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## INTELLECTUAL CLUSTERS OF THE TEXTILE INDUSTRY

**Abstract:** The article examines the relevance of foreign cluster approach in increasing the competitiveness of entities in textile industry in producing competitive final products for the internal and foreign markets. There are also considered features of application of a cluster method in integration formation in industrial complex. Furthermore, the drawbacks of low clustering and precise solution for them are given.

**Keywords:** Clustering of regional economy, competitive advantages, textile enterprises, textile industry, state support of regions.

### INTRODUCTION

The processes of globalization and the strengthening of international competition that characterize the world economy have become an objective condition for changing the paradigm of competitiveness management, which consists in the transition to cluster policy. As a result of globalization, factors of production are becoming mobile, competition between countries is intensifying, therefore, not only innovations and education, but also relationships between enterprises are important for the development and preservation of superiority over competitors.

Foreign experience shows that the cluster approach is recognized worldwide as a policy of increasing the competitiveness of both national and regional economies. Measures to implement the cluster approach can be defined as clusters and represent a set of organizational and economic measures implemented by state and public institutions in order to unite enterprises into clusters and establish informal relations and network cooperation between them.

Today, the experience of many developed and dominant countries in the world economy makes it clear that achieving competitiveness and entering world markets is possible primarily through consistent reforms, structural transformation and diversification of the economy, ensuring the rapid development of new high-tech enterprises and industries, accelerating modernization and technical renewal of the economy. available features.

The textile industry of Uzbekistan is one of the main industries that can play a leading role in the development of the national economy and occupy an important place in its structure. The attractiveness of the industry is determined by the presence of a stable raw material base, high quality of cotton fiber, low energy costs, qualified labor resources, support and favorable conditions created by the Government of the republic.



### LITERATURE ANALYSIS

The "father" of the cluster approach is the author of the work "competitive advantages of countries" M.Porter counts. It was in this work that he noted that some regions are developing better than others because of clusters. Therefore, clusters have become a new element of the economic policy of the regions. M.Porter believes that the cluster works on the basis of synergy, which is geographically grouped groups of interconnected companies, specialized suppliers, service providers, firms in related industries, as well as organizations related to their activities (for example, universities, standardization). agencies, as well as trade associations) compete, but also work together.

Business representatives should be ready to cooperate and unite with their competitors to achieve the global goal of developing not only their business, but also the entire region, providing the necessary conditions for growth. Geographical concentration or conditions, climate, a sufficient number of business representatives and a certain specialization of production are also important factors contributing to the development of the industry. The cluster should provide all the necessary conditions for business development: improving infrastructure, developing education, establishing internal and external relations. It can be noted that the main thing in the cluster is synergy, that is, a common goal to become better.

The advantages of the cluster scientific approach to the development of textile enterprises are numerous synergetic effects. I.Ansoff systematized the synergetic effects in accordance with the additional directions of the company's profit. He highlighted the synergistic effect of trade, operations, investments and management. Management synergy manifests itself during the development of new products or entry into a new industry.

At the same time, the previously accumulated experience and knowledge will help solve new problems that arise when an enterprise enters a new competitive environment. Managerial competence is the most important source of competitive advantage.

In the textile industry, clustering occurs at the micro level, in the textile industry, organization and conduct of business, there is a dependence on the import of raw materials and intermediate consumables (chemicals, staple fibers, cotton, yarn, soda). The prices of raw materials and intermediate consumer goods affect the cost reserves and, accordingly, increase costs, which requires a revision of the cost component of textile production.

In order to make management decisions based on improving the efficiency of textile production, it is advisable to purposefully search for reserves to reduce the cost of production in the conditions of technological stages of production, including the use of the existing socio-economic potential of manufacturing enterprises.

Special attention in the scientific substantiation of the development of the textile industry should be paid to the theories of the creative development of territorial social systems based on the signs of a post-industrial society that has absorbed the best features of an innovative economy. Technological breakthrough and the basis for the competitive development of the regional textile market, ch. Theory of the creation of a creative environment Landry, J.Theory of the development of creative industries Potts, M. Theory of the formation of innovative creative culture Matthew should take a leading place.

### ANALYSIS AND RESULTS

According to the World Intellectual Property Organization classification, intellectual property-based creative industries (advertising, collector, film industry, music, etc.), performing arts, publishing, software, broadcasting, fine and graphic arts, related industries (digital technologies, musical instruments, publishing, photography art) and partially copyrighted industries (architecture, light industry, machinery, fashion, household goods, toys) models of creativity networks are networks in which the product or service produced contains a significant part of creativity.



