



THEORETICAL AND METHODOLOGICAL PRINCIPLES OF INCREASING THE COMPETITIVENESS OF WATER ECONOMY ENTERPRISES

**Khasanov Bakhtiyar Urishovich, Bekimmetova Gulshanoy Akramjonovna,
Razakova Yodgora Khudoyorovna**

*¹Tashkent Institute of Irrigation and Agricultural Mechanization Engineers (TIAME)-
National Research University*

ABSTRACT

Research purpose of "Suv mash" JSC competition superiority analysis to do and assessment, competitiveness increase and provide strategy work to exit directed scientific offer and practical recommendations work from exit consists

KEYWORDS: *Competition, water management, analysis, assessment, investment, innovation.*

INTRODUCTION

The experience of many developed and leading countries in the world economy proves that consistent reform of the economy, structural change and deepening of diversification, ensuring the rapid development of new enterprises and production sectors based on high technologies, and accelerating the processes of modernization and technical renewal of operating capacities can be done at the expense of ensuring the preparation of quality and competitive products.

The change of the global climate creates the need to adapt the production of economic sectors, especially the agricultural sector, to the ever-changing external environment. In particular, "... in the conditions of the global coronavirus pandemic, it requires effective use of natural resources, industrial and innovative potential to increase the competitiveness of the national economy." In this regard, innovative strategic development of water management enterprises is of particular importance. Therefore, increasing the competitiveness of the sector on the basis of ensuring the production of new products incorporating high technologies in the agro-industrial sectors has emerged as an urgent task on a global scale.

In Uzbekistan, special attention is being paid to issues such as ensuring the competitiveness and stability of the water industry, developing innovative infrastructures. "...Ensuring the financial stability of aquaculture enterprises and further expanding the infrastructure of providing economic and other modern market services" is defined as one of the priority areas of the sector. In this regard, it is advisable to carry out research in the direction of improving the methodology of evaluating the effectiveness of information services in the water industry, effectively organizing economic relations, improving mutually beneficial economic and social relations between farms, and substantiating forecast parameters taking into account inertial, modernization and innovative factors.

Competition in the market economy is one of the elements that ensures the increase in the economic efficiency of production, its technical level, the quality of products and services, and forms the optimal infrastructure of water management enterprises. Therefore, it is necessary for every subject of water management to be competitive. This feature allows him to compete in the market with other economic entities in the production, sale and purchase of goods under conditions that are beneficial for him and to get the most profit.

In the address of the President of the Republic of Uzbekistan Sh. Mirziyoyev to the Oliy Majlis: " More than 600 million dollars of loans and grants will be attracted for the first time for the modernization of water management, digitization, increase of land productivity, introduction of modern agro-technologies. The land areas where water-saving technologies will be introduced will be increased by 5 times to 430 thousand hectares, 90 thousand hectares of new land will be acquired ", it is noted that it is important to increase production efficiency by growing competitive products in the field of water management.

Today, Uzbekistan has great potential in the field of cultivation and processing of highly valuable varieties of agricultural products, as well as their export. Establishing the production of products intended for



export in the agricultural sector and raising the processing industry to a leading position will ensure stable economic growth in agriculture. Solving this task, as the President of our country Sh.M. Mirziyoev has repeatedly stated, requires improving the quality of water management and the efficiency of enterprises processing it, and further expanding domestic and foreign sales markets.

Competitive advantage in the water industry is formed under the influence of market demand and supply and takes into account the optimal coordination (unification, integration) of self-regulation, state regulation and support in market conditions. The last one is one of the three vectors of the state agrarian policy, aimed at ensuring the high profitability of network enterprises and the possibility of wide-scale production with them. On the other hand, strengthening the competitiveness of agricultural products also allows solving a whole range of macroeconomic problems related to the sphere of public economic interests, in particular, ensuring economic and food security.

In order to ensure sustainable development of agriculture in the conditions of modernization of economy and diversification of production, it is important to identify existing problems, imbalances that hinder their competitiveness, and in-depth research of collective measures to solve them. Indeed, in the conditions of the competitive environment that is formed during the production of agricultural products, increasing their competitiveness, achieving a balance of demand and supply in the production of products, improving mechanisms that create wide opportunities for effective operation in the domestic and foreign markets, and scientifically and practically justifying ways of implementation are considered urgent problems.

Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. PF-4947 "On the strategy of actions for the further development of the Republic of Uzbekistan", October 23, 2019 No. PF-5853 "On approval of the strategy of agricultural development of the Republic of Uzbekistan for 2020-2030", June 17, 2019 PF-5742 Decree "On Measures for the Effective Use of Land and Water Resources in Agriculture" and the Law of the Republic of Uzbekistan on January 7, 2012 "On Competition" and other regulatory legal documents related to this activity this dissertation research serves to a certain extent.

Ensuring stable economic growth of agriculture is directly related to increasing the competitiveness of farms. According to the world practice, in the course of the implementation of the priority tasks determining the prospective development of the agricultural sector, not the establishment of new farms, but ensuring their competitiveness in the environment of free competition is one of the main directions.

LITERATURE REVIEW

The level of study of the problem. The problems of competitiveness, improvement of competitiveness of enterprises, including water management enterprises, and state support have been considered in the scientific works of many scientists of our country and abroad, among them E.A. Suslov, A. A. Magomedov, T.Sh. Bushluev, I.P. E.V. Zakshevskaya, M. E. Otinova, E. S. Khvostova, V.Z. Mazloev, N.R. Kurkina, I. T. Farnieva, A. T. Elbakieva, K. Researched in the scientific works of such scientists as John Holmes. In our country, on this problem, U. Umurzakov, F.Kh. Nazarova, N.S. Khushmatov, T.Kh. Farmanov, F.Q. Kayumov, R.H. Husanov, Q.A. Choriev, S.S. Ghulomov, R.D. Dustmuradov, F.T. Egamberdiev, F.T. Mamatov, O.T. Jumaev, K.A. Kabanov, O.G. Dilmurodov, D.D. Gofurov, Ya.I. Hecker, F. Joraev, S. Mazurin, A.D. Mamatov, Z.A. Sagdillaeva, B.F. Sultanov, S.R. Umarov, D.N. Saidova, I.B. Rustamova, H.Ch. Boriev, S.T. Iskanderov, G.A. Samatov, I.B. Rustamova, T.A. Achilov, Kh.Z. Ismatullaeva, T. Kudratov, N. Fayzieva, A. Abdullaev, Q. Muftaydinov, Kh. A number of agrarian economists, such as Aybeshov, have achieved remarkable scientific research results. At the same time, further studies and development require the development and establishment of forms and methods of the state's ability to influence product competitiveness, evaluation of its effectiveness, cluster systems and public-private partnerships, competitive strategy and evaluation of agricultural products competitiveness.

METHODOLOGY

"Suvmash" joint stock company was selected as the object of the research .

The subject of research. Economic relations that arise in the process of analyzing and evaluating the competitive advantage of "Suvmash" JSC, developing a strategy to increase its competitiveness.

Research methods. Statistical and comparative analysis, comparison, correlation method, economic-mathematical modeling, grouping, and monographic observation methods were used during the research.

RESULTS

The President of the Republic of Uzbekistan, Sh. Mirziyoev, says, "It is necessary to create an environment of free competition in the commodity and financial markets and create equal opportunities for entrepreneurs to purchase raw materials." That is, the implemented investment policy is one of the main factors in filling domestic markets with competitive and high-quality products, providing employment to the population and increasing their income. Competitiveness of agricultural enterprises is a microeconomic category, therefore,



raising its level is a reflection of the interests of the subjects of the agrarian sector of the economy. At the same time, any agrarian enterprise works in a certain external environment, so it is not appropriate to research the specified category separately from macroeconomic processes. Competitiveness of water management enterprises is considered from the point of view of competitiveness of the national economy, that is, on the one hand, the level of competitiveness of agricultural enterprises is determined to a certain extent by macro-economic factors, and their regulation is within the competence of the state. On the other hand, strengthening the competitive position of agricultural enterprises allows solving a whole series of macro-economic problems related to the sphere of economic interests of the whole state, in particular, ensuring economic and food security. The interrelationship of the competitiveness of the water industry with the competitiveness of the national economy can be explained by the following:

