



SOCIO-PHILOSOPHICAL ANALYSIS OF NATIONAL LIFESTYLE OPTIMIZATION

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Annotation. The article is devoted to the transformation of the national lifestyle throughout the socio-historical development, its legalities and the analysis of modern tendencies. The existence of different lifestyles during one period of socio-historical development, its causes and consequences have been analyzed. The role and importance of entrepreneurial activity in optimizing the national lifestyle has been studied.

Keywords: socio-historical development, environmental situation, economic factor, lifestyle, lifestyle characteristics, factors affecting lifestyle, life cycle, degradation, deformation, National life, national mintaliltet, national characteristics.

Today, in order to optimize the lifestyle, it will be necessary, first of all, to improve their material supply. However, the high material support itself does not remain optimal for the lifestyle. To do this, it will also be necessary to educate the population on the rational use of material resources. Issues of deciding healthy habits and skills in a lifestyle are also becoming relevant. There are three ways to optimize a lifestyle: a) accelerate the involvement of the population in entrepreneurial activities; B) elevate their financial culture; C) develop their healthy habits and skills.

Based on these considerations, it is possible to classify and characterize this ravine as follows: The most optimal way to improve the lifestyle is to involve them in entrepreneurial activities; to identify the set of problems that prevent the involvement of entrepreneurial activity; upgrade their financial culture to optimize styles;

identification and resolution of problems and shortcomings that are hindered by the development of their financial culture;

showing the importance of elevating healthy habits and skills;

identify and eliminate the problems that persist in the development of healthy habits and skills. The focal point of embarking on the elimination of negative situations and problems that our people maintain in their way of life is associated with improving their material condition, material supply. Because it is material supply that serves as the initial basis for solving all problems for people.

Of course, in order to improve the material condition of the population, it is necessary to provide them with a decent job – this is an axiomatic reflection. However, in a situation where there is an imbalance between the development of labor in the labor market and the creation of new jobs, this task becomes insoluble. The only solution to the issue is related to the development of entrepreneurship, the awakening of the entrepreneurial spirit in our people. With this in mind, the head of state noted: “it is important to attract our talented and educated youth to entrepreneurship widely,” [1; 260]. “In order to provide employment for young



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people, first of all, to develop entrepreneurship among them, to create new opportunities in this regard, we envisage a number of measures" [2; 522].

In everyday life," an eventful person " is understood as individuals who carefully carry out their work. This interpretation also applies to the understanding of the content of the concepts of" entrepreneur "and" entrepreneur". An entrepreneur is a person who is able to carry out his actions according to a specific plan, carefully thinking, in order to generate income in a particular area. Entrepreneurial activity, on the other hand, is"entrepreneurial activity carried out by the subjects of entrepreneurial activity in accordance with the legislation, aimed at taking risks and obtaining income (profit) under their own property responsibility " [3]. However, any activity that is completed with income will not be entrepreneurial either. The efforts that make a person earn only once are not entrepreneurial. In order for any activity to be recognized as entrepreneurial, it is darcur that the income is of a regular and systematic nature.

Entrepreneurial activity can be carried out in different forms. It is usually conducted singly, privately or collectively. Individual entrepreneurship denotes"the implementation of entrepreneurial activity by an individual without the organization of a legal entity " [3]. Private entrepreneurship is carried out through the organization of various small enterprises and micro-enterprises. Collective entrepreneurship is established by the company, Enterprise, Limited Liability Company, Joint Stock Company, agricultural and similar entities. Family entrepreneurship, which has been developing in our country in the following years, is also a kind of manifestation of collective entrepreneurship. When it comes to forms of entrepreneurship, public entrepreneurship is also reflected in some countries. However, in Uzbekistan, " state authorities and governing bodies (except for those provided for by law), their officials, as well as other persons whose activities are prohibited by law, cannot be subjects of Entrepreneurial Activity" [3].

Entrepreneurial activity is one of the types of activity that has become reality after the independence of our country. From this, however, the conclusion does not arise that entrepreneurship in Uzbekistan has decided only in the next 30 years. Those who were successfully engaged in entrepreneurial activity were present at all times. On top of this, the passage of the Great Silk Road through the territory of the country, the fact that Central Asia was an important link in World Trade Relations at all times, has been intensively developing entrepreneurial activity. The introduction of socialist ownership and production during the years of Soviet power also put an end to entrepreneurial activity in the country. The situation changed in a positive way only after the independence of Uzbekistan. During the years of independence, serious attention was paid to the development of entrepreneurial activity. As a result of this focus, for example, by 2015, "the number of people employed in small business entities exceeded 10.2 million people. This represents 77.9% of total employed people in the economy. Their share in the gross domestic product of our country reached 56.5 percent from 38.2 percent in 2005. The small business share was 38.9 percent in industrial production and 26.9 percent in exports" [4; 21]. In the following years, especially serious attention began to be paid to the issues of the development of entrepreneurial activity in the country, the formation of an entrepreneurial spirit in the population. We concentrate on the issues of developing youth entrepreneurship, without touching on a systematic analysis of efforts in this regard in order not to deviate from the topic.



