

**SPIRITUAL AND MORAL FOUNDATIONS OF INNOVATIVE  
ENTREPRENEURSHIP IN UZBEKISTAN****Shamsiddinov Burkhonjon Jakbarovich**

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**Annotation.** Society dictates that the development of all spheres follows from the dialectical dependence of material and spiritual existence, from these immanent characteristics of progress in the reforms carried out. Because, the principles of material and spiritual life do not deny each other, but, on the contrary, are interconnected and complement each other. Every person and society who dreams of achieving high progress will be able to achieve positive results only if they build and develop their life precisely on the basis of such a dialectical and inextricable connection. Hence, it is a socio-objective necessity for entrepreneurs and businessmen to participate in the spiritual life of society, to strengthen the moral foundations of civil society.

**Keywords:** entrepreneurship, spiritual existence, material existence, immanent, dialectical connection, entrepreneur, businessman

**INTRODUCTION**

The activity of entrepreneurs and businessmen in preserving and strengthening moral and ethical values is based on the main principle that our country followed during the transition to the market economy - serving human interests. Reform is not for the sake of reform, but for man, for man to live comfortably, happily and with high spiritual and moral ideals. Although entrepreneurs and businessmen serve development by solving social and economic problems, they cannot forget that human interests lie at the basis of all their efforts and activities, and society itself calls them to this goal.

Through their activities, small business and private entrepreneurship form in the society, in the youth, hard work, appreciation of the working person, labor mentality characteristic of the market economy and civil society.

Hard work is one of the most wonderful and beautiful qualities of the Uzbek people. No matter what system he lived in, he never stopped creating, making a living by working, and teaching his children to work as well. Small business and private business entities do not take advantage of this quality of our people, but raise it to a new appearance in accordance with the requirements of the market economy and civil society development, use time and resources wisely, and form new attitudes to work.

"One of the important features of private entrepreneurship is conducting activities on the basis of blood and kinship relations. Natural work skills, convenient management methods and professional succession play a big role in it. Appropriate use of these factors with strong spiritual roots is important in meeting the needs of the general development and progress of the society. At the same time, F. Turgunboev rightly notes that entrepreneurial activity is related to personal interests and egoism. "Individualism of a person can become more alive under the influence of family and blood-kinship relations, causing group egoism, ineffective competition, moral and moral problems. This leads to the complexity of the renewal features of the labor mentality. Individualistic selfishness, greed, conceit, striving for false culture are completely contrary to the essence of work mentality. The leadership of spiritual

factors in a person is provided by deep knowledge, culture, pure intention, putting one's own needs first." Therefore, entrepreneurship allows an individual to pursue his own interests, if it is fully supported by the society and social environment, it can turn into a negative phenomenon, selfishness, arrogance, contrary to spiritual and moral values. Market economy does not reject profit in business, special laws also support profit. But this quality should not go against spiritual and moral norms, traditional virtues such as living with the interests of the nation, solving problems as a team, communitarianism, not looking at other people's property. Harmonization of the market economy's demand for profit and profit with spiritual and moral values and norms, even if necessary, completely subordinating the former to the latter, requires selflessness, philanthropy and patriotism from the entrepreneur.

### **METHODS**

The desire of small business and private entrepreneurship subjects to use new technical means, equipment, working methods, and innovation creates a need for renewal and modernization in society. The call of the market economy to act in accordance with the demands and needs of the buyer, consumer, that is, the primacy of the demands and needs of the buyer, consumer, requires the entrepreneur to constantly search. Inclination to innovation, modernization, their support does not fail to have a positive effect on relations in society, interpersonal relations, social and moral environment.

Today, "new economic values and economic thinking formed due to market relations are taking place as a new reality in our social and spiritual life. Our people and citizens work freely and enjoy the happiness of free and prosperous life. Here we observe that traditional (national, historical) and modern (universal, innovative) changes are taking place in economic values and economic thinking." Market economy, entrepreneurship and business "are forming a new economic way of thinking aimed at improving the social and spiritual qualities of a person, without which it is difficult to imagine development and social and spiritual life."

### **DISCUSSION**

Spiritual and moral values are the product of long historical and cultural experiences created by the people and the nation over the centuries. It is true that every period, especially the period of fundamental changes, creates new values, thereby enriching existing historical and cultural experiences. However, one should not think that "with the change of society, all laws and values will change, absolutely new values will be formed instead of the previous spiritual and moral imperative, and socio-historical laws will be completely updated. Conservative sides are also strong in socio-economic laws and values. "Sometimes laws and values change only their direction and tasks, and their fundamental importance remains strategic." Therefore, new spiritual and moral values do not become social wealth by the desire of some individuals or groups, this desire must be in accordance with the laws of social development. That is, "new values are formed or transformed according to changes and updates in society. If we proceed from the reforms implemented in the socio-economic sphere, today market relations, private property, economic democracy, competition, entrepreneurship, farming, money, profit, capital have become the main values. In essence, they are socio-economic values."

