

THEORETICAL FOUNDATIONS OF THE DEVELOPMENT OF THE MARKET OF VEGETABLES GROWN IN GREENHOUSES

Durmanov Akmal Shaimardanovich^{a,b,c}

^a *Tashkent Institute of Irrigation and Agricultural Mechanization Engineers - National Research University*

^b *Branch of the Astrakhan State Technical University in the Tashkent region of the Republic of Uzbekistan*

^c *International Center for Food and Agriculture Strategic Development and Research under the Ministry of Agriculture of the Republic of Uzbekistan*

ABSTRACT

The purpose of the research is to develop scientific recommendations and practical proposals for improving the organizational and economic mechanisms of the development of greenhouse farms .

KEYWORDS. *greenhouse farms, organizational and economic mechanism .*

Improvement of the organizational and economic mechanism of the market of vegetables grown in greenhouses is carried out with the participation of state-regulated means. In the use of these instruments, I.N. Buzdalov notes that "...by significantly accelerating the pace of development of the protected land vegetable market, it is possible to increase the efficiency of business structures..."¹.

Also, according to A. Tsydendambaev, "...a characteristic feature of the protected land vegetable market is the integration of the economic and organizational elements of the management of the organizational-economic mechanism and their mutual action"².

According to I.Yu. Chazova, "... the need to justify the management of the organizational and economic mechanism through a stably developed "market of vegetables grown in greenhouses", first of all, in the conditions of constantly changing market environment, it is necessary for the products produced by public protected land enterprises determined by the need to meet their needs. In practical processes, the existing problems in the economy cannot be solved without taking into account and improving the organizational and economic mechanisms that ensure the strategic stability of the agricultural market in the conditions of the market conjuncture³. On the other hand, during the last decade, many greenhouse farms have been largely developed through extensive development. However, today it is not possible to ensure the production efficiency of vegetable products in greenhouse farms in an extensive way.

According to G.V. Popova, "... the mechanism of sustainably developed market management refers to the adoption of a management solution to the issues of sustainable market development, methods of unifying principles, a complex of measures for their implementation, organizational and economic conditions, external and internal factors under the conditions of influence, it is necessary to understand the management instruments aimed at achieving strategic goals by market participants-enterprises..." he said⁴.

The essence of the organizational and economic mechanism of managing the farmers' market in Uzbekistan is to create the necessary conditions for the quantitative and qualitative reform and coordination of

¹Buzdalov I.N. Selskoe hozyaystvo kak prioritynoe napravlenie gospodderjki // APK: ekonomika, upravlenie. – 2009. – No. 4. – S. 3-14.

²Tsydendambaev A. Kto i chem otvechaet za razvitie? // Mir Teplitz. – 2007. – No. 5. – S. 3.

³ Chazova I. Yu. Ekonomicheskie interesy vzaimodeystviya proizvoditeley i potrebiteley na rynke ovoshchey zashchishchennogo grunta. - Vestnik Udmurtskogo Universiteta. Publishing House "Udmurtsky University". -2013. -No. 1. -S. 74-79.

⁴Popova G.B. Mechanizm prinyatiya upravlencheskikh resheniy po razrabotke strategii ustoychivogo razvitiya predpriyatiya. - Organizator proizvodstva, 2011. -T. 48. -No. 1. -S.55 -59.

actions aimed at alerting and eliminating the contradictions that arise as a result of the mutual actions of the internal environment of the economy with the external environment, is determined by giving.

The following set of capabilities is recommended as a facilitator of the proposed market mechanism, including:

- the formation of the organizational and economic mechanism of the development of the vegetable market is carried out within the framework of the influence of market levers, factors determining price, competition, demand and supply;
- specific climatic characteristics of one or another region, which predetermine the structure of costs for greenhouse vegetable production and production concentration at a certain level;
- the level of productivity of greenhouse vegetable crops determined by the technology of production, the formation of the type of products and the development of production forces;
- opportunities for entrepreneurs to freely use the market of industrial tools and available resources;
- the level of government stimulation of production of greenhouse products through taxes, financial investments, preferential loans for the purchase of new technologies;
- availability of channels of communication between business entities and market structures for the sale of vegetable products grown in the greenhouse, and the price level of production resources and technologies.

It is desirable to create economic, organizational and structural conditions for the sustainable development of the market of agricultural products grown in greenhouses (Figure 1.).

