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ANALYSIS OF THE ACTIVITIES OF AGROCLUSTERS IN THE DIGITAL ECONOMY

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ABSTRACT

This article discusses the specifics of agro-industrial clusters in the context of the development of the digital economy, the composition of agro-clusters, the composition of products created in agro-clusters, the current ways to determine the prospects for the development of digital technologies.

Keywords: development strategy, agro-industrial complex, agro-industrial clusters, digital economy, sustainable development, logistics systems.

INTRODUCTION

Developed by the Decree of the President of the Republic of Uzbekistan dated October 23, 2019 "On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030" with the participation of international organizations and experts. The proposed strategy has been approved.

An assessment of the activities of cotton-textile clusters will be carried out in order to determine measures for the development and promotion of clusters in all sectors, and a unified trading system based on agro-industrial centers will be introduced. An efficient system for the use of fertilizers will be introduced by expanding the activities of mobile laboratories for soil analysis, and land reclamation will be monitored using modern technologies.

The cluster system is an important factor in the transition to market principles. The development of the digital economy will lead to the transformation of the economy into a network system with the active interaction of various structures. An example of such a network is an agro-industrial cluster.

Within the framework of agro-industrial clusters, directions for the formation of a digital economy are possible, affecting the areas of production processes, management systems, logistics and relationships between cluster members.

A single information space within agro-industrial clusters, formed by advanced digital technologies, is especially useful for small agricultural firms.

“Digital access can bring significant benefits to small farmers and other rural businesses by connecting to providers and data. This equates to the talent of the workforce. This provides strategic partnerships and service support. "

Thus, a single information space in the agro-industrial cluster is the best opportunity for integrating medium and small farms into the digital agro-industrial system.

In today's agrarian economy, it is impossible to remain competitive without integrating into global value chains and collaborating with universities. The development of new areas of agriculture requires active cooperation with scientific and educational institutions. The cluster approach fully meets this requirement.

Participation in large-scale projects of the agro-industrial cluster will allow small and medium enterprises to maintain the required level of digital transformation and gain access to global value chains.

In the agro-industrial cluster, there is also a natural process of formation of fundamental and practical knowledge in the field of digital technologies. For their development, it is necessary to develop appropriate coaching and training programs for professionals. Given the above, agro-industrial clusters can act as engines for the development of the digital economy.

The formation of such digital ecosystems within agro-industrial clusters involves the development of collective network competencies.

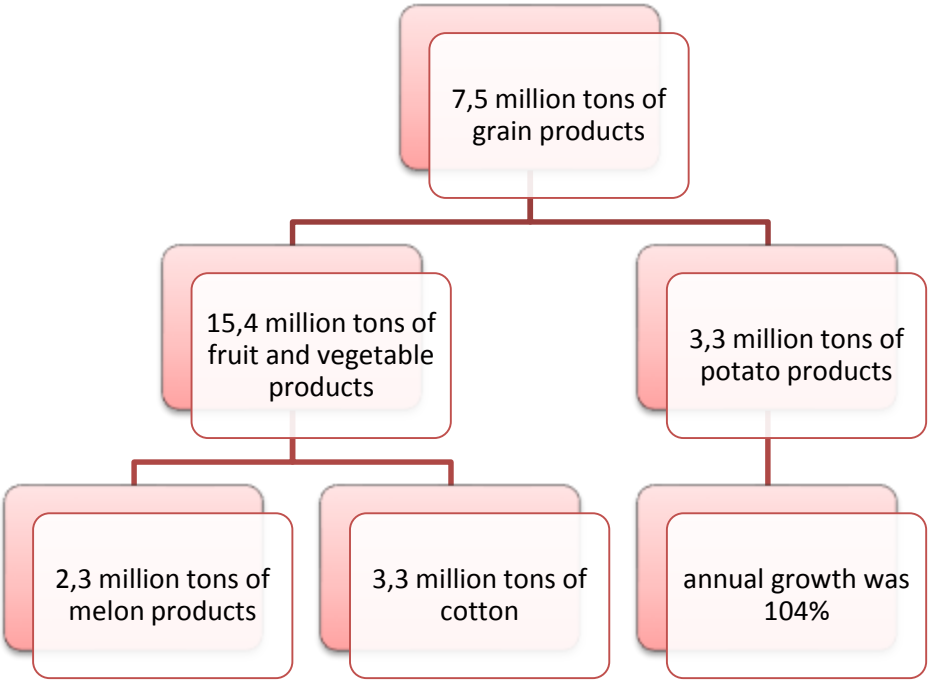
The above benefits of digitalization for agro-industrial clusters confirm the need for appropriate institutional changes to accelerate the process of digital transformation in the agro-industrial complex.

