

*Munisa Alimova**Karshi Institute of Engineering and Economics**Senior teacher of the "Innovative Economy" department***CLASSIFICATION OF FACTORS AFFECTING THE STANDARD OF LIVING OF VILLAGE POPULATION**

Аннотация: В статье описаны теоретические аспекты повышения уровня жизни сельского населения, факторы, влияющие на них, механизмы, приоритеты и основные результаты реализуемых сегодня реформ по повышению уровня жизни сельского населения. Кроме того, в данной статье отражены пути повышения эффективности мер, реализуемых в аграрном секторе.

Abstract: The article describes the theoretical aspects of raising the standard of living of the rural population, the factors influencing them, the mechanisms, priorities and main results of the reforms implemented today to improve the standard of living of the rural population. In addition, this article reflects ways to improve the effectiveness of the measures implemented in the agricultural sector.

INTRODUCTION. Social infrastructure services, as an important component of ensuring the state of development of the society, help not only to increase the standard of living of the population, but also to the reproduction of human capital, at the same time, they ensure the economic growth and socio-economic development of the regions. According to the International Labor Organization, "in developing countries, 88 percent of the population lives in rural areas, and poverty is 4 times higher than in urban areas."¹ as a result, the gap between the urban and rural population's living conditions is widening and the rural population's "access to social services is further reduced." In this situation, socio-economic development of the regions and, first of all, meeting the demand for social infrastructure services are of great importance in raising the standard of living of the rural population.

Based on the development of social infrastructure services in world practice, a number of scientific studies aimed at improving the living standards of the rural population, including the study of the needs and priorities of the rural population, the development of educational infrastructure, the development and evaluation of programs and activities to improve the social protection and support of the rural population, researches on the development and application of new technologies and innovations in the development of rural social infrastructure are being systematically carried out. In the current conditions, to study the specific scientific and methodological bases of social infrastructure services in improving the living standards of rural residents, to define their main directions, to develop economic development strategies, to develop methods and tools for assessing the effectiveness of rural social infrastructure development and the impact on the living standards of rural residents, to create a complex integrated assessment, to create models is one of the main scientific trends.

In Uzbekistan, socio-economic development of regions, improvement of living standards of the population based on the development of social infrastructure services is one of the most important priorities of the economic reforms being implemented. "...the cost of financing social programs has increased by 2 times compared to GDP, and the coverage of low-income families receiving benefits has increased by 5 times"², at the same time, "organization of social protection at the neighborhood

¹<https://www.ilo.org/moscow/dw4sd/themes/rural-economy/lang--ru/index.htm>

²Decree No. PF-82 of the President of the Republic of Uzbekistan dated June 1, 2023 "On comprehensive measures to provide quality social services and assistance to the population and establish an effective control system"

level, establishment of social services and assistance to the population in a difficult life situation according to an individual approach" is being paid attention to as a priority task. Ensuring the implementation of these tasks requires the development of social infrastructure services to improve the living standards of the population in our country and its regions.

LITERATURE ANALYSIS. The theoretical and methodological foundations of the study of the living standard of the population and the development of social services are from foreign scientists³ Widely covered in the research works of Y. Schumpeter, J. Bogataj, T. N. Arbuzova, L. Z. Fatchullina, S. G. Vazhenin, A. D. Eremenko, A. G. Sinelnikov, J. T. Toshchenko and others.

From the scientists of the republic⁴ By S.S. Gulyamov, K.Kh. Abdurakhmonov, G'H. Kudratov, M.K. Pardaev, B.K. Goyibnazarov, H.S. Muhitdinov, S.N. Khamraeva, G.T. Samieva and others conducted a number of studies on the theoretical and practical problems of developing infrastructure services in the socio-economic development of rural areas.

ANALYSIS AND RESULTS. At present, the concepts of "standard of living" and "quality of life" serve as the scientific-theoretical basis for assessing the effectiveness of social infrastructure services and the level of socio-economic development of regions. Scientists have studied the essence of these categories with sufficient theoretical depth, determined their inclusion in the general system of socio-economic ideas and concepts. However, in solving various research and practical problems, it became known that different experts interpret the terms "standard of living", "quality of life" differently and use different interpretations.

Currently, the categories "standard of living" and "quality of life" serve as a theoretical basis for evaluating the level of development and efficiency of social infrastructure. Scientists have studied the nature of these categories with sufficient theoretical depth, determined their inclusion in the general system of social and economic ideas and concepts. However, it is clear that different experts interpret the term "standard of living" differently when solving different research and practical tasks.

The concept of standard of living is very complex and multifaceted, and it requires explanation both in the most general sense and in individual interpretations used in various studies. The standard of living exists and is used together with a whole family of synonyms and similar terms: national well-being, the level of satisfaction of the material and spiritual needs of the population, etc.

