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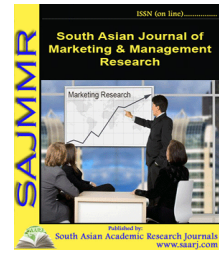
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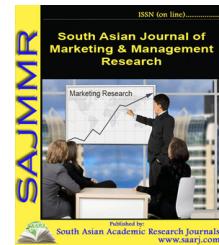


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"DETERMINING THE FACTORS INFLUENCING CONSUMER DECISION MAKING AND CHOICE OF GREEN PRODUCTS: THE MODERATING ROLE OF CONSUMER DEMOGRAPHICS"

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ABSTRACT

The mercurial changes in marketing strategies has been one of the striking revelations of the 21st century world. The concepts of sales and customer satisfaction have undergone wholesome metamorphosis to integrate the concept of environmental sustainability. As consumers are becoming increasingly concerned about environmental issues, their consumption behaviour has also witnessed a dramatic change. It has been observed that consumers have a penchant towards green products and are instantaneously willing to pay more towards the purchase of such products. This in fact, has called for an urgent need on a company's think tank to revise their marketing strategies and practice the concept of green marketing. The twin objectives of the present research study is to examine and analyze the crux components of Green Products that influence purchases among the consumers of West Bengal and to investigate the influence of consumer demographics on such decision making process.

KEYWORDS: *Green Products; Consumer Buying Behaviour; Attitudes And Intentions; Consumer Demographics; West Bengal*

1. INTRODUCTION

The issues related to environmental protection and sustainability has become a sizzling topic of discussion which has garnered prodigious attention worldwide. The consumers of the modern era are showing tremendous concerns related to environmental issues which has been ably backed by both companies and government by their successful adoption and implementation of efforts to use and promote Green Products. In the backdrop of this transient era, consumers are concerned about planet earth like never before and are willing to contribute towards the sustainability and well-being of the planet. The modern day consumers are not only conscious towards the environment but are also actively engaged in environment friendly practices, most notably reduction in the usage of products emitting CFC's and the practice of product Re-Use and Re-Cycle. These positive attitudes has been reflected in the purchasing habits among the consumers of West Bengal which bears a strong testimony to the fact that such consumers have a proclivity towards eco-friendly products and green marketing practices. Green Products, also termed as "eco-friendly products" or "sustainable products" are those products which have diminutive adverse impacts on the environment. These products are mostly made with recycled materials therefore requires very less ecological footprints. Features like non-hazardous, durability, minimally packaged and safe disposability make these products quite unique and differentiated from other products. Truth to be told, all products will have some adverse effects on the environment which also holds true in the case of green products, but, the threshold of such effects are extremely low in the case of these products when juxtaposed to other products. It is fair enough to say that green has become the representative colour of environment friendly products and eco-consciousness and consumers are shifting more towards the purchase and usage of green products. Keeping this in mind, the companies have introduced Green Product Innovations (GPIs) into the development of their products. As a result, companies are not only able to provide quality products to the customers but are also simultaneously able to produce eco-friendly products which cater to environment sustainability as well as fulfills the societal cause of using sustainable products, thus, providing profit for the companies alongside building and bolstering an impeccable brand image of the company itself. Companies are to a gargantuan extent blending the concept of Green Marketing while producing Green Products. Green Marketing in simple words can be defined as the marketing of products with the presumption that it is safe to the environment incorporating a wide range of activities like product modification, change in the process of production, sustainable packaging and modification of advertisement where the essence lies in the satisfaction of needs and wants of consumers coupled with miniscule detrimental impact on the environment. While, green marketing lays more emphasis towards the processes and activities that are least detrimental to the environment, green products focuses on the final output of such green processes and activities which supports and promotes eco-friendliness. In the recent years, there has been an inexorable upsurge in the demand and use of green products which has allowed companies to shape their products according to the demands of the consumers or bring a change in the behaviour of consumers towards such products. In fact, finding out the purchase behaviour of consumers towards green products is the objective of our present endeavour.

2. LITERATURE REVIEW

Green Marketing is not a new concept as it could be first traced back to the 1980's where it was first initiated in industry. In fact, 1980s is the first stage where green marketing just came into limelight. But unfortunately the notion lost its steam where marketers experienced backlash for

green marketing. At that time, there was massive trepidation among marketers who opined that consumers' concern for environment and green products did not translate into purchasing behaviour. It was only in the early 1990's where the whole world witnessed the first tide of Green Marketing, courtesy, publication of two books namely "Green Marketing" published in 1992 in U.K. and "Green Marketing: Challenges and Opportunities for the New Marketing Age" published in 1993 in U.S.A which were authored by Ken Peattie and Jacquelyn Ottman respectively. Truth to be told, it was only during the nineties that researchers had started academically probing into the green attitudes and behaviour of the consumers with a noble aim of providing managerial insights to green marketers. After the emergence of the concept of Green Marketing, the advent of green products was very much on the cards. The much needed boost in the domain of Green Marketing had emerged only in the 20th century, courtesy, the amelioration of technology, stern government regulations and more awareness about the environment among the people. This triggered a dramatic change in the preference of the researchers towards Green Marketing.

Albeit there are vast amount of literatures existing in the domain of Green Marketing but an intimate inquest into the literature review would actually reveal that the literatures discussing about green products is not that vast when compared to Green Marketing. Some good examples of green products are reusable FSC-certified graphite pencils, cotton and beeswax wraps, silicon reusable storage bags, compostable asbestos plates, eco-friendly cell phone cases, etc.

According to Chen & Chan (2013), green products are actually those products which are characterized by a plethora of unique features like energy efficiency, eco-friendly packaging, non-toxic material, biodegradability, recyclability, etc. Some researches in the past have blended quintessential factors that affect behaviour of consumers towards the purchase of green products which we in the present research study would also focus upon. Concerns about environment have a significant impact on the purchase behaviour of consumers. Studies in the past have revealed that environmental value play a pivotal role in influencing buying behavior. According to Ajzen's (1991), environmental consciousness lead to formation of attitudes which is further translated into behavioural intention. A study conducted by Peattie (2001), revealed that consumers would pay a price higher for eco-friendly products than they would pay for other products. The quality of green products is also a crux characteristic of green products. Consumers of green products expect such products to be environmentally safe without any compromise in quality which must be proved right by the companies by fine-tuning the quality of green products and share these aspects with consumers of green products to achieve market recognition (D'Souza et al., 2006). Traditional product characteristics such as price, quality and brand name are also essential features of green products that consumers are unwilling to compromise upon. In this light, a study conducted by Joshi & Rahman in 2015, brings to the forefront that green products must not only cater to the environmental well-being but also to crux products features like durability and convenience. The packaging of a product is utmost essential as an alluring packaging can grab the attention of the consumers instantaneously and influence their buying behaviour. Packaging is one of the most significant and strong factor influencing buying behaviour of green products among consumers (Rokka & Uusitalo, 2008). Brands try to build an image that represents them as green brands as a result of consumers concern for the environment. As per the study done by Bukhari et al., 2017, green brand (eco-label) was a significant factor which influenced their purchase decision towards green products.

According to Chen et al. (2020), green brand is said to have an indirect influence on purchase behaviour of consumers through green brand attitude and green brand associations.

Health benefits are a key component of green products which is important to trigger purchases among consumers Mahapatra (2013). A study in the early nineties by Ottman (1992) and in the late nineties by Vlosky et al. (1999) suggest that consumers are willing to pay more for green products. Johri and Sahasakmontri (1998) concluded that only environmental concerns do not guide the purchasing decisions of consumers but important product attributes like convenience, availability, price, and quality play a prominent role in the consumers' purchasing decision process.

One of the robust studies in the domain of green products and consumer buying behaviour was conducted by Mahapatra (2013), which revealed consumers buying behaviour was significantly related to various components of green products like price, environmental concerns and health benefits. In the words of Ramayah et al. (2010), the term "green purchase intention" actually refers to consumers' willingness to buy green products. Such intentions would actually integrate the various motivational factors that influence green purchase behaviour of consumers. In order to explain the concept of green purchase behaviour among consumers, previous research studies have emphasized on describing the underlying values, attitude and behavioural intentions toward environment-friendly products (Vermeir and Verbeke, 2006, Wheale and Hinton, 2007). Dudovskiy states that "consumer behaviour is one of the massively studied topics by researchers especially marketers which reveals the way and how individuals, groups or organizations choose and buy goods." Research on consumer buying behaviour depicts the processes which are used by consumers whilst making a purchase decision by identifying a model of buying behaviour.

3. Objectives of the study

- Primary Objective

To prune out the most dominant characteristics of green products by the use of Factor Analysis through Principal Component Analysis.

- Secondary Objectives

1. To explore if consumer buying behaviour towards green products are dependent on demographic variables such as Gender, Age, Qualification, Occupation and Income.
2. To examine the perception of the consumers of West Bengal towards green products.

4. Green Products and Consumer Buying Behavior: A Theoretical Framework

The nous steering purchase behaviour is often enigmatic to the buyers themselves. But research studies in this particular field highlighted that process of consumer buying is initiated with an awareness about a particular product. There was a need to comprehend consumer buying behaviour in the landscape of marketing precisely in retail sectors which was first explored about five decades back. Unarguably, consumer buying behaviour towards green products cannot be initiated if the consumers themselves do not have any concern or consciousness towards the environment. In fact, this pre-requisite has also been discussed in the review of literature of our study. A research conducted by Kaufmann et al. 2012, revealed that gender plays a pivotal role in the purchase of green products as the results of their study showed that women were more environmentally conscious than men. As per the study conducted by

Agyeman (2014), consumer purchase behaviour towards green products was also dependent on essential product characteristics like price, quality, brand name, durability and packaging. According to Mehmet & Gul (2014), demographic characteristics of consumers like gender, age, marital status and education were found to be significantly and positively related to buying behaviour. Shamsi & Siddiqui (2017), conducted a study which scrutinized consumer behaviour towards green products where demographic variables such as gender, age, occupation and income were found to be insignificant to consumer buying behaviour except qualification. This would mean that purchase behaviour of the consumers towards green products dependent to an extent on their knowledge acquired through education. A minute analysis of the literature review of the previous research studies conducted would reveal that health benefits has been a widely untouched domain despite being one of the most promising and potential factors in shaping purchase behaviour of consumers towards green products.

4.1 Research Model & Hypothesis Formulation

There have been quite a few research studies in the past which have blended keywords of ‘green products’ and ‘consumer buying behaviour’ together but we find it gruelling to come across research studies which has been conducted in the geographical territory of West Bengal. Since the objective of the current research study is to probe into the key components of green products influencing consumer buying behaviour as well as to find out whether purchase behaviour of consumers towards green products are dependent on demographic variables, therefore, we have developed a research model which outline the basic hypotheses to serve our purpose. We have taken the features of green products as independent variables, the demographic factors as control variables and consumer buying behaviour as dependent variable.

