



## IMPROVING THE MECHANISM OF ORGANIZING INNOVATIVE ACTIVITY IN THE VEGETABLE NETWORK

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**Annotation:** Innovation is a key driver of economic growth and development in the agricultural sector. This holds true for the vegetable industry, as constant advancements and improvements are necessary to meet the changing demands of consumers and overcome challenges posed by climate change, resource scarcity, and market volatility. To ensure the efficient and effective organization of innovative activity in the vegetable network, there are several key areas that need to be addressed.

**Keywords:** Strategy, high-tech equipment, investment, modernization, reconstruction, innovations, productivity, agro-industrial, purposefulness, systematicity, management, agrotechnologies.

According to the Food and Agriculture Organization of the United Nations and the World Health Organization, almost one in nine people in the world is currently undernourished. According to the Food and Agriculture Organization of the United Nations and the World Health Organization, currently more than 815 million people in the world, that is, almost one in eight people, are undernourished, more than 30 percent of the planet's population is undernourished, the most basic microelements and vitamins is experiencing the problem of lack. Because of these reasons, more than 160 million children suffer from deficiencies in growth, physical and intellectual development.

Today, sustainable economic growth and the development of the agricultural sector cannot be imagined without innovations, because the introduction of innovations is aimed at making qualitative changes in the technical and technological base of agricultural enterprises, with the help of which they can produce competitive products that meet global standards and ensure the food security of the country. allows.

The government of our country places special emphasis on stimulating the innovative development of the production sector. In the process of modernization of our economy, measures are being continued to support and encourage the producers who export the products of our country, to increase the competitiveness of their products, and to develop new markets. As the President of the Republic noted, first



of all, "it is necessary to start the selection work rationally and effectively, to widely introduce scientific achievements and innovative developments into the field."

In the conditions of the market economy, the introduction of effective technologies for the production and processing of various agricultural products based on the achievements of science and technology is rightly considered as a decisive direction of mobilizing the internal capabilities of the subjects of the agro-industrial complex, economic growth and activation of entrepreneurial activity. Without modernization of technological systems, enterprises will not be able to produce products that can meet high quality requirements, that is, to ensure the competitiveness of both the goods and the enterprise.

Innovative processes are an effective means of solving economic and social problems in the agrarian sector of the country's economy. At the same time, efficiency is an important condition for the activation of innovative processes in the network. Taking this into account, it is necessary to determine the priorities for the development of this process in the innovative activity of agro-economy in the current conditions. This requires consideration of each branch and each direction of the agro-economy from the point of view of the efficiency of the innovation process.

It is known that the problem of achieving and ensuring economic efficiency in the agricultural sector is often associated with reducing costs in the production process or normalizing the use of resources. However, choosing the direction of achieving production efficiency that is only related to reducing the consumption of resources and striving to achieve the goal in this way is not the only right way. A comprehensive approach to the problem of achieving production efficiency in the network, including ensuring the introduction of modern advanced technologies and innovative innovations, is one of the main conditions for ensuring quality and efficiency. Because the product created as a result of human striving for innovation, the introduction of an advanced idea into production practice increases the quality of scientific and technical progress to another level. Scientific and technical progress, first of all, develops in direct harmony with the development of science<sup>1</sup>.

In our opinion, the proposed method of organizing innovative activities is based on the following principles:

- purposefulness;
- systematicity;
- conceptual unity of all constituent components.

The main purpose of the development of this methodology is a specific program for the organization of innovative activities of industrial enterprises is to create.



Tasks arising from the set goal are as follows:

- ensuring the content and logical consistency of the organization of innovative activities in the enterprise;
- development of a suitable organizational structure that ensures the compatibility of the activity of all the company's links and service departments for the creation and spread of innovations;
- development of methodical recommendations on certain aspects of innovative activity;
- ensuring purposefulness and systematicity of innovative activity in the enterprise;
- organization of innovative activities in the enterprise on a scientific basis<sup>1</sup>.

As we have already noted, there are currently various interpretations defining the concept of "innovation", including in the legislation of the countries of the world. In particular, the innovation law of the Russian Federation defines innovation as the result of scientific, scientific-research or scientific-technical activity recognized as intellectual property according to the current legislation. For example, the current official statistics of the Russian Federation defines innovation as "innovation is a new or improved product or service released to the market as a final result of innovative activity, as well as a new or improved technological process or production (service) method introduced into practice."

Innovation only becomes apparent when it is introduced to the market or adopted into the production process. It is self-evident that the innovative activity of the enterprise is not considered to have been realized as soon as it is recorded in official statistics. Effective innovative development of the enterprise cannot be ensured without innovations in the field of organizational management (especially in the field of marketing). Therefore, in this methodological recommendation, we think it is appropriate to reflect the concept of "innovation" in different places, precisely from the point of view of the state's requirements arising from the regulatory function, statistics and enterprise requirements.

The analysis of innovative activity should include the following areas:

- analysis of the company's free funds and general financial situation;
- cost analysis for innovative projects;
- structural analysis of projects under consideration, accepted for implementation, implemented, implemented and rejected;
- researching the accounting system for introducing innovative projects and evaluating their effectiveness;



- assessment of the impact of introduced innovative projects on the results of the entire economic activity of the enterprise;
- analysis of the readiness of the company's material resources and personnel base potential to implement innovative activities;
- integral indicators of the efficiency of implementation of innovative activities;
- analysis of the influence of the external environment on the innovative development of the enterprise.

**In conclusion**, the proposed method of organizing innovative activities is a necessary basis for improving the mechanism of managing innovative activities of our country's enterprises, and serves to increase the speed of implementation of work in this regard. After all, the rapid development of innovative production in our national enterprises makes it possible to increase the competitiveness of the products they produce and to strengthen the leadership position in the world market.

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