Economic conditions affect the level of production and demand for vegetable products. They include conditions such as production-economic, that is, the state of financial development of the enterprise, the level of resource provision, investment activity, opportunities for scientific-technical and export development, and the level of competition in the market.

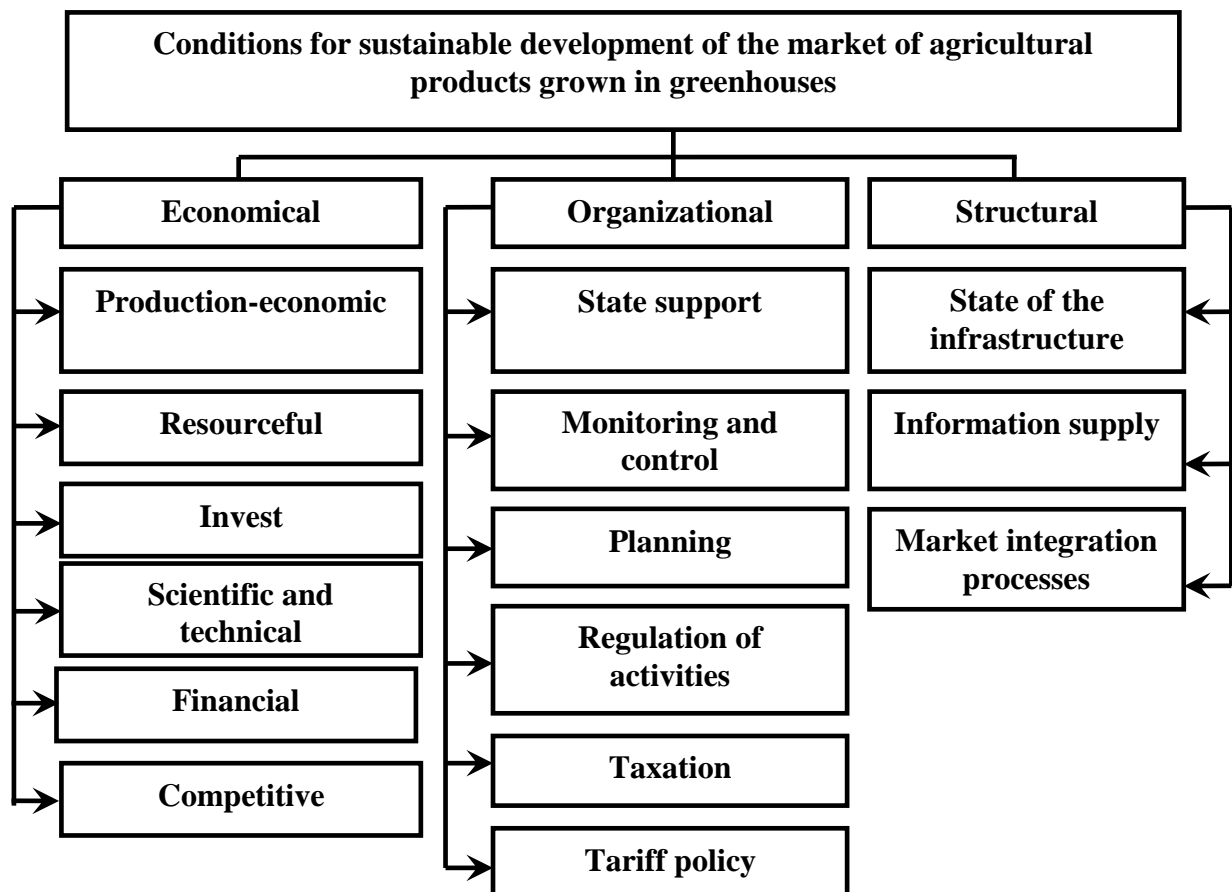


Figure 1. Conditions for Sustainable Development of the market of Agricultural Products Grown in Greenhouses

Organizational conditions include planning the production of greenhouse products, organizational and legal aspects of the systematization of enterprise activities, development of strategic programs for the development of the industry, state support and incentive measures, monitoring and control of production, tax control, tariff policy. includes monitoring and sanitary-epidemiological controls.

Structural conditions include the system of mutual relations in the field of greenhouse vegetable growing, the existence of producers' associations, the level of their information-information supply, and the state of infrastructural support of the sector.

