The Main Directions for the Development of Household Services of Rural Areas

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Abstract: This article describes the state and development trends of consumer services in rural areas. On the basis of a set of additional measures for the development of the service sector, the main directions of consumer services are proposed.

Keywords: service sector, household services, paid services, popular services.

The role of the service sector in improving the standard of living and the socio-economic development of the country is enormous. One of the important areas in the service sector is the provision of personal services, which today is an integral part of paid services and one of the most successful areas of economic activity. Household services are generally the needs of the population in their daily lives and their consumption is not considered essential. However, they allow the population to improve their well-being, get rid of some household chores, and provide free time to solve other necessary tasks.

Household services are living labor aimed at maintaining or restoring the productivity of material goods used in life. It is also a type of activity aimed at increasing the mental and physical capabilities of people by meeting their individual needs, based on their physiological characteristics. Different approaches to household services make them look like a separate activity. Today, the share of services in the country's GDP is 39.2%. In the share of services, personal services account for 21.6%. There are about 900 types of household services that are constantly updated and changed in response to changing socio-economic conditions, living standards and well-being. One of the main factors driving the development of consumer services is the growing demand for these services.

The role and importance of consumer services in the economy is reflected in the following tasks:

- impact on the growth of labor productivity and impact on the industrialization of production and agricultural services in rural areas;
- ensures the balance of monetary incomes and expenses of the population;
- Opportunity to improve the standard of living of the population and implement them in their free time.
- direct focus on increasing the productivity of labor and household goods, improving the well-being of individuals, communities and groups;
- the nature of the sale of household services without intermediaries;
- the possibility of the production of personal services by different enterprises with different characteristics and different labor processes, technological processes;

A wide range of access to personal and home services;

Proximity to the consumer and the maximum range of services offered will further enhance the ability of the organization at the local level;

low need for production assets and capital in relation to material production.

As a result of the organization of consumer services, the demand of the population for these services will be fully satisfied, the labor intensity of households will decrease even more, and the possibility of increasing and restoring the consumer value of material labor and household appliances will increase. Also household services:

- further increase in demand by society for a culture of service, ethics and skills, further development of communicative communication with customers;
- leads to an improvement in the image of people, further increases their ability to work and job satisfaction;
- creates conditions for further improvement of the welfare of the population;
- creation of comfortable living conditions for the population, the rational organization of domestic work allows people to spend time on rest, leisure and mental work, to engage in socially necessary activities;

Despite the positive changes in the field of consumer services, some issues remain unresolved. Especially in rural areas, the lack of manufacturing and processing enterprises, the lack of economic ties between households and industrial enterprises, enterprises for the processing of agricultural products hinders the adequate development of consumer services. Development of new strategies as a result of economic reforms in the system of consumer services, social services for the population, improvement of the system of stimulation and support for the development of the industry, paid services for certain types of public services. attract material and financial resources in this area.

Analyzing the statistics, the share of services in 2021 increased by 20.0% compared to 2020.

Today, our country has great potential for the development of personal services, which will ensure their widespread use, increasing socio-economic efficiency and sustainable development.

In order to accelerate and balance the development of the service sector in rural areas, expand the access of the rural population to modern high-tech and market services, create new jobs and increase incomes, the President of the Republic of Uzbekistan signed a decree “On the accelerated development of services in 2021-2023”. The adoption of the resolution "On Measures" will open up even greater opportunities for the rapid development of consumer services in our country, especially in rural areas. Based on the tasks set out in this resolution, it is planned to open 2.6 thousand consumer service enterprises in rural areas, including 1.1 thousand for the repair of household appliances, shoe repair, tailoring, maintenance of cars and other equipment, 200 hairdressing salons, 21 service centers and 71 laundries, 1100 consumer services enterprises.

The package of measures also includes loans for the renovation of business projects as part of the development of family businesses, the allocation of loans up to 50.0 million soums for the renovation of family guest houses that meet the requirements of the Cabinet of Ministers, and consumer loans for the rural population, especially furniture, electrical equipment and other household goods. It is planned to increase the volume and terms of payment systems.

In order to develop the sphere of personal services, the possibility of accelerating its development will be further increased through the development of special programs in the field. The main areas of consumer services in rural areas are:

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2 On additional measures for the development of the service sector. Popular appeal January 27, 2022
1. Development of consumer services by expanding the range of services in demand. I.e:
   - further expansion of household services;
   - Taking into account the development of modern equipment and technologies of enterprises providing certain types of household services (shoes and leather goods, household appliances repair, dry cleaning, computer services, as well as access to services such as hairdressing and beauty salons) receiving equipment;
   - introduction of a leasing and credit system for the acquisition of necessary equipment for individuals employed in the field of personal services;
   - increase in demand for them and the quality of services through the formation of a pricing policy in the field of personal services;
2. Development of consumer services for the population with an average level of income. I.e:
   - organization of car rental (for weddings, celebrations);
   - installation of high-quality video surveillance and audio surveillance equipment, organization of digital television, computer, GPS and burglar alarms;
   - design, layout, improvement of residential buildings, country houses, shops and offices;
   - custom household services;
   - Provision of various household services to the population on weekends.
3. Creation of consumer services enterprises. I.e:
   - modernization of production capacities of existing enterprises;
   - formation of the structure of consumer services enterprises, taking into account the population size and standard of living, and, if necessary, the introduction of a mobile service system;
   - Introduction of household services related to gardening in rural areas.

The effective implementation of the above activities and proposed areas will improve the standard of living of the population not only in cities, but also in remote villages and auls, along with traditional services, increase the number of modern service points and expand the range of services.

**Literature**

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