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## ACTIVATION OF SMALL BUSINESS DEVELOPMENT FACTORS IN REGIONS

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**Abstract.** *A multi-sectoral economy and a class of owners was formed as a result of further development and liberalization of economy in our country, which ensures macroeconomic stability. It is particularly evident in creation of favorable social and economic development environment for private entrepreneurship and small business.*

**Key words:** *region, village, rural area, small and medium-sized businesses, strategic management, macroeconomic stability.*

Sustainable development of rural areas is a multifaceted and complex concept. One of the factors affecting the prosperity of regions is presence of small and medium-sized businesses. Improving state programs to support small and medium-sized businesses is a priority of state policy. Theoretical, methodological and practical foundations of strategic development of small and medium-sized businesses were studied. The authors identified main factors affecting the development of small business, such as low population density, low preferential activity of the population, lack of support from regional administration. Creating entrepreneurial environment is a priority for encouraging the development of small and medium-sized businesses.

The initial stage of strategic management should be development of a strategy for the development of village, which involves setting goals, tasks and sub-tasks, taking into account the needs of the population and enterprises located in this area. For the development of rural area, it is necessary to take into account climatic conditions, demographic factor, social and cultural and social and economic conditions of the area.

The second stage is a strategy that consists of modeling development of rural area, taking into account the problems of budget of rural settlement and development parameters. At this stage, selection of optimal ways for the development of rural area is carried out. Also, at this stage, the main indicators of strategy implementation should be determined.



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The third stage is programming, that is, building a specific strategy implementation mechanism, a set of specific measures included in budget policy of rural settlement.

The reforms achieved a number of positive results as a consequence of economic liberalization and further development of economy in our country. It is the most multi-unit economy and a class of owners were formed ensuring macroeconomic stability and on this basis it is strong for sustainable economic growth when the ground is prepared, private entrepreneurship, especially social and economic favorable for small business development is reflected in creation of environment. At the same time, small business and private entrepreneurship lending to subjects, their material raw resources providing with, involving in foreign economic activity are related issues there. Including small businesses and filling the consumer market of private entrepreneurship, ensuring food independence of the country, population, its role in formation of real income is preserved. In this regard, small business is considered as a priority for implementation of specific measures of our country to increase the level of participation in solving social and economic tasks. Study of any social and economic events begins by grounding it in theory. Practice makes relevant changes and corrections to it. From the perspective of small business and private entrepreneurship development it is necessary to research qualitative and quantitative criteria in studying the problem of communication, first of all, its essence. Small business and private entrepreneurship are conducted as "small business", "private entrepreneurship" in English in literature. There is no single opinion about it. Although there are many official trainings of small and medium-sized enterprises in the countries. Although the reefs are accepted, it is observed that they differ from each other. It is intangible for an entrepreneur who is starting his business meeting needs is important. However, profit is a primary driving force behind business activity is to maximize the amount. A level of connection is basic in classification of enterprises quality criteria of enterprise owner's labor and enterprise attitude to management, with the workers under his command. Small or micro enterprises, the owner of the enterprise is considered both the owner, the manager, and the employee. At small enterprises, the owner of the enterprise manages and personally carries out and is in touch with his workers. With mental work at medium-sized enterprises there will be engaged wage workers and the enterprise will have, while implementing general management will be in touch. At large enterprises, the owner of the enterprise is the enterprise separated from management and subordinates does not have direct contact with in determining the status of small and medium-sized enterprises. Quantitative criteria are also important. There is also no consensus among economists in this field. Small business and private entrepreneurship in legislation of courts quantitative criteria of enterprises are differently defined.



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