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Challenges To Increase The Competitiveness Of The Textile Industry In The Context Of Structural Change

Nargiza Qobilovna Shoislomova

Senior Lecturer, Tashkent Financial Institute, Uzbekistan

Doston Rustamjon Ogli Shonazarov

Student, Tashkent Financial Institute, Uzbekistan

Gulmira Bahrom Qizi Aralova

Student, Tashkent Financial Institute, Uzbekistan

ABSTRACT

The article examines the theoretical and methodological basis of the processes associated with the problems of increasing the competitiveness of the textile industry in the context of structural changes in the national economy. The existing shortcomings in this regard and their impact on the competitiveness of the textile industry have been assessed. According to the results of the analysis, scientific proposals and practical recommendations aimed at overcoming the problems of increasing the competitiveness of the textile industry in the context of structural changes have been formed.

KEYWORDS

Competitiveness, competitive product, export potential, market conditions, cluster model, global market, global marketing system.

INTRODUCTION

Ensuring sustainable, rapid and balanced development of Uzbek industry, deepening structural reforms aimed at diversifying key sectors and increasing export potential,

further increasing their efficiency and competitiveness through modernization of industries, associations, enterprises, technical and technological modernization of

production is one of the important goals. Ensuring high and stable growth rates in the textile and clothing industry of the Republic of Uzbekistan, attracting and attracting foreign direct investment, production and export of competitive products is one of the strategic directions. It is important to create new high-tech jobs through the implementation of strategically important projects for the modernization of light industry.

Systematic work is being carried out to further deepen the structural reorganization, aimed at technical and technological modernization of enterprises, the introduction of an advanced "cluster model". At the same time, a comprehensive analysis of the development of the textile and clothing industry, the changing world market conditions in the face of increasing competition requires government support for the industry, as well as the development and implementation of more sustainable and dynamic development mechanisms.

In order to further deepen the ongoing reforms in the textile and clothing industry, create favorable conditions for the rapid development and diversification of the industry, increase investment in the deep processing of semi-finished textile products and exports of finished products, the President of the Republic of Uzbekistan Resolution No. PQ-4186 "On measures to further deepen the reform of the garment industry and expand its export potential", which provides for high and stable growth rates in the textile and clothing industry, attracting foreign direct investment. creation and development, production and export of competitive products, creation of new high-tech jobs through the implementation of strategically important projects of modernization, technical and technological renewal of enterprises, introduction of advanced "cluster model" Tasks have been identified for the implementation of systematic work to further

deepen the targeted structural reorganization [1].

Based on the above, in today's light industry system, scientific research aimed at studying the scientific and theoretical basis of the work on processing raw cotton, production of finished export-oriented products, technical and technological renewal of enterprises, expanding product range and increasing competitiveness is relevant.

ANALYSIS OF THE SUBJECT LITERATURE

Research on the problems of increasing the competitiveness of the textile industry plays an important role in the research of Yu.G. Vaylunova. In the course of the research the essence, classification, importance of network forms of integration in increasing the competitiveness of enterprises of textile and garment industry were studied, network forms of integration, foreign experience of network structures were considered [2]. I.V.Ilyashik, G.B.Polisyuk researched the processes related to increasing the role of the private sector in the development of the light industry of the country and described the possibilities of increasing the role of the state mechanism in the formation of certain priorities [3]. A.Sh.Bekmurodov, Be.Yang Son in their research recommend the establishment of cluster systems that affect the increase in the export potential of the textile industry in the strategic development of the textile industry in the country [4]. Kadyrov's research is based on the study of the provision of garment and knitting enterprises with qualified specialists and modern technologies, as well as methods for selecting factors that determine their export potential [5]. According to ZAKhakimov's analysis, the opportunities to use the "Cluster" strategy play a key role in increasing the competitiveness of light industry enterprises. The cluster system is recognized as a key factor in increasing labor productivity in the light industry, increasing the competitiveness of products in the industry

through the introduction of the latest technologies [6].

IA Tashpulatov's research notes that in order to increase the competitiveness of the textile industry, the activities of enterprises and firms integrated into the cluster should be clearly linked to the market of the same type of goods. Such a relationship is based on the fact that it depends on vertical (purchase and sales chain) and horizontal (additional departments and services, special expenditures, technology or institutions and other links) processes [7].

The above research shows that the problems of increasing the competitiveness of the textile industry depend on the organizational processes, retraining and training of personnel to improve the competitiveness of the textile industry, mastering modern technologies and knowledge in management and marketing, entering new world markets, advertising products and factors related to the establishment of cooperation with designers and textile companies of foreign countries have not been studied.

RESEARCH METHODOLOGY

Research methods such as scientific abstraction, induction and deduction, systematic analysis were used in the research process. Through the use of the method of scientific abstraction, scientific proposals and practical recommendations aimed at overcoming the problems studied as the object of research have been formed.

