

**INNOVATION AND COMPETITIVENESS IN LIGHT INDUSTRY**

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Annotation. *This article is devoted to the topic "Innovation and competitiveness in light industry" and analyzes the importance of innovative processes in light industry in increasing the competitiveness of companies. The light industry, with its dynamics and rapid variability, is achieving success through the introduction of modern technologies and innovative solutions. The article examines key areas of innovative activities, including new materials, digital technologies, sustainable production and adaptation to customer needs.*

Keywords: *clothing, shoes, textiles, innovation, efficiency improvement, competitiveness, marketing strategies.*

Introduction. Light industry includes a number of industries involved in the production of clothing, footwear, textiles and other consumer products. This sector, being one of the important segments of the economy, its competitiveness and development depend on many factors [1]. Innovation, on the other hand, as one of these factors, increases competition between companies and helps to strengthen their market positions.

Innovation in light industry. In light industry, innovation is manifested in various forms. They include:

❖ Product innovation - creating new products or updating existing products. For example, the use of environmentally friendly materials or the introduction of new designs.



- ❖ Process innovations - improving efficiency through the optimization of production processes, automation and the introduction of digital technologies.
- ❖ Marketing innovations - develop new marketing strategies and improve customer relations.
- ❖ Organizational innovation - improving efficiency by changing processes and structures within the company.

The importance of innovation. Innovation offers a number of advantages in light industry:

- ❖ Improving efficiency - by introducing new technologies, it is possible to accelerate production processes and reduce costs [2].
- ❖ Adaptation to customer needs - by creating innovative products, companies are able to meet customer requirements.
- ❖ Expanding market share - through new products and services, companies will have access to new market segments.
- ❖ Improving the image of the brand - innovative approaches will strengthen the brand of the company and increase confidence among consumers.

Increased competitiveness. Competitiveness is the ability of a company to maintain and expand its position in market conditions [3]. Competitiveness in light industry depends on many factors, including:

- ✓ Product quality
- ✓ Price policy
- ✓ Marketing strategies
- ✓ Innovative activities

Innovation plays an important role in increasing the competitiveness of companies. By producing new and innovative products, companies can strengthen their position in the market. For example, clothes made from environmentally friendly materials are of great interest among consumers. Innovations in manufacturing processes increase efficiency and reduce costs. This allows prices to be lowered and products offered at competitive prices. With innovative marketing strategies,



companies can strengthen relationships with customers and better understand their needs.

Problems that arise in innovative processes. There are a number of problems in the implementation of innovations in the light industry:

The implementation of innovative projects requires significant funds [4]. Many companies cannot implement new ideas due to insufficient financial resources.

- The rapid change in market demand forces companies to quickly update their innovative strategies.

- Qualified personnel are needed to carry out innovative processes. However, many companies lack such personnel.

To eliminate the above problems, the following measures can be taken:

- Attract funds through investors or government grants to finance innovative projects.

- Conduct regular research to determine market requirements and adapt to changing conditions.

- To organize staff training programs and focus on training new personnel.

International experiments are important in the implementation of innovations in the light industry. We will show you on the example of companies that have used successful innovative strategies in different parts of the world:

Zara (Spain) - the Zara brand is credited with introducing the concept of fast fashion. Their innovative approach is to quickly produce new collections and update them to suit customer requirements.

Nike (USA) - Nike brand supports innovative materials and technologies. Their "Flyknit" technology allows the production of light and comfortable shoes.

HM (Sweden) - HM is expanding the use of environmentally friendly materials and focusing on sustainable production. This will strengthen their brand image and increase confidence among consumers.

Innovative activities are important in ensuring development and competitiveness in each area, including light industry [5]. These activities include a number of areas, including new materials, digital technology, sustainable production



and adaptation to customer needs. Each direction has its own characteristics and advantages.

New materials are an important part of innovative activities. The development of environmentally friendly and high-quality materials in the light industry is necessary to support a healthy lifestyle among consumers. For example, the production of bio-based materials, recycled materials, and high-tech textile materials provide competitive advantages for companies. These new materials not only increase the quality of the product, but also make production processes more efficient.

Digital technologies play an important role in accelerating and optimizing innovative processes in the light industry. Technologies such as 3D Printing, Artificial Intelligence, Big Data (big data), and IoT (Internet of Things) enable production automation and efficiency enhancement. For example, artificial intelligence can be used to analyze consumer behavior and, accordingly, personalize product offerings. This helps to strengthen customer relationships.

Sustainable production has become one of the important directions in light industry in recent years. By implementing principles such as environmental safety, energy efficiency and rational use of resources, companies not only fulfill social responsibility, but also increase the possibility of economic benefits in the long run. Sustainable manufacturing processes can reduce costs by introducing, for example, recycling and energy saving technologies. This will help improve the company's brand image and increase trust among consumers.

Adaptation to customer needs is another important aspect of innovative activities. The rapid change in market demand forces companies to quickly develop new products and services. By improving customer relations and taking into account their feedback, companies can improve their products. Also, by offering personalized services and products, companies will be able to increase customer loyalty.

Conclusion. Innovative processes in the light industry play an important role in increasing the competitiveness of companies. Innovations increase efficiency, provide adaptation to customer needs, and help expand market share. However, to solve the problems that arise in these processes, it is necessary to take into account



finance, personnel qualifications and market conditions. International experimentation, on the other hand, is an important resource in ensuring the successful implementation of innovations in the light industry. Thus, by developing innovation in the light industry, companies can further strengthen their competitiveness. Key areas of innovative activities, including new materials, digital technologies, sustainable production and adaptation to customer needs, are important in increasing the development and competitiveness of light industry. By focusing on these areas, companies will not only improve their products, but also create new opportunities that will suit the demands of the market. By carrying out innovative activities, light industry companies can strengthen their positions and successfully operate in the future.

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