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THEORETICAL ISSUES OF DETERMINING THE QUALITY AND EFFICIENCY INDICATORS OF AGRO-SERVICES

Abilov Feruz Nematullaevich

Independent Researcher at the Samarkand Institute of Economics and Service

E-mail: feruzabilov@gmail.com

Abstract. This article focuses on assessing and monitoring the quality of agro-services, measuring the outcomes of service use, and examining farmers' satisfaction levels. Solutions are proposed to expand the scope of services, improve their efficiency, and ensure transparency through the use of information and digital platforms. The article presents proposals and recommendations emphasizing that high-quality and efficient agro-services enhance competitiveness in the agricultural sector, improve the living standards of the rural population, and contribute to the sustainable development of the agrarian economy.

Keywords: agro-services, service quality, service efficiency, assessment criteria, agriculture, digital platforms, innovative services, service infrastructure, competitiveness, sustainable development, farms, agrotechnical services.

Аннотация. В статье рассматриваются вопросы оценки и мониторинга качества агросервисных услуг, измерения результатов их использования, а также изучения уровня удовлетворённости фермеров. Предлагаются решения, направленные на расширение охвата услуг, повышение их эффективности и обеспечение прозрачности посредством использования информационных и цифровых платформ. Представлены предложения и рекомендации, согласно которым высокое качество и эффективность агросервисных услуг способствуют повышению конкурентоспособности аграрного сектора, улучшению уровня жизни сельского населения и устойчивому развитию аграрной экономики.

Ключевые слова: агросервисные услуги, качество услуг, эффективность услуг, критерии оценки, сельское хозяйство, цифровые платформы, инновационные услуги, инфраструктура услуг, конкурентоспособность, устойчивое развитие, фермерские хозяйства, агротехнические услуги.

INTRODUCTION

The quality and efficiency of agro-services are important factors contributing to the sustainable development of agriculture. High-quality agro-services are manifested in the provision of timely, reliable, and scientifically based information and advice that meet the real needs of farmers. Such services provide farmers with accurate recommendations at all stages of crop production, livestock breeding, resource use, disease and pest control, and market access, reducing the risk of making wrong decisions.

An effective agro-service system should provide practical results for farmers, i.e., increase productivity, reduce costs, increase income, and reduce production risks. The effectiveness of such a system depends on the use of modern technologies and innovations, the professional competence of specialists, the adaptation of services to regional characteristics, and continuous communication with farmers.

LITERATURE REVIEW

The quality and effectiveness of agro-services are important factors contributing to the sustainable development of agriculture. High-quality agro-services are manifested in the provision of timely, reliable, and scientifically based information and advice that meet the real needs of farmers. Such services provide farmers with accurate recommendations at all stages of crop production, livestock breeding, resource use, disease and pest control, and market access, reducing the risk of making wrong decisions. The issue of assessing the quality and effectiveness of agro-services is widely covered in international scientific literature. In particular, K. Davis emphasizes in his research that the effectiveness of agricultural advisory services is directly related to the level of farmers' knowledge and their ability to adopt innovations. In his opinion, services may achieve better results when they are not limited to the transmission of information but also support farmers' decision-making processes [1].

Anderson and Feder, on the other hand, approach the quality of agro-services from an institutional perspective and show that cooperation between the state, private sector, and non-governmental organizations

is a key factor in increasing the efficiency of services. They argue that services can better meet the needs of farmers if they are organized not within a centralized system but on the basis of decentralized management adapted to local conditions [2].

Birner and Swanson link the quality of agro-services to personnel potential and emphasize that even well-funded programs do not produce the expected results in systems where the level of knowledge, skills, and motivation of advisers is low. In their opinion, personnel training and professional development should be the main priorities of the agro-service system [3].

In the studies of Uzbek scientists, the development of agro-services is considered an important factor in increasing efficiency in agriculture. In particular, Professor B. R. Kholikov, in his scientific works, emphasizes that agro-services help reduce the production costs of farms and improve product quality. In particular, technical services and information and advisory services should be organized in a comprehensive manner [4].

Economist Sh. Sh. Rakhmonov, in his research, substantiates that it is possible to increase the effectiveness of the agro-service system by taking regional characteristics into account in its management and adapting services to local needs. He scientifically substantiates the need to strengthen partnerships between the state and the private sector in the activities of agro-service enterprises [5].

