

PROSPERITY AND ITS ESSENCE

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Abstract: In this article, the benefits that ensure the well-being, level and quality of life of the population, their types, classification and evaluation methods, problems in them are given, specific proposals and scientific recommendations aimed at ensuring the well-being of the population in the full sense are developed.

Key words: well-being, social well-being, good, need, material goods, Intangible goods, goods, services, production, population demand, population income

At the present stage of socio-economic development in the world, improving the well-being, standard of living and quality of the population is a ultimate goal. In achieving this goal, an important factor is the increase in the role of the trade service of countries, in this regard, special attention is paid to the further development of the trade sector on a global scale, ensuring its competitiveness, expanding the production of goods, taking into account the change in conjuncture in domestic and foreign markets. In particular, today the development of the World Trade sector has risen to the level of e-commerce, "the scale of e-commerce is 2.8 trillion¹. The US dollar and growth rates are 20-25 percent" . These indicators indicate the improvement of trade services on a global scale, and in turn have a positive effect on improving the well-being, standard of living and quality of the population.

In the third direction of the new Uzbekistan development strategy for 2022-2026, the rapid development of the national economy and the provision of high growth rates, 16 goals are set for the development of the economy in the next five years. Also, the 21st goal is to "increase GDP per capita in the next five years — 1.6 times and per capita income by 2030-from us \$ 4ming by ensuring stable high growth rates in the economy sectors, as well as to provide the ground for entry into the" countries with higher income than average". The tasks of"ensuring that the amount of foreign debt newly attracted per year does not exceed US \$ 4.5 billion" are es As a result of the implementation of these goals, by ensuring stable high growth rates in the sectors of the economy, the ground will be laid for the next five years to increase the gross domestic product per capita – 1.6 times and the per capita income by 2030 to US \$ 4,000, and to enter the "countries with incomes above average".

¹We ARE Social халқаро агентлигининг йиллик ҳисоботи. <http://wearesocial.com/global-digital-report-2019>.

Taking into account these circumstances, all this is aimed at increasing the standard of living of the population, in this regard, in connection with the development of the trade sector, the study of this topic is relevant. Established in the management of public debt. The reforms carried out in our country are aimed at ensuring the full-fledged well-being of the population. In this case, the population must be fully provided with the appropriate benefits for free living.

Thanks to this, we found that it is advisable to look at the blessings that form their basis before researching well-being. A person has enough favors for his needs (housing, food, a calm life, a peaceful country, a just society, etc.), and such a person considers himself to be living comfortably. All this is expressed in the category of favor. Thanks to this, we found it worthwhile to cite the definition of this concept. Because despite the fact that this traditional term is used a lot, we have also witnessed that its perfect definition is not sufficiently developed. Each blessing, in turn, is made up of several elements.

For example, the intangible blessing is also divided into two: the inner blessing and the outer blessing. It should be noted that in this picture, the division of intangible favors into internal and external favors is conditionally obtained in a certain sense. Because in the case of the existence of intangible goods, there may also be relevant documents that will be inappropriate as a material expression of intangible goods. Due to the fact that the blessings are inconsistent in different appearance and shape, it will be necessary to classify it according to several signs.

Because all the benefits that humans use are important to his life. It cannot be said that some part of them is irrelevant or some part of them is very significant. They all provide all facets of living in a certain sense.

In terms of consumption, favors are divided into two: personal consumption and collective consumption.

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When classified by the level of consumption of favors, we can first see favors intended for personal consumption. This includes foods eaten by one individual, such as personal clothing. Collective favors include houses in the form of family property, other family items (bowls, tablecloths, shelves, etc.), as well as various items and items used in the Labor team (table chairs, books in the library fund, buildings where the enterprise is located, etc.), are also included in collective favors. For the survival and functioning of a person, both of these types of blessings are necessary and important.

Favors are also divided according to their natural appearance: the item is in the form of a product and in the form of information.

