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The Jewelry Industry in Uzbekistan is One of the Main Drivers of the Domestic Industry

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Abstract: The article deals with the transformation of the jewelry industry into one of the main drivers of the domestic industry and the incentives implemented in this direction, effective organization of work to increase the volume and improve the quality of finished jewelry products in our country, greater development of styles, directions, techniques and technologies required in jewelry design, organization of specializations in the field of jewelry in the higher education system, which is the basis for providing, this, in turn, served as an impetus for the further development of the industry.

Keywords: driver, technique, technology, methodology, innovation, brand, certify, standardization, online platform

1. Introduction

One of the priorities of modern international cultural and artistic practice is the preservation, study and promotion of traditional cultural heritage, folk applied art and, as its important component, national jewelry art. Special attention is paid to the study of the age-old traditions of jewelry art, the historical stages of the formation of its local schools, the identification of their artistic features and originality, as well as the consideration of issues of creative interpretation of traditions and the creation of innovative jewelry [1], [2].

In the context of globalization, jewelry art is becoming an important factor in preserving the national flavor and age-old values of traditional culture, and it is necessary to consider a wide range of theoretical and practical problems related to its adaptation to modern conditions. In this regard, a deep and comprehensive study of the jewelry art of Uzbekistan, the process of formation of its traditional schools, stages of development and specifics is an urgent and in-demand scientific issue, the solution of which largely determines the further development of this industry [3], [4].

Special attention in the world art science is paid to the issues of continuity of traditions in the jewelry art, the study of innovative trends in the creative practice of jewelers, as well as problems related to strengthening the export potential of the industry in the context of the transition of the jewelry manufacturing process to an industrial and technological basis. Issues such as the impact of socio-economic and social changes on the development of jewelry art, the identification of features of traditional technological and artistic

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techniques and their role in the process of innovative creative searches of jewelers are also very relevant aspects [5].

2. Literature Review

The scientific literature on the study of the formation process and the peculiarities of the development of jewelry art in Uzbekistan is studied in the dissertation in chronological order. In the research of D. Fakhretdinova and A. Khakimov, the issues of historical and cultural periodization of the jewelry art of Uzbekistan are considered, the analysis of the development of jewelry art, types of jewelry and their place in everyday life in the period from ancient times to the 80s of the twentieth century is given. In the research of K. Akilova, N. Azizova, E. S. Ermakova, Ya. A. Chvyr, E. M. Gorozhankina, G. Babajanova, Sh. Shoekubov, Z. Aliyeva, M. Niyazova, Sh. Mayakamova, G. Yuldasheva, M. Abdullaev, D. Bobozhonov, specific historical, theoretical and art historical aspects of the development of Uzbek traditional jewelry art are considered. In the research of D. Atamuratova, N. Yuldashova, S. Davlatova, the technologies used in jewelry art in the XIX-XX centuries are analyzed, the creative searches of jewelers are investigated, and new theoretical approaches in the study of jewelry art of Uzbekistan, its connection with the worldview of the people, traditional culture and modern processes are presented.

The research by E. Gul, B. Nodir and T. Hejzlarova examines the issues of the ethnocultural context of jewelry art in Uzbekistan, the semantics of jewelry ornaments and the features of artistic and technological techniques of craftsmen. In all the above-mentioned scientific studies, when studying the issues of jewelry art, special attention is paid to the issues of an interdisciplinary approach and proper art criticism analysis. Materials from exhibitions, festivals, album books and catalogs of international and national level were also used in the study of jewelry art of Uzbekistan. Recognizing the important contribution of researchers to the study of jewelry art in Uzbekistan, at the same time it should be noted that from the point of view of art criticism, the processes of formation of the jewelry industry in Uzbekistan and the originality of local trends, as well as issues of their interrelation and mutual influence, have not been sufficiently studied.

3. Materials and Methods

The scientific article uses the methods of historical-cultural, ethnological, historical-semantic, comparative and art criticism analysis formed during the study of the peculiarities of the jewelry industry in Uzbekistan.

