



## PROSPECTIVE DIRECTIONS OF FAMILY BUSINESS ACTIVITY IN POVERTY REDUCTION

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**Abstract:** This article presents ideas and reflections on promising areas of family entrepreneurship in poverty reduction.

**Keywords:** globalization, level of poverty, family enterprises, family business, family business, small business, action strategy, needy population.

As a result of a comprehensive analysis of poverty indicators and the study of state social assistance programs, for the purpose of monitoring and identifying social assistance recipients, the simultaneous use of one poverty line and limited evaluation based on the absolute concept of its measurement; presence of a significant difference between similar assessments based on relative and subjective concepts of construction of poverty thresholds of the regional poverty level assessment conducted according to the officially accepted approach; high level of working-age poverty and significant level of child poverty and income inequality of the region's population; the categorical direction of social assistance to the population, the lack of child allowances that do not meet the needs of families with children at the current stage of development, and the low effectiveness of targeted social assistance programs; In the region, the main problems were identified, such as the insufficient focus of the programmatic approach to poverty reduction.

Poverty reduction policy measures can be classified according to the nature of their impact on the scale of poverty:

firstly, they are a set of measures aimed at the policy of economic growth and development of economic activity, thereby contributing to an increase in the quality and standard of living of the population and a reduction in poverty.

the second type of measures is aimed at a fair distribution of income and resources in society, which ultimately leads to a decrease in the share of low-income citizens with a constant level of socio-economic development and forms a system of measures aimed at preventing poverty among the population in need of social protection;

the third type includes measures aimed directly at families and individuals living in poverty, including the provision of social assistance in the form of cash payments, social services or material assistance. Another classification of measures to overcome the problem of poverty involves the division of measures depending on their direction of impact.

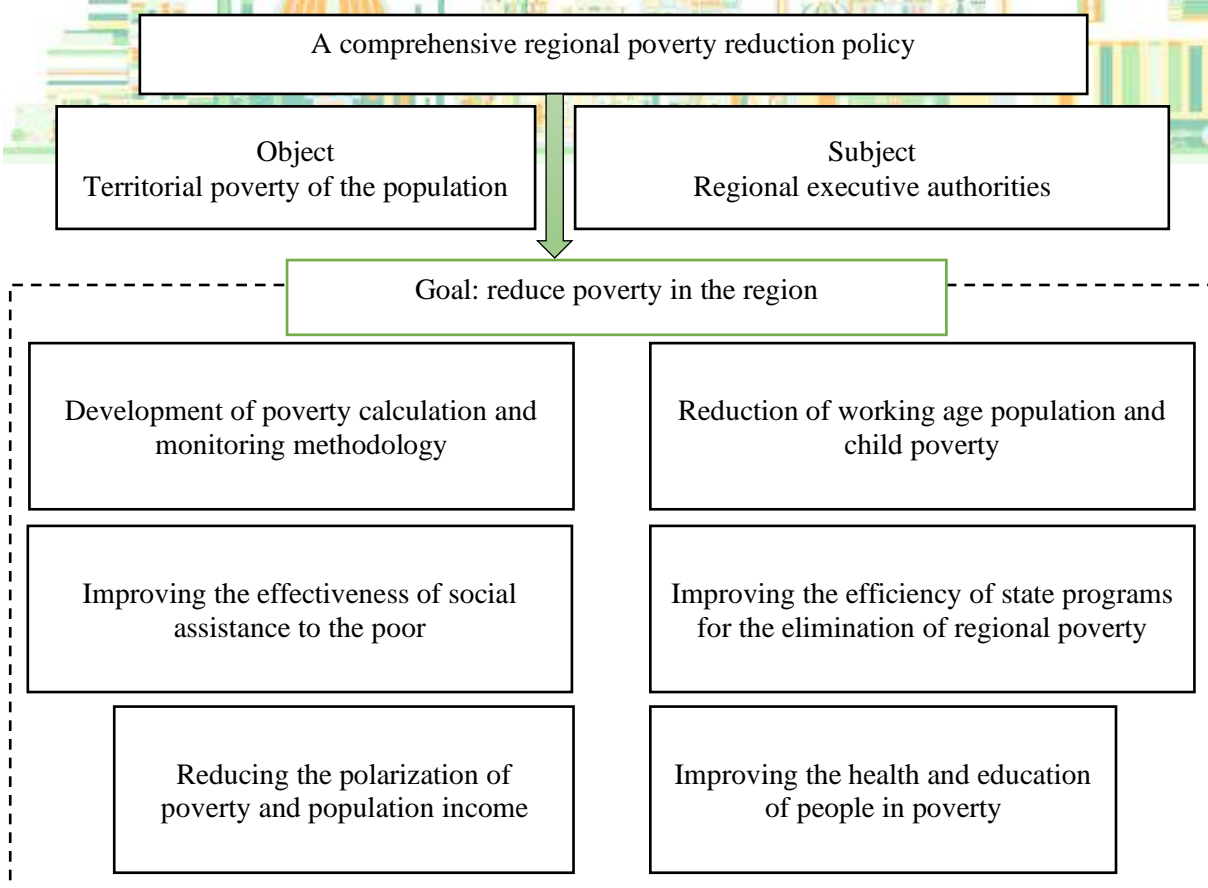
In this regard, it is necessary to highlight both measures aimed at providing the population with effective employment in the labor market and creating a wage system that corresponds to the current stage of socio-economic development of society, as well as



measures aimed at improving the effectiveness of social assistance. In addition, in our opinion, policy measures to eliminate poverty should be classified as measures aimed at reducing poverty among groups of the working-age population, families with children, pensioners, urban or rural residents.

Studies show that measures to eliminate poverty among the working-age population and families with children are particularly relevant for Namangan region. It is also worth highlighting measures aimed at improving the calculation and monitoring of poverty, the effectiveness of social assistance programs, increasing access to education and medical services for low-income groups, as well as reducing income inequality.

In other words, the above measures are measures that have an indirect and direct impact on the scale of poverty in the region. In our opinion, the formation of a policy that will help reduce poverty among the population should be based on the comprehensive implementation of all of the above measures in practice. Only then will the fight against poverty be effective and yield positive results (Figure 1).



**Figure 1. Conceptual Framework for Comprehensive Regional Policy for Poverty Reduction**



Figure 1 presents the concept of a regional policy to reduce or eliminate poverty, highlighting the main directions and mechanisms for its formation. The goal of this policy is to reduce poverty in the region, with the territorial poverty of the population as the object of the policy, and the subject of the policy is the territorial executive authorities. A comprehensive regional policy to eliminate poverty involves the use of economic (prices, monetary income, taxes, privileges), administrative (permits, prohibitions) and legal (laws, regulations) tools.

In conclusion, in addition to the indicated directions for the formation of regional policies for poverty reduction and eradication, it is important to emphasize the importance of reflecting the phenomenon of poverty in the media as an urgent social problem. The effective implementation of the above-mentioned system of poverty eradication policies in the practice of managing socio-economic development, with the active interaction of executive authorities, economic entities and the population, will help reduce poverty, income inequality and, in general, the socio-economic development of the population. It is necessary to increase human potential and effectively use human capital.

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