WEB OF SYNERGY:
International Interdisciplinary Research Journal
Volume 2 Issue 2, Year 2023 ISSN: 2835-3013
https://univerpubl.com/index.php/synergy

Digitalization of Uzbekistan Agricultural Economy Marketing Based on Foreign Experiences

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Article Information

Received: December 07, 2022
Accepted: January 08, 2023
Published: February 09, 2023

Keywords: *Innovation, Smart agriculture, IT technologies, export-import, contract*

ABSTRACT

Honorable President Sh.M. Mirziyoyev signed the decree "On the Establishment of the Ministry of Innovative Development" on November 29, 2017. According to the decree, in the field of introducing innovations in agriculture, first of all, introduction of modern tested forms of agricultural production based on the concept of "Smart Agriculture" that allows rational use of available land, water and other natural resources, agrarian tasks such as maximum automation of agricultural production in the sector, significant increase in productivity and improvement of financial indicators, as well as supporting the introduction of innovative ideas, developments and technologies that allow ensuring the food security of our country are the main tasks of the ministry were defined as the directions of activity.

INTRODUCTION

Today, our honorable President pays special attention to the digitalization of agriculture, the introduction of market principles in the interaction between agricultural entities, and the introduction of modern resource-saving and intensive agro-technologies. From 2017 to 2022, the popularity of automated systems and technologies for "smart" agriculture has developed worldwide. In particular, the variable speed technology system and GPS receivers will make a significant contribution to the growth of this network. More and more agricultural producers are using GPS navigation systems, relying on data from satellites and drones in their operations and having their own weather stations. According to scientists' estimates, by 2050, the population of the planet will reach 9.6 billion, and to provide them with food, 70% more products will be needed than today. However, it is noted that the deterioration of the ecological situation, the increase in the cost of energy, and the decrease in land productivity will be a serious obstacle to the production of food at the level of demand. These problems can be solved by managing agricultural activities based on special methods, in particular, by introducing modern technologies and innovative solutions such as the concept of the Internet of Things into the field, in a word, "smart" agriculture. Currently, IT-technologies are actively used in the cultivation of grain crops on land, and this is called "precision farming".

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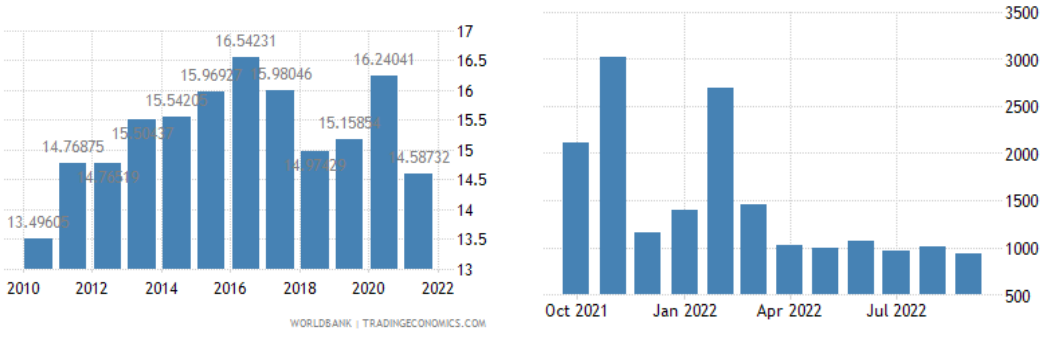
LITERATURE ANALYSIS AND METHODOLOGY (LITERATURE REVIEW)

According to expert R. Kh.Ergashev, today it is possible to achieve necessary quality changes in economic work by introducing digital work and technologies. it is too early to talk about the widespread use of new technologies. However, according to market analysts, the digital revolution in agriculture is approaching, and one of its important events will be in the field of unmanned vehicles. These machines are designed to solve the problem of labor shortage in rural areas, which is relevant for many countries of the world.

DISCUSSIONS AND RESULTS

Farms in developed countries are actively promoting IT technologies and innovations in their fields. These are various sensors, data from satellites and mobile applications. With their help, the most convenient time for planting seeds, watering, mowing and harvesting a specific field is determined. Technologies provide monitoring of temperature in warehouses in order to choose the optimal route of delivery or to prevent rotting of fruits and vegetables. With their help, farmers establish direct communication with buyers, enter new markets and receive orders in advance. For example, a farmer engaged in farming has been growing cucumbers for many years, sells his products to exporters at a wholesale price, and prepares for the new season. begins to see. With the help of sensors and a mobile application, he can determine which agricultural product will be most in demand next year and grow this product in his field.If the field is suitable for growing this product, he can find an investor through the Internet and start growing a new product. Due to the high demand for this product, the farmer's income from sales will be much higher. In addition, there will be ready trade markets and demands from specific buyers. The farmer does not need to negotiate with the exporter, it is enough to choose a buyer who will give a good price. This is just one example of the application of technologies in the agro-production sector. Currently, the countries actively attracting investments to agro-startups are the USA, China, India, Canada, and Israel. Investors in these countries are always looking for new markets. Taking into account the wide opportunities in our republic, it is possible and necessary to develop this industry. Currently, many farms sell their products to exporters at low prices. Because they do not have the desire to study logistics issues, formalize export-import contracts and search for new markets. Reducing costs, increasing efficiency is the main goal of developing a modern agricultural enterprise of any level and direction. This path still cannot be called easy and fast. According to the previous years, Uzbekistan's food export is $903 million, and the Netherlands' export is $53 billion.