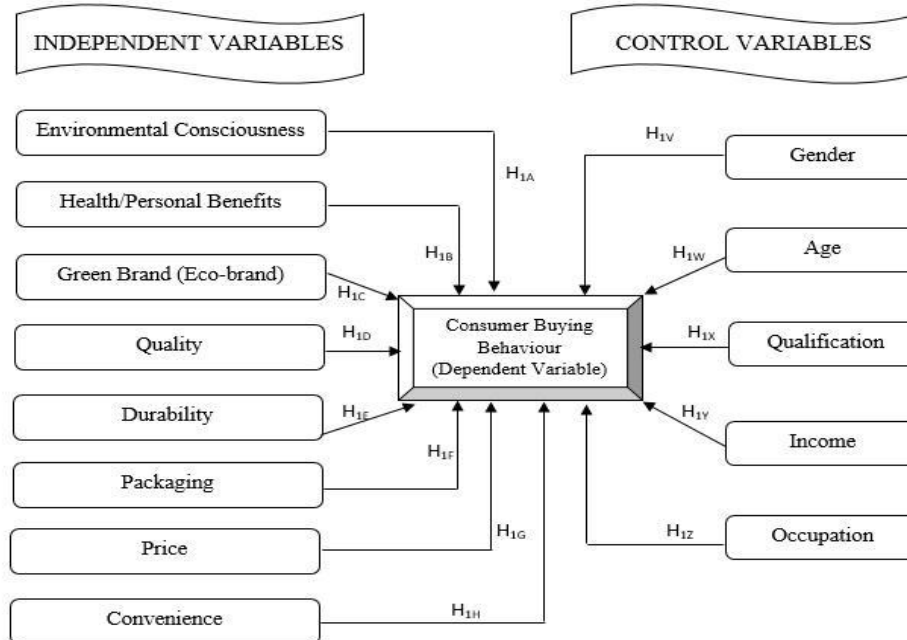


Figure 1: Research Model (Source of image: self-developed by authors)

H_{1V}: Gender has a significant impact on consumer buying behaviour towards green products

H_{1W}: Age has a significant impact on consumer buying behaviour towards green products

H_{1X}: Qualification has a significant impact on consumer buying behaviour towards green products

H_{1Y}: Occupation has a significant impact on consumer buying behaviour towards green products

H_{1Z}: Income has a significant impact on consumer buying behaviour towards green products

H_{1A}: Environmental Consciousness has a significant impact on consumer buying behaviour

H_{1B}: Health/Personal Benefits has a significant impact on consumer buying behaviour

H_{1C}: Green Brand (Eco-label) has a significant impact on consumer buying behaviour

H_{1D}: Quality has a significant impact on consumer buying behaviour

H_{1E}: Durability has a significant impact on consumer buying behaviour

H_{1F}: Packaging has a significant impact on consumer buying behaviour

H_{1G}: Price has a significant impact on consumer buying behaviour

H_{1H}: Convenience has a significant impact on consumer buying behaviour

5. DATA AND METHODOLOGY

For building a strong theoretical framework of the present research study, a rigorous research has been conducted on secondary data. Various authentic and reliable e-resource databases like INFLIBNET, DOAJ, BASE, J-Stor, etc. has been resorted to. For the purpose of primary data collection, a structured questionnaire has been developed. The questionnaire is a moderately long drawn one to scrutinize the variables used for the purpose of our study. The questionnaire contains 8 segments consisting of 23 questions. Most of the questions in the questionnaire has been self-developed by authors albeit certain questions have been adopted from previous research studies conducted by. The segments and questions were added and modified to ensure its suitability in the scenario of West Bengal which mainly arises from perceptions, feelings or observations of the respondents. The sampling technique used is Random Sampling and the sampling areas is West Bengal. The sample size is 260 respondents who are primarily shoppers of both durables and FMCG. The respondents are of varied age groups engaged in various professions belonging to different levels of income. The survey has been conducted in the state of West Bengal in the districts like Kolkata, Burdwan, Hooghly and South 24 Parganas. All of the questionnaires were doled out randomly to the respondents living in Kolkata while the respondents living in districts other than Kolkata were known surveyed through emails. Initially, 275 respondents were surveyed but some responses has been obliterated due to either erroneous or incomplete responses. After such rejection of responses, the final valid responses stood at 260. A five point Likert scale (1= Highly important/Strongly Agree and 5= Highly unimportant/Strongly Disagree) has been adopted to measure the concepts. The data collected have been meticulously edited, scrutinized and classified in order to make them amenable to statistical analysis. The data has been processed using IBM's SPSS 23.0.

5.1 Data Analysis and Presentation

5.1.1 Descriptive Statistics for Demographic Profiling

From the table depicted below, it is evident that the male and female respondents share a proportion of 59:41 respectively. Most of the shoppers of consumer durables and FMCG belong to the age group between 18-24 years which is also seen in the case of the respondents belonging

in the age group of 25-34. These two categories consist of respondents belonging to relatively young age group. Here we have respondents in the two major income groups of 10001-25000 and 25001-50000 making up for the most of sample size of our survey. Respondents are also found to be employed in different occupations and as per our study it is revealed that a very high proportion of respondents are students and servicemen. Talking in the context of qualification, we find that most of the respondents are sufficiently qualified (Ph.D., Post Graduate and Under Graduate) making up 241 respondents who have qualified at least Under Graduate level of education.

TABLE 1: DEMOGRAPHIC STATISTICS

Demographic Construct	Classification	Population Statistics	Percentage
Gender	Male	154	0.59
	Female	106	0.41
	TOTAL	260	1.00
Age	Below 18	34	0.13
	18-24	96	0.37
	25-34	66	0.25
	35-55	57	0.22
	Above 55	7	0.03
	TOTAL	260	1.00
Educational Qualification	Ph.D.	33	0.13
	Post Graduate	90	0.34
	Under Graduate	118	0.45
	Standard XII	12	0.05
	Standard X	7	0.03
TOTAL	260	1.00	
Occupation	Student	94	0.36
	Service	76	0.29
	Business	48	0.19
	Others	42	0.16
	TOTAL	260	1.00
Income	Below 10000	26	0.31
	10001-25000	81	0.28
	25001-50000	72	0.16
	50001-100000	42	0.15
	Above 100000	39	0.10
TOTAL	260	1.00	

Since, the first objective of the present research study is to prune out the crux components of green which influence buying behaviour among shoppers of West Bengal, hence, in order to fulfil this objective, a factor analysis has been run in order to investigate the most dominating characteristics of green products.

Before conducting a Factor Analysis, we have conducted the KMO and Bartlett's Test of in order to check for the adequacy of the sample size and also to find out whether it is worthwhile to conduct a Factor Analysis.

TABLE 2: KMO AND BARTLETT'S TEST OF SPHERICITY

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	897.420
	df	23
	Sig.	.000

As per the results, the KMO test confirms that the Factor Analysis conducted is appropriate. Ideally the values should be greater than 0.6. This is explained by the KMO Test statistic which is 0.812 (larger than the acceptable value of 0.6). The significance value is perched at 5% level, showing that $p=0.000$ which is ($p<0.05$). Hence it is worthwhile to conduct a Factor Analysis on the eight determinants responsible for shaping the integrity of green products.

The KMO and Bartlett's Test is followed by Total Variance Explained (TVE). According to TVE, the results will show the number of factors obtained provided that Eigen values are greater than 1 (Eigen value >1). It is proof of the fact that Factor (Component 1) explains 35.787% of the variance and (Component 2) accounts for 24.925% of the total variance explained. Principal Component Analysis have helped us to extract the variable according to the fulfilled requisite that the Eigen values should be greater than 1 (Eigen values $=>1$). The two factors have a strong degree of interdependence and hence decrease moving downwards.

TABLE 3: FACTOR ANALYSIS

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.863	35.787	35.787	2.863	35.787	35.787
2	1.994	24.925	60.712	1.994	24.925	60.712
3	0.823	10.627	71.339			
4	0.712	8.800	80.139			
5	0.580	7.250	87.389			
6	0.389	4.762	92.151			
7	0.437	5.462	97.613			
8	0.202	2.387	100.000			

Extraction Method: Principal Component Analysis.

Below is the Rotated Component Matrix, according to which the variables will get accommodated in the factor loadings, thus providing us with the final results.

TABLE 4: ROTATED COMPONENT MATRIX

Rotated Component Matrix^a

	Component	
	1	2
Environmental Consciousness	0.799	0.173
Health/Personal Benefits	0.838	0.220
Green Brand (Eco-Brand)	0.578	0.371
Quality	0.645	0.421
Durability	0.535	0.540
Packaging	0.315	0.792
Price	0.479	0.654
Convenience	0.866	0.221

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization^a

a. Rotation converged in 3 iterations.

The components may be arranged in the following manner

TABLE 5: ARRANGEMENT OF COMPONENTS

Component I	Component II
Environmental Consciousness	Quality
Health/Personal Benefits	Durability
Green Brand (Eco-brand)	Packaging
	Price
	Convenience

The 8 variables as observed are disintegrated into 2 factors, where, Component I represents Green Product Essentials and Component II represents Normal Product Essentials

TABLE 6: RELIABILITY STATISTICS FOR ALL VARIABLES (N=23)

Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N of items
0.812	0.812	23

In order to test whether the questionnaire is valid or not, we have used Cronbach's Alpha to analyse whether all questions or variables fit the existing model adequately. The table above shows the reliability statistics for 23 variables distributed in segments of the key characteristics of Green Products starting from Environmental Consciousness to Convenience. The

standardized Cronbach's Alpha value is 0.812, which is acceptable value, showcasing that the questionnaire along with its variables fits perfectly into the proposed modelling.

Since one of the objectives of our present endeavour is also to find out the relationship between demographics and consumer buying behaviour towards green products, therefore, we have conducted a Chi-Square Test to find out the association between the demographics of the consumers and their buying behaviour by looking. Chi-Square Test would help us to see whether the observed frequencies in the data results are supporting our hypotheses or not.

TABLE 7: GENDER AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.331 ^a	4	.782
Likelihood Ratio	2.377	4	.769
Linear-by-Linear Association	1.634	1	.843
N of Valid Cases	260		

From the above table, it is evident that the value of Chi-Square ($p=0.782$) which is greater than the acceptable value of 0.05. This implies that we should reject our alternate hypothesis which states that gender has a significant impact on buying behaviour of consumers towards green products. This would mean that there is no relationship between gender and buying behaviour of consumers towards green products and thus, gender does not have any significant impact of buying behaviour of consumers towards green products.

TABLE 8: AGE AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.933 ^a	2	.000
Likelihood Ratio	27.616	2	.000
Linear-by-Linear Association	17.280	1	.000
N of Valid Cases	260		

The above table shows us the association between age and buying behaviour of consumers towards green products. We see that $p < 0.05$ ($p=0.000$) implying that there is a significant relationship between age and buying behaviour of consumers towards green products. Thus, our alternate hypothesis is supported.