1. Increasing competitiveness, food security has a positive effect on the state of the state budget, because competitive farms are stable and profitable.
2. The level of competitiveness will increase, the volume of agro-industry production will increase, and the domestic market will be saturated with domestic food products (at the same time, import substitute goods), which will help to reduce the rate of inflation and normalize the country's foreign trade payment balance.
3. Increasing the competitiveness of water enterprises and their products will help to develop the export potential and strengthen the position of agricultural producers in the foreign market. This, in turn, ensures an increase in foreign exchange earnings of enterprises, has a positive effect on the state of the foreign trade balance of payments and the income part of the budget. In addition, the increase in exports affects the stabilization of the foreign exchange market, which creates the basis for the strength and stability of the national currency.
4. The potential of water companies to strengthen their position in the market will help to reduce bankruptcies, which will facilitate solving one of the most important issues of the social sector - supporting the high level of employment of the population, especially the population in rural areas. The economic result of this process is manifested in the reduction of budget expenditures related to the implementation of enterprise rehabilitation and bankruptcy measures, as well as expenditures on social support of the unemployed.
5. Normalization of the financial and economic situation of water management enterprises - as a result of their increased competitiveness - creates the basis for the revival of the customer's ability to pay due to the increase in the costs of paying wages, solving socio-economic problems and introducing environmentally safe technologies. In addition, the enterprise will have opportunities to expand investments at the expense of personal funds, which will lead to the allocation of centralized capital funds, reducing the need for special appropriate expenditures from the state and local budgets.

Thus, ensuring the high competitiveness of agricultural enterprises is one of the most important tasks of the state agrarian policy.

It is known that competition manifests itself only in competitive conditions. From the economic point of view, "competition is a form of regulated economic competition and struggle between different types and forms of ownership entities, a form of mutual conflict of interests of all market economy entities."

In various dictionaries, the concept of "competition" is defined as competing, competing, fighting to achieve the highest results; is a competition between manufacturers to produce and sell goods under the most favorable and profitable conditions.

Thus, competition is an objective economic law that develops the production of goods, its operation increases the efficiency of labor in their enterprises, expands the volume of production, accelerates scientific and technical progress, and introduces new forms of production organization, new forms and systems of payment for goods producers. is an external binding force.

That is, in a word, competition occurs where there is no agreement, compatibility or harmony (proportion) of interests, moreover, there is also a conflict (conflict) of interests, and many modern economists understand the concept of "competition" as a rivalry or to achieve or have something. interpreted as a struggle for

The essentially logical continuation of the economic category "competition" is the determination or determination of the content of the concept of "enterprise competitiveness". Theoretical problems of ensuring the competitiveness of enterprises have always occupied an important place in the scientific research system of almost all economic schools and currents. The analysis of the economic literature on the logical determination of the content of the concept of competitiveness of agricultural enterprises indicates the existence of multifaceted interpretations, this concept is complex enough and not unambiguously interpreted. The literal interpretation of competitiveness means "to be able to compete", "to be able to compete". And if we look at competitiveness in the structure of competition, it means that it is difficult to give a single generalized definition to the competitiveness of agricultural enterprises in general.

Summarizing the nature of the category in this field of research, we consider it appropriate to structurally divide the definitions of the concept of "enterprise competitiveness" into different directions of scientific



interpretation characterizing the differences of certain categories. Based on the research conducted, it was found that scientists associate competitiveness with the following concepts that are close to this competitiveness:

- capacity (ability) of the enterprise;
- opportunity of the enterprise;
- the nature of the enterprise;
- a sign characterizing processes, objects and events;
- set of characteristics different from similar ones;
- relative characteristics, differences that stand out from similar ones.

Table 1 . The essence of tariffs given to the concept of competitiveness by economists

Economists	Definitions of competitiveness of enterprises and their summary
L.A. Evchuk	Agriculture is an entirely competitive industry, characterized by the presence of a large number of producers, each (or none) of which has a large enough supply to influence the market or prices.
V.G. Andriychuk	agricultural production products are oligopsony (in some cases even monopsony) market, and the food market in Ukraine has an oligopolistic structure, which, in turn, requires a fierce struggle for the favor of consumers among small producers.
N. Malik and A. Nujna	have revealed the concept of competitiveness of agricultural enterprises in a sufficiently complete and systematic way. According to them, it is the ability of economic entities in the agrarian sector to adapt to the new conditions of business, to use their competitive advantages and to win the competitive struggle in the market of agricultural products and services, to use land resources as effectively as possible, to analyze the market structure and its conjuncture. is the ability to more fully satisfy customer needs by flexibly responding to changes.
A.E. Voronkova	It is necessary to "adapt" (adapt) enterprises to the conditions of competition by comprehensively analyzing the activities of competitors, the ability to evaluate the efficiency of the personal potential of the enterprise, to determine the position of the enterprise in relation to competitors, as well as to carry out the development of the strategy of competitive dealing in the market and its implementation. .
M. Porter	the most generalized definition of the competitiveness of an economic entity is given, which is based on the concept of "competitive advantage" and envisages that an enterprise is defined as competitive if it has a comparative advantage over others.
R.A. Fathutdinov	competitive advantage is the exclusive value of the system, which gives it, that is, the system, the opportunity to take the best place in comparison with competitors.

