

**OBJECTIVES AND PROSPECTS FOR THE DEVELOPMENT OF THE CARPET
INDUSTRY IN UZBEKISTAN**

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Abstract: In this article, the carpet manufacturing enterprises are based on a comprehensive approach of raw material processing, finished products, including production and export based on the expansion and support of industrial cooperation, research of the domestic and foreign markets for the sale of textile products, and the competitiveness of products in the domestic and foreign markets. It is planned to implement measures to ensure, create a single chain of added value creation.

Keywords: Enterprise, carpet products, export, market, competition, segment, demand.

Introduction. The carpet industry is a branch of industry that produces different types of carpets using natural (fibers from animals and plants) and artificial fibers. Carpet making as an artistic craft has developed in different countries in its own way. The textile industry plays an important role in the development of the economy, providing the population with clothes, household goods and industrial goods. It is no secret that the textile industry closely cooperates with agriculture and other sectors. Carpet production is one of the important sectors of the textile industry.

According to research by IndexBox, a world-renowned marketing research publisher, the United States is the world's largest carpet producer, producing approximately 1.1 billion m² of finished product annually. The share of this country in global carpet production in 2016 was 28 percent. China (12%), Turkey (12%), Egypt (7%), Canada (6%), Belgium (5%), India (5%) and the Netherlands (4%) are the next largest producers of carpets in the world. .

The United States accounted for 34% of global consumption of carpets and rug products in 2016. The rest of the world, including Egypt (8%), Canada (7%), China (7%), the United Kingdom (5%), Australia, Turkey, Indonesia and Japan (3% each), India and Iran (each one 2%) are the leading consumers of carpet products. The remaining countries account for 23% of the global consumption of carpet products.

The President of our country attaches great importance to the development of the textile industry in the republic. It is of great importance to process the grown cotton fiber at home and to enter the world market with high-quality cotton products.

Analysis of literature on the topic.Based on foreign experiences, it should be noted that the competitiveness of the enterprise in the market is determined by the effectiveness of its market-oriented policy. Many economists have been engaged in the development of marketing principles and their practical application. Among them, we include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall possible

It is necessary to acknowledge the scientists who made a great contribution to the development of the theory of marketing, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. R. Ibragimov to them. Yo. Abdullaev, A.

Saliev, M. Sharifkhojaev, D. Rakhimova, D. Ergashkhodjaeva, Sh. Musaeva and others can be included.

Research methodology. Systematic approach, abstract thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis results. To ensure high and stable growth rates in the republic's textile and sewing industry, to attract and absorb foreign direct investment, to produce and export competitive products, to create new high-tech jobs due to the implementation of strategically important modernization projects, Systematic work is being carried out to further deepen the structural reorganization aimed at technical and technological updating of enterprises, introduction of an advanced "cluster model". An example of this is the President of the Republic of Uzbekistan's "Resolution No. PQ-4186 of February 123, 2019 on measures to further deepen the reform of the textile and sewing-knitting industry and expand its export potential, as well as Resolution No. 230 of the Cabinet of Ministers on measures to further develop cotton-textile production .

In the Concept of rapid development of the textile and sewing-knitting industry in 2019-2025, approved by the Cabinet of Ministers of the Republic of Uzbekistan:

processing of raw materials based on an integrated approach, finished products, including production and export based on the expansion and support of industrial cooperation, research of domestic and foreign markets for the sale of textile products;

implementation of measures to ensure competitiveness of products in domestic and foreign markets, creation of a single chain of added value creation;

It is planned to increase the volume of export of textile products to 7 billion US dollars by 2025 due to the processing of the entire volume of cotton yarn produced in the republic.

In recent years, great changes have been made in the textile and knitwear industry. One of the main factors for this was the wide opportunities created by the government for the entrepreneurs of the industry, the improvement of the investment environment and the policy of entering foreign markets and the development strategy developed by the association "Uztoqamichilik sanoat" and enterprises.

At the moment, more than 1970 large textile and sewing-knitting enterprises are included in the "Uztoqamichilik sanoat" association. Currently, the total number of network enterprises in the republic is more than 7,000. During the last years, sharp changes took place in the industry, and as a result, 3.2 billion dollars of foreign investments were absorbed, the export of products reached 2.1 billion dollars, more than 360 thousand people are working in the industry. Textile enterprises were established in all regions of the republic and became one of the driving sectors of the economy.

In particular, we can clearly see the positive changes in the activities of carpet production enterprises of Uzbekistan. According to the information of the State Statistics Committee of Uzbekistan, the field of carpet production has made great progress in recent years (Table 1).

Table 1

Export-import volumes of carpet products in Uzbekistan in 2020-2023, million US dollars.

	2020	2021	2022	2023	Change
Export	19.5	34.4	31.0	32.0	+12.5
Import	0.9	3.1	1.4	5.2	+4.3
The difference	+18.6	+31.3	+29.6	+26.8	-

It can be seen that the export of carpet products is much higher than the import, that is, several times more. At the same time, the sharp increase in carpet imports in 2023 indicates that

competitors will increase in the international market, and the carpet market of Uzbekistan will become an object of interest for foreign companies.