TABLE 9: QUALIFICATION AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.751 ^a	16	.537
Likelihood Ratio	19.250	16	.468

Linear-by-Linear Association N of Valid Cases	1.892 260	1	.192
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The above table shows us the association between qualification and buying behaviour of consumers towards green products. We see that $p > 0.05$ ($p = 0.537$) which prove that there is no significant relationship between qualification and buying behaviour of consumers. Therefore, we reject our alternate hypothesis.

TABLE 10: OCCUPATION AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.821 ^a	2	.705
Likelihood Ratio	11.438	2	.628
Linear-by-Linear Association	8.568	1	.915
N of Valid Cases	260		

From the above table it is again evident that there is no relationship between occupation and buying behaviour of consumers towards green products as $p > 0.05$ ($p = 0.705$) which implies we should reject our alternate hypothesis.

TABLE 11: INCOME AND CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.372 ^a	2	.487
Likelihood Ratio	17.823	2	.382
Linear-by-Linear Association	5.764	1	.410
N of Valid Cases	260		

The above table is the representation of the association between income and buying behaviour of consumers towards green products. We observe that $p > 0.05$ ($p = 0.487$) which means that there is no significant relationship between income and buying behaviour of consumers towards green products leading to the rejection of our alternate hypothesis.

6. FINDINGS AND DISCUSSIONS

The present research study has been conducted in the state of West Bengal taking into consideration 260 respondents who are users of consumer durables and FMCG. The results of the study is really an astonishing one. The primary objective of our research study was to find out the important features of green products which influence the consumers to buy it. To serve this purpose, we had conducted a Factor Analysis on the 8 key characteristics of green products

that we had found through a study of previous literatures. Among those 8 components, the 3 components namely Environmental Consciousness, Health/Personal Benefits and Green Brand (Eco-brand) were found to be the most necessary features of green products. The other 5 features namely Quality, Durability, Packaging, Price and Convenience were also imperative as all these are necessary characteristics of products, be it green or non-green and consumers do search for these product features while buying them. One of the striking revelations of our present endeavour is the fact that we have come across respondents who in spite of having low income had opined that they would pay a price higher than the usual price to purchase green products. This shows their concern for the environment and also brings out the fact that environmental awareness is a must when we talk in the context of green products and consumer buying behaviour. The Chi-Square tests were conducted to find the association between various demographic factors and buying behaviour of consumers. As per our results, Gender, Qualification, Occupation and Income were found to be insignificant with consumer buying behaviour of green products but Age was found to have a significant relationship with consumer buying behaviour. A reason for this would be that respondents belonging to young age groups are more environmentally conscious and have a penchant towards green products. This is well documented by the demographic profiling we had depicted earlier in this current research study in the form of a table where it is observed that most of the respondents belong to relatively young age groups where respondents in the age group of 18-24 made up for 96 of the total respondents while the age group of 25-34 made up for 66 of the total respondents surveyed. The consumers in the state of West Bengal perceive green products to be extremely important not only for the personal or health benefits they gain by using it but also for the eco-friendly nature of such products. The targeted respondents are erudite consumers living in the state of West Bengal who ready to embrace these environment friendly products for a more stylish and healthy modus vivendi.

7. CONCLUSION

In the backdrop of the present hyper-competitive business milieu, companies are expected to not only provide rich quality products to customers or provide exquisite consumer experience and satisfaction but left with a herculean task to ensure that they contribute to the well-being of the environment as well. Companies that of late have been mulling over the issue of environmental sustainability and this has led them to integrate the concept of 'going green.' Companies are investing heavily in the production of green products which are not only boosting their sales and helping them build a reputed image in the market but it is also helping to achieve environmental sustainability. Albeit green products are not completely green or eco-friendly but their impact on the environment is considered to extremely less when compared to non-green products. Truth to be told, the concept of green products is here to stay for the ages, especially, taking into consideration the present scenario of the earth where environmental protection and sustainability has become the focal point of society and the world at large. For companies to be successful in the selling of green products, adequate awareness programs need to be conducted by them to educate the consumers particularly those who do not have enough knowledge about green products or environmental sustainability. If the consumers become environmentally conscious then it would definitely trigger massive sales and usage of green products as the consumers are expected not to compromise on the future of the planet by using products which could have an adverse impact on the earth's resources.

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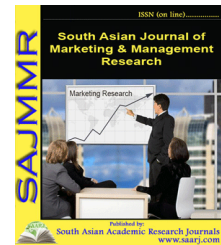
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MECHANISMS FOR THE DEVELOPMENT AND MANAGEMENT OF INNOVATIVE ACTIVITY IN UZBEKISTAN

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ABSTRACT

In the current era of intensified competition between the countries of the world, human potential is one of the factors determining the competitiveness of the country in the world community. Because of the development of innovative activities, the emergence of innovations and innovative products in the process of quality management will contribute to the further development of the economy and the country as a whole. In turn, without key components such as scientific potential, favorable investment climate, appropriate legal framework, necessary infrastructure, developed banking and financial system, innovation and innovation activity can not be gradually improved.

KEYWORDS: *Innovation policy, state regulation of innovation activity, stimulation of innovation processes.*

INTRODUCTION

Today, our country has all the necessary conditions for the development of innovative activities. Assessment of the potential and effectiveness of the innovation system based on several widely used indicators conducted by the Institute for Forecasting and Macroeconomic Research and the UN project "Support for Innovation Policy and Technology Transfer" shows that Uzbekistan has a strong presence [1].

The problem of organization of innovative activity, i.e. the problem of management is one of the important problems in innovative activity. An analysis of modern work experience in a competitive environment allows us to conclude this. The quality of management is of great importance for the success of the business. The primary task of innovation activity is to develop innovative programs aimed at creating, mastering, strengthening, and disseminating innovations.

MATERIALS AND METHODS

Today, there are about 400 registered research organizations in the country. Over the past 10 years, 224 research institutions, universities, experimental and design organizations, research and production enterprises, small innovation centers are involved in the implementation of state scientific and technical programs [2-5]. The scientific potential of Uzbekistan is more than 36,000 specialists, including 2,549 doctors of sciences, 9,254 candidates of sciences, and more than 15,700 researchers. Research is carried out in 45 research institutes of the Academy of Sciences of the Republic of Uzbekistan, 34 higher educational institutions of the Ministry of Higher and Secondary Special Education, 34 scientific organizations of the Ministry of Health, 30 scientific and higher educational institutions of the Ministry of Agriculture and Water Resources. And innovation centers, as well as in non-ministerial projects, experimental and design organizations. It is the general level of education and scientific potential of the population that is the undisputed advantage of Uzbekistan. Innovative activity is the widespread use of the results in the socio-economic development of the country and the satisfaction of the needs of society. The state innovation policy consists of three stages:

- Development of a science-based concept for the development of innovative activities;
- Identification of the main areas of state support for innovation;
- The practical impact on the achievement of the goal of activating innovative activities.

There are two types of innovation policy: strategic and tactical. The strategy of the state innovation policy is formed based on long-term concepts of socio-economic and political development of the country [6-11].

The choice of innovation policy strategy, in turn, requires identification of key areas of state regulation of innovation, selection of methods for the development and use of scientific potential, setting the main goals of innovative development in accordance with socio-economic development. Tactical innovation policy identifies current goals and specific measures to ensure that these goals are achieved with high efficiency. Tactical tools - this is research and design - are the creation of legal and organizational conditions for the financing of design work, logistics and information support, staff selection, implementation of measures for the development of innovation. The development of science and technology in the country can be assessed in terms of state innovation policy, the effectiveness of its formation methods, and the main areas of innovation support. In countries with advanced science and technology, the export of scientific and technical results (licenses, patents, etc.) will increase, the export of ready-made innovations will increase, and the provision of scientific and technical innovation assistance in other countries will expand. The state innovation policy is mainly aimed at creating favourable economic, organizational, legal, informational, and socio-psychological conditions for the implementation of the innovation process. The methods of formation of innovation policy, depending on the conditions, determine the main directions of state support for innovation [8-10].

The main areas of state support for innovation are:

- support the development of promising research (fundamental, research, applied);
- Provision of innovative activities with specialists;
- Development of various programs aimed at increasing innovation activity;

- state regulation of fiscal and other support, which has an incentive to increase the efficiency of innovative activities of individual firms (enterprises);
- Participation as a state mediator in the effective organization of interaction between different disciplines (academy, industry, and university) and encourage the corporation for innovation between universities (universities, institutes, academies) and industrial enterprises;
- Formation of state orders for innovative developments;
- regulation of innovative activity in the regions;
- creation of a legal framework for innovative activities;
- Regulation of international relations on innovation processes.

Forms of regulation of international relations on innovation activities are different. The main ones are:

- Stimulation of foreign innovative investments;
- Reasonable selection of the most promising and priority areas of cooperation;
- export control of innovative developments;
- support of international small innovative business relations;
- application of special tax and credit benefits to the participating states (enterprises) of the jointly implemented innovative project;
- Introduction of international standards and norms in the country.

Also, the forms of state regulation in this area include participation in the work of international organizations (UNESCO, OESR, UNIDO, IAEA, etc.), which in a sense deal with the problems of innovation. Accession to international conventions (for example, the Convention for the Protection of Intellectual Property Rights) involves the development of special laws and regulations governing international innovation relations, participation in international patent-license operations, etc. The methods of state influence on innovative activity can be divided into two groups: straight and curved.

The correct methods of state regulation of the innovation process are implemented in two forms: administrative, program-targeted. Administratively, it is funded in order to have a direct impact on innovation. This funding is based on special laws [11-14].

Innovations in state-targeted programs of innovation support in the program-targeted regulation of innovations are funded on a contractual basis. That is, the state will establish a system of contractual procurement of innovations (goods, technological processes, services). Contract financing - now common - is an element of the contract system between the customer and the manufacturer. The contract clearly states the time of completion of the work, the financial incentive to distribute the work among the participants.

Mutual obligations and economic sanctions are agreed upon here. Measures to stimulate cooperation between industrial enterprises and universities play an important role in the system of methods of direct state influence on the innovation process.

As a result of industrial and university cooperation, firstly, there is an opportunity to introduce advanced scientific ideas into production, and secondly, there is an interest of industrial enterprises in financing fundamental and research.

Curved methods also play an important role in the state regulation of innovation processes. These methods used in the implementation of state innovation policy are aimed at, firstly, stimulating innovation processes and, secondly, creating a favourable environment (economic, social, and psychological) for innovative activities. The composition, structure, and content of the curve methods of state regulation of innovative activity vary. These methods can include tax breaks and credit breaks. Tax benefits are in the following forms: corporate profits aimed at the implementation of promising innovations are exempt from tax; currency funds of scientific institutes and higher education institutions received from the sale of scientific and technical products are not taxed; taxation of property of scientific and technical organizations, a husband with reduced value-added tax; preferential taxation of profits of enterprises (firms) due to the introduction of innovations for a certain period. The provision of soft loans for government regulation of innovations can also be very effective.

That is, lending to joint-stock companies, enterprises, firms at low-interest rates. The objects of this study were selected as the most developed countries in the world: the USA, Japan, Germany, England, and France were selected.