The above definitions of standard of living are based on individual primary components. Of greatest interest, however, are definitions that have complex integration properties. That is, when foreign and local scientists defined the "living standard of the population", they focused on the level of provision of social benefits to the population.

³Schumpeter I. Teoriya ekonomicheskogo razvitiya (issledovanie predprinimatelskoy pribyli, kapitala, kreita, protsenta i tsikla kon'yunktury). -M.: Progress, 1982. – 160 s; Bogataj D. et al. Smart silver villages as part of social infrastructure for older adults in rural areas //IFAC-PapersOnLine. - 2020. - T. 53. – no. 2. - S. 16914-16919.; Arbuzova T.N. Social infrastructure: problems and perspectives. - M.: Znanie, 2008. - 105 p.; Fathullina L.Z. Mechanizm vliyaniya sotsialnoy infrastruktury na kachestvo jizni selchan // Nauchnye trudy Tsentra perspektivnykh ekonomicheskikh issledovaniy - Kazan: Tsentr innovatsionnykh tekhnologii, 2010. - S. ; 261-267. Vagenin S.G. Regional peculiarities of development of social infrastructure. -M.: Mysl, 2002.- 220 p. ; Eremenko A.D. Infrastructure society. - M.: Nauka, 2001. - 165s; Sinelnikov A.G. Social infrastructure: theory and practice. – Spb.: Peter, 2003; Toshchenko J.T. Social infrastructure: sustainability and development. - M., 2003.- 15s.

⁴Gulyamov S.S., Jumaev N.Kh., Rakhmanov D.A., Tashkhodzhaev M.M.. Effectiveness of investments in the social sphere. Monograph.-T.: Economics, 2019; Gudratov G'H. Pardaev M.Q., Abdurakhimov B.A. Service development is a factor of ensuring employment and improving the well-being of the population. Treatise. T.: "Science and technology", 2007. -28 p. Goyibnazarov. B.K. Statistical evaluation of the standard of living of the population. Monograph. -T.: FAN, 2006.-B.125; Muhitdinov H.S. Improving the standard of living of the population and modeling the processes of social development of regions: iqt.fan dokdiss.avtoref, - T.: TDIU, 2009. - B.151; Khamrayeva SN, Samiyeva GT Economics of social sphere. - Textbook, - T.: Intellect, 2022. - 467 p..

In the scientific literature, there are opinions that the concepts of "standard of living" and "quality of life" have the same meaning. However, in our opinion, this is completely wrong. The term "quality of life" in a broad sense refers to the satisfaction of the population with their life in terms of various needs and interests, that is, it includes: characteristics and indicators of the standard of living as an economic category, working and leisure conditions, housing conditions, social security and guarantees, law enforcement to do and observe individual rights, natural climatic conditions, environmental protection indicators, the availability of free time and the ability to use it well, as well as a sense of peace, comfort and stability.

