

## THE FIELD OF SERVICE - A FACTOR AFFECTING THE STANDARD OF LIVING OF THE POPULATION

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**Abstract:** *Today, the social and economic development of the country is being achieved under the slogan "New Uzbekistan - Towards the Third Renaissance". In this sense, any event, concept or term has its own formation process. The phenomenon of New Uzbekistan is no exception. This concept expresses the basic idea of our reforms to form the modern image of our country, establish a democratic state, a free civil society in our country, and create the foundations of the Third Renaissance.*

**Keywords:** Renaissance, expresses, New Uzbekistan

### Introduction

Today, the social and economic development of the country is being achieved under the slogan "New Uzbekistan - Towards the Third Renaissance". In this sense, any event, concept or term has its own formation process. The phenomenon of New Uzbekistan is no exception. This concept expresses the basic idea of our reforms to form the modern image of our country, establish a democratic state, a free civil society in our country, and create the foundations of the Third Renaissance.

As the President of the Republic of Uzbekistan Sh.M. Mirziyoyev noted, "Today, when our country is being talked about on a global scale, the phrase "New Uzbekistan" is mentioned. This is a recognition of the fact that we have entered a completely new stage of development in the following years, and that we are making great progress." In such a period of renewal, we must take measures to prevent our economy from lagging behind. Because today's Uzbekistan is not yesterday's Uzbekistan. Our nation today is not the nation of yesterday.

The results of the implementation of the "Uzbekistan - 2030" strategy in 2024 will be widely discussed in the mass media, including on the Internet and social networks, and its content and essence will be explained to the public, all activities implemented within the framework of the "Uzbekistan - 2030" strategy unbiased and complete about the progress and results of the activities it was noted that the information will be delivered to the population quickly. To fulfill this task, it is necessary to develop the service sector. The share of services in the country's gross domestic product is significant.

Literature review. The term "service" refers to the labor of a certain person for another person (the state). But if it is analyzed theoretically, it has its definition. If you pay attention to the works of our scientists in this regard, you will see that they have different views. In particular, Mukhammedov M.M. explains service provision as follows: "The service sector has a direct and significant impact on the population's health, mood, attitude to work, the productivity of workers, the level of satisfaction and happiness with their lives, and the life and development of production forces in general who

defined it as an area that has an impact on the level of Q. J. Mirzayev defined the service as follows. The term "service" refers to income-generating actions and activities aimed at satisfying the consumption needs and material and spiritual interests of people in production and non-production facilities.

**Research methodology.** As a result of our research, on the basis of the development of the service sector, we focus on raising the standard of living of the population, that is, on the efficient use of labor resources, which is one of the most valuable resources of any society, and on further increasing the share of this sector in the GDP in the future. scientific conclusions and suggestions are given. Methods such as abstract thinking, economic-statistical analysis were widely used during the research.

**Analysis and results.** Although the definitions given above complement each other, if we look at the development period of service in the history of mankind, since the emergence of the service society, it has been in constant motion, creativity and improvement in the daily activities of a person to ensure continuous progress and improve it. on this basis, it has been used in order to achieve satisfaction of all needs. Therefore, it is necessary to consider service as a philosophical category, knowing that it is a process, and the process is an action, not simply, but as an action aimed at the development and prosperity of the human society. Taking these into account, we found it necessary to give the following definition. Providing services is an activity that should be performed to satisfy the material and spiritual needs of each stratum of the population (when they feel the need).

Almost all the delicacies necessary for human consumption are created thanks to human labor and through his intelligence. Only if the activities, goals and aspirations of those employed in the economy are in line with the interests of the society, and only if every able-bodied person actively, efficiently and diligently participates in social production, it is possible to solve any complex tasks set before the society. "Increasing the level of coverage with higher education, training highly qualified, creative and systematic thinking personnel, able to make independent decisions based on international standards, creating the necessary conditions for the manifestation of their intellectual abilities and their formation as spiritually mature individuals, - said Sh.M. Mirziyoyev, "this is the sacred duty of all of us." Therefore, the dedication and activity of the population in work is the main factor of the country's development.

Naturally, the new economic order, the economic system based on market relations, is not completely free of its own shortcomings and defects. Scientific views in this regard are widely recognized in the literature in the field of

economics. Without going into their details, based on the topic of our research, it is worth noting that the new economic system has brought a certain danger to all members of the society, to the stability of their life and work, and the factor of unemployment. The role of the service sector in improving the standard of living of the population is incomparable. This sector is especially suitable for employment for young people who are looking for a job for the first time, people who do not have enough work experience and do not have high qualifications. The fact that those who are unemployed for various reasons in the field of production have the opportunity to find a useful job in the service sector should be taken into account when solving everyday, practical problems of unemployment, and moreover, this opportunity should be used effectively.

