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**DEVELOPMENT OF THE COMPETITIVENESS OF INDUSTRIAL ENTERPRISES DURING A PANDEMIC**<sup>1</sup>Niyozova L.N., <sup>2</sup>Alimova Sh.A., <sup>3</sup>Xalimova D.R.Teacher of department of economy, Bukhara State University<sup>1</sup>, Assistant<sup>2</sup>,  
Magistr<sup>3</sup> Department of Management, Bukhara Engineering and Technology Institute, Bukhara,  
Uzbekistan**ANNOTATION**

This article analyzes ways and opportunities to increase the competitiveness of industrial enterprises in the context of the Covid-19 pandemic, protect the health of employees, prevent production downtime or decline in efficiency, and ensure that everyone in a market economy and pandemic conditions it is important to keep the company “alive” without going bankrupt.

Key words: competitiveness, pandemic, investment, modernization, global crisis, Anti-crisis fund

Since December 2019, the economic world has faced a new problem - the COVID-19 pandemic, and in a short time this problem has swept the economy of Uzbekistan. The pandemic has become a serious test for the world community and the reason for the recession in the economies of most countries in the world. The economy of Uzbekistan was also significantly affected by the pandemic, which was reflected in a slowdown in the growth of key macroeconomic indicators.

Thus, according to the IMF forecast, GDP growth in Uzbekistan will decrease from 5.6% in 2019 to 1.8% in 2020, and in 2021 economic growth is expected to be 7%. The World Bank forecasts a decline in economic growth in Uzbekistan to 1.6% in 2020, and Fitch Ratings - to 2%.

The OECD, noting the closure of borders between states in Central Asia in connection with the pandemic, indicated that a decrease in volumes and an increase in trade costs contribute to a further decrease in industrial competitiveness in the countries of the Central Asian region, given the relatively high costs of transport connectivity and legal barriers.

The main issues in the development of industrial competitiveness are:

1. Restriction of the production of goods and services due to the deterioration of the financial situation of enterprises during the quarantine period;
2. Restriction of domestic demand due to falling incomes of the population and a gap in production chains;
3. Reduction of investments, especially external ones due to the worsening financial situation of foreign partners;
4. Low level of development of the competitive environment.

Despite the current situation, the creation of the Anti-Crisis Fund, the adoption of operational measures to prevent the bankruptcy of enterprises, targeted support of the sectors of the economy, the timely phased removal of quarantine measures, a wide range of administrative measures to support business and the population allowed Uzbekistan to overcome the lower limit in early May of this year. industrial recession and by mid-June to overcome the low point of recession in most service industries.

At a meeting chaired by the President of Uzbekistan on June 9, 2020, issues on stabilizing the economy were discussed in detail. Thus, the need was noted for a radical change in the economic approach to the country's development and the use of new mechanisms and tools in connection with the emerging global crisis, which had a serious impact on the economies of all countries in the world.

According to the analysis, Uzbekistan's economy is well positioned to grow at 2.2% this year. To achieve this goal, 8 key areas of activity were proposed, one of which is increasing industrial competitiveness.

During the discussion of the prospects for increasing industrial competitiveness, some problematic issues were also considered and an assessment was made of the existing level of integration of chains and production of the final product.

In particular, it was pointed out that, with the exception of cotton clusters, other industries do not fully meet this requirement (for example, copper processing is less than 25% and silk is less than 20%). In this regard, the need to develop inter-sectoral cooperation is of particular relevance.

Therefore, it was instructed to develop an Industrial Policy Strategy within two months aimed at promoting the transfer of modern technologies, increasing energy efficiency and competitiveness of industries.

At the same time, special attention should be paid to chemical, textile, building materials, automotive and electrical engineering, as well as the food industry.

The following can be considered as some promising directions for the development of intersectoral cooperation:

- the electrical and agricultural engineering industries, which can supply products worth at least \$ 80 million through mutual cooperation;
- supply of synthetic fibers for textiles, polyester, cords for the automotive industry and the building materials industry, as well as various dyes, flavors for the food industry, which can become effective areas for further interbranch development of the chemical industry;
- holding regional and republican cooperation fairs in July-August for inter-industry purchases of domestic products for 3-4 quarters;
- expanding the localization of production and launching an online monitoring system for the implementation of localization projects.

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