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



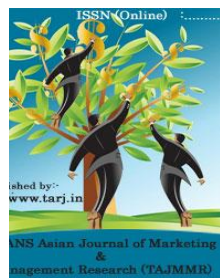
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MARKETING 4.0 IN RELEVANCE TO GREEN MARKETING

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ABSTRACT

Indian population estimate by an author shows that in 2021 the age group of 18-44 will have 561 million population followed by 45-59 and 60 and above, having 166 and 120 million respectively. One finds that for market and marketing stimulus the most relevant section is the age group of 18-44, thus for marketer the path of guidance is necessary more so, when the tradition of India is more towards normative learning. Default agricultural practices in many north-eastern states reinforce the concept of organic and organic consumption and green orientation as in villages of Rajasthan and the social aspects of worshipping the animals, birds and snakes, further backing the greening tradition of India. We are staying in a country where organic mixed cropping as agriculture has been long practiced. The relevant pathway for marketing, social and financial progress has been shown by Kotler in his prescription under 4.0 which he himself has claimed to be more relevant for the 'Youth', 'Women' and 'Netizen'. Thus the facet of 4.0 is being probed in reference to Green Marketing.)

KEYWORDS: *Marketing 1.0., Marketing 2.0, Marketing 3.0, Marketing 4.0, IOT, WOT, Radical Trust, Netizen, Brand Identity, Brand Integrity, Brand Image, Brand Interface, Hard Infrastructure, Soft Infrastructure.*

INTRODUCTION

The big data analytics brings with it the understanding (i.e., consumer within the consumer and therefore helps) to create demassed product and services. Backed by the 4.0 approach of Kotler in regard to 5 A's namely, Aware, Appeal, Ask, Act and Advocacy every brand is a guided with increased probability of success as yearned by the marketer. In order to achieve this increased probability of success one concentrates his focus on the needs of 'Youth, Women and Netizens' ('YWN') as stated in marketing 4.0. This is the segment that in years to come will address the

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buyers' market. (i.e., the market that generated with marketing 2.0). Let one be specific and the title be justified to walk the talk. Lately, the chairman of Corporate and Economic Advisory Group in an article 'Now, to hold it all up' considered the population data from the 2011 census and assumed an annual growth of 1% to arrive at the estimated data for 2021. This is being presented below Indian population in million, 2021¹

Age Group	Total	Rural	Urban
18-44	561	370	191
45-59	166	109	57
60-and above	120	84	35
Total (18 & above)	847	563	284

The marketer has to sharpen his marketing warfare to address mainly the segment 18-44 in case of Indian market. It is an economic purchasing power shift to the focused segment 18-44 instead of the traditionally higher level of income and purchasing power enjoyed the 45 and above. The individual is guided by individual preference as well as by the desire to conform to social norms and belief outside the mainstream culture and guide the elderly in most of the consumer goods item as the digital world has shifted them from vertical to horizontal. The demand of the consumer goods mainly stems from the agriculture, lumbering, extractive, fishing and farming. Today, one third of all the green house gas emissions come from an industrialized food system. Over three fourth of the destruction of the Earth's soil and water is also due to this system. The industrial food systems consistently extract an enormous amount of fossil fuel, water and land for such monoculture. The time to support such organic bio diverse system, the essential being the organic farms is opportune- the Covid 19 pandemic and multiple lockdowns highlighted how vulnerable the long distance supply chains used by industrial agriculture are. Local, bio-diverse agricultural systems provide health and immunity to such shocks² In this 2 continuum one would like to refer to a survey that appeared in brand equity titled 'How 2020 changed the Indian Consumers' which shows that "the 2020 shoppers- 70% said their spending habits have changed with more focus on bringing value to both themselves and the society....said that they have been actively seeking to purchase more from small businesses. While 72% also said that they do not mind paying extra if the product is environmental friendly³, again "people are willing to pay a premium for healthier and cleaner alternatives in food". ⁴ Therefore how would one try to use the 5 A's⁵ model of namely, Aware, Appeal, Ask, Act and Advocacy among the consumers as a guide to help the marketer handle the change in the behavioral plank of marketing. The Change As per a report of Times Business one finds that in a survey of metro household the change in terms of food, grocery and household consumption is getting reflected for 2021.

**THE ESTIMATED CONSUMER WALLET SHARE IN 2021(%) IS AS UNDER
ESTIMATED CONSUMER WALLET SHARE IN 2021(%)⁶ (INCLUDES)**

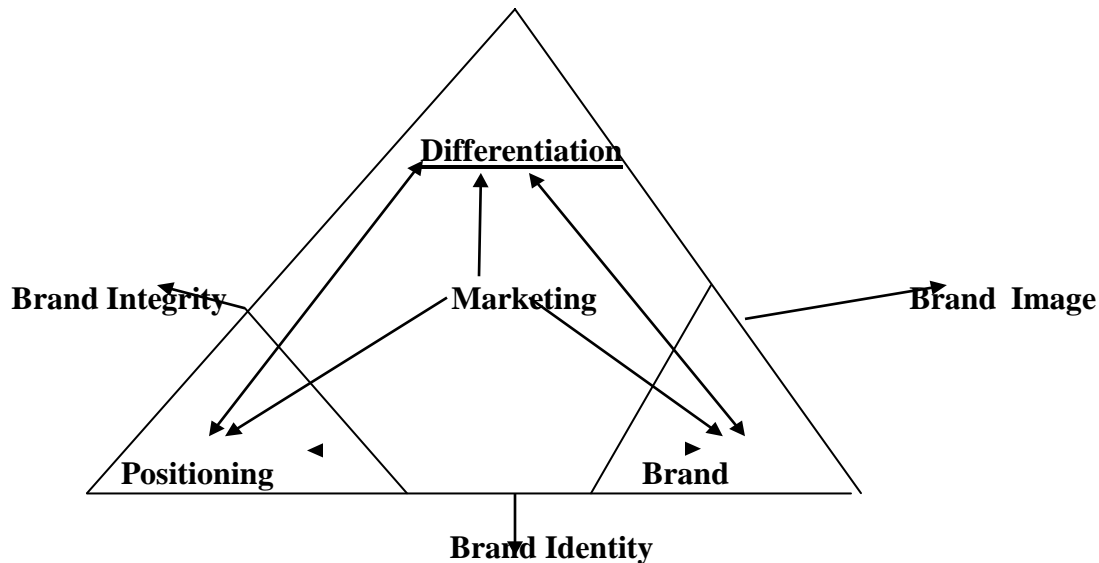
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The change is that people understand that health and wellness is important. During the precovid pandemic it was less than 1%, along with it the main wallet expense items are 'Food, Grocery and household products' again 10-20% has been estimated on 'Appliances and Electronics' followed by 'Communication, TV, transport and Education'. It is significant that the hard and soft part of digital and mainly Internet of Things (IOT) will get boost. This is what Philip Kotler has stated. One needs to study the market. The market is addressing the need of the consumer and the generic groups that are classified into three. Based on the values that are sought by customers, the customers could be grouped into the following three segments: a) Trend Setters, b) Rational Buyers and c) Net Workers⁷

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The generation it will address is largely the 'Net Workers' or some who nurture a culture of commitment and trust; understand value in their own terms with urge to solve finding a customer within a customer and building a community which is more reliable than family or peers. Kotler has referred them as 'Netizen'. Here in, it important to briefly focus on changes in approach of marketing 1.0 to marketing 2.0 to marketing 3.0 and lately marketing 4.0. . In the stage of marketing 1.0 the marketing only focused on 3 the product that was the offering. Sooner, the marketer delivered a situation where the consumers had choices to make and accordingly made their decision they could interact with the marketer to make this choice i.e., being interactive thus the product value could be defined by the customer and this was the start of customer-centric age. This is known as marketing 2.0. In marketing 3.0 the advancement was towards human-centric, where customers were considered as human beings allowed to be active, anxious, and creative and reflection of their desires. Consumers depicted more awareness and sensitivity towards the social and humanistic side of the brand i.e., the corporate responsibility, social and environmental dimension. During this slot one finds that cause-related marketing got a shake out. Marketing 2.0 and Marketing 3.0 will go to annals of marketing as demonstration of 'Information Age'. Marketing 4.0 advanced this information age to 'Participation Age'. In India using the 'Arogya Setu' setu application one could understand the presence of a corona affected patient

nearby, similarly products are getting launched where in logging in some covid self testing site one is being told how to start the time and is indicated when to end and finally on mobile the result or certificate of testing is appearing. The interface is direct between the customer and the product (e.g.coviself.com of Mylab). The both products are the demonstration of system where customer will be able to validate the offered features of the brand, value driven action of the brand and the values added from the product are really there (say getting the certificate of test at the last). These refer to the fill up this change is giving. The Marketing 4.0 furthers the traditional marketing based on which we had the traditional concept of merely Brand identity Brand image and Brand integrity. Marketing when enveloped with the three in diagrammatic representation would be like the one below-



Source: Modified diagram Positioning -differentiation -brand triangle from Antonio F. Skermeta, et al..8) The Marketing traditionally has brought Brand identity as positioning with top of mind recall of the specific brand, The Brand Image has element of emotion and acquires so through the differentiation. The case of brand integrity is positioning backed by differentiation. The Marketing 4.0 is bringing a new dimension to it by incorporating Brand Interaction to humanize brand with human like attributes. In the age of Marketing 4.0 the following are the equations to be applied to the brand;

- 1) Brand Image = Brand + differentiation
- 2) Brand Identity= Brand Positioning + Experience
- 3) Brand Integrity= Brand Positioning + Brand Differentiation
- 4) Brand Interaction= Brand + Experience brought through internet and IOT (contribution of Marketing 4.0) Brand Interaction brought by Marketing 4.0 is significant for the consumer action since it opens the following domain:
 - 1) A direct interaction between the user and the products. Through the digital mode using internet and Internet of Thing (IOT) And Web of things (WOT). The IOT refers to technologies

of Barcodes, Matrix Barcodes, RFID and NFC tags. The WOT could refer to the URLs or URIs.
2) Experience of others in reference to the brand is validated by the individual consumer.

3) It confirms the claims of the brand features and experience against the touch points.

4) It checks the brand's integrity. 'Marketing 4.0' as coined by Kotler states that its intention is to drive a customer from awareness through to advocacy while the consumer is subjected to influence of three his 'Own' 'Others' (i.e., the broader less controllable group) and 'Outer', he terms them as O Zone or O3 9. To recall 'Own' and 'Outer' can be controlled by cognigence-dissonance reduction techniques and conflict resolution techniques respectively, but for the 'Others' the source of information is independent and less controllable. Driving the communication through the path of Awareness, Appeal, Ask, and Act would lead to Advocacy. Referring to Green One has to understand what is Green Product and how this could be marketed using the Marketing 4.0. The Green Product according to Ellington, Hailes and Makower¹⁰, the following are the characteristics of green product:

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

At the same time it has to be kept in mind that the greenness of a product is a matter of degree, relative to the competing alternatives available, and that considerable variance can exist regarding acceptable levels of greenness across countries [Ottman¹¹] Again it is a fact that this green product lead us to the concept of 'Green Consumerism' which in years to follow will be backed by symptomatic 'EcomarkLabelling'¹². The genesis of the concept of Green Product is in the Green Marketing. The terminology entered in the business lexicon in the late 1980's. It can be defined as an integrated management process responsible for identifying, forecasting and satisfying the needs of individuals and groups in profitable and sustainable ways. In addressing the needs of Green Marketing- organizations, institutions and firms have responded with 'Green Products'. The focuses of Green Marketing are two:

- 1) Using natural resources at a rate at which it could be replenished or could be suitably substituted.
- 2) Producing pollution and wastes at a rate which can be absorbed within the environmental system without bringing much disharmony in the natural environment.

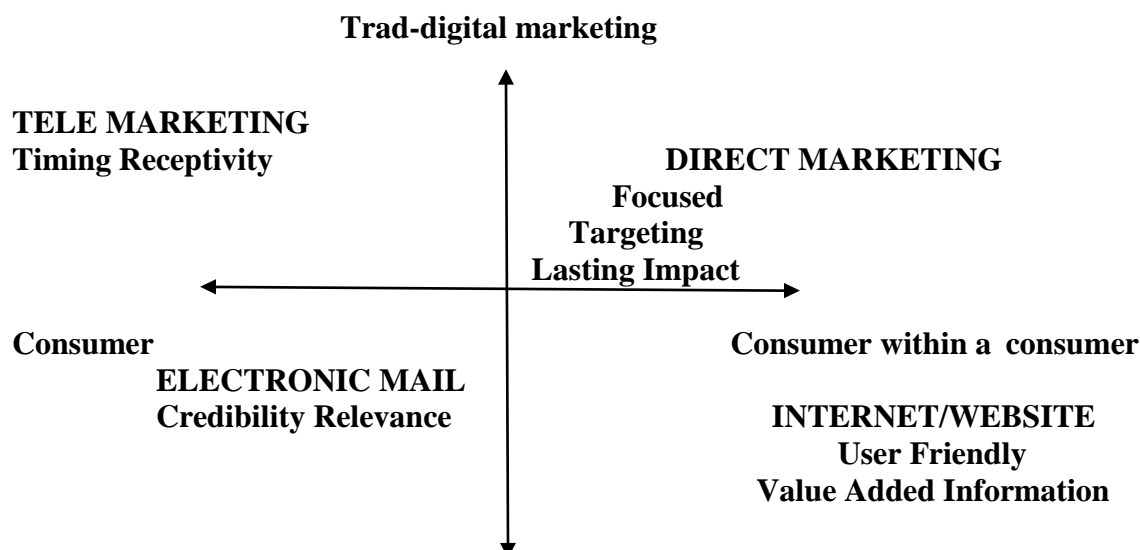
The task that Marketing 4.0 has to handle?

