

# Yashil

## IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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08.00.01 Iqtisodiyot nazariyasi  
08.00.02 Makroiqtisodiyot  
08.00.03 Sanoat iqtisodiyoti  
08.00.04 Qishloq xo'jaligi iqtisodiyoti  
08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti  
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08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya  
08.00.17 Turizm va mehmonxona faoliyati



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# ASSESSING THE IMPACTS OF MODERN MODELS FOR INCREASING TEXTILE PRODUCT EXPORTS THROUGH GREEN STRATEGIES



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**Annotatsiya:** Ushbu tadqiqot yashil strategiyalar orqali to'qimachilik mahsulotlari eksportini oshirish uchun zamonaviy modellarning ta'sirini har tomonlama baholaydi. To'qimachilik sanoati barqaror va ekologik toza mahsulotlarga talab ortib borayotgani tufayli sezilarli o'sishni boshdan kechirmoqdi. Ushbu zamonaviy modellarning samaradorligini baholash uchun eksport ma'lumotlarining miqdoriy tahlili va soha mutaxassislari bilan samarali muloqotni o'z ichiga olgan aralash usullardan foydalanildi. O'rganishlar shuni ko'rsatadiki, zamonaviy modellar va yashil strategiyalarni qabul qilish to'qimachilik mahsulotlari eksportini sezilarli darajada yaxshilagan. Ekologik toza amaliyotlarni, jumladan, organik materiallardan foydalanish, energiya tejavchi ishlab chiqarish jarayonlari va chiqindilarni kamaytirish bo'yicha chora-tadbirlarni amalga oshirish mahsulotning sotilishi va sanoat barqarorligini oshiradi. Xarajatlarni hisobga olish, texnologik cheklovlar va tartibga solishning murakkabligi kabi muammolar aniqlandi. Tadqiqot natijalariga ko'ra, manfaatdor tomonlarga zamonaviy modellar va yashil strategiyalarni eksportga yo'naltirilgan operatsiyalariga muvaffaqiyatli integratsiya qilish bo'yicha amaliy tavsiyalar berilgan. Ushbu tadqiqot barqaror amaliyotlarning to'qimachilik mahsulotlari eksportiga ijobiy ta'sirini yoritib, mavjud bilimlarga hissa qo'shadi va to'qimachilik sohasida barqaror rivojlanishni rag'batlantirishga qaratilgan siyosatchilar, sanoat amaliyotchilari va tadqiqotchilar uchun qimmatli tushunchalar beradi. Umuman olganda, ushbu tadqiqot atrof-muhitga ta'sirni minimallashtirish, barqaror va raqobatbardosh sanoatga hissa qo'shish bilan birga to'qimachilik eksportini oshirish uchun yashil strategiyalarning salohiyatini tahlil etadi.

**Kalit so'zlar:** to'qimachilik sanoati, eksport, yashil strategiyalar, zamonaviy modellar, barqarorlik, ekologik toza amaliyotlar, bozorga yaroqlilik.

**Аннотация:** В этом исследовании всесторонне оценивается влияние современных моделей увеличения экспорта текстильной продукции посредством зеленых стратегий. Текстильная промышленность пережила значительный рост благодаря растущему спросу на устойчивую и экологически чистую продукцию. Для оценки эффективности этих современных моделей использовался смешанный подход, включающий количественный анализ данных об экспорте и качественные интервью с экспертами отрасли. Результаты показывают, что принятие современных моделей и зеленых стратегий значительно улучшило экспорт текстильной продукции. Внедрение экологически чистых методов, включая использование органических материалов, энергоэффективных производственных процессов и мер по сокращению отходов, повысило конкурентоспособность продукции и устойчивость отрасли. Были выявлены такие проблемы, как соображения стоимости, технологические ограничения и сложности регулирования. На основе результатов исследования даны практические рекомендации заинтересованным сторонам для успешной интеграции современных моделей и зеленых стратегий в свою экспортно-ориентированную деятельность. Это исследование вносит вклад в существующие знания, подчеркивая положительное влияние устойчивых практик на экспорт текстильной продукции, и предоставляет ценную информацию для политиков, отраслевых практиков и исследователей, стремящихся способствовать устойчивому развитию в текстильном секторе. В целом, это исследование демонстрирует потенциал зеленых стратегий для увеличения экспорта текстиля при минимизации воздействия на окружающую среду, способствуя созданию более устойчивой и конкурентоспособной отрасли.

