



PRIORITY AREAS OF INVESTMENT ATTRACTIVENESS OF HOUSING CONSTRUCTION

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A B S T R A C T	KEY WORDS
Stimulating the development of investment activity of enterprises of the investment and construction complex of the region is one of the ways to solve the problem of providing housing for the population. The article lists the main directions of activation of the process of attracting investment resources of construction organizations. The main problems of investment development in housing construction are presented. The authors propose their own options for simplifying state regulation in housing construction.	Investment activity, social problems, housing sector, construction complex, development strategy, state regulation, antimonopoly committee, mortgage, capital, real estate market.

Introduction

The housing problem is one of the social problems of any country in the modern world. Providing housing for all categories of the region's population, improving the standard and quality of life, reducing social tension in society, as well as creating effective incentives to raise funds and investment activity of the population is one of the main factors.

Solving the problem of housing security is directly related to the efficiency of the investment and construction complex, its level of investment and innovation activity. Stimulating the investment activity of construction organizations in the field of housing construction increases the level of investment attractiveness of the regional housing construction market, creates conditions for the implementation of state and regional programs and the improvement of the quality and quantity of indicators of the development of the mortgage lending system.

The main directions of activation of the process of attraction of investment resources of construction organizations in housing construction are as follows:

1. Reduction of administrative barriers and creation of mechanisms to combat monopolization and administrative protectionism in the housing construction market. It is aimed at solving this problem, expanding the possibilities of housing builders, reducing time and financial costs at the stage of project preparation, and establishing a competitive procedure for obtaining construction permits, blocking monopolization and protectionism, and providing land plots at auctions [2].
2. Regulation of the system of providing source information for the design and transfer of permits and administrative documents. On average, these costs are estimated at 12-22% of the total construction cost. An average of 35 organizations participate in the approval of initial permit

documents, verification of project documents, and issuance of construction permits. This process can take about 10 months.

3. Development of rules for determining reasonable fees for connection to engineering communications, as well as for the services of organizations and institutions performing coordination, control and inspection during construction [3].

4. To activate the work of antimonopoly authorities, to determine cases of monopolistic price increase, collectivization of construction material producers. It is necessary to monitor and approve operations on the merger of enterprises of the construction industry or the purchase of control piles in enterprises.

5. Development of regulations on conducting design-estimate documents and audits of calculations during construction.

6. Development of progressive forms of housing construction based on innovative technologies through the progressive development of the innovative component of the regional investment and construction complex.

Conditions for encouraging innovative activity:

1. availability of necessary and sufficient technological and intellectual potential to ensure effective innovations;

2. constant increase in the number of participants (students), graduate students, young scientists in scientific and innovative activities);

3. availability of innovative activity infrastructure elements (business incubators, innovation funds, technology transfer centers, technoparks, cities of science, etc.) that provide the generation of scientific ideas;

4. the demand of business structures for innovations [1].

The most characteristic types of innovations in the field of construction are technological innovations, which make up 56% of the total innovative structure. The introduction of technological innovations creates conditions for increasing the level of intensive development, affects the practical design solutions of construction industry organizations, the field of creation of ready-made construction products, ensures growth in the operational characteristics of the objects under construction. Also, the development investment and construction complex is determined by the level of implementation of organizational and management, product and marketing innovations [4].

Investment infrastructure allows to create conditions for the sustainable development of non-governmental organizations in the field of housing construction, and by implementing certain mechanisms for its promotion and regulation, it creates conditions for increasing the management of its investment activities by state bodies.

The investment infrastructure for mutual cooperation in the field of housing construction between state bodies and non-governmental non-profit organizations should include the following components:

1) complex of information provision of investment activities of non-governmental non-profit organizations in the field of housing construction. The purpose of this complex is to have the strategy of socio-economic development of housing construction, regulatory legal documents, databases of organizations interested in implementing programs to improve housing conditions of the population, and other information that increases the efficiency of investment resources;

2) a set of expertise of proposals that ensures the existence of independent assessment institutes that allow the implementation of social and other programs, projects and the mechanism of open competitive interaction;

3) a complex of financial and material and technical support that contributes to the development of conditions for the use of state and communal funds, private and corporate donations, income from services and work, grants from international organizations and foundations of Uzbekistan, etc.;