In the case of green product marketing the following points need to push if the opportunity of YWN has to be encashed in India:

- a) The substantial enhanced value in the product is to be focused and its relevance to the individual.
- b) The Image that recycled products and recycling technology will have on user is same as that of virgin.
- c) The involvement of manufacturing firms and vendors in disbursing the social commitment through awareness, appeal, ask, act and finally finding the user the advocates of their green brand.
- d) Awareness, appeal, ask, act and advocacy in reference to public Issues and Green Products.
- e) Experience of others in reference to the green brand that needs validation by the individual consumer.
- f) Confirming the claims of the brand features and experience against the touch points.
- g) Checking the brands integrity using the digital marketing
- h) Building awareness, appeal, ask, act and advocacy in reference to changing rules on such green products among the individual and group.

Having stated the purpose of communication and orientation in case of Green Marketing, one looking at the millennial group is talking on social media for two reasons the output diffusion of communication at the cheapest of the cost with more precision and becoming informational as well as transformational(find out from communication drives) Having deliberated on this issue, in a critical manner one will be tempted to state that Direct Channel which is now the 'Trad-digital', (I.e., B to C) is moving fast towards a 'Digital' marketing which is forth coming and is more to stay in Artificial Intelligence communication will also be having a communication overload as depicted in discussion to follow.

Key to Successful Direct Marketing Channel



Source: Modified from Direct Marketing In Action, Edited by Thomas et al pp13413

The researcher is more bothered about the bottom two the Electronic Mail and the Internet/Web site since radical trust is the 'in-thing' in 'C to B', 'C to C' and even 'B to C'. The term 'Radical Trust'¹⁴ refers to trust bestowed on others when organization shift control to their customer and users. Let us delve a 6 bit into these two. Using e-mail means creating credibility and relevance. Credibility can be derived simply by 1) simply identifying the institution and 2) sending the mail out irrespective of the size of the mail since individuals or group hate the 'spam'. Recipient in digital marketing want identification and trust worthiness of the communication. Secondly, it is imperative that the firm's offer be clear, obvious and explicit to have an unique customer response (UCR). Off hand is the case of 'Lab Grown Chicken Meat' a successful venture now I Singapore. It has been approved by Singapore Food Agency. It was introduced by a US start -up 'Eat Just' in December 2020 at restaurant 1880 in Singapore. Singapore is the first country to approve the sale of cultured meat which is not plant based but instead grown from animal muscle cell. "Demand for sustainable meat alternatives is rising. This is due to growing concerns about environment and animal welfare."¹⁵ As per the report it is stated that meat consumption is projected to increase by more than 70% by 2050. It be noted that it involves sweet water consumption of 1500 litres for 1kg of grain and 10 times for meat¹⁶, in specific to chicken/poultry (broiler) 3.3 kgs of dry matter feed to produce a broiler in a poultry and in case of beef 25 kgs of dry matter feed for 1 kg meat¹⁷. These meat alternatives using disproportionate use of finite resources such as water and also the land is not green and alternative sources have to be found. Therefore, one welcomes the lab grown chicken in ensuring a secure food supply and as green product as of now (considering the knowledge resource). Now the pathway of 5 As' i.e., awareness, appeal, ask, act and advocacy that 4.0 contemplates in reference to the above stated case. The author looks into the alternatives in the digital world in terms of platforms. But before hand, is the issue that should it be state enabled and piggybacked by the private entrepreneurs or should it be the private entrepreneur individually creating the digital highway. In reference to my country India, (a culture that started after India passed the Right to Information Act in 2005 followed by IT revolution that dazzled every Indian, administrator and people got enamoured and we saw the advent of Aadhaar and later the India Stack. Digital India, seeks to provide the IT infrastructure for delivery of Government and private services) also, we are aware of the 'Agristack', where the information collected about farmers will be monetised through giving loans or selling of inputs or connect to distant buyers on the electronic National Agriculture Market (e Nam) portal. The eNam portal has been struggling since 2016 as the underlying infrastructure, as such as for grading and storing for quality or supply chain for transport of the produce are missing ends¹⁸. The e-choupal of ITC is better working using the digital upsurge for the users. Thus one dominance of Private firms' there will be requirement of digital hardware and software. As of now an array of atleast more than 50 popular social websites. To refer a few that are at top of mind recall are, 'Pinterest', 'Twitter', 'Facebook', 'Instagram', 'Google+' and 'Linked in'¹⁹. The field of Green Marketing as stated above is normative yet the imperative of time states that the population to be addressed to develop the Green Products(marketing) and Green Services is mainly the YWN, the community which is 'Me-Generation' in terms of their lifestyle²⁰, which is discerning and well acquainted with best of their interest. 'Twitter' and 'Linked in' are sites that stands out from the above named few. 'Twitter' is a micro blogging site with a limitation of 140 characters total as the blog size. 'Linked in' is basically a business

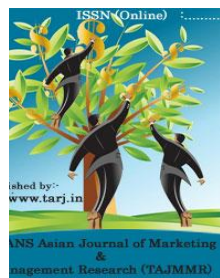
oriented social networking site but the population is above the age of 35 or higher and has around 740 million at present users less than a million. Facebook is a social sharing site with largest opportunity to be heard it had 2.8 billion users till 2020 of whom the maximum users are in the age of 24-35. The other two sites Instagram and Google + are social sites the nuances need to be observed. Instagram is one in which photograph and even videos (of 15 seconds) can be seen, Google+ is social network site where the Brands and Users go tango. 7 The pathway mostly used is that of Facebook orientation in reference to the above where in the awareness can be created. The other way is to build the awareness and appeal of consumption in the Twitter and the Linked in and continuing on ' Linked in ' with the appeal and asking for verifying the claims this should be followed by instagram where the process of the lab claim could be exhibited followed by 'Yum-Yum' effect through videos, again a similar try could be through Google + where Users and the brand could confirms the claims of the features and experiences against the touch points. The you tube as a tool could do wonders as well , from the step of Ask, Act and Advocacy onwards and thus one could check the brand's integrity. Very evident of this 4.0 is the recent reach out to Covid 19-hit offline sellers with Tech solutions, online grocery retailer 'Grofers' is reaching out to offline traders and retailers asking them to be part of the network and also benefit the from the reach out. They are looking to grow their merchant base bringing offline online and partnering with entrepreneurs to open Omni channel. The " the team at Grofers is in a unique position to not only help local businesses adapt to current situation but also be ready for a future which is going to be online and technology led" is the statement of CEO of the firm. Now in Covid -19 we that product categories in reference to e-marketing span fresh flower to home and kitchen goods, social commerce platform Dealshare, which primarily relies on its army of Whats App groups and community influencers to sell household basics, is on boarding new local manufacturers across Rajasthan, Gujrat, Maharashtra and Karnataka²¹. All is not hunky dory The whole of 'Marketing 4.0' presumes that the Medium, Small and Micro Enterprises (MSME) while marketing the Green Product and Services in a developing country like India has the finance to do so. The Government of India has extended loans to the sector but the loan has a paradox, i.e., the interest that need to be paid. As a marketer the service sector is the Retail Business, the size of retail is \$ 854 billion. There are around 1.5 million stores across the country together they give directly employment to 46 million people which sustains the livelihood of 250 million Indians. Retail's contribution to India's GDP is a significant 10%. Now the 135 lakh traditional stores in the country called 'Kirana' or 'Mom & Pop' stores are part of this retail size they unfortunately do not qualify for the MSME tag and therefore even the Packages of relief in terms of Loans they are out of it²² . The 4.0 requires mandatorily digital availability, affordability and usage of infrastructure besides the IOT system in place, all these India is yet to develop as it is a developing country. There are hard and soft infrastructure missing links to the process of digitalization. The hard includes devices, electricity, servers and data centers mainly. The soft requires adequate digital platform, content, legal and policy measures across value chain. The ownership of the digital platforms varies in three modes. Proprietary digital platform owned by private parties, a government owned and mandated system and the third is broad regulation of consumers disconnected from needs. In developing countries it is better to have government mandated system. To have 4.0 in place in India the recommended system is digitization be public goods available, accessible, affordable, auditable, scaleable with privacy

impregnated in its design. But on the contrary in India the auditability is being challenged by some. Social media platforms with headquarters outside India to be specific in US have enjoyed in Indian Market but while following Indian law fail to respect the Government of India's regulations i.e., law of the land. Recent incidents of Twitter with more than 20 million users in India and Facebook owned Whats App, with more than 550 million users, have shown these platforms coming in conflict with the larger public good and sovereign laws²³. Even in the US the country where they enjoy Sec 230 of the Communications Decency Act which generally provide Immunity of website platforms from third party contents for last many years, but mind it, big tech companies get routinely sued despite Sec 230, since that protection is for narrowly defined space. So, in violation of Law of land, what is sauce for the US goose cannot be sauce for Indian gander²⁴? The concept of Green market is inter-twined with concept of 'Sustainability'. The level of digitization that Marketing 4.0 states requires mountains of silicon chips, magnets and batteries, which require rare earth and lithium, all these are difficult to mine. Data centres are responsible for 1% of the global energy consumption. Chip making is water intensive, and the chemicals are polluting²⁵. Under the circumstance, the author of this research paper finds 'Marketing 4.0' rewarding for the consumer and the firms but with a caveat, it may not be possible now since the polluting technology will harm the world therefore, one expects that Marketing 4.0 will come up with a non-polluting hardware and software also. One applauds the pathway but not the highway of polluting technology. Summary: The author humbly submits that India, the second largest democracy of the world with huge market and third internet penetration rate is fit for the Marketing 4.0 as all conditions and pre-requisites match for the Indian market, but in case of Green Marketing it is constrained and limited since is required as sustainability that is basis of Green and survival of the world in years to come is getting coerced. This can only be a short-term approach for non-green products but when on long-term perspective sustainability of the world will be required and greening all the industry will be mandatory the marketing 4.0 will require a different type of hardware and software.

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ANALYSIS OF THE STRUCTURE OF PROPERTY INCOME OF INDIVIDUALS AND THE FACTORS THAT LEAD TO THE CONCEALMENT OF INCOME

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ABSTRACT

This article examines the composition of property income of individuals and the factors that lead to income concealment. As a result of the research, changes in tax legislation, ignorance of tax legislation and untimely submission of tax returns by individuals, concealment of royalties have led to untimely payment of property income taxes by individuals in Uzbekistan. Based on the results of the study, recommendations were formulated by the author.

KEYWORDS: *Tax Code, Individuals, Property Income Of Individuals, Interest, Dividends, Income From Rental Of Property, Germany, Social Status Of The Individual, Royalties.*

INTRODUCTION

According to the Tax Code of the Republic of Uzbekistan [1], the total income of individuals includes income in the form of wages, property income, income in the form of material benefits and other income.

One of the concepts that raises the most questions in the process of taxing property income of individuals is property income.

According to Article 375 of the Tax Code [1], property income includes:

- 1) interest;
- 2) dividends;
- 3) income from the lease of property;
- 4) income from the sale of property belonging to the taxpayer on the basis of property rights. Income from the sale of property is defined as the part of the amount of sale of the property in

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excess of the documented value of its receipt. In the absence of documents confirming this value, the positive difference between the sale value of the property, and for real estate - the cadastral value and the sale price is recognized as income;

5) income received by a taxpayer holding a patent (license) for industrial property, selection achievement in case of waiver of a patent in favor of another person or conclusion of a license agreement;

6) royalties;

7) income received from the trust manager on the property transferred to the trust management;

8) income from REPO operations determined in accordance with the procedure provided for in Article 324 of this Code;

9) income from transactions with securities and (or) derivative financial instruments of fixed-term transactions, determined in accordance with the procedure provided for in Articles 327-329 of this Code;

10) income in the form of profit of a foreign company controlled in the cases and in accordance with the procedure established by Section VII of this Code;

11) income from participation in accordance with a simple partnership agreement (agreement on joint activity), determined in accordance with Article 319 of this Code;

12) other income of a property nature not specified in paragraphs 1 to 11 of this Article.

Although the property income of individuals is strictly regulated by legal grounds, cases of concealment of property income of individuals are widespread in practice. This situation can be explained by several reasons:

-Changes in tax legislation;

-The existence of mutually exclusive legal grounds. For example, according to the Tax Code of the Republic of Uzbekistan, income from the performance of temporary one-time work, if the recruitment of such work is carried out with the support of temporary one-time employment centers; from the sale of livestock (cattle, poultry, fur and other animals, fish, etc.) live and slaughtered raw or processed (except for industrial processing) of livestock, beekeeping and agricultural products income from the sale of processed, except for ornamental horticultural products; the value of prizes in the form of items received at international and national competitions and contests; income received from individuals in the form of inheritance or gift, as well as free of charge in cash and in kind, except for: money paid to heirs (legal successors) of works of science, literature and art, performers of literature and art, as well as authors of inventions, inventions and industrial designs awards;

-Real estate, vehicles, securities, shares in the authorized funds (authorized capital) of legal entities between close relatives; Income in the form of shares, stakes and shares received free of charge from individuals (including under gift agreements), if the transfer of these shares, stakes and shares is made between close relatives and the cases specified in Article 378 of the Law are not taxable [1];

- Variety and high tax rates on the structure of property income in accordance with Article 375 of the Code;
- Lack of application of the progressive scale in the taxation of property income of individuals, etc.

Level of study of the topic

The issues of personal income and property taxation have been studied by many local and foreign scholars.