In our opinion, it is appropriate to identify the characteristics of competition based on the analysis of typical groups related to its interpretations. In this context, the research results of Italian economists D. Depperu and D. Seratto are of interest, they propose a two-factor classification of existing definitions.

In this way, they separated the definition of enterprise-wide competitiveness depending on the understanding of its essence and also on the approach to its analysis. The opinions of scientists on the first symptoms are grouped in such a way that they consider the following cases to be studied:

- 1) focuses on competitive advantages from internal and external sources as a basis, as a unique driver of business activity;
- 2) as a result of the use of competitive advantages characterized by a set of relevant indicators of business success.

From the point of view of another classification sign, the research of competitiveness is carried out on the basis of the analysis which has either a statistical or a dynamic nature. In the first case, the competitiveness of the enterprise is formed on the basis of its resources, and in the second case - on the basis of processes. We grouped the results of the distribution of competitiveness tariffs according to the opinions of different scientists in table 1.2.



Table 2. Definitions of enterprise competitiveness according to the classification of D. Depper and D. Seratto

Interpretation of the essence of the concept	Approach to competitive analysis	
	Statistics (resources and ability, (power)	Dynamic (processes)
As a manager of economic activity	<ol style="list-style-type: none"> 1. Competitiveness includes efficiency (achieving the goal with minimal costs) and effectiveness (setting the right goals). 2. Ability to effectively use private (personal) and borrowed resources in a competitive market. 3. Comparative advantages of a certain enterprise, which is considered a competitor, compared to other enterprises in the market of goods and services . 4. A set of capabilities (production, innovation, human resources, resources) that interact (or interact) in a certain way in different spheres of activity of the enterprise. 5. Comparative advantage over other firms in this industry within the country and abroad. 6. To have advantages for the subject of economic competition. 	<ol style="list-style-type: none"> 1. The main sign describing the existence and development of a set of material and financial capabilities of the enterprise, which ensures its effective operation in the markets for the sale of its products. 2. real and potential capacity and opportunity of the enterprise in designing goods that are more attractive in terms of price and non-price characteristics compared to similar goods of external and internal competitors . 3. A firm's ability to design, produce, and sell goods that are most attractive to competitors' goods in terms of price and non-price characteristics. 4. The ability of the enterprise to reorient production in relation to adequate modernization and depending on the life cycle of the product. 5. A feature of an object characterized by the level of real or potential satisfaction of a specific need compared to similar objects offered in this market.
As a result of using competitive advantages	<ol style="list-style-type: none"> 1. A set of descriptions of qualities and values that are different from existing analogues that meet the needs of consumers; 2. The most general efficiency indicator that determines the potential of an economic entity in the competitive struggle. 	<ol style="list-style-type: none"> 1. The relative characteristic of this manufacturer, which reflects the difference in the development process in relation to the manufacturer-competitor, both in terms of the level of satisfaction with its goods and in terms of the efficiency of production activities.

Enterprises need to constantly monitor and respond to all changes in the competitive environment in order to maintain their position in the market and ensure competitive advantages, that is, to adapt. The approach to solving this urgent problem for business enterprises in various fields is reflected in the work carried out.

Summarizing the above, we believe that defining the concept of enterprise *competitiveness should take into account the following:*

- 1) manifestation of the characteristic aspects of the enterprise;
- 2) formed as a result of the formation of sustainable competitive advantages and their future support and use;
- 3) is a form of reflection of the ability to use the ability to compete effectively.

The specified aspects include the basic rules covered in other definitions. Therefore, in our opinion, the competitiveness of the enterprise is a characteristic, a form of reflection of the ability to form, support and use the potential power of sustainable competitive advantages.

The results of the research show that agricultural enterprises will have sustainable competitive advantages if:



- 1) if the enterprises are ahead of the competitors according to the parameters they need;
- 2) ensures the continuity of the existence of its own competitive advantages by constantly updating;
- 3) if it ensures the permanence of its own competitive advantages by eliminating the possibility of imitation of its existing advantages and their sources by competitors.

