

Improvement of Ways to Develop the Textile Industry on the Basis of Resource-Technology

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Annotation. This article describes the theoretical foundations of ways to develop the textile industry on the basis of resource-saving technologies. The article discusses the introduction of international quality management, which is a key factor in increasing the export potential of light industry, including garment and knitting enterprises scientific-methodological issues and practical experiments are analyzed. The opportunities for the production of textiles and garments in our country were also analyzed. It also covers the process of selecting and implementing a marketing strategy in textile enterprises. In addition, the theoretical views of economists on the development of the textile industry have been eroded. In addition, scientific and theoretical recommendations on ways to develop the textile industry on the basis of resource-saving technologies are given.

Keywords: resource-saving technology, textile industry, textile and garment enterprises, textile and garment products, technologies.

Introduction

In order to meet the needs of people in the textile world, special attention is paid to improving the management mechanisms to increase the efficiency and competitiveness of the textile industry. According to the Organization for Economic Cooperation and Development, the

share of light industry is 5.7% of world industrial production and more than 14.0% of employment. Over the past 15 years, consumption of textiles and clothing has increased by 90.5% in the European Union (EU), 99.3% in the United States and 220.0% in Japan. In this regard, the further development of textile industry production using modern management methods is an important task [1]. Extensive research has been conducted in the field of improving the efficiency of management mechanisms in the joint-stock companies of the textile industry in the world. In particular, econometric models have been developed based on the identification of factors affecting the effectiveness of corporate governance in the textile joint-stock companies, and the effectiveness of corporate governance has been assessed using these models. Procedure for internal and external mechanisms in corporate governance, formation of corporate culture, identification of causes of corporate conflicts, protection of interests of owners and others, issues of relations between property owners and managers, study of interests of parties in corporate governance and assessment of bankruptcy, further improvement of control mechanisms is one of the main scientific trends [2].

At the current stage of development, ensuring the economic security of the textile industry is an important task. The country is taking comprehensive measures to organize the production of quality textiles and garments on the basis of a wide range of resource-saving technologies, deepen the localization of its production, as well as increase the export potential of local producers. Over the past period, the necessary legal framework and favorable conditions for the development of the textile industry have been formed. Ensuring the rapid development of the textile industry on the basis of resource-saving technologies, expanding the production of high quality and competitive finished products, its further promotion in major foreign markets, as well as five priorities for the development of the Republic of Uzbekistan in 2017-2021 In order to consistently implement the tasks set out in the Strategy of Action for [3]:

1. The following are the most important areas for further reform of the textile industry of the Republic of Uzbekistan:

First, to increase the share of the textile industry in the economy, increase the volume and quality of textile products produced in the country, primarily through the reorientation of high value-added competitive textile products to high-tech production;

secondly, a radical overhaul of the management system of the textile industry with the introduction of advanced management technologies, effective forms of comprehensive assistance and support to industry enterprises, including in solving problems that hinder their development ;

third, further improvement of the standardization and certification system in the textile industry in line with international requirements and standards, as well as through the modernization and accreditation of product testing laboratories;

Fourth, in order to identify priority areas for the development of the industry, the widespread introduction of advanced information and communication technologies that allow the industry to receive reliable and timely information on the status and development trends of domestic and foreign markets of textile products systematic and complex analysis of it;

fifth, to implement a cluster model of development, which includes the integration of production from the cultivation of raw cotton to its initial processing, subsequent processing of products in ginneries and the production of high value-added finished textile products;

Sixth, the balance of distribution of raw material resources and the development of logistics and engineering infrastructure of the enterprises of the established network, including the construction of multifunctional transport and logistics hubs, the selection of optimal routes and corridors of cargo delivery, as well as ensuring its location by optimizing freight tariffs on transport;

seventh, to expand the production and export of high quality finished textile products, to introduce advanced innovative technologies, know-how, design developments in the production

process in order to promote national brands on world markets, to localize the production of modern fittings and accessories;

Eighth, radically improve the system of training, retraining and advanced training of personnel for the textile industry, expanding the areas of high-demand specialties, redesigning the curricula of educational institutions, taking into account modern trends in the industry Intensification of research activities, as well as international cooperation in this field.

In our country, measures are being taken to develop the textile industry on the basis of resource-saving technologies. This will pave the way for the rapid development of the textile industry in our country in the near future.

