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Foreign Experience in Managing Innovation Activities in Silk Farming Enterprises

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Abstract: The article examines and analyzes the experience of the leading countries in the silk industry, and also makes comments on improving the management of innovation activities at silk industry enterprises and increasing their competitiveness.

Key words: sericulture, foreign experience, innovation activity, innovation process, management models, silk products, efficiency.

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Introduction. Today, the growing international demand for natural fibers, natural and climatic and socio-economic conditions of production in the country, the development of the silk industry, the need to find solutions to problems of improving the quality of life of the rural population, ensuring economic development and reducing poverty, as well as the need for innovative development of the silk industry in the Republic. However, its implementation corresponds to the goal of abandoning the traditional management system and switching to an innovative management system at silk industry enterprises. It is necessary to study and implement the experience of leading foreign countries in silk production in organizing the production of products that meet world standards, increasing the efficiency of managing innovative activities at silk enterprises.

Literature review. Many scientific works have been conducted by world scientists on the development of the sericulture industry and its economic problems. M. Aslam, S. Kumar, P. M. Tripathi, P. Tewari conducted scientific research on the effective organization of sericulture clusters [2]. Uzbek economist Sh. Urokov studied the problems of determining the prospects for the development of the cocoon industry in a market economy and contributed to the development of the cocoon industry [3]. Leading specialist in the cocoon industry B. K. Sharipov in his scientific research conducted research on the development of the cocoon industry, using the possibilities of diversifying business forms in entrepreneurial activity [4]. O. A. Volodina, E. Yu. Faddeeva, A. A. Neretin conducted research on the management of innovative activities at enterprises [5], S. A. Samal conducted research on modern methods of managing innovative activities [6].

Research methodology. When writing this article, regulatory documents on the silk industry, scientific research of foreign and Uzbek scientists studying the system of economic relations in the silk industry, and educational literature were studied. The following methods were used as research methodology: theoretical analysis and observation.

Analysis and discussion. As a result of the reforms carried out in the sericulture industry of Uzbekistan, the Uzbekipaksanoat Association [1] was established, and an integrated organizational and technological system aimed at the comprehensive development of the sericulture industry was created. "Today, more than 85 cocoon clusters operate in the cooperative system, and production indicators in the industry are increasing every year. Despite this, according to the Uzbekistan Industry Association, the silkworm processing enterprises existing in the republic can currently meet 45% of the needs of cocoon enterprises. In Uzbekistan, the cocoon yield is 55-56 kg per cocoon, while in China and India this figure is 80-85 kg. Silk products of the republic are exported. By composition, in 2023, the share of raw silk accounted for 23.4%, silk wool - 49.4%, silk yarn - 0.2%, silk fabrics - 27.0%. This indicates that today in our republic about 72% of products are processed only at the primary stage and sent for export [7]. This indicates the existence of problems in the organization of deep processing of cocoons. Therefore, it is necessary to modernize the activities of the cocoon industry enterprises existing today in the republic. It is advisable to study the best foreign experience in improving the methodology for managing the innovative activities of silk industry enterprises in order to effectively use production capacities, increase the efficiency of investments directed to the silk industry, and take leading positions in the world market with competitive branded products.

It is known that the largest share of the world cocoon production falls on the countries of China, India, Uzbekistan, Brazil and Japan. The main consumers of cocoon products are the USA, Italy, Japan, India, France, China, Great Britain, Switzerland, Germany, UAE, Korea, Vietnam. Although cocoons are grown in only about 20 countries of the world, the production of finished silk products has been established in more than 60 countries. 90 percent of silk products are produced mainly in Asian countries. This industry employs more than 1 million people in China, 7.9 million in India and 20 thousand families in Thailand.

China ranks first in the world in terms of cocoon quality. This is because China has developed models for transforming or absorbing technological advances in sericulture development, which are as follows [7]: The first model is the state-dominated model, which is the method used in a planned economy. In this case, transformation projects are included by the government as part of the development of the national economy. However, in this model, commercial profit growth is slow and may weaken employee motivation.

The second model is that research institutes, educational institutions and manufacturing enterprises work together to establish cooperation between production, education and research, resulting in scientific achievements. In this way, both benefits and losses are shared among the three parties, and researchers can demonstrate their full potential. Enterprises can also make significant profits from this. At the same time, this model shortens the cycle of technological transformation.