For the effective operation of the organizational-economic mechanism of sustainable development of the vegetable market, it is necessary to move and coordinate the elements of the mutually complementary, horizontally and vertically integrated connected system (Fig. 1.5).

Market mechanism (management, regulation of the market situation and segment)					
Demand	Offer	Pricing	Competition	Resources	Financial investments
Market participants					
agricultural crops grown in greenhouses	A group of mediators			Consumer group	
Personal care products _					
Areas of encouragement and support from the state	Alignment of interests of process participants, agreements and coordination (non-profit organizations and business structures)			Consumer interests	
Goals and objectives and priorities of state policy	Methods of promotion			Consumer income, needs and ability to pay (requirements)	
Management styles and tasks					
Administrative	Organization and management of production	Organizational and economic	Innovative-investment	Integrative	
Ensuring food safety and export-import of agricultural products grown in greenhouses					

Figure 2 . Systematic Elements Of Sustainable Development of the ⁵vegetable market

Greenhouse vegetable market participants include agricultural crop producers, intermediaries and consumers.

The development of the market of vegetables grown in greenhouses will ensure food security and export-import of agricultural products grown in greenhouses in our country.

It will consist of subjects and elements of the management mechanism of sustainable development of the market of agricultural products grown in greenhouses .

In the decision PQ-20 of the President of the Republic of Uzbekistan dated November 23, 2021 "On measures to develop family entrepreneurship in fruit and vegetable growing and viticulture, increase the share of peasant farms in agricultural production", regarding the reform of agriculture and the introduction of market mechanisms in the sector implementing consistent measures, increasing the volume of export of more than 80 types of agricultural products to 66 countries of the world by 2 times, creating a system of effective land use, leasing land, agreeing it with competent bodies and organizations "E-LEASE", "E Issues such as the organization of open electronic contests on the "AUKSION" electronic trading platform, the establishment of interdepartmental electronic data exchange through the integration of these platforms, and the wide use of such issues were touched upon.

Despite the development of the vegetable market and the expansion of interregional relations, there are a number of unsolved organizational-structural, marketing, personnel, cooperative, integration, innovation, investment, and production-related organizational-economic problems (Table 1.1).

⁵Developed by the author.

Table 1.
Organizational and economic instruments for managing the sustainable development of the greenhouse vegetable market⁶

Mechanisms	Elements
Organizational-structural	<ol style="list-style-type: none"> 1. Selection of forms of ownership of the enterprise (state organizations, joint enterprises, farmers and peasant farms, agro-firms , etc.). 2. Infrastructural and logistic support of the market.
Marketing	<ol style="list-style-type: none"> 1. Development of a competitive marketing concept of product sales system and project promotion strategy, brand and evaluation policy. 2. Regular monitoring of the market situation . 3. Organization of direct contact with consumers and production of products in accordance with their changing needs.
Regarding personnel	<ol style="list-style-type: none"> 1. Training and improving the skills of personnel with innovative potential who have fundamental knowledge. 2. Formation of innovative specialized educational programs of higher and secondary vocational education . 3 . Professional training in advanced greenhouses and abroad.
Economic organizers	<ol style="list-style-type: none"> 1. Risk insurance. 2. Adaptation of the lending system to the sector 3. Reducing energy costs
Regarding production	<ol style="list-style-type: none"> 1. Use and construction of innovative warehouses for vegetable storage. 2. Organization and construction of facilities of modern selection-breeding and selection-genetic centers.
Innovative	Use of modern scientific achievements in terms of equipment and technologies, selections.
Regulation by the state	<ol style="list-style-type: none"> 1. Acceptance of important conditions for the calculation of electricity, heat supply and their use. 2. Development of programs to regulate the vegetable market. 3. State support for entities engaged in localization of production of import-substituting products, production of export-oriented products, expansion of cooperative relations, expansion of financing of investment loans through preferential allocations

Also, continuous effective economic and cross-sectoral cooperative and integrative cooperation of the organizational and economic elements of managing the process of sustainable development of the market has not found its solution.

Thus, the evaluation of the internal and external stability of the organizational-economic mechanism has a positive effect on the development of organizational-economic measures and the means, structural forms of the mechanism that ensures the unity of the agro-logistic system technological chain, the development of projects and their practical, sustainable development of the vegetable market. is appropriate.

