

**NOVATIVE SOLUTIONS FOR ENSURING EMPLOYMENT OF THE
POPULATION AND ESTABLISHING HUMAN RESOURCES
RELATIONS OF PRODUCTION**

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Annotations: in this article, the authors will talk about the provision of population employment and its current state and innovative solutions to this issue

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Introduction

Many projects, programs aimed at improving the well-being of the population in our country, especially to ensure the employment of the population, are being developed and preferential loans are allocated for citizens who intend to start entrepreneurial activities. The reforms of the past short period, especially the focus on the development of entrepreneurship, laid the groundwork for renewal and fundamental changes in all aspects of our lives. The political-legal, socio-economic, cultural-educational landscape of our society has completely changed. In the course of reforms that are being implemented in a consistent way, the noble goals of improving the living conditions of the population, increasing their income by ensuring their employment are embodied. After all, as a result of these efforts, an increase in employment and income of the population is achieved.

Main part

The main story is based on the rich experience of most developed countries in the world, in the socio-economic policy of Uzbekistan, the policy of protecting the population from employment and unemployment as an important condition for Social Protection. However, many of these experiences do not coincide enough to apply to the fundamental essence of Uzbekistan's socio-economic policy. The main directions of employment policy of the population, which we summarize, give not only a structural, but also a historical-logical picture of the evolution of employment policy. In fact, the implementation of social protection methods (passive policies) in order to

take into account, register, effectively support the unemployed, well-established before the active employment policy, was necessary in the country. Today, however, certain approaches are required under certain circumstances. Including the employment of any part of the population (working), and it's time for innovative approaches to this area. Due to the great conditions for higher education of young people in our country, the number of higher education institutions increased by 2.5 times to 200. By supporting competition in higher education and engaging the private sector, 24 foreign and 27 non-governmental high schools were established. On this basis, the coverage of youth with higher education was increased from 9% to 38%. Every year, more than 200 thousand young people in our country enter the labor market of Uzbekistan, having graduated from higher education institutions. Ensuring their employment, creating jobs based on their specialty is one of the current priorities. It appears that employment of Higher Education personnel also remains a sufficient problem. With this in mind came the era of elektron platforms, which would unite the unorganized and unoccupied part of the talalabas, employers and population in one place. Stimulating employment growth mentioned above directly requires new solutions.

The experience of developed countries shows that only after the government has ensured social protection for the unemployed can it move on to other tasks - first stabilizing (maintaining) employment, and then stimulating its growth. In this case, stimulating the growth of employment is carried out in three directions:

working with entrepreneurs, for example, providing tax incentives when creating new jobs, activating job searches for the unemployed;

stimulate labor supply;

Removing the wage-earning class from the labor market and encouraging self-employment.

Currently, a total of 103 higher education institutions have established “career centers” under the Republic, with 154.8 thousand students applying to these centers in the past period of this year. Of this, 110.5 thousand are undergraduate students and 44.6 thousand are graduate students and students studying in other areas. Well these numbers and are these centers justifying themselves. Yes of course but without being limited to this itself, we believe that ultimately new directions should be recommended, taking into account youth and public opinion. Another new trend for labor markets at the world and national levels. The problem is to adapt to digital transformation. The first quarter of the 21st century was the beginning of the NIR hadiksiragan from the prophecy that the whole world would welcome the «Fourth Industrial Revolution». From this it can be said that adaptation to digital transformation has a profound effect on labor markets. Especially due to the uncertainty, the future should take on the risks and new opportunities created by ICT, specific proposals to find a new solution in New problem situations. How to increase human capital for the labor market and what is it for. We can. Investing in knowledge and skills is of great importance. The positive and negative impact of technology on business is considered in every way routine by evaluating work and tasks that can be eliminated due to task-based technologies, it is also important not to forget about the layer of the population employed in the professions. At the same time, any country needs an able-bodied layer that is ready for future jobs and professions that are provided and familiar with the skills necessary for the potential of technology to create new jobs. As an innovative solution for ensuring population employment and establishing human resources relations of production subects, we are offering an online platform at this point, let's talk about the importance of these platforms. In our fast-paced century today, digital platforms have become an indispensable tool for business. These platforms not only facilitate communication, but also allow businesses to reach and interact with their target audience beradi.va another important aspect is that the employee, the worker and the OSM students can be concentrated in one place. So, what is the role of digital platforms in the business world and why it is so important.

What is a digital platform.

Digital platforms are tools that provide services over the Internet and allow users to interact. Social media networks, e-commerce sites, business management applications and other online services fall into this category. These platforms help businesses strengthen their digital presence while improving the user experience.

Advantages of digital platforms ?

1. Large audience coverage digital platforms allow businesses to reach large audiences around the world. Thanks to social media networks, websites and mobile applications, it is now much easier and faster to reach the target audience. Thus, businesses can more effectively address their potential customers.

2. When cost efficiency is compared to traditional marketing methods, digital platforms provide an opportunity to reach a wider audience at a lower cost. Advertising campaigns, social media marketing strategies, and SEO research reduce enterprise marketing costs by providing budget-friendly solutions.

3. Scalability and analysis digital platforms allow businesses to measure and analyze the effectiveness of their campaigns. Thanks to web analytics tools, social media monitoring software, and other digital solutions, businesses can continuously evaluate and optimize their marketing strategies.

Conclusion

The importance of digital platforms is increasing day by day. Technologies such as artificial intelligence, machine learning and Big Data Analysis contribute to the further development of digital platforms. Thus, businesses will be able to develop personalized and effective marketing strategies. Digital platforms are essential for business development. Through the effective use of these platforms, businesses can both reduce their costs and reach a larger audience. As WorkUz, we aim to make the most of the opportunities offered by digital platforms and provide the best service to our customers.

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