



FACTORS FOR INCREASING EMPLOYMENT

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ABSTRACT

The article analyzes the relevance of increasing employment of the population, as well as the research work of scientists economists on this problem. In the conditions of digitization of a socially oriented market economy, the main tasks of the state are to find solutions to socio-economic problems, ensure the implementation of existing state programs, reduce poverty and improve the level of population survival. Based on these tasks, taklif and recommendations for expanding the range of services in the employment of labor resources are presented.

KEYWORDS. *Employment of the population, labor market, socio-economic mechanisms, labor resources, Labor alternative employment, poverty reduction, market economy, standard of living of the population.*

INTRODUCTION

It consists in the creation of new jobs for the employment of the population and the development of scientifically based conclusions and recommendations on determining the short - term prospects for employment in them, improving the socio-economic and legal mechanisms of alternative employment of the population in rural areas, improving the infrastructure of the agrarian cocktail market and the efficiency of using cocktail resources, improving Theoretical approaches developed on scientific and practical recommendations prepared with the results of research, including activities related to the effectiveness of the use of cocktail resources in our republic, the laws of operation and methods for assessing the factors affecting it, can serve as a basis for the development of regional and district programs in these areas, determining the system of practical measures.

The labor market is a complex socio-economic system that carries out the purchase and sale of “labor skills” on the basis of contracts that take into account the relations between the employed and unoccupied parts of the working-capable population and employers, as well as their personal interests, and also directly regulates the ratio between supply and demand for Labor. Labor is the purposeful socially useful activity of a person. Initially, a person determines the purpose of his actions

Ordinary labor is not characterized by this level of development, the body organism of any person is determined by the expenditure of Labor, which is possessed by a Medium account. It is unskilled labor that does not require special professional training from an employee. Work is understood as the objective result of the character of the United by nature and man. For the effective operation of the labor market, it is necessary, firstly, to have the means of production, to organize or expand production with its help, and secondly, the presence of people who do not have the means of production and are not employed. These are the main subjects of the labor market, the participants in the labor market[4]. The labor market is an important sphere of economic and socio-political life of society. At the moment, the labor market has become one of the components of business. According to some experts, while the labor market is seen as a mechanism that represents demand and supply for Labor, a group of other economists believe that the labor market only creates conditions for meeting demand for Labor. There is also a third type of category, which, in their opinion, represents a complex system of relations in which the labor market - its own personal capacity-reproduces labor forces and replaces them with vital everyday tools based on the laws of commodity production, Exchange in the system of social division of Labor.

THEMATIC LITERATURE ANALYSIS

Social employment of the population - Economist-scientists of our republic have made their special contributions to the research of problems related to improving economic and legal mechanisms, improving the infrastructure of the agrarian cocktail market and improving the efficiency of the use of cocktail resources.R.Kholmominov, N.U.Arabovs [6] in their works, the inextricable relationship between the infrastructure of the labor market and its components is analyzed scientifically-theoretically, the methodology for complex assessment and foresight of



the effectiveness of its development and the main directions for the formation and development of state and non-state employment services have been identified.

Q. Abdurahmanov believes "...it is necessary to take into account the four social aspects of employment by the minimum, the strong connection of employment with the most important human right – the right to work, established in the Constitution, the level of living and the conditions for living a decent life, employment plays a decisive role. It is employment that is the most important guarantee of increasing labor activity, increasing the standard of living of able-bodied citizens and their families, the formation of a new factor of high-performance Labor, which is the basis of the well-being of everyone and society as a whole, it is labor activity that changes a person, reveals and increases his professional capabilities.[4]

B. Aliev believes that for the effective implementation of the labor market, first, having the means of development, with the help of which the organization of production or its expansion is the second, the presence of people who do not have the means of production and are employed. These are the main departments of the labor market, labor market businessmen¹.

L. V. According to Khursan's definition, modern conditions for the development of the labor market require the active participation of young people. This is due to the following. First, young people adapt faster to the new market conditions of management compared to other categories of the working population. Secondly, it is the main labor force and is associated with an increase in the burden on the working population in connection with a decrease in the number of working pensioners. Thirdly, young people react flexibly to innovation.²

V. Lyashok believes that it is possible to achieve success in supporting long-term unemployed and other vulnerable groups of the population (young people, migrants, women), developing cooperation of employment services with various educational institutions, improving the efficiency of employment services³.

