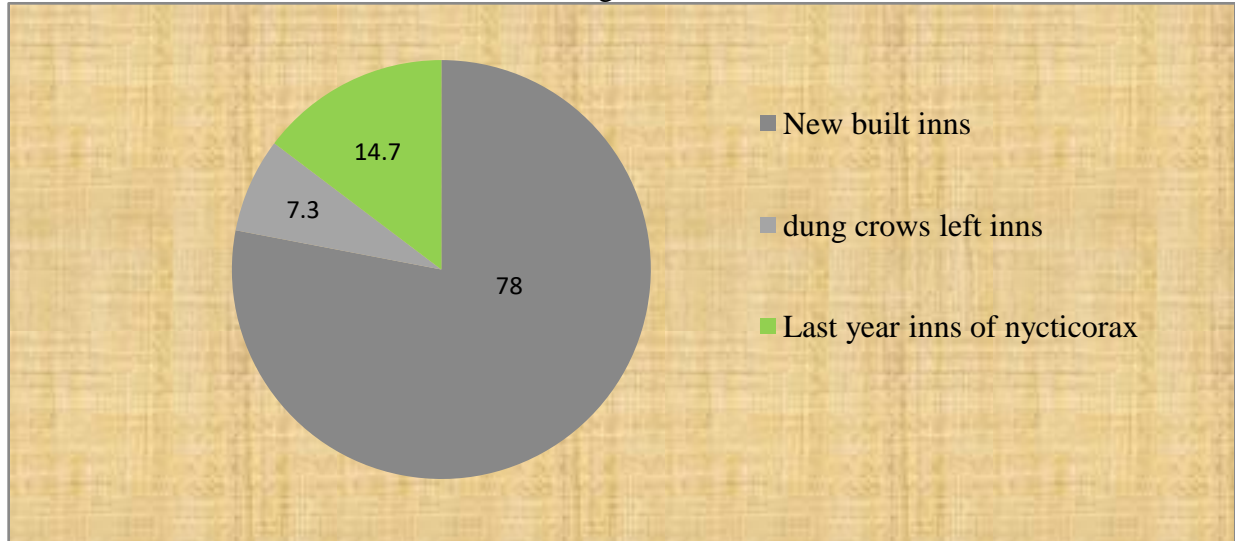
Since the nests are placed on the basis of branches, branches and branches in the branched part of the trees, the height of the nests from the ground varies from 5 -14 m. sometimes from 17-22 m. varies up to. The period of laying eggs of birds begins from the middle of March, April, and lasts until May, depending on the weather, as if it was autumn in all species.

But the results of our observations show that these actions are related to the location of the colony's composition and its condition, that is, if the colony is placed on trees, it will allow it to start slightly earlier than the nest colonies in the reeds. In particular, in the Romitan Park, in the woodlands of the Romitan Central Hospital, in the parks of the alot and Karakol districts, the choice of bird flying and nesting places began from the last days of February (26.02.08, 24.02.19), from the first ten days of March (9.03.08; 19.03.19.) it was noted that the first eggs were laid in the nests. This term differs slightly from the term for the construction of nests in lakes and the duration of reproduction.

The main factor in this is primarily the high humidity in the reeds in the reservoirs, while in the tree biotopes in the cities the weather is relatively moderate.

Also in urban conditions, the formation of the right-wing colonies on trees is of particular importance, sometimes it is observed that the nests can be reused in the coming years. In particular, in 2008, 17 of the 231 *Nycticorax nycticorax* nests recorded in the Central Park of Romitan district witnessed the use of last year's nests of *Nycticorax nycticorax*, while 34 of the abandoned nests of last year's *Nycticorax nycticorax* were used in the same situation, 12 of the 78 nests recorded respectively in the tree beds of the District Central Hospital and

Diagram-2



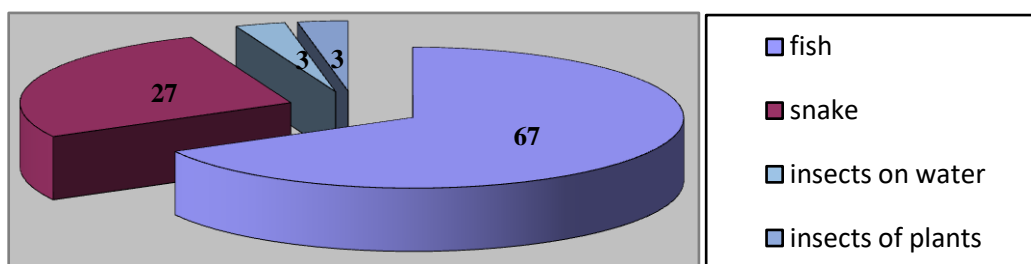
Nycticorax nycticorax nests recorded in Romitan amusement park (analysis in %)

The delay in laying eggs in the reeds in the Lakes is due to the fact that the birds change the place of building nests every year and each time they lose some time to choose the place of nests. (1-diagram).