The effectiveness of the introduction of creative industries in the textile industry can be:

- increase industrial productivity, reach new markets and increase attractiveness;

-to create new interregional forms of cooperation for investors at the level of social mobility of the population, to form creative clusters, to activate the development of creative entrepreneurship, to increase the intensity of research and educational activities, to improve cooperation in the cultural sphere, A special place should be given to theories of the development of competition in the modern development of conceptual approaches in the industry.

Including A. Smith's rational market concept; F. Edgeworth, A. Cournot, J. Robinson, O. Chamberlin's structural concept; collaborative competition concepts A.M.Brandenburger and B.J. Nailbuff; M.Porter's country concept of competitive advantages; G.Hemel and K.K. Innovative concept of intellectual leadership by Prahalada; humanitarian concept, supporters M.Granovater, M.Castells, R.Swedberg, A.Sen, A.Train, R.Holingsworth, F.Schmitter et al.

Due to the presence of energy-intensive, raw materials and environmentally intensive production in the world, strong competition on the periphery of world development, the creation of new knowledge and the active use of knowledge-intensive processes, it is important for the country to support the noospheric components of increasing the competitiveness of the textile industry.

The Concept of a regional innovation system is becoming important for the development and modernization of the textile industry. One of his followers was F.Cook proposed to form a so-called "chain of regional innovations". F.Cook considers it necessary that firms directly generating knowledge have access to the system, as well as various structures performing specialized intermediary functions, including infrastructure support, financing of innovative projects, their market experience and political support. This means that in the context of the textile industry, this theory allows you to maintain and develop communicative traditions and customs, exchange knowledge and conduct research and development.

At the present stage of development, innovative activity is one of the most important systemic factors of economic growth and increasing the competitiveness of products. J. Schumpeter associated innovative development with "new combinations", that is, with a new quality of a product or a well-known product that was not yet known in the consumer sphere; a new, more efficient way of producing products that is not related to scientific discovery, the opening of new sales opportunities for well-known products, the discovery of new sources of raw materials or the production of semi-finished products, the creation of new interregional forms of cooperation for investors, the formation of creative clusters, the activation of the development of creative entrepreneurship, increasing the intensity of research and educational activities, the introduction of innovative technologies in cultural the sphere. the improvement of cooperation, at the level of social mobility of the population, there is a reorganization of production and the breakdown of some established monopoly.

Later he called all these combinations in one word – "innovation". Today there are many definitions of the term "innovation", reflecting the views of its authors on this concept. It is clear that as a result, new technologies, types of products, organizational and technical solutions of a service, production, administrative, commercial nature appear, which serve to bring them to market and at the same time are the main factor in the development of modern enterprises.

For textile industry enterprises, first of all, it is necessary to talk about the introduction of innovative approaches into the system of strategic planning of industrial development based on rational specialization, taking into account the technological trends of the world market and innovative development. We believe that with smart approaches to the organization of textile production, a technological or innovative breakthrough is provided by creating smart clothes using active "smart" materials that experience internal and external incentives to change properties.

The innovative development of the textile industry should be associated with the effectiveness of the formation and use of high-quality competitive personnel. It is the use of innovative labor, that



is, labor activity using new advanced knowledge, skills and creative skills, high professional skills of Personnel, which can achieve great effective benefits by satisfying social needs in modern fabrics.

The subjects of innovative work are employees who are able to create and actively use new knowledge, since the result of such work is the implementation of abilities in society, new ideas, which are primarily determined by creative abilities for a particular type of activity, human activity, conditions for obtaining knowledge.

Currently, innovative activities, in particular, in our country, are not sufficiently provided with innovative workers. Therefore, in the system of curricula, we consider it necessary to master the professional knowledge and skills of an innovator, ensure the involvement of representatives of the field in the development of curricula and internship programs for students, conduct lectures of IT specialists for students, cooperate with the IT-themed service for conducting It-themed errors, labor fairs and interviews with candidates with the possibility of developing

### **CONCLUSION**

In our opinion, the cluster approach should ensure competitive, innovative development in the textile industry. It is the cluster that can become an ideal model for the rapid development of the region, the joint use of inter-sectoral and inter-territorial partnerships, technological, financial, personnel, information and management potential in the creation and implementation of innovations. As part of the implementation of Uzbekistan's strategy for sustainable development, it will have the prospects of greening production, fully automated production, ensuring the creation of high intellectual fabrics capable not only of feeling and responding, digitizing as part of the industrial revolution, but also adapting to changes with the help of actuators, increasing the production of the textile industry.

And the implementation of the above is a consistent transition to the use of its own raw materials, and these are linen, wool, leather, etc.; there is a need to accelerate the creation of a new modern type of fabric. All this, of course, assumes the technical re-equipment of textile enterprises and the appropriate institutional base.

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