In order to preserve, revive and develop the traditions of jewelry art in our country, large-scale international festivals and symposiums have been held in recent years, such as the Tashkent International "Biennale of Applied Arts" (2017-2021, Tashkent), the International Festival of "Applied Arts" (2019-2023, Kokand), the International Festival "Gold embroidery and jewelry" (2022, Bukhara), the International Jewelry Art Exhibition "Uzbek Jewelry Fair" (2023, Tashkent), the International Award "Uzbek Jewelry Awards-2023". As a form of material and social support for jewelers, measures carried out by the "Khunarmand" and "Uzbekzargarsanoati". Associations should be considered, including research and preservation of jewelry traditions, as well as assistance to craftsmen in creating modern innovative products. It is very relevant to study the processes of reviving the age-old traditions of Uzbek jewelry art and preserving the originality of jewelry schools, as well as an art criticism analysis of new trends in the national jewelry art. This, in turn, will serve as a methodological basis for the restoration of forgotten artistic and technological techniques and the successful development of local schools and centers of jewelry art in Uzbekistan as a whole.

Jewelry art and the principle of decorating a person with jewelry were of great importance in shaping cultural life. The development of jewelry art in Uzbekistan has had a

positive impact on the nature of everyday life and ritual rituals. Jewelry reflects a) the nature of social differentiation; b) jewelry has a protective character, protecting the wearer of jewelry (this is especially clearly seen in the numerous types of breast charms) from evil forces; c) jewelry was an important factor in the formation of a high aesthetic sense and taste of the local population.

4. Results

In order for the jewelry sector to become one of the main drivers of the domestic industry and function in a favorable business environment, there are enough legal grounds, financial opportunities and incentives. Following the old proverbs, the main task is to compete with well-known world brands, to conquer world markets with modern jewelry in harmony with nationality. Therefore, jewelers create unique and inimitable jewelry with high responsibility, great diligence and research.

Effective organization of work to increase production volumes and improve the quality of finished jewelry products in our country, further development of the style, direction, technique and technology required in its design, ensuring certification and standardization of jewelry products in accordance with international requirements, widespread introduction of modern quality management methods, as well as the creation of competitive in world markets, organization production of high-quality jewelry and jewelry made of precious metals and stones, attracting foreign direct investment from foreign investors with experience in the introduction of modern technological equipment and innovative developments is a necessary factor in the development of the industry.

In order to revive and further develop the centuries-old traditions of jewelry art, develop domestic jewelry production, create favorable conditions for improving the efficiency of jewelry production enterprises, ensuring the competitiveness of jewelry products in domestic and foreign markets, as well as meeting the demand of the population for high-quality domestic jewelry, the Government of the Republic of Uzbekistan has identified several tasks. given. In particular, it is worth focusing on the tasks of organizing systematic professional training for the jewelry industry and creating new jobs.

5. Discussion

The scientific novelty of the research work is as follows:

- it is reasonable that during the XIX-XX centuries the leading techniques were “simkori”, “sovotkori”, “shabaka”, “minokori”, “tagnishin”, “kadama”, “tillahal”, and in the XXI century innovative techniques appeared in the practice of jewelers – “mokume-gane”, “dili kaptar”, “laser soldering”, “laser carving”, “milling carving”, “3D cultivation” (wax, polymer, metal);
- it is revealed that complexes of two types of jewelry have been formed as an independent object of art: as an allegory associated with the symbolism and mythopoetic semantics of traditional patterns and jewelry design based on the modern method, in the form of a combination of decorative expression and avant-garde solutions.

Today, the era itself dictates to bring the jewelry industry to a new level in our country. The reason is that jewelry is popular all over the world. In our country, this area has been neglected for many years. 80% of the equipment of jewelry enterprises is outdated, and production has stopped at some of them. At a meeting on May 8, 2019, President Shavkat Mirziyoyev set the task of bringing jewelry to a truly industrial level. In accordance with this task, favorable conditions were created for the active attraction of foreign investment in the industry, comprehensive support for domestic manufacturers in the manufacture of competitive and high-quality jewelry. One of the results of these opportunities is the Limited Liability Company “Gold Moon Tashkent”, launched on January 15, 2021 in the Chilanzar district of the capital on the basis of the former scientific and production enterprise “Fonon”.

The company under the “Fonon” brand is engaged in further enriching Uzbek traditional jewelry with European and Italian design, guaranteeing nobility and quality, producing unusual jewelry by increasing gold processing methods, establishing trade in yombi (slidka) of various sizes, manufacturing precious and semi-precious stones processed in India, Africa and Sri Lanka. In an effort to establish the creation of jewelry using precious stones, it is worth noting the fact that today there are more and more buyers of them, and import substitution is growing.

