

WAYS TO INCREASE LABOR PRODUCTIVITY IN LIGHT INDUSTRY ENTERPRISES

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Annotation. This article analyzes the factors and ways to increase labor productivity at light industry enterprises from a scientific, theoretical and practical perspective. The main areas of increasing labor productivity are the introduction of modern technologies, optimization of production processes, employee training, improvement of the incentive system, and improvement of working conditions. The impact of labor productivity indicators on the profitability, competitiveness, and production efficiency of the enterprise is also analyzed.

Keywords: light industry, labor productivity, production efficiency, competitiveness, innovations, incentive system.

Introduction. In today's globalization process, one of the main tasks facing light industry enterprises is to increase labor productivity. Because in competitive conditions, improving product quality, reducing costs, and quickly responding to market demand can only be achieved through effective labor organization. Therefore, ways to increase labor productivity are a strategic priority for each enterprise.

One of the most important areas for increasing labor productivity is the introduction of modern technologies [1]. Today, automated sewing machines, laser cutting equipment, and digital design programs allow for a sharp increase in production efficiency. For example, with the help of advanced technologies, the time spent on manufacturing one product is reduced several times. As a result, production volumes increase, product quality improves, and errors associated with the human factor are reduced. At the same time, energy and raw material consumption are also optimized, which leads to a decrease in total costs.

The second area is the optimization of production processes. In any enterprise, there may be processes in the production chain that require excessive time and resources. Identifying and eliminating them has a significant impact on labor productivity. For example, using management approaches such as "Lean manufacturing" or "Kaizen", redundant actions, unnecessary inventories, and production breaks are reduced. By properly organizing the flow of processes, employee productivity increases, production time is reduced, and the cost of manufacturing products is reduced.

The third important area for increasing labor productivity is improving employee skills. No matter how modern technologies are, a qualified workforce is needed to fully utilize them. Therefore, it is important to organize regular advanced training courses, trainings, and educational programs at enterprises [2]. Qualified employees can effectively use technology, quickly solve problems in the production process, and be more proactive in applying new working methods. As a result, overall efficiency increases and the competitiveness of the enterprise is strengthened.

The fourth area is to improve the incentive system. Since the human factor is of decisive importance in production, material and moral incentives for employees play an important role in increasing labor productivity. A fair and transparent wage system, rewards, bonuses, and social packages encourage employees to work with high efficiency. Also, if an incentive system based on clear indicators of labor productivity is introduced, employees will feel the results of their labor faster and be satisfied with it.



The fifth important area is to improve working conditions. The convenience of the workplace, compliance with safety rules, sanitary and hygienic requirements, and ergonomics of the working environment directly affect the work activities of employees. If workplaces are comfortable and safe, the level of employee fatigue decreases, their interest in the labor process increases, and occupational injuries decrease. In addition, a positive working environment also has a positive effect on the psychological mood of employees, encouraging them to work effectively.

In general, increasing labor productivity is not limited to one area. It requires an integrated approach: the introduction of modern technologies accelerates production, process optimization ensures rational use of resources; advanced training enhances the professional potential of employees, the incentive system increases their enthusiasm for work; and improving working conditions strengthens labor efficiency.

Labor productivity is one of the most important factors in the economic development and sustainable operation of an enterprise [3]. High productivity allows you to increase the volume of products produced, reduce costs and increase profits. This, in turn, is crucial for increasing the profitability, competitiveness and overall production efficiency of the enterprise.

Firstly, labor productivity directly affects the level of profitability. If an enterprise can produce more products with the same time and resources, production costs will decrease. As a result, the profit indicator will increase and the enterprise will achieve a high level of profitability. For example, the introduction of modern sewing technologies in light industry enterprises not only increases the speed of product production, but also improves its quality. This makes it possible to produce more products without additional costs and increases profits.

Secondly, labor productivity affects the competitiveness of the enterprise. In today's market economy, high-quality, cheap and fast delivery of products is an important advantage. If a company has high productivity, it can produce products in a short time and at a low cost. This allows it to gain an advantage over competitors in the market. For example, companies that want to strengthen their position in international markets are trying to increase productivity by automating production. As a result, they are able to offer products with competitive prices and quality not only in the domestic market, but also in foreign markets.