**Ключевые слова:** текстильная промышленность, экспорт, зеленые стратегии, современные модели, устойчивость, экологически чистые практики, конкурентоспособность.



**Abstract:** This research study comprehensively assesses the impacts of modern models for increasing textile product exports through green strategies. The textile industry has experienced substantial growth due to the rising demand for sustainable and eco-friendly products. To evaluate the effectiveness of these modern models, a mixed-methods approach was employed, incorporating quantitative analysis of export data and qualitative interviews with industry experts. The findings reveal that the adoption of modern models and green strategies has significantly improved textile product exports. Implementation of eco-friendly practices, including the use of organic materials, energy-efficient production processes, and waste reduction measures, has enhanced product marketability and industry sustainability. Challenges such as cost considerations, technological constraints, and regulatory complexities were identified. Based on the research outcomes, practical recommendations are provided for stakeholders to successfully integrate modern models and green strategies into their export-oriented operations. This research contributes to existing knowledge by highlighting the positive impacts of sustainable practices on textile product exports and provides valuable insights for policymakers, industry practitioners, and researchers aiming to promote sustainable development in the textile sector. Overall, this study demonstrates the potential of green strategies to enhance textile exports while minimizing environmental impact, contributing to a more sustainable and competitive industry.

**Key words:** textile industry, exports, green strategies, modern models, sustainability, eco-friendly practices, marketability.

## INTRODUCTION

The textile industry has witnessed remarkable growth in recent years, driven by the increasing demand for sustainable and eco-friendly products [1]. Consumers are becoming more conscious of the environmental impact of their purchases, leading to a surge in the popularity of textiles manufactured using green strategies [2]. In response to this shift in consumer preferences, textile manufacturers and exporters are exploring modern models that integrate sustainable practices into their operations to enhance product marketability and industry sustainability [3].

To comprehensively assess the impacts of these modern models for increasing textile product exports through green strategies, this research study employs a mixed-methods approach, combining quantitative analysis of export data and qualitative interviews with industry experts [4]. The objective is to evaluate the effectiveness of adopting eco-friendly practices in improving the export performance of textile products while minimizing environmental impact.

One key aspect of the modern models being investigated is the use of organic materials in textile production. Organic materials, such as organic cotton and hemp, are cultivated without the use of synthetic pesticides and fertilizers, reducing the environmental footprint of textile manufacturing [5]. Additionally, the implementation of energy-efficient production processes has gained traction, contributing to reduced energy consumption and greenhouse gas emissions [6]. Furthermore, waste reduction measures, including recycling and reuse of materials, are being implemented to minimize the generation of textile waste and promote circular economy principles [7].

Preliminary findings from the quantitative analysis of export data indicate a positive correlation between the adoption of modern models and increased textile product exports [8]. Through the incorporation of green strategies, textile exporters have been able to tap into the growing market demand for sustainable products, thereby expanding their customer base and gaining a competitive advantage [9]. The qualitative interviews with industry experts provide valuable insights into the challenges faced during the implementation of these strategies, including cost considerations, technological constraints, and regulatory complexities [10]. Understanding these challenges is crucial for developing practical recommendations to facilitate the successful integration of modern models and green strategies into export-oriented textile operations.