The movement of laying eggs in the colony of the haqqushs, recorded in the region's Lake Karakir, begins from the last days of April (25.04.87) and continues until the first half of May (R.Sagitov, 1989, Shernazarov, 1992, Torraev, 2008

This is due to the fact that the number of eggs laid in the nests varies depending on the length of the nest from the place of feeding. In the nests of Lake karakir (n=70), we witnessed that the average 3,0 eggs were correct, in the colony of Romitan (n=24), on average 2,7. In this way, the role of the hive in relation to the sources of nutrition determines the number of eggs in the nest and the chances of feeding the bird chicks. In particular: the nearest and main feeding place for each of the ikala colonies in the center of Romitan district is the Zarafshon river flowing through the territory of this district and this distance is 100 - 500 m. In the Centers of alot, Karakol, Kagan districts, such a distance is from 1-2 km to 10-12 km Gach.

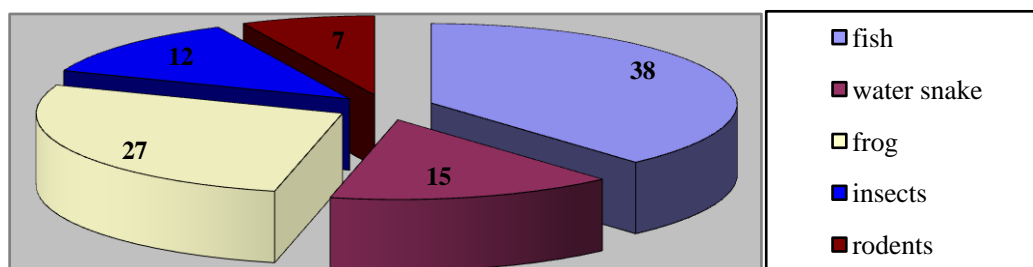
From the results of our observations, we were informed that the nutritional composition of the haqqush varies mainly in the number of species diversity in the corresponding watershed, with the formation of vertebrates and invertebrates flying in the reservoirs and its tributaries(3-diagram).



Food composition in the colony on the lakes in the Khorezm region

In particular, in the colony of Lake Hujakulgan of Khorezm region, the nutritional content of the haqqush was 67% of fish, 27% of water snake and 3% of water insects and 3% of dry insects (Ta'raev, 1995).

In the colony in the park of Romitan District of Bukhara region, 38% of this content is found in various fish, 15% in the water snake, 27% in the lake larva, 7% in the larvae and rodents, 12% in the land and water invertebrates - crustaceans, water beetles, leeches, dragonflies, calves, dragonflies, calves, hardwoods and other dry insects(4-Diagram).



Food composition of *Nycticorax nycticorax* in Bukhara region in urban conditions

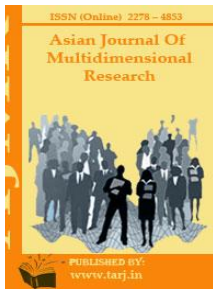
But the entropy undermines the integrity of the colonies under the influence of some manifestations of activity, including: in 2012-2013, the largest nest colony of the *Nycticorax nycticorax* in the city was completely destroyed due to the crossing of the tree of the regional greenery near the "Avtoshbekat" in Bukhara, and the birds spread to several new colonies when building nests. Or, as a result of the construction and tree cutting carried out in the amusement park "friendship" in the Olot District of the region in 2018 year, we witnessed that the number of slots in this colony in the district amounted to 44 thousand. In a similar situation, the implementation of tree cutting activities in romitan, Jondor, Karakul District Parks of the region leads to a change in the chances of Hukus to build nests.

CONCLUSION

In conclusion, due to the unfavorable environmental conditions in the Aral Sea region, the spread of the *Nycticorax nycticorax* in the Republic continues along the south-east direction of the lower-Amudarya area, since 1950, their number has been decreasing in the Aral Sea waters and at the same time the Republic is growing in Khorezm and especially in the territory of Bukhara region. It is also observed that in addition to creating colonies with some sinanthropic species on the territory of *Nycticorax nycticorax* Bukhara region, skills for anthropic activities (adaptation to strong interference in urban conditions, nutrition in artificial pools) are being strengthened. The sensitivity of the *Nycticorax nycticorax* to the opening of the nest was observed to fluctuate depending on the possibility of mastering the food, as well as the duration of the construction of the nest to be the basis of the early onset of the nest relative to the reeds in natural lakes, in cities depending on the location of the nest.

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OBJECTIVES OF FINANCIAL SUSTAINABILITY IN THE DEVELOPMENT OF INSURANCE COMPANIES

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ABSTRACT

This article presents the analysis and analysis of insurance market reforms in improving the financial stability of insurance companies and their role in improving the financial sustainability of insurance companies, as well as recommendations and recommendations on improving the financial stability of insurance companies. We provide comprehensive insurance services. This insurance is cheap and simple enough to attract many people. The specifics of this microfinance are: for example, simplicity of products, relatively low insurance rates, small sums of insurance, little or no exceptions, simplicity of insurance coverage coverage and insufficient documentation, and small business and private entrepreneurship using micro-insurance products. Since all insurers in the mutual insurance companies are members of this company, all information about the activities of the company is open, which provides a high degree of confidence in the company. Low income from investment activity and low interest in insured events contribute to the reduction of insured events. Introduction of mutual insurance in agriculture will allow to achieve high efficiency. The main reason for such growth in investment funds by insurers is that in recent years the range of insurance services has expanded, and as a result of the provision of quality insurance services to the population, the insurers have accumulated large sums of money and carry out additional investment activities. This will strengthen the financial stability of insurance companies. The roadmap has been adopted. This Roadmap consists of 48 chapters, and the 30th section provides for the development of micro-insurance, including business insurance and life insurance. This is because one of the priorities of modernization and reforming of the economy is the establishment of insurance companies' offices throughout the country and offering microfinance products.