At the current stage of Uzbekistan's development, it is necessary to develop opportunities to increase the employment of the population based on the development of the service sector, to turn the income from employment in various sectors and sectors of the economy into the main source of the population's income and an important factor in the formation of its standard of living. The relevance and importance of this problem at the current stage of the country's development is determined by the need to provide employment to the able-bodied population, the imbalance between demand and supply in the labor market.

Only a society that is able to fully ensure the active participation of every able-bodied person in social production, in the creation of various benefits, creates effective mechanisms for increasing the activity

of the population, and is able to effectively use them to solve the practical tasks of economic growth, will develop. , achieves a prosperous life for his people.

The successes achieved in recent years provide an opportunity to strengthen the social directions of economic reforms, which are necessary to improve people's living standards, provide them with work, and reduce the number of needy sections of the population, especially those who need financial assistance from the state. It is necessary to find measures. In particular, the service sector has a positive impact on the social direction of the economy and is becoming an important factor in the formation of a socially oriented market economy in our country.

Through the changes taking place in the socio-economic life of the society, the structure of consumption is gradually changing, and the maximization of the consumption of material pleasures in it is gradually increasing the types of consumption necessary for the perfection of a person. is creating the ground. A completely different consumption system is being formed in the society, the importance of social, intellectual and cultural consumption is increasing in its structure, which eases the lifestyle, saves time in household management, education, recreation, health care, the demand for even higher quality products and services for sports, travel, etc. is increasing, that is, changes are taking place in the consumption system that help people to improve their lifestyle and quality.

Among the priorities of the action strategy for the development of the social sector, that is, in order to ensure the well-being of the population, the growth rate of the gross domestic product should be at least 6 percent, and investments should be at least 30 percent compared to the size of the gross domestic product. ensuring that 309 large projects worth 18 billion dollars have been launched in economic sectors, including the provision of microfinance services worth 41 trillion soums, and the financial support of women's entrepreneurship are evidence of our above-mentioned opinions.

The main goal of the long-term socio-economic policy of the Republic of Uzbekistan is to reduce social inequality and continuously raise the standard of living of the entire population.

As the market relations settle down, the problems that the planned economy could not solve due to certain reasons, as well as the problem of the rational use of resources, gradually find their solution. Labor resources, the most valuable resources of any society, are no exception to this. Effective use of these resources will inevitably lead to a sharp decrease in the number of people employed in material production, and thus to the expansion of the ranks of the unemployed. Due to the market mechanisms and their effective implementation, the problem of unemployment caused by the relative reduction of the population employed in material production will be solved by the development of other sectors and industries. In the conditions of a socially oriented market economy, such a sector includes all intangible sectors, in particular, free and paid services to the population (social security, social insurance, trade, public catering, tourism, health care, transport, communication and others) consists of a set. The experience of the countries of the world, especially the Western countries with developed economies, shows that the role and place of the service sector in the socio-economic life of the society should be high. In countries with a high level of human potential, 80 percent of the workforce is employed in service industries. Currently, people employed in the service sector in Uzbekistan make up about half of the total workforce, i.e. 49.6 percent.

Conclusions and suggestions. As a result of researching the impact of the service sector on the standard of living of the population, a number of conclusions were drawn and proposals were developed.

First, taking into account the fact that the definition of the economic term "service" is different among our scientists, after theoretically researching this concept, its definition was improved and it was recommended to express it as follows: Service is the population every It is an activity that should be shown to satisfy the material and spiritual needs of the stratum (when they feel the need).

Secondly, this sector (in the context of a pandemic) is suitable for employment for young people who are looking for work for the first time, people with insufficient work experience and high qualifications. The fact that those who are unemployed for various reasons in the field of production have the opportunity to get a profitable job in the service sector should be taken into account in solving

the everyday, practical problems of unemployment, and moreover, this opportunity can be effectively used.

Thirdly, a completely different consumption system is being formed in the society, in which the importance of social, intellectual and cultural consumptions is becoming stronger and stronger. the demand for even higher quality products and services for storage, sports, travel, etc. is increasing, that is, changes are taking place in the consumption system that help to improve people's lifestyle and quality.

Fourth, in countries with high human potential, 80 percent of the workforce is employed in service industries. Currently, people employed in the service sector in Uzbekistan make up about half of the total workforce, i.e. 49.6 percent.

From the above analysis, it can be concluded that the development of the service sector leads not only to the socio-economic development of the country, but also to the improvement of the living conditions of each class of the population.

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