

THE IMPORTANCE OF INCREASING THE COMPETITIVENESS OF NATIONAL HANDICRAFT PRODUCTS

Dildora Sultonova Mutallievna

Namangan Oriental languages and service senior teacher of technical school of rendering

Abstract: *The article presents ways to develop the production of national handicraft products and increase their competitiveness. At the same time, the types of handicrafts and measures for the organization of the economic mechanism for the development of their activities are presented.*

Key words: *handicraft, its types, handicraft specialties, tailoring, textile.*

Researching the problem related to the field of national crafts in Uzbekistan, the level of employment of young people and their effective work in the field of national crafts, ways to develop domestic and foreign tourism, the manifestation of folk crafts as Uzbek national heritage in the world, analyzing the tasks and goals aimed at it, showing the true nature of the problems, nowadays it is important both scientifically and practically. Nowadays, it can be seen that the support and development of national crafts in our republic has risen to the level of state policy. The legal normative documents adopted by the President and the government of the Republic of Uzbekistan became the basis for the further development of national crafts.

As a result of the measures implemented in our republic, today the number of members of the Craftsmen Association is 36,440, which is 6,440 (+14%) more than in the same period of 2019. According to the Decree of the President of the Republic of Uzbekistan dated November 28, 2019, loans in the amount of 50 million dollars were allocated to the craft development program, and an additional 50 million dollars were allocated by April 2020. As another example, new jobs created by masters (artisans) increased by more than 125,000 compared to last year. [6]

Based on the decision of the President of the Republic of Uzbekistan dated November 28, 2019, "On additional measures for the further development of handicrafts and the support of artisans" No.

Craftsmanship was created by the production activity of a person, during the development of society, it was gradually separated from farming and animal husbandry, it improved in connection with the development of technology within the framework of different social and historical periods, and it was divided into different specializations.

Handicraft is a type of industry based on individual and manual labor, using national-traditional small goods production, using simple labor tools. Before the emergence of large-scale industrial production in our country, crafts were widespread, pottery, carpentry, blacksmithing, building, carving, embroidery, tailoring, weaving, jewelry, and tinsmithing continued to develop.

Handicrafts in our country depend on the availability of natural resources, weaving where there is cotton and coir, pottery where there is quality soil, wool and leather tanning in many places, blacksmithing, woodworking in many forests, blacksmithing in mineral-rich lands, etc.

As a result of socio-economic development in our country, 3 types of crafts have been formed:[3]

- ✓ home crafts;
- ✓ crafts that make products to order
- ✓ crafts that prepare products for the market.

In our country, only handicraft industries (tailoring, shoemaking, carpet making, jewelry, carving, etc.) that produce individual orders and expensive art objects have survived.

In the years of independence, the ancient traditions and schools of national handicrafts, along with all other fields, are being revived, developing and enriching. Margilan silk-satils and caps, Khiva carpets, Nurota embroidery, Bukhara goldsmith's products are spread over seven climates. Handicraft products prepared by our florists at the level of works of art are now in many museums of the world and international exhibitions, showing the unique lifestyle, priceless values and creative potential of our people.[5]

The use of fashion-design services in the fields of textiles and handicrafts will lead to the development of trade in the markets.[3]

In the current conditions, it requires the organization of a new economic mechanism and the implementation of the following specific measures:

- reduction of imports and production of modern textiles, handicrafts, accessory products in the fields of handicrafts for consumers.
- opening fashion-design studios, expanding their activities, producing products for customers;
- creating a catalog of fashion-design products through internet sites, social networks and updating it based on changes in fashion trends when customers buy handicraft products;
- expansion of advertising (announcement) activities, corresponding polygraphy bases, improvement of quality of video, publication products;

Based on our studies, we can emphasize that there are problems in the production process of handicraft products that hinder its development. Including:

- ✓ the high demand for the introduction of a convenient system of providing craftsmen with raw materials (including copper, ferrous metal, silk and wood) for the production of products and the need to create a base of renewable raw materials (woods, hardwood trees);
- ✓ lack of programs in the mass media that widely promote the history and current development of crafts and folk art;
- ✓ lack of development of the system of export of handicraft products.

The volume of production of handicraft products directly affects the development of the market of handicraft products.

In conclusion, it can be said that by conducting marketing research in the development of fashion-design services in the field of handicrafts and developing their own strategies based on this, by creating high-added-value goods and services in the domestic and foreign markets, creating a wide range of handicraft products, textile products, developing tourism and export potential by increasing their competitiveness. we will have opportunities such as increase.

References:

1. Decree of the President of the Republic of Uzbekistan No. PF-5242 dated November 17, 2017 "On further development of handicrafts and measures for comprehensive support of craftsmen"
2. Decision PQ-4539 of the President of the Republic of Uzbekistan dated November 28, 2019 "On additional measures to further develop handicrafts and support artisans"
3. Usmanov Q., Sodikov M., Burkhonova S. History of Uzbekistan. Textbook. - T., 2005. - p. 478.
4. Kamilova H.Kh., Vahidova U.A. Projecting. Study guide. Tashkent - 2017
5. <http://wikipedia.uz/>
6. The 38th General Assembly of the Asia-Pacific region of the World Council of Craftsmen was held. <https://chamber.uz/uzk/news/7100>