KEYWORDS: *Insurer, Insurer, Insurance Premium, Insurance Coverage.*

INTRODUCTION

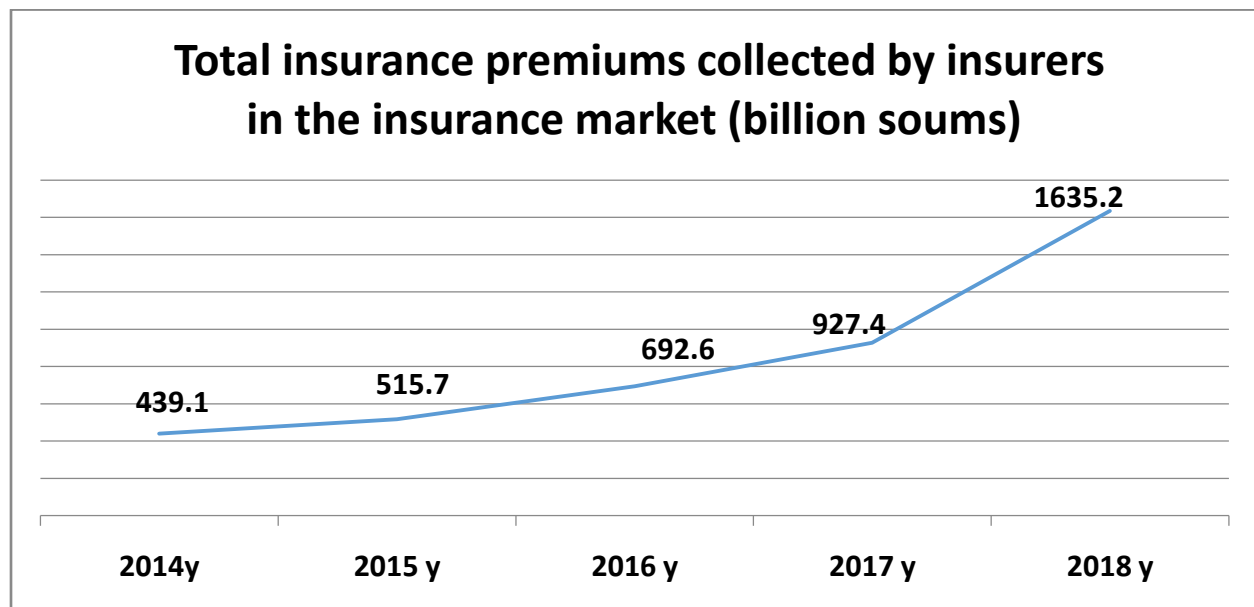
It is known that in recent years the President and the Government of the Republic of Uzbekistan have paid a special attention to the development of the insurance industry. As a striking example, paragraph 10 of Section 2 of the Concept, adopted by the Decree of the President of the Republic of Uzbekistan on April 5, 2019 "On Measures to Improve the Civil Legislation of the Republic of Uzbekistan", is devoted to insurance. - creation of conditions, in particular, the development of mutual property insurance and other property interests, and the investment of funds formed at the expense of voluntary contributions n set to receive a regular income should be provided.

Also, the Decree of the President of the Republic of Uzbekistan dated August 2, 2019 No. PP-4412 "On measures to reform and accelerate the development of the insurance market of the Republic of Uzbekistan" was adopted. The roadmap has been adopted. This Roadmap consists of 48 chapters, and the 30th section provides for the development of micro-insurance, including business insurance and life insurance. This is because one of the priorities of modernization and reforming of the economy is the establishment of insurance companies' offices throughout the country and offering microfinance products. Micro-insurance services are designed to provide insurance coverage to low-income residents and small businesses, such as insurance against insured and its family members against accidents, property damage, fire, earthquake and other accidents, loss of life or death, loan repayment. We provide comprehensive insurance services. This insurance is cheap and simple enough to attract many people. The specifics of this microfinance are: for example, simplicity of products, relatively low insurance rates, small sums of insurance, little or no exceptions, simplicity of insurance coverage coverage and insufficient documentation, and small business and private entrepreneurship using micro-insurance products. financial risks of insurance organizations with the requirement to provide insurance services for the risks associated with life and activities of citizens provided that it was important to increase arqarorligini.

Also, Section 10 of the Concept, adopted by the Decree of the President of the Republic of Uzbekistan on April 5, 2019, No. P-5464 "On Measures to Improve the Civil Legislation of the Republic of Uzbekistan", is a separate and non-profit form of mutual insurance. In some countries, its volume accounts for more than 40% of total insurance services, and in some countries it is even higher. Distinctive features of mutual insurance are that first of all, the simple form of this insurance is non-profit and often voluntarily unites certain occupations (other than life insurance), such companies established by legal entities. Mutual insurance societies, formed between companies that are part of the concern or holdings, will have the most favorable conditions of activity.