Subjects of research: government agencies coordinating innovative activities, benefits in the system of financing, credit, and taxation, foreign economic activity; forms of support of scientific-methodical and information support of innovative activity; encouraging cooperation and competitiveness of manufactured products. In the world experience, the following types of tax benefits are used to encourage innovative activities.

- Provision of innovation and research tax credits, i.e. the provision of income tax benefits when profits are allocated for innovative purposes.
- Reduction of taxes when innovation costs increase;
- Profits from innovative activities are not taxed;
- Taxation of dividends received by legal entities and individuals as a result of the purchase of shares of innovative organizations;
- Reduction of income tax when profits are ordered and directed to the joint ITTKI;
- Providing benefits, taking into account the fact that the projects are being implemented in priority areas;
- Taxation of profits from patents, licenses, know-how, which are the result of intellectual property;
- Reduction of the taxable share of profits in accordance with their value when the transfer of machinery and equipment to ITI, universities, and other innovative organizations;

At present, three models of scientific and innovative development can be distinguished in industrialized countries.

1) Countries aspiring to become leaders in science, large-scale targeted projects covering all stages of scientific and industrial stages are being implemented, and the share of science and innovation in the defence sector is very large. (USA, UK, France)

- 2) Countries striving to expand innovation, to create a favourable innovative environment, to rationalize all sectors of the economy (Germany, Sweden, Switzerland);
- 3) Countries that promote innovation through the development of innovative infrastructure ensure adaptation to global scientific and technological advances; coordinate all areas of science and technology (Japan, South Korea).

In the developed countries of the world, the production of science-intensive products is carried out by large corporations, small and medium-sized enterprises operating in the field of science-intensive business. In practice, the entire innovation system at the state level has well-established mechanisms of interaction of large, medium, and small enterprises on the one hand and investors on the other, the insurance of technological risks carried out through the shares of these firms. Small and medium enterprises are enjoying priority support in countries in the European region. Their marked flexibility, which allows this category of enterprises to quickly adapt to changes in market conditions, along with their role as suppliers of certain types of science-intensive products for large-scale production, where the country's scientific and technological potential is the most valuable part of the workforce. The social orientation of the employment of scientific and technical personnel is also relevant. The need to develop innovative activities in Uzbekistan is determined by the need to improve the socio-economic conditions of life of the population of a region and the needs of market stabilization, industrial production, and sustainable growth of agro-industrial complex based on modern technologies.

CONCLUSION

The modern model of innovative development of Uzbekistan envisages a system of integration of scientific, technical, and industrial spheres in the process of economic and social development of society. Such integration requires careful and step-by-step action at all levels of government, creating incentives for the scientific and technological field to ensure a steady flow of effective news. In turn, this is a natural resource, a high level of education of the population, several well-known university teachers, and highly qualified personnel of scientists. Today, a large part of the country's scientific and innovative potential is concentrated in them, which must be used effectively for the development of the country's economy.

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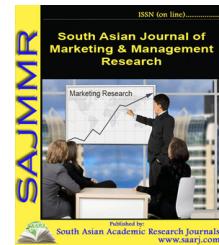
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PROSPECTS FOR THE DEVELOPMENT OF THE BANKING SECTOR OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

This article examines the trends in the development of the banking sector of the Republic of Uzbekistan. The role of innovative financial services and the development of a set of programs for the development of the banking sector were also particularly studied

KEYWORDS: *Credit Programs, Long Money, Availability Of Banking Services, Investment Policy, Fintech Companies.*

INTRODUCTION

One of the most important characteristics of the modern economic development of Uzbekistan has been the rapid growth of the banking sector. Given that Uzbek banks are very deeply involved in financing long-term investment projects, "long money" is a necessary component of the funding base, which acutely determines the relevance of basic research in this direction. The lack of "long-term investments", which are formed in the economy through several channels: bank lending, government spending, the capital market, leads to the fact that the economy, sooner or later, faces the need to develop a local market for long-term debt obligations. However, according to the international rating agency Moody's Investors-Service, despite the successful financial positions of Uzbek banks and GDP growth, there is a "low penetration" of financial services in the economy, and leading bankers can not agree with this: The assets of the banking sector in Uzbekistan account for approximately 30 % of GDP .

During the period of independence of the country, banks were created for certain purposes and tasks with active involvement in financing enterprises with the participation of the state and state development programs at preferential interest rates. As a result, the share of concessional loans is more than 60 % of the total portfolio of the banking system. The state has a dominant position in

the banking sector – 13 of the 32 banks have state participation in the capital, their capital accounts for more than 87 % of the total capital, and assets – more than 85 % of the total assets of the banking system. The active phase of banking sector reforms, launched in 2017, is aimed at liberalizing the foreign exchange market, removing outdated restrictions in banking activities and freeing banks from uncharacteristic functions, and expanding the availability of banking services. In 2019, a number of qualitative changes were implemented in the banking system, including: принятие

the adoption of the new version of the laws of the Republic of Uzbekistan "On Banks and Banking Activities" and "On the Central Bank of the Republic of Uzbekistan", which correspond to modern standards and principles of banking;

реформ Reform of financing mechanisms for investment projects with the participation of the Fund for Reconstruction and Development of Uzbekistan;

* abandoning the practice of lending to government programs at interest rates lower than the main rate of the Central Bank and switching to market-based lending conditions from 2021;

* Conducting a joint assessment with the World Bank of the mechanisms and procedures for prudential supervision of commercial banks for their compliance with the principles of the Basel Committee.

The investment policy pursued by the banking system has its effect in ensuring financial and economic stability by modernizing the technical and technological renewal of the economy, dramatically increasing its competitiveness, increasing export potential, organizing new production facilities based on innovative and energy-saving technologies, and developing production facilities for the production of new types of products that are in demand on the world market. In particular, in 2018, commercial banks allocated investment loans in the amount of 38.8 trillion rubles for the modernization, technical and technological renewal of production, and the organization of the production of competitive products based on modern technologies. Sum or 2.4 times more than in 2017.

The banks' investment activities focus on ensuring timely and full financing of projects included in the programs of industry development, localization and regional development. As a result of the measures taken and innovations in the banking sector, the bank's equity capital adequacy has also increased significantly in just one year (Table 1).

TABLE 1

Capital adequacy of the banking sector ¹				
Indicator name	01.02.2020 г.		01.02.2021 г.	
	млрд. сум	доля в%	млрд. сум	доля в%
Capital of the first level	48 107	89,6	53 415	90,1
<i>Fixed capital</i>	48 069	89,6	53 297	89,9
<i>Additional capital</i>	38	0,1	118	0,2
Capital of the second level	5 555	10,4	5 844	9,9

Total regulatory capital	53 662	100	59 259	100
<i>Capital adequacy ratio</i>	23,4		18,5	
<i>Tier 1 capital adequacy ratio</i>	21,0		16,7	

Improving the efficiency of the banking system is a key factor in economic development to meet the growing needs of business entities and the population in affordable and high-quality financial services. In this regard, the Strategy provides for the implementation of the following activities::

- 1) Expanding the range and quality of banking services by attracting international best practices and technologies;
- 2) improvement of management in banks by introducing advanced standards and experience of corporate governance, ensuring accountability and transparency of the activities of bank management bodies and proper disclosure of information by them;
- 3) increasing the commercialization of banks ' activities, eliminating subsidized lending, which will ensure the financial stability of the banking system, as well as increase the effectiveness of monetary policy instruments;
- 4) increasing the role of commercial banks as financial intermediaries that ensure the mobilization of savings into investments and direct them to finance the most financially and economically efficient areas, etc.,

An important element of the reform of the banking system is the privatization of commercial banks. According to the Presidential decree "On the strategy of reforming the banking system of the Republic of Uzbekistan for 2020-2025", the main directions of reforming the banking sector in the Republic of Uzbekistan were identified, including the privatization of banks with state participation. The transformation of banks with the participation of the state with the support of international financial institutions and their sale to foreign strategic investors will lead to the improvement of the system of corporate governance and risk management in banks, the introduction of new technological solutions in the banking system, taking into account the best foreign experience, as well as to a change in the business models of banks and an increase in their level of customer focus. In order to implement this task, it is provided:

- 1) Consistent elimination of the administrative burden on credit institutions by freeing them from performing uncharacteristic functions, as well as excessive encumbrances;
- 2) creating the necessary conditions for the widespread introduction of modern information and communication technologies, automation of business processes of commercial banks and expanding the range of remote banking services;
- 3) reduction of the state share in a number of commercial banks with the involvement of strategic investors with the appropriate experience, knowledge and reputation in banking. The implementation of these tasks in practice will also significantly affect the dynamics of the liquidity of the banking sector, whose current state is shown in Table 2.

TABLE 2

Dynamics of banking sector liquidity²

Indicator name	01.02.2020 г.	01.02.2021 г.
Highly liquid assets (billion soums)	28 895	46 194
Ratio of highly liquid assets to total assets, %	10,5	13,2
Liquidity coverage ratio (min. value 100%)	198,0	135,3
Net stable financing ratio (min. value 100%)	111,8	110,3
Instant liquidity ratio (min. value 25%)	47,2	66,8

Increasing the availability of financial services involves increasing access to basic banking services (deposit, credit and payment services), including underserved segments (low - income individuals, rural populations, micro-and small firms). In order to increase the availability of financial services, the following measures are envisaged::

- 1) Develop, with the assistance of the World Bank, and implement a National Strategy for Improving Financial Inclusion that defines clear and coordinated directions for improving financial inclusion;
- 2) Concentration of the state presence in underserved segments so that subsidized credit programs are targeted at underserved and vulnerable segments, and subsidies are limited in time;
- 3) development of a holistic and cost-effective financial intermediation system and products to fill the existing gaps, including micro-credit organizations, leasing, factoring and fintech companies, e-money operators, specialized credit intermediaries that will be able to develop targeted solutions for these segments.

In order to assess the success of the efforts made and the timely achievement of the goals set for the reform of the banking sector, this Strategy includes the following targets::

- 1) increasing the share of assets of banks without a state share in the total assets of the banking system from the current 16 percent to 60 percent by 2025;
- 2) increasing the share of banks ' liabilities to the private sector in total liabilities from the current 28 percent to 70 percent by the end of 2025;
- 3) to attract at least three strategic foreign investors with appropriate experience, knowledge and reputation to the capital of at least three banks with a state share by 2025;
- 4) increase the share of non-bank credit institutions in total lending from the current 0.35 percent to 4 percent by 2025. The Ministry of Finance and the Central Bank of the Republic of Uzbekistan will carry out systematic monitoring of the implementation of the Strategy, overall coordination, and prompt consideration and resolution of problematic issues that hinder the reform of the banking system.

All these measures taken by our state in the near future will become the main lever of banking reforms in our country. This is how we can ensure transparency and efficiency in banking operations at the level of the state and directly in relations with foreign banks.