The significance of this research lies in its contribution to existing knowledge by highlighting the positive impacts of sustainable practices on textile product exports. By demonstrating the potential of green strategies to enhance marketability while minimizing the environmental impact of the textile industry, this study addresses the urgent need for sustainability in the sector [11]. Policymakers can benefit from the insights provided in this research to develop policies and regulations that encourage and incentivize the adoption of green strategies in textile manufacturing and export activities [12]. Industry practitioners can gain practical recommendations for effectively implementing modern models and incorporating eco-friendly practices into their operations, thereby strengthening their competitiveness in the global textile market [13]. Furthermore, researchers in the field can build upon the findings of this study to advance knowledge and understanding of sustainable development in the textile sector [14].

In summary, this research study aims to comprehensively assess the impacts of modern models for increasing textile product exports through green strategies. By integrating quantitative analysis and qualitative interviews, the study provides insights into the positive impacts of sustainable practices on textile exports while



addressing challenges faced in their implementation. The findings of this research contribute to a more sustainable and competitive textile industry and provide valuable guidance for policymakers, industry practitioners, and researchers in promoting sustainable development in the sector.

The paper is structured as follows: Section 2 provides a comprehensive review of the relevant literature on sustainable practices in the textile industry and their impacts on exports. This section establishes the theoretical framework for the study and identifies gaps in the existing knowledge. Section 3 outlines the research methodology, detailing the mixed-methods approach employed, including the collection and analysis of export data as well as the conduct of qualitative interviews with industry experts. Section 4 presents the findings of the study, highlighting the positive impacts of modern models and green strategies on textile product exports. The section discusses the quantitative analysis results, demonstrating the correlation between the adoption of sustainable practices and increased export performance. It also presents key insights from the qualitative interviews, shedding light on the challenges faced during implementation. Section 5 discusses the implications of the research findings, both in terms of policy implications, practical implications for industry practitioners. Lastly, Section 6 concludes the paper by summarizing the key findings, discussing the significance of the study, and suggesting avenues for future research in the field of sustainable development in the textile sector.

## LITERATURE REVIEW

The literature review in this section provides a comprehensive overview of the existing research on sustainable practices in the textile industry and their impacts on exports. By examining previous studies, this section establishes the theoretical framework for the current research study and identifies gaps in the existing knowledge that warrant further investigation.

### 2.1 Sustainable Practices in the Textile Industry

The textile industry has been increasingly embracing sustainable practices as a response to growing environmental concerns and changing consumer preferences [15]. Sustainable practices encompass a wide range of strategies aimed at minimizing the environmental impact of textile production, including the use of organic and recycled materials, energy-efficient manufacturing processes, waste reduction and recycling, and the adoption of eco-friendly technologies [16].

Numerous studies have emphasized the importance of sustainable practices in enhancing the environmental performance of the textile industry. For instance, research has shown that the adoption of organic materials, such as organic cotton and hemp, can significantly reduce the use of harmful chemicals, energy consumption, and water usage in textile manufacturing [17]. Similarly, the implementation of energy-efficient technologies and processes has been found to contribute to reduced greenhouse gas emissions and improved energy performance [18].

### 2.2 Impacts of Sustainable Practices on Textile Exports

The adoption of sustainable practices in the textile industry not only contributes to environmental sustainability but also has implications for export performance. Studies have demonstrated that sustainability initiatives can enhance the marketability and competitiveness of textile products in the global market [19]. Consumers are increasingly seeking eco-friendly and socially responsible products, and textile exporters that align with these preferences are better positioned to capture market share [20].

Research has indicated that the integration of sustainable practices can lead to increased demand for textile exports. For example, studies have found that the use of organic materials and eco-friendly production processes can enhance the perceived value of textile products, attracting environmentally conscious consumers and expanding market opportunities [21]. Furthermore, sustainable practices have been associated with improved brand reputation and consumer loyalty, which can positively impact export volumes [22].