ANALYSIS OF THE LITERATURE ON THE SUBJECT

N.S Ziyadullaev, A.Sh. Bekmuradov, A.A. Tillakhodjaev, Z.A. Khakimov, S.Sh. Yusupov, O. Davronov and devoted to the scientific work of other economists. On the analysis of the concept of "Development of the textile industry on the basis of resource-saving technologies" many foreign scientists, including A. Abramishvili, B. Berman, T. Danko, E. Dixtel, P. ; Druker, P. Zavyalova, F. Kotler, G. Krylov, J. Lamben, T. Levitt, S. Madjaro, K. McNamara, F. ; Rodjers, V. ; Simon, M. Sokolov, A. Feliton, Dj. Shonesi, Dj. Evans, P Cherington, X. Hörshgen et al [4].

In the Commonwealth of Independent States, specific areas of increasing the competitiveness of industrial enterprises in this area are reflected in the scientific work of V. Belyaev, S. Bukin, B. Gerasimov, R. Kalka, O. Kitova, N. Nosova and others. On the development of industrial enterprises in Uzbekistan, important issues of marketing and general aspects of improving the marketing system, our local scientists A. Fattakhov, D. Mukhitdinov, A. Bekmurodov, M. Boltabaev, Sh. Ergashkhodjaeva, N. Yuldashev, Z. Adylova, N. Rasulov, N. Tursunov, N. Alimkhodjaeva, N. Muminova and other scientists conducted research [5-6].

However, despite some experience in this area, the strategy for the development of the textile and clothing industry, the assessment of the export potential of the textile and clothing industry and the calculation of the competitiveness of the textile and clothing industry, the effective use of production potential are not sufficiently covered. .

RESEARCH METHODOLOGY

The analysis shows that the experience of developing and newly industrialized countries shows that most of the economic successes in these countries have been studied through induction and deduction methods, deep structural changes in industry, especially in the processing industry. Numerous studies have shown that the development of the industrial sector is the main driving force of economic growth, and this view in most studies is explained by the high availability of new combinations of innovation and knowledge in industry compared to other sectors of the economy. This leads to an increase in labor productivity and production, which has been studied using dynamic series, analysis and synthesis methods to ensure economic growth.

Today, the industry provides an opportunity to ensure the necessary balance in the market, increase the competitiveness of the economy and incomes, localize production, and use monographic research, systematic analysis, comparison and other methods to create jobs in this sector.

ANALYSIS AND RESULTS

The light industry is one of the most globalized industries in the world. At the same time, the production of textiles and clothing is an important source of income and employment for many countries, especially many developing countries. According to statistics, light industry accounts for 5.7% of world value, industrial production and more than 14% of those employed in manufacturing. The share of Europe in world textile production is 29%. - which is equal to the total production of both America, but less than the share of Asia - 39%. The textile market differs from other markets by the type of goods and the diversity of consumers, their geographical, national, historical, regional characteristics, and requires marketing research in specific methods and techniques [8].

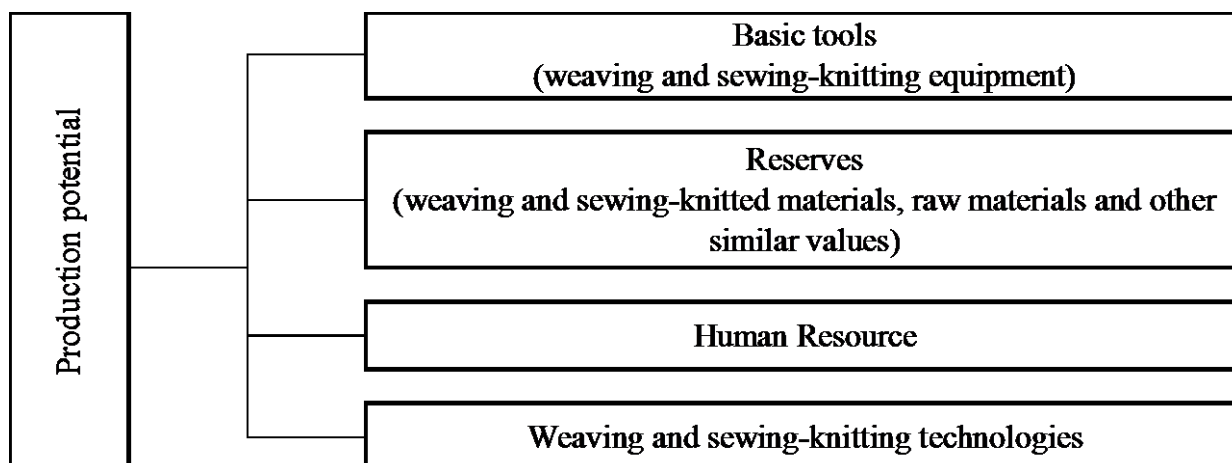
In the practice of textile enterprises, the strategy consists of a set of rules, directions and criteria for the medium or long term, which is a long-term plan for a qualitative change in the activities of the enterprise. In Uzbekistan, the share of textile, clothing and leather production in 2017 was 16.3%, and in 2021 - 11.9%. The processing industry is the most developed (Table 1) [9].