Internal and external diagnosis of the market of greenhouse vegetable growing serves to ensure the sustainable development of the market (Fig. 1.6).

⁶Developed based on information provided by the author.

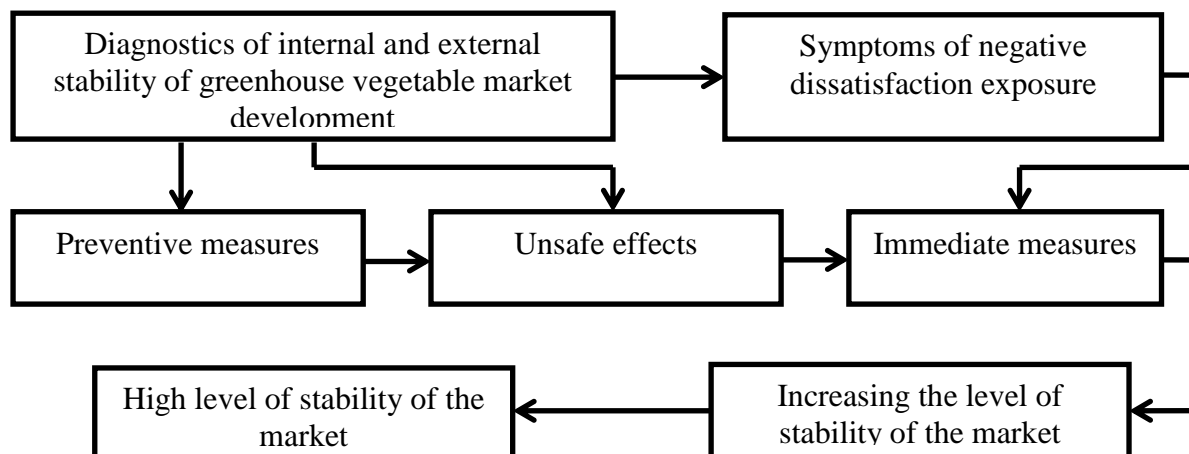


Figure 3. Scheme of diagnosis ⁷(diagnosis) of the sustainable development of the greenhouse vegetable market

It is desirable to regulate the sustainable development of the vegetable market through management mechanisms consisting of a set of main elements and stages. The step-by-step implementation sequence of the proposed block diagram requires a certain amount of time and resources, but also requires clearly planned actions (Fig. 1.7).

As can be seen from the picture, it is appropriate to determine the following strategic ways in the formation of a block scheme for the sustainable development of the greenhouse vegetable market, namely: substantiating the resource market conjuncture, measures to increase industrial potential, identifying reserves; assessment of the available opportunities of greenhouses in the market; analysis of existing competitive advantages in the market, monitoring, evaluation, promotion and determination of sustainable development goals; development of indicators and precise expression of the conditions of sustainable development of the market according to the "monitoring-evaluation-management-providing" chain.

According to Chazova I.Yu., Botkin O.I., "...without analyzing the market of vegetable products grown in the greenhouse, without evaluating the competitiveness, it is impossible to achieve sustainable development of the market. At this stage, based on the main directions of all activities, it is necessary to find answers to such questions as determining what share the enterprise has in this market, taking into account internal and external factors, whether it has opportunities for future successful development or not, taking into account the assessment of strategic opportunities taking into account the analysis of the trade market of the product, in its place, also includes the analysis of the level of supply..."⁸

Because the level of provision of sufficient material, labor and financial resources is the first condition for the successful operation of greenhouse farms. At the same time, it is necessary to analyze the production potential of infrastructural enterprises for the production of vegetable products grown in greenhouses. This makes it possible to determine the level of influence of production factors to produce the maximum amount of products.

The strategic program for the establishment of an effective set of measures to establish the stability of the greenhouse economy is the basis of the development of this block scheme.

In order to ensure the stable development of the market, the ability of greenhouse farms to adapt to the conditions of the internal and external environment, the ability to quickly respond to changes in the market balance, the increase in the quality and competitiveness of product supply, service and general production, high level of innovation and investment activity, liquidity level and financial and organizational stability will be necessary.

⁷Developed by the author.

⁸ Chazova I. Yu. , Botkin O.I. Intensivnost konkurensii na rynke ovoshchey zashchishchennogo grunta . - Ekonomika Regiona , 2012. - No. 1. – S. 187-194 .