1-diagram. According to previous years, food exports of Uzbekistan.



For several years, several large manufacturers in the USA, the Netherlands, Japan and India have been testing models of tractors and combines without a single driver. The tractor, equipped with an automatic control system, made several laps along the field, independently chose a route, made good use of the land, and stopped when it encountered an obstacle on the way. This is not surprising: many of the shortcomings of complex technology are not immediately noticeable, and it takes time to eliminate the shortcomings. The main problem that prevents the rapid diffusion

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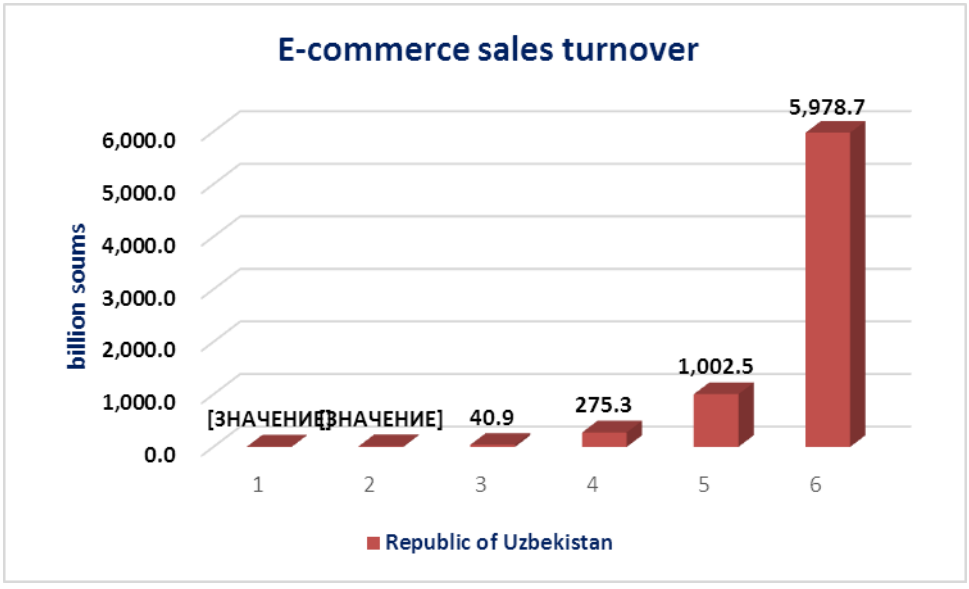
of new tools by agricultural producers is the need for large investments. Even holdings in agriculture prefer to introduce innovations step by step, gradually evaluating the effectiveness of each step, distributing financial burdens and avoiding additional loans, advances in digitalization for small enterprises are still not available. Most of the agricultural enterprises are ready to introduce digital technologies only on the basis of joint financing, agricultural producers should be supported by the state. EXPORT: In January-November 2021, the number of exporters of the country was 6,109, and they sold 9,323.3 mln. The export of goods and services worth US dollars was ensured.

The countries with the highest share of foreign trade turnover with Uzbekistan are: China - 18.1% - $2.8 billion; Russia - 16.3% - $2.5 billion; Kazakhstan - 8.4% - $1.2 billion; Korea - 7.1% - $1.1 billion; Turkey - 5.6% - $886.6 million; Kyrgyzstan - 2.5% - $395.2 million; Germany - 2.1% - $337 million;(1-table)

The countries	***indicators***	***billion***
China	18.1%	$2.8 billion
Russia	16.3%	$2.5 billion
Kazakhstan	8.4%	$1.2 billion
Korea	7.1%	$1.1 billion
Turkey	5.6%	$886.6 million
Kyrgyzstan	2.5%	$395.2 million
Germany	2.1%	$337 million

1-table.Countries with the largest share of foreign trade turnover with Uzbekistan.

Gold occupies the main place in Uzbekistan's exports (33.8%), followed by industrial goods (18.7%), services (16.1%), food products and live animals (8.9%). , chemicals (6.1%), mineral fuel (5.1%) and others. In terms of regions, Tashkent city has the highest share in the export of the republic with a 19.5% share of 2,954.7 million. amounted to US dollars. Jizzakh region has the lowest share in the republic's export with a 0.8% share of 124.1 million. amounted to US dollars. IMPORT: In January-December 2021, the import volume is 21,171.5 mln. USD and compared to 2020, it was 87.2%. Machinery and transport equipment (37.6%), industrial goods (16.9%) and chemicals and similar products not included in other categories (13.7%) accounted for the largest share of imports. Machinery and transport equipment (37.1%), industrial goods (16.8%), as well as chemicals and similar products (13.7%) take the main share of imports.



2-diagram.Electronic-commerce sales turnover.

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CONCLUSION

In short, the deterioration of the ecological situation, the increase in the cost of energy and the decrease in land productivity lead to a serious obstacle to the production of food at the level of demand. These problems can be solved by managing agricultural activities based on special methods, in particular, by introducing modern technologies and innovative solutions such as the concept of the Internet of Things into the field, in a word, "smart" agriculture. Currently, IT-technologies are actively used in the cultivation of grain crops on land, and this is called "precision farming". According to experts, it is possible to achieve the necessary qualitative changes in the work of the economy by introducing digital work and technologies today. it is too early to talk about the widespread use of new technologies. However, according to market analysts, the digital revolution in agriculture is approaching, and one of its important events will be in the field of unmanned vehicles. These machines are designed to solve the problem of labor shortage in rural areas, which is relevant for many countries of the world.

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