The specifics of agro-industrial production provides a wide "field" for the application and development of digital technologies. Unlike other sectors of the economy, agriculture involves many complex production processes involving living organisms; various crops; special relationships between cars, plants, animals and people; agricultural objects requiring control of parameters due to random changes; large tracts of land that require measurement and calculation.

Table-1 Composition of agro-industrial clusters

A practical example of the application of digital technologies in agriculture is, for example, Geoscan technology, the purpose of which is to determine the boundaries and areas of land, the actual use of land and the type of vegetation. In general, digital transformation is a profound change in production and socio-economic processes. In modern conditions, it is necessary to develop such an approach to digitalization, when the entire ecosystem of agribusiness representatives does not use the tools of the digital economy, but interacts with digital platforms to develop new jobs and partnerships.

Table-2 The composition of products grown by agricultural clusters in 2021



As for agro-industrial clusters, the process of their digitalization as complex structures is very complex and requires an adequate approach to their study and application. The digital transformation of agro-industrial clusters should be systemic and cover all participants in the cluster structure. In the context of the current crisis, clusters cannot do without general digital changes in order to maintain their positions in the market.

To be competitive today, any agro-industrial enterprise must not only focus on the needs for quality products and consumption, but also organize its business on the basis of digital approaches that allow you to actively use mobile and cloud technologies to learn, see the machine and realize virtual reality.

Innovative processes in the agro-industrial complex must also take into account the modern paradigm of the digital economy, in which case development is impossible, and regional leaders must understand that there will be no development without digitalization. Leaders at all levels should make it a daily task to explore the field of digitization, starting with the alphabet," he said. John Deere is the world's best digitizer for agricultural equipment. John Deere, through its Uzbek dealer Landtech, supports Shavkat Mirziyoyev's initiative to digitalize the country's agriculture. The organization also implements training programs for the country's youth on the digitalization of agriculture.

Smart farming uses advanced technologies such as sensors, devices, machines and information technology, robots, GPS technologies to make farms more efficient, efficient, safe and environmentally friendly. The digitization of agricultural sales involves tracing products to consumers using blockchain technology and electronic exchanges.

The tools of the digital economy make it possible to reduce transaction costs, increase the efficiency of material and transport flows, improve working conditions, and have a positive impact on the environment. Automation of technologies with iodine, replacement of traditional methods will lead to corresponding changes in the agro-industrial complex.

The specificity of the final agricultural products is, as a rule, the need for processing and transportation to the final consumer. Digitalization tools allow suppliers to build optimal supply chains for consumers.

Thus, the agro-industrial complex is becoming more and more high-tech. Data collected from the field using various devices, sensors, satellites or drones form a single information field.

The ability to collect data in one place allows you to minimize risks, increase the profitability of agro-industrial production, easily find errors in agricultural technologies and make the right decisions in a timely manner to eliminate them.

The digitalization of agriculture in Uzbekistan is very effective. This will allow farmers to remotely control the process, save fertilizers and chemicals.

It should be added that digital transformation is much broader than the digitization of documents. The digital society is based on a special way of life and work of a person, on high technologies. The culture of the workplace and the type of customer relationships will change dramatically. Additional communication methods will be available to customers and customer support staff.

The development trend of cluster-network cooperation in the agro-industrial complex will accelerate its digitalization.

For large-scale projects to develop innovative products and technologies in the agro-industrial cluster, there must be a certain level of trust between its participants. An important factor in its increase are constant cluster-network interactions.

Important digital tools used in agro-industrial clusters are communication platforms, databases on corporate performance indicators, special platforms for financing cluster projects, various information resources for educational activities, digital platforms for joint activities of cluster members, systems for effective cooperation. Examples of such digital platforms available are: Directory of European Cluster Organizations, European Cluster Cooperation Platform, Cluster Mapping Project and others.

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