Main part

Since all insurers in the mutual insurance companies are members of this company, all information about the activities of the company is open, which provides a high degree of confidence in the company. Low income from investment activity and low interest in insured events contribute to the reduction of insured events. Introduction of mutual insurance in agriculture will allow to achieve high efficiency. The most important aspect of this form of insurance is the possibility to direct up to 90% of the insurance premiums collected due to low organizational and administrative costs. Today in our country this indicator is more than 20%. This can be seen in the picture below, based on the amount of insurance premiums and insurance premiums collected in the insurance market.



1- Picture Information on total insurance premiums collected by insurers in the insurance market.

Source: <http://www.mf.uz>.

This picture shows the total premiums collected by the insurers in the insurance market over the past 5 years. Taking into account these data, the dynamics of insurance premiums collected during the last 5 years in the insurance market has been increasing. This is because of the fact that in recent years, the government has paid much attention to the insurance sector, as a result of improved quality of insurance services the demand for insurance has increased. That is, the share of insurance premiums collected by insurers in 2014 amounted to 439.1 billion soums, while in 2016 it was 692.6 billion soums, and in 2018 1635.2 billion soums. The results of this indicator can be considered as an indication of the direction of financial stability of insurance companies.

Also, as the amount of insurance premiums collected by insurers increases, the amount of insurance payments made by insurers will certainly increase. This is because the insurer receives at least 10 times the liability for a single liability. We can see this in the picture information below.

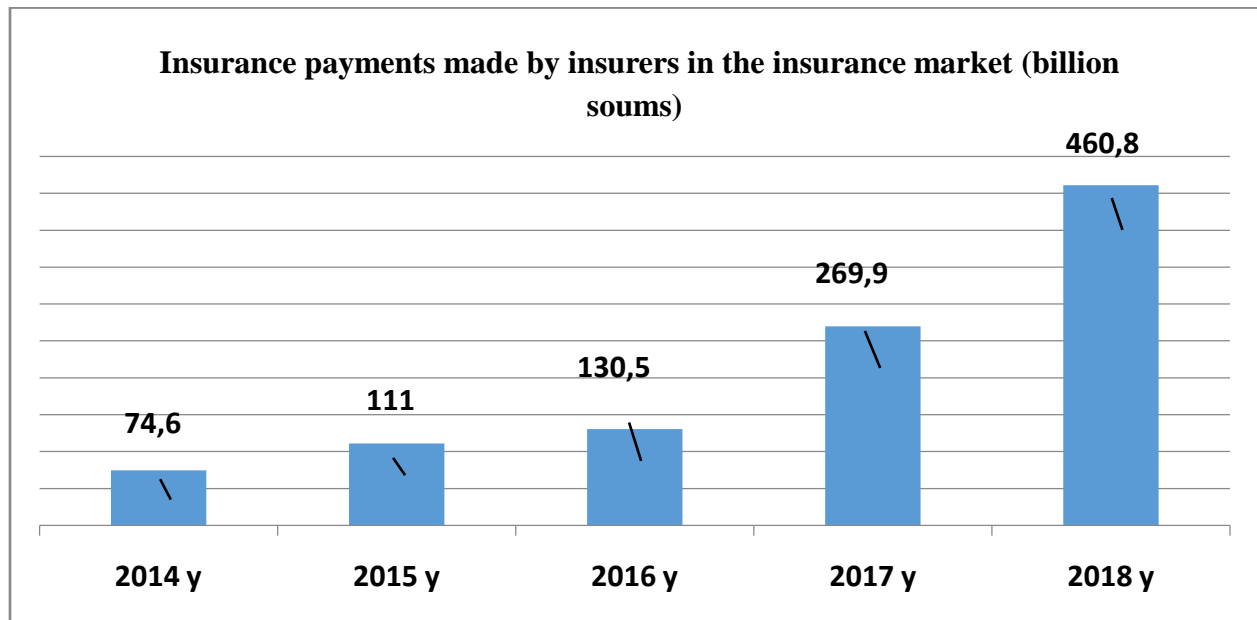


Figure 2. Information on insurance payments made by insurers in the insurance market.

Source: website www.mf.uz.

Figure 2 shows the data on insurance payments made by insurers in the insurance market. Taking this into consideration, the amount of insurance payments made by insurers from 2014 to 2018 has increased. For example, in 2014 the amount of insurance payments made by insurers in the insurance market was 74.6 billion soums, in 2016 this figure was 130.5 billion sums, and in 2018 - 460.8 billion sums.

Based on the analysis of Figure 1 and 2 above, we can conclude that the difference between insurance premiums and insurance premiums collected in the insurance market is quite large. This, in turn, indicates that insurance companies have a considerable financial resources and are invested in investment. As illustrated in Figure 3 below, insurance companies also invest their free funds.

