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**SOME ISSUES OF STATE REGULATION OF SOCIAL SERVICES IN RURAL AREAS**

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In our opinion, the regulation of the development of social services in rural areas should be understood as targeted nationwide measures and systemic actions to ensure sustainable and proportional functioning of social services sectors, the main target of which is to improve the quality and standard of living of the rural population and the environment. Thus, an important feature of the state regulation of the development of social services in rural areas of the country is the support of strategic priorities that ensure the positive dynamics of living standards of the population.

The state regulation of the sphere of social services concerns the spheres that perform tasks and other state functions that have the competence of state administration. These include: bodies that develop social policy; institutions that develop various programs for the development of social services; structures that define legal norms for the operation of social infrastructure; bodies that conduct tax policy and income differentiation of the population, etc.

Mechanisms of action of state regulation can often operate in direct and indirect form. In addition, there are mechanisms of state regulation in the form of selective support of economic development. The state selective support can be understood as a set of selective organizational, political, legal, social, environmental, financial and economic measures.

The development of state programs for the development of social services in rural areas is an important form of state regulation of the development of social services. This approach can level the regulatory elements of the market, prevent crisis phenomena and ensure stable market relations. From the point of view of financial support, the program-target approach promotes the formation of target and non-state funds for the implementation of the developed programs. Management of the processes of implementation of the developed programs should have new organizational and management structures forming.

It should be emphasized that the development of social services in rural areas can minimize a number of other problems such as poverty reduction, unemployment, employment, intensification of production and effective functioning of production spheres of the national economy. Ultimately, this will affect the access of rural residents and the population of other territories to quality social services, as well as the improvement of the level and quality of life. An important advantage is that some types of social services are non-commercial in nature, i.e. most types of social services are free of charge. Direct financing from state and local budgets is of great importance in the development of the sphere of social services in rural areas.

The research has specified that in the Republic of Uzbekistan on the market of social services state organizations have a great advantage. Despite significant progress in the spheres of health care, education and culture, the form and types of provision of these services remain demanding. Therefore, in order to form non-state organizations to provide social services in rural areas, it is important to pay great attention to certification, standardization and licensing. In this case, non-state organizations acquire an opportunity

to compete in the provision of social services, as well as to promote the formation and development of secondary types of social services. Non-state organizations are motivated to form paid private types of services in rural areas. Non-state organizations offer a wider range of social services with additional options on a paid basis. In this case, for the purpose of competitiveness, non-state organizations pay much attention to the provision of quality social services to the population of rural areas. Therefore, in the formation and development of the sphere of social services, their main feature - quality - is of great importance.

Thus, the issues related to standardization, certification and licensing of social services are becoming one of the main tools of state regulation of socio-economic processes. In the Republic of Uzbekistan Law "On standardization[1]", which was adopted on November 3, 2022, it defines the legal and organizational framework at the republican and regional level. In the fourth article of this law, the concept of standardization is proposed as an activity aimed at achieving the most optimal degree of order in a certain area, establishing rules for universal and repeated use in relation to real existing or potential tasks. In addition, the sixth article of the law provides the basic principles of standardization, such as legality, consensus of stakeholders in the development of national standards, impartiality, consistency to avoid duplication and contradictions in standards, inadmissibility of discriminatory treatment of products regardless of the country and (or) place of origin of products, as well as the form of ownership of the manufacturer, openness and transparency[2].

Mandatory standards include requirements for the quality of products that ensure their safety for life and health of the population, environmental protection, compatibility and interchangeability of products[1].

In Uzbekistan, the legal basis for state standardization is the Constitution of the Republic of Uzbekistan[1], the Law of the Republic of Uzbekistan "On Standardization", the Law of the Republic of Uzbekistan "On the Protection of Consumer Rights"[2], the Law of the Republic of Uzbekistan "On Technical Regulation"[3] They are followed by a number of other normative-legal documents, which to a certain extent create legal and economic conditions for solving problems in the field of safety and quality of social services, as well as the system of their certification in accordance with the interstate standard.

However, the legal and regulatory framework of the Republic of Uzbekistan, in the field of certification, is currently at the stage of updating and improving: quantitative characteristics of the quality of social services; time of provision of services; characteristics of equipment, tools, materials; reliability of the result of services; accuracy and performance of services; safety of service delivery processes; level of automation, mechanization; information information data, etc. The legal and regulatory framework of the Republic of Uzbekistan, in the field of certification, is currently at the stage of updating and improving the following.