Among the CIS scientists Zotikov N.Z. The study examines the issues of taxation of property income of individuals in the experience of developed countries, in particular, Germany [2].

In today's context of radical structural changes, modernization and diversification of the economy, the analysis and study of the nature of taxes levied on individuals, including income tax, the importance of tax relations, its share in the tax system and state budget revenues based on theoretical and practical data [3].

Taxes should provide sufficient funding for state budget revenues, as well as serve the development of entrepreneurial activity in the country. Natural resource and property taxes should serve the efficient and rational use of resources by economic entities [4].

Fayziev F. A. According to him, the current duplication and complexity of land tax calculation in the accounting of property and land taxes owned by individuals, the calculation of taxes in the prescribed manner, the application of benefits and a number of other tax elements create difficulties and problems for taxpayers [5].

Indeed, difficulties remain in the taxation of property income of individuals. For this reason, the study of this topic is relevant.

RESEARCH METHODOLOGY

The study of the structure of property income of individuals and the factors leading to the concealment of income has studied the legislation adopted in the country in this area, including the Tax Code of the Republic of Uzbekistan. Also, a comparative analysis of the structure of property income of individuals and the mechanism of their taxation on the example of Germany and Uzbekistan.

ANALYSIS AND RESULTS

In accordance with the concept of tax policy in 2021, the procedure for calculating and paying personal income tax, as well as the tax rate of 12 percent has been maintained.

For individuals who are residents of the Republic of Uzbekistan:

the basic rate of the personal income tax - 12 percent;

income in the form of dividends and interest is taxed at 5 percent;

b) for individuals who are non-residents of the Republic of Uzbekistan:

dividends and interest - 10%;

income from the provision of transport services in international freight (freight income) - 6%;
income from employment contracts and civil law contracts, other income - 20%.

In the taxation of property income of individuals, the declaration of total annual income of an individual is an important economic and financial document and is important in the prevention of violations in this type of tax.

Declaration of total annual income of an individual is a written statement of the taxpayer on the annual income received and taxes paid, which is submitted by the following individuals who are residents of the Republic of Uzbekistan:

- Property income (from the lease of property - residential, non-residential buildings, motor vehicles) if they are not taxed at the source of payment;
- Income received as royalties for the creation and use of works of science, literature and art;
- Income in the form of material benefits, if this income is not taxed by the tax agent;
- Income from sources outside Uzbekistan;
- Income from non-tax agents;
- Other taxable income that is not withheld by the tax agent [6].

TABLE 1 PROPERTY INCOME OF INDIVIDUALS TAXED ON THE BASIS OF THE DECLARATION, AS OF 01.05.2021 [7]

#	Indicators		2020 year	2021 year	Difference (in million soums)	
					In soums	million percent
	Citizens who submitted a declaration	<i>number</i>	404 988	446 606	41 618	110,3
		<i>Calculated tax</i>	208 298,4	231 858,3	23 559,9	111,3
1	Sale of accommodation	<i>number</i>	6 285	7 900	1 615	125,7
		<i>Calculated tax</i>	33 100,4	50 310,9	17 210,5	152,0
2	Sale of non-residential premises	<i>number</i>	3 588	5 911	2 323	164,7
		<i>Calculated tax</i>	9 893,3	14 515,3	4 622,0	146,7
3	Rental of	<i>number</i>	89 468	90 242	774	100,9

	accommodation	<i>Calculated tax</i>	64 962,7	73 682,2	8 719,5	113,4
4	Rental of non-residential premises	<i>number</i>	26 652	11 137	-15 515	41,8
		<i>Calculated tax</i>	18 220,4	12 485,6	-5 734,8	68,5
5	Rental of vehicles and other vehicles	<i>number</i>	24 020	18 913	-5 107	78,7
		<i>Calculated tax</i>	24 165,8	11 657,5	-12 508,3	48,2
6	Those with additional sources of income (science, foreign currency, etc.)	<i>number</i>	254 975	312 503	57 528	122,6
		<i>Calculated tax</i>	57 955,8	69 206,8	11 251,0	119,4
Calculated tax collection			43 892,5	49 770,7	5 878,2	113,4

If we analyze the state of property income of individuals taxed on the basis of the declaration in 2020-2021, in 2021, 446,606 citizens filed tax returns, and as of May 1, 2021, on the basis of rental housing, 73,682.2 mln. soums are taxed. Of those with additional sources of income, 57,955.8 million in 2020 and 69,206.8 million soums in 2021 was calculated as tax (Table 1).

In terms of the number of people renting housing in 2021, Tashkent region and Samarkand region are leading after Tashkent, and Surkhandarya region is leading after Tashkent city and region in terms of tax amount.

As of May 1, 2021, citizens who refused to submit a declaration of income did not submit the declaration on time or deliberately provided incorrect information [8] in the Republic of Karakalpakstan (15) and Surkhandarya region (12) after Tashkent (42) more common than in other regions of the country.

It should be noted that in our country there are many cases of concealment of income of individuals. For example:

From January 1, 2019, in accordance with the Regulation "On the procedure for mandatory registration of real estate lease agreements with the state tax service", the lease of residential and non-residential property will be registered with the tax authorities. To do this, a bilateral agreement must be concluded between the lessor and the lessee and registered with the tax authorities. There is no fee charged by the tax authorities to account for the contract. Accounting is done in two ways. This is done through the interactive service "Accounting of lease agreements" located in the personal account of the taxpayer on the portal of the State Tax Committee electronic tax services my.soliq.uz or by visiting the tax inspection of the individual's

permanent residence, state registration of the legal entity. However, according to Article 1591 of the Code of Administrative Responsibility of the Republic of Uzbekistan, the absence of a contract for the lease of a building, structure or part of it, housing, or non-compliance with the mandatory registration of the lease agreement with the state tax authorities there are cases of individuals illegally leasing their property without knowing that it will result in a fine of between ten and ten times as much. The main reasons for this are the lack of tax literacy of individuals and tax evasion.

Royalties are payments for the use or right to use any intangible asset, including software and databases. Interest - income from the payment of any type of debt and royalties - taxation of payments for the use of any intangible asset or the right to use it. In international tax relations, the norms of international agreements must be applied correctly and in practice in order to avoid double taxation in agreements involving non-residents. In international tax relations, we need to know what is the main problem in the regulation of taxation of activities for non-residents in the conclusion of agreements between the contracting state and other contracting states. Legislation is often amended, and many experts do not have time to get acquainted with these changes, to understand their essence, to know how to apply them in practice [9]. As a result, there are cases of double taxation on royalty payments of individuals. For this reason, there are cases of concealment of income of individuals on royalties and non-payment of taxes at the rate of 20%.

In the Tax Code, there are also cases of concealment of income under the concept of participation in accordance with a simple company agreement. Examples include understatements of joint ventures or reductions in income in accounting statements.

It should also be noted that the fixed rates and guidelines for the taxation of property income of individuals are not published on the website of the State Tax Committee and other sources. There are cases when the concealment of income by individuals who are not aware of the legal norms and the organizational and practical mechanism of taxation. In addition, the country does not use a progressive scale in the taxation of property income of individuals.

For example, in the German experience, exceptions for taxes and taxation are regulated only by the Law "On Taxation".

TABLE 2. TYPES OF PROPERTY INCOME OF INDIVIDUALS IN GERMANY [10]

	Type of property income of individuals	Taxrate
1.	Income from capital investment (dividends, interest)	25 percent
2.	Income from the use of real estate	25 percent
3.	Income from inheritance and gift	7-50 percent

The following property income of individuals is taxable:

- In the form of salary;
- Income from doing business;

- Self-employed;
- From fishing, agriculture or forestry;
- Capital transactions (bank deposits, interest-bearing loans from personal funds);
- Rental of residential real estate;
- Sale of real estate;
- Other income (pensions and various trade operations).

It should also be noted that the taxation of property income of individuals also takes into account the social status of the individual (married, number of children, employment of the couple, income). This is calculated for 6 classes. Including:

class 1: single individuals, no children;

class 2: single people but with children (divorced or not living with legal husbands / wives);

class 3: only one working couple;

class4: a couple working on both;

class5: spouses, where one of the couples has an above-average income;

class 6: Individuals who have two jobs or have additional income.

Germany has strict tax controls. The transfer of the rights and functions of law enforcement agencies to the German tax services has allowed to increase the effectiveness of control in the field of taxation, which in turn has led to a significant increase in the level of combating economic crime.

CONCLUSIONS AND RECOMMENDATIONS

Although the tax legislation in Uzbekistan has been improved and the number of contradictions has been reduced, with the exception of the taxation of personal income, there is much to learn from developed countries.

The analysis shows that changes in tax legislation, individuals do not know the tax legislation and do not file tax returns on time, cases of concealment of royalties lead to untimely payment of property income taxes by individuals in Uzbekistan.

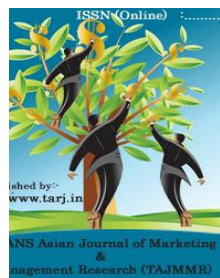
To overcome this situation, it is necessary to increase the tax literacy of individuals, based on the German experience, the intervention of law enforcement agencies in the tax services and, in particular, the integration of individuals in the accounting and taxation of property income.

In order to prevent individuals from evading high tax rates, it is necessary to introduce taxes based on the amount of property income. For example, when real estate rent is high, the tax rate is high and vice versa. The same can be said for dividends. A detailed study of personal income taxation in Germany can serve as an important experience in improving the taxation of property income of individuals, in particular, in the introduction of a reasonable progressive tax rate.

In the process of taxation of property income of individuals, it is necessary to take into account the social status of the individual, official employment, the number of children.

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USE OF MARKETING STRATEGIES IN THE DEVELOPMENT OF THE NATIONAL ECONOMY

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ABSTRACT

Based on the development of development strategies of companies for the development of a modern market economy and the study of the role of information technology (IT) in their activities, as well as strategic planning, optimal options are developed through analytical development.

KEYWORDS: *Company, Information Technology, Micromarketing, Macromarketing, Segmentation, Strategies, Strategic Planning, ESOMAR, Personnel, Strategic Management, Strategic Position, Strategic Option.*

INTRODUCTION

Beginning in the 1960s, many large companies began to use marketing in their operations. In recent years, many companies are looking at the market as an important component of their successful operations. Marketing is also based on information technology (IT). This places the requirement for a more in-depth study of the field.

Such scientific research is one of the urgent tasks of today. Scientific views in the field of marketing can be seen in the scientific research of many scientists. They include Kotler F, Jean-Jacques Lamben, Belyaevsky IK, Bagiev GL, Tarasevich VM, Basovskiy LE, Bronnikova TS, Meshkov AA, Musatov BV, Golubkov EP and others. enters. "In 1972, F. Kotler introduced the concepts of micromarketing and macromarketing. In 1976, Shelby Hunt demonstrated that marketing is a science about the conversion process.

MAIN PART

The process of globalization of marketing was observed in the late 80s and early 90s of the twentieth century. In 1990, Canberra (Australia) hosted the International Conference on Global Marketing under the motto "Marketing is everything", "Marketing means business".

In the world economy, the industrial age is giving way to the information age. During this period it reached the United States, Japan, Germany and other European countries. Rapidly changing market conditions, the development of priceless methods of competition, highly flexible production, individual consumer, small market areas, market segments and a large number of some "trails" are its characteristics.

RESULTS AND DISCUSSION

Market segmentation is the process of dividing consumers in this market into separate groups. Each of the separate groups reflects the specific characteristics of demand in the market. The main task of the segmentation process is a set of characteristics that reflect the intended direction of the formation of demand for goods and services, which opens up opportunities for enterprises to correctly position their supply in accordance with the existing demand in this segment. Along with segmentation, strategic planning plays a key role in orienting marketing research. Strategic planning is divided into short-term parts up to 1-15 years, medium-term up to 3-5 years, and long-term up to 10-15 years. Strategic planning is an organized systematic process. This process is active in finding markets, occupying them, gaining a worthy place. Strategic planning develops the optimal options for the establishment of the enterprise, to determine its place, role in the socio-economic life of the country, to further strengthen it. M. Porter's strategic model sees two main concepts of marketing. The choice of the general market, the specificity of the product and its prices.

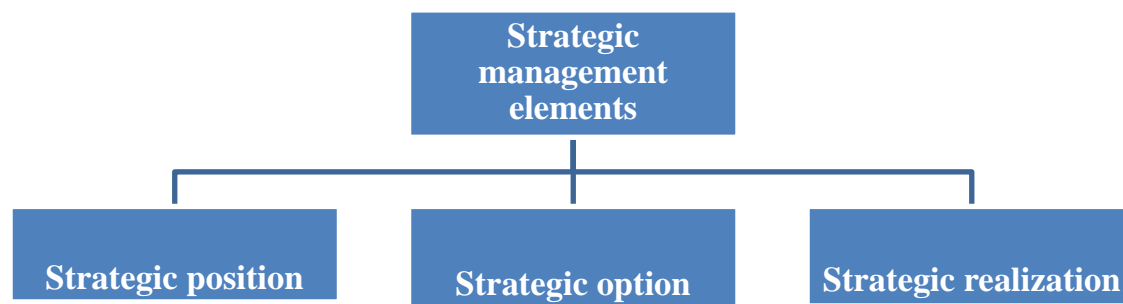


Figure 1. Strategic management

In the process of developing strategies, it can be seen that it is a development hypothesis of companies, a process that is very complex and of an evolutionary nature. In modern practice, three main approaches have been adopted, including constructive, strategy-experience, strategy-idea. At the same time, managing strategies brings benefits to a diversified economy. Strategic position - forms the internal environment of the company, controls the activities of corporations through the development of strategic options and prepares business strategies of companies. Changes in marketing strategies depend on consumers, aiming to achieve the maximum satisfaction of consumer needs. It leads them to develop new business strategies. CRM

(Customer Relationship) is at the core of customer finding strategies. These strategies are based on management and information technology, studying the needs of consumers at all stages [2]. Companies' strategies are developed by top managers and serve to ensure that companies operate effectively in all aspects. At the initial stage, it is advisable to take into account the influence of internal and external factors in the strategic planning of companies, factor analysis or SWOT-analysis is one of the main tasks in the preparation of market strategies of comprehensive companies. The results of SWOT-analysis increase the competitiveness of companies through the processing of projects. The wishes of consumers are taken into account for the short-term and long-term development of companies. At the same time, manufacturers are required to follow the rules of ethics. Then the rules of ethics will have to be followed among their partners, teammates. Such rules cannot be controlled by state law. The Marketing Research Association states that every participant must follow the rules of ethics developed by the companies. One such research center is the European Society for Marketing Research and Public Opinion Research. (European Society of Marketing Research Professional, ESOMAR) In 2007, ESOMAR, in collaboration with the International Chamber of Commerce, developed the Fourth Mobile Code for Marketing and Social Research [1].