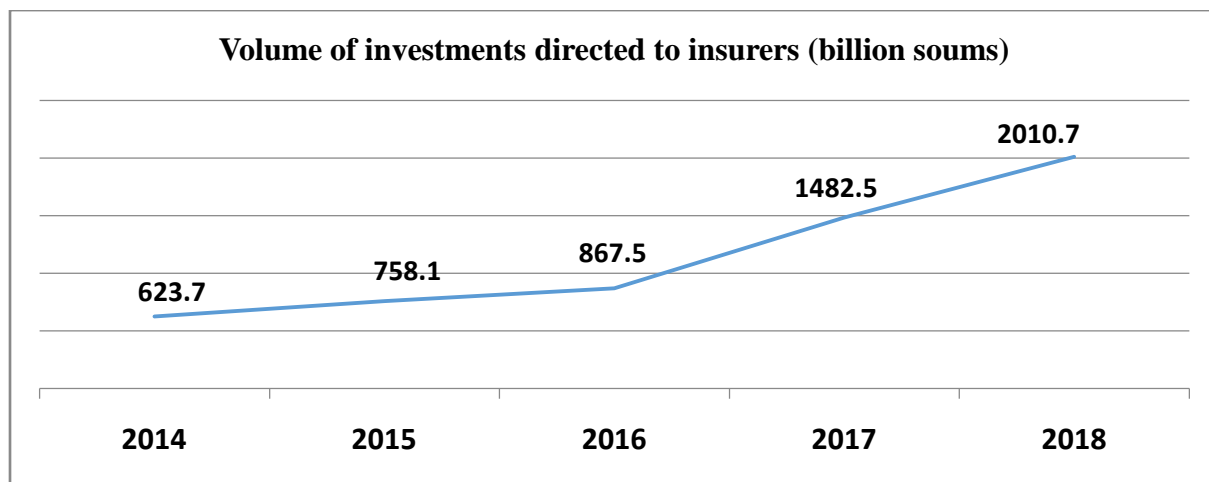


Figure 3. Information on the volume of investments by insurers.

Source: website www.mf.uz.

This figure shows the insurers' volume of investment funds. As a result, the funds invested by insurers have increased over the years. For example, the volume of invested investments by insurers in 2014 amounted to 623.7 billion soums, in 2016 - 867.5 billion sums, and in 2018 - 2010.7 billion sums.

The main reason for such growth in investment funds by insurers is that in recent years the range of insurance services has expanded, and as a result of the provision of quality insurance services to the population, the insurers have accumulated large sums of money and carry out additional investment activities. This will strengthen the financial stability of insurance companies.

CONCLUSIONS

Based on the results of the above analysis, we propose to further improve the financial stability of insurance companies:

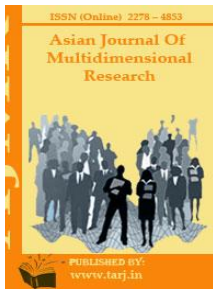
First. The formation of accounts receivable should not be allowed. This is because receivables have a negative impact on cash flow in insurance companies.

Second. It is necessary to prevent the insurer's investment portfolio from retaining securities as non-dividend-free. Whenever possible, it is desirable to invest in facilities with minimal risk but high return on assets.

Third. The flow of financial resources related to tax payments between insurance organizations and the state budget should be organized properly and in compliance with the law. Consequently, non-payment of incorrectly calculated taxes or taxes by the deadlines set by the legislation will ultimately reduce the efficiency of financial resources management.

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DEVELOPMENT OF LIGHT INDUSTRY IN UZBEKISTAN AND THE ROLE OF FASHION INDUSTRY IN IT

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ABSTRACT

The development of light industry, which is a strategic sector of the economy of our country, the expansion of markets and improving the competitiveness of products is one of the topical issues. Because that textile, clothing and knitting enterprises need to introduce the modern fashion industry to the products produced by them, took its place in the world markets. The article the development and export of textile and garment production is analyzed in Uzbekistan. The fashion industry's position in expanding the textile and apparel trade has also been established. For example, in Andijan and Namangan regions, women prefer traditional dresses, while in Fergana, girls wear narrow trousers, open boots, long skirts, and skirts, and our men are white, red, and blue. T-shirts with green pants, sleeves, and short sleeves and shorts above the knees. The problem is that most of our young people do not have a clue as to where to wear. Taking this into account, the main program for enterprises is the tasks outlined in our President Sh. Mirziyoyev decree of September 16, 2019 "On measures to further develop the light industry and stimulate the production of finished products." The production of ready-made knitted fabrics will increase in 2025 by 546 thousand tons in comparison with 2019 in 3,1 times. The production of sewing and knitting products will increase in 2025 by 3205.3 thousand units in comparison with 2019 in 4.1 times. And the volume of textiles and sewing and knitting products export is planned to increase by 2025 to 7075,00 million USDors and to 3.3 times more than in 2019. Today, products of world famous "Christian Dior", "Versace", "Paul Macarthy" and "Chanel" companies occupy the top positions in the world market. Their products are worn by popular people, such as mannequins, famous artists, singers and athletes.

