



Challenges to Increase the Competitiveness of the Textile Industry

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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.

1. Introduction.

One of the important goals is to ensure the stable, rapid and proportionate development of Uzbekistan's industry, to deepen structural reforms aimed at diversifying the main sectors and increasing export potential, to modernize industries, associations, enterprises, and to further increase their efficiency and competitiveness through technical and technological renewal of production. Textiles of the Republic of Uzbekistan and ensuring high and stable growth rates in the sewing and knitting industry, attracting and absorbing foreign direct investment, producing and exporting competitive products is one of the strategic directions. It is important to create new high-tech jobs due to the implementation of strategically important projects of modernization of light industry. Systematic work is being carried out to further deepen the structural reorganization aimed at technical and technological updating of enterprises, introduction of an advanced "cluster model". At the same time, a comprehensive analysis of the development of the textile and sewing-knitting industry, the changing state of the world market in the face of increased competition,

requires state support of the industry, as well as the development and implementation of mechanisms for more stable and rapid development.

In order to further deepen the reforms implemented in the textile and sewing and knitting industry, create favorable conditions for the rapid development and diversification of the industry, increase the volume of investments in the deep processing of semi-finished products in textiles and the export of finished products, the President of the Republic of Uzbekistan dated February 12, 2019 "Textiles and measures to further deepen the reform of the textile and knitting industry and expand its export potential" Decision No. PQ-4186 was adopted. production and export of competitive products, creation of new high-tech jobs due to implementation of strategically important modernization projects, technical and technological upgrading of enterprises, structural reorganization aimed at introducing an advanced "cluster model" Tasks for carrying out systematic work on dredging are defined (2019). Based on the above, scientific researches directed to researching the scientific-theoretical basis of the work carried out in today's light industrial system regarding

the processing of cotton raw materials, the production of ready-made exportable products, the technical and technological updating of enterprises, the expansion of the nomenclature of products, and the improvement of competitiveness are considered to be of urgent importance.

2. Literature review.

Vaylunova (2014) studies focused on the problems of increasing the competitiveness of the textile industry network. In the course of the research, the nature, classification, and importance of network forms of integration in increasing the competitiveness of textile and garment industry enterprises were studied, and foreign experiences of network forms of integration and operation of network structures were considered. In the studies of Ilyashik, Polisyuk (2011), processes related to increasing the role of the private sector in the development of the country's light industry were studied, and the possibilities of increasing the role of the state mechanism in the formation of a certain priority in this regard were described. Bekmurodov, Son (2006) in their research recommend the organization of cluster systems that influence the increase of the export potential of the textile industry in the strategic development of the textile industry in the country. The research of Kadirov (2019) is based on the study of the availability of qualified specialists and modern technologies of sewing and knitting enterprises and the methods of selecting the factors that determine their export potential.

3. Research methodology.

Research methods such as scientific abstraction, induction and deduction, and systematic analysis were used in the research process. By using the method of scientific abstraction, a scientific proposal and practical recommendations have been formed, aimed at solving the researched problems as an object of research.

4. Analysis and discussion of results.

Due to the strong support of the state and the fundamental reforms being

implemented 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 enterprises are operating in the network. According to the investment program of our country, 250 mln. It is planned to absorb US dollar foreign direct investment. In the implementation of the economic development strategy of the state, it is planned to implement 170 large investment projects with the utilization of capital investments in the amount of 3.8 billion dollars by 2023. In 2020, the capabilities of local producers created added value and allowed to fully process raw cotton grown in our country. By the end of 2019, the export figures will also increase significantly, and its amount will be more than 2 billion US dollars. On September 16, 2019, our president signed the decree "On the further development of light industry and the use of finished products" in order to further develop light industry in our country and increase the volume of finished products.

5. Conclusions and suggestions:

Taking into account the world marketing system, studying new markets, placing product advertisements on the Internet, and increasing the export of the network in the event that the products have their place in the world market. In short, the production of ready and semi-ready competitive assortment of products is important for the development of our country's economy and the formation of a competitive environment, gaining a place in the foreign market, increasing foreign exchange earnings, and preventing unemployment.

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