CONCLUSIONS

In conclusion, the expansion of all types of production, the division of consumers into groups for new products, ie segmentation, allows to make the right choice among the available alternatives in the market through a more effective study of potential customers. On this basis, marketing strategies are developed.

Through the development of marketing strategies, the following is achieved:

First, to select the main strategic directions of economic development;

Second, the development of sustainable development models;

Third, to create a pure competitive environment by eliminating monopolies in the economy;

Fourth, finding new markets by increasing marketing efficiency in the virtual world;

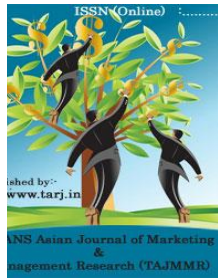
Fifth, it will increase the number of new differentiated product types through the rapid development of integration links between companies and firms.

Since the era of globalization of the world economy, the Internet and information technology have provided an opportunity for marketing to rediscover markets. Widespread use of the Internet has led to the introduction of new types of products and services diversified into new markets and the rapid and high-quality development of long-term forecasts of market activity. At the same time, the Internet provides free access to new markets for large companies and small firms. Today, all companies, firms, organizations have their own servers and electronic lines, and they also carry out their main activities on the Internet. Marketing strategies are moving to the internet, internet marketing strategies are short-term and highly effective. These include banner advertising, live on the site, various quizzes, contests, winning games through the Internet portal.

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ECONOMIC MODERNIZATION OF WOMEN'S EMPLOYMENT IN UZBEKISTAN

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ABSTRACT

Recently, the concept of gender equality has become popular in Uzbekistan, women are trying to protect their rights, there is a growing practical need for self-employment, job creation in a market economy, and a lot of attention is paid to promoting women candidates for leadership positions, including violence. The fact that systematic assistance is provided to women victims shows the economic, legal and spiritual modernization of the country.

KEYWORDS: Labor Resources, Employment, Women's Employment, Socially Useful Work, Economic Modernization.

INTRODUCTION

We all know that the last four years have been engraved in the history of the country as a year of great economic, social and spiritual reforms. The main strength of the state is assessed in terms of defense power, living conditions of the population and their employment. Employment of labor resources and its level is one of the indicators of the economy of any country. The higher the employment rate of the labor force, the lower the unemployment rate, i.e. these two economic categories are disproportionate to each other.

Employment, including the employment of women in the country as a socio-economic category, consists of various forms of social labor relations, in which people enter into these relations in order to participate in socially useful activities from one or another job.

The employment of the total labor force occurs when its commodity-like labor force leaves the labor market and begins to consume it as a necessity. Employment relationships reflect the level of participation of all able-bodied individuals, social groups, especially women, in socially useful work.

In the Republic of Uzbekistan, the structure of employment includes a group of physically and mentally healthy people aged 16 to 60 years and older, which are as follows:

- 1) those who are employed and paid for it on the basis of full-time or part-time work, engaged in other income-generating work;
- 2) Temporarily absent from work for various reasons (illness, vacation, business trip, retraining, advanced training, etc.);
- 3) Worked in a family business without pay.

According to the International Labor Organization, "employed" includes the following individuals.

I. Employment:

- 1) Employees - those who performed certain work for a fee during the reporting period;
- 2) Those who have a job and are temporarily unemployed during the reporting period, but have officially retained their jobs.

II. Those who are engaged in their own business:

- 1) Employed persons, who were engaged in a certain job for the purpose of earning income during the reporting period;
- 2) Those that own an enterprise and do not work for any reason during the reporting period.

Employment itself is divided into two groups:

- 1) Traditional employment, i.e. permanent employment during a full working week;
- 2) Non-traditional (flexible) employment.

Based on our goal, the concept of gender equality has recently become popular in Uzbekistan, women are trying to protect their rights, the practical need for self-employment, job creation in a market economy is growing, women are running for leadership positions. The great attention paid to the promotion, including the provision of systematic assistance to women victims of violence, testifies to the economic, legal and spiritual modernization of the country.

The future of the new Uzbekistan cannot be raised to a higher level without finding solutions to women's and family issues. The concept of gender equality is just entering our country. This concept is well defined in all UN documents, including the Convention on the Elimination of All Forms of Discrimination against Women and other international instruments. Although the issue of ensuring the rights of women in our country, providing them with medical care or education, the right to work, as well as guarantees and opportunities, was discussed, the word gender was not taken into account.

Dear President The issue of providing assistance to women in difficult situations through shelters in Uzbekistan was on the agenda. Analyzes show that In dealing with the public, we find that

Hardship;

The main factors in many of our women have pain, can't tell it to anyone, sometimes have trouble with it, can't share their pain in the workplace, in the family, or on the street, and can't get help from anyone. It is known that there are unfortunately many who are wandering without being able to find it. .

We are pleased that as a result of the study of these issues in 2017-2021, the centers of social adaptation and rehabilitation will be established, while such centers are being established in all regions and districts. To date, the number of such centers has exceeded 200 across the country. Provides methodological and practical assistance to the centers established in each region, ie how to provide psychological, medical, economic, legal and social assistance to our women, if necessary. In order to support women in the right country, to increase the confidence of those in difficult situations in life, the concept of "Women's Book" has entered our vocabulary. At the same time, while there was one aspect of the orientalism of the women of the East, on the other hand, there was the hadith that "our women may be ashamed and not address," but we were lost. The women of our country are increasingly realizing that a well-executed and sensible policy is aimed at rescuing women from economic ensuring their employment by helping women to be active in society by studying their economic and other problems are:

First, employment of labor resources and its level

That it is one of the signs that represent and represent the economy of any state;

second, the higher the employment rate of the labor force, the lower the unemployment rate, i.e., the fact that these two economic categories are disproportionate to each other.

We substantiate our opinion: that is, employment as a socio-economic category is a different form of social labor relations. When people use this or that job, they participate in socially useful activities with appropriate income and enter into activities and achieve results.

If we go into the system, the employment of labor resources, the practical activity occurs when its commodity-like labor force leaves the labor market and begins to consume it. Employment relationships are assessed and indicated by all able-bodied individuals, social groups, those involved in socially useful work, depending on their level of participation.

In the activities of citizens of our country, the structure of employment includes the physically and mentally healthy population aged 16 to 60 years and older, which is manifested in the following ways:

Initially, those who are hired to work and are paid for it on the basis of full-time or part-time work, those who are engaged in other income-generating work;

Secondary, those who are temporarily absent from work for various reasons (illness, vacation, business trip, retraining, professional development, etc.);

Third, those who work for free in a family business as a developer of the state program "Every family is an entrepreneur."

According to the definition of the International Labor Organization in the world, the "employed" include the following citizens: In this case, the employees on hire: 1) workers - those who performed a certain job for a salary during the reporting period; 2) those who have a job and are

temporarily unemployed during the reporting period, but have officially retained their jobs. In this case, the employees in their enterprise are: 1) employed persons, who were engaged in a certain job to earn income during the reporting period; 2) those who own an enterprise and do not work for any reason during the reporting period.

If we pay attention, employment itself is divided into two groups:

- 1) traditional employment, ie permanent employment during a full working week;
- 2) non-traditional (flexible) employment, ie workers are employed.

In the process of transition to a market economy in Uzbekistan, special attention should be paid to women's employment. The reason is that as a result of ongoing economic reforms, the introduction of new forms and methods of employment of labor resources, especially women, will open the way to economic modernization. In the case of flexible non-traditional employment, the trend of changing the composition of the female labor force is an important indicator in practice. It is an integral part of the labor market and also includes a number of other elements. In turn, the first indicator is functional flexibility (rotation of workers with a wide range of specializations); as well as flexible remuneration systems; simultaneous remote flexibility (working on the basis of a subcontract system in small systems).

Employment is a key criterion of economic and social development of any country, and the provision of women's employment directly determines the leadership in the modernization of the country. This situation plays a key role in solving social problems in society, increasing economic productivity and living standards

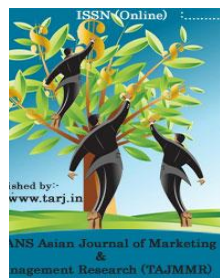
In most countries of the world, women's employment is insufficient, and men's employment is 4/5. For example, 28% of those employed in Pakistan are women, and 75% of those employed in Tanzania and Vietnam are men. Analyzes show that women earn less than men, and the reasons for the situation when studied are women's illiteracy or low level of education and experience. Serious research is underway in Uzbekistan. In particular, it is necessary to pay special attention to working with women included in the "Women's Book", to keep them busy, to study their problems. In our country, going from neighborhood to house, from house to house, to get acquainted with each citizen, to study their problems,

The head of our state On July 14, 2020, in a video conference on increasing the employment of youth and women, providing them with a source of income, special attention was paid to the issues of increasing the employment of youth and women, providing them with a source of income. Forming a list of women's business projects in the districts and cities of the country, special attention is paid to the allocation of simplified loans and grants under the program of monthly financing, women's entrepreneurship. At the heart of these measures taken by the head of state are two main goals - the employment of young people and women, resulting in a stable source of income for families. According to the statistics of 2020, 732,000 unemployed people in Uzbekistan are young people and 834,000 are women. These problems

When women are busy, the problems of the family are reduced: In particular, self-employment satisfies both economic, spiritual and spiritual, as well as educational and legal needs.

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IMPROVING THE MARKETING ACTIVITIES OF THE COMPANY FOR THE PRODUCTION AND SALE OF ARTEL BRAND GOODS

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ABSTRACT

The article highlights the activities of the company "Artel", analyzes the market of household appliances and a qualitative change in it; the practice of market trade in household appliances in the Namangan region was studied and recommendations were given for the development of marketing services.

KEYWORDS: *Electrical Products, Sales, Production, Household Appliances, Investment, Development, Consulting Company Mercer.*

INTRODUCTION

Among the priority areas of development of the Republic of Uzbekistan in 2017-2021, approved by Presidential Decree UP-4947 of February 7, 2017 "On the strategy of actions for the further development of the Republic of Uzbekistan", also included the development and liberalization of the economy, increasing its competitiveness by deepening structural transformations, modernization and diversification of its leading industries.

At the same time, the task was set to master the production of fundamentally new types of products and technologies and, on their basis, to ensure the competitiveness of domestic goods in foreign and domestic markets. At the same time, in February 2017, the President issued Resolution No. PP-2772 "On measures to further improve management, accelerate the development and diversification of the electrical industry in 2017-2021." indicators of production of electrical products with high added value in 2017-2021

The enterprises of the industry have created favorable conditions for the modernization and increase in production. In particular, until January 1, 2022, they were exempted from customs

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duties on the import of equipment, materials and components, as part of the implementation of projects included in the Program of Measures for the Further Development and Diversification of the Electrical Industry.

MAIN PART

Currently, the electrical industry continues to develop dynamically. There are more than 450 enterprises in the industry; the range of manufactured electrical products is about 2 thousand items. Over the past period 2014-2019. 66 investment projects were implemented, 425.3 million dollars were spent, investments, of which 102.5 million dollars were foreign direct investments, 45 new types of products were launched, the volume of production amounted to 19.85 trillion soums, the volume of exports was 1, \$ 03 billion. For example, in 2019, products were manufactured 6.5 times, exported 1.5 times, investments were mastered 1.2 times more than in 2014, and the number of employees employed at the enterprises of the industry doubled.

In the course of the implementation of investment projects, high-tech production for the production of LCD and LED TVs, new models of household washing machines, electric ovens and stoves, air conditioners, refrigerators, electric and solar water heaters, LED lamps, electric meters and other electrical appliances, educational and laboratory equipment, transformers and their components, new modern cables and wires.

The main part of the volume of electrical products (about 90%) is produced by the enterprises of the Association "Uzeltehsanoat", which includes 85 enterprises, including the factories "Uzkabel", "Andijankabel", "Chirchik transformer plant", enterprises of the "Artel" company, etc. members of the Association employ about 22 thousand people.

The Uzeltehsanoat Association was established by Presidential Decree No. PP-4090 dated January 4, 2019 "On measures to further develop and increase the export potential of the electrical industry" on the basis of Uzeltehsanoat JSC. The Association was given a number of new tasks, in particular, the development of a strategy for the sustainable development of the industry, the implementation of comprehensive measures to assist in the development of new types of products, saturation of the domestic market with high-quality domestic electrical products and the expansion of the geography of its export. The decree provides for the implementation of 22 investment projects in the period 2019-2021 for the technical and technological renovation of existing and the creation of new electrical production in the amount of 153.8 million dollars, as well as attracting foreign investors for the joint implementation of promising innovative projects with a design cost of 500 million dollars.

