

**Xulosa** qilib shuni aytish mumkinki, mamlakatimizda jami 249 meva-sabzavot klaster faoliyat ko'rsatib kelib, ularning yer maydoni, mahsulot ishlab chiqarish, meva-sabzavot klasterlari joylashtirilgan hududlarni qamrab olganlik darajasini, birlashtirilgan fermerlar sonidan kelib chiqib, shuni aytish mumkinki islohatlar o'z natijasini berib kelmoqda. Bugungi kunda dehqonlarga moddiy resurslar va avans mablag'larini o'z vaqtida yetkazib berish, samaradorligi past bog'-rog'larni yangilash, hosildorlikni oshirish klasterlarning asosiy vazifasi bo'lishi kerak. Sababi rag'batlantirish bu dehqon va fermerlarga katta kuch hamda ishlash uchun turtki bo'ladi.

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## **ENSURING THE WELL-BEING OF THE POPULATION THROUGH SUSTAINABLE ECONOMIC GROWTH**

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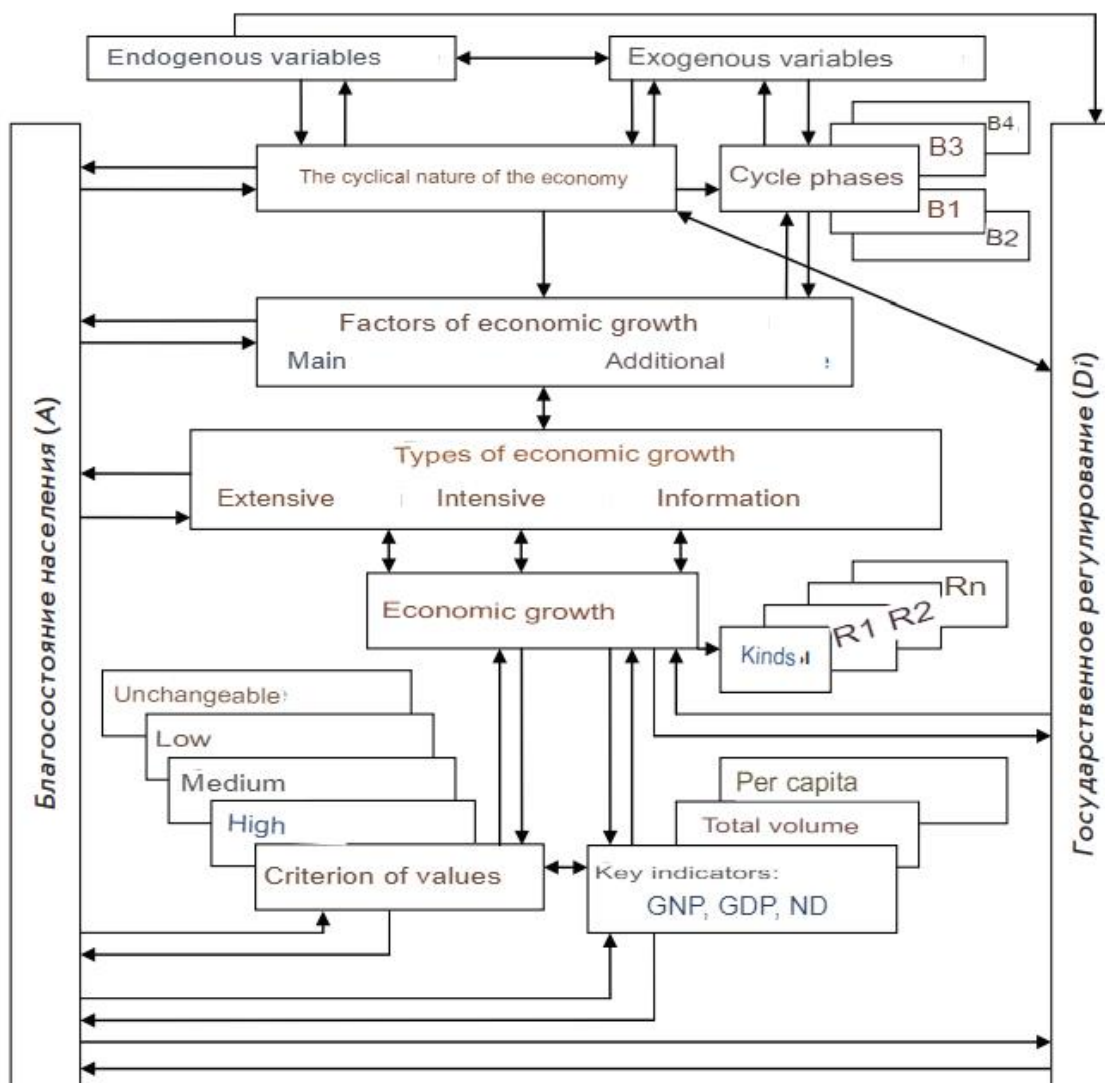
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The following key ideas underpin ensuring population well-being through sustainable economic growth: achieving upper-middle income status through sustainable economic development; developing an education, healthcare, and social protection system that fully satisfies local demand and international standards; fostering a population-friendly environment; creating a just and modern state that serves the people; and ensuring the s. Up until 2030, the intentional realization of the country's aims and objectives for sustainable development will be supported by the appropriate framework established by the legislative, legal, institutional, and economic framework adopted in 2017–2021 [1].