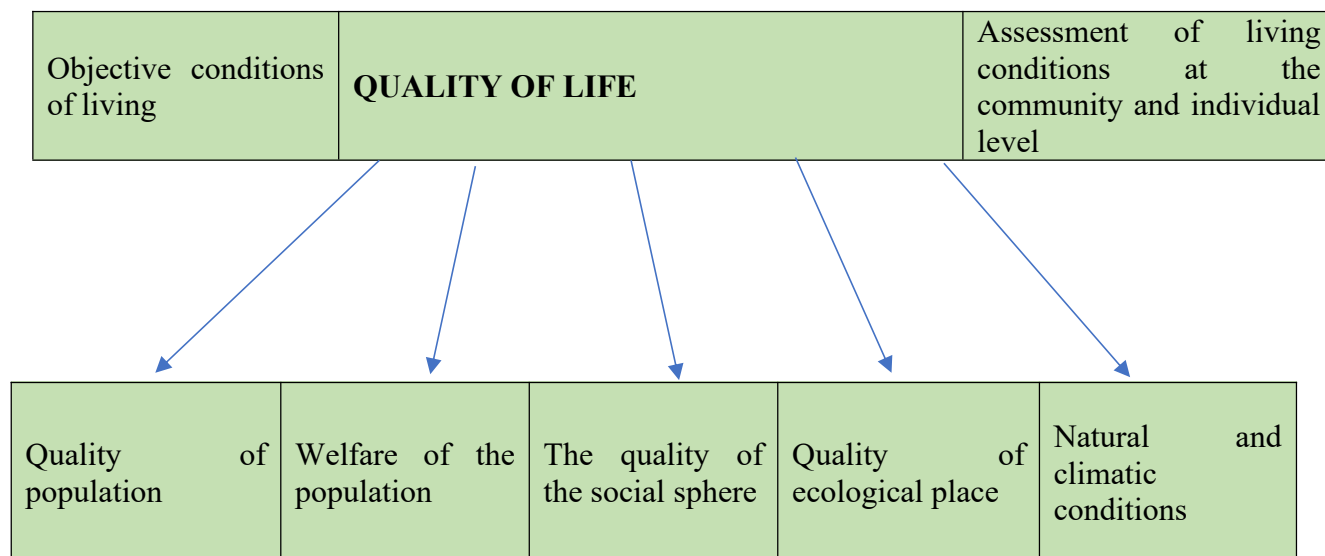


Figure 1. Quality of life and factors influencing its increase

There are two approaches to determining the quality of life of the population. One of them is to determine the objective living conditions, and the other is to determine the quality of life through subjective evaluations. According to these approaches, two conceptual models of quality of life were formed: "objective" and "psychological". In the first "objective" model, quality of life is determined as a sum and complex of various statistical indicators. The "psychological" model defines the quality of life as a reflection of subjective feelings of people, which are formed depending on the level of intelligence, knowledge, life experience, etc.

The social sphere is an integral, constantly changing subsystem of society, arising from the objective need of society to constantly increase the subjects of the social process. This is a stable field of human activity to increase people's lives, a field of implementation - a social function of society. In it, the social policy of the state acquires meaning, the social and civil rights of a person are realized.

Per capita income, cost of living, consumption, population, poverty rate
Providing and covering the population with employees of social networks, infrastructure facilities and technical means
Features of the state and activity of social networks
Demographic parameters
Natural and climatic conditions of life



and its characteristics

The components of the social sphere have different levels of complexity, are hierarchically related to each other and are taken from the social sphere as a whole system. Their uniqueness, emergence and existence are determined by the main function of the social sphere - the function of social reproduction of people, the function of restoring life subjects and structures, social institutions, sources of life support of social subjects.

Social infrastructure is the sphere of interaction of material environment and social subjects, which creates conditions for rational organization of their life and activities. According to its internal organization, the social sector infrastructure is a system of institutions, enterprises and management bodies that ensure the effectiveness of the activities of all social sector institutions. At the same time, the diverse needs of individuals, families and society as a whole are met by a wide and diverse range of goods and services.

Using the network approach to defining the social sphere, the latter can be characterized as a set of networks whose activities are directly related to providing services to the population. At the same time, there are several other terms that are used synonymously to define this concept: the non-production sector and the service sector.

Based on the official classification, non-production sectors include: housing, communal economy and household services for the population, health care, physical education, social welfare, education, culture and art, passenger transport, communication (in terms of public service activities), science and scientific service, management. Thus, the economy of the non-production sector studies the set of economic relations that arise in society in connection with the activities of non-production industries.

Broadly considered, the service sector refers to the same range of concepts as social infrastructure. Although the formation of market relations, private initiative and entrepreneurship in the modern conditions of the service sector, especially in the field of paid household services, in our opinion, to the field of hidden processes and informal economy goes beyond the concept of social infrastructure.

Thus, the following is distinguished as a characteristic of social infrastructure: "creating conditions for the development of production and the life of the population." At the same time, the social infrastructure includes all objects that create general conditions for the effective functioning of a person and the harmonious development of a person.

CONCLUSIONS AND SUGGESTIONS. To conclude from the above points, social infrastructure services and the standard of living of the population are interrelated and influence each other. Social infrastructure services include such elements as the health system, education, transport and utility infrastructure, social security and other social services that ensure the well-being and standard of living of the population:

1. Health care. The quality and availability of medical services, the availability of hospitals, polyclinics, pharmacies and medical equipment affect people's health and life expectancy. A good public health infrastructure helps to improve the standard of living.

2. Education. High level of coverage of pre-school education, school and higher education, quality of teaching and access to quality education for all strata of the population have a positive effect on the level of education, professional opportunities and income of the population.

3. Transport and utility infrastructure. A well-developed transportation network, roads, bridges, airports, and the presence of public transportation ensure the mobility and convenience of people to places of work, education, health, and other services. The quality of utilities such as water, electricity, gas and landscaping also affects living standards and quality of life.

4. Social security. The availability of social programs, allowances, pensions and other forms of social support help improve the living standards of the population, especially those in need of social protection.

5. Cultural and entertainment venues. The availability of parks, sports facilities, theaters, museums, libraries and other places for recreational and cultural activities help to improve the quality of life by creating opportunities for recreation, development and self-development.

In our opinion, the service sector was distinguished as an independent field of study of specific methods of applying social labor, through which special consumption values consumed by the population are created in the form of services, and not as visible things. This sector includes a set of sectors of economic activity in which services are created. A distinctive feature of the service industry is the significant concentration of its institutions in regions and cities and the formation of relevant regional and urban service circles. In general, the provision of efficient and quality social infrastructure services helps to improve the standard of living of the population, which, in turn, contributes to the improvement of social infrastructure services through investment in social services by the community.

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