RESULTS AND DISCUSSION

The next regulatory document aimed at the development of the electrical industry was Presidential Decree No. PP-4348 of May 30, 2019 "On additional measures to create favorable conditions for the further development of the electrical industry and increase the investment and export potential of the industry." The decree approved the "Roadmap" for the accelerated development of the electrical industry in 2019-2020. In addition, lists of ongoing and promising investment projects, as well as types of products recommended for localization and expansion of production were approved.

TABLE 1 THE VOLUME OF PRODUCTION OF ELECTRICAL PRODUCTS (IN BILLION SOUMS)

Period	2016 y.	2017 y.	2018 y.	2019 y.
The total volume of industrial production, incl.	111869	148816	235341	331007
manufacture of computer and electronic products	450,7	843,7	1040,5	2187,1
manufacture of electrical equipment	1950,1	3225,7	6985,3	9792,5
Total electrical products	2400,7	4069,3	8025,8	11979,5
Share in total industrial production (in %)	2,1	2,7	3,4	3,6

The decree, in particular, provides for an increase in the volume of exports in 2019-2020 by 4 times, as well as the development of production of at least 15 new types of products within the framework of ongoing and promising investment projects. The forecast indicators for the output of products by enterprises of the electrical industry, which were outlined in 2017 in the Resolution PP-2772, were not only met, but also exceeded. So, already in 2018, 762 thousand TVs were produced. (by 57%), refrigerators 417.2 thousand units. (by 12%), washing machines - 524.9 thousand units. (2.2 times), kitchen stoves and stoves - 680.4 thousand pcs. (2.6 times more than predicted), etc. According to the State Statistics Committee, over the three years from 2016 to 2019, the production of computer and electronic products, as well as electrical equipment, increased almost 5 times. At the same time, the share of electrical products in the total volume of industrial production also increased from 2.1% to 3.6%. Growth rates of industrial production of computer and electronic products, as well as electrical equipment in 2017-2019 also significantly exceeded the overall growth rate of industrial production.

TABLE 2 GROWTH RATE OF PRODUCTION OF ELECTRICAL PRODUCTS (IN% TO THE CORRESPONDING PERIOD OF THE PREVIOUS YEAR)

Period	2016 y.	2017 y.	2018 y.	2019 y.
The total volume of industrial production, incl.	105,4	105,2	110,8	106,6
manufacture of computer and electronic products	78,1	174,5	118,8	145,9
manufacture of electrical equipment	125,4	124,6	139,9	139,5

Among the enterprises of the Association "Uzeltekhsanoat" 13 produce cable, 35 household appliances, 35 power equipment and other electrical products. In the context of the main types of manufactured electrical products, over the past three years, the volume of production of household appliances has grown by 2.3 times, cable and wire products by 1.5 times, power equipment by 4.4 times. At the end of the first half of 2020, despite the difficulties associated with the coronavirus pandemic, the industry's enterprises managed to achieve the planned production indicators and continue the implementation of most of the projects that were included in the Investment Program for 2020-2022.

The volume of production in the first half of 2020 amounted to 5126.7 billion soums, the growth rate compared to the corresponding period of 2019 amounted to 121.9%. At the same time, household appliances were produced by 7.2% more. The industry's share in industrial production was 3.1%. The annual indicators of the volume of production in 2020 are planned to be brought to the forecasted 9419.7 billion soums, while the growth rate will be 122.3%.

TABLE 3 HOUSEHOLD APPLIANCES PRODUCTION (BILLION SOUMS)

Product type	2017 y.	2018 y.	10 month 2019 y.	10 month 2020 y.
Household appliances (refrigerators, TVs, hoods, vacuum cleaners, gas stoves, microwave ovens, etc.)	927,0	1 040,0	1890,0	3320,0

In recent years, the products of domestic manufacturers are confidently making their way to foreign markets and demonstrating a positive dynamics of growth in export indicators for all major types of products. In 2019, the export of electrical products amounted to \$ 250 million, in the first half of 2020; products worth \$ 113.8 million were exported, 1.3 times more than in the same period in 2019, while the volume of exports of household appliances grew 2.5 times.

TABLE 4 EXPORT INDICATORS OF ELECTRICAL PRODUCTS (IN MILLION USD)

Product type	2017 y.	2018 y.	2019 y.	10 month. 2019 y.	10 month. 2020 y.
Appliances	20,6	26,4	45,3	34,3	66,7
Cabling and wiring products	146,9	65,5	157,5	114,8	126,7
Power equipment and other products	22,1	24,6	47,4	40,9	44,9

According to the Association "Uzeltehsanoat", the main countries of export of products in 2019 were the following: Turkey - 100.7 million dollars (40.1%), Kazakhstan - 31.1 million dollars (12.3%), Russia - 24, USD 3 million (9.7%), Kyrgyzstan - USD 20.7 million (8.2%), Azerbaijan - USD 14.9 million (5.9%), Tajikistan - USD 8.8 million (3.5%), Ukraine - 8.3 million dollars (3.3%).

At the same time, domestic manufacturers of electrical products, with an increase in the price competition of the manufactured product, can establish exports for certain commodity items, in particular, cable and transformer products, as well as for certain types of household appliances to the still undeveloped markets of the near and far abroad.

"Artel" sells its products through its brand stores, trading houses. The trading hall is zoned by product categories (household appliances, trade equipment, components). Zoning is carried out by price within the product category. The product is in the most open access.

Favorable working conditions and employee motivation play an important role in improving the efficiency of the tasks performed and the development of the business. Cooperation with the consulting company Mercer will be a landmark event that helped bring Artel to a new level and place it on a par with leading international companies.

Artel started cooperation with international consulting company Mercer. The result of the joint project will be the introduction of a qualitatively new personnel management system in the Artel group of companies.

International consulting company Mercer specializes in personnel management. It operates in more than 44 countries and is one of the world's largest HR consulting firms.

When working on a project, Mercer will focus on all key metrics to create an optimal human resource management system. Further, this system will be implemented in the company for a long-term period.

The joint project is planned to be divided into two parts: "Improving the personnel system" and "Training". Each part will take about 24 weeks to complete. Mercer has drawn up a timeline detailing the entire duration of the project, broken down into modules and their duration.

Human capital is the most valuable resource in any company. Lazizbek Mamatov, Director of the Human Resources Department of the Artel Group, emphasizing the contribution of employees to the development of the company, notes: "The key to our achievements is a huge team that creates the final product - household appliances. We see ideas in people, therefore we value and look for employees, focusing on ideology, motivation and love for our profession. "

Modernization of the HR department of Artel will undoubtedly make a significant contribution to the development of the company, and cooperation with Mercer will help Artel acquire the status of a company that meets all international standards.

On January 15, the annual ceremony of awarding the best projects in the field of the employer's brand Central Asia Employer Brand Award - EMBRAS 2020 took place at the Hyatt Regency Tashkent hotel. Artel won prizes in the Good Deeds and Business Result nominations.

The Employer Brand Award is a unique event for the employer brand and the HR industry. The purpose of the award is to reward the most progressive and development-oriented employers in Central Asia. Both local and foreign brands took part in the competition. The main audience of the event is heads and owners of companies, top managers, as well as heads of HR.

Artel took first place in the Good Deeds category and third in the Business Result category. The Good Deeds nomination was awarded for social projects, volunteer work and charity with the active involvement of employees. The award in the Business Outcome category was awarded for projects that have brought significant business benefits and have shown a good return on investment.

Artel, along with global brands, follows the path of developing its employees, creating attractive working conditions, investing in the development of human capital, as well as improving the corporate culture and strengthening the team. The HR department of the company develops implements and uses all modern personnel management tools - recruitment, adaptation of newcomers, material and moral incentives, career growth, training and development. For this reason, Artel's victory at one of the most prestigious Central Asian competitions in the HR industry is quite natural.

It should be noted that the transformation of the Artel personnel system has just begun. In the future, Artel intends to go international and take its rightful place among the largest companies in the world.

CONCLUSIONS

Artel won a bronze award in the HR-Brand Central Asia-2020 award. In the "Peace" nomination, Artel presented a project to improve the personnel motivation system in the company.

On April 22, Almaty hosted the annual ceremony of awarding the best projects in the field of the employer brand "HR-brand Central Asia-2020" award. Famous brands such as Beeline, korzinka.uz, Air Astana, Efes Kazakhstan, Hilti, Kazdream, Astra Zeneca, Kazatomprom, Home Credit Bank, VTB, Leroy Merlin and others presented their own projects for participation in the award.

Artel also presented projects and received an award in the "Peace" category with the "Personnel Motivation" project. Artel presented a project to improve the personnel motivation system in the company. It was the result of fruitful cooperation with the international consulting company Mercer on the implementation of a qualitatively new personnel management system in the Artel group of companies.

The victory in this award is the assessment and recognition of the HR-project of Artel by an authoritative jury from Russia, Kazakhstan, Uzbekistan and Kyrgyzstan.

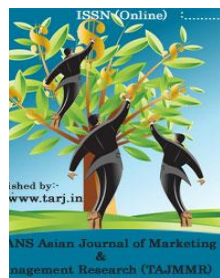
All advertising media are involved in the promotion policy. Sales promotion is actively pursued (for example, prices for special cases - setting special prices at certain points in time to attract a large number of buyers).

After analyzing the company, we can conclude that Artel has a fairly stable position in the household appliances market despite the competition. The company managed to implement projects aimed at improving consumer qualities and expanding the range of products, improving the environmental situation, as well as continuing to replace and reinstall equipment.

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TRANSPORT INDUSTRY IN TOURISM AND TYPES OF TRANSPORT USED IN TOURIST ACTIVITIES

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ABSTRACT

The article looks at the concept of transport industry in tourism and types of transport which used in tourist activities. The scientific article gives scientific definitions to such categories as "Tourism industry" and its types by various scholars and authors. In addition, the article groups tourism programs, summarizes and comprehensively, analyzes the theoretical and scientific approaches to improving their effectiveness. Having done an extensive analysis of the research materials, the author makes a conclusion about the urgency strengthening measures for tourism industry in order to avoid further economic recession.

KEYWORDS: *Tourist, Tourism, Tourism Industry, Services In Tourism, Tour Price, Transport Ensures, Rational Distribution, Air Transport, Route Development, Development Of A Timetable, Registration Of Routing Documentation.*

INTRODUCTION

Transport services are one of the main types of services in tourism. They also account for the main share in the structure of the tour price. Depending on the duration and distance of travel, it (in most cases) ranges from 20 to 60%. Various types of transport are used by tourism organizations to transport tourists while traveling.

Transport trips are trips by organized groups of tourists in the presence of vouchers (vouchers) along the developed routes using various vehicles. Transport travel is considered both as an independent type of tourism, and as a component of the tourism product in general.

When planning his trip, a tourist takes into account such factors as the speed of delivery to the place of rest, travel comfort, cost, the possibility of transporting luggage and its weight, the possibility of stopping on the way, food conditions, conditions for rest, noise level, the presence of harmful environmental factors and, of course, safety.

Transport is one of the most important components of the material base of the economy of any country. Since ancient times, transport has been the engine of progress. The man used any means at hand to transport people and goods. With the invention of the wheel, and somewhat later of various types of engines, man began to develop the means of transportation accordingly: carts, carriages, steamers, steam locomotives, airplanes, etc. This made it possible to travel long distances and for various purposes. Currently, transport is one of the most important components of the economy of the state, both developing and with a highly developed economic and social base.

Transport ensures the normal functioning of the economy, increasing the efficiency of social production, creates conditions for the rational distribution of production forces throughout the country, taking into account the most appropriate approach of enterprises of various sectors of the economy to the sources of raw materials and areas of product consumption, specialization and cooperation of production, allows the development of such industries as trade, agriculture and others. Transport is a leading factor in the development of tourism.

MAIN PART

The role of transport in solving social problems, ensuring business, cultural and tourist trips of the population, developing cultural exchange within the country and abroad is great. Transport ensures the development of international economic relations, contributing to the implementation of mutually beneficial exchange between different countries.

According to statistics, the growth rate of the popularity of air transport is higher than that of motor transport, which is due to the increasing expansion of the geography of travel and the existing steady trend towards reducing travel times in favor of their frequency (growth of short-term long-distance tours). All this causes close attention of the tourist business to air transportation. Airplanes are the most popular form of transportation in the world. The same can be said about air travel in tourism. And there are a number of reasons for this:

Firstly, aviation is the fastest and most convenient form of transport when traveling long distances;

Secondly, the service on flights currently looks attractive for tourists;

Thirdly, airlines pay commissions to travel agencies directly and through international reservation and reservation networks for each seat booked on the plane, thereby motivating them to choose air travel.

Air transport is one of the most rapidly and dynamically developing sectors of the world economy and every year it occupies an increasingly strong position in the global transport system. There are more than 1,300 airlines in the world now. On average, about 1.5 billion people are transported on flights annually. International air services are now provided by over 470 carriers; about 250 of them make international scheduled flights. More than 1,000 airports of the world take part in servicing international air communications; about 650 of them serve international scheduled air services.

The largest airlines in the world in terms of traffic are American Delta Air Lines, Pan American, United, French Air France, German Lufthansa, British Airways, and others. Russian Aeroflot is considered a major airline. However, the system of international air transport is made up not only of international air carriers and airports, but also states connected by international air lines and providing these communications, as well as international organizations in the field of air transport, taking measures to ensure its effective functioning and safety.

