

THE ROLE OF CLUSTER DEVELOPMENT IN INCREASING THE COMPETITIVENESS OF THE AGRARIAN SECTOR

Tursunov Bekmukhammad Omonovich,

Associate Professor of Tashkent State University of Economics

E-mail: omonovich-0387@mail.ru

Abstract: *The article examines the role of cluster development in improving the competitiveness of the agrarian sector and the impact of the system of its organization on the processes of integrated agricultural development.*

Key words: *agro-industrial complex, cluster model, corporate governance, logistics strategy.*

INTRODUCTION

There are three levels of competitiveness in the agricultural sector: micro, meso and macro. For micro-products, meso level for industry and enterprise, and macro level for the agro-industrial complex as a whole. For each of these levels of research, it is necessary to use its own approaches, indicators and methods. Their separation within the network, inter-network, international, as well as between regions allows to systematically solve the problem of increasing the competitiveness of agricultural production in regions.

For each level of production, its system of indicators should be used: at the micro level - indicators of product competitiveness (cost, price, profit, product sales profitability, product quality indicators, market structure indicators, etc.) for mesolevel production - indicators of enterprise competitiveness (solvency, liquidity, financial stability, efficiency of resource use, etc.), at the macro level - indicators of the competitiveness of the agro-industrial complex (economic growth indicators, agrofirm efficiency, capital investments, etc.).

It is necessary to take into account the internal and external competitiveness of agricultural production products. For agrarian markets, the problem of competitiveness of goods in the domestic market, taking into account the territorial location of production, transportation costs, product quality, market saturation, ensuring the country's food security, is the most urgent issue at the current stage. In addition, the long-term perspective must be taken into account, as restoring production may require more capital than maintaining or recycling it.

To analyze the competitiveness of agriculture, it should be noted that this branch of the economy has a number of characteristics that do not allow the use of evaluation methods used for the national economy or other sectors.

These features include:

- low profitability of the agricultural sector;
- the length of the production period and the long-term return of invested funds;
- low level of gross value added;
- high level of unpredictability of the results of economic activity due to changes in soil-climatic conditions.

In the process of production of ecological factor-agriculture, it is necessary not to harm the environment, and also to produce a product that is safe for human health.

We believe that the number of factors affecting the competitiveness of agriculture is large, and their share in the overall importance of competitiveness varies depending on the region, country and other criteria. Therefore, it is difficult to accurately quantify competitiveness. Nevertheless, there are a number of competitiveness criteria that play an important role in agriculture in almost all countries of the world. The lack of a unified approach and a significant number of factors affecting competitiveness in agriculture require a detailed consideration of this issue, a classification that takes into account modern trends in the development of the agrarian sector around the world.

Globalization and deepening of the integration processes in the world economy requires a thorough study of the internal strengths and weaknesses of agribusiness, as well as its external opportunities and risks in the market. One of these opportunities is the organization of an agro-industry group according to the cluster model.

The cluster model is widely used in world practice as an important factor in increasing the competitiveness of an economic group, region, and the entire country. The main characteristics of the cluster model: the ability to increase the share of the group in the foreign market; availability of favorable conditions (raw materials, qualified personnel, infrastructure, educational centers, scientific institutions, etc.) in the area; in exchange for the strong use of the group by the state, the wide range of opportunities for the participants to participate effectively in the group and other.

At the same time, the lack of systematic implementation of effective market mechanisms, especially in the development of fruit and vegetable growing and viticulture in the field, insufficient scientific approach leads to underutilization of the available opportunities of the sector.

According to calculations, compared to raw cotton grown on 1 hectare, it is possible to earn 7 times more from grapes, 6 times from cherries, and 5 times more from walnuts.

The main directions of supporting the operation of clusters in the regions are as follows:

- in order to form the innovative activities of enterprises according to the cluster model and to adapt and coordinate them to the new conditions, it is required to develop the internal and external regulatory and legal order of the group participants, relying on the mechanisms of modern corporate management within the cluster, fully taking into account the interests of the participants;
- it is necessary to develop support mechanisms for enterprises participating in the cluster and determine the ways of their implementation in the conditions of this region;
- it is necessary to form a single digital and identified information base related to effective corporate management in order to provide the activities of cluster participants with the necessary information, to establish mutually beneficial business relations with the cluster participant-company;
- in order to develop a logistics strategy for each cluster, it is necessary to reliably analyze the current state of its resources and infrastructure, to create instruments for forecasting the near and far future;
- organization of a system of continuous training, retraining and advanced training of special employees for clusters.

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