KEYWORDS: *Clothing, Textiles, Light Industry, Fashion, Fashion Industry, Production, Export, Economy, Brand.*

INTRODUCTION

Nowadays, the textile and light industry occupies an important position in the economy of the Republic of Uzbekistan and is at the center of industrial production. This sector produces products for public consumption, which, in turn, ensures a large portion of the market. Additionally, the industry provides a large number of jobs for the country's population, including the employment of women in the industry, which allows them to maintain a demographic balance in industrial areas. One of the most important factors is the growth of export potential. The growth of export potential is directly proportional to the economic potential of the country and the growth of the living standards of the population.

Uzbekistan currently has a large and diversified textile and light industry network. Its share accounts for 25 percent of industrial output and 13 percent of its production capital. At the same time, 32% of the industrial workers of the republic are working there. Uzbekistan has a rich raw material base (cotton, wool, karakul, silk) for the development and provision of all sectors of the light industry, and also adequate conditions for the rapid development of the economy (natural climatic, territorial and labor resources). The light industry of the Republic is developing at high rates. If in 1991 7% of cotton produced in our country was processed, today it is above 40%.

All measures aimed at the development of light industry contribute to the increase of economic efficiency of enterprises and production of competitive products. Determining the competitiveness of light industry enterprises, studying the impact of competitive factors, adequately evaluating enterprises, identifying shortcomings and problems, effectively using the experience of developed countries, improving the competitiveness of light industry enterprises.

LITERATURE REVIEW

The demand for light industry products is dynamic and selective. When choosing and purchasing products, its aesthetic values are of primary importance. These aspects are driven by the development of the light industry goods market, in terms of design and fashion.

In the world, the fashion industry and its theories were formed at the end of the 19th century, these theories were called the American scientist t.Weblen's "authoritative consumer theory", sasiologist G from German scientists.Zimmel's" the main idea of the theory of fashion", sociologist-economist V.Zombart's" theory of luxurious living", m. He developed with Weber's¹ theories of "theories of behavior of influential groups of consumers".

The research focused on the modern fashion industry and its development of the sewing-knitting industry is worth noting the scientific research of scientists from countries such as Italy, Turkey, China, India, which are highly developed.

The methodological foundations of the fashion industry as a result of fashion ideas and commercialization of design, production, business have been researched by Fatma Youngç Ünay and Cemal Wizards.² The research is based on the idea of "creative fashion and intellectual business" and the need for effective marketing strategies in the fashion industry, not just marketing management.

There are a number of scientific studies on the competitiveness of the light industry, the main ones being Cline,W³., Doeringer, P., Crean, S.⁴, Dickerson, K. G.⁵, Nordas, H. K.⁶, Verma, S⁷., Juyoung Lee⁸, Evgeni Evgeniev⁹ А.И.Станьпа¹⁰.

In Uzbekistan the leading local scientists–economists M.Sharifkhodzhayev, S.S.Gulyamov, B.Yu.Khodiyeu, Y.Abdullaev, Sh.Zaynutdinov, N.K.Yuldashev, B.Goyibnazarov, and O.Aripovs were engaged in theoretical questions of management of the industrial enterprises and organizational features. But the review of studying of these pieces of literature indicates that modern methods of management of the use of production capacity in textile enterprises are not studied rather deeply. In above–stated researches and in scientific works the didn't pay attention to the problem of increasing the performance of production capacity usage in textile enterprises.

RESEARCH METHODOLOGY

The methods of induction and deduction, systematic and logical analysis and economic analysis have been effectively used in the research.

Analysis and results

The development of textile, clothing, and knitting, leather and footwear industries, expanding the range and assortment of finished products, as well as the development of investment and export activities of the light industry of our country is one of the pressing issues.

Taking this into account, the main program for enterprises is the tasks outlined in our President Sh. Mirziyoyev decree of September 16, 2019 "On measures to further develop the light industry and stimulate the production of finished products." The Decree sets the task to achieve international prestige of national brands in the textile and clothing industry, to implement targeted strategies for further development of the fashion industry of the country.

At the same time, competition increase in the world markets, development of technology and lower costs of producing goods by foreign manufacturers require additional measures to develop these industries.

As a result of the reforms carried out in the Republic of Uzbekistan, the growth of the number of enterprises in the light industry is creating a strong competitive environment. In this case, the main challenge facing businesses is to maintain their competitiveness and prevent the risk of being squeezed out of the market in various ways. Ensuring competitiveness is one of the main objectives of any enterprise.

To further deepen the reforms in the textile and clothing industry, to create favorable conditions for the rapid development and diversification of the sector, several efforts are being made to increase the volume of investments in the deep processing of textile products and export of finished products.

Measures are taken to create more than 80 percent of the country's cotton fiber and more than 45 percent of the yarn produced in the country, as well as the export of finished products in 2018 at \$ 1.6 billion.

Privileges and preferences for the development of leather and footwear and fur industries, as well as the export potential, allowed to increase the production of ready-made leather by 6% and leather production by 44%.

Diversification and expansion of production of high value-added textile, sewing and knitwear, leather shoes and fur products, as well as attracting potential foreign investors through the deep and sustainable development of the light industry, deep processing of local raw materials. For:

1. based on the deep processing of raw materials, the target parameters for the production and export of textile, sewing and knitwear, leather shoes and fur products for 2020 - 2025 based on market requirements are developed;

2. "The Road Map" for the support and accelerated development of the textile, sewing and knitwear, leather shoes and fur industries for 2019-2020 has been approved.