Economic growth is an increase in the volume of national production, which results in an improvement in both the welfare of the nation and the standard of life of its citizens. The State's economic policy's overarching goal is economic growth. It enables the country's inhabitants to enjoy a respectable level of living, social security, and national security. Economic development has a quantitative component known as economic growth, which is quantified using statistics like national income, gross domestic product, gross national product, and gross domestic product per capita. Utilizing both extensive and intensive variables can lead to growth. Economic growth is the expansion of the nation's output, which raises both the welfare of the country and the standard of living of its people.

Economic growth is the overarching objective of state economic policy. It makes it possible for the citizens of the nation to enjoy a reasonable standard of living as well as social security and national security. Economic growth, which is measured using statistics like national income, gross domestic product, gross national product, and gross domestic product per capita, is a quantitative aspect of economic development. Growth can result from the use of both extensive and intense variables.



The key tenets of economic growth include: environmental safety, innovation, sustainability, balance, multifactoriality, quality, and regularity. Meeting the requirements of the present generation is the main objective of sustainable economic growth, taking into mind their continued existence in the coming generations. Such growth denotes a gain in national output without reducing economic potential, i.e., it is primarily based on the harmony of the country's economic growth's components. A crisis state of national production might eventually develop from an imbalance that is caused by the heavy exploitation of one or more production components (not all at once), which can be used to generate short-term (unstable) economic growth. [2]

Ensuring sustainable economic growth in Uzbekistan Sustainable economic growth contributes more to improving the well-being of the country's population. This form of growth is the most preferable, since there is no return on physical capital, but at the same time there is an increase in the level of human capital development. Sustainable growth is due to a balanced accumulation of assets, accompanied by rational state support, an increase in the level of development of healthcare, education and social security.

Uzbekistan has a huge potential to achieve sustainable economic growth, which remains unrealized so far. There are at least two problems hindering the economic growth of the country. First off, Uzbekistan has a sizable natural resource reserve that might support a long development path that finally results in the depletion of the resource base. Second, a particularly conservative economic strategy will result in underutilization of resource potential, which will slow down progress.

The geopolitical and economic situation of the nation, the sizeable reserves of natural resources found there, the presence of skilled labor resources, the presence of fixed assets (fixed capital), the scientific and technological potential, Uzbekistan's involvement in international trade relations, and its political sway are all factors that contribute to sustainable economic growth in the country. Utilizing modern (knowledge, information, and advancements in science and technology) as well as conventional (labor, natural resources, and capital) elements of production is necessary for Uzbekistan to have sustained economic growth. The use of new factors of production requires the presence of traditional ones, and the use of traditional ones alone cannot result in intensive sustainable economic expansion because the two categories of components are interdependent. [2]

Ensuring the well-being of the population through sustainable economic growth with social media networks have transformed the world of advertising. Businesses can not reach their target audience through various social media platforms at minimal costs. However, with millions of businesses competing for attention on social media, it is essential to evaluate the effectiveness of advertising campaigns. This study aims to evaluate the effectiveness of advertising campaigns on social media networks.