Despite the social stereotypes of the development of the sphere of social services and their importance in the structure of the national economy, the organizational structure of social services provision, especially in rural areas in general continues to be unsatisfactory. In this regard, in our opinion, it is necessary to implement a set of measures to improve the certification and licensing of social services, as the most important mechanism of public administration and regulation of the sphere of social services, concerning the consortium of public-private partnership (PPP) and in other spheres of the country's economy.

Improvement of tax policy, simplification of taxation on non-state institutions for the provision of social services is of great importance. Development of PPP mechanism

based on innovative methods of social services provision. It is necessary to increase the number of consortium participants in the formation of PPP and their motivation. Attraction of foreign investors and formation of non-state financial funds. Also to increase among young people perspective formation of individual and joint forms of non-agricultural activities in rural areas.

Thus, the necessity of state regulation of the sphere of social services in rural areas is that it is the state at the head of all organizations providing social services that can act as an organizational and regulatory structure. On this basis, the components of the necessity of state regulation of the sphere of social services are based on the identification of its three main functions. The first is the creation of favorable economic conditions on the part of state authorities, using a variety of financial and economic instruments. In this case, state anti-monopoly measures for the formation and regulation of a competitive environment and a free environment for the effective operation of market mechanisms become important. Second - ensuring social justice, ensuring equal rights for both producers and consumers, access to quality social services. The state in accordance with the human needs of the population establishes minimum wages, social benefits, etc. In addition, based on the social function of the state, the state regulates the distribution of income of the population and takes measures for financial and material support of socially vulnerable categories of the population. Thirdly, in order to maintain social stability, the state organizes the cyclical development of social services in rural areas. The state authorities are closely engaged in overcoming threatening factors and solving problems that the market cannot solve on its own. In addition, state regulation shapes, adjusts and incorporates market mechanisms.

Our research shows that due to the existing mechanisms of state regulation of social services, there are still problems in the system of management, standardization, and licensing of social services. There are no specific strategies of state regulation, and there are still gaps in the regulation of social budgetary relations, based on the positive trend of population growth in rural areas and the corresponding growth of their needs. Also, the lack of state financing in social services, low income of the population and weak functioning of the private sector in the formation and development of social services continue. Therefore, it is supposed to develop scientific approaches to each type of social services separately, taking into account their usefulness, quality and their impact on improving the quality and standard of living of the rural population. It should be noted that in the perspective of population growth social guidelines are changing towards quality social services, as well as innovative activities of organizations in the provision of socially important services. In rural areas it becomes necessary to develop programs for the development of pre-school education in the form of at least family institutions or PPP, to create favorable working conditions for rural women, which allows to strengthen the fundamental basis of literacy and overcome gender inequality. The construction of new rural health units (RHUs) or reorganization of old RHUs in their own building, which were functioning in rural areas 5-6 years ago, and encouraging the formation of mobile health centers based on mutually beneficial partnerships with the private sector is important. Individual approach to the development of social services in rural areas will contribute to the efficiency of functioning of organizations providing social services, such as social protection centers "Inson", which has a social worker in each mahalla of the republic.

Thus, in the context of social policy, the need for state regulation of social services is based on the following:

1. Increasing the importance of basic social services in rural areas. Successful formation of social institutions in rural areas and at the same time achieving the growth of social

indicators determines the level of well-being of a large number of people who live in rural areas and the quality of their lives.

2.The development of social services in rural areas contributes to minimizing social problems in urban areas, and contributes to the improvement of the level and quality of life of the population as an important indicator of human development;

3.Institutions of the social services sector, are low-profitability of their production, wear and tear, their fixed assets in the investment aspect. In this case, the financing of branches of the social services sphere is assigned to the state budget, which once again substantiates the necessity of state regulation in the sphere of social services in rural areas. Therefore, taking into account the importance of the development of social services in rural areas in the structure of the national economy, it is necessary to reorient the methods and measures of state regulation towards strengthening the relationship between state social institutions, the population as the main consumer and other participants of the social services market.

As a result of studying the significance of state intervention in the formation and development of the sphere of services, the paper concludes that in the current conditions of development of the national economy, the need for state regulation of social services in rural areas continues to maintain its position as the main regulatory and guiding structure.

#### **Used literature.**

1.Law of the Republic of Uzbekistan "On Standardization", dated 03.11.2022 No. ZRU-800//lex.uzttps://www.norma.uz/novoe\_v\_zakonodatelstve/prinyat\_novyy\_zakon\_o\_standartizacii

2.Law No. 221-1Republic of Uzbekistan "On Protection of Consumer Rights" dated April 26, 1996 . <https://lex.uz/docs/14643>.

3.Law No. ZRU-819 of the Republic of Uzbekistan "On Technical Regulation" dated February 27, 2023, <https://lex.uz/acts/99887>.

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