



THE CONNECTION OF THE MAIN CONDITIONS OF THE POPULATION'S WELL-BEING WITH BUSINESS ACTIVITY

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Abstract. *This article deals with the effective organisation and development of entrepreneurial activity in a market economy, providing the basic conditions for the well-being of the population in society and achieving its high level.*

Keywords: *entrepreneurship, efficiency, population welfare, small business entities, resources.*

Introduction

One of the main factors of well-being in the conditions of the market economy is entrepreneurship, and the well-being in the society reaches its highest level in the conditions where the objective laws of the organization and development of this activity are fully ensured.

Results and discussion

Based on the main conditions of the population's well-being in different theoretical approaches to the content of well-being, their provision we can see that it is related to business activities from the following comments. J.M. Keynes stated that "The business sector is an important and central link in the implementation of the state's macroeconomic policy. "Entrepreneurship is a crucial link in ensuring the employment of resources and the level of national income." It can be seen from the data of (Fig. 1) that the possibilities of applying new techniques and technologies in the activities of small business entities are relatively strong. According to Ya. Khabiev, "Small business is able to ensure the production of high-quality products that are in demand in certain markets within a short period of time. The production, technological and administrative flexibility of the small business, which enables it to respond to the changing needs of the market, is also a key factor in its success development important condition is considered

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Theory - The strength of the possibilities of applying new techniques and technologies and ensuring freedom of activity in the activities of small business entities.

Small business entities take into account the needs of individuals more deeply and more accurately, adapt their work processes more to the needs of individuals.

Scientific - The state's responsibility for the well-being of citizens is more related to the creation of sufficient conditions for the activity of small business entities in society.

The main conditions of the population's well-being are related to business activity and features of manifestation

Economic - The need for state intervention in the provision of equal economic conditions for small business entities in the processes of resource use and income distribution becomes stronger. Maximization of the ratio "expenditure - output" is more clearly achieved in the activities of small business entities.

Social- The addressability of services related to the provision of personal health of citizens is better ensured through the activities of small business entities. The need for actions based on state responsibility is more strongly manifested in the activities of small business entities.

Figure 1. The main conditions of the population's well-being are related to business activity and features of manifestation¹

The addressability of services related to personal health care of citizens is better ensured through the activities of small business entities. The need for actions based on state responsibility is more strongly manifested in the activities of small business entities. The optimal allocation of resources affects small businesses faster and more severely than large enterprises. On the other hand, the small scale of business activity is not so wide, the economic resources used in it are small in terms of types and quantities, the relative simplicity of the processes of storing resources, moving them around the production sites, and managing them have a significant impact on the efficiency of these processes.

Also, the need for state intervention in the provision of equal economic conditions for small business entities in the processes of resource use and income distribution becomes stronger. As we know, small business entities are always at a disadvantage in competition with large enterprises due to their limited scope and

¹ Муаллиф ишланмалари асосида тузилган

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scope of activities. In particular, unequal access to various resources creates the need for state support.

Accordingly, it is evident that the responsibility of the state for the well-being of citizens is more related to the creation of sufficient conditions for the activity of small business entities in society.

Conclusion.

In conclusion, it should be noted that the main conditions of the population's well-being are related to entrepreneurial activity, recognizing all the shortcomings inherent in the nature of small business, but nevertheless, national small business requires opportunities to use innovative products and use new technologies in its practical activities.

Of course, for self-employed persons, the creation of such ease and convenience increases the attractiveness of this activity, which is a positive situation. The lowest level of belonging to entrepreneurial activity is considered to be entrepreneurs. However, this desire is not so strong that it can turn into indifference if certain supports are not implemented. In some part of the population of this border, seeing the positive results and successes of entrepreneurial activity, this interest increases a little, while in another part, on the contrary, seeing the difficulties and failures in entrepreneurship, this interest decreases.

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