Table 1
Production of industrial products by type of economic activity (in percent)

Types of activities	2015 y.	2016 y.	2017 y.	2018 y.	2019 y.	2020 y.
Total:	100	100	100	100	100	100
Including:						
mining industry and open pit mining	9,7	8,1	10,3	12,3	13,5	9,0
processing industry	80,4	81,8	81,1	80,6	79,1	83,0
of which:						
manufacture of textiles, clothing and leather products	16,0	16,7	16,3	14,5	11,8	11,9
electricity, gas, steam supply and air conditioning	9,2	9,4	7,8	6,2	6,8	7,4
water supply, sewerage system, waste collection and disposal	0,7	0,7	0,8	0,9	0,7	0,6

The effectiveness of the activities of any organization, including those engaged in such economic activities as construction, is determined by the impact of a variety of factors, the key of which is its resources. An objective assessment of the level of production potential allows the construction company formulating a strategy for its activities and determining the directions of tactical decisions. Disclosure of the concept of “productive potential”, the process of assessment and management of the productive potential is considered in the publications of many foreign and domestic scientists [10].

In general, the analysis of scientific publications allows us noting two approaches to the disclosure of the concept of “productive potential”. In the framework of the first approach, the production capacity is considered from the point of view of the resources available to the organization. The element structure of the production potential of a construction company is presented on the Figure 1. Also, this approach assumes an assessment of the effectiveness of their use.



1 Figure. Textile and sewing-elements of the production potential of the knitting enterprise

Improving the competitiveness of local textile enterprises depends in many ways on the effective use of competitive advantages. Therefore, it is necessary to develop competitive strategies that lead to changes in the internal environment, which will increase competitiveness based on the analysis of constantly changing market conditions. Systematic analysis of various aspects of the analysis, evaluation and management of the process of increasing the competitiveness of textile enterprises is especially important at the current stage of economic reforms in the country. The Decree of the President of the Republic of Uzbekistan "On measures to accelerate the development of the textile and garment industry" identified a set of measures to address existing problems, as well as to expand the production of high quality textiles and knitwear and promote it on world markets [11].

This document identifies the following important areas for further reform of the textile and clothing industry, in particular:

- increase the share of the textile and garment industry in the economy, increase the volume and quality of textile and garment products produced in the country;
- radical revision of the management system of the textile and clothing industry;
- further improvement of the system of standardization and certification in the textile and clothing industry;
- wide introduction of advanced information and communication technologies in the network;
- implementation of a cluster model of textile industry development;
- Ensuring the balance between the distribution of interconnected raw material resources and the location of enterprises in the established network with the development of logistics and engineering infrastructure;
- widespread introduction of advanced innovative technologies, know-how, design work into the production process, localization of production of modern models of fittings and accessories;
- radical improvement of the system of training, retraining and advanced training of personnel for the textile and clothing industry.

Table 2
Dynamics of textile exports
(million US dollars)

Brand name	2017 y.	2018 y.	2019 y.	2020 y.
	1 133,6	1 300,3	1 626,9	1 922,2
Cotton yarn	631,3	726,6	926,1	940,7
Ready-made clothes and sewing clothes	268,7	289,6	354,8	506,5
Knitted fabrics	50,4	65,5	84,8	144,5
Silk and silk products	30,9	49,9	71,8	74,9
Cotton fabrics	53,8	65,7	69,2	96,8
Other textile products	31,7	36,1	51,9	88,8
Carpets	34,4	31,0	32,0	29,2
Cotton products	24,7	26,8	27,4	30,9
Others	7,7	9,0	8,8	9,7

It can be seen that the increase in the volume of textile exports is a direct result of reforms aimed at the production of finished products instead of raw cotton and the creation of added value. In particular, 1922.2 mln. U.S. dollar-denominated textile exports accounted for 12.7% of total exports, an increase of 18.1% over the previous year.

The main share in the structure of exported textile products was cotton yarn (48.9%), ready-made knitwear and garments (26.4%). Since the beginning of the year, 498 types of textile products have been exported to 70 countries (Table 2) [12].