When classifying favors by their natural appearance, a part of them is manifested in the form of an item, that is, a product. These can be used directly in use, dressing, other situations of living. These include clothing, cars, housing, etc. But part is manifested in the form of information. These are mainly used to make conclusions about something, phenomenon and processes. For example, the size of the house, the number of bread, the weight (size) of the grain, the number of books, the weight of the load, etc. These are also used to regulate and facilitate the use of certain directions in a person's life. Depending on the weight of the cargo in particular, it is possible to determine the number of people who will load, the type of transport that will be transported.

Benefits are also divided by period of use: short-term and long-term.

Looking at the classification of benefits by period of use, a number of them are short-lived and are used at certain intervals. If we take one day, which is used on the current day, they will enter into short-term blessings. They should be consumed during the same period, even if their use will be a month, a year. After the expiration of the term, such favors will become unusable. Long-term benefits include benefits that can be used for a long period of time, that is, no more than a year, and no expiration date is set. For example, objects such as housing, and cars are examples of this.

Favors are also divided by the degree of interchangeability: interchangeable and complementary.

Looking at the classification of benefits by the degree of replacement, we can, first of all, see the replaceable benefits. These include favors that can be consumed by replacing another for the same purpose if there is not enough favor. For example, you want to drink cabbage soup from liquid food, but if it is not temporary, you can eat soup instead. Or it is necessary to wear a coat to avoid frost in winter, but if you have a bori collar, it will also be possible to safely replace it and avoid frost. Complementary favors include favors that increase the level of suitability for consumption if used in addition, rather than interchangeably. For example, your car is one of the most necessary blessings designed to meet a vital need. But for her to walk, it is necessary to pour gasoline. Or so the same car will not move, even if you do not put an accumulator on itself. As you can see, it turns out that inflatable favors are also important for their use.

Well-being is measured by the sufficiency of all favors. The above blessings will be created on a national scale. But they are not equally distributed among the

population. Everyone receives funds suitable for their labor and buys and consumes from the benefits that are suitable for their funds. Thanks to this, the level of well-being is different in each person. This is due to their ability to shop for their own funds. The purchasing power of the population depends on the Real income of each.

To improve the well-being of the population, it will be necessary to carry out the following. First of all, it is necessary to achieve a systematic increase in the production of goods and services in accordance with the demand of the population. The total volume of goods and services and their structural structures also largely assume that the population is in line with supply. Otherwise, when there is more than one product and there is a lack of the other, it is economically a huge loss to the manufacturer, and secondly, the population also suffers in an appropriate way. Because, without having the funds, the possibility of purchasing the corresponding Favors will be limited.

Secondly, it assumes a constant increase in the income received by each person. In this case, it is advisable to focus on individuals working in budget organizations. Because the main source of their living and income will be waged. Currently, the vast majority of the population is engaged in entrepreneurship, which also has to use goods and services not only for consumption but also for the conduct of their entrepreneurship. Thanks to this, it is advisable to achieve an absolute increase in the income that the population receives.

Thirdly, it is necessary to create a free competitive environment for the receipt of a sharp increase in the retail price of goods and services. Where there is competition, success cannot be achieved with a high price. Due to this, it is necessary to constantly increase the quality of the product, as well as reduce its cost.

Fourth, the reduction of income, property, land tax and other mandatory payments from the population in our country, at least not using the practice of inflating, is also one of the important factors in ensuring well-being. The issue of increasing this amount also requires not to exceed the monthly salary and other income levels.

Fifth, like the level of taxes, the inflation rate requires stability. Because the faster inflation grows, the worse the social situation of the population, the more Real rise does not occur in the economy of our country. It is difficult to ensure the well-being of the population that the indicators of volume, which are carried out by the increase in exchange for an increase in price. For example, if the population has grown by 2.0%, the growth rate of bread production is 2.2% at the expense of increased prices, but bread has been produced in natural volumes at the level of the previous year, naturally, the amount of bread produced per capita will have decreased compared to the previous year. It does not define well-being.

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