

**EFFECTIVENESS OF INVESTMENT PROJECTS IN LIGHT INDUSTRY OF
NAMANGAN REGION**

¹Mullabayev Baxtiyarjon Bulturbayevich, ²Alimatova Shoxsanam

Namangan Engineering Construction Institute Doctor of Philosophy in Economics (Phd) Namangan, Republic of
Uzbekistan¹, Namangan Institute of Engineering and Technology, Department of Economics, Master of Group
14M-20²

mullaboev_b@mail.ru¹

ANNOTATION

The article analyzed effectiveness of investment projects of light industry in regional development and their arrangement with scientific recommendations.

Keywords: investment, investment projects, investment efficiency, regional investment programs, marketing audit.

INTRODUCTION

In order to ensure the continuity of business efficiency in a market economy, it is necessary to constantly use the accumulated capital in the "saturation" stage of the market, and eventually it will become a new generator of income for enterprises. Of course, such processes are carried out through investment in economic sectors, which requires the implementation of investment projects on a regular basis.

The concept of investment project is the formation of a set of management decisions and measures aimed at updating the technology and organizational process, construction and commissioning of new facilities, ensuring the movement of material, financial and labor resources to increase the market capacity of the enterprise. relevance is determined.

The effectiveness of investment projects is assessed on a number of criteria - economic, social, environmental impact, employment rate, competitiveness, efficiency, greater profitability and other indicators. In general, economic and social efficiency or enterprise and society efficiency can also be analyzed separately. Evaluation of the project at the community level and the effectiveness of project participants is also common in practice. [1].

MAIN PART

From the point of view of the modern marketing concept, we mean the efficiency of investment - capital invested in the economy, first of all, in the development of production or services, bringing product (service) quality to world standards, creating additional jobs, increasing the company's competitiveness in domestic and global markets. We recommend the process of creating opportunities to ensure higher economic and social efficiency than before.

One of the greatest opportunities for increasing the competitiveness of our economy through the efficient use of existing raw materials and labor resources in our country is the light industry system. Therefore, after the independence of our country, first of all, special attention was paid to the processing of agricultural products grown in the country, including raw cotton. As a result, to date, the volume of yarn production after processing of raw cotton has reached 44%.

It should be noted that the full development of cotton and ready-made garments can increase the income from light industry by 4-5 times, and our research shows that the share of domestically produced fabrics in the domestic market does not exceed 13-15%. . Manufacturers of ready-made clothes work mainly on the basis of Chinese, Korean and Turkish fabrics. Foreign investment and local entrepreneurs also produce mainly yarn, raw fabrics or a very simple range of fabrics. The main reason for this is that the competition in the market of fabrics and garments is very strong, the problem of sales is huge.

Therefore, in order to solve these problems, in addition to all the benefits provided by the state in the fields of taxation, financing, customs and exports, we believe that large, medium and small enterprises producing light industry products and our private entrepreneurs can enter and compete in the world market. The most confusing and difficult issue in the current situation is to ensure their competitiveness in the domestic and global markets through the development of their innovative activities.

Taking into account the urgency of this problem, President Islam Karimov said that “... deep processing of cotton fiber and fruit and vegetable products on the basis of modern technologies will increase the production of ready-made, environmentally friendly textiles and light industry products in 2030. 5.6 times, and increase the volume of fruit and vegetable processing by 5.7 times”.

The main direction of in-depth study of the content of these tasks and ensuring their implementation in practice is the development of investment activities of enterprises producing light industry products.

In Namangan region, it is planned to implement 14 new large-scale projects in the light industry in 2020, according to which the production of an additional 22,600 tons of yarn, knitwear and ready-made garments to increase the level of processing of raw cotton to 50%. p.m., 600,000 pairs of sock products are scheduled to launch additional capacity.

The total cost of the project is 83087.9 thousand US dollars, an additional \$ 45,712,000 will be exported and about 1,300 new jobs will be created.