Export potential can be increased through the development of the textile industry on the basis of resource-saving technologies. Analysis of the production capacity of the enterprise allows to determine the strategy and tactics of its production and sales activities. It also analyzes the product range, production capacity, logistics and sales system, scientific and technical potential, the structure of managers and workers and staff, financial capabilities. The following should be taken into account in the analysis of export potential [13]:

- assessment of the financial and economic condition of the enterprise;
- analysis of product competitiveness;
- assessment of the material and technical base of the enterprise;
- assessment of scientific and technical potential of the enterprise;
- assessment of the effective use of the production potential of the enterprise;
- assessment of the composition and qualifications of management staff and workforce;
- assessment of the level of the information system.

Our country exports textile products to Russia, China, Kyrgyzstan and Turkey. In 2020 alone, 655.5 mln. It exported goods worth 438.2 million US dollars to China. The fact that the US dollar exports goods is a sign of the development of the textile industry in our country (Table 3).

Table 3
Textile products across countries
export dynamics
(million US dollars)

States	2018 y.	2019 y.	2020 y.
Russian Federation	542,8	592,3	655,5
People's Republic of China	326,7	437,6	438,2
Kyrgyz Republic	70,2	96,6	283,9
Turkey	119,8	196,7	206,1
Poland	22,3	25,3	43,4
Kazakhstan	39,2	39,7	42,3
Tajikistan	8,7	13,7	34,7
Ukraine	18,8	29,5	33,1
Eron	25,3	55,2	26,4
Egypt	3,2	12,1	18,2
Republic of Belarus	23,3	24,1	17,2
Pakistan	5,5	10,4	16,5
Azerbaijan	5,9	10,9	12,5
Bangladesh	19,2	12,3	10,7
Other countries	69,2	70,5	83,5

At the current stage of development of the world economy, special attention is paid to the organization of production of high quality products and increase the competitiveness of industrial enterprises in accordance with international standards. In this regard, the United States has extensive experience in developing and implementing a marketing system based on multifunctional business technology, marketing tools in Germany to increase the efficiency of the enterprise sales system, and South Korea in innovative marketing strategies to increase the competitiveness of industrial enterprises. introduced in the marketing activities of enterprises. Targeted scientific research has been conducted to develop marketing strategies to increase the competitiveness of textile enterprises in the world, including marketing research in the textile trade, assessment of the competitive environment, the formation of an optimal system of textile sales, production infrastructure, production of high value-added finished products. and conducting comprehensive export-oriented research is one of the priorities.

