



TOSHKENT DAVLAT
IQTISODIYOT UNIVERSITETI

YANGI O'ZBEKISTONDA RAQAMLI IQTISODIYOTNI RIVOJLANTIRISH ISTIQBOLLARI VA XORIJ TAJRIBASI

MAVZUSIDA RESPUBLIKA ILMIY-AMALIY ANJUMANI

TOSHKENT-2023

истеъмоли ўсишига ва натижада истеъмомчиларга янги, органик сабзавотлар қулай ҳолларда ва шартларда тақдим этилишига эришилади.

Organizing new types of services in the craft market increasing the efficiency of implementing the digital economy

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In recent years, a number of laws and decisions have been adopted by the Government and the President of the Republic of Uzbekistan to support this industry. A clear example of this is the increase in the share of the private sector in exports in the state program contained in the decree of the President of the Republic of Uzbekistan No. PF-60 dated 28.01.2022: "On the new development strategy of Uzbekistan for 2022-2026", as well as In the priorities, goals and tasks of the program, the mechanisms of implementation such as covering the costs of publishing and advertising artisan products on the world electronic trading platforms from the funds of the export promotion agency are highlighted.

Handicrafts are an integral part of the tourist experience, they represent local traditions and are valuable souvenirs. Many countries benefit a little from handicraft products, and these products are part of cultural tourism, which is a source of income for the country and provides jobs for the local population. Tourists' desire to meet and experience different cultures is a strong driver behind the enormous growth of their material and intangible expressions. Cultural heritage tourism is based on the presence of certain components; these are classified as tangible and intangible. The tangible part includes immobile resources (as built cultural heritage objects, landscapes and cultural objects) and movable elements (as handicraft products, mass media and consumer goods), an intangible group of cultural aspects - artistic expressions , consists of languages, existing cultures, folklore and others. Tangible and intangible cultural heritage together represent the richness and diversity of world cultural traditions. Many tourists stop at a shop or workshop selling traditional handicrafts. "Craftsmanship" they mean local customs and symbols of local people

Handicraft products not only create wonderful memories for tourists, but also good quality souvenirs make other people who see them interested in visiting those destinations. Handicrafts as tangible components and crafts as intangibles are among the resources mobilized in tourism in culture. The use of these resources for tourism is of great importance for sustainable development. The production of such traditional art products brings income and provides an opportunity to provide permanent employment to the population.

By the Decree of the President of the Republic of Uzbekistan dated 08.08.2013 No. PQ-2022, the Export Support Fund was established by the National Bank of Foreign Economic Relations. The main tasks of this fund are to provide legal, financial and organizational support for the development of small businesses and entrepreneurial entities, to promote the production of modern, competitive products in foreign markets and their export.

We can point out the following problems faced by artisans in exporting their products:

1. Lack of necessary knowledge and experience of craftsmen and employees for export;
2. High costs of entering foreign markets (high transport and logistics costs, costs of introducing modern management technologies and quality standards of enterprises);
3. Lack of available information on foreign markets (certification requirements and product quality, competition and demand situation);
4. Restrictions on participation in foreign exhibitions and fairs.
5. Low competitiveness of manufactured products in terms of price and quality;
6. Existence of difficulties in entering the foreign market;
7. Lack of working capital and limited use of credit resources;
8. Setting high customs fees and low quotas;
9. Insufficient information about export promotion projects and programs.

In the Republic of Uzbekistan, active work is being carried out on the development of the industry to maximize its potential. In order to overcome these difficulties, the government is taking a number of measures. On December 30, 2021, the decision of the President of the Republic of Uzbekistan No. PQ-77 "On measures to further improve the system of support for craft activities" was adopted. Examples of these measures include:

- provision of one-time financial resources in the amount of 5 million dollars to enterprises whose annual export volume exceeds 20 million dollars;
- some enterprises are allowed to pay customs fees up to 120 days later;
- cancellation of the procedure for obtaining a national certificate for the import of certain products;
- the Ministry of Investments and Foreign Trade, the Chamber of Commerce and Industry, the "Hunarmand" association, the Council of Ministers of the Republic of Karakalpakstan, the regional and Tashkent city hokimities, every year starting from 2022, "Craft fair Uzbekistan" international handicrafts in the pavilions of "Ozekspocenter" organization of the fair of products and technologies;
- systematic organization of handicraft products purchase and sale and export through trade pavilions;
- preparing videos and "National Crafts Journal" with information on the history and products of national crafts, folk and applied art, and updating them at least twice a year;
- artisans can export products in a simplified manner and carry cargo with a 25% discount, that is, the Regulation on the simplified procedure for the export of handicraft products for display at exhibitions, contests and fairs held in foreign countries (registered on 2.05.2018 with No. 3004) was announced. The document was approved by the joint decision of the Ministries of Foreign Trade, Foreign Affairs and Culture, as well as the State Customs Committee;
- knives made by artisans, as well as compensating a part of the costs of exporting exportable products such as furnaces, axes, cast iron pots.

However, despite the measures taken, export promotion organizations do not have the capacity to provide a wide range of export promotion services due to their relatively limited experience.

It would be appropriate if the following measures were implemented to solve these problems:

- Technical assistance programs: training of employees, providing advice on exporting products and increasing their competitiveness, introducing modern management technologies and establishing quality standards,

- Marketing: marketing research and consulting, promotion of participation in trade exhibitions abroad, search for partners and suppliers in export from small enterprises, market research, product sales, improvement of product appearance and packaging systems introduction.

- In terms of production and quality: improving technology, improving quality, installing new equipment, expanding the assortment;

- In terms of management: it is necessary to organize a number of measures in the areas of legal advice, document preparation, logistics and transport.

In order to strengthen exports in the craft market, we would suggest the following new services for the market:

- Craft scholarships and international programs should be organized in the country and attract artisans;

- Uzbekistan should have good international relations with other countries, because if there is a proper exchange of culture and traditions of one country with another country, then the export of handicraft products will be available in these countries. In some countries, it is necessary to establish the tradition of export-import policy, to implement a soft policy related to the handicraft industry;

- Crafts should be included in the school curriculum, as well as specific subjects, and should be included in school education as a subject;

- by organizing online craft courses, to interest the population and encourage them to acquire a trade;

- They should publish their local craft industry products daily in newspapers, mass media and social networks;

- The licensing system in the industry should be completely removed, these products should encourage the development of certification instead of the licensing system;

- To boost exports, there should be appropriate conditions for importers and exporters: (a) any product exporter sells 20% of handicrafts in another country; and (b) any importer must import at least 24 percent of Uzbek handicraft products in order to develop cooperation;

- Craft villages and craft universities should be established and highly educated, highly qualified personnel should be attracted to the field.

As can be seen from the above information, artisans need comprehensive external support, and the promotion of their activities will be more effective if organized at the state level. needed: marketers, technologists, lawyers, as well as companies that conduct employee development activities.

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