In 2020, the share of light industry in the total industrial output of the region will increase from 41% in 2018 to 48.1%. Most importantly, when we analyze the possibility of increasing the level of supply of the population of the region with the main types of local non-food consumer goods, the population's demand for ready-made fabrics will increase from 118% in 2018 to 145.5% in 2016, respectively. From 220% to 340%, the supply of garments will increase from 236% to 256%, the supply of knitwear will increase from 141% to 158%, and the supply of socks will increase from 22% to 108%.

Improving the efficiency of investment depends on the degree to which the marketing activities of the enterprise are organized.

New investment in the production of competitive finished products and semi-finished industrial products in high demand in the world market and the domestic market through the collection and summarization of information on proposals from foreign investors and companies for the construction, reconstruction and modernization of industrial enterprises and processing of local raw materials. The main tasks are to develop proposals for the implementation of projects. In our opinion, one of the main tasks of the agency should be, first of all, the organization of marketing audits of investment projects.

Secondly, special attention should be paid to the organization and development of firms that constantly collect information on domestic and foreign market conditions, engage in marketing research, provide information and consulting services. This is due to the fact that to date, marketing and information work in the organization of work related to investment financing is not at the required level, which causes a number of problems. In particular, ongoing investment projects are largely limited to increasing production efficiency, and the lack of clear marketing strategies that reflect future market opportunities exacerbates this situation.

In solving the above problem, in our opinion, it is necessary to establish marketing and engineering services in each region, including Namangan region. These firms will only serve as advisors, giving entrepreneurs their practical advice, helping to form promising marketing strategies for investment projects.

CONCLUSIONS

Third, one of the weakest points in investment projects is the lack of marketing research data in this economic justification and the lack of identification of promising market conditions. As a result of surveys and observations of our enterprises operating in the light industry, as well as project initiators, it was revealed that many promising projects are not implemented due to lack of knowledge and skills in conducting marketing research. Of course, local markets can be explored by our entrepreneurs, but they do not have enough opportunities to study foreign markets. Our entrepreneurs rely more on the knowledge of foreign partners in this area. In our opinion, it is expedient to organize the work of marketers who study foreign markets in each country, prepare relevant conclusions and sign various trade agreements with foreign companies, as well as in investment projects.

REFERENCES

1. N.G'. Karimov, R.X. Xojimatov. Investment organization and financing: Textbook. –T .: TDIU, 2011. - 502 pages.
2. BustonovMansurjonMardonakulovich,&MullabayevBaxtiyarjonBulturbayevich. (2021). Digital Economy: Sustainable and High-Quality Economic Growth. *Academia Globe: Inderscience Research*, 1(1), 9–16. Retrieved from <https://agir.academiascience.org/index.php/agir/article/view/2>
3. Jurabaevich, S. N., &Bulturbayevich, M. B. (2021). IMPROVING ECONOMIC DIAGNOSTICS AND ITS IMPLEMENTATION MECHANISM IN ASSESSING THE QUALITY OF HIGHER EDUCATION. *Emergent: JournalofEducationalDiscoveriesandLifelongLearning (EJEDL)*, 1(01), 1-10.
4. SotvoldievNodirbekJurabaevich,&MullabayevBaxtiyarjonBulturbayevich. (2021). DIRECTIONS FOR IMPROVING THE FOOD MARKET IN THE FERGANA REGION. *Innovative Technologica: Methodical Research Journal*, 1(01), 1–8. Retrieved from <https://it.academiascience.org/index.php/it/article/view/1>
5. BustonovMansurjonMardonakulovich,&MullabayevBaxtiyarjonBulturbayevich. (2021). Economic Growth: Quality And The Digital Economy . *Academia Globe: Inderscience Research*, 1(1), 1–8. Retrieved from <https://agir.academiascience.org/index.php/agir/article/view/1>
6. SotvoldievNodirbekJurabaevich,&MullabayevBaxtiyarjonBulturbayevich. (2021). DIRECTIONS FOR FOOD SECURITY IN THE CONTEXT OF GLOBALIZATION. *Innovative Technologica: Methodical Research Journal*, 1(01), 9–16. Retrieved from <https://it.academiascience.org/index.php/it/article/view/2>
7. SotvoldievNodirbekJurabaevich,&MullabayevBaxtiyarjonBulturbayevich. (2021). MANAGEMENT OF HIGHER EDUCATION INSTITUTION - AS AN OBJECT OF ECONOMIC DIAGNOSTICS. *Emergent: Journal of Educational Discoveries and Lifelong Learning (EJEDL)*, 1(01), 11–20. Retrieved from <https://ejedl.academiascience.org/index.php/ejedl/article/view/2>
8. SharipovBotiraliRoxatalievich; AlimovRaimjonXakimovich; YuldashovKodirjonMamadjanovic; HolmirzaevAbdulhamidXapizovich; MullabayevBaxtiyarjonBulturbayevich. "The Results Of The Assessment Of The Investment Potential Of The Regions Of The Republic Of Uzbekistan". *EuropeanJournalofMolecular&ClinicalMedicine*, 7, 3, 2020, 4428-4437.
9. MakhmudovBakhriddinkhonJo'rayevich; IsmoilovRavshanjonBaxritdinovich; MullabayevBaxtiyarjonBulturbayevich. "The Role Of Regional Governance In The Development Of

