



SOCIO-ECONOMIC SIGNIFICANCE OF HANDICRAFTS IN THE REGIONS AND DIRECTIONS OF ITS DEVELOPMENT

Ashurmatov Ravshanbek Imomalievich

Assistant of the Department of Marketing, Namangan Institute of Engineering and Technology

ANNOTATION

This article presents the views on the socio-economic significance of handicrafts in the regions and the directions of its development, as well as the liberalization, modernization and further expansion of the economy at the current stage of reforms in the Republic.

Keywords: handicrafts, shopping malls, raw material resources, national wealth.

INTRODUCTION

At the current stage of reforms in the country, the main task is to further deepen the liberalization of the economy, further expand the opportunities for entities to earn income on the basis of its modernization. Because market relations are based on economic interests and it is achieved through profit, profit.

During the years of independence, as a result of the opportunities created for the restoration and development of our national values, a wide path has been opened for the development of handicrafts. The Republican Association of Craftsmen was established, and its branches were established locally. Where once masters and artisans faced various obstacles in the sale and display of their creations, today in every district and city there are craft centers, special stalls in markets and shopping malls.

Craftsmanship is supported by the activities of dynasties passed down from generation to generation. They are taught to the younger generation based on the "teacher-disciple" tradition.

In accordance with the Resolution of the President of the Republic of Uzbekistan "On additional measures for further development of crafts and support of craftsmen", the regions of the country will specialize in the main areas of handicrafts and attach diplomatic missions of Uzbekistan abroad to assist in the display and sale of handicrafts in foreign markets is also one of the current issues in the industry.

In the country and other major cities with diplomatic missions abroad, "trading houses" and shops of national handicrafts will be established.

Also:

- The "National Catalog of Masters of Folk Applied Arts" will be introduced;
- "Register of craftsmen working in the field of tourism";
- A council will be formed to select candidates for inclusion in the national catalog of masters of folk arts.

MAIN PART

After the adoption of the Decree PF-5242 "On measures for further development of handicrafts, comprehensive support for artisans", high results have been achieved in our country. In particular, it should be

noted that the members of the Association of Craftsmen were provided with 42 types of benefits, the number of members increased 2.5 times and today their number has reached 32 thousand and 53.5 thousand students have been trained.

In addition, the "Comprehensive program of projects for the development of handicrafts in the Republic of Uzbekistan in 2018-2019" was approved. In accordance with the program, 12,402 handicraft projects worth 405.1 billion soums were allocated soft loans by commercial banks and 46.4 thousand new jobs were created. In 2018-2019, a total of 18 mln. Exports of handicrafts in the amount of US dollars were carried out.

In our region, which has ancient roots of handicrafts, the revival and development of this industry has a number of unique features and characteristics, namely:

- striving to realize their potential;
- to engage in creative, interesting work independently and freely;
- providing decent living conditions for their relatives;
- The desire to implement ideas that bring social, economic and cultural benefits.

The above desires should be based on marketing research for the craftsman to realize. Then the craft business will develop and its role and importance in the economy will increase. As a result, artisans achieve:

- Crafts entrepreneurship creates the necessary competitive environment for the market;
- quickly adapts to changing market demand;
- plays an important role in solving the problem of employment;
- promotes the rapid filling of gaps in the consumer sector;
- Efficient use of raw materials and waste.

In addition to the above, crafts play an important role in the development of the regional economy and society. The best part of the craft is that it is based on centuries-old national traditions and works efficiently at low cost.

The contribution of handicraft entrepreneurship to economic development is as follows:

- handicraft business will be largely adapted to meet local needs;
- offers custom-made products instead of standard products;
- Produces new products in line with national traditions and values.

The development of handicrafts is closely linked to economic and social conditions. Social conditions are primarily determined by the desire of consumers to buy goods that suit their tastes, but this desire varies under the influence of moral and religious norms that depend on the socio-cultural environment. These norms have a direct impact on the lifestyle of consumers and through it the demand for goods. Social conditions affect the attitude of the artisan to work, which, in turn, affects the amount of income of the artisan, because the artisan creates value and value in a small way, contributes to the growth of national wealth.

Not only the economic but also the social aspects of the craft deserve special attention. Craftsmanship embodies the social status of people, economic conditions and national traditions that are embedded in society, ensuring their preservation and transmission from generation to generation.

Quantitative features of this profession are that while the number of people employed in it is a minority, it is mainly composed of family members or close relatives of the family. At the same time, sometimes craftsmen operate using the labor of apprentices. Based on the economic, social and quantitative characteristics of handicrafts, the socio-economic significance of its development can be determined as follows:

- Crafts can be a source of livelihood for a much larger segment of the population, while at the same time being one of the means of raising initial capital;
- handicraft production can serve to fill the market with products and services and compete with large manufacturers in some industries;
- Development of handicrafts will reduce unemployment;
- Crafts preserve and develop the historical and national traditions, customs and culture of the people;
- Craftsmanship develops a person's independent activity, allows him to express his personal qualities, helps him to find his place in society and enter into market relations;
- Crafts help increase family income;
- provides employment for women and youth;
- Craftsmen can be part of the middle class who ensure the stability of society.

From the above, it is clear that in our country, craft entrepreneurship can become a real resource of socio-economic and cultural development. It is also a sign of the strengthening of civil society institutions, the expansion of opportunities for the population to own, distribute and use handicrafts, self-improvement of the individual.

Acceleration from this goal path is provided by the allocated funds. In this regard, it is necessary to choose a path of handicraft production based on pure Uzbek requirements and characteristics, social and cultural characteristics, and in today's socio-economic conditions, which requires the state to spend as little as possible. To carry out this task, it is necessary to attract foreign sources or the necessary amount of investment from the country's commercial structures and the population. In addition, it requires a significant change in the mentality of the artisans in our country, as well as their focus on the goals and priorities of small business development.

CONCLUSIONS

Craftsmanship is not only a means of perceiving the world, but also a tool of human self-identification, a mirror of the human heart. Acquiring a certain type of profession - whether it is studying in a professional college or a master-student school - can be a starting point for a person to achieve success in life.

Hence, more attention should be paid to the development of handicrafts in the regions.

To do this, do the following:

1. Development and adoption of the target program "Development and support of handicrafts" in the Republic for 2018-2030.
2. Development of professional and educational standards for the field of "Crafts".
3. Introduction of a simplified form of state registration for individual craftsmen without the use of hired labor.

Also:

- Continuous improvement of the legal, regulatory and organizational framework of national crafts and small business in accordance with the changes in the economy under various factors, increase the effectiveness of mechanisms for state support of national crafts, small business and private entrepreneurship;
- Creation of a favorable investment climate based on the practical application of new mechanisms in the experience of foreign countries, increasing the effectiveness of mechanisms for financing small businesses and attracting new sources of funding;

- Improving the mechanisms of foreign economic activity of national crafts and small business and training of qualified personnel for small business, deepening cooperation in small business;
- Improving the quality of management of national crafts and small business, the use of corporate governance, increasing the willingness of small businesses to create and master innovations;
- Establishment of business through marketing, formation and development of entrepreneurial skills, creation of new jobs by increasing the value of business at the expense of profits;
- Improving the quality of products (works, services), improving the material support of national crafts and the organization of production in small business, increasing the level of social profitability of small businesses through risk prevention and insurance, incentives and social protection;
- Contribute to the development of infrastructure in the area where the enterprise is located;
- Development of e-business skills of entrepreneurship.

The implementation of the above ideas and comments, recommendations and suggestions will contribute to the development of handicrafts in the regions, increase the welfare of citizens.

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