The characteristic of competitiveness reflects the success of business operations, taking into account the dynamics of economic processes and realities. In its formation, the level of stability of competitive advantages is important, and it is determined by the probability of imitation of these advantages by competitors. The competitiveness of the enterprise directly depends on the following internal factors:

- 1) available resources that determine competitive potential;
- 2) ability to fully utilize its competitive potential.

Thus, it is possible to characterize the competitiveness of an agricultural enterprise as well as its potential quality, which includes:

1. The ability to have a realistic estimate of the company's target consumer group, as well as to monitor the trend of consumer behavior. In other words, the enterprise should be able to assess consumer demand in a timely, objective and accurate manner and to predict its dynamics for the future. Such assessment is possible only on the basis of the scientific model of the target consumer group, developed with modern sociology and marketing methods that take into account its economic, socio-cultural and psychological factors.
2. The ability to organize production - its result as a product that is most profitable in relation to the price, that is - as a "quality" product, should correspond to the expected results of the target group of consumers.
3. Competition is a result of the presence of advantages and the ability to use them effectively.
4. ability of the enterprise to create and use competitive advantages while occupying a competitive position in a given period of time .
5. Ability to carry out an effective current marketing policy.
6. There are factors of production of a marketable product - capital, labor, raw materials and materials, energy, etc. the ability to create conditions for reducing the costs of providing
7. The ability to create and maintain a technological advantage over other members of the network community requires keeping up-to-date with modern technology. These things can be related to production, sales, management.
8. Ability to plan, organize and carry out an effective strategy in the field of production and marketing based on innovation.
9. Ability to create and develop high-level personnel potential at both executive and managerial levels. The quality of executive personnel is reflected in the ability to effectively use existing production technologies in enterprises and their readiness to adopt promising technologies. The quality of specialists is manifested in their ability to set functional tasks and find solutions to them, to connect them with the strategic goals of the enterprise, which is able to provide basic competencies in technical, technological, design and other fields to strengthen the enterprise's position in the market. The quality of the management personnel is manifested in the ability to find and effectively use market opportunities in order to tactically and strategically protect the enterprise in the network markets and develop its competitive positions.

The main field of competition is the market, in which the goods of various companies compete. Competition occurs not only among sellers of goods, but also among buyers. "Enterprises struggle to buy the necessary equipment, raw materials, and hire labor," it was noted. That is, it can be seen from the above definitions that the rule that competition is characteristic only of the market economy is put forward.

Implementation of the specified qualities will create real advantages for the enterprise, such as increasing its value in the market over any competitors, increasing additional strength and stability against the negative effects of the external environment, as well as the resistance of competitors. The competitiveness of the enterprise forms important factors of success. This factor unites a group of methods based on the assessment of the competitiveness of the enterprise based on the important factors of success that can be determined both in the external environment and in the internal environment. Such factors of success are mentioned by researchers in terms of competitive strategy, position in the market, scientific and technical level of production and products, level of marketing and management, organizational and technical level of production processes, financial and economic level of the enterprise and others. Based on such links as "**critical success factors**" → "**competitive advantages**" → "**competitiveness**", this approach, in our opinion, has a strong generalizing character and allows to study the agricultural enterprise taking into account its complexity, dynamism and relativity. The results of the research conducted on the economic content of the category "Competitiveness" give grounds for confirming that in the conditions of the uncertainty of the market environment, agricultural enterprises need to maintain stable competition and prestige due to the continuous development of competitiveness. Therefore, the development of competitiveness is a complex process, which is made up of elements that interact and interact with each other and form a whole system.

The formation and improvement of the competitiveness of water management enterprises is based on their ability to resist the effects of external environmental elements. The set of external environment elements



affecting the activity of agricultural enterprises, as well as the increase of its competitiveness, can be indicated as follows: communications; purchase price; grade disparity; natural and climatic conditions; enterprise management.

Such relations from the external environment can be seen as their legal, economic, social, and informational support from the point of view of their positive impact on agricultural enterprises. Scientists studying the characteristic aspects of supporting and regulating the activities of agricultural enterprises approach this phenomenon from two sides.