The emergence of social media has revolutionized the advertising landscape by offering new opportunities for marketers to engage with their target customers and Ensuring the well-being of the population through sustainable economic growth with social media networks have transformed the world of advertising. Social media advertising is more affordable compared to traditional advertising methods such as television and print ads. Social media networks allow businesses to reach their target audience with precision by targeting specific interests, demographics, and behaviors. A multifaceted strategy, ensuring population well-being through sustainable economic growth necessitates careful consideration of different social, environmental, and economic issues. Here are some crucial factors to think about in order to accomplish this goal:

1. **Prioritize human development:** The improvement of people's conditions of living should be the main focus of sustainable economic growth. To ensure that fundamental needs are addressed and that people have the chance to realize their full potential, this calls for investing in services such as education, healthcare, social protection, and other crucial programs.

2. **Environmental sustainability:** Environmental protection shouldn't be sacrificed for economic prosperity. Environmental degradation must be reduced, renewable energy sources must be promoted, trash must be reduced and managed, and natural resources must be safeguarded. With this strategy, the population's immediate demands are met while preserving the capacity of future generations to meet their own requirements..

3. **Inclusive growth:** It's essential to make sure that the populace receives an equitable share of the advantages of economic growth. Social inclusion, economic inequality reduction, and poverty eradication should all be emphasized by policies. Targeted interventions can help eliminate gaps and make sure that everyone can take part in and benefit from economic progress. Examples include giving underprivileged populations access to financial services and education.

4. **Economies that are resilient and stable:** Encouraging economic stability is essential for long-term development. This entails upholding reasonable fiscal policies, a stable financial system, and low rates of inflation. Additionally, fostering resiliency to natural disasters and economic shocks through risk mitigation and diversification can shield the populace from abrupt downturns and promote quicker recovery.

5. In order to ensure long-term wellbeing, it is crucial to promote sustainable behaviors in both consumption and production. Promoting resource efficiency, implementing clean technology, supporting circular economy concepts, and lowering waste and pollution can all help achieve this. Such actions support balancing the requirements of the populace with reducing the damaging effects of economic activity on the environment.

6. **Stakeholder engagement and participatory decision-making:** Ensuring the well-being of the population requires active participation and involvement of all stakeholders, including governments, businesses, civil society, and local communities. Engaging in open and transparent decision-making processes

allows for a more inclusive approach that considers diverse perspectives and promotes accountability. [3]

Conclusions and suggestions : In my point of view, overall, ensuring the well-being of the population through sustainable economic growth requires a holistic approach that integrates economic, social, and environmental considerations. By focusing on these aspects, we can strive for equitable and sustainable development that benefits present and future generations.

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## **KLASTERLAR - AHOLI FAROVONLIGINI TA'MINLASHNING YANGICHA USULI**

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Jahon iqtisodiyotida kechayotgan integratsiya jarayoni uning globallashuviga katta ta'sir ko'rsatmoqda. Bu bir tomondan qo'shimcha qiymat yaratishning transmilliy "zanjirini" ko'zda tutgan holda, ikkinchi tomondan ishlab chiqarish sohasida ham raqobatni kuchaytirmoqda. Globallashish asosida logistika va tovarlar hamda xizmatlar sifatini ham standartlashtirishni ta'minlovchi umumjahon kommunikatsiya tizimi ham rivojlanib bormoqda. Qolaversa, aholi sonining muttasil oshib borishi ish bilan ta'minlash, aholiga qulay faoliyat jarayonini yaratishni taqozo etayotir.

Klasterlarni shakllantirishdan maqsad – shahar, tuman va viloyat Ichida joylashgan bir xil soha korxonalarini va ular bilan yagona texnologik zanjirda bo'lgan ta'lim, ilmiy, injiniring, konsalting, standartlashtirish, sertifikatlashtirish va boshqa xizmatlarni uyg'unlashtirish – innovatsion ishlab chiqarishni tashkil etish asosida raqobatbardosh tovarlar yartishga yo'naltirishdan iboratdir. Bunda aholini ish bilan ta'minlashdek muhim jihat ham o'zini namoyon etadi. Bu jarayonda yetakchi rol ichki bozor institutlarini, xususan, klasterlarni isloh qilish va takomillashtirishni jadallashtiruvchi barcha turdagi mexanizmlardan foydalangan holda raqobatbardosh milliy iqtisodiyotni shakllantirish va rivojlantirishga qaratilmoqda.