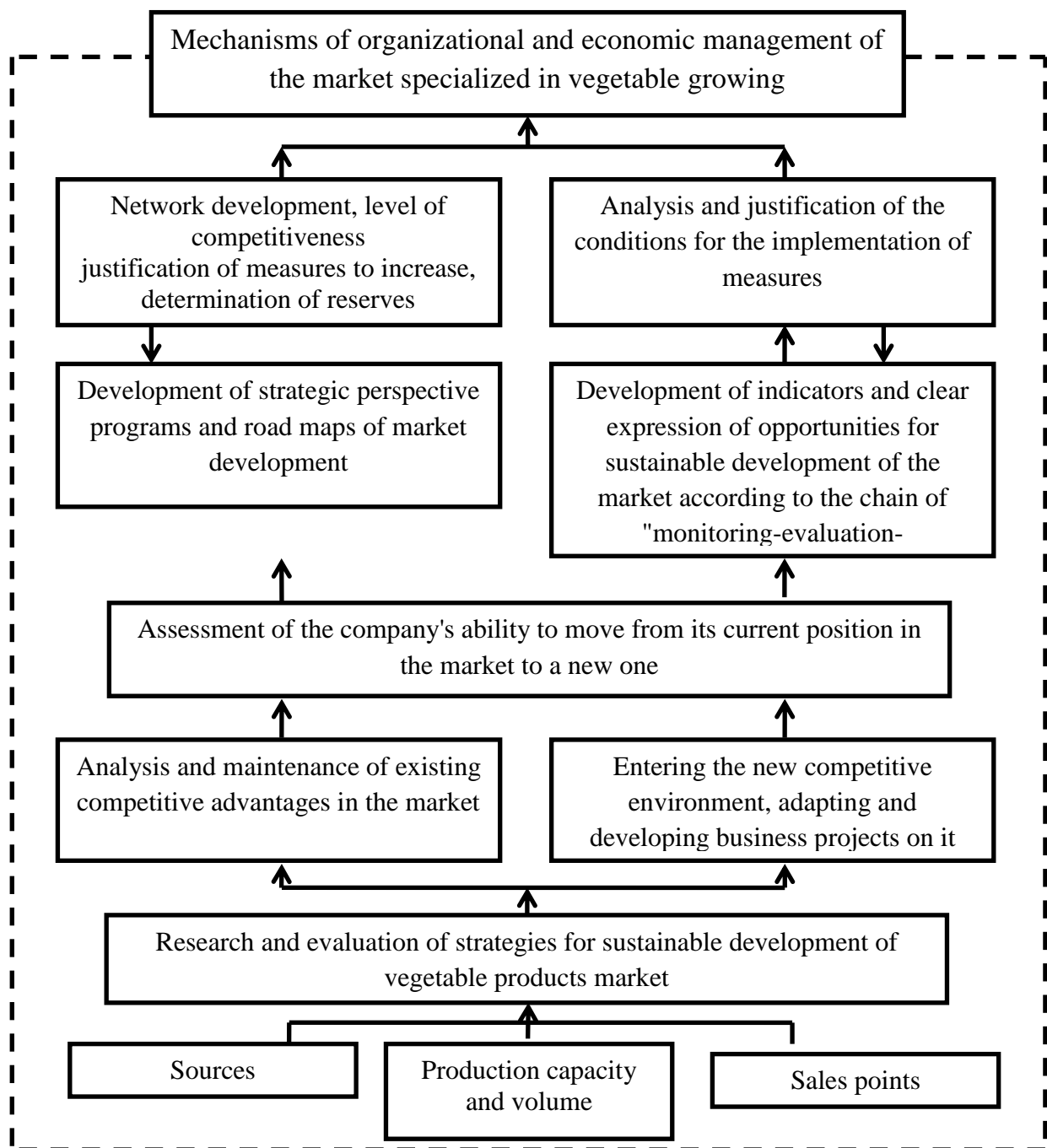


Figure 4. Block diagram of sustainable development of greenhouse vegetable market⁹

Greenhouse farms will be able to create a balanced system of market management, which can independently determine its development status not only today, but also in the future, only in the conditions of being able to adapt to environmental crises such as the global climate change and "greenhouse effect" observed in the world due to the influence of anthropogenic factors.

⁹Developed by the author.

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