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- In addition to being an important factor in the country's economic development, entrepreneurial activity also plays a serious role in the optimization of its life. Including Entrepreneurship:
 - employs people and serves to ensure their needs and interests.
 - ensures the financial independence of people, that is, they have a decent salary, income, preventing dependence on other financial resources and individuals;
 - makes it possible to improve family life, that is, to provide oneself with housing, household appliances, household items, necessary products, to create a decent life of family members;
 - expands the scope of participation in the affairs of society, gives their activities a clear purpose and interests;
 - our people change and develop their worldview. Gives stability to their knowledge and vision of the universe and society, its life and transformation.

Develops human qualities, habits and skills in people, that is, such qualities in them as hard work, business acumen, honesty, responsiveness, habits such as compromise, orderliness, aspiration, positivity, management and organizational skills;

leisure activities are endowed with purposefulness, that is, they fill their free time with a certain content, making it accustomed to directing it towards improving its skills.

As you can see, entrepreneurial activity plays a decisive role in optimizing lifestyle, well-being and improving its quality. It is for this reason that in the following years, at the initiative of the head of State, serious attention began to be paid to the issues of developing the entrepreneurial spirit in young people, involving them in entrepreneurial activities. In general, measures in this regard are being implemented in a situation where attention to youth, their needs and problems, rights and interests has entered a new age.

The work carried out systematically in order to develop the entrepreneurial spirit of the people of Uzbekistan, to attract them to entrepreneurial activity, gave serious results. First of all, the number of people engaged in entrepreneurial activity in our country has increased. Secondly, the process of labor of those involved in this activity, their attitude and participation in the affairs of society have changed significantly, at the same time new aspects have appeared in their daily lives.

However, despite the fact that in the following years, great attention was paid to the escalation of the entrepreneurial movement in our country, including the creation of conditions for young people and girls to engage in entrepreneurial activities, some problems that are an obstacle to this activity also persist. The presence of these problems in some cases causes young people to hadiksir, risk from engaging in entrepreneurship. Thanks to this, the possibilities of entrepreneurial activity in optimizing the youth lifestyle are not fully realized. Consequently, in order to develop youth entrepreneurship and therefore radically change their way of life, it will be necessary to concentrate on overcoming these very problems.

Speaking about the measures that should be taken in this regard, it will first of all be necessary to mention the need to eliminate corrupt circumstances that are becoming an obstacle to entrepreneurial activity.

From the point of view of objectivity, we can mention that in the following years, corrupt situations that are becoming an obstacle to entrepreneurial activity are being rapidly eliminated



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by darkor. But the still existence of such situations creates the need to modernize the activities of state bodies responsible for protecting the rights and interests of entrepreneurs, improve the activities of civil society institutions in defense of entrepreneurial activity, create modern mechanisms of communication “state bodies-entrepreneurs”, fully digitize the licensing system.

Secondly, in order for young people to develop entrepreneurial activity, it is necessary to eliminate the existing conflict of interest in this area. It is known that conflict of interest is understood as a conflict situation between the functional duties of a civil servant and his personal interests. Such a situation prevents the employee from carrying out his service duties on the basis of impartial, fair principles, encourages the application of those parties to which he is interested, in particular, talented entrepreneurs. In most cases, this approach ends up harming the interests of other entrepreneurs.

Thirdly, entrepreneurs will have to end cases of violation of their rights and interests. In 2020 alone, the business ombudsman received 1,67 applications for violations of the property rights of entrepreneurs. “Of these, 395 are land and building allotments, 511 appeals are land and building seizure and demolition, and 161 are among the appeals on the issue of non-implementation of compensation payments for land received for state and public need.

To prevent such situations, it will be necessary to pay special attention to the issue of realization of the initiatives of the president of the country to ensure the freedom of entrepreneurs, to strictly control its implementation. It is also advisable to constantly monitor the implementation of laws that serve to ensure the freedom of entrepreneurs.

Fourth, it is necessary to eliminate illegal interference in the financial and economic activities of business entities. In the following years, at the request and initiative of the head of state, measures of administrative and criminal liability for illegal interference in the activities of entrepreneurs are being strengthened. It is also difficult to recognize that significant changes have occurred in this regard.

Fifth, it is necessary to end the practice of providing unreasonable benefits to some business entities. The fact that basic benefits and preferences are provided to certain entities engaged in entrepreneurship, on the one hand, negatively affects economic relations, and on the other hand, it harms the mood of entrepreneurs, their attitude to existing reality.

From the above considerations, the following conclusions arise. To eliminate the negative state and problems that persist in the lifestyle, it is necessary, first of all, to improve their material condition, material supply. To do this, it is necessary to accelerate the involvement of the population of our country in entrepreneurial activities. The elimination of corrupt situations that are an obstacle to the development of the industry, the end of conflicts of interest, the elimination of violations of the rights and interests of entrepreneurs, the receipt of illegal interventions in financial and economic activities of business entities, the termination of the practice of providing unreasonable benefits to certain entities dramatically develop youth entrepreneurship. As a result of this, people are provided with work, they begin to persuade to independently carry out their financial spending, a positive shift occurs in their family life, their



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participation in the affairs of society is activated, their worldview expands, significant qualities develop, healthy habits increase, leisure begins to pass meaningfully.

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