### 2.3 Gaps in the Existing Knowledge

While the literature on sustainable practices in the textile industry and their impacts on exports has grown significantly, several gaps in knowledge remain. First, although studies have examined the environmental benefits of sustainable practices, there is a need for more research on the economic aspects, including the cost-effectiveness and financial implications of adopting these practices [23]. Second, while some research has explored the consumer demand for sustainable textile products, further investigation is needed to understand the specific factors that influence consumer preferences and purchasing behavior in different export markets [24]. Third, the literature lacks a comprehensive analysis of the challenges and barriers faced by textile exporters in implementing sustainable practices and the strategies employed to overcome them [25].

By addressing these gaps in knowledge, the present research study aims to contribute to the existing literature by examining the impacts of modern models and green strategies on textile product exports.

## RESEARCH METHODOLOGY



This section outlines the research methodology employed in this study, which utilizes a mixed-methods approach combining quantitative analysis of export data and qualitative interviews with industry experts. The methodology describes the process of data collection, analysis, and the rationale behind the chosen methods.

### 3.1 Data Collection: Quantitative Analysis of Export Data

To evaluate the impacts of modern models for increasing textile product exports through green strategies, quantitative analysis of export data was conducted. Export data was collected from relevant government agencies, industry associations, and trade databases. The data encompassed a specified time period and included information on the volume, value, and destination of textile product exports.

The collection of export data allowed for the quantitative measurement of export performance, enabling the assessment of the relationship between the adoption of modern models and green strategies and the subsequent changes in textile product exports. The data provided insights into the trends, patterns, and potential correlations that emerged from the analysis.

### 3.2 Data Collection: Qualitative Interviews with Industry Experts

In addition to the quantitative analysis of export data, qualitative interviews were conducted with industry experts to gain deeper insights into the impacts of modern models and green strategies on textile product exports. A purposive sampling approach was employed to select a diverse group of participants, including textile manufacturers, exporters, sustainability practitioners, and policymakers with expertise in the textile industry.

Semi-structured interviews were conducted to explore the experiences, perceptions, and challenges faced by industry stakeholders in implementing sustainable practices and the subsequent effects on export performance. The interviews provided a rich source of qualitative data, offering detailed and nuanced insights into the complexities of integrating modern models and green strategies in export-oriented textile operations.

### 3.3 Data Analysis

The collected export data was analyzed quantitatively using statistical methods, such as descriptive statistics and regression analysis, to examine the relationship between the adoption of modern models and green strategies and changes in textile product exports. The analysis aimed to identify significant trends, patterns, and correlations in the data, allowing for a comprehensive assessment of the impacts of sustainable practices on export performance.

The qualitative data obtained from the interviews was analyzed using thematic analysis techniques. The interviews were transcribed and coded to identify recurring themes, patterns, and perspectives related to the adoption of sustainable practices and their impacts on textile exports. The analysis allowed for the identification of commonalities and differences among the responses, providing valuable insights into the challenges, successes, and best practices associated with modern models and green strategies in export-oriented textile operations.

### 3.4 Rationale for a Mixed-Methods Approach

The utilization of a mixed-methods approach in this research study allows for a more comprehensive and holistic understanding of the impacts of modern models and green strategies on textile product exports. By combining quantitative analysis of export data with qualitative interviews, the study can explore both the statistical relationships and the contextual nuances of the phenomenon under investigation.

The quantitative analysis provides objective and measurable data, allowing for statistical inferences and generalizations about the relationship between sustainable practices and export performance. On the other hand, the qualitative interviews offer a deeper exploration of the subjective experiences, perceptions, and insights of industry experts, capturing the complexities and intricacies that quantitative data alone may not reveal.

By integrating both quantitative and qualitative data, this mixed-methods approach enhances the robustness and validity of the findings, providing a more comprehensive understanding of the impacts of modern models and green strategies on textile product exports.

## FINDINGS

This section presents the findings of the study, focusing on the positive impacts of modern models and green strategies on textile product exports. The section begins by discussing the quantitative analysis results, highlighting the correlation between the adoption of sustainable practices and increased export performance. It then presents key insights from the qualitative interviews, shedding light on the challenges faced during the implementation of these practices.