Professor M. M. Mirzaev's works show that the effectiveness of agro-services is closely related to personnel potential. In his opinion, improving the skills of specialists working in the agro-service sector and providing them with innovative knowledge directly affect the quality of services [6].

Also, in the research of N. Q. Kurbanov, methods for evaluating the economic efficiency of agro-services were developed, and special emphasis was placed on increases in productivity, farmers' income, and production stability resulting from the services [7].

RESEARCH METHODOLOGY

The quality assessment and monitoring system of agro-services, the measurement of the results of service use, and the issues of studying farmers' satisfaction levels were examined by summarizing different approaches. Based on the conclusions, proposals for their integrated application in practice were developed in this article.

ANALYSIS AND RESULTS

It should also be emphasized that the existence of a system for assessing and monitoring the quality of agro-services, measuring the results of service use, and studying farmers' satisfaction levels is of great importance. The use of information and digital platforms expands the scope of services, increases their efficiency, and ensures transparency. Thus, the high quality and efficiency of agro-services are important factors in increasing competitiveness in the agricultural sector, improving the living standards of the rural population, and ensuring the sustainable development of the agrarian economy.

According to international studies, the quality and efficiency of agro-services are assessed not only through production outcomes but also through their contribution to farmers' knowledge, decision-making, and practical results.

In particular, the National Institute for Agricultural Research (INRA) links the quality and efficiency of agro-services to the following three aspects (Figure 1):

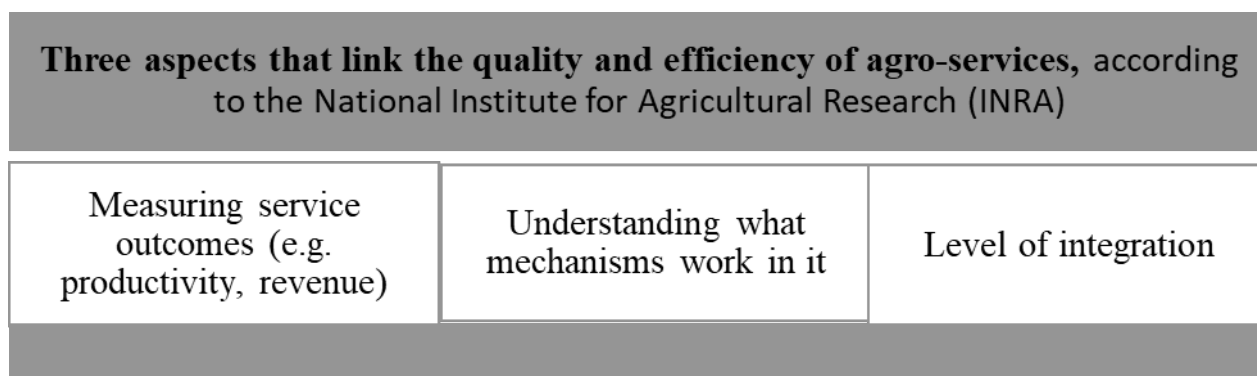


Figure 1. Three aspects that link the quality and efficiency of agro-services, according to the National Institute for Agricultural Research (INRA) research center [8]

This approach requires the evaluation process to be structured around needs-based and accurate indicators, meaning that the evaluation should take into account not only the outcomes but also the content of the services and their impact on farmers' lives.

The concept of an Agricultural Knowledge and Innovation System (AKIS) is widely used in international practice to assess the quality and effectiveness of agro-services. According to this approach, advisory services are most effective when they are organized through interconnected institutions that meet farmers' needs.

According to the FAO and OECD, the quality of agro-services is determined by the following criteria (Figure 2).

