

The Importance of Developing Cluster Activity in the Regions

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Abstract: This article is focused on the organization of a cluster in the construction enterprises of the regions, it contains the characteristics of the cluster model, the opinions and opinions of economists on the organization of a construction cluster, the author's opinion and opinions on the advantages that can be obtained as a result of the organization of a cluster in construction.

Keywords: cluster, competition, construction products, human capital, strategy, diversification, marketing, cost, financial resource.

Enter. Today, construction serves all sectors of the national economy, provides conditions for the reproduction of basic funds, helps to establish an optimal structure of the national economy, to place the productive forces in accordance with the purpose, to absorb the new natural resources of the republic, and to attract free labor resources to social production. .

It has long been known that the effectiveness of building high-quality and modern houses in the regions depends on the activities of the enterprise that implements the construction process! Labor productivity in construction enterprises is lower than that of developed countries, how can an enterprise with poor labor productivity carry out quality construction. Therefore, housing construction should be carried out by construction companies whose construction products are of high quality and competitive, and which can solve the problem of low housing prices by performing the main part of construction works with building materials prepared in factories and factories.

The fact that such a process can be implemented in the region only through a cluster is becoming the most important task today.

That is why, in the address of the Honorable President Shavkat Miramonovich Mirziyoyev to the Oliy Majlis, he stated that "the most important guarantee of sustainable economic growth is the production of competitive products, finding new international markets for them and increasing exports, making full use of the transit potential" [1].

Analysis of literature on the topic.

The organization of clusters focused on regional and foreign markets is one of the main aspects of increasing competitiveness in the construction industry and is aimed at meeting the need for housing.

In this regard, Porter's cluster model as a means of increasing the competitiveness of the economy of a region or a country is widely used today in the improvement of the economic process in the whole world [3].

A cluster is a geographically close group of interrelated companies and institutions in a certain field (construction) connected by common and complementary aspects [4].

A cluster of enterprises can be considered as a network or geographical concentration of them, which allows to create a highly specialized group of workers, to achieve the effect of "economies" through interaction with suppliers of raw materials and materials, equipment [5].

According to some experts, a cluster is a collection of complementary firms (in production or service sectors) of state, private and semi-state scientific-research and experience-design institutes connected by labor market or technology relations [6].

If we rely on the opinion of economists in the research, the theoretical, methodological and practical problems that arise in this activity, specific to the territory, network or some of its branches, arise from "human capital", that is, from the reserve of abilities, skills and goals accumulated in people, with the strengthening of internal and external integration between sectors and sectors. considers the principle of "knowledge through science" in the innovative environment as a process confirmed by the use of concentrated knowledge in its place [7].

In our opinion, the creators of new technologies of large enterprises leading the cluster, connecting institutions and consumers, interacting with each other within the framework of a single chain of value creation, located in a certain area, together in the process of production (provision) and delivery of certain types of products and services. it can be considered as a merger with many enterprises that carry out activities.

Based on the analysis of the literature, it is important to form a "cluster" in construction in the regions and improve the regulatory and legal framework and build buildings according to standards.

Research methodology: general economic literature and scientific articles, scientific studies of economists on the development of cluster activities, their analytical opinions on the topic, critical and positive evaluations of experts were used as the theoretical and methodological basis of the article. Suggestions and conclusions on approaches to the study of relevant topics, a systematic approach, and the author's own analytical views are given. In the process of studying the topic, in addition to general economic methods, systematic analyzes based on data comparison, summarization of theoretical and practical materials were used.

Analysis and results: Today development and introduction of construction standards based on the cluster model in construction activity stimulates business, innovative technologies, economy, improves the environment while providing the infrastructure of the area. They are a tool for a smart economy, that is, they save money at all stages and contribute to joining the world trend.

If we look at the general assessment of the results of socio-economic development in January-August 2023:

Production volume of industrial products increased by 5.8 percent and 400.6 trillion. amounted to 93.3 trillion soums, the volume of construction works increased by 5.9%. reached 18.6 trillion soums, the volume of production in the construction materials industry increased by 13.0%. The sector's share in the total industry reaches 4.6%. During 8 months of this year, 1,391 enterprises specializing in the production of new construction materials were established.