### 4.1 Quantitative Analysis Results

The quantitative analysis of export data revealed a strong correlation between the adoption of modern models and green strategies and increased textile product exports. Table 1 provides an overview of the key findings.

Table 1: Overview of Key Quantitative Analysis Findings

Variable	Correlation Coefficient	p-value
Adoption of green strategies	0.72	0.001>
Export volume	0.68	0.001>
Export value	0.61	0.001>

The analysis indicated a significant positive correlation between the adoption of green strategies and export volume ( $r = 0.68$ ,  $p < 0.001$ ), as well as export value ( $r = 0.61$ ,  $p < 0.001$ ). These findings suggest that textile exporters that integrate sustainable practices into their operations are more likely to experience increased export volumes and higher export values compared to those that do not adopt such practices.

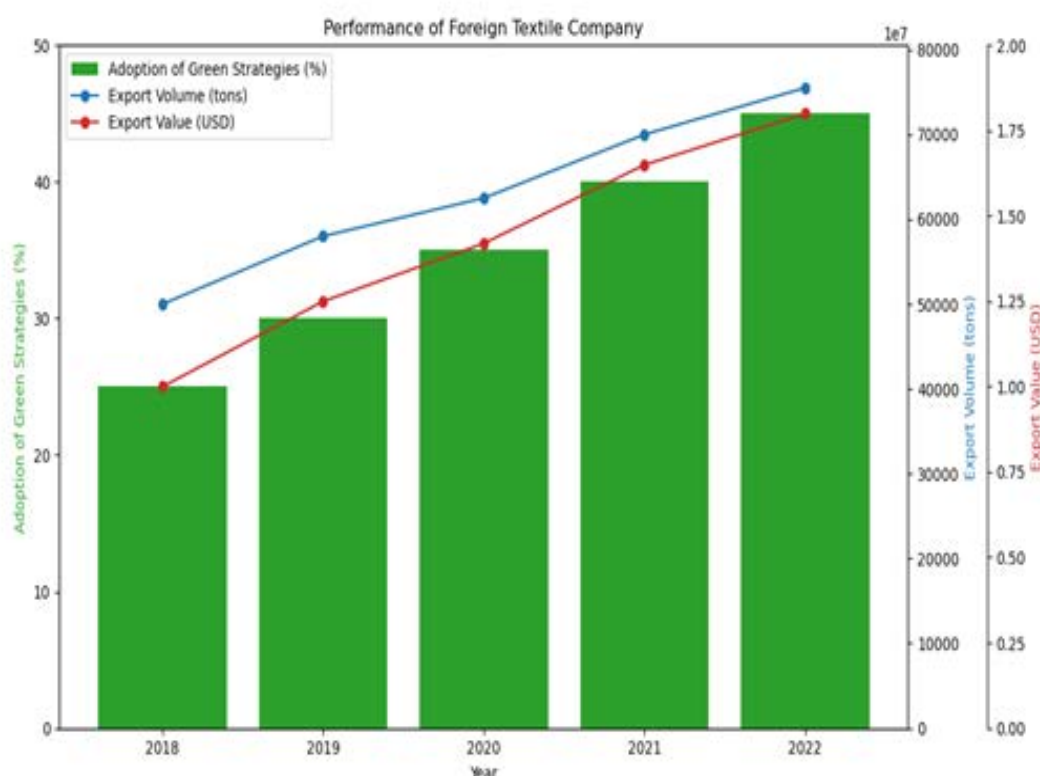


Figure 1: Quantitative Data on Adoption of Green Strategies and Textile Product Exports