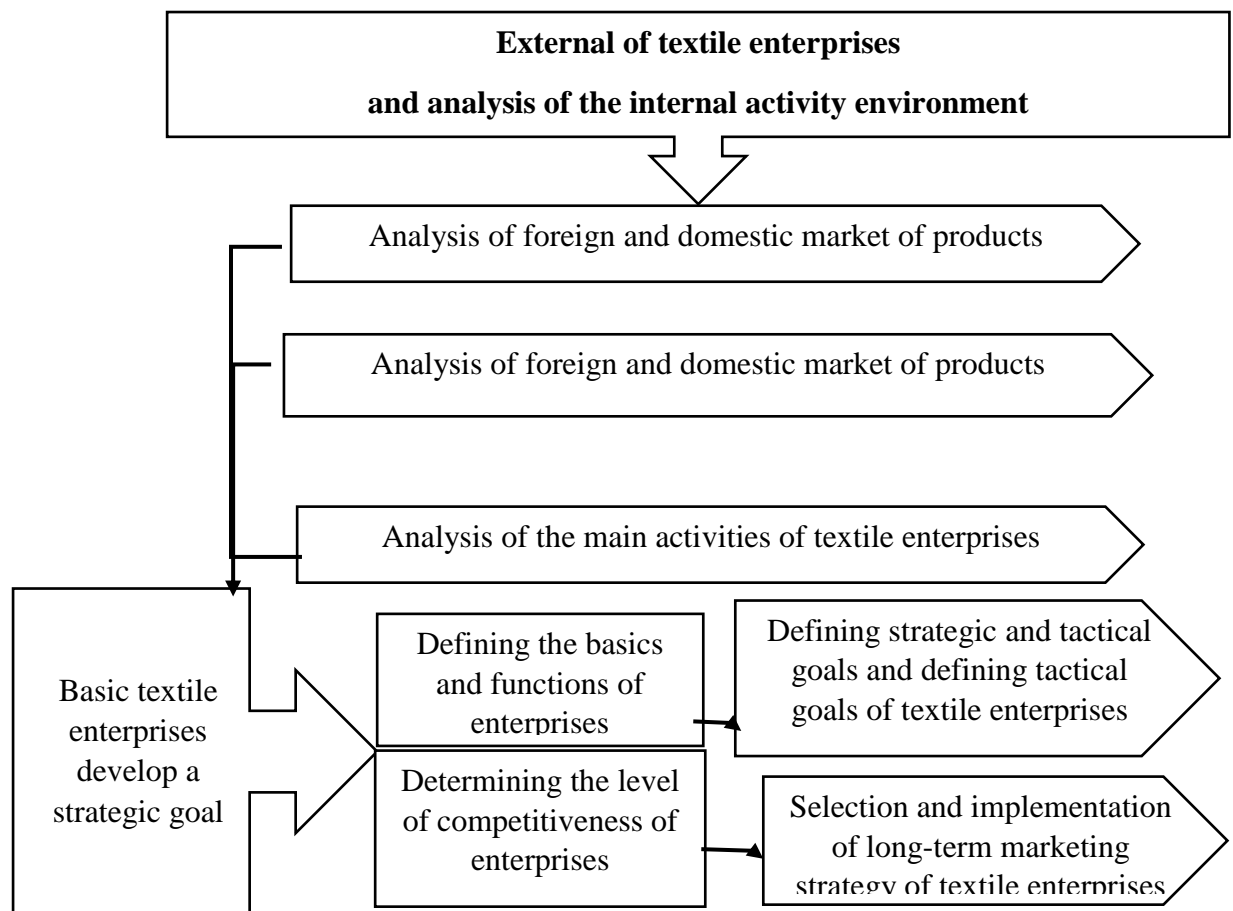


Figure 2. The mechanism of implementation of marketing strategy in textile enterprises

Therefore, it is recommended to divide the process of selection and implementation of marketing strategy in textile enterprises into the following stages: external and internal analysis; clearly define the purpose of the strategy; defining the goals of strategic directions and making preliminary decisions on them; the stages of selection and implementation of a marketing strategy based on the strategic direction, which is reflected in the following figure (Figure 2). In general, in our opinion, the main shortcoming of the research conducted so far on the export of textile products and the introduction of international quality management systems in the industry is that they those who have studied the problems at the macro level, at least by industry, the scientific and practical problems of the quality and export of textile products, mainly at the micro level - in the enterprise, primarily in their market activities [14].

The issues of success in the field of exports based on the introduction of innovative marketing strategies have not been studied. Analysis of the internal and external environment in textile enterprises includes the markets in which the enterprise operates and plans to operate, the competitive environment and the main factors influencing it, direct and indirect competitors. Taking into account the peculiarities of the textile and sewing-knitting enterprise industry, it is necessary, first of all, to pay attention to the state of the main production assets, the quality of textile and sewing-knitting materials, as well as the knowledge and skills of managers and workers working in textile and sewing-knitting objects. Management decisions aimed at optimizing the composition of fixed assets will help them to update in a timely manner, reduce

interruptions in weaving and sewing-knitwear, reduce the cost of maintenance and repair of production equipment, increase the profitability of assets and reduce capital intensity. In order to improve the effectiveness of inventory management, the type of current asset management policy is determined and the objectivity of the methods of planning and normalizing reserves is assessed. Programs aimed at increasing social security of workers, improving skills, retraining and mentoring, etc. can be targeted to improve the effectiveness of the use of human resources [15].

The main goals and objectives of the marketing strategy of textile enterprises are to meet the needs of consumers in textile products; increase the level of competitiveness of products; strengthening the position of products in target markets and increasing their share.

Conclusion

Our research shows that a comprehensive system approach to the process of implementing an international quality management system in manufacturing enterprises issues have not yet been fully resolved. As a result, in most cases, we believe that enterprises must move not only to the production or certification of the highest quality product samples to be exhibited at fairs, but also to systematic activities. Based on the results of the above analysis, we can make the following proposals and conclusions on further deepening the reform of the textile and clothing industry in our country and increasing its export potential:

- increase the share of the textile and garment industry in the economy, increase the volume and quality of textile and garment products produced in the country;
- radical revision of the management system of the textile and clothing industry;
- widespread introduction of advanced innovative technologies, know-how, design work into the production process, localization of production of modern models of fittings and accessories;
- Introduction of internal monitoring services in textile and garment enterprises, thereby ensuring the effective operation of the enterprise;
- Establishment of the department of economic security in the textile and clothing industry, thereby developing ways to develop the future activities of the enterprise.

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