ANALYSIS AND RESULTS

Thanks to the strong state support and radical reforms in Uzbekistan, the textile and clothing industry has become one of the strategically important and rapidly developing sectors of the national economy. Today, more than 7,000 companies operate in the network. According to the investment program of the country, in 2019 in the light industry 250 mln. The U.S. dollar is expected to attract foreign direct

investment. The implementation of the state's economic development strategy envisages the implementation of 170 major investment projects by 2023 with the development of capital investments of \$ 3.8 billion. In 2020, the potential of domestic producers has created added value, allowing the full processing of domestically grown raw cotton. By the end of 2019, exports will also increase significantly, reaching more than \$ 2 billion [8].

In order to further develop the light industry and increase the volume of finished products in our country, on September 16, 2019, the President signed a decree "On further development of light industry and the use of finished products." This decree has created a regulatory framework and a wide range of opportunities for the production of finished products of light industry enterprises.

Expenditures specified in the Resolution of the Government of the Republic of Uzbekistan No. PP-4453 "On measures to encourage garment and knitwear enterprises exporting at least 80% of finished products in 2019-2021 to exempt from interest payments on loans from commercial banks" under the Cabinet of Ministers Reimbursement from the State Fund for Entrepreneurship Development Support is carried out in the following order:

- The rate of 25 percent on loans issued by commercial banks in the national currency to replenish working capital (purchase of yarn, knitwear, etc.) for the production of finished textile products, but not more than 5 percent;
- up to 50% of the interest rate set by commercial banks in foreign currency for the modernization of production (purchase of buildings and equipment);
- The bank provides the necessary guarantees for the sale of cotton fiber through exchange trades. The procedure for ensuring the fulfillment of obligations between the parties shall be determined by agreement.

In order to supply qualified personnel to the light industry of the country, the Ministry of Trade, Industry and Energy of South Korea and the Korean Institute of Industrial Technology (Kaytek) will build a textile technology park "Uzbek-Korean scientific research" in Tashkent this year. .

Table 1 below shows the production volume of the Uztextile Industry Association for 2018-2020. The production volume of the Uztextile Industry Association in 2018-2020 shows that in 2018-2020, the association has set as its main goal to increase the volume of production of finished products and product range.

Table 1

Production volume of Uztextile Industry Association in 2018-2020 [8]

Product types	Unit of measurement	2018	2019	2020
Cotton thread	A thousand tons	142	142,5	90,1
Dyed yarn	A thousand tons	10,3	10	21,9
Cotton and mixed fiber fabrics	Mln. pagon. meters	55,9	247	238,5
Knitted fabric	A thousand tons	8,1	24,4	13,9
Flower printed fabric (knitwear)	A thousand tons	28,8	2,5	1
Sewing and knitting products	Mln. dona	72,2	69,85	55,9
Maxrovaya tkan	A thousand tons	1,8	4,3	9
Socks are a product	Mln. couple	1,5	16,3	81,9

Table 1 shows that while garment and knitwear products accounted for 72.2 million units in 2018, this figure was 69.85 million units in 2019 and 55.9 million units in 2020.

This year, 8,320 new jobs have been created across the country, which are as follows: 1,000 in the Republic of Karakalpakstan, 100 in Andijan, 790 in Bukhara, 400 in Tashkent, 470 in Kashkadarya, 710 in Jizzakh, 400 in Navoi and 1,400 in Namangan. , 890 jobs were created in

Samarkand region, 400 in Syrdarya and 100 in Khorezm.

Widespread introduction of quality control of raw materials, increasing the production capacity of textile enterprises, expanding the production of high quality products that meet world standards and are in demand in the domestic and foreign markets, based on our national traditions.

Study of world marketing with the wide attraction of foreign investors and designers to Uzbekistan and production and export of knitted products in accordance with our traditions in a new design style.

Eliminate yarn exports, sell them for processing in the domestic market, and organize the production of new types of competitive products and sales to domestic and foreign markets by attracting young talented, aspiring young people to business and encouraging them (tax breaks, reduction of interest rates).

CONCLUSIONS AND RECOMMENDATIONS

Taking into account the global marketing system, the study of new markets is to increase the network's exports in the case of studying the prices of world markets, in order to place products in the world market by placing product advertising on the Internet.

In short, the production of a competitive range of finished and semi-finished products is one of the most important factors in the development of our economy and the formation of a competitive environment, foreign exchange earnings, increasing foreign exchange earnings, preventing unemployment. provides.

In the future, structural changes in the light industry will require the gradual implementation of the following areas:

- Abandonment of pre-established industries specializing in the supply of raw materials, the creation of production facilities in their place;
- Effective use of material (land, capital) and personal human (labor, entrepreneurship) resources, thereby developing production in an innovative way;
- Provision of both socio-economic and legal guarantees by the state for the free operation of light industry entities;
- Introduction of modern experience and techniques of foreign companies in the

light industry of the country, the creation of a favorable investment climate for the entry of Uzbek light industry products into the world market;

- Gradual development of existing production experience, qualified human resources and all intellectual property;
- Creation of incentives by sources of financial support for the expansion of production activities, attraction of financial resources in targeted areas.
- In order to further reform and develop the sewing and knitting system and gain a foothold in the global marketing market, it is expedient to implement the following proposals.

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