A group of researchers is looking at the support of agricultural enterprises as a system of measures, that is, as a phenomenon. Accordingly, A. Bolobolov and V. Sidorenko define the support and regulation of agricultural enterprises as a system of legislative, executive and control measures implemented by the state in order to ensure the socio-economic growth of the country. Another group of scientists looks at the support and regulation of agricultural enterprises as a process. Accordingly, P. Lukichev notes that the process of supporting agricultural enterprises consists of a set of measures for the implementation of laws adopted by state bodies to stimulate or limit economic activity by establishing network entry prices, standards and conditions.

Support and regulation of agricultural enterprises in the agrarian sector - development of a certain state policy and compliance with it, improvement of administrative and economic relations between state authorities and economic entities in the agrarian sector, elimination of obstacles in the development of economic and economic relations and activities it is necessary to look at it as a process of legalization with the study of social, legal and moral aspects, because here we are not talking about the economy as a self-sufficient phenomenon, but about the economic relations of the specific aspects of the agrarian sector that form the socio-economic basis.

Table 3. Perspectives of scientists in the support and regulation of aquatic enterprises

Economists	Opinions on support and regulation of water enterprises
A. Bolobolov and V. Sidorenko	They define the support and regulation of water management enterprises as a system of legislation, executive and control measures implemented by the state in order to ensure the socio-economic growth of the country.
P. Lukichev	The process of supporting water management enterprises consists of a set of measures for the implementation of laws adopted by state bodies to stimulate or limit economic activity by establishing network access prices, standards and conditions.
L.I. Abalkin, A.G. Gryaznova	Support of water management enterprises is a direct or indirect influence of state management bodies on economic processes in society in order to achieve macroeconomic balance and ensure normal functioning of the economy as a whole.
V.G. Andriychuk	By state regulation, it is necessary to understand the system of economic, financial, legal, organizational and social measures implemented by the state for the efficient and sustainable development of the water industry and the complete supply of quality food to the population at acceptable market rates. He believes that management - as an economic category - can be in two forms: direct and indirect.
A.I. Kovtun	Economy, in the broadest sense, is a set of goal-oriented measures and tasks to be performed in the broad sense of the economy. It is a system of the state's local, regional, national and global levels in the socio-economic system in order to ensure the conditions for the effective operation and development of the national economic system. is to be started and implemented. Support of agricultural enterprises in the narrow sense is defined by scientists as the process of influence of the state power on the basis of conditions, as the methods and character of movement of the subjects of the economic system in accordance with the advantages of this system.
A. Dubrova	The disparity of prices (prices) in relation to agricultural and industrial products, as well as the disparity in the state support system of agricultural sectors.

In our opinion, L.I. Abalkin, A.G. Gryaznova give the most comprehensive definition of the support of water management enterprises. They say that the support of agricultural enterprises is the support of the state management bodies in society in order to achieve macroeconomic balance and ensure the normal functioning of the economy as a whole. direct or indirect impact on economic processes.

It should be noted that different scientists give their interpretations of the importance of supporting water management enterprises. Accordingly, A. Dubrova explains this feature with two reasons: the disparity of prices



(prices) in relation to agricultural and industrial products, as well as the disparity in relation to the state support system of agricultural industries.

N. Shiyan, analyzing the features of support of water management enterprises, draws attention to the following:
 - factors caused by the natural conditions of aquaculture production, availability of such resources as land, and seasonality of agricultural work. In most cases, they slow down the turnover of funds, predetermine the use of techniques only for short periods, therefore, a low level of efficiency of funds is observed here;
 - factors that explain the uniqueness of pricing of water products, namely: low elasticity of the relationship between demand and supply, the usual excess of supply over demand, which requires the formation of market prices below the stable equilibrium price.

In many scientific publications, the concepts such as "supporting aquatic enterprises" and "state economic policy" are considered the same. However, an important difference between them should be noted. Economic policy is the activity of the legislative and executive authorities and government bodies in relation to determining the relevant goals, tasks and priorities in the economy, as well as the methods and means of achieving them. This economy is the basis on which the support of agricultural enterprises rests.

Scientists consider the implementation of state agrarian policy in relation to agricultural production entities in three vectors: state management, support of agricultural enterprises, and state support.

Studies show that in the economic literature, the concept of "state support" is interpreted in a ambiguous way, it has some "uniformities", i.e. similarities, with the concept of "support of water enterprises" or "support from the financial budget".