B. M. According to Genkin's definition: "the labor market is above all the employer and the recruiter are the mechanism of interest agreement. In addition to it, the need to manage social relations in the labor market is formed, and the interests of the state are determined"⁴.

These studies serve as a theoretical basis for studying the general problems of the labor market in developed countries with a market-oriented economy and their prospects.

RESEARCH METHODOLOGY

The results of Special Studies of economic theory and economists, the results of induction and deduction methods have been widely used, which are devoted to the study of existing scientific research on the issues of increasing employment of the population, the criterion of alternative employment of the population, the economic basis of job creation, the improvement of mechanisms of State stimulation in Ham, the development of ways

ANALYSIS AND RESULTS

The labor market is a complex socio-economic system that carries out the purchase and sale of "labor skills" on the basis of contracts that take into account the relations between the employed and unoccupied parts of the working-capable population and employers, as well as their personal interests, and also directly regulates the ratio between supply and demand for Labor. Labor is the purposeful socially useful activity of a person.

President of the Republic of Uzbekistan SH. In the address to the Supreme Assembly by Mirziyoev, the most important problems of social development of villages were highlighted, along with the announcement of 2020 as the "year of development of Science and digital economy", and their solutions were shown: "poverty reduction

¹ B. Aliyev. "The labor market in a highly specialized highly specialized" / Uzbekistan economics news / -2003 5-son, 62-rate.

² Khursan L. V. Theoretical and methodological problems of regulation of the youth labor market. Problems of Modern Economy, N 1 (29), 2009

³ Victor Lyashok, Tatiana M., Marina Lopatina. The impact of new technologies on the labor market: Past lessons and New Challenges Economic Policy. 2020. Vol. 15. No. 4. pp. 62–87 <https://ec.europa.eu/social/main.jsp>

⁴ B. M. Genkin. "Economics and Sociology of Labor". Textbook for universities. - M.: Publishing group NORMA-INFRA. M, 1999-338-p.



means to awaken a special entrepreneurial spirit, to fully realize the internal strength and potential of a person, to implement complex economic and Comprehensive measures are being taken by our government on employment in rural areas and the creation of new jobs, targeted, including sectoral and territorial programs are being implemented, clusters and cooperative systems are being introduced in agricultural production. Therefore, in 2019 alone, a total of 370,047 new jobs were created under the Republic. Of this figure, 64.3% falls on rural areas. But, the positive results achieved are not satisfactory. Practical and scientific research on informal employment reduction and increasing the organization of new jobs and strategic approaches (directions) to prepare young people for modern specialties and professions, which are the main areas of poverty reduction in rural areas, has not been sufficiently carried out on the basis of the requirements of socially oriented digital market economics.

In view of this, the president of the Republic of Uzbekistan in the decree of the president of the Republic of Uzbekistan PF-60 "...in order to strengthen the responsibility and responsibility of Public Administration bodies in solving territorial issues on the basis of the principle "State — for Man" and to create a new system aimed at planning their strategic directions:

- the implementation of the practice of developing "road maps" on the development of entrepreneurship in neighborhoods, employment and poverty reduction issues by District (City) Mayor's assistants and youth leaders according to the result of constant study and analysis of the neighborhood"[1] is mentioned. It is on the basis of these decisions and decrees that the expected result can be achieved with the regulation of the economy.

President of the Republic of Uzbekistan SH.As Mirziyoev noted, " as long as we aim to turn Uzbekistan into a developed country, we can achieve this only with rapid reforms, knowledge and innovation. To do this, it is necessary, first of all, to educate a new generation of cadres who, being an enterprising reformer, take the field, think strategically, are educated and qualified." [2]

During the formation of an innovative economy, new industries, enterprises are formed, in which importance is attached to the culture, qualifications, professionalism, creativity of Labor. Therefore, the importance of intellectual labor in the employment of women, the determination of its indicators, assessment criteria, indicators, labor efficiency, increase in the balance of the overall composition is one of the most relevant masa-Las in scientific and methodological research in the context of modern economics. Also, as we witnessed during the global pandemic, it was those who were engaged in intellectual labor who managed to maintain the place of work and income.