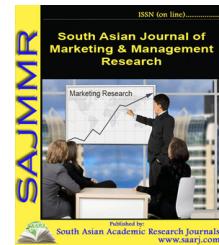
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OPTIMIZATION OF THE ACTIVITIES OF TOURISM ENTERPRISES

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ABSTRACT

The article considers a model for optimizing the production of a tourist enterprise in the republic and considers the profitability of an enterprise in a market economy. To do this, they are divided into deep, comprehensive, basic and additional, significant and insignificant, explicit and implicit. It then examines, first and foremost, the impact of important, fundamental, and defining factors that affect the production process. The responsibility of business entities for the functioning of a market economy and the existence of competition determines the need to compare results and costs, analyze events and indicators of general economic processes.

KEYWORDS: *Tourist Enterprise, Labor, Mathematical Methods, Production, Optimization Model, Firm, Profit.*

INTRODUCTION

Mathematical methods complement them well, without negating the simple traditional methods, and help to further develop them and to analyze the results of objective variables in a certain way through other indicators. One of the advantages of mathematical methods and electronic technologies in the management of the national economy is that they can show the effect of factors on the modeled object, the relationship between the outcome indicator and the resources. It allows you to scientifically predict and manage production results in dozens of industries and thousands of enterprises and the priorities of the national economy.

The theoretical and practical significance of mathematical methods and models can be seen in the following:

1. Mathematical methods and models serve as a leading tool in the development of economics and natural sciences.
2. Some corrections can be made in predictions using mathematical methods and models.
3. With the help of economic-mathematical models it is possible not only to analyze economic processes in depth, but also to discover their new unexplored laws. They can also be used to predict the future development of the economy.
4. Economic-mathematical methods and models, along with the simplification of computerization and automation of computational work, facilitate mental labor, help to organize and manage the work of management and economic personnel on a scientific basis.

Economic-mathematical methods is the name of a complex of economic and mathematical sciences. These disciplines are used to analyze the whole economy using comprehensive mathematics. Economic-mathematical methods and models include concepts and rules consisting of a system of specialized disciplines, including:

- a) study of the impact of objective and subjective factors on economic processes, their relationship;
- b) scientific substantiation of business plans and objective assessment of their implementation;
- v) identification of positive and negative factors affecting the economy and quantitative assessment of their impact;
- g) identification and disclosure of production development trends and ratios, unused domestic energy reserves;
- d) generalization of best practices, optimal management decisions.

In the analysis of economics using mathematical methods and models, production processes are studied in a complementary manner. Explores and evaluates all the factors, causes, grounds, events and processes that connect them. To do this, they are divided into deep, comprehensive, basic and additional, significant and insignificant, explicit and implicit. It then examines, first and foremost, the impact of important, fundamental, and defining factors that affect the production process. It is very difficult to study the impact of all factors on economic processes and in practice it is not always necessary to take them into account.

The need to identify the factors that effectively affect the implementation of the business plan of the enterprise, to study their impact, as well as the need for quantitative and economic analysis of these effects - requires the use of mathematical models.

The subject of economic-mathematical methods and models is the study of production processes in consumers, producers, associations, unions, socio-economic efficiency under the influence of objective and subjective factors and the financial results of their activities. expression based on a system of mathematical models. The subject of economic-mathematical methods and models is the process of production under the influence of internal and external factors, the formation of final results and their evaluation on the basis of mathematical methods. Different factors routinely affect the production process and they represent different economic laws. For example, the effect of the price factor on the modeling process is studied. If the prices of raw materials, semi-finished and finished products change in the economy, in the market, it will affect all financial indicators of industry, agriculture, trade and other enterprises.

Tasks of economic-mathematical methods and models in economic analysis:

1. scientific and economic substantiation of business plans and standards of the enterprise;
2. objective and comprehensive study of the implementation of business plans and compliance with standards;
3. determining the economic efficiency of the use of labor, material and financial resources;
4. control over compliance with the requirements of commercial accounting;
5. search and evaluation of internal opportunities, identification of trends and ratios of production development;
6. Generalization of best practices, review of administrative decisions.

The above tasks show that the production situation is multifaceted and variable and can change. Practice shows that models of market economy analysis can pose new challenges to science, as economic and social processes grow and change rapidly.

Extensive use of economic-mathematical methods and models improves the direction of economic analysis, increases the efficiency of economic analysis, provides opportunities for quantitative assessment of changes between different processes and identification of change trends. As a result, with the reduction of analysis time, it is necessary to fully cover the factors affecting economic and commercial activity and separate the most important ones from the previous ones, replacing the previous estimates with the exact ones. ability to create and solve complex manual calculations on computers.

The use of economic-mathematical methods in the analysis of the activities of enterprises requires a systematic approach to the study of the economy of the enterprise, taking into account all the existing interrelationships between its various activities.

The analysis of such conditions requires a systematic approach from the point of view of cybernetics: the creation of a set of economic-mathematical models that represent the quantitative characteristics of the problem and economic processes to be solved using economic analysis; improving the system of economic information on the activities of the enterprise; availability of technical means for collection, processing, storage and delivery of targeted economic data for economic analysis; requires the formation of special analytical groups consisting of economists-practitioners, mathematicians-accountants on economic-mathematical modeling, operator-programmers. Mathematical problems created for the purpose of economic analysis can be solved using one of the economic-mathematical methods presented in the following scheme.

Primary mathematical methods are used to justify the need for different resources, to calculate production costs, to make plans, and to calculate balances.

The classical methods of higher mathematics are applied not only in other methods (mathematical statistics and mathematical programming), but also in their own way. This is because differential and integral methods are widely used in factor analysis of many economic indicators.

The formation of a market economy in Uzbekistan requires the replacement of economic accounting with trade. The responsibility of business entities for the functioning of a market economy and the existence of competition determines the need to compare results and costs,

analyze events and indicators of general economic processes. It is therefore important to learn and apply new methods of analysis.

Extensive use of mathematical methods is an important area of improvement in economic analysis, which increases the efficiency of the analysis of the firm, enterprise and its divisions. This allows you to reduce the analysis time, take into account all the factors, perform error-free calculations. In addition, these methods allow you to find optimal solutions (solutions) on several criteria.

In particular, the manufacturer's behavioral model is based on maximizing profits. Such a criterion is not universal. Maximizing current profits depends on determining the company's prospects. In today's complex world, the main task is to keep the company as a unit of production, so the criteria for maximizing profits do not work, but the criteria for minimizing costs are accepted.

In a market economy, an enterprise (firm) seeks to make a profit or maximize production.

We will consider and apply the model of optimization of production activity of the tourist enterprise:

- a) limited production capacity;
- b) profit maximization criteria and the Kun-Takker method.

Assume that a manufacturing firm produces several different products with the same or permanent structure. This is the trademark of the firm.

For the production of a firm, the means of live labor L (number of annual workers or number of man-hours) are K (fixed assets) and packaged labor and labor are M (annual fuel used, raw materials, equipment, etc.).

Each type of gross resource (labor, capital, and materials) is divided into several types (different categories of labor, different equipment). Vector column $x = (x_1, x_2, \dots, x_n)$ determine the resource consumption with. It describes the firm's technology with a production function that represents the consumption of resources and the availability of a quantity of product:¹:

$$X = F(x) \quad (1)$$

$F(x)$ is considered to be a continuous, neoclassical function, two differentials of which can be found, and the matrix of its second product is negative.

The price of a product p and j , unit cost of resources - $w = \overline{1, n}$ then the cost vector is written as follows and the profit is obtained:

$$\Pi(x) = pF(x) - wx \quad (2)$$

with: $w = (w_1, w_2, \dots, w_n)$ - resource cost vector series.

The cost of resources is natural and clear, if x_j - the average annual number of skilled workers and w_j - annual salary per capita; if x_j - purchased materials (fuel, energy, etc.) if so w_j - the purchase price of this material.

a) If x_j - production funds , then w_j - the amount of the annual rent of the funds or the cost of repairing the funds.

b) in this $R = pX = p(Fx)$ - the firm's annual output or annual revenue $C = wx$ - production costs or annual consumption of resources.

If the amount of resources involved is not affected by other factors, the profit maximization is written as follows:

$$\max_{\{x \geq 0\}} [pF(x) - wx] \quad (3)$$

This is a nonlinear programming problem , $x \geq 0$ to solve the problem Kun-Takker condition applies:

$$\begin{aligned} \frac{\partial n}{\partial x} &= p \frac{\partial F}{\partial x} - w \leq 0 \\ \frac{\partial n}{\partial x} x &= \left(p \frac{\partial F}{\partial x} - w \right) \cdot x = 0 \end{aligned} \quad (4)$$

If resources are used in the optimal solution $x^* > 0$, then (4) the condition is written as follows:

$$p \frac{\partial F(x^*)}{\partial x} = w \quad (5)$$

$$\text{yoki } p \frac{\partial F(x^*)}{\partial x_j} = w_j, \quad j = 1, 2, \dots, n$$

At the optimal point, the final product corresponding to the resource unit is equal to the price.

v) Maximizing the amount of product without changing production costs is written as follows:

$$\begin{aligned} \max F(x) \\ wx \leq C, \quad x \geq 0 \end{aligned} \quad (6)$$

This problem is a problem of variables with a linear limit of nonlinear programming. After the theory, we construct the Lagrange function:

$$L(x, \lambda) = F(x) + \lambda(C - wx)$$

Then we find the maximum value without the negative variables. To do this, we fulfill the Kun-Takker condition².

$$\begin{aligned} \frac{\partial F}{\partial x} - \lambda w &\leq 0 \\ \left\{ \frac{\partial F}{\partial x} - \lambda w \right\} \cdot x &= 0 \\ x &\geq 0 \end{aligned} \quad (7)$$

Apparently (7) condition (4) complies with the condition. If

$$\lambda = 1/p$$

Based on the Cobb-Douglas function, we consider the problem of maximizing the profits of a firm that produces the same product using the following example.

Example. The company has allocated 150,000 soums for rent and wages if any maximize product quantity (rent per unit of securities $w_K = 50000$, salary $w_L = 100000$)

$$X = F(K, L) = 3 \cdot K^{2/3} \cdot L^{1/3}$$

If so, find the limit of the last exchange of funds and labor at the optimal point?

Solution. As you know, $F(0, L) = F(K, 0)$, hence the optimal solution $K^* > 0$, $L^* > 0$. That is why (7) the condition is as follows:

$$\begin{cases} \frac{\partial F}{\partial K} = \lambda w_K \\ \frac{\partial F}{\partial L} = \lambda w_L \end{cases} \quad (8)$$

or in our example

$$\frac{2}{3} \cdot \frac{F(K^*, L^*)}{K^*} = \lambda w_K$$

$$\frac{1}{3} \cdot \frac{F(K^*, L^*)}{L^*} = \lambda w_L$$

Divide the first equation by the second and find:

$$\frac{2L^*}{K^*} = \frac{w_K}{w_L}$$

Put it on this condition $w_K K^* + w_L L^* = 150$, we find:

$$K^* = \frac{2}{3} \cdot \frac{150}{w_K} = 20, \quad L^* = 5$$

The solution can be expressed geometrically. The isocosta line in Fig.1 ($S=50,100,150$ cost line defined for) and isoquants (constant $X=25,2$; $37,8$ gross product line).

