

INCREASING THE ACTIVITY OF WOMEN'S ENTREPRENEURSHIP IN UZBEKISTAN

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Abstract

In the article, the essence of women's entrepreneurship, its social conditions, insufficient financial literacy of women's entrepreneurship and difficulties in securing funds for activities are the most serious problems affecting activities, and to solve them it is necessary to establish contact with experienced women. entrepreneurs and those developing them researched and presented findings.

Keywords: Women's entrepreneurship. GDP, gender, microfirm, risk, strategy, female entrepreneur, corporation, joint-stock company, socio-economic.

Introduction

Increasing the activity of women in the development of entrepreneurship in the world and supporting women's entrepreneurship is becoming increasingly important as an integral part of social and economic development. "Currently, 32.9% of companies in the world are owned by women. This figure is 64.2% in China, 54.9% in Ireland, and 29.2% in Uzbekistan" [1]. McKinsey Global Institute forecasts that "equalizing women's economic activity with men's will increase the global GDP by 28 trillion by 2025. serves to increase the US dollar (26%)»[2]. It can be seen that the development of entrepreneurship at the global level by increasing the economic activity of women on a global scale is one of the important directions. In the new Uzbekistan, special attention is paid to reducing the level of poverty, ensuring gender equality, and increasing the economic activity of women. At the beginning of 2022, the share of women-led small enterprises and micro-enterprises among the total operating business entities was 11.3%. Despite the many opportunities and privileges created for women's entrepreneurship in the country, "in 2020, according to the index of women's entrepreneurial activity (WBL), it took 139th place in the world"[3].

However, women entrepreneurs make up one third of actively growing business entities around the world. In the Development Strategy of the Republic of Uzbekistan for 2022-2026, in the framework of the 69th goal entitled "Supporting women and girls, ensuring their active participation in the life of society", the task of "Supporting women's entrepreneurship" is set given[4]. In order to ensure the effective implementation of this task, scientific research works focused on the issues of strengthening women's activity in the development of entrepreneurship are of urgent importance.

The general theoretical problems of entrepreneurship development in Uzbekistan were studied by scientists such as S. Ghulomov, F. Egamberdiev, B. Khodiev, B. Berkinov, D. Kasimova,



T. Doschanov, U. Gafurov, K. Muftaydinov, S. Sa Abdurahmonov, R.A.Ubaydullaeva, It has been studied by scientists such as N.K. Rakhimova, G.Q. Abdurahmonova, Sh.G. Djabbarova, A.B. Irmatova[7].

Results:.. Although women's entrepreneurship is mentioned a lot in our country, unfortunately, it was found that there is no clear legal basis and established model. In the world, the literature on general entrepreneurship began to appear in the 1930s, while articles related to women began to appear in the West at the end of the 70s. laev if [3], the issues of organizing women's work in small business K.Kh. After studying various sources, the following author's definition was formed: "Women's entrepreneurship" is a business that is created and developed by an initiative woman or a group with significant participation of women, with at least 50% of the employees being women, creating value with risk. is an activity.

Here, let's consider the status of women entrepreneurs at different levels of entrepreneurship. Individual business activity in which both management and property risk are held by one woman can easily be called women's entrepreneurship. At the same time, considering that the term women's entrepreneurship refers to all activities, it is logical that the head of the activity should be a woman. But a significant part of the property ownership belongs to the woman(s), and even if the activity is run by any hired manager, it is appropriate to include it as a women's business. Because by the decision of a woman entrepreneur who is the owner of the activity, she can be released from the position of hired director and appoint a new manager. At least 50% of the staff members are women, and it prevents inappropriate taking away of the status of women's entrepreneurship by formalizing a woman as the owner of a male activity.

Table 1 Possibilities of applying foreign experience in supporting women's entrepreneurship in the conditions of Uzbekistan.

USA	Japon	Chinald	Malaysia
<ul style="list-style-type: none"> - The existence of many non-profit organizations in this regard - The gender composition of employees is also taken into account when granting privileges 	<ul style="list-style-type: none"> - Private initiatives of successful businesswomen to support information technology - Development of online consultations 	<ul style="list-style-type: none"> - The combination of information technology and home economics - An effective and innovative approach has been formed in the entrepreneurs 	<ul style="list-style-type: none"> - Special business programs for single mothers - Activity of the guarantor corporation in obtaining credit for information

So, if at least 50% of the employees in small business and private entrepreneurship are women, if the business is owned by a woman(s), it is included in women's entrepreneurship, regardless of whether a woman participates in the current management. A large business is manifested in the form of a corporation, company, joint-stock company, and its activities are managed by the Board of Directors. In such large-scale activities, gender differences lose their importance. Therefore, a methodological approach was formed only from the point of view of small business.



In Table 1 above, the possibilities of applying the experience of Asian countries, which are somewhat close to the socio-economic situation of our country, in the conditions of Uzbekistan were studied. The reason why European countries are not mentioned is that they differ from the situation in Uzbekistan, such as strong social protection, low birth rate, decent working conditions, and ample opportunities for part-time employment. According to the table, 2017-2022 the total number of legal entities headed by women increased by 37.8%, while the number of small enterprises and micro-firms in the analysis increased by 81.8%

According to women entrepreneurs, lack of business instructions and financial literacy and difficulty in securing funds for activities are the most serious problems that can be solved by establishing contact with experienced female entrepreneurs, advertising on social networks. and the development of activities through the mobile application made it possible to help a lot of.

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