The third model is the technology transfer model, whereby innovative technologies developed by research institutes or higher education institutions are transferred to manufacturing enterprises in the form of a franchisor. This is a very simple process, and the parties are free of risk.

The fourth model is the entrepreneurial model, in which innovations are developed at great expense. That is, scientific and technical innovation projects are financed by venture investments, loans from financial institutions and funds. Based on this model, the transformation of innovative technologies in the silk industry of China, that is, their development, was carried out by the government, the manufacturing sector, educational institutions, research institutes and financial

institutions. For this purpose, a unified system information platform was launched in the silk industry, and innovative development was achieved based on the development of information transfer

At present, this working group includes experts from the Silk Industry Association, research institutes, universities and leading enterprises in the industry. They have provided knowledge on how to increase profits in the cocooning process, from the cultivation of silkworm seeds to the production of finished silk products, as well as on how to effectively organize marketing activities and manage the industry based on innovative approaches, thereby creating opportunities for the development of the sericulture industry in the country. By increasing the number of talented people in the industry and encouraging the financial system to support the introduction of innovative technological achievements in the industry, the innovative development of the industry is guaranteed. This can be regarded as the reason why the People's Republic of China is becoming a "sericulture power" in the world.

India is one of the leading countries in the silk industry, ranking second in the world in this sector, and it is pertinent to review its experience in this field. The central governing body of the silk industry in India, the Central Silk Board (CSB), was established in 1948 by an Act of Parliament. Situated in Bangalore, the board works under the supervision of the Ministry of Textiles. The main objective of the Central Board is to develop the silk industry in India and it has set up its central offices in New Delhi, Mumbai, Kolkata, Hyderabad, Bhubaneswar and Guwahati to provide regular updates, innovative technologies and knowledge in this field to the cocoon producers [8].

165 regional branches of the Central Council for the Development of Sericulture implement the following main activities:

- promoting scientific research and development in the sericulture industry, obtaining new knowledge in the field of science using information technology;
- alternativeization of production processes in the sericulture industry;
- analysis of external and internal markets and development of a strategy for developing new markets;
- improving technologies in order to bring product quality to international standards and obtain our own national brand.

In India, sericulture research institutes are conducting research to improve the efficiency and productivity of cocoon production and regional research stations are implementing research and developments tailored to the specific needs of the region. A total of 21 projects were implemented in 2021, of which 14 have been completed. Currently, research is being carried out on 103 new projects in the sericulture sector. Of these, 47 projects are in the field of mulberry, which is the fodder base for cocoons, 28 projects are in the field of cocoon seed preparation, 15 projects are in the process of cocoon production and 13 projects are aimed at developing the sericulture industry and research is being carried out on these projects.

Another country with a developed silk industry, Thailand, produced 700 tons of cocoons in 2020, a country that has developed its silk industry not only by producing raw materials, but also by importing cocoons from other countries. Thai silk products are one of the main “calling cards” of Thailand, as they are known for their quality and appearance even outside the country. Famous fashion designers around the world still use Thai silk products in their best designs. Thai silk products also play a leading role in creating luxurious interiors in the rooms of the best hotels in the world.

In order to improve the efficiency of the silk industry in Thailand, not only the expansion of mulberry plantations, the training of high-quality silkworms by supporting research and development in sericulture, but also the processes of growing cocoons in innovative ways, special attention is paid to the process of silk fabric production. The efficiency of investment in the network is high, since the cocoons produced in this country are almost completely processed and exported as finished products. Farms in the country grow cocoons under contract. In order to create a value chain in the network, a system of infrastructure development, establishing cooperation between entities, stimulating innovative business models of entrepreneurs is being implemented. Further development of the activities of export companies creates the basis for increasing the income of the silk industry.

Conclusion. When studying and analyzing the experience of the leading countries in the silk industry, it was noted that the development system of this industry has a well-organized modern management system based on the improvement of innovative activities. In our opinion, based on the experience of the studied countries, the following proposals can be made in the republic when applying foreign experience:

- improving the management of innovative activities of enterprises in the silk industry;
- developing models for the development of processes for managing innovative activities at enterprises in the industry;
- developing information exchange by creating an innovative platform that provides an opportunity to receive opinions and consultations from various experts in the silk industry;
- organizing additional networks that effectively use available resources so that cocoon farming entities do not reduce their material profitability due to medical factors;
- increasing the intellectual potential of the silk industry, organizing training courses on managing cluster activities in the industry;
- creating innovative business models in order to increase the income of entrepreneurs in the silk industry.

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