The international transport network currently covers all geographic regions and more than 150 countries of the world. As part of the organization of tourist travel, there are several forms of interaction between travel companies and airlines:

- ✓ seat reservation and redemption of air tickets through the airline's agencies;
- ✓ seat reservation and redemption of air tickets through reservation systems;
- ✓ an agreement with an airline for a quota of seats on regular airlines;
- ✓ agency agreement and work as an agency for the sale of air tickets for their tourists;
- ✓ Organization of charter flights for tourist transportation.

In order to correctly choose the most convenient and profitable section of tourist transportation, as well as correctly conclude a contract for air transportation of tourists, you need to know all the features, advantages and disadvantages of this or that type of interaction with the airline. Since air transport takes an ever stronger position in the global transport system every year, it has long been necessary for its worldwide coordination and regulation. These issues are dealt with by international aviation organizations.

The corona virus pandemic just broke the activities of the airlines. Both small regional carriers and giants such as Wiz Air, Ryan air canceled dozens of flights and cut their schedules by 60-70%. Some companies (like British Airways) had to completely ground their fleets and lay off almost all of their employees. Some of the companies and low-cost airlines went bankrupt and closed, like Virgin Australia and Germanwings.

To get out of the crisis, airlines are now trying to make money on literally everything: StarLux Airlines, AirBaltic and Pobeda launched "flights to nowhere" (when a plane takes off from the airport, "circles" over the city and returns there), Singapore Airlines converted the plane into restaurant, Lufthansa began testing berths, and Eurowings began selling empty ones so that no one sat next to you.

Problems for airlines were also "delivered" by passengers who bought tickets in advance and now want to get their money back. Not all carriers agree to vouchers - it is not known when they

will be able to get out somewhere - and the money has already gone into circulation. There is nothing to issue refunds; there are not many new passengers. Therefore, you have to make concessions: cancel fees for changing reservations, give additional bonuses and make big discounts on tickets. But even these steps will not help restore the industry one or two times. Experts suggest that it will be possible to return to the dock-like flow of passengers only after a while. Optimists are tuning in to mid-2021; the most realistic forecasts are for a partial recovery of 2-3 years.

Bus travel: International bus tourism is a relatively young type of tourism. The beginning of its development can be attributed to the 70s. XX century. Prior to that, in different countries, buses were used mainly for transfers, excursions and local travel.

As an economic form of tourism accessible to the general public, bus tourism is constantly evolving. Until now, there is a tendency to growth in its volume. Priority is given to weekend bus tours - 2-3 day trips to European cities for sightseeing and educational purposes are quite popular. In second place in popularity are route tours lasting 1-2 weeks in European cities, also with excursion and educational purposes. When organizing bus tours, the seasonality does not play such a big role as in other trips. In fact, bus tours operate throughout the year. Some decline in demand is observed in January-February. During these two months, usually one bus is "busy" on one route.

According to experts, with all the importance of the price aspect, competition in the bus tours market is observed in the field of a variety of routes and quality of service. The opening of traffic on regular international routes is regulated by bilateral government agreements, and transit through third countries requires permission from the Transport Committee of the United Nations Economic Commission for Europe (ECE).

The rights and obligations of the carrier and tourists are governed by the contract for carriage, contract for tourist services and a voucher. Bus travel can be organized on our own buses owned by travel agencies, as well as on rented buses owned by independent motor transport enterprises (ATP) of the Ministry of Transport of the Russian Federation.

As a rule, Russian firms work with rented buses. With such ATP, the travel company concludes a special contract for the rental of a bus for tourist transportation.

Traveling using the personal transport of tourists: The organization of a package tour of a car trip includes the whole range of services, with the exception of transport. However, the travel company still provides special assistance in organizing the movement of tourists along the route on their cars. This is reflected in the specifics of the organization of car tours.

The process of preparing a road trip includes:

- Route development;
- Development of a timetable;
- Registration of routing documentation.

Car rental: Car rental (or rent) is a very common and demanded service among tourists, especially on stationary and resort tours. In any tourist or resort center, there are many car rental

offices - from large to smallest. The leading car rental company in the world is HERTZ. Competing with it "AVIS" in the mid-90s. Was named by the English magazine "Institutional Investor" the best car rental company in the world. The railway is a convenient means of communication for transporting all categories of tourists, from individual tourists, large and small tourist groups on regular scheduled lines and charter trains, and ending with the organization of special tourist and excursion trains for local and long-distance communication.

Currently, many companies that own railway lines (Vagon-Li, Akkor, etc.) are making great efforts to maintain and increase tourist passenger traffic. The main directions in this regard can be called:

- Laying of high-speed lines (to speed up transportation);
- Organization of special tourist trains, including "retro steam locomotives" (special thematic trips on railway transport).

Regular trains: Commuter trains follow fixed timetables within an oblast or province. The train usually accommodates up to 1,500 passengers, with up to 1,000 seats. Trains make frequent stops at local stations. The seats in the wagons are unnumbered. Off-travel (charter) trains. These are registered trains specially appointed outside the regular schedule. Special trains often include tourist-excursion trains, which also follow outside the regular schedule according to specially laid routes for them and traffic schedules, drawn up taking into account the windows in the regular schedule and excursion and tourist purposes. Off-route trains also include the so-called export trains - organized out of schedule during public holidays, national and international competitions and games, as well as for the export of equipment and people for harvesting, agricultural and other work. Trains and carriages are also classified into different categories.

Special tourist trains. There is an established opinion that any railway trip, especially a long one, is tiring and unpleasant. It is even difficult to imagine that it can be not just a forced movement from one point to another, but a fascinating journey. However, this truth has long been realized by foreign travel agencies and operators offering specialized rail tours. Western experts have brought the technology to carry them out almost to perfection. Standard rail tours can be roughly divided into three independent categories:

- One-day;
- Short (2-3 days);
- Multi-day (from 5 days or more).

Day tours start in the morning and end in the evening of the same day. On the way, tourists sit at the tables of dining cars. On the way, they can not only have another snack, but also watch the performances of variety and circus artists. Tourists are taken to a specific station, where a special program is prepared for them. It can be a sightseeing trip or a picnic in nature. Most often, passengers have the opportunity to combine business with pleasure.

Short tours: During two to three day train tours, passengers are accommodated in separate compartments. Traditionally, trips are designed so that at night, when everyone is asleep, the train is on the way. During the day, tourists are busy with all kinds of excursion activities.

Multi-day tours: The schedule of trains serving multi-day trips is very varied. Depending on the route and excursion program, tourists often travel during the day. As practice shows, so that travelers do not get tired, the tour train should go no more than a day and a half between two points non-stop. Long day trips are planned, as a rule, in those cases when interesting views and landscapes open up along the route. However, in some cases, it is assumed and short-term "green camp" directly in the forest or in the mountains, on the seashore or a large lake. A motor-ship trip (cruise) is a tourist trip on a river or sea, usually with a call to ports, on board a special passenger vessel. Currently, dozens of cruise lines around the world operate hundreds of passenger ships with capacities ranging from 70 to over 1,000 passengers and offer exciting journeys to virtually any region of the world.

Cruises are one of the fastest growing sectors of the market. In 1998, more than 8 million tourists traveled on water, and by 2004, according to WTO forecasts, this figure reached 11.5 million.

RESULTS AND DISCUSSIONS

In 2020, the number of international flights fell by 72%, and countries received 900 million fewer foreign tourists. Losses in the tourism sector were 10 times greater than after the economic crisis in 2008. "This year has become the worst year in the history of tourism," summed up the World Tourism Organization. It's hard to disagree, isn't it?

Back in December last year, the corona virus was only talked about in Wuhan, China. But already in January the whole world learned about the new disease. Then, when the situation got out of the control of the region; COVID-19 cases began to be recorded everywhere: in Australia, Canada, USA, Thailand, France, South Korea, and Japan. Then the first infected person appeared in Ukraine. In Russia; after - in Belarus; A couple more days passed - and the WHO declared a pandemic.

It looked like "temporary difficulties" until the authorities decided to close all of Italy. Behind it - the Czech Republic, Slovakia, Ukraine and other countries; soon there were more than 80 states on this list. Some have already opened and closed again, others are still not ready to receive tourists.

At the beginning of the year, everyone was preparing. At the beginning of the pandemic, they hoped for the best. And only closer to the start of events it became finally clear that it is simply unsafe to hold any mass events now.

Thus, the Venice Biennale, the Carnival in Rio de Janeiro, and the Olympic Games in Tokyo fell under forced restrictions. All festivals were canceled: American Ultra Music Festival, Ukrainian Atlas Weekend, Russian Park Live, Belarusian Viva Braslav, SPRAVA and others. Even the legendary Burning Man, with its ideal social distancing platform, has been moved online. Many organizers hope that the events will be able to be reanimated in 2021, but now it has become almost impossible to guess something.

Water cruises are organized both on the seas, oceans, and on different rivers. The organization of sea and river cruises has a lot in common. However, in terms of vessel capacity, organizational features, service programs, as well as the location of the tours, there are a number of differences among sea and river cruises.

Sea cruises. Today in the world, sea cruises are experiencing a happy boom. The cruise fleet is growing, the designs of passenger ships are being improved, their comfort is increasing, and new sea and ocean routes are being developed. The most popular boat trips are in the USA, Great Britain and Germany. The demand for cruise ships is noted in France, Italy, Switzerland and other countries.

- Main cruise areas:
- Mediterranean Sea - from May to October;
- Caribbean winter months;
- Around Europe and Scandinavia - from mid-May to late August.

The largest cruise operators are American: Carnival Cruise Line Corporation (CCL), Royal Caribbean, as well as British P&O Cruises Division.

River cruises. Unlike sea river cruises, they are less affected by the weather, more informative, since they have a coastal view; there is a great opportunity to use green parking lots.

Western Europe has a fairly long navigable waterway network. On its territory flow: Seine, Elbe, Danube, Rhine and other rivers. All of them are connected by a complex system of canals, which provides excellent opportunities for the growing popularity of river cruise travel. Germany holds the first place in river cruises, followed by Great Britain, Holland, Switzerland and Austria. The most popular routes are along the Rhine and its tributaries (Moselle, Main, Neckar, and Weser). In Europe, river cruises on the Danube through seven countries are in great demand.

Tourist transportation is carried out on 80 different routes with a duration of 3 to 20 days.

The shipping companies of the Central and North-Western basins account for about 87% of all tourist traffic.

When serving tourists on motor ship tours, the following are involved:

- The crew of the ship;
- Ship restaurant workers;
- Cruise tourist brigade.

European river cruises today deservedly occupy one of the leading places in the choice of travel. Cruises on the Danube, Rhine, and other European rivers have recently become very popular among Russians. Cruises on the rivers of Europe are a great opportunity to make a river trip on a motor ship, discovering new countries every day: Austria, Hungary, Holland, Belgium, Germany, France, and Switzerland. Choose a river cruise in 2020-2021 and go!

A luxurious journey along the longest river in Indochina - the Mekong. This eight-day cruise could be the beginning of a great story, your mutual love - with Asia. The cities of Cambodia and Vietnam, amazing villages on the water and people living in a world unlike the one we are used to will leave vivid impressions of a cruise on the Mekong River ... There are not so many cruises with guaranteed Russian groups on the Mekong River, but always you can find an English language cruise suitable for the tour dates and duration.

The stunning culmination of a China trip is the Yangtze River Cruise. River cruises in 2021 on the Yangtze will leave a grandiose impression of the power of the Great Celestial River itself. The Yangtze originates in the foothills of Tibet, passes deep gorges in the plains of Sichuan, and flows through amazingly picturesque gorges and canyons between the cities of Chongqing and Wuhan ... The glass palaces and skyscrapers of Shanghai, next to the ancient Temples and Pagodas - an impressive contrast. Live through several historical eras of China during this journey; get to know more about this country.

In the navigation of 2021, the Yangtze River cruises will take place on the Chongqin - Yichang and Yichang - Chongqin sections, lasting 5 days 4 nights.

The Nile is the "river of life", an ancient civilization arose in the Nile Valley, and today almost the entire population of Egypt lives. The longest river in the world with a length of 6,700 km. Today, travelers are also interested in the fact that most of the world's most famous monuments of ancient civilization are located along the banks of the Nile. Going on river cruises along the Nile on a five-star motor ship, we plunge into the atmosphere of the fabulous, covered with secrets, beauty and grandeur of ancient civilizations. We are waiting for the resumption of cruises on the Nile in 2020 at low prices, which were terminated in December 2015 by order of the Federal Tourism Agency of the Russian Federation, like all tours to the Egyptian Republic.

For the first time, exotic cruises on the rivers of the world with guaranteed Russian groups were organized two years ago. Cruises on Brahmaputra (India), Ganges (India), Amazon (Brazil), Chobe (Botswana). As we have already noted, on all cruises, a Russian-speaking escort of the group is guaranteed 24 hours a day. Programs of the day, menus in Russian; Tours in Russian; We also offer before and after cruise programs to get to know better the countries and their distinctive culture.

Transportation takes one of the central places in almost any tourist product, is an integral stage of travel and tourist trips.

CONCLUSION

The transportation industry is decisive in the generation of tourism and tourism as a highly profitable sector of the economy. Without transport, there is no tourism, if not to talk about walking excursions and hikes, limited by both the number of tourists and the distance. Scientific and technological progress in society has led to the emergence of vehicles that can quickly deliver a person to anywhere in the world, as well as to the introduction of new technologies in the field of transport services.