The Ministry of Investments and Foreign Trade of the Republic of Uzbekistan jointly with the Ministry of Economy and Industry, Uztuksprom Industry and Uzcharmsanoat associations have approved a list of investment projects within a month to ensure strict implementation of the target parameters approved by this resolution.

1) at the export of semi-finished leather (codes 4104, 4105, 4106 21 000 0 TN under the customs border of the Republic of Uzbekistan) from January 1, 2021 dues 10% of the value of exported goods;

2) at the export of cotton yarn (codes 5205, 5206, 5207 according to TN TU) through the customs border of the Republic of Uzbekistan, from January 1, 2021 a fee of US \$ 0.01 per kilogram of yarn exported;

In our country`s light industry enterprises are given some privileges:

-Enterprises with a share of export of finished sewing and knit products in total gross revenue by the end of the reporting period are exempt from property tax until January 1, 2023;

-The taxable income tax base of textile, sewing, leather, footwear, and fur industries will be reduced by seven years in equal shares for the cost of building modern cleaning, and sewerage facilities;

-Organizations that launch modern automated slaughter complexes and leather processing companies are exempt from land tax until January 1, 2023;

-Foreign consultants of "Uztuqimachisanoat" and "Uzcharmsanoat" associations, as well as foreign specialists working in textile, sewing and knitting, leather and fur industries, pay income tax from individuals at the rate of 50% of the established rate.

On the basis of deep processing of raw materials, a target program for the production and export of Textiles, sewing, leather shoes and fur products with high added value has been developed, based on the requirements of the market, for 2020-2025 years. According to him, textile and sewing-knitted products are planned to produce 4225.5 million USD in 2019, 5861.6 million USD in 2020, 8 058.2 million USD in 2021, 11319.3 million USD in 2022, 12514.1 million USD in 2023, 13764.6 million USD in 2024, 3.5 times more than in 2019 by 2025. Finished yarn finishing, 471,0 million sq. m in 2019. Location if by 2025 year this indicator increased by 3 times to 1425,9 million sq. location Makes up ni. The production of ready-made knitted fabrics will increase in 2025 by 546 thousand tons in comparison with 2019 in 3,1 times. The production of sewing and knitting products will increase in 2025 by 3205.3 thousand units in comparison with 2019 in 4.1 times. And the volume of textiles and sewing and knitting products export is planned to increase by 2025 to 7075,00 million USDors and to 3.3 times more than in 2019. It can be seen that the main goal of the production and export development of light industry products has been set in our country. Table-1

**TABLE-1 IN UZBEKISTAN TEXTILE AND SEWING — THE PRODUCTION AND EXPORT OF KNITTED PRODUCTS IS PLANNED FOR 2020-2025 YEARS
TARGET PARAMETERS**

№	Product name	Unit of measurement	2019 (pending)	forecasting					
				2020 y.	2021 y.	2022 y.	2023 y.	2024 y.	2025 y.
1	Production volume of textile and sewing products	Million USD	4325,5	5861,6	8 058,2	11319,3	12514,1	13764,6	15028,5
2	Threads	thousand tons	623,7	770,3	921,4	930,2	974,3	990,3	1032,5
2.1	Threads of which painted and mixed	thousand tons	182,5	223,6	248,5	276,0	413,0	463,8	470,5
3	Ready yarn, total:	million square meters m.	471,0	963,4	1 061,9	1 237,9	1 253,4	1 364,2	1 425,9
3.1	Ready yarn including ready-made cotton fabrics (mixed, synthetic, wooly, wool-mixed, blanket, decorative furniture, technical, special fabrics)	million square meters m.	130,3	223,6	248,5	276	413,6	463,8	470,5
4	Ready knitwear	thousand tons	174,8	227,5	350,0	406,8	520,0	540,0	546
5	Sewing and knitting products	million units	790	1 070,6	1680	2 850	2248,3	3080,0	3205,3
6	Textile Gallantry	Billion sum	72	106,5	156,8	191,6	221,3	278,1	360,5
7	Socks	million pairs	260,8	312,4	325,9	409,3	415,1	421,8	427
8	Exports of textile and garment products	Million USD	2156,4	2 703,3	3130	3 908,3	4760,00	5 731,9	7075,00

Source: <http://www.lex.uz/docs/4516526>

A targeted program for the production and export of leather and footwear and fur products for 2020 - 2025 has been developed. Production of leather and footwear and fur products will reach \$ 2,250.0 million by 2025, while exports - \$ 1,500.0 million. Out of them, by 2025 it is planned

to produce 289.7 million pairs of shoes, 49.5 thousand leather shoes and 16.4 million USDars for leather goods. Table-2

TABLE -2 IN UZBEKISTAN THE PRODUCTION AND EXPORT OF LEATHER SHOES AND FUR PRODUCTS IS PLANNED FOR 2020-2025 YEARS TARGET PARAMETERS