Sources show that our people consider these socio-economic values as their historical and cultural wealth, because our ancestors were always engaged in entrepreneurship and business. But today's market economy requires deep knowledge, marketing science. A deep analysis of what is happening in the world market, knowledge of the dynamics of supply and demand is

related to the science of marketing. That's why small business and private business entities, farms, private banks, enterprise owners are obliged to master the science of marketing well. In fact, the science of marketing has become a universal human value, a person who is aware of the laws of market economy and innovation, an entrepreneur or businessperson feels free in running an economy, in economic relations, knows who to charge what and what things, or to whom to sell what.

Family well-being is the basis of spiritual and moral maturity of a person. A prosperous and rich family can ensure that their child receives education and knowledge in leading educational institutions. Therefore, the development of family business and entrepreneurship in our Republic means involving the family, which is the main institution of civil society, in socio-economic reforms. For example, in Fergana region since 2016, in order to strengthen family economy, establish family business in neighborhoods, create necessary conditions, attract women and college students to business, together with the movement of entrepreneurs and businessmen, it has been carrying out a number of activities. Exams are being held on the topics "With a diploma - to business", "Entrepreneurship - my idea". "Initiative - 2016", "Initiative - 2018" competitions for the President of the Republic of Uzbekistan prize, "Entrepreneurship - strong family foundation", "Youth and business" forums will be held in cooperation with the Chamber of Commerce and Industry of Uzbekistan and the Central Bank of the Republic of Uzbekistan.

## **RESULT**

Therefore, attracting young people and families to small business and entrepreneurship, firstly, teaches them to actively participate in socio-economic processes, secondly, it helps them to live comfortably and materially, and thirdly, it helps them to conduct business according to world standards and in accordance with the social and moral values of our people. forms skills and knowledge.

It is difficult to imagine social and spiritual development without a healthy generation. That is why our government pays special attention to improving children's sports. By the President of our Republic, "On the establishment of the Children's Sports Development Fund of Uzbekistan", "On the measures to improve the activities of the Children's Sports Development Fund of Uzbekistan", "On the measures to further develop physical education and mass sports", "Women employed in children's sports facilities in rural areas" more than 30 special Decrees and Decisions have been adopted, such as "On measures to stimulate the work of sports teachers".

"Formation of people's mind, psyche, name and body," writes Doctor of Philosophy, Professor T. Makhmudov, "forms the basis of our educational and spiritual activities today." There are many reasons for this. On the one hand, there is a need to get rid of the complications of the past, and on the other hand, there is a need to get rid of the defects that appear in human nature. The era of independence put such objective and subjective human characteristics and qualities on the path of purification, in the heart of eternal and national development. Our national values and traditions have had the opportunity to show their universal essence."

## **CONCLUSION**

In determining these objective and subjective human characteristics, the whole society, its institutions, the system of relations, the social and moral-ethical norms that people follow act as a unified reality, system, and influence the qualities of a person. This integrated reality,

although entrepreneurs and businessmen do not yet have a great power and leading position in the system, it is certain that it will have a positive effect on the formation of a new civil society. Because the experience of an advanced state with a settled market economy, entrepreneurs and businessmen formed as a class of middle owners, leads us to such a conclusion. The basis of our state and society's comprehensive support for entrepreneurs and businessmen is the goal of turning them into a leading force, forward-looking, high-minded and a class that makes a worthy contribution to social and spiritual development.

First of all, they affect the spiritual and moral sphere through their sense of mastery and attitude towards work, business, and management of their economy. It is entrepreneurship and business acumen that is the main criterion and main indicator of their activity. Where these qualities manifest themselves as a positive reality, unite people around the goal of expanding business, work and service to the population, and contribute to social and economic development and the well-being of the country, there is no doubt. Here or in the work team, the spiritual and moral environment is also of positive importance. Working and providing services in such a team and environment is the most optimal place for both the entrepreneur and the buyer and consumer.

It is known from the observations that entrepreneurs and businessmen help other organizations - political parties, NGOs, mass media, neighborhoods, "Kamolot" youth social movement, centers of national ideas and spirituality, educational systems, higher education institutions - in strengthening the moral and ethical foundations of society. Business schools participate by sponsoring labor unions. They have concluded various contracts and agreements on sponsorship with these organizations and institutions. Combining creative, educational and social forces and resources is the most effective and effective way to strengthen the moral and moral foundations of civil society. Therefore, the main task of entrepreneurs and businessmen is to continue and expand this cooperation and patronage.

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