

**ESPECIALLY THE ROLE OF WOMEN AND MEN IN COMMERCE  
(in the example of Tashkent markets in 1991-2020)**

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<b>ABSTRACT</b>	<b>KEYWORDS</b>
The article discusses the reason why the majority of the population, mainly women, became active in the 1990s trade process, what products women sell in markets and where to buy cheap products.	Mixed markets, shuttle traders, market economy, shuttle trader.

**Introduction**

There are a number of criteria for evaluating the development of a country, one of which is the attitude towards women in society. By the attitude towards women, it is possible to determine the level of civilization of the country and the rest of the society. Because a woman is the highest value of the society, it is the force that vibrates the society.

In fact, women worked shoulder to shoulder with men in the development of our society or in all aspects of life. For example, by observing the markets, it can be noticed that mainly men have been selling meat, and mostly women have been selling cleaned chicken meat. Women are busy with vegetable trade. Sometimes it was possible to meet older Uzbek fathers selling chives (dill), parsley, coriander, celery, lettuce, jambil, basil. Milk products were mainly sold by men, and milk products by women. While men trade in the auto, construction goods, and livestock markets, the gold market is dominated by women traders. Korean women are the sellers of Khushkhor Korean salads, and the rest of the products are sold by both men and women.

Another characteristic of trade in Uzbekistan is that it is mainly carried out by women. 90% of traders in mixed markets are women between 30 and 55 years old [7]. According to the results of the interview, the majority of sellers and owners of goods in the market are women, and this phenomenon can be explained as the greater flexibility of women and the strength of their bargaining power[11]. Moki[6] trade, that is, to carry goods, like a shuttle, to trade without ceasing to and fro, became active after the collapse of the USSR. In the 1990s, women from the CIS countries, including Uzbekistan, came to Istanbul on buses and transported clothes for sale. Now, this type of trade has surpassed its modest name to become a multi-billion dollar business that attracts buyers from all over the world. Russia,

followed by Ukraine, Kazakhstan and Uzbekistan merchants bought the largest volume of products from Laleli market in Turkey [10].

Most of the moki traders are middle-aged women, who stated that they do this work because it is considered physically hard work for women, but at the same time, it allows them to live comfortably. This is not unique to Uzbek women, but after the 1990s, moki trade has become widespread in all CIS countries. In November 2007, the first statue of entrepreneurs was opened in Belgorod. The height of the statue is three meters, and its composition is made of bronze. The place for the statue was chosen near the central market of Belgorod. The author of this composition is a young sculptor Taras Kostenko, who worked on this statue for six months. According to the sculptor, he called on businessmen with experience to get inspiration and feel the difficulty of trade. Taras Kostenko was told how they traveled, suffered, stood in line, how they lifted things under their skirts and grabbed these bags[3]. Statues of such merchants were opened again in Yekaterinburg, China, and in the Dordoi market of Kyrgyzstan[9].

If we pay attention to the problematic aspects and reasons of women's activation in the market, although women make up 46.7% [1] of the labor force in economic life, as a result of the fact that most of them are concentrated in low-wage areas, women are informally employed. they are also forced to work in additional places [8]. It is no secret that in the process of transition to a market economy, all institutions and organizations are the first to lay off women in order to win the competition. Men are also preferred as labor force in employment.

According to economist N. Rahimova, in 2002, women in the economy made up 13 million of the population. or 44%, unemployment among them reached 57.3% due to 3 main reasons [5]. First, the objective dismissal of women due to the bankruptcy of several organizations as a result of economic reforms; secondly - due to the fact that there is no need for women's work in some areas due to the development of the market economy, they remain housewives or are forced to go to labor exchanges; thirdly, it is related to the fact that today women are involved in the type of trade called "chelnochnaya trgovlya" in order to "do business" in order to keep themselves busy. But due to the existence of a number of difficulties in this business method, most of the women are still among the unemployed [5]. Such a situation is characteristic of the CIS countries, for example, it was also observed in the Russian Federation. In the 1990s, many university graduates were forced to work in the market after they could not find a job in their field of study. Even among those who have sufficient funds to start an independent business in the market, they had to work as a hired seller for 3-4 years. The majority of traders in the market are highly educated (even candidates of science). During 1999-2000, the flow of people to this business increased [12].

According to the information provided by the respondents, engaging in trade activities was the basis for their rapid economic recovery. Having a comfortable house and a car, he made it possible to pay the contract fee of his children, he married a son and gave birth to a daughter. Women's trade in the market also created a number of difficulties. They also noted that they had undergone surgery several times as a result of lifting heavy loads. They also emphasized the trouble of sleepless nights, taking into account that wholesale markets are mainly traded in the evening [4].

As a result of the analysis of the above data, it can be concluded that the sellers and owners of goods in the market are mainly women, which is more typical for the shuttle trading business. The reasons for this phenomenon can be explained mainly by women's greater flexibility, bargaining ability, that is, the ability to buy products with a fast market, the ability to attract the buyer, as well as create

confidence in the buyer to buy the product. As a problem, it is necessary to think of ways to protect the rights of market women and legally appreciate their work, and it should be noted that many thoughtful articles about women traders have been published in the press. For example, in the periodical press "The woman carrying a bag", "The lime market is in this, the farmer's market is the rule?" articles such as the fact that market women forget manners, defame the holy name, and the tricks of market sellers [2:75-b] are discussed. However, there are various social reasons why our women enter the market today, and in the analysis of this article, we are far from condemning them. It is because the market women are always in the crowd that they should follow the oriental market etiquette. Since the merchant ate the bread of trade, many learned his profession and served the people with loyalty and faith. If we look at the details of the history of the East, we can see that thousands of great scientists, figures, poets, historians, scientists, and many nobles came from merchant families. For example, one of the founders of the Turkestan Autonomous Republic, Faizulla Khojaev, the great Uzbek poet Cholpon, was brought up in a merchant family.

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