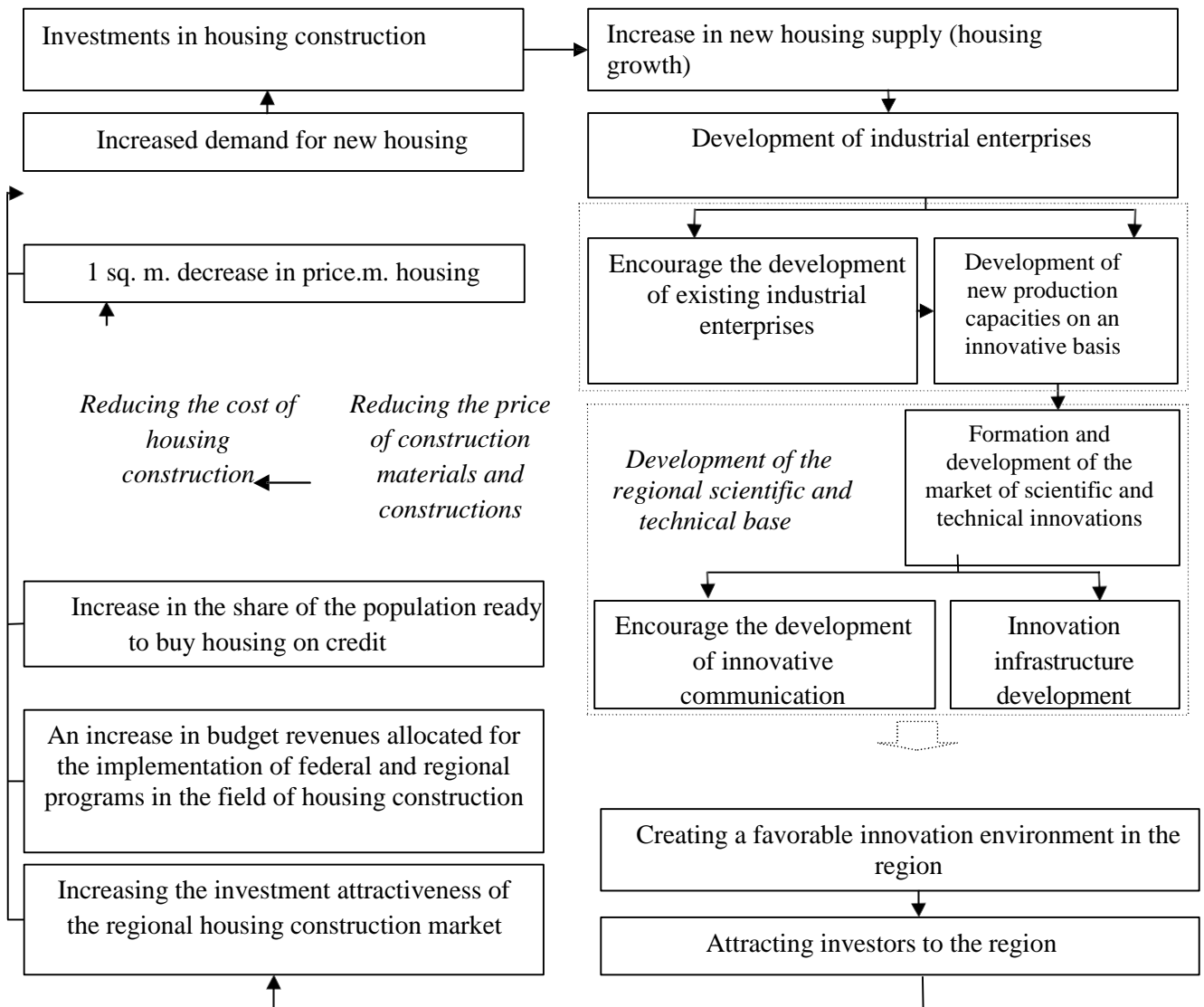


Figure 1. The impact of the innovative component on the flow of investments in housing construction

4) formation of a set of consulting services between the population and commercial organizations in order to increase the efficiency of investment activities;

5) a complex of personnel training and retraining for work in the non-state-non-profit sector, as well as sectoral programs and projects aimed at solving the housing problem;

6) a set of regulatory legal support for non-governmental non-commercial partnerships in the field of housing construction;

7) coordination and regulatory complex affecting the investment infrastructure through the use of economic and administrative methods, as well as coordination, regulation and stimulation of the activities of non-governmental non-commercial organizations [5].

Indicators of investment and innovation activity of construction organizations are closely related to each other and mainly determine not only the level of development of the investment and construction complex, but also increase the investment and innovation attractiveness of the region (Fig. 1).

In addition, in the improvement of the regulation of housing construction, the value of housing construction is estimated as the selling price. When profit is added to the cost of housing construction, the determination of the selling price is influenced by the balance of supply and demand in the market. This indicator characterizes the sales turnover in the housing market, it includes investments of individuals and legal entities in housing, and the total volume of sales is determined to analyze the total investments of individuals and legal entities and market flows. At the same time, the built objects may not be sold this year. Construction costs are calculated to determine housing construction costs and price index at current and comparable prices [6].

Changes in the field of housing construction are currently being implemented within the framework of the "Investment Policy Strategy of the Republic of Uzbekistan until 2025". However, the issue of housing remains one of the most difficult social problems. Despite the measures taken, the socio-economic situation of Uzbekistan continues to have a negative impact on housing construction. Currently, the number of investments in housing is decreasing, the demand for housing is increasing, and the opportunities for people to buy housing are decreasing. The pace of housing construction is slowing down compared to last year [7].

Thus, in the current environment, it is important to determine the value of modern housing construction and stimulate supply and demand in this complex industry. Because the level of provision of housing construction determines the well-being of the population, and directly affects the health, cultural development and moral satisfaction of individuals and society.

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