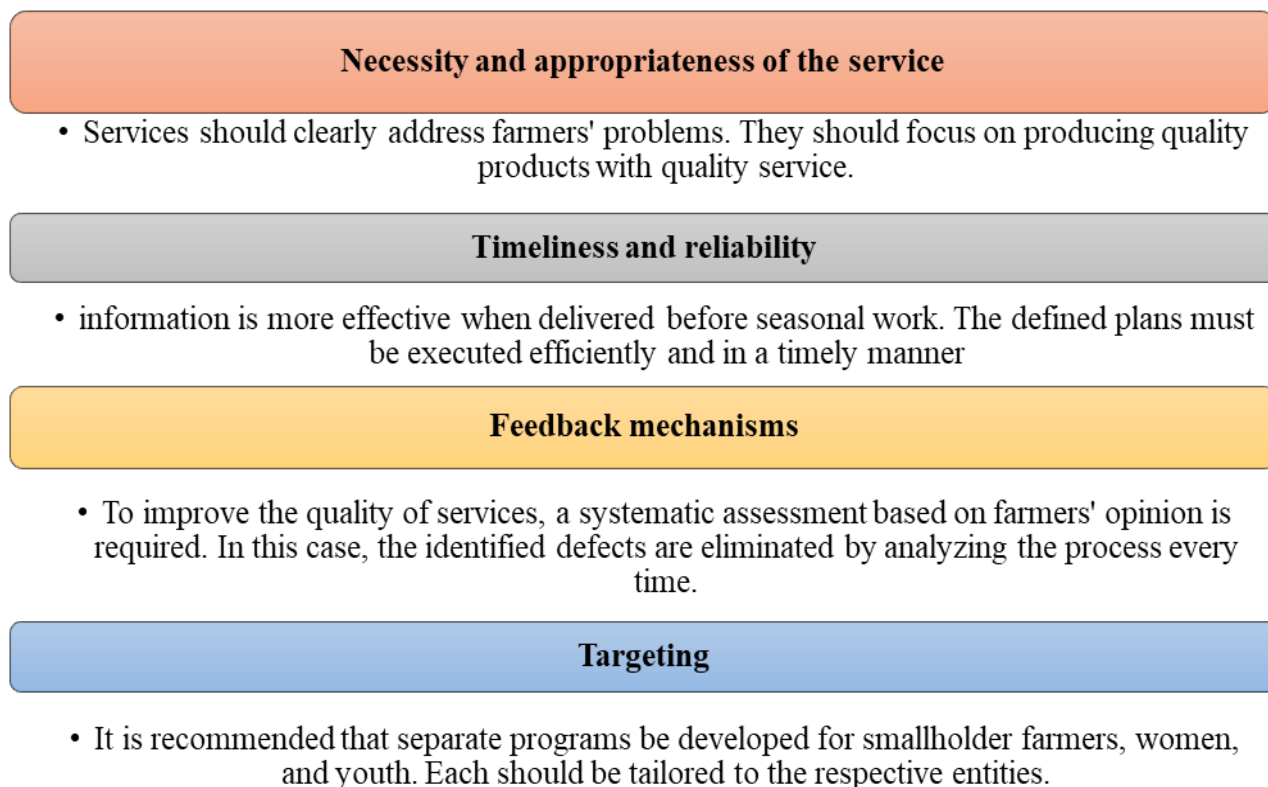


Figure 2. Quality criteria for agro-services according to FAO and OECD data [8]

The main principle of management and organizational approaches to agro-services is based on cooperation among the state, the private sector, and non-governmental organizations. In this case, the state determines the general policy, legal framework, and strategic directions; the private sector performs the task of improving service quality, introducing innovations, and adapting to market requirements; and non-governmental organizations perform socially oriented functions by working with the population, especially small farmers, women, and youth.

This partnership system also requires the diversification of funding sources; that is, the sustainability of the system is ensured through the use of grants, international projects, and payments for services, along with budget funds.

At the same time, the principle of decentralization plays an important role in management, and expanding decision-making powers at the regional level allows services to be adapted to local conditions and needs. In order to ensure the transparency and effectiveness of all processes, the quality of services is constantly measured and improved based on identified shortcomings through the implementation of a monitoring and evaluation system.

Thus, this principle of management and organizational approaches supports the effective functioning of agro-services, increases the innovative potential of farms, and contributes to the sustainable development of agriculture. Based on the research findings, the following were identified as the main mechanisms for improving the quality of agro-services in the country or region (Figure 3).