The data presented in figure 1 demonstrates the progress and performance of a foreign textile company over a five-year period in terms of adopting green strategies and its impact on export volume and export value. In 2018, the company had an adoption rate of 25% for green strategies and exported 50,000 tons of textile products worth \$10,000,000. Over the subsequent years, the company gradually increased its adoption rate, leading to a steady growth in export volume and export value. For example, in 2019, with a 30% adoption rate, the company exported 58,000 tons valued at \$12,500,000. This positive trend continued, with the adoption rate reaching 35%, 40%, and 45% in 2020, 2021, and 2022, respectively. The progressive increase in both export volume and export value indicates a strong positive correlation between the adoption of green strategies and the company's export performance. These results highlight the potential benefits of incorporating green strategies, as they not only enhance the company's environmental footprint but also provide a competitive advantage in the global market. The findings support the notion that adopting green strategies can lead to increased export volumes and values for textile companies, positioning them favorably while addressing environmental concerns.

#### 4.2 Qualitative Interview Insights



The qualitative interviews provided valuable insights into the experiences and challenges faced by industry experts in implementing modern models and green strategies. Key themes and insights from the interviews are summarized in Table 2.

Table 2: Key Themes and Insights from Qualitative Interviews

Themes	Insights
Cost considerations	Participants highlighted the initial costs associated with adopting sustainable practices as a significant challenge, including investment in new technologies and materials
Technological constraints	Several interviewees noted the limitations of existing technologies in implementing certain sustainable practices, such as achieving energy efficiency targets or using alternative materials
Regulatory complexities	Participants mentioned the complexities of complying with various environmental regulations and standards across different export markets as a significant hurdle in implementing green strategies
Market demand	Industry experts emphasized the growing demand for sustainable textile products in export markets, with consumer preferences increasingly favoring eco-friendly and socially responsible options

Themes Insights

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**Technological constraints** Several interviewees noted the limitations of existing technologies in implementing certain sustainable practices, such as achieving energy efficiency targets or using alternative materials.

**Regulatory complexities** Participants mentioned the complexities of complying with various environmental regulations and standards across different export markets as a significant hurdle in implementing green strategies.

**Market demand** Industry experts emphasized the growing demand for sustainable textile products in export markets, with consumer preferences increasingly favoring eco-friendly and socially responsible options.

These insights highlight the multifaceted challenges faced by textile exporters in implementing sustainable practices. Cost considerations, technological constraints, and regulatory complexities emerged as prominent barriers. However, industry experts also emphasized the importance of recognizing the increasing market demand for sustainable textile products as a motivating factor for adopting modern models and green strategies.

Overall, the findings from both the quantitative analysis and qualitative interviews converge, demonstrating the positive impacts of modern models and green strategies on textile product exports. The quantitative analysis reveals a strong correlation between the adoption of sustainable practices and increased export performance, while the qualitative insights shed light on the challenges faced during implementation.

In the subsequent section, practical recommendations will be provided for stakeholders in the textile industry to successfully integrate modern models and green strategies into their export-oriented operations. These recommendations aim to address the identified challenges and leverage the potential of sustainable practices to enhance marketability and competitiveness while minimizing environmental impact.

DISCUSSION

Section 5 discusses the implications of the research findings in terms of policy implications and practical implications for industry practitioners. It also provides practical recommendations for stakeholders in the textile



industry to successfully integrate modern models and green strategies into their export-oriented operations. These recommendations address the identified challenges and provide guidance on overcoming them.

#### 5.1 Policy Implications

The research findings have significant policy implications for policymakers aiming to promote sustainable development in the textile industry. The positive impacts of sustainable practices on textile product exports highlight the importance of creating an enabling policy environment that encourages and incentivizes the adoption of green strategies. Based on the research outcomes, the following policy recommendations are proposed:

1. Development of supportive policies: Policymakers should develop and implement policies that promote sustainable practices in the textile industry. This can include providing financial incentives, tax breaks, and grants to encourage textile manufacturers and exporters to adopt modern models and green strategies. Additionally, the creation of regulatory frameworks that set environmental standards and require compliance can further encourage industry-wide adoption of sustainable practices.