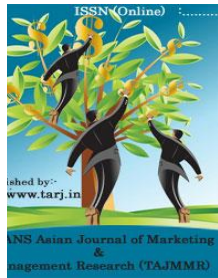
Competition for the client both between individual transport structures and between carriers within each mode of transport gave a powerful impetus to the process of improving the service for passengers. An increase in the level of service is manifested in the modern technical equipment of the rolling stock, the creation of comfortable travel conditions, the organization of leisure for passengers on board vehicles, the provision of special meals to them, the development of incentive programs for regular customers of transport companies.

Thus, we can conclude that the transport and tourist complexes are in continuous interaction, constantly influencing the development of each other, especially in the context of the expansion

of travel geography, international relations, globalization of the world economy. In such a situation, clear coordination of activities, cooperation between the subjects of the transport complex and the tourism industry is necessary. Only in this case is it possible to effectively operate the tourism and transport sector of the world economy and fully meet the needs of the main object - the tourist.

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MECHANISM OF PUBLIC-PRIVATE PARTNERSHIP IN PROVIDING SERVICES TO THE POPULATION AS AN INNOVATIVE TOOL

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ABSTRACT

This article discusses the introduction of public-private partnership in Uzbekistan. the state of development of the private sector in our country and abroad, the study of the mechanism of public-private partnership are considered. the article also contains recommendations and suggestions for improving the mechanism of public-private partnership in our country. The direction of "Introduction of modern mechanisms of public-private partnership aimed at increasing the effectiveness of mutually beneficial cooperation in the implementation of tasks on socio-political and socio-economic development of the country" mentioned in paragraph 1.2 of the "Action Strategy" plays an important role in public-private partnership.

KEYWORDS: *Public-Private Partnership, Private Property, Private Sector, Financing, Budget, Cluster, Tourism.*

INTRODUCTION

As a result of ongoing socio-economic reforms in the Republic of Uzbekistan, the share of the private sector in the national economy is growing. One of the priorities of the "Strategy of actions on five priority areas of development of the Republic of Uzbekistan for 2017-2021" implemented in Uzbekistan is the "public-private partnership". The mechanism of public-private

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partnership serves to solve social problems and provide employment for a significant part of the population, increase GDP. The direction of "Introduction of modern mechanisms of public-private partnership aimed at increasing the effectiveness of mutually beneficial cooperation in the implementation of tasks on socio-political and socio-economic development of the country" mentioned in paragraph 1.2 of the "Action Strategy" plays an important role in public-private partnership. Because the main source of reduction of funding from the state budget is the active involvement of the private sector in this process. In this regard, this topic is very relevant today. Deepening scientific research in the field of tourism, the creation of small tourist zones in the development of regional economies, the development of the tourism industry in the region are among the most pressing tasks today.

For the rapid development of tourism firms, small tourist zones and clusters have been established in a number of countries, such as the Russian Federation, France, Switzerland, Korea, Japan, Spain, Italy, China, Germany. The introduction of a public-private partnership mechanism in the field of tourism is one of the most pressing issues in the rapid development of the world economy. In this regard, this topic is very relevant today.

LITERATURE REVIEW

The current issue focuses on the introduction of modern public-private partnership management mechanisms, increasing the competitiveness of tourism enterprises, increasing the volume and improving the quality of tourist services through the improvement of innovative processes in the scientific literature. many studies have been cited. In particular, the scientific and theoretical features of the public-private partnership were studied by CIS scientists K.A. Antonova, A.A.Alpatov, O.S.Belokrylova, I.E. Bolexov, B.G. Varnavskiy, E.A. Dynin, L.I. Efimova, V.A. It has been considered in the works of scholars such as Mikheev.

Economist K.A. Antonova in her book "Public-Private Partnership as a factor in the socio-economic development of Russia" calls the public-private partnership an institutional organizational alliance between the state and business on the basis of a contract between public administration and private structures [1]. Also, V.G. Varnavskiy, A.V. Klimenko and V.A. Korolev co-authored "Public-Private Partnership. Theory and Practice represents a legally strengthened form of interaction between sectors "[2].E.A. Dynin argues that "public-private partnership is the process of combining the material and intangible resources of a society (state or local government) on a long-term and mutually beneficial basis to create social goods or provide social services" [3].Public-private partnerships are interpreted differently by various international financial institutions, foreign and national economists, experts. In particular, the Organization for Economic Co-operation and Development (OECD) is a public-private partnership between the government and one or more private partners (which may be a mutual executive or financing organization). The partners ensure that the services are provided in such a way that the public's goal of providing the services and the private investor's profit are mutually exclusive, and the effectiveness of this relationship depends on how the risks are distributed to the private partner [4].

M.B. Gerard argues that public-private partnership combines the attraction of private capital and sometimes the attraction of public capital to improve the quality of social services or the management of public assets [5]. The International Monetary Fund's definition is "a public-private partnership is an agreement between the private sector to provide infrastructure assets and services that are traditionally provided by the state" [6]. The introduction of a public-private partnership mechanism in the organization of tourist complexes in the organization of tourism activities in the development of the country's economy is a comprehensively effective direction. Some aspects of the development of tourism and the introduction of public-private partnership in this area were studied by economists Yu.A. Dmitriev, A.I. Shustrov, K.A. Antonova, O.B. Kharitonova, B.N. Navruz-Zoda. considered. Issues of organization of tourist complexes in Uzbekistan on the basis of public-private partnership According to B.N. Navruz-Zoda, clusters are formed on the principle of public-private partnership, and the state plays an important role in the initial stages of their formation and implementation [7]. In general, it is expedient to build tourist complexes, clusters, tourist zones in the regions of the country on the basis of public-private partnership. This will contribute to the development of tourism, improve the financial condition of tourism enterprises and improve the quality of tourist services.

MAIN PART

As a result of the research, changes in the organization of tourist complexes on the basis of public-private partnership mechanism were studied in order to develop tourism in the regions, to use the existing opportunities of tourist zones. the ways of future development of complexes of this form are shown. Scientific conclusions and proposals on the development of tourism, organization and development of tourism enterprises in the regions of the country have been developed.

Many of the above problems will be solved through the introduction of the mechanism of public-private partnership in the social sphere of the national economy. This is an important condition for achieving the goals of socio-economic development of Uzbekistan in the development of market relations. Therefore, the issue of introducing a public-private partnership mechanism has been repeatedly emphasized by the President. The importance of introducing a public-private partnership mechanism is to take measures to increase the transparency of planning and spending of tourism enterprises, increase the transparency of their activities and their independence, which will serve as a basis for establishing public-private partnerships. In addition, in order to ensure the affordability and affordability of services in tourism enterprises, investors will be provided with a wide range of tax benefits and soft loans. On the basis of public-private partnership, it is planned to cover the costs of new types of tourism enterprises through the mechanism of public-private partnership. In order to effectively introduce the mechanism of public-private partnership in the field of tourism, it is expedient to study the experience of developed countries in this area.

The main principles of public-private partnership are:

Equality of public partner and private partner before the law;

Transparency of rules and procedures in the implementation of public-private partnerships;

Debate and impartiality in choosing a private partner;

Non-discrimination;

Prevention of corruption;

The experience of developed countries shows that public-private partnerships are beneficial for both the private sector and the state, as well as for users of these services.

The introduction of a public-private partnership mechanism will save budget funds in the construction of roads, financing of the most important tourist sectors in the production of electricity. In our opinion, it is not only a way to improve the quality and efficiency of services in tourism enterprises based on public-private partnership, but also an innovative means of their effective financing.

RESULTS AND DISCUSSION

The public-private partnership mechanism will improve the quality of services, provide employment for a significant part of the population and develop the tourism industry. It is a set of relations arising from the fact that the state is the main customer of services, defines the terms of cooperation, creates opportunities for management decision-making for the private sector, as well as constant monitoring and participation of the private sector in the delivery of services. According to the World Tourism Organization, by the end of 2020, international travel will have decreased by 89%, the number of jobs by 74 million, and the total losses in the tourism sector amounted to 800 billion US dollars. It is known that the Republic of Uzbekistan was closed for foreign and domestic tourists from March 16, 2020 due to the coronavirus pandemic. As a result, more than 1,500 tour operators and more than 1,200 hotels have closed. In order to eliminate the negative effects of the coronavirus pandemic, the state pays special attention to the development of tourism. In particular, in order to mitigate the negative effects of the coronavirus pandemic, 1,750 entities were provided with tax benefits of about 60 billion soums from property, land and social taxes. The exemption from tourist fees has also been extended until the end of the year. Subsidies are provided to hotels in the amount of 10% of the services provided. In addition, they are subsidized in the amount of up to 10% of the loan interest payments for working capital. One of the most pressing issues today is the deepening of scientific research aimed at in-depth study of the activities of public-private partnership enterprises in the tourism industry in our country, the establishment of small enterprises in the development of regional economies, the development of tourism industry in the region. Accelerated development of public-private partnerships in the field of tourism in the economies of developed countries is one of the urgent tasks today.

In addition, the priorities of public-private partnership in the country are the creation of sufficient conditions for mutually beneficial cooperation between public and private partners for sustainable socio-economic development, combining the resources of public and private partners, attracting private investment in the economy, employment. and improving living standards, improving the quality of goods, works and services, innovative activities, as well as the efficient use and rational use of budget funds. Under the influence of the accelerating process of strong globalization in the world economy, each country, each region is looking for and launching new opportunities, strongly relying on its own capabilities. New opportunities and resources of the

regions will be launched through the rapid development of tourism in the development of the regional economy.

One of the most pressing issues in the development of tourism in the regions is the establishment of tourist complexes, clusters, zones in the regions on the basis of public-private partnership mechanism. At the same time, each subject will be developed to the maximum extent, and thus tourist facilities, complexes, clusters, zones will be able to provide comfortable tourist services. By the way, the role of the state in the implementation of public-private partnership is important, which is reflected in the implementation of effective public policy, legal and regulatory mechanisms, institutional agreement and financial relations. The financial and economic support of the state and its guarantees are important here. The mechanism of public-private partnership in the initial stage of development opens up great opportunities for revealing the specifics of the regions, choosing the path of development of the region, the development of promising areas. Tourist complexes on the basis of public-private partnership independently select the types of activities of tourist facilities in regions with limited natural resources and achieve effective operation. The above tasks should be taken into account in the development of state programs for the development of the country's economy. In developing such programs, it will be necessary to arouse economic interest in tourism facilities in the regions among local investors.

Today, one of the most promising areas for the establishment of active public-private partnerships in the tourism industry are small tourist zones and clusters. The organization of tourist zones on the basis of public-private partnership mechanism will be implemented in a comprehensive manner in the region. In organizing them, it is necessary to take into account the interests of tourism companies in the interregional distribution of budget and private investment. Based on the above objectives, it can be seen that the establishment of tourist complexes, as well as home hotels in Namangan region of the Republic of Uzbekistan on the basis of public-private partnership mechanism is one of the most promising areas. Establishment of an open-air museum "Zakhiriddin Muhammad Bobur" on the basis of the monument "Axsikent" in Turakurgan district of Namangan region. gives It is also necessary to attract local entrepreneurs on the basis of public-private partnership mechanism for the establishment of a small tourist zone "Nanay" on the territory of the mountain village Nanay in Yangikurgan district. At the same time, it is necessary to involve entrepreneurs in the project of construction of a cableway between the recreation center "Pakhtachi" and the tourist base "Kuksaroy" on the basis of the development of a small tourist zone "Nanay" on the basis of public-private partnership. Given the long and snowy winter season in this area, it will be possible to attract tourists during the winter seasons. In the Kuksaroy area, the snow cover lasts longer during the winter. In the eastern part of the region there is a hill, by the hill it is possible to build small ski slopes, repair small holiday homes, build a sauna with a small-sized boiling pool in home hotels and holiday homes. Based on them, there is a great opportunity to develop children's tourism, build cafes and restaurants, open national handicraft and souvenir stalls, launch a national market, increase the green area of the region by planting decorative, ornamental, fruit trees in mountainous and plain areas, "said Nanay. It is possible to attract tourists and develop the tourism industry and achieve local budget efficiency by creating a tourist recreation area called ". It is also necessary to use forms of public-private partnership in the construction of medical

clusters "Kosonsoy" on the basis of the medical cluster "Chartak" in Chartak district, Kosonsoy sanatorium in Kosonsoy district. The state and local governments will create opportunities for the development of tourist complexes through the construction of infrastructure, tourism complexes and clustering policy in a limited area in the development of the tourism industry in the regions.

As a result of the activities of tourist complexes and clusters based on public-private partnership, established through the clustering of tourist zones, tourists are provided with all kinds of goods and services in one place. This will create a new service infrastructure and attract interested investors.

CONCLUSIONS

In conclusion, it can be said that in practice this process is much more complicated.

First, the problems in ensuring the full rights of the investor in the construction of tourist complexes under the agreement;

Second, the conceptual agreements do not clearly state the guarantees provided by the state and local governments in the budget legislation.

For the sustainable development of tourist complexes, clusters, zones established in the regions, it is necessary to establish autotourism clusters along major roads. At the same time, under the influence of the process of high concentration of tourist centers, historical and cultural monuments, medical and health facilities, mountain recreation facilities, water and beach recreation facilities are developing rapidly. In Namangan region, as a result of the construction of tourist complexes, clusters, zones in Nanay, Gova, Parda Tursun, Chodak, Shakhand, Chartak, Kosonsoy, Akhsikent, Chust, Mugtepa, Munchoktepa, separate tourist routes are formed in the region. plays an important role. They include excursions, historical and cultural, dating, active, ecotourism, hunting and fishing, pilgrimage, agrotourism, agro-ethnographic, children, youth, business tourism, medicine, sanatorium. All of these directions have a seasonal character. It is necessary to eliminate the seasonal nature in the development of tourist systems.

