

Development of the Textile Industry in Uzbekistan

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from leather, fur "assistant

Abstract: *The textile industry is one of the priorities in the development of the national economy, revealing the potential for the development of the economy of Uzbekistan and the formation of a strong textile and clothing industry in the country.*

Keywords: Relatively, employment, implementation, lingel fabrics, children's shirts, market conditions, another area of activity, at present, competitiveness.

Introduction

The textile industry is strategically important for the development of the economy of Uzbekistan. Its own large raw material base, labor intensity of light industry, the presence of a relatively massive market in neighboring countries make the development of textile and clothing production in Uzbekistan one of the potential drivers of growth. Disclosure of this potential and the formation of a strong textile and garment sector in the country is one of the priority areas for the development of the national economy.

The textile industry is a strategic sector for the economy of Uzbekistan, providing a high level of employment, a contribution to the economic and industrial international authority of our state ... The unique geopolitical position of Uzbekistan allows it to be in continuous economic dialogue with many countries and to carry out mutually beneficial business cooperation with both European and Asian countries.

Methods

The export structure of the company's enterprises includes new types of textile products, such as compact, mélange and modal yarns, bamboo yarns, blended yarns, ready-made garments and knitwear of new models, patterns and weaves, bed and table linen, labels, poplin fabrics, satin, etc. terry, jacquard and lingel fabrics, children's shirts, as well as a significant renewal of the assortment (taking into account the market demand) of manufactured sewing-knitwear. In modern competitive and rapidly changing market conditions, another area of activity, at present, can be called a new branch of light industry - "fashion industry", which today has outstripped many traditional branches of light industry in terms of production. The fashion industry is the pinnacle of the huge iceberg of light industry, its beautiful and glorious part. Today, in many respects, on the world market, the development and state of affairs in the entire light industry of the country is judged by its success. The article examines how the textile and garment and knitted industries of Uzbekistan have developed in recent years and what are the expectations for the implementation of the tasks of the Action Strategy in this area in the five priority areas of development of the Republic of Uzbekistan in 2017-2021.

Analysis.

In recent years, the domestic textile and garment-knitting industries have faced several strategically important tasks that directly affect the disclosure of further economic potential and the realization of the country's comparative advantages: increasing the competitiveness of domestic products, including by increasing the yield of grown raw cotton, reducing exports raw materials of semi-finished products, increasing production and selling products with high added value, expanding sales markets, as well as creating additional jobs, taking into account the potential of light industry in solving employment issues, especially women.

Based on this, the main tasks in the field of regulation the textile industry was the creation of favorable conditions for the effective functioning of textile and garment enterprises, as well as a change in the previously established practice of economic relations between participants in the value chain from suppliers of raw materials - agricultural products from suppliers to manufacturers of final products and exporters through the introduction of market mechanisms. This should help reduce costs and increase the competitiveness of domestic textile and clothing manufacturers.

Discussion.

Uzbekistan is the sixth largest cotton producer in the world with an average annual harvest of three million tons, which suggests that there are comparative advantages for the formation of a large textile and garment manufacturing sector.

However, the raw material base should be developed and the efficiency of its use should be increased. There was a need to move from an extensive to an intensive increase in the production of raw materials. With regard to cotton, this primarily concerns an increase in its yield, which in Uzbekistan's conditions must be achieved without increasing the area for cultivation, ensuring the optimization of the use of water resources. The solution to this problem was based on reforms in agriculture and a fundamental change in the relationship between farmers-suppliers of cotton and manufacturers of textiles and clothing.

Conclusion.

In our opinion, in order to increase the sales of the products of Uztekstilprom enterprises in the domestic market, it is advisable to apply a strategy of product differentiation, that is, to organize the production of national yaktaks, light and warm robes intended for elderly men, dresses of national style, and other items of clothing for older women. ... This will create a certain protection against the strategies of rivals, as buyers develop loyalty to the Uztekstilprom brand or model and they will be ready

to pay for the product they like. Successful differentiation will create entry barriers for competitors that are difficult for them to overcome. It is necessary to focus on the age groups of consumers: in the total population of the republic, children and the elderly account for more than half. The offered products of the enterprises of "Uztekstilprom" must correspond to the age and sex composition of the population. An important help in strengthening the competitiveness of products is the development of higher manufacturing standards compared to existing ones. There are still no national (Uzbek) state standards for many garments. Elimination of this deficiency will allow the expansion of products of the enterprises of "Uztekstilprom" .

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