Thirdly, labor productivity is one of the main indicators determining the overall production efficiency. As productivity increases, production processes are organized more efficiently, resources are used more economically, and excess costs are reduced. In addition, high productivity increases the motivation of employees, increases their interest in work. This ensures continuity in the production process and has a positive effect on overall efficiency.

To increase labor productivity, enterprises are implementing several strategic directions [4]. In particular, the introduction of advanced technologies, optimization of production processes, employee training, and the formation of effective incentive systems are noted as key factors. Improving working conditions also serves to increase productivity. For example, creating a safe and comfortable working environment protects the health of employees and helps them achieve high results in their work.

From the point of view of impact on profitability and competitiveness, labor productivity is recognized as one of the main sources of sustainable growth. With increased productivity, the enterprise fully mobilizes internal reserves, creates conditions for new investments, and strengthens financial stability. Thus, the enterprise will be able to occupy a stable position not only in the domestic market, but also in the foreign market.

Light industry enterprises play an important role in the country's economy. They not only satisfy the population's need for clothing and daily consumer goods, but also play an important role in creating new jobs and increasing export potential. However, one of the main tasks facing such



enterprises is to constantly increase labor productivity. Because high productivity ensures the competitiveness of the enterprise, reduces costs and increases profits.

In today's market conditions, it is impossible to limit oneself to just one direction to increase labor productivity. A comprehensive approach is necessary. In this regard, innovative management, the introduction of advanced technologies, and investment in human capital stand out as the most effective directions [5].

Firstly, innovative management. Traditional methods of managing production processes in light industry enterprises are increasingly losing their effectiveness. By introducing innovative management methods, it is possible to increase production efficiency, speed up processes, and improve quality. For example, digital technologies make it possible to control all stages of production in real time, optimize resource use, and determine efficiency. Also, an innovative approach to logistics and supply chain management helps to deliver products quickly and with high quality.

Secondly, the introduction of advanced technologies is one of the decisive factors in increasing labor productivity. Modern sewing machines, laser cutting technologies, and automated design programs increase the speed and quality of production. As a result of technological modernization, the production volume per employee increases several times. This reduces the cost of production and makes the product competitive in the market. It is worth noting that the introduction of advanced technologies is of great importance not only for large enterprises, but also for medium and small manufacturers. For them, technological innovations make the production process more compact and efficient.

Thirdly, investing in human capital is one of the most important areas of increasing labor productivity. Highly qualified, educated and well-versed in modern technologies is the greatest asset of any enterprise. Therefore, improving the professional skills of employees, organizing retraining courses, and involving them in innovative processes serve the sustainable development of the enterprise. In addition, investing in human capital includes not only improving professional skills, but also improving social protection of employees, creating healthy working conditions, and improving incentive systems. If an employee is satisfied with his work, he will work more productively and contribute to the success of the enterprise. The advantage of a comprehensive approach is that it ensures the harmony of all areas of the enterprise's activities. It is impossible to be satisfied with just updating technologies, because without qualified employees who can manage modern technologies and use them effectively, the expected results will not be achieved. At the same time, focusing only on human capital and not improving the management system with innovative methods will not fully allow increasing productivity. Therefore, all three areas - management, technology and human capital - need to develop in an interconnected manner.

Increasing labor productivity in light industry enterprises based on an integrated approach will allow them to successfully operate not only for the domestic market, but also in the international arena. By producing high-quality, low-cost and competitive products, enterprises expand their export potential. This also creates added value for the country's economy.

Conclusion. In conclusion, increasing labor productivity in light industry enterprises is a decisive factor in ensuring production efficiency, improving product quality and strengthening competitiveness. Research shows that the introduction of modern technologies, optimizing production processes, improving employee skills, improving the incentive system and improving working conditions play an important role in increasing productivity. Such an integrated approach not only reduces production costs, but also ensures the sustainable development of the enterprise by increasing profit and profitability. Therefore, prioritizing ways to increase labor



productivity serves as a guarantee of the successful operation of light industry enterprises in the domestic and foreign markets.

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