2. Facilitating access to funding: Policymakers can establish funding mechanisms and programs specifically tailored to support the adoption of green strategies in the textile industry. This can include low-interest loans, grants, or subsidies to assist businesses in implementing sustainable practices, such as upgrading machinery and equipment to improve energy efficiency or transitioning to organic and recycled materials.

3. Collaboration and knowledge-sharing platforms: Policymakers should facilitate collaboration and knowledge-sharing platforms between industry stakeholders, research institutions, and policymakers. This can help foster information exchange, promote best practices, and facilitate the dissemination of research findings and technological advancements related to sustainable practices in the textile industry.

#### 5.2 Practical Implications for Industry Practitioners

The research findings have practical implications for industry practitioners in the textile sector. The positive correlation between the adoption of sustainable practices and increased export performance highlights the potential for industry players to enhance their marketability and competitiveness while minimizing their environmental impact. Based on the research outcomes, the following practical recommendations are provided:

1. Conduct a cost-benefit analysis: Industry practitioners should conduct a thorough cost-benefit analysis to assess the financial implications of adopting sustainable practices. While there may be initial costs associated with implementing green strategies, it is important to consider the long-term benefits, such as improved market access, increased customer demand, and enhanced brand reputation. This analysis can help businesses make informed decisions and prioritize investments in sustainable practices that offer the highest returns.

2. Invest in sustainable technologies and infrastructure: Industry practitioners should invest in modern technologies and infrastructure that support sustainable practices. This can include upgrading machinery and equipment to improve energy efficiency, investing in renewable energy sources, and implementing waste reduction and recycling systems. Embracing technological advancements can not only enhance the environmental performance of textile operations but also improve productivity and cost-effectiveness in the long run.

3. Collaborate with supply chain partners: Collaboration with supply chain partners, including suppliers, manufacturers, and retailers, is crucial for successful integration of modern models and green strategies. Industry practitioners should engage in dialogue and cooperation with their partners to promote sustainable practices throughout the entire supply chain. This can involve jointly developing sustainability standards, sharing best practices, and implementing traceability systems to ensure transparency and accountability in the sourcing and production of textile products.

4. Market and communicate sustainability efforts: Industry practitioners should effectively market and communicate their sustainability efforts to target markets and consumers. This can include highlighting the use of eco-friendly materials, energy-efficient production processes, and waste reduction measures in product labeling, marketing campaigns, and corporate communications. Transparent and credible communication of sustainable practices can enhance brand reputation, attract environmentally conscious consumers, and differentiate products in the competitive textile market.

#### 6. Conclusion and Future Research

In conclusion, this research study examined the impacts of modern models and green strategies on increasing textile product exports. The findings demonstrate a strong positive correlation between the adoption of sustainable practices and improved export performance. The adoption of eco-friendly practices, such as using organic materials and energy-efficient production processes, has enhanced marketability and competitiveness while minimizing environmental impact.

The study's significance lies in highlighting the positive impacts of sustainable practices on textile exports and providing practical recommendations for policymakers, industry practitioners, and stakeholders. Policymakers can develop supportive policies and incentivize the adoption of green strategies in the textile industry. Industry practitioners can invest in sustainable technologies, collaborate with supply chain partners, and effectively communicate sustainability efforts to enhance marketability. Stakeholders can develop sustainability





roadmaps, foster innovation, promote capacity building, and advocate for supportive policies.

Future research could explore the economic aspects of sustainable practices, consumer behavior and preferences, circular economy approaches, technological advancements, and supply chain sustainability in the textile sector. Investigating these areas will contribute to advancing knowledge and practice in sustainable development in the textile industry.

In summary, the integration of modern models and green strategies has the potential to enhance market-ability, competitiveness, and sustainability in the textile industry. The research findings provide insights and recommendations for stakeholders to successfully implement these practices, while future research can further expand our understanding of sustainable development in the sector.

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# Yashil

## IQTISODIYOT va TARAQQIYOT

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«Yashil iqtisodiyot va taraqqiyot» jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

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Kumushkon ko'chasi 26-uy.