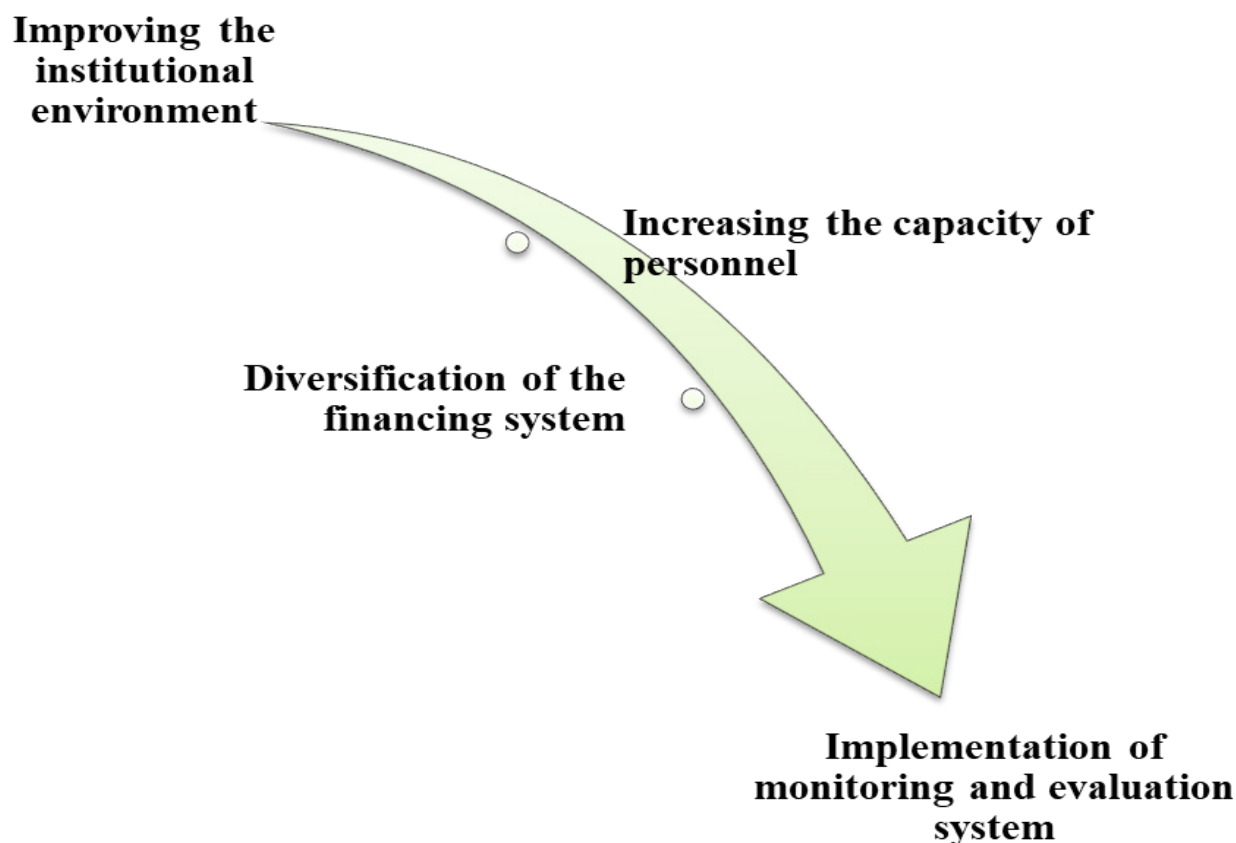


Figure 3. Main mechanisms for improving the quality of agro-services in a country or region [8]

Improving the quality of agro-services in a country or in individual regions depends primarily on improving the institutional environment, and in this process, an important condition is the establishment of effective cooperation among the state, the private sector, and non-governmental organizations. Foreign experience shows that when agro-services are organized not only by the state but also with the participation of private companies, farmers' associations, and NGOs, the content of services is further enriched and adapted to the needs of farmers. At the regional level, the decentralization of services makes it possible to develop agro-service models that are suitable for local climate, land resources, and market conditions.

CONCLUSION AND SUGGESTIONS

From the above, we can conclude that human resources also play a special role in improving the quality of agro-services. Continuously improving the skills of consultants and providing them with innovative technologies, digital solutions, and market analysis methods can help ensure that the content of services remains relevant. At the same time, by introducing feedback mechanisms for farmers, it will be possible to evaluate services, identify shortcomings, and improve them promptly.

Diversifying the financing system is also an important factor in improving the quality of services. Along with the state budget, the sustainability of the agro-service system is ensured through the use of grants, international projects, and partial payments for services. In particular, the creation of innovative agro-service centers in the regions and the establishment of remote advisory services through digital platforms can contribute to expanding the scope and improving the efficiency of services.

Another important mechanism is the introduction of a monitoring and evaluation system to ensure the quality and effectiveness of agro-services. In this case, the impact of services in each region is evaluated through indicators of productivity, income, level of innovation, and environmental sustainability, and further decisions are made based on the results. In this way, improving the organization and quality of agro-services at the national and regional levels can contribute to the sustainable development of agriculture.

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