In 2024, significant changes are being made in the textile industry. As a new vector in the development of the textile industry, cotton-textile clusters were established and the production chain from cotton to finished products was fully covered. It was with the help of clusters that water conservation and drip irrigation, eco-cotton cultivation and certification systems were widely introduced.

In order to accelerate reforms and train personnel, the Uzbek-Korean textile technology park was established with the help of a grant attracted by the government of the Republic of Korea. This technology park focused on the training of technologists and the creation of new types of products through new smart technologies.

In order to increase product quality and marketability in foreign markets, together with the German foreign cooperation society, the export of textile products to the European market and the fashion incubator program have been started. This, in turn, requires the introduction of international standards in enterprises, which are an important factor in the GSP+ system of preferences given to Uzbekistan by the EU and the sharp increase in product exports. And within the framework of this program, extensive work is being carried out by the Dutch certification company Control Union in cooperation with the Union.

In particular, 252,000 tons of cotton fibers were used by the member enterprises of the Union in January-March of this year.

The volume of production of Canoat products was 7.5 trillion soms (growth rate - 122.5 percent).

Including

- yarn 169.4 thousand tons (growth rate – 106.9 percent);
- 118.7 million square meters (127.2 percent);
- knitted fabric 39.4 thousand tons (124.7 percent);
- knitted products 112.6 million pieces (110.6 percent);
- socks products 63.5 million pairs (116.5 percent);
- sewing products 120.2 billion soums (109.3 percent).

Products worth 141.8 billion soums were produced as part of the localization program. Product cost - 30.4 billion. reduction to soum was achieved.

According to the investment program, 54.2 million dollars (186.2 percent compared to the plan) of 21 projects, including 49.2 million dollars (10 projects, 244.3 percent compared to the plan of the reporting period) of direct foreign investment investments are absorbed.

By the end of the 1st quarter of 2024, textile products worth 648.1 million dollars were exported (the share of the republic's exports was 29 percent) and the growth rate was 143.5 percent compared to the previous year (452 million dollars by the end of the 1st quarter of 2020).). From this, the volume of exports made in March amounted to 243.5 million dollars, an increase of 123.6% compared to January and 117.6% compared to February (in January and February it was 197 and 207 million dollars, respectively).).

Today, almost all regions of the republic, including remote areas and regions with a high demand for jobs, are creating new capacities for the production of textile and sewing-knitting products. In order to ensure the employment of women in particular, the construction of sewing and knitting complexes will provide them with permanent jobs in densely populated areas.

First of all, these projects allow to fully process the cotton fiber grown in the regions, to produce products with high added value and to increase the real income of the population of the region.

56.1% of the total volume of textile and sewing-knitting products produced in the republic was directed to export, and the rest was directed to the domestic market.

The exported products include cotton yarn 54.1% (350.7 million dollars), gauze fabric 4.7% (30.2 million dollars), knitted fabric 8.4% (54.4 million dollars), sewing and knitting products 31.1% (201.4 million dollars), hosiery products 1.7% (11.2 million dollars).

Products were exported to a total of 55 countries (50 in 2023), Russia - 33.8% (214 million dollars), China - 25.5% (165.6 million dollars), Kyrgyzstan - 13.1 % (84.7 million dollars), Turkey - 11.3 (73.6 million dollars) were the main partner countries. The share of these countries in the total export amounted to 83% (537.9 billion dollars).

The number of entities engaged in the export of products amounted to 831 and increased by 108% or 58 (2020 – 773).

GSP+ preference system – a new look and new goals. By the end of 2020, 102 business entities exported textile products worth 74.1 million dollars to the countries of the European Union. 136.4 percent growth rates were provided compared to the previous year (it amounted to 53.3 million dollars by the end of 2019).

Among the exported products, kalava yarn is 49.1% (13.5 million dollars), gauze fabric is 21.9% (6 million dollars), knitted fabric is 16.7% (4.6 million dollars), sewing and knitting products 11% (2.9 million dollars), hosiery products 1.3% (0.3 million dollars).

Products were exported to a total of 16 EU countries, Poland - 56% (15.4 million dollars), Italy - 19.1% (5.3 million dollars), Germany - 7.3% (2, 0 million dollars) formed the main partner countries. The share of these countries in the total export was 82.3% (22.7 million dollars).

Summary.

Modern marketing activity has become the main tool for increasing competitiveness in the world market, therefore it is necessary to ensure the use of the most advanced marketing technologies in front of Uzbekistan's enterprises. It is especially important to increase the marketing efficiency in the production of weaving and knitting products, which is one of the strong branches of Uzbekistan's economy.

The given information requires in-depth study of the activities of carpet production enterprises, which is the most promising segment of the textile industry in Uzbekistan, analysis of the competitive environment of local carpet market participants, and the proposal of principles of a scientific approach to marketing activities.

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