As a result of the introduction of public-private partnership mechanism, the following positive results will be achieved:

Through the mechanism of public-private partnership, budget savings will be achieved, the use of innovative tools in financing tourism companies, the introduction of private capital in the service sector.

- Through the introduction of public-private partnership mechanism, along with saving budget funds, a healthy competitive environment will be created between service tourism enterprises.
- Along with the use of innovative tools in the financing of tourism enterprises, provides social protection for employees working in the private sector.
- The country's economy will ensure the rapid development of the private sector and the formation of a modern competitive market of tourist services.

Through the introduction of a public-private partnership mechanism, the state will be able to reduce the cost of tourism facilities from the state budget. Public-private partnership is beneficial to the state budget as an innovative means of financing tourism facilities. It is also possible to improve the quality of services provided through the establishment of healthy competition among tourism enterprises.

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STATE SUPPORT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP IN UZBEKISTAN

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ABSTRACT

This article discusses the role of small business in the national economy and their support by the state. The creation of a legal framework for the development of small business and private entrepreneurship in the national economy, including the existence of relevant legislation. The application of tax benefits, the introduction of soft loans and their legal protection is clearly reflected in the activities of small businesses

KEYWORDS: *Small Business, Entrepreneurship, Public, Financing, Strategy, Gross Domestic Product, Industry, Public-Private Partnership.*

INTRODUCTION

One of the directions of deepening economic reforms in Uzbekistan is the development of small business and private entrepreneurship. The leading role of small business and private entrepreneurship in the national economy will ultimately serve to increase the country's GDP by employing a significant part of the labor force.

The Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 pays special attention to reducing state participation in the economy, protection of

private property rights and further strengthening its priority position, continuing institutional and structural reforms to develop small business and private entrepreneurship.

The creation of a legal framework for the development of small business and private entrepreneurship in the national economy, including the existence of relevant legislation. The application of tax benefits, the introduction of soft loans and their legal protection is clearly reflected in the activities of small businesses.

MAIN PART

The establishment in our country of a representative (business ombudsman) for the protection of the rights and legitimate interests of business entities under the President of the Republic of Uzbekistan has played an important role in the development of their activities.

Ombudsman (in ancient Scandinavian umbop "authority", "assignment") - an official who in a number of countries is responsible for overseeing the activities of government agencies and officials to ensure the justice and interests of certain groups of citizens [1].

At present, the ombudsman institution is governed by various forms of government - presidential republics (Finland, France, USA), parliamentary republics (Switzerland, Austria, Germany), constitutional monarchies (Denmark, Norway, Sweden, Spain, Australia, the Netherlands, Great Britain, Canada). There are more than 50 countries [2]

State support for small business and private entrepreneurship is reflected in the sharp increase in the share of small business and private entrepreneurship in the country's GDP.

RESULTS AND DISCUSSION

Here we will get acquainted with the data on the share of newly established small enterprises and micro-firms (excluding farmers) in 2016-2020 by type of economic activity. As a result of measures taken to support and encourage the development of small business and private entrepreneurship, to create a favorable environment for their activities, by 2020 it will exceed 334.8 thousand (which is 127% more than in the same period last year). In 2020, the largest number of small businesses will be in trade - 100.6 thousand (30% of the total number of established entities), industry (20.9%), agriculture, forestry and fisheries (8.6%) and construction (10.7%). Formed

TABLE 1 INFORMATION ON SMALL ENTERPRISES OPERATING IN 2016-2020 BY TYPE OF ECONOMIC ACTIVITY. (WITHOUT FARMERS AND FARMS) (IN THOUSAND UNITS)

Sectors and networks	2016	2017	2018	2019	2020
total	207,1	201,6	229,7	262,9	334,8
including:					
Agriculture, forestry and fisheries	17,4	18,0	20,5	24,0	28,8
Industry	41,1	42,8	48,6	56,2	70,0
Construction	20,9	21,8	23,8	29,0	36,0
Trade	58,9	61,2	62,7	70,4	100,6
Transportation and storage	9,5	10,6	11,8	13,1	15,2

Accommodation and food services	14,2	15,3	17,0	19,7	25,5
Information and communication	6,3	6,2	6,2	6,7	7,6
Provision of health and social services	5,8	3,7	4,4	5,4	6,4
Other types of services	33,1	30,9	34,7	38,4	44,7

The table shows that the increase in the number of newly established small enterprises in 2020 is reflected in the increase in their share in the country's GDP.

TABLE 2 THE SHARE OF SMALL BUSINESSES IN 2019 BY TYPE OF ECONOMIC ACTIVITY BY REGION. (IN%)..

Territories	Industry	Construction	Services	Investment
The Republic of Karakalpakstan	18,7	84,6	57,5	21,7
Andijon	19,8	96,4	71,7	53,8
Buxoro	41,1	82,6	72,7	25,5
Jizzax	64,4	93,7	67,9	40,4
Kashkadarya	21,4	82,7	70,2	11,3
Navoi	16,1	70,7	62,0	14,7
Namangan	68,5	93,2	69,5	30,2
Samarkand	51,1	98,3	73,6	54,0
Surxondaryo	47,1	78,3	73,2	31,6
Sirdaryo	52,1	92,5	63,3	48,3
Tashkent	23,5	76,5	73,8	40,1
Fergana	35,8	90,4	72,8	52,6
Khorezm	31,7	88,4	68,4	50,2
Tashkent	72,9	72,0	50,0	52,3
Republic of Uzbekistan	34,7	66,6	55,2	34,9

The table shows that in 2019, growth was achieved in the field of construction and services by type of economic activity of small businesses. By regions, the share of industry was in Tashkent (72.9%), Namangan (68.5%) and Jizzakh (64.4%) regions. In the construction sector, this figure is in Samarkand (98.3%), Andijan (96.4%), Jizzakh (93.7%), Namangan (93.2%) regions, in the services sector - Tashkent (73.8%), Samarkand (73, 6%) in Surkhondaryo (73.2%), Fergana (72.8%) regions, and in investment in Samarkand (54.0%), Andijan (53.8%), Fergana (52.6%) regions. Despite the above positive results, the potential of small businesses is not fully used. One of the main reasons for this is that their financial problems have not been resolved.

A large amount of financial resources is needed to ensure the development of small business and private entrepreneurship and its sustainable development. Financing and financial support of small business and private entrepreneurship in Uzbekistan is becoming a topical issue in the context of modernization of the economy. In our country, small business and private entrepreneurship face certain difficulties in financing their activities. Small businesses and private entrepreneurs, which do not have enough internal funds, are forced to attract financial

resources from outside, in the form of loans. Under what conditions and at what price these financial resources will be attracted, it is natural that small business and private entrepreneurship will have a direct impact on their future income. Therefore, the issue of financing the development of small business and private entrepreneurship should serve as an important factor in ensuring its financial development. This situation is especially important in the context of limited financial resources. In the context of the implementation of the anti-crisis program, the financial aspects of the development of small business and private entrepreneurship are of particular importance. This situation, in turn, requires in-depth, specialized research on the organization and improvement of financial support for small business and private entrepreneurship.

An important factor in the development of small business and private entrepreneurship is the problem of financing this sector. By solving this problem positively, the role of the private sector in the sustainable development of the country's economy will increase. In this regard, the development of public-private partnership is also important. The introduction of public-private partnership mechanism will increase the ability to address existing problems in the social sphere.

In particular, through the introduction of public-private partnership mechanism, preschool education organizations in the private sector are developing rapidly. This creates pure competition in the education system and serves to improve the quality of education in them.

CONCLUSIONS

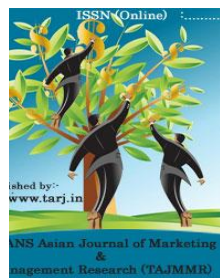
Although the pace of development of small business and private entrepreneurship has been stable in recent years, the scale of these enterprises is small. Although in most cases these enterprises have a certain position in the market, they face the problem of lack of financial resources to expand production. This problem, in our opinion, is due, on the one hand, to the general shortage of financial resources in the country, and, on the other hand, to the fact that entrepreneurs operating in the private sector often do not have the skills to participate in financial markets. In accordance with a number of normative and legal acts adopted in our country, through the introduction of public-private partnership mechanism, various benefits and conveniences have been provided for small businesses and private entrepreneurship, the system of preferential lending has been simplified. The implementation of such measures will serve to further develop the private sector and improve the living standards of the population in our country.

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THE ROLE OF INVESTMENT IN ECONOMIC DEVELOPMENT

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ABSTRACT

This article examines the role of investment in the development of the economy and the consequences of its impact, and develops ways to direct investment in the event of unforeseen crises. This article examines the role of investment in the development of the economy and the consequences of its impact, and develops ways to direct investment in the event of unforeseen crises. In the context of modernization of the national economy, ensuring the implementation of the goals of investment policy in the country at the macro and micro levels, not only to expand and modernize production, but also to increase the investment attractiveness of regions, enterprises, social sectors, rich mineral resources. resources, further increase the processing of agricultural products, improve the quality of manufactured products.

KEYWORDS: *Modernization, Investment, Attractiveness, Capital, Profit, Real Sector, Money-Credit, Crisis.*

INTRODUCTION

In the context of modernization of the national economy, ensuring the implementation of the goals of investment policy in the country at the macro and micro levels, not only to expand and modernize production, but also to increase the investment attractiveness of regions, enterprises, social sectors, rich mineral resources. resources, further increase the processing of agricultural products, improve the quality of manufactured products. It should be noted that investment simultaneously includes the terms investment activities and investment processes.

MAIN PART

In this sense, it is worthwhile to study and analyze the views of a number of economists on this issue. In particular, in the book by VR Evstigneev "Financial market in the transition economy: investment strategies, structural organization, prospects for international integration": described as [2]. This definition implies investment, ie the conversion of resources into specific investment activities and the conversion of investments into capital value and the achievement of profits or social benefits (realization of the ultimate goal of investment activities). In the book "Economic assessment of investment" by OS Sukharev, SV Shmanev, AM Kuryanov, investment activity is classified according to the level of management, its main criteria, content, objectives, methods of implementation and planned results are considered [3]. The differences are determined by investment opportunities, potentially mobilized resources.

RESULTS AND DISCUSSION

The Law of the Republic of Uzbekistan "On Investment Activity" defines "Investment activity - a set of actions of investment entities related to the implementation of investments" [1]. If we look at the definitions of the investment process, VS Bard's book "Investment potential of the Russian economy" describes: The essence of the mechanism is to reflect the relationship between public authorities and businesses in terms of investment activities [4].

According to U.Sharp, G.Alexander, D.Baily, "Investment process is defined as a sequence of stages, actions, principles and operations of investment activity [5].

This means that the concepts of investment activity and investment processes, although different, appear to be complementary. In this sense, the definition given by U.Sharp, G.Alexander, D.Bailey is clear and simple, but there is some ambiguity. In order to overcome this ambiguity, we believe that "the investment process is the analysis of supply and demand relations in investment, the formation of its fund, the study of its risks and payback periods, evaluation of its effectiveness and implementation of investment policy selection."

State regulation of investment processes in the Republic of Uzbekistan is differentiated primarily by the laws of the Republic of Uzbekistan "On Investment Activity", "On Guarantees and Measures to Protect the Rights of Foreign Investors" and "On Foreign Investments" and on fiscal policy. tax rates, preferential tax systems, subsidies, grants and budget debts. It is also regulated by monetary policy in the form of financial assistance in the form of soft loans, pricing, securities issuance and depreciation.

It should be noted that a very complex system requires the use of specific methods of macroeconomic regulation of investments. It is a very difficult task to study countless facts, thousands of indicators in separate groups and draw scientifically based conclusions about them. Therefore, in our opinion, it is expedient to use a research method based on the use of aggregate sizes in such a complex process [5]. Aggregation, ie the study of macroeconomic processes in the national economy by generalizing several economic indicators and categories into a single macroeconomic indicator or category [6]. It can be seen that many factors influencing the macroeconomic regulation of investments (inflation, risk, risk levels, payback period, etc.) can be considered by grouping.

Given the significant role of the state in the economy in most countries today, it is important to determine the strategy of economic development of the state, macroeconomic regulation of investment processes in the context of modernization of the economy without undermining market mechanisms.

Macroeconomic models also represent quantitative, cause-and-effect relationships between economic indicators and processes in the form of mathematical formulas, graphs, and figures. In order to make the process of macroeconomic regulation of investment processes understandable, in our opinion, it is expedient to describe it in the following pictorial form.

Fiscal action is one of the important strategic foundations of macroeconomic regulation of investment processes in the context of modernization of the economy. The fundamental goal of fiscal policy is to end unemployment or inflation. Incentive fiscal policy, especially in times of economic downturn, especially at a time of global financial and economic crisis;

-First, it increases public spending,

-Secondly, reduces taxes,

-Thirdly, it allows to combine the first and second directions [7].

CONCLUSIONS

In other words, if there is a balanced budget, fiscal policy will move in the direction of the state budget deficit when the economy is in crisis. Conversely, if there is more room for demand inflation in the economy, a fiscal policy that restricts such conditions is appropriate, i.e., first, to reduce government spending, second, to raise taxes, and third, to combine the two. If the economy is faced with the problem of controlling inflation, fiscal policy will be focused on the positive balance of the state budget. In a market economy, taxes are encouraged to generate state budget revenues as a flexible means of influencing the behavior of economic and social structures, their economic relations and competition, production goals and consumer choice.

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