Also, on September 15, 2021, the “Gavhar” company began its activities under the “Gavhar Jewel Group” LLC, established in Namangan in 2020, whose goal is to promote the Uzbek national brand in the world.

Also, on June 27, 2022, a presentation of the project of the jewelry enterprise “Golden City of Khazarasp” took place in Khiva. Currently, the total cost of the project is four hundred million soums, and the annual volume of gold production is 15 kilograms. The launch of the project is scheduled for September this year.

On July 10, the Gold Center shopping center was launched at the Gold Invest Silver enterprise in Namangan, and on November 17, the Chorsu Gold Center, the largest shopping center in Central Asia, was opened in Tashkent.

Based on the feedback on the above issue, we can say that in accordance with the government decree, in 2020, the specialty “Jewelry Design” was created at the Tashkent State Technical University named after Islam Karimov, in 2021, the specialty “Artistic Jewelry Art” was created at the Kamaledin Behzod National Institute of Arts and Design. Prior to that, specialists with secondary specialized education were trained in a number of specialized schools. It is encouraging that in the higher education system, the organization of existing specialties in this field lays the foundation for ensuring continuity and continuity in the jewelry business. This is based on the improvement of national and modern jewelry art and industry, based on an innovative approach to training young people in accordance with international standards, which serves as an incentive for further development of the industry. To do this, at the Tashkent State Technical University named after Islam Karimov and the Kamaledin Behzod National Institute of Arts and Design, it is necessary to organize, equip and provide workshops and laboratories with the necessary equipment and raw materials, which have conditions for teaching students and training specialists in the field of jewelry, develop curricula, scientific programs based on international standards, a number of issues such as printing textbooks, textbooks, monographs, albums and catalogs are carried out sequentially, step by step.

6. Conclusion

During the first 20th anniversary of the XXI century, many young jewelers, such as the Tashkent masters of G.Tosheva, G.Yuldasheva, brothers Mukhsin, Talat and Bobur Dadamukhamedov, M.Obidov, B.Mukhamedov, M.Khalikov, Margelan jeweler Ya.Abdulzhabborov, Guzar master (Kashkadarya) Sh.Raupov, Bukhara jewelers K.Mirakov, Sh.Khamraev, Sh.Khatamov, Samarkand masters – brothers Otabek and Oybek Tillaev, Khiva master T.Sobirov, Chimbai (Karakalpakstan) jeweler O.Tozhimuratov, engaged in the creation of jewelry on a national basis. Nowadays, these trends can be divided into classical and ethnic.

Among jewelers, it was in the innovative direction at the end of the twentieth century that E.Gostev, N.Kholmatov, L.Avakian worked, and today this direction is being developed by young talented jewelers A.Ulumbekova, U.Kholmurodov, M.Khalikov, R.Azizov, who create their collections and products based on the stylistics of Art Nouveau and avant-garde. Master jewelers who started working on the basis of the Fonon scientific and production association, at enterprises and firms “Gold Moon Tashkent”, “Nur star jewelry”, “Global universal services”, “Silk way jewelry manufacture”, “Caravan silver”, “Berill gold”, “Khivah gold”, “Tashyuvelirtorg” is also the activity of many jewelry brands such

as “Sofizar jewelry”, “Butterfly original”, “Rayyon jewellery”, “Alifa jewellery”, “Ornament Ij”, “Gavhar Jewel Group”, “Shosh jewellery”, “Zimar gold”, “Barxan jewellery”, “Colibri Gold Uz”, “Carato”, “Almaz Gold 585”, “Dolphin jewellery”, “Lali jewelry”, “Alifa jewelry”, “Monand Jewellery”, they take advantage of the opportunities provided for the development of jewelry in our country and the creation of innovative jewelry.

As a result of the above information obtained from the study, the following suggestions and recommendations have been developed:

- 1) To create modern innovative works while preserving the traditions of local jewelry schools in Uzbekistan;
- 2) Ensuring the certification and standardization of jewelry in accordance with international requirements;
- 3) Putting into practice modern technological equipment and innovative developments in jewelry;
- 4) To organize a website on the Internet with an online platform promoting the creativity of jewelers of Uzbekistan and highlighting their works;
- 5) Creation of the necessary educational literature in the field of jewelry art based on the research of art historians and the experience of developed countries;
- 6) To organize systematic professional training of personnel for the jewelry industry.

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