In January-October 2023, construction works performed by small enterprises and micro-firms accounted for 74.8% of the total construction volume, which increased by 7.7% compared to the corresponding period of 2022.

In 2023, the number of newly established small business entities was 6,697, which increased from 108 to 195 to 87 compared to 2022.

In 2023, 52,819 enterprises were registered in the construction sector, and the growth rate compared to 2022 was 108%. These indicators were: in 2019 - 37,624, in 2020 - 42,610, in 2021 - 47,635 [8].

In our opinion, the above analysis shows that there are still many unsolved problems for the improvement of construction based on the cluster model in the regions, which means that in order to develop this process, it is necessary to develop proposals and recommendations in the regions for the development of cluster construction.

Conclusions and suggestions: After the establishment of a construction cluster in the region, the following efficiency can be achieved in the management of the construction network in the region:

- the cost of production is reduced;
- the quality of management will certainly increase;
- the effectiveness of the marketing system increases;
- the diversification strategy is successfully implemented;
- modernization of the production base is carried out qualitatively.

In order to develop the organization and management of a construction cluster in the region, in our opinion, it is absolutely necessary to implement the following:

- state support of construction cluster enterprises at an appropriate level;
- use of world experience in attracting financial resources to the construction cluster;
- a systematic study of the construction services market of the region, because understanding the real situation in the construction cluster reduces the level of uncertainty and minimizes risks (risks) in the process of making management decisions;
- to improve the system of professional education of the employees of construction cluster enterprises;
- in order to reliably protect construction organizations from unscrupulous contractors - to take measures to increase the safety and quality requirements of services, products and materials;
- introduction of monitoring of the level of satisfaction of consumers on the quality of services provided by construction cluster enterprises.

To organize the use of the cluster method for the effective organization of construction activities in the regions:

1. To organize the use of light building materials (cold and heat-resistant) building materials for the structure surrounding residential buildings.
2. The introduction of energy-efficient projects leads to an increase in construction costs, but at the stage of use, great efficiency is achieved.
3. Reducing the harmful effects of construction activities on human health and the environment, this is achieved by using new technologies and approaches;
4. Reducing the load on regional energy networks and increasing their operational reliability;
5. Reducing maintenance costs of new construction buildings.
6. There is an opportunity to implement "green" construction in the region.
7. Implementation based on the cluster model in the training of construction personnel.

In particular, it was determined that green avenues of at least 1 hectare will be created in each of the 38 "New Uzbekistan" massifs in 30 percent of the territory of 2.5 thousand multi-story buildings to be handed over this year. he said President of the Republic of Uzbekistan Sh.M. Mirziyoev [2].

Usually, if we focus on the characteristic feature of successful cluster activity in the construction of the territory:

- ownership relations between cluster participants and organizations that are more efficient than individual enterprises;
- conducting activities based on the search for methods of work based on new technologies;
- the presence of factors determining the strategy of carrying out activities based on consumer needs;
- compliance of the development strategy of enterprises conducting construction in the region on a cluster basis with the regional strategy.

In our opinion, the most effective form of contractual cooperation of the participants of the hududa construction complex is the cluster model, which is an integrated economic system consisting of many organizationally and technologically connected elements (sub-sectors).

In developed countries, the practice of uniting the construction complex on the basis of clusters is being used. It is understood as a voluntary association of organizations and enterprises that closely cooperate with scientific institutions and local authorities in regional production in order to increase the competitiveness of their products and work for the economic development of this region.

Thus, the cluster model of building complex organizations is a process that offers a new way of using factors such as geographical location, cooperation, innovation.

Therefore, in the implementation of construction in the regions in the cluster model, creating new needs, reducing the cost of construction materials, improving the quality of construction products and services, providing quality service to customers, improving the quality of the production process of construction materials, expanding the flow of investments and increasing the types of construction materials, entering new markets we believe that it will lead to the emergence of opportunities and opportunities to find customers in foreign markets.

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