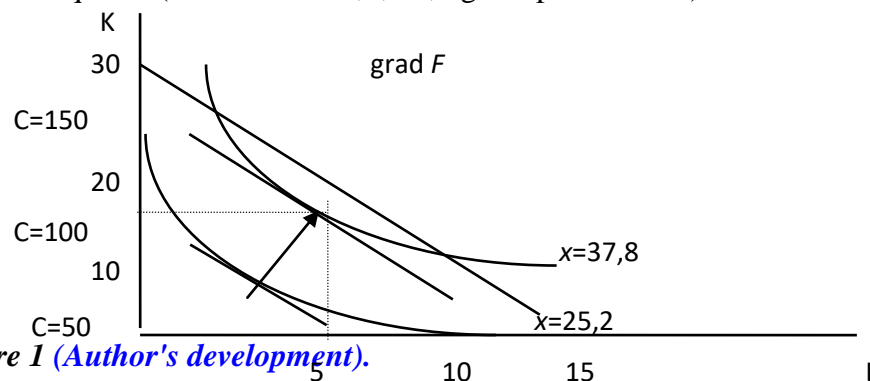


Figure 1 (Author's development).

Isocosts are written by the following equation:

$$5K + 10L = C = \text{const}$$

Isoquants are explained by the following equations:

$$3K^{2/3}L^{1/3} = X = \text{const}$$

At the optimal point $K^* = 20$, $L^* = 5$ isoquant $X^* = 37,8$ and isocosta $C = 150$, their gradients $\left(\frac{\partial F}{\partial K}, \frac{\partial F}{\partial L}\right)$, (w_K, w_L) collinears.

Optimal score stock and labor exchange:

$$S_K = \frac{\frac{\partial F}{\partial L}}{\frac{\partial F}{\partial K}} = \frac{1 - L \cdot K^*}{\alpha \cdot L^*} = \frac{1}{2} \cdot \frac{20}{5} = 2$$

This means that one worker can be replaced by two unit funds. Solve the problem of maximizing the company's profits, resource requirements $x^* > 0$ we find. The corresponding costs $C^* = wx^*$. Now we come to the part where we talk about the middle ground. The optimal solution in the above neoclassical production function $x^* > 0$ is the only solution³.

So, on the one hand:

$$\frac{\partial F(x^*)}{\partial x} = \frac{1}{p}w, \quad wx^* = C^*, \quad n(x^*) \geq n(\bar{x}^*)$$

on the other hand:

$$\frac{\partial F(\bar{x}^*)}{\partial x} = \lambda w, \quad w\bar{x}^* = C^*, \quad F(\bar{x}^*) \geq F(x^*)$$

Because

$$n(x^*) = pF(x^*) - wx^* \geq pF(\bar{x}^*) - w\tilde{x}^* = n(\bar{x}^*) \text{ va } wx^* = w\tilde{x}^* = C^*, F(x^*) \geq F(\tilde{x}^*)$$

$$F(\tilde{x}^*) \geq F(x^*), \text{ that is why } F(\tilde{x}^*) = F(x^*)$$

the solution to the problem is unique, so $\tilde{x}^* = x^*$.

As long as you have a unique solution to the problem of maximizing profits, $x^* > 0$ and costs are given accordingly $C^* = wx^*$ in order to maximize the amount of product in the case.

CONCLUSION

Economic-mathematical methods do not negate traditional methods. This will help them to further develop and analyze performance in the context of objective variables through other indicators. The importance and advantages of mathematical methods and models are: they make rational use of material, labor, and monetary resources; serves as a leading tool in the development of economics and natural sciences; it will be possible to make some adjustments during the preparation and implementation of forecasts; economic processes are not only

analyzed in depth, but also their unexplored new laws and trends are revealed; Promotes mechanization and automation of computational work, mental labor.

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WHATSAPP MARKETING BY WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

Social Media or Social Commerce has become one of the most popular, economical and effective mode of business across the world. All types of social media tools are widely used by all types and levels of businesses. WhatsApp, as a marketing tool for business, owing to its amazing free of charge features and ease of use, has been adopted by companies and entrepreneurs, operating at all the scales. Women entrepreneurs in India, known for their creativity, hard work and sustained efforts, in both urban as well as rural areas, are making effective use of WhatsApp for marketing of their products and services. In order to improve upon the effectiveness of their marketing efforts, the present study proposes a nine step Strategic Framework for WhatsApp marketing by women entrepreneurs. Adoption and systematic application of the proposed strategic framework is expected to enhance WhatsApp marketing effectiveness.

KEYWORDS: *Social Media; Social Commerce; Whatsapp Marketing; Women Entrepreneurs, Marketing Effectiveness*

INTRODUCTION

Social Media or Web 2.0 has emerged as one of the most effective marketing tool in the recent past. Primarily created for personal or social interactions, social media tools found their applications in a variety of business activities and are being used widely by most of the companies as well as by women entrepreneurs (Melissa et al., 2013; Upkere et al., 2016). Facebook, Instagram, Twitter, LinkedIn, WhatsApp and other tools are increasingly used for interaction with customers, promotion and selling of products and services, customer service and other marketing activities. Growing population of smart phone users has given a boost to social media applications on the phone. In line with E-Commerce, social media has taken shape of Social Commerce in the present times. WhatsApp, a commonly used social media application, owing to its ease of use and effectiveness, is found to be very popularly used by business organizations and entrepreneurs of all types and sizes, for a wide range of marketing activities. Women entrepreneurs, both in urban and rural India, operating at micro levels, find WhatsApp as

an effective business tool for performing most of their marketing activities. The present paper aims at explaining the role and applications of WhatsApp as marketing tool and suggests a strategic framework for WhatsApp marketing effectiveness, particularly for the women entrepreneurs.

Women Entrepreneurship

Women play a key role in family and social life, and also an important part of the workforce in all types of industries and jobs. Many women have ventured in business, particularly in micro, small and medium size industry. With the growing emphasis and support for women empowerment, India has seen a steady growth of women entrepreneurs in both rural as well as urban India. Women entrepreneurs may be described as women who have dominant financial control over their enterprise and embark towards starting, organizing and managing resources at their disposal in expectation of earning profits (Sharma, 2013; Tiwari, 2017). According to a study carried out by Bain and Google (Rajan et al., 2019), entrepreneurship among women has the power to create positive outcomes for individuals, societies and economies. India has 13.5–15.7 million women-owned enterprises, representing 20% of all enterprises. The report further mentions that majority of such enterprises comprised of single person enterprises, which provide direct employment for an estimated 22 to 27 million people. Although a majority of the women entrepreneurs work in the traditional and informal sectors such as food products, apparels, crafts, retailing, etc. but with the growing support, they are now entering into other emerging and contemporary areas such as IT, education, training, designing, healthcare, and others. In spite of having numerous challenges, women entrepreneurs are fast emerging as a major force in society. Government schemes, education, training, skill development, financial support and internet based business and banking applications, will further give a boost to women entrepreneurship.

WhatsApp as a Marketing Tool

It is one of the most popular mobile social media application in the world with over 2 billion users. Launched as an instant, free of charge messaging mobile application, WhatsApp was created in 2009 by Brian Acton and Jan Koum, two former Yahoo employees. It was later acquired by Facebook in 2014. According to India Today (2021), WhatsApp had about 459 million active users in December 2020, which are likely to reach to 500 million mark very soon in India. More than 95 per cent of WhatsApp's monthly active users in India use the app every day. The popularity of WhatsApp is attributed to its amazing free of charge features and ease of use. Its features include text message, voice message, voice and video calls, sharing of documents, pictures, videos, gif etc., instant notification and many more. Apart from being a personal communication tools, it has assumed a much bigger role as a marketing tool among all types of professions and businesses (Kumar and Sharma, 2016). Whether government or non-government, small or large, rural or urban, manufacturing or service, organizations of all types and sizes are using WhatsApp for a wide range of business activities. It is used for internal as well as external communications. Companies or professionals communicate with their clients using WhatsApp applications. Understanding the potential of business applications, WhatsApp has launched WhatsApp Business, an application aimed at small businesses.

WhatsApp Marketing by Women Entrepreneurs

Social media tools such as Facebook, Instagram, WhatsApp and others are commonly used by women entrepreneurs owing to their capability of low-cost information disclosure, instant messaging, and wide networking (Gençand Öksüz, 2015). But for majority of the women

entrepreneurs, WhatsApp is the most popular social media tool to facilitate their business activities. As most of them operate at micro or small scale, and many women work operate from home, with limitations of capital, space and infrastructure, WhatsApp provides many features at no cost with the benefits of mobility in a smartphone. There are numerous examples of how women use WhatsApp for reaching out to customers, making announcements, promoting products/services, handling customer queries, taking orders, selling, facilitating payments, confirming deliveries, customer service and many more functions. Many of them deal in home-made food and snacks, food and farm products, bakery products, beauty products, handicrafts, handcrafted jewellery, apparel and dress material, tutorials and training sessions, and other similar products and services. Citing many examples, Naruka (2019) explained that women entrepreneurs are using WhatsApp for receiving queries, promotion, order taking, selling, payments, and delivery related marketing activities for products ranging from handcraft jewellery, salads, whole range of kids' products, kitchen, products, household use items, personal use items, stationery products, eco-friendly bags and more. She further added that women entrepreneurs find many benefits in this mode of doing business with very few risks. WhatsApp is perceived as a very safe and secure mode of communication and customer engagement for both marketer as well as customers. The communication may be done at a personal level or women entrepreneurs use group communication to reach out to their customers. Zarouali et al. (2021) found that consumers' perceptions of socialness, security and privacy in WhatsApp create trust in brands communicated through its applications.

Strategic Framework for WhatsApp Marketing

Effective WhatsApp marketing requires developing a clear plan, smooth implementation and careful monitoring of well-defined activities. Women entrepreneurs, to be effective and successful, should adopt the proposed strategic framework:

1. Create Profile Page with Brand Name and Logo
2. Prepare Customer Database
3. Develop Product Catalogue
4. Design Integrated Communication Strategy
5. Define Pricing Policy
6. Devise Order Taking and Payment Mechanism
7. Schedule Supplies and Deliveries
8. Define Exchange/Return/Refund Policy
9. Customer Relationship Management

Create Profile Page with Brand Name and Logo: The first and foremost requirement is to create an identity and image about the entrepreneur and her business. A brand is to be build. This can be achieved by deciding about a brand name for the business, designing a logo by selecting appropriate symbol/character and writing style, colour scheme, graphics or any text or visual with contact details. All these details should be intelligently placed to create a profile page, which should be aesthetically appealing, conveys the essence of business and establish a connect with the target audience. The logo or profile page can be used a picture and can also be sent to the customers.