The intellectualization of Labor is characterized by an increase in the general technical culture of employees, knowledge of its exact place in the process of production and service of products, strict adherence to the rules of technology and ensuring final economic results [3].

An indispensable condition of the digital economy is the knowledge of information and computer equipment of all employees, the qualification of their use. Today, the main form of Labor is intellectual labor, which requires great practical professional knowledge, access to information flows, their processing through complex intellectual techniques and technologies, and legal protection of the results of this Labor. According to their own results, this is completely different from previous mental work. In the regulation of the labor market, the collection and analysis of Information uses methods of Equalization and comparison, grouping and observation, statistical analysis, accumulation of facts, economic-mathematical, expert assessment, sociological research, inference. It is necessary to note that studies carried out within the framework of employment, labor market, mobilization of labor resources provide the necessary and sufficiently reliable information for the development of scientifically based programs of socio-economic development - lantirism, solving social problems and conflicts that constantly accompany the labor activity of employees.

The following can be included in social conditions:

- increase in the level of education and culture of the population. As a person's level of education and culture increases, so does his need for services, especially information and communication services.

In addition, the emergence of new types of services and service activities, in particular, e-commerce, mobile communications, etc., requires the level of education of the population. This, in turn, provides an additional influx of Labor.

One of the reasons for the rapid development of the service sector is the increase in the free time of the population and the improvement of working conditions (reduction of working days, retirement periods, an increase in vacation days). With an increase in the free time of the population, its need for services increases.

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The socio-economic conditions noted above are reflected in the formation of the income of employees employed in the service sector and ensure its peculiarities.

CONCLUSIONS AND SUGGESTIONS

In conclusion from the results of the study, it is important to study the bilateral nature of the types of services in the country. Services, like material goods, have the property of elegance and value, and occupy a special place in the socio-economic development of the country. The organization of new jobs in the service sector, improvement of investment, tax monetary and scientific and technical policies, implementation of innovative structural changes in the network structure of market services are one of the factors for ensuring socio-economic progress. The provision of these services makes it possible to ensure a further increase in the standard of living and quality of the population.

in the current state of its economy, the employer behavior strategy should be directed to:

- offer competitive salary;
- engage in the search for workers in higher education institutions or the involvement of young people in contracts;
- guarantee the safety and stability of employment;
- offer on-the-job training;
- when independent development of infrastructure (social and engineering) is not supported by the state;
- Maintaining adequate social conditions (to maintain social stability).

In the field of analysis of the effectiveness of non-agricultural employment promotion policies, the study does not allow us to conclude that municipal policies for the development of rural employment have a significant impact on the increase in income and employment of rural residents. Although the development of alternative employment in the areas under consideration is, of course, being carried out, so far this can be attributed to the services of individual enthusiasts. However, it cannot be denied that many initiatives of rural entrepreneurs cannot be carried out without small loans at the expense of municipal funds. The experience of working such funds should definitely be considered successful. However, even where there are no such funds, there are alternative sources of income of the population.

A similar inertia of consciousness is observed in the population. Living in the village, not working on the land is considered a shame. And despite the fact that investments in housing plots often do not justify themselves with the proceeds from the sale of products, so much time and effort is spent that there is no opportunity to engage in alternative activities. Alternative employment support policies have only existed since 2003 (at least we managed to identify such cases). Perhaps there was not enough time for this practice to spread widely and therefore pay off. Public opinion should change, in which municipalities and special advisory services can and should play a role. The organization and maintenance of relevant websites, the dissemination of information through the media is a necessary condition for improving the effectiveness of the policy for the development of alternative employment in municipal villages. Thus, the following strategies can be recommended in the field of state and municipal policy:

- declaring the importance of supporting alternative employment in regional agro-industrial complex development programs and rural social development programs, as well as at the federal level;
- measures to reduce interest on loans made from municipal funds;
- expanding the subsidization of interest rates on the national project to different types of entrepreneurship in rural areas;
- expanding the provision of consulting services to the population, including running its own business;
- introduction of information support practices of the population in the field of non-agricultural entrepreneurial activity, especially in the field of Rural Tourism (Organization of information sites, media involvement).

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