№	Product name	Unit of measurement	2019 (pending)	Prediction					
				2020 y.	2021 y.	2022 y.	2023 y.	2024 y.	2025 y.
I.	The volume of industrial production	Million USD	349,9	455,9	519,1	660,5	809,1	1116,0	2250,0
1.	Shoes	million pairs	86,1	105,8	154,2	205,3	230,2	258,4	289,7
	<i>including:</i>								
	women's shoes	million pairs	17,2	22,1	35,8	51,1	60,0	77,9	104,8
2.	Leather Clothes	thousand units	18,5	23,5	26,8	35,3	39,5	44,2	49,5
3.	Leather and perfumery products	Million USD	4,8	7,4	8,1	11,2	12,6	14,5	16,4
4.	Leather total:	million square meters dm	1 125,0	1460,0	1 617,5	2179,4	2470,9	2772,0	3148,6
5.	Wool	tonn	2 260,0	2400,0	2880,0	3 500,0	3 920,0	4390,0	4931,8
II.	Exports of leather and footwear and fur products and wool products	Million USD	190,0	230,0	280,0	335,0	520,7	910,7	1500,0

Source: <http://www.lex.uz/docs/4516526>

As it turns out, the region has a great potential for the development of the textile and garment industry. With this in mind, in to increase the competitiveness of our enterprises both in the domestic and foreign markets, it is necessary to produce products that are in demand in the market.

The products of world-famous manufacturers, taking their place in the light industry products, are becoming a worldwide tradition. Consumers are becoming increasingly aware of the emerging fashion outfits that are becoming fashionable - media outlets, the internet and television. Consumers are becoming more and more interested in innovation. As cultures of countries around the world come together, their dress and behavior are being combined. This phenomenon, in turn, will not affect culture. For example, dresses that originate in the west are equally acceptable in both the west and the east.

Today, products of world famous “Christian Dior”, “Versace”, “Paul Macarthy” and “Chanel” companies occupy the top positions in the world market. Their products are worn by popular people, such as mannequins, famous artists, singers and athletes. The admirers of such people follow them and try to imitate the customs of the people, and this is the beginning of the process of turning products into fashion.

Fashion is a part of social life. Each time, its fashion has evolved. Fashion changes directly to the level of supply and demand. Fashion also changes directly in the income of people, as fashionable clothes in a high-income country cannot become a tradition in a low-income country, because they cannot buy it. Fashion evolves and repeats in every age. It is a fashionable way of dressing, which has emerged in a fashionable period in the garment industry. The spread of fashion can be divided into two. The first is narrow, ie, mahalla, rural, urban and, secondly, a wide range of country and international fashion. In a narrow range of dresses, national authenticity prevails. Although a wide range of dresses is made in a particular country, the influence of other countries is on it. The development and spread of fashion are becoming more and more common at the same time, not just from one country to another. This, of course, is the result of civilization.¹

Examining the extent to which the fashion industry in our country is growing, we can see that each region has its own culture of dressing. For example, in Andijan and Namangan regions, women prefer traditional dresses, while in Fergana, girls wear narrow trousers, open boots, long skirts, and skirts, and our men are white, red, and blue. T-shirts with green pants, sleeves, and short sleeves and shorts above the knees. The problem is that most of our young people do not have a clue as to where to wear. They dress according to new seasonal dresses in the form of films, TV shows, and television shows. There is a growing demand for our young people in western fashion, and they are oblivious to the traditions of national dress. Nevertheless, the satin, which is our national pride, has always been a great focus. He does not come in any tradition. At the same time, soon-to-be-forgotten our national dress adras, banoras, and elegant fabrics come to the fore again. Today, fabrics are in high demand in Margilan, Namangan and Khorezm. Our specialists are looking for these fabrics not only for wedding ceremonies but also for work and home environments. In this sense, each dress has its own meaning. The fact that it is chosen correctly and that people are welcomed also determines the tradition. At the same time, it is important to dress well in a person's mood and business. In all developed countries, non-family school and educational institutions provide specialized knowledge on how to behave differently, how to use items, and how to choose the right clothes for you.

CONCLUSION/RECOMMENDATIONS

There are several of problems that are expected to be addressed in this area to bring light industry sectors to higher levels, which can be addressed through the following tasks:

- 1.** It is necessary to develop the textile industry, to create new capacities for the production of ready fabrics, including the production of modern types of products that are in demand in the domestic and world markets.
- 2.** It is necessary to develop the production of inexpensive mixed fibers in the Republic through the production of artificial and synthetic fibers and threads (viscose, acetate, polyester, polyester, polyamide) in the chemical industry.
- 3.** It is necessary to create high-end design products in the garment industry that meet international standards and are in demand in the domestic and foreign markets. In this regard, the Design Center, established as a part of the company, must work to create products that meet the ever-changing fashion needs.
- 4.** It is necessary to hold annual national exhibitions of the textile and fashion industries in the regions and to develop a unified information portal for enterprises. This will allow the light

industry to produce products based on the achievements of the modern fashion industry and gain a foothold in local and global markets.

In conclusion, it is important to note that one of the leading sectors of the national economy opens up broad economic and social opportunities for the textile and clothing industry, such as expanding export potential and geography by expanding the production of high-quality raw materials and introducing fashion design services.

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