Prepare Customer Database: It is important to define the customer segment and prepare a customer database with contact details. It may begin with friends, relatives, colleagues, neighbourhood, community, formal or informal clubs, associations etc. The database can be further strengthened using referrals from existing contacts. After preparing the master database of customers, different small groups in terms of locality or cities.

Develop Product Catalogue: Creating a visual appeal is important to attract customers. A product catalogue with the details about features/attributes, prices and some photographs or videos of the product can be developed. Efforts should be made to create an aesthetically attractive product catalogue. It not only serves as a means for information, but also create interest about the products among the customers.

Design Integrated Communication Strategy: In order to reach out to the target customers, it is essential to design an effective communication strategy. A low cost promotion is possible by integrating and using various social media such as WhatsApp, Facebook, Instagram, Twitter etc. to communicate the brand and product catalogue. Using customer database, different WhatsApp groups can be created and messages be posted. Existing WhatsApp groups may also be joined. WhatsApp may be integrated with social media, to supplement its features. A Facebook page, web page or website may also be created providing all the important details about product, pricing, delivery, exchange/return etc. The link of this Facebook page, web page or website may be shared using other social media or emails.

Define Pricing Policy: Price of the products should be appropriately calculated after incorporating all types of costs and expected profit margins. Customers' purchasing ability and competitive offers of similar products may also be considered while deciding about the price. Fixed price policy may be considered by the women entrepreneurs as it would avoid any kind of price negotiations or bargaining. Discounts, if any, offered on specific items or promotional offer or festival season or old stock etc. should also be clearly mentioned. It is important to clarify all the pricing related aspects so as to avoid any kind conflict at a later stage.

Devise Order Taking and Payment Mechanism: The customers are to be advised for placing the orders and making the payments in an organized manner. In certain cases, minimum quantity or order size may be required. Details are to be provided about how to place order on WhatsApp for specific products in specified quantities with complete delivery address and location. Minimum and maximum delivery time for the order should also be clearly specified. Payment mechanism may involve advance payments or cash on delivery. In most of the cases advance payment at the time of placing the order is widely adopted. Payment modes could be Digital Wallets such as Paytm, PhonePe, Google Pay etc or electronic bank transfers.

Schedule Supplies and Deliveries: Supplies for the orders are to arranged in a defined time limit. In certain cases, there may be ready availability of products, whereas, in some cases products are to be custom made or procured from different sources. In such cases the time of production and procurement of products needs to be taken into account while specifying delivery schedule. It is also possible to make direct deliveries to the customers from the suppliers or other sources of procurement. Reliable and reputed courier services, with proven track record, needs to be selected for product deliveries. A contract or agreement may be made with the courier company for regular delivery of products. Most of the courier companies provide for tracking mechanism for the packages. Preparing a schedule for supplies and deliveries help in ensuring delivery of the products to the customers at right time at the right place.

Define Exchange/Return/Refund Policy: In certain situations, products may get damaged during transit or may not as per the order placed by the customer or the order may be cancelled by the customer. There should be clear policy as to under what conditions products will be accepted for exchange/return/refund. Policy for cancellation of order should also be clearly defined. In case of any dispute, the problem should be resolved as per the defined and communicated policy in amicable manner.

Customer Relationship Management: After the sale is over, the customer may be contacted on WhatsApp to provide the feedback about satisfaction and suggestions if any. The customers may also be requested to share their experience with other customers or recommend to others. Special offers may be given to regular customers for future purchases. Customers may be regularly updated about any new arrivals or new collections.

The above activities, when undertaken in a well-planned manner, are likely make WhatsApp marketing more effective and productive. Women entrepreneurs can achieve better results and build long term relations with customers.

CONCLUSION

Women entrepreneurs are making their sustained efforts with limited resources to market their products. They may not be able to use sophisticated professional marketing toolkit due to lack of formal training, low capital, poor infrastructure, limited manpower and other constraints, but they make their best efforts to reach out to their customers using digital marketing tools. Social media in general, and WhatsApp in particular, have emerged as economical yet powerful tools for marketing of all types of products. WhatsApp provides ease of use with free of charge features including text message, voice message, voice and video calls, sharing of documents, pictures, videos, gif etc., instant notification and many more. Women entrepreneurs are making effective use of WhatsApp for making announcements, promoting products/services, handling customer queries, taking orders, selling, facilitating payments, confirming deliveries, customer service and many more functions. The proposed strategic framework of WhatsApp Marketing is a systematic approach for increasing the effectiveness of marketing efforts made by women entrepreneurs. It suggests nine steps for effective WhatsApp marketing, including Create Profile Page with Brand Name and Logo; Prepare Customer Database; Develop Product Catalogue; Design Communication Strategy; Define Pricing Policy; Devise Order Taking and Payment Mechanism; Schedule Supplies and Deliveries; Define Exchange/Return/Refund Policy; and Customer Relationship Management. The present study makes a significant contribution by way of the proposed strategic framework for WhatsApp marketing by women entrepreneurs of India. Women entrepreneurs are likely to be greatly benefitted by systematic use of WhatsApp for marketing of their products, adopting the proposed strategic framework.

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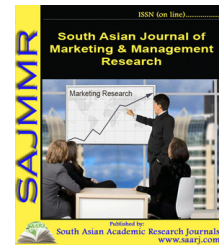
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EVALUATION OF THE RELATIONSHIP BETWEEN HEALTH EDUCATION AND HEALTH DEVELOPMENT CURRICULUM OF THE FIRST HIGH SCHOOL WITH PROFESSIONAL QUALIFICATION OF TEACHERS AND BASED ON HEALTH SYSTEM INDICATORS

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ABSTRACT

Health education and health promotion is accepted as an individual and social value and an undeniable necessity in every society. According to the statutes of the World Health Organization, all educational and health organizations are obliged to strive to spread it. This important point has been mentioned and in order to implement it, by compiling health and health promotion courses in different educational courses, especially junior high school, efforts have been made to give the necessary training to students and to take necessary measures to achieve a healthy, dynamic and lively society. The purpose of this study was to design a model of health education and health development curriculum for junior high school based on the indicators of the health system and the document of fundamental change in education. The research method was descriptive correlation, field data collection method and interview data collection tool and questionnaire. The statistical population in this study was all professors and curriculum specialists. Purposeful sampling method was used to select a sample from among the specialists and 15 people were selected as a statistical sample considering the saturation law. The researcher faced data saturation after the twelfth interview, but to ensure the adequacy of the data, the interview process continued until the fifteenth person. Therefore, the statistical sample in this section is 15 people. Based on the research results, it can be said that the four main themes of "purpose", "content", "teaching method", and "evaluation" as dimensions of health education and health development curriculum in junior high school based on the indicators of

the health system with emphasis on The components of the document of fundamental change in education were identified. The results also showed that the variables of purpose, content, teaching method, and evaluation in explaining the model of health education and health development curriculum of the first year of high school based on health system indicators with emphasis on components. The document's fundamental transformation of effective education. So that the target variable was in the first priority, the content variable was in the second priority, the teaching method variable was in the third priority and the evaluation variable was in the final priority.

KEYWORDS: *Design, Curriculum Model, Health Education, Health Development, Junior High School.*

I. INTRODUCTION

"Health" is one of the divine blessings that God has bestowed on human beings, and it is obvious that human beings should strive to maintain it, especially in this period when human machine life surrounds them. So to prevent any disease and ensure the health of people It is necessary to give trainings (EskandariVaraififar, 2010)

The school education system plays a very important role in health education and health promotion in childhood and beyond and improves students' personality, attitude, skills and awareness (Hedayati et al., 2016).

Health education and health promotion can provide an opportunity for teachers and students to acquire knowledge, information, and skills that will guide them toward appropriate health habits and behaviors throughout their lives. Sarmadet al. (2000) Jamalian also confirmed the correctness of this view and considered the health of individuals in society as the greatest support of a country; In order to have a healthy society, it introduces students 'health as a principle, while considering health education and health promotion as students' right to be aware of how to take care of themselves and stay safe from pathogens, ensure their health. Be aware of it and, most importantly, acquire skills and abilities. In his opinion, this knowledge and skill should be available to students during their studies. World Health Organization (2015) studies on health behaviors in 35 countries showed that nearly 60% of the quality of life and health of individuals depend on their lifestyle and personal behaviors. He was healthy.

The World Health Organization's definition of "health is complete physical, mental, and social well-being, and mere absence of disease or disability is not a reason for health" (Ramazankhani Vesvari, 2010). Also, WHO studies (2015) on health behaviors. In 35 countries, it was shown that about 60% of the quality of life and health of people depends on their lifestyle and personal behaviors, and in the current situation in Iran, it needs to take steps to improve the health of various groups of society, including students. Have a healthy society. Given the importance and role of health in the life of every individual, and since it is considered as an important resource in economic, social and personal development, health education in schools should be emphasized by educational systems. Paying attention to the seriousness of achieving the indicators of the health system is one of the important tasks of every government, and to achieve this valuable goal and promote it, we need health education in schools; Trainings in the field of creating behaviors based on health and well-being that in different countries, especially in our country, schools and the content of the courses are the best basis for their operation. In this regard, this

study intends to design a model of health education and health development curriculum in junior high school based on the indicators of the health system and the fundamental transformation of education. Based on the components of health education and health promotion including physical health, nutritional health, environmental health. , And review family, safety incidents, physical activity, mental health, high-risk behavior prevention, disease control and prevention, disability, public health, and school health.

Statement of the problem:

Health and wellness as an individual and social value, according to the Statute of the World Health Organization and from the perspective of all nations and all schools, is one of the highest secondary human rights and needs, achieving the highest level of social and national goals of all Governments count. (Aghazadeh, 2004) Among these, the education system is one of the largest and most extensive systems within any society that determines the fate of that society to ensure long-term health. (Samadi et al., 1396) Health is a multidimensional issue that today, in addition to the physical, psychological and social dimensions, also includes the spiritual aspect, so that different dimensions of health or disease are affected by each other. If physical problems affect For dow's psyche, psychological problems affect his body, as well as both of them, society and the existing disorders in society and health, so the measures taken to promote health should be in all aspects of personal health (physical, mental, spiritual) and health. The whole community should pay attention. (Seyed Nezadi, 2001) About half of the population of Iran are children and adolescents. A comparative study of Iranian students with four countries: Japan, Australia, France, and Turkey shows that the components of obesity, nutrition, smoking, oral health, sexually transmitted diseases and high-risk behaviors are increasing in Iran. (Maleki, 2016) Research has also shown Is that the cause of many chronic diseases and social harms is the lack of attention to health indicators (Shabnam et al., 2007).

