

MEASURES TO IMPROVE THE STANDARD OF LIVING OF THE POPULATION IN  
THE CONTEXT OF STATE SOCIAL POLICY

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**Abstract.** The article scientifically analyzes the role and significance of state social policy in improving the standard of living of the population. Particular attention is paid to regional socio-economic development, demographic management, employment, food security, and the improvement of social infrastructure. The study also examines criteria for assessing quality of life, regional development models, and mechanisms for ensuring sustainable socio-economic growth. Furthermore, the paper provides scientific recommendations and practical proposals aimed at enhancing public welfare through the effective implementation of state social policy.

**Keywords:** state social policy, standard of living, socio-economic development, demographic policy, social infrastructure, public welfare, sustainable development, regional economy, labor resources, social protection.

**Аннотация.** В статье научно исследованы роль и значение государственной социальной политики в повышении уровня жизни населения. Освещены вопросы социально-экономического развития регионов, управления демографическими процессами, занятости населения, продовольственной безопасности и совершенствования социальной инфраструктуры. Также рассмотрены критерии оценки качества жизни населения, модели регионального развития и механизмы обеспечения устойчивого социально-экономического развития. Разработаны научные предложения и рекомендации по повышению благосостояния населения посредством эффективной реализации государственной социальной политики.

**Ключевые слова:** государственная социальная политика, уровень жизни населения, социально-экономическое развитие, демографическая политика, социальная инфраструктура, благосостояние населения, устойчивое развитие, региональная экономика, трудовые ресурсы, социальная защита.

The socio-economic development of a country is influenced by numerous factors, particularly the role of the state and market mechanisms in regulating the economy. In modern economic systems, sustainable development is achieved through a balanced combination of market-based regulatory instruments and effective state intervention. In this regard, state social policy plays a crucial role in improving the standard of living of the population and ensuring regional socio-economic stability.

The issues of regional socio-economic development and territorial governance have been widely studied by both foreign and domestic scholars. Researchers such as V.K. Krutikov, Y.V. Zaysev, T.V. Dorozhkina, O.I. Kostina, and O.V. Fedorova analyzed the structural elements of regional socio-economic systems, territorial governance mechanisms, and program-oriented approaches to regional management. A.V. Pogonin emphasized the strategic importance of cities and clusters in regional development, while D.A. Kondratyev investigated the classification and management of socio-economic processes.

Theoretical and methodological aspects of regional economics and management were also explored in the works of M.A. Nikolaev and M.Y. Makhotayeva. Their studies focus on conceptual approaches to territorial systems and socio-economic processes at various administrative levels. Furthermore, the monograph edited by Professor M.Y. Sheresheva highlights the theoretical foundations of inter-municipal cooperation and modern approaches to socio-economic modeling.

Uzbek scholars have also contributed significantly to this field. In particular, X.S. Asadov analyzed the dynamics of regional economic growth in Uzbekistan, structural transformations in production sectors, and existing regional disparities. The author proposed indicators such as “demand and consumption level” as key criteria for assessing socio-economic development. Other researchers, including I.I. Geysin and colleagues, suggested that the “quality of population” should be considered a fundamental criterion for evaluating territorial development.

At the current stage of development, social policy is regarded as an effective instrument for accelerating economic growth and improving social welfare, especially in rural areas. The resolution of social issues related to labor conditions, living standards, healthcare, education, and cultural development should be considered one of the primary responsibilities of state institutions and public organizations.

The development of regional socio-economic programs should be based on several strategic directions. First, it is necessary to assess demographic trends, forecast population growth, labor resources, and age structure, and identify the key priorities of demographic policy. Second, particular attention should be paid to food security and the forecasting of population demand for food products and essential goods. This enables policymakers to determine the required level of household income and production capacity for both urban and rural populations.

In addition, social infrastructure development must occupy a central place in regional development programs. It is important to forecast the future demand for housing, healthcare facilities, preschool institutions, and educational services based on population growth dynamics. Such measures contribute to the comprehensive social modernization of rural territories.

The socio-economic development of rural areas cannot be considered separately from the functioning of agriculture and other sectors of material production. Therefore, the implementation of development programs should be accompanied by effective monitoring systems and evidence-based management decisions. This approach minimizes subjectivity in planning and ensures the timely adjustment of socio-economic policies.

The proposed development model emphasizes the necessity of maintaining a balance between population growth, environmental sustainability, and the production of material goods. Human activity should not exceed the ecological capacity of territories, and natural resources must be utilized rationally to preserve them for future generations. In this context, the creation of integrated monitoring systems covering population dynamics, environmental conditions, and production processes is of strategic importance.

In conclusion, improving the standard of living of the population requires a comprehensive and scientifically grounded social policy. Effective regional development programs, sustainable resource management, and the modernization of social infrastructure are essential conditions for ensuring socio-economic stability and enhancing public welfare in the long term.

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