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## PROSPECTS AND DEVELOPMENT OF USING INNOVATIVE FACTORS TO IMPROVE LIVING STANDARDS

**Abstract:** This article explores the prospects of using innovative factors to improve living standards and examines ways to enhance these factors. The potential to improve quality of life through the integration of innovations into the economy is analyzed, with proposed solutions to address existing challenges. The research findings suggest that effective implementation of innovations through coordinated government and private sector efforts can positively impact living standards.

**Keywords:** innovation, living standards, economic growth, social stability, government policy, private sector.

### Introduction

Improving the living standards of the population is a priority for any state and society. In today's globalized environment, innovations have become a crucial factor in modernizing the economy and improving quality of life. Innovative technologies not only enhance living standards but also play a key role in creating new jobs, producing competitive products, and ensuring economic stability. Furthermore, innovations enable society to address social and economic needs through new solutions. The main purpose of this article is to explore the impact of innovative factors on living standards and examine ways to maximize their potential in the future. In this context, identifying the resources and conditions necessary for innovative development in Uzbekistan is of great importance.

### Materials and Methods

The fact that the President of the Republic of Uzbekistan Sh. Mirziyoyev, in his Address to the Senate and Legislative Chamber of the Oliy Majlis, considers the development of the country's economy as the most important tasks, and "human interests and once again human interests are the main goal of reforms" is an indication of the importance attached to increasing the living standards of the population at the level of state policy. The Address provides analytical and critical information on the well-being of the people and the living standards of the population, and in our article we also considered these aspects as the object of our research.

This study involved the analysis of international experience, economic and social statistics, and data on Uzbekistan's economic policy. Additionally, interviews were conducted with experts in innovation development and implementation. Methods such as SWOT analysis, economic modeling, and regression analysis were employed to assess innovation impacts. Data collection included examining the efficiency of digital technologies and their social effects. This research also considered the ways in which advanced technologies used in other countries could be applied in Uzbekistan. To assess the success of innovation policies, we analyzed citizens' income levels and their access to innovations in various countries. In the study of innovation activity of the method of comparative analysis. Revealing the basic parameters affecting the formation and development of innovative activity countries, involve the use of tools and methodological approaches, focused on monitoring of innovative activity in the region. Analysis and methodological approaches to the study of innovation activity revealed that the most suitable technique is a combination of logic simulation, statistical,

mathematical and expert methods of estimation. In order to assess the innovative activity of the main factors impact on innovative activity in the region.

## Results

The results of the study indicate that integrating innovations into the economic system can significantly improve living standards. Specifically, it was found that innovative technologies increase productivity in agriculture, industry, and services, which leads to increased employment, higher incomes, and better access to quality products. Additionally, government-supported innovative programs and projects can create jobs and improve quality of life. Innovative technologies, including digital services and automated systems, enhance quality in healthcare and education. Moreover, innovations provide solutions to environmental problems, promote resource-efficient practices, and reduce economic costs. The results indicate that private sector initiatives for innovation development positively influence living standards.

Based on these conditions, changes in the field of innovation in Uzbekistan consist of only one option - concentration of funds and use of its scientific, financial, human capital, creation of economic transparency, increase of intellectual potential of the country, financial support of science development and innovative projects. Modern current situation dictates the need for intensive development of the national economy, through the introduction of innovative technologies, maximizing the use of scientific performance. Despite the huge stock of raw materials, the ability to use long exhausted extensive factors in increasing the production.

## Discussion

It should be noted that in our republic, the concepts of "minimum subsistence level" and "consumer basket" are planned to be legally regulated by July 1, 2018. If we analyze the situation in foreign countries, the laws of 1997 "On the minimum subsistence level in the Russian Federation" and 2012 "On the consumer basket for the Russian Federation as a whole" are in force in Russia. The consumer basket in Russia is redefined every 5 years. Food products make up half of it (50%), while non-food goods and services make up a quarter each (25% + 25%). Since the consumer basket is made up of the minimum expenses of a person on consumer goods and services, their prices directly affect the cost of living of the population of a particular country. Thus, the high cost of the minimum necessary for survival is an indicator of the cost of medicines, food, utilities, etc. In addition, the needs of different social and age groups are different.

Based on the results, several measures are proposed to improve the use of innovative factors. First, government support for the introduction of innovative technologies through subsidies and grants is essential, as this encourages private sector participation in integrating innovations into the economy. Second, integrating innovation into the education system to equip young professionals with practical skills and to adapt new technologies for solving social and economic issues is necessary. By drawing on foreign experience, the development and adaptation of innovations can enhance economic efficiency. Third, strengthening partnerships between the private sector and government to expand the production of innovative products and services contributes positively to employment and quality of life. Fourth, supporting local entrepreneurship and small businesses to foster innovation-based startups is crucial for sustainable development. When assessing the standard of living of the population, it is important to use such important indicators as per capita income, structural changes in expenditures, consumption of basic food products and durable goods, as well as living conditions and standards, provision of the population with comfortable and modern housing, development and improvement of

the living environment, the presence of the necessary infrastructure and its effectiveness, education based on modern requirements, and satisfaction with the healthcare system; along with the results of the analysis of foreign experience, it is important to develop a consumer basket and the minimum necessary for subsistence in Uzbekistan.

## Conclusion

Utilizing innovative factors to improve living standards plays an important role in ensuring economic and social stability. By enhancing innovation opportunities, new prospects are created for citizens, leading to improved living standards. Therefore, effective collaboration between the public and private sectors, supportive innovation policies, and the application of innovations across various sectors are essential for future growth. Fostering innovation will support economic and social development, creating new jobs, strengthening local entrepreneurship, and increasing competitiveness in the international market. This, in turn, broadens access to a higher standard of living and a better quality of life. Government-provided financial and social support for implementing innovative ideas will contribute significantly to improving living standards.

Small innovative enterprises are an important component of long-term innovative economic development of the region. The role of small innovative enterprises in establishing an effective regional innovation system, promote the development of scientific and technical potential, promotion of scientific and research activities in the real sector of the economy of the region is the development and creation of innovation. The main advantages of the small innovative enterprises are fast adaptation and dynamic response to changes in consumer demand and market supply, the ability to bring the scientific development of industrial production, less bureaucratic and more loyalty organization. You must use the many years of experience creating innovative activity in Western countries, taking into account the provision of the strongest high-tech start-up financing of innovative projects, as well as providing preferential taxation and risk insurance to foreign investors.

In conclusion, we believe that in order to further improve the living standards and well-being of the population in our country, it is necessary to take into account the following.

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