Therefore, health education and health promotion is one of the best ways by which students can maintain their position, despite the fact that students are very important in shaping the next generation and promoting community health because it is considered in a relatively healthy stage of life. Are not considered a priority in health promotion efforts around the world (Ken et al., 2008)

Paying attention to the difficulty of health education and position through content, materials and textbooks is one of the basic needs of thirty students and causes a sense of responsibility and responsible behavior in them. In order to plan for health education at the national level, evaluate the past performance and compare it with the current situation, evaluate the goals of development programs and compare the performance of different units, we need to determine indicators indifferent sectors and on the other hand, compare the performance of our country. In the field of health and treatment with other countries by international organizations, the necessity of accepting some international indicators and producing their information has become inevitable. According to the above, the main question of this research is what is the pattern of the health education and health development curriculum of the first secondary school?

National Health Indicators:

Today, management is one of the main pillars of growth and excellence of organizations and any weakness in this pillar will have detrimental consequences for that group. Also, paying attention to the three main tasks of management, which are policy-making, planning and decision-making, is a sign of the importance of this issue. The fulfillment of these three tasks is possible if there is

information and accurate information is very effective in navigating the organization. This is even more important in the health sector because of the duty to respond to the health needs and demands of the people in the community who will be dealing with their health. The pleasure of designing and implementing an efficient and effective information system is one of the priorities of this section. In this section, the need for evidence-based decision-making to reduce people's pain, suffering and pain in comparison with other sections has a special priority.

On the one hand, in order to plan for health at the national level, evaluating past performance and comparing it with the current situation, evaluating the goals of development programs, comparing the performance of different units, etc., need to determine indicators in different sectors. On the other hand, comparing the performance of our country in the field of health and treatment with other countries by international organizations has made the necessity of accepting some international indicators and producing their information inevitable.

The need for serious attention to health education to ensure, maintain and promote health and welfare in the country, led to the first codified plan for the development of health education in the country (in line with the 20-year vision document and the fourth development plan) in the Department of Communications and Health Education. Its implementation, in addition to support, political commitment and structural development and capacity building in the health sector and other governmental, non-governmental and private sectors, requires empowering health personnel to design, implement and evaluate evidence-based health education services at different levels of the service delivery system. Is the healthcare of the country. In order to empower the country's health personnel in providing health education services, a comprehensive health education curriculum at three levels: basic, general and specialized with the aim of providing a suitable training module for use in the comprehensive system of education and retraining of health education knowledge and skills based on evidence. As well as other government, non-government and private personnel involved in the design, implementation and evaluation of various types of information, communication and educational services for health and welfare education to individuals, groups and communities have been developed.

Document of fundamental change in education and the components studied

The fundamental change in the education system based on the lofty ideals of the Islamic system should be focused on the vision that in the bright horizon of 1404, the Iranian painter developed with the first economic, scientific and technological position in the region with a revolutionary Islamic identity, inspiring the Islamic world with It is a constructive and effective interaction in the field of international relations.

Although in the last three decades, abundant and commendable efforts have been made by the officials and those involved in the education system to improve and reform the country's education system, which fortunately has left positive and useful results, but education still faces serious challenges. It faces and its output is not in the style of the Islamic Republic of Iran and does not respond to environmental developments and the needs of society. Hence, the wise emphasis of the wise leader of the Islamic Revolution on the necessity of a fundamental change in education, relying on the philosophy of Islamic-Iranian education and the development of an Islamic-Iranian model for transformation and avoiding imported, old and purely imitative models, became a beacon. It is one of the challenges of the country's educational system.

Fortunately, realizing the necessity and importance of this matter and in response to the intelligent call of the Supreme Leader of the Islamic Revolution (Dam Zoleh), the plan to

compile a national document of education as a document of strategic transformation of the education system in the twenty-year vision of the Islamic Republic of Iran. The decision of the Cabinet was placed on the agenda of the Higher Education Council, and finally, after the formation of expert-research circles with the participation of seminary and university experts, managers, experienced education experts and other relevant bodies, while adhering to the views of Imam Khomeini (ra) and the views of the Supreme Leader on the fundamental transformation of the educational system and in line with out-of-reach documents, including the 20-year vision document of the country, the document was compiled.

In this regard, after scoring the studies of the national document, the first theoretical basis of the developments in the education system (including the philosophy of education in the Islamic Republic of Iran - the philosophy of formal and public education in the Islamic Republic of Iran - the guidelines of the formal and public education system in the Islamic Republic of Iran) was developed based on the Islamic-Iranian model and approved by the Higher Education Council, and then based on this, the document of strategic transformation of the formal and public education system was approved to be the basis of fundamental change in education.

Thus, the fundamental change in the transformative and humanizing institution of education is a continuous and time-consuming matter that, on the one hand, requires national determination and the support and assistance of all officials, sub-institutions, policy-makers and decision-makers, public and social culture. It is appropriate and favorable, and on the other hand, it requires organizational determination, active participation of principals, teachers, experts in education, as well as the support of families and dear students. This change must be implemented at the macro level of strategic management and strategic planning of education and in all its subsystems and components, and at the micro level and in the classroom and school, the vitality and vibrancy of moving towards a better future. Which hopes that with intelligent change management and by providing facilities and resources, especially efficient and motivated human resources, education can fulfill its serious and historical mission in educating human beings in the style of the Islamic

Republic of Iran and reviving the culture and civilization of Islamic Iran. To establish the Mahdavi world community. Therefore, since the main and central part of this document is based on education and health education and health indicators and components are clearly seen in it, this document is an example of additional documents that outline the path and framework of health education and should be seriously considered by educational planners. In this research, the components of professional competencies, teacher leadership and the concept of success in teaching, which are the most important components of the document of fundamental change in education, have been studied and its effect on health curriculum design and health development has been measured.

I. BACK GROUND RESEARCH:

The school education system plays a very important role in health education and health promotion in childhood and after, and improves students' personality, attitude, skills and awareness. (Van et al., 2013) In this section, some research has been done. We are dealing with this internally and externally.

Ebadi et al. (2016) in a study entitled a proposed model for designing a homework-based curriculum in the master's degree in nursing based on the Ackerplan, which was done qualitatively, concluded that the most important components of homework curriculum design Axis, which includes diverse and attractive, laboratories equipped according to the needs of

learners, integrated, purposeful, applied and operational, interactive textbooks, workshops, clinical skills unit, projects, the possibility of better learning Flow charts, clinical experiences, simulations, links between theory and practice, communication training, written assignments, training booklets, purposeful, integrated, ability to use new materials and resources, and use of images were identified.

A study entitled Designing an Optimal Curriculum Pattern was conducted by Khezri et al. (2016). Findings from the qualitative study in four categories:1-Objectives of education (improvement of social skills, improvement of interpersonal skills, etc.), 2- Content (beliefs, identity, interaction and capability),3- Training methods (training in the form of inviting experts, scientific and educational workshops, collaborative learning, etc.) and 4- Evaluation methods(observation of the performance process, self-evaluation, peer evaluation, etc.)Found.

Durandish et al. (1398) in a study conducted to design a curriculum framework based on the competency of mechanical engineering in the second year of high school, concluded that the curriculum framework includes; Curriculum logic components were curriculum function, curriculum scope, curriculum design pattern, structure, curriculum table, curriculum objectives, content, learning activities, and assessment methods.

Mohammadi Mehr and Maleki (1398) designed an optimal model of general medicine curriculum. They paid attention to the basics of the model, general principles, model goals, model philosophy, course levels and curriculum elements in a combined method in both qualitative and quantitative phases.

Müller (2017) in a study entitled Vocational and Vocational Education based on competency concluded that the orientation of the course content and teaching method well explain the curriculum pattern. In his opinion, the scope and orientation of the content and teaching method in order to achieve the goals and competencies included in the curriculum based on technical and non-technical competencies in the form of educational structure according to the talents and interests of students and conditions. The educational needs of schools.

Hadouchin et al. (2017) in a study entitled Application of Competency-Based Approach to Assess the Problem of Adequacy in Education and Employment found that evaluating academic achievement plays an important role in explaining competency-based curriculum. They cited performance criteria based on performance and skill levels as the criteria for gaining competence.

II. RESEARCHMETHOD:

This research is applied in terms of purpose; It is descriptive in nature and qualitative in terms of research method, which was done by qualitative content analysis. Qualitative content analysis goes beyond the words or objective content of texts and examines them esorpat terns that are explicit or implicit as explicit content. In sum, all qualitative content analysis approaches follow similar process that involves seven steps:

1- Setting research questions to be answered; 2- Selecting the sample to be analyzed; 3- Determining the content analysis approach to be applied; 4- Planning the encryption process; 5- Executing the process. Encryption; 6- Determiningvalidityandreliability;7-Analyzingtheresultsof the encryption process

Society and statistical sample

According to the research method used in this study, the statistical population of this study includes professors and curriculum planning specialists in Iran in 1399 who had the necessary information in the field of health education and health development curriculum and was identified in The qualitative part of their opinions was used. Purposeful sampling method was used to select the sample from among the experts; In this study, due to the qualitative nature of the research and its nature, the researcher was selected from the purposive sampling method and considering the saturation law, 15people were selected as a statistical sample. The researcher faced data saturation after the twelfth interview, but to ensure the adequacy of the data, the interview process continued until the fifteenth person. Therefore, the statistical sample in this section is 15people.

Table 1: List of interviewees in the qualitative stage

Gender	Field of Study	Academic Rank	Responsibilities of the interviewees	Geographical location of The research areas studied	Specialized and executive Field of the interviewees	Row
Man	Curriculum	Assistant Professor	University faculty	University of Guilan	University	1
Man	Curriculum	Assistant Professor	University faculty	University of Guilan	University	2
Man	Curriculum	Assistant Professor	University faculty	University of Guilan	University	3
Female	Curriculum	Assistant Professor	University faculty	University of Guilan	University	4
Man	Curriculum	Associate Professor	University faculty	Tarbiat Modares University of Tehran	University	5
Man	Curriculum	Assistant Professor	University faculty	TarbiatModares University of Tehran	University	6
Man	Curriculum	Associate Professor	University faculty	Tarbiat Modares University of Tehran	University	7
Man	Curriculum	Associate Professor	University faculty	Allameh University	University	8
Man	Curriculum	Assistant Professor	University faculty	AllamehUniversity	University	9
Man	Curriculum	Associate Professor	University faculty	University of Tehran	University	11
Man	Curriculum	Assistant Professor	University faculty	Islamic Azad University of Sari	University	12
Female	Curriculum	Assistant Professor	University faculty	Islamic Azad University of Sari	University	13

Man	Curriculum	Associate Professor	University faculty	Tabriz University	University	14
Female	Curriculum	Associate Professor	University faculty	Shiraz university	University	15

Data Collection tools

In the qualitative section, two tools were used to collect data at a semi-structured interviews to identify the components and sub-components. In this regard, after obtaining the necessary permits, the necessary coordination was done with the interviewees and a copy of the interview protocol and questions were provided to the interviewees in advance to prepare answers to the questions, then the researcher at the appointed time. The interviewees were present at the workplace or the interview was conducted virtually (voice and video). The average time required to conduct each interview was 30 to 40 minutes, which in some interviews lasted 20 minutes and in some interviews up to 1 hour. During the interview, information was recorded on audio or video tape in various ways such