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Abstract: *In this article, scientific views are put forward that further development of entrepreneurship is an important factor in reducing poverty. In order to reduce poverty, relevant proposals have been developed regarding the development of entrepreneurship, especially in the neighborhoods, and self-employment.*

Keywords: *entrepreneurship, self-employment, poverty alleviation, social media marketing, promoting goods on social networks.*

As in every country, raising the standard of living and well-being of people in our country has become one of the priorities of state policy. At the beginning of 2020, the President defined the issue of reducing poverty as the main task of state policy. In general, the recognition of the existence of the poor in Uzbekistan was the first turning point of the policy on the sector. It was openly stated that in 2020, the number of poor people in the country will be 12-15 percent of the population.

Today, a number of measures, strategies, and concepts are being developed in our country to reduce poverty, further improve people's living standards, and promote sustainable development. In particular, according to the development strategy of New Uzbekistan for 2022-2026, it is planned to halve the level of poverty in the country by the end of 2026.

Development of entrepreneurship, in particular, family entrepreneurship, small business, individual entrepreneurship, self-employment serves as the main factor in reducing poverty. Based on this, a scientific study was conducted on directions for further development of entrepreneurship and ways to reduce poverty.

In our country, the reduction of poverty has been defined as a priority task of the state policy, and scientific work on this topic has also accelerated. A number of scientific works are being carried out by scientific specialists and scientists of the field of economics. In particular, N. Ernazarova, in the sustainable development of the country's economy, the main thing in increasing the employment and income of the population, in reducing poverty in the country through the development of entrepreneurship, the activities of entrepreneurship, including the family business sector, are of great importance and take a leading place in solving economic and social problems. put forward the idea of taking over.

In recent years, economists and specialists of relevant ministries have been conducting large-scale research on the issue of poverty reduction in our country. In particular, i.f.d. In his scientific analytical article, M. Kalonov stated that the concept of

"poverty" has been a "closed subject" until today and that it differs from the concepts of "low income" and "need".

O. Kh. Makhmudov researched the factors of reducing poverty in families, in particular, the possibility of reducing poverty through the development of the service sector .

Sufficient studies have been conducted by specialists on the issues of further development of entrepreneurship. The issue of development of entrepreneurship in the field of services is reflected in Sh. Kuvandikov's scientific research. Also, marketing problems in the development of private entrepreneurship [7], organization of sales channels [6], development of after-sales services [8], issues of customer service in the wholesale service [9] were studied in the researches of D.H. Kholmamatov. In these studies, issues such as the opening of new jobs, ensuring employment of the population, and increasing the income of the population have been studied.

It is explained that the role of entrepreneurship in reducing poverty and the main characteristics of entrepreneurship, further development of entrepreneurship is the main factor in reducing poverty. During the research, monographic observation, logical thinking, systematic approach, analysis and synthesis methods were used.

Development of entrepreneurship is defined as an important direction in ensuring socio-economic development in our department. It should be emphasized that a strong legislation and legal framework has been formed and is being regularly improved for the further development of business activities, that the state is providing systematic support in the issues of granting privileges and preferences for business, technical and technological re-equipment and modernization of production.

Over the past period, many enterprises, whose economic potential has increased as a result of the increase in the level of socio-economic development in our country and the favorable conditions created for private business entities, have tried to keep the number of employees within the set quantitative limit in order to continue using these benefits. This hinders their growth.

Small business and private entrepreneurship are gaining a strong place in the country's economy. In particular, in 2021, 54.9% of GDP, 27.0% of industry, 72.4% of construction, 74.4% of employment, 22.3% of export and 48.7% of import will be small businessl.

The role of entrepreneurship in the economy can be seen in the strengthening of economic indicators. The role and place of entrepreneurship in the economy can be seen from the analysis of the main indicators in the economic sectors. 204787.4 billion of trade services in 2021. 144,812.7 billion sums of the remaining services. sums go to small businesses and private entrepreneurship.

It can be seen that entrepreneurial activities mainly fall into the fields of agriculture, forestry and fisheries, trade and services. The development of entrepreneurship in these areas is the main direction of poverty reduction. Today, self-

employment is also a key factor in reducing poverty. The main part of self-employed activities is a service activity.

The concept of poverty and its international criteria are universally accepted and there is no single agreement in the world. Each country defines poverty based on its own criteria.

In particular, according to the UN definition, poverty is the absence of choices and opportunities during a person's life, the presence of obstacles to full participation in society, in addition, to feeding and clothe his family, getting an education, or staying in a hospital. it is manifested in restrictions such as lack of opportunities for treatment, activity in a certain field or employment that allows to earn income.

Also, poverty is the social marginalization of individuals, households and communities, helplessness in the face of risks (from the UN Economic Commission for Europe Handbook on Measuring Poverty, New York 2017 , Geneva).

Therefore, based on the above evidence, providing the population with work and creating sufficient sources of income is considered the main factor in reducing poverty. Entrepreneurship and self-employment ensure that the population is employed and has a sufficient source of income.

In order to reduce poverty through further development of entrepreneurship, it is advisable to implement the following:

1) Development of population entrepreneurship in neighborhoods, including the development of income sources of families, including the use of farmlands and the desire and needs for profitable work, through the “mahalla bay” work system

By studying the problems of the unemployed population, especially the unemployed youth and women, directing them to vocational and entrepreneurship training courses, and providing practical assistance in engaging in work activities. , allocating loans aimed at further supporting entrepreneurial initiatives and startup ideas of young people;

2) Establishment of partnership mechanisms between individual entrepreneurs providing services at home and large and medium-scale enterprises, including the organization of household work, provision of services based on outsourcing contracts. It is especially desirable to organize after-sales service with production enterprises, to attract specialists to service centers;

3) self-employment of unemployed youth through the development of their activities in social networks by improving the skills and qualifications of unemployed youth in the IT sector, social media marketer, promoting and advertising goods and services on social networks, accepting online orders, delivering goods, etc. further development of the system.

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