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SOCIO-PHILOSOPHICAL ANALYSIS OF PERIODIC APPROACHES TO THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP

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ABSTRACT

This article examines the social aspects of the entrepreneurial factor in theoretical concepts of philosophy. When clarifying the social concepts of entrepreneurship, we relied on developed foreign socio-philosophical theories and carried out their comparative analysis, paying attention to the socio-philosophical theories of philosophers who contributed to the social development of entrepreneurship. This is important when explaining the social aspects of entrepreneurship in the theoretical and methodological concepts of philosophy.

KEYWORDS

Women's entrepreneurship, development, layer of entrepreneurs, national mentality of our people.

INTRODUCTION

From time immemorial, our nation has respected women, their work, and their services in family and household affairs as blessed beings who give birth to the next generation and raise them. In the role of mom, mother, woman, sister, she paid a high level of attention and respect to them and considered them to be the symbol of love. Our grandmothers and mothers, in addition to child care and household work, were also

engaged in handicrafts. This is a clear evidence of the high level of interest in women's entrepreneurship in all periods.

You can see the fine taste, deep thinking, entrepreneurial potential of our moms in goldsmithing, silk making, embroidery, hat making, rug making and many other areas. Bukhara goldsmithing, Ferghana silk

house, Surkhan embroidery, Kokan hat making, Karshi carpet weaving all of them have a unique philosophy.

The way of thinking of our people has determined their way of life based on natural and social influences such as climatic conditions, natural changes, various invasions, conquests. At the same time, this had a dynamic effect on women in the society and their activity and entrepreneurship.

The Main Findings and Results

Proverbs are another important factor that expresses the attitude towards the human factor in society. There are proverbs in our people that do not lose their importance after years. These proverbs show women's entrepreneurship, intelligence, agility, love for their husband and family.

The development of women's entrepreneurship has a special significance in the national thinking and lifestyle of a prosperous and full life as a positive value, customs, traditions and values. It is known that customs, traditions, and values are a set of procedures and customs that have been practiced in a certain society for a long time and that its members have become accustomed to, and which are permitted by the state but not legislated. Customs, traditions and values as social norms, including national, religious, universal, as well as rules of etiquette, cultural norms, regulate most of the social relations that occur in people's lives.

Women's entrepreneurship is reflected in our lifestyle, customs, traditions and values in national and local

forms. The original laws and rules of the society, which are constantly repeated among the people, but are not written, and are passed down from generation to generation, are manifested in traditions and values. Their main means of movement are folklore, folklore, proverbs, songs and dances, national literature, family rituals, national education, religious beliefs, national ideals.

It is appropriate to analyze the way of thinking of a person as the primary factor of increasing the role of women in society and training them in professions. The way of thinking, knowledge of women and girls is the main factor of social development and economic growth in the country, and their skills allow them to use all the opportunities in the society. This phenomenon requires constant research and development.

Proverbs are one of the important factors that shape national thinking. Each person's thinking is considered an integral part of the national thinking. In the course of the research, we analyzed the content of Uzbek folk proverbs as one of the factors reflecting the role of women in society in the past, their interest in entrepreneurship, and their activity. More than 500 Uzbek folk proverbs were analyzed in the research. In the process of analysis, proverbs that were in circulation in the past were selected. Because an important object for us today is the activity and entrepreneurship of women.

Traditional lifestyle is an integral part of Uzbek families. In particular, proverbs such as "A woman's blonde hair

is an angel of livelihood" or "The sign of a good wife - a Bukharian makes her skin, a Mulla makes her husband" were selected for content analysis based on their content.

We have divided the analysis into two directions, i.e. "Proverbs that encourage women and girls to be active, well-being and fullness" and "Proverbs that discourage women and girls from activity and limit them from this activity, i.e. encourage conformity." we increased Analysis of proverbs that were used more among people during the next 150-200 years, the mindset of our people is conformism, the existing social order, adapting to the prevailing ideas and thoughts, based on violence, restricting women from activity, business, entrepreneurship, the mood of passive acceptance of them indicates that it is somewhat higher. Conformists do not have their own position, they blindly follow any example that has the power of oppression, unprincipled, uncritical.

The age-old national thinking of our people is based on "Dil ba yoru, dast ba kor" which is inseparable from the national memory such as "Movement is a blessing to movement" and serves to create a lifestyle worthy of it.

Another direction in the research of women's activity, entrepreneurship and business acumen is that the epics created by the rich intelligence of our people are also examples of the nation's worldview and its wisdom. About 50 versions of the "Alpomish" epic, along with the epics of the "Gorogli" series, heroes

such as Tomaris, Shiroq, and Spitamen played an important role in shaping the character of the nation. Anyone familiar with epics will witness that all the women of that time had their own professions and were distinguished by their intelligence and wisdom. This indicates that the attention to women's entrepreneurship and their future in our country has existed for several thousand years.

Today, our people's worldview and attitude to social processes have changed. The rapid introduction of independence, freedom, and democratic principles into the life of the society, the work done on gender equality is bearing its results.

We studied the changes taking place in our society today, especially the public attitude towards women and their social activity. In the course of the research, we used R. Likert's "Total ratings" scale in order to study the attitude towards women's activism in our society. This scale was originally created by R. Likert in 1912-1931 as an assessment of class and national units. On the basis of this scale, it is possible to evaluate social relations, including the attitude of men to the phenomenon of smart women, the views, opinions and attitudes of young people towards the elderly, students towards studies, entrepreneurs, politics, etc. Likert said that direct questions cannot be used to assess the attitude of women to children and young people to the elderly, because the respondent cannot easily express negative opinions. Therefore, it is

necessary to pay special attention to the presence of hidden situations at the core of the questions.

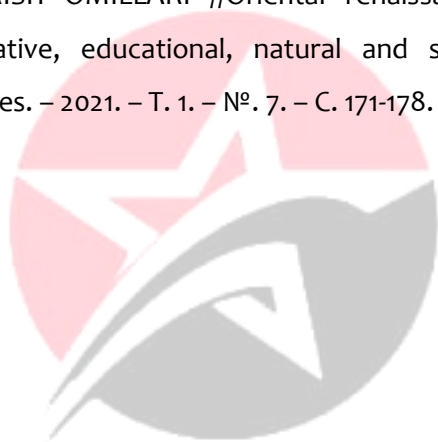
Conclusion

In the research process, we used R. Likert scale in order to evaluate men's attitude towards smart women. The table has the possibility to separate positive (+) and negative (-) opinions. In a question with a positive meaning, the number 5 means the maximum mark, and in a negative question, 1 means the minimum mark.

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