The system of support of water economic enterprises is a general concept and includes various methods of influence by the state. Based on this, we identified and grouped the characteristic aspects of the concepts of "support of water management enterprises", "state support", "state support" that reflect mutual relations (Table 4).

Table 4. "Aquaculture enterprises characteristic features of the concepts of "support", "state support", "state aid"

Characteristic edges	"Supporting Aquaculture Enterprises"	"Government Support"	"State aid"
The nature of the effect	Generalizer	Prophylactic	Addressed
Directionality of influence	The economy is complete	Agricultural sector	A separate enterprise
Conditions for effecting	Keeping the socio-economic situation	Keeping the socio-economic situation	When the socio-economic situation worsens
Consequentiality of influence	Economic growth	Economic growth	Maintenance of socio-economic indicators

Some "uniformities" of the concepts of "state aid" and "state support" can be found in the literature. These concepts reflect the use of state resources in different economic conditions. Therefore, state support is related to the influence of the state on a particular agricultural enterprise, and state support is directed to the development of the profitability of the products of the entire network of agricultural producers (Figure 1).

The main tasks of state support for agricultural producers should be: assistance in adapting to market conditions, protection of the domestic food market, ensuring food safety, etc.

Therefore, our research shows that support for agricultural enterprises is a comprehensive concept, in which state support and state support are an integral part of supporting agricultural enterprises.

According to the economic literature, the main directions of state support for the development of agricultural enterprises are as follows:

- support of water management in the form of direct budget funds in the form of state subsidies, subsidies and compensations;
- from the state budget, such as the support of expenditures by the state with short-term cash loans on the basis of concessions, as well as filling the difference in interest rates on loans taken by agricultural producers in banks, and the funds that go to the formation of a financial and credit service system for ASM commodity producers forms of support;
- state support to engineering enterprises that produce equipment for the mechanization of the production technology of this or that product of the water industry;
- financing of capital funds by the state with non-returnable funds, investment within the framework of targeted programs of the state.

In our opinion, the water industry, despite its unique characteristics, requires more support than any other sector of the economy. Based on this, a number of preliminary conditions were identified that require the strengthening of the role of agricultural enterprises in supporting agricultural products:



- *firstly*, land as the main means of agricultural production is a part of the country's national wealth, which objectively requires certain measures by the state for its effective use, preservation and improvement of soil fertility;
- *secondly*, the work of workers in the sector is characterized by its own characteristics, such as the complexity, continuity, and seasonality of standardization, which discredits and makes it less visible, especially in attracting young people, and as a result - the intensification of migration processes in the villages and the extremely complex demographic conditions in the villages, which the state causes the need for intervention and state regulation of the above-mentioned processes;
- *thirdly*, the level of development of production forces in rural areas is significantly lower compared to other sectors of the economy. The number of tractors, combine harvesters, and agricultural machines is decreasing, today the existing fleet of agricultural machinery is obsolete and physically out of order;
- *fourthly*, in the self-regulating market economy, prices in the monopolized industrial sector are growing significantly faster than in the demonopolized agricultural sector;
- *fifthly*, the high level of risks of business activities of water management enterprises and the direct dependence of the profitability of the sector on natural and climatic conditions lead to the increase of the instability of the income of agricultural enterprises, endangering the financial well-being of commodity producers. The decrease in the volume of production affects the labor resources of those employed in agriculture, which in turn causes an increase in unemployment, both hidden and real open;
- *sixth*, the seasonality of agricultural product production, which is represented by a large time gap between the expenditure on services and product production and the income (profit) from its sale, objectively requires the need to use medium-term and long-term credit resources, obtaining them in commercial banks on the one hand, it is extremely difficult due to the lack of a collateral base, and on the other hand, it is considered low-efficiency due to high interest rates for the required credit resource (amount);
- *seventh*, the low level of development of production, social and market infrastructure turns agricultural sectors into a sector attracting low and weak investment, which testifies to the need to activate the work carried out by the state on their creation and restoration;
- *eighthly*, the low level of management of water economic enterprises, a certain level of thinking, behavior, work, behavior, morals and character conservatism do not allow to make relevant effective management solutions and decisions in today's rapidly changing external and internal business conditions, therefore, this situation, in turn, calls for the need to create appropriate state education and information programs.

CONCLUSIONS

Thus, the listed features objectively require the urgency of state support and regulation of the development of water management enterprises. At the same time, it creates the need to establish various mechanisms and means of influence by the state in increasing the level of competitiveness.

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