

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF FINANCING KARAKUL FARMING IN A MARKET ECONOMY

J.Y. Nurillaev

Tashkent, Tashkent financial institute

In conditions of market relations, the organizational and economic basis for financing production relations in agriculture serves to increase the efficiency of the system for supporting network activities. As a result, due to the expansion of reproduction within network activities, the possibility of obtaining high incomes for business entities increases. The mechanism for the formation of commodity-money relations is different. In turn, under the influence of endogenous and exogenous factors in the economy, the need arises to formulate a financial strategy that serves to harmonize the financing mechanism in the network and its organizational basis. The basis of the financial strategy of agricultural entities serving the activities of the agricultural financing network, in particular the livestock industry, is the implementation of the financial system of each economic entity, based on the principles of sustainability and purposefulness.

In our opinion, when studying the fundamental principles of financial relations based on the modern market system in agriculture, it is appropriate to pay attention to the complex connections of the economy of agricultural entities with various industry entities. In accordance with this basis, an in-depth study of the theoretical and methodological aspects related to the financing of the system of market relations in agriculture, in particular, the livestock network, ensures the priority of organizing the financing of network activities based on the market mechanism.

Of particular importance in the research of S.V. Barulin are approaches related to the mechanism of financing of business entities and its structural basis in conditions of market relations. Paying attention in his research, he defines “the financial mechanism – finance as a set of methods and means of generating and using the income of the public and private sectors in full activity” [1]. Extensive scientific research in this regard is important in the studies of A.G. Gryaznova. According to the conclusion of this study, the mechanism of financing the economy is the role of the state in regulation. In the course of his research, he noted the freedom of the process of financing business entities in the system of market relations and recognized it as “a system for organizing financial relations of business entities in market conditions, a set of unique methods for generating financial resources within the economy and their intended use” [2]. However, it is worth noting that this study did not pay attention to the financing system and methods specific to market relations.

The strategic importance of the system of financing business entities in market conditions is reflected in the studies of L.A. Drobozina. According to the results of this study, “in market conditions, the financial system can be divided into parts such as policy and regulatory, depending on the level of government regulation. The basis of the financial system on the directive financial mechanism is associated with the direct participation of the state in the economy, and in its normative form, business entities are noted as “financial relations and areas that do not directly affect the interests of the state” [3]. According to this approach, regulation of financial relations of business entities requires direct and indirect government intervention.

In market conditions, the system of financing business entities has a complex organizational and economic structure, the main elements of which are characterized by a variety of financial relations. One of the economists V.M. Rodionova comes to the conclusion that in a market economy it serves “organization, planning, effective use of financial relations

of economic entities, correct application of various forms and methods of financial relations, coordination of the process of control of financial relations” [4].

The structural elements of the financial mechanism of business entities are systematized in the studies of S.V. Barulin. Accordingly, in research it is recognized as “financial planning – an integrated derivative of financial regulation and financial control” [5]. The theoretical and methodological basis of this approach makes it possible to substantiate the system of organizing the mechanism for financing business entities in market conditions.

In the above studies, considerable attention was paid to the forms and means of managing financial relations aimed at ensuring the effective functioning of the financing mechanism in processes associated with the production and distribution phase of the reproduction process.

Material and methods. The article investigated the processes related to the role of marketing activities in increasing the competitiveness of companies using systematic analysis and abstract techniques.

Results and their discussion. In our opinion, the role of distribution relations in reproduction in processes associated with the market system is important, and it is at this stage that the role of financial relations is important. In particular, the financial basis for the development of the production and exchange system is formed under the influence of distribution relations. At this stage, paying attention to the general principles of the financial system requires the creation of a financial system based on a market mechanism.

In our opinion, the inefficiency of a lubrication system based on a market mechanism is characterized by the fact that the goals of making a profit within economic sectors have different directions and bases. Therefore, a constant balance between the income and expenses of enterprises in different industries is not ensured. The algorithm of actions related to the financial and economic activities of enterprises in different industries differs in that the sources of financing for the industry, its volume and the mechanism for organizing financial control have different meanings [6]. This changing process has an important feature in agriculture, which is considered a leading sector of the economy. Taking into account the stages of the historical formation of production relations in agriculture, we can assume that the network financing system does not have a completely independent basis and is inextricably linked with ensuring the country’s food security [7].

In the conditions of market relations, the factor that has the greatest impact on the investment relations of entities operating in agriculture is a decrease in profits, and the scale of the decrease in profits negatively affects the structural composition and factors of development of agriculture. industry. Therefore, in agricultural sectors there is free movement of capital and labor. In our opinion, in accordance with the conclusions of A.O. Kruger, M. Schiff and A. Valdez in their studies, we can conclude that the state regulates the relations of income generation in agriculture through taxes. However, since in this process there are only relations associated with the state regulation mechanism, it is inappropriate to completely deny the role of the market mechanism.

Conclusion. We can express our opinion on this matter based on the methodological basis of economic research by F. Quesne. Based on the scientific and methodological research of F. Quesne, formed on the basis of the concept of “natural order”, it is advisable for the state to form a mechanism for ensuring the correct distribution of material resources in agriculture, ensuring private and personal property relations in agriculture. In addition, “not all income from agriculture is spent on expanding the process of activity. He notes that in the activities of farms there is an obstacle to the reproduction of social products” [8].

Based on data from scientific and methodological studies of processes, we can conclude that the role of the state is leading in expanding the reproduction phase in agriculture and increasing the investment attractiveness of the industry. However, the processes associated

with the mechanism of public financing only serve to increase the investment attractiveness of agriculture. Improving processes related to market relations requires increasing the investment activity of the network, as well as increasing the investment attractiveness of network activities. Also, the features of the development of network activities depend on the system and efficiency of the implementation of financial transactions and contractual relations related to the expansion of network activities.

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ENSURING FOOD SAFETY IN A CHANGING WORLD: CHALLENGES AND SOLUTIONS

R.Y. Nurillaev

*Karshi, Karshi Institute of Irrigation and Agricultural Technologies,
National Research University “TIQXMMI”*

Ensuring food safety is one of the most important challenges for producers, consumers and regulatory authorities in today's world. With new technologies, changing climate conditions and the development of the global food market, new challenges and threats to food safety are emerging. In this article, we explore the most important aspects to ensure food security in a changing world and propose strategies to meet these challenges.

Food has always been and remains a basic human need. Food, both for humans and for other mammals, consists of the same natural components that are found in soil, water and air. A variety of foods with different nutrients is the main building material for various tissues, organs and cells of a living body. The quality and fullness of our lives depend more than 50% on the quality of food. The relevance of the problem of food quality and safety is increasing every year – this is one of the main factors determining human health and the preservation of the gene pool.

Foods are foods in natural or processed forms that people eat. This also includes baby and diet products, bottled water, alcoholic beverages (including beer), soft drinks, chewing gum, as well as food raw materials, dietary supplements and dietary supplements.

The quality of food products is the totality of their characteristics that can satisfy human food needs under normal conditions of use. The quality of food products refers to their properties that can satisfy human food needs under normal conditions of use. Quality is regulated by state standards, sanitary, veterinary and hygienic standards, as well as requirements for shelf life and storage of food products.

Product safety, including food, means the absence of unacceptable risk associated with harm to human life or health, property of individuals or legal entities, state or municipal property, the environment, life or health of animals and plants.

Material and methods. In the article, processes related to the role of marketing activities in increasing the competitiveness of companies were studied through systematic analysis and abstract techniques.