- Small Business And Private Entrepreneurship". *EuropeanJournalofMolecular&ClinicalMedicine*, 7, 7, 2020, 705-711.
10. Tursunaliyevich, A. Z., &Rakhmonberdiyeva, T. D. (2020). Problems And Prospects Of Development Of Agrologistics In The Republic Of Uzbekistan. *EuropeanJournalofMolecular&ClinicalMedicine*, 7(7), 763-768.
 11. Bulturbayevich, M. B., Tursunaliyevich, A. Z., Ahmadjanovna, M. T., &Bozorovich, U. C. (2020). Development Of Public-Private Partnership In The Organization Of Regional Tourist And Recreational Complexes. *EuropeanJournalofMolecular&ClinicalMedicine*, 7(7), 778-788.
 12. Azizbek, K., Tursunaliyevich, A. Z., Gayrat, I., Bulturbayevich, M., &Azamkhon, N. (2020). USE OF GRAVITY MODELS IN THE DEVELOPMENT OF RECREATION AND BALNEOLOGY. *PalArch'sJournalofArchaeologyofEgypt/Egyptology*, 17(6), 13908-13920.
 13. Bakhridinovich, I. R., Bulturbayevich, M. B., Gulomjanovna, M. N., &Karimjanovich, U. R. (2020). USE OF MODERN MARKETING RESEARCH IN THE CONTEXT OF MARKET DEVELOPMENT. *InternationalEngineeringJournalForResearch&Development*, 5(SpecialIssue), 8-8.
 14. Abdurashidovich, B. D., Bakhridinovich, I. R., &Bulturbayevich, M. B. (2020). THE STATE OF DEVELOPMENT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP DURING THE CORONAVIRUS PANDEMIC. *InternationalEngineeringJournalForResearch&Development*, 5(SpecialIssue), 8-8.
 15. Abduganievich, A. U., Bakhridinovich, I. R., &Bulturbayevich, M. B. (2020). CURRENT SITUATION OF INVESTMENT IN THE NATIONAL ECONOMY. *International Engineering Journal For Research & Development*, 5(Special Issue), 7-7.
 16. Jurayevich, Mahmudov B., and Mullabayev B. Bulturbayevich. "The Impact of the Digital Economy on Economic Growth." *International Journal on Integrated Education*, vol. 3, no. 6, 2020, pp. 16-18, doi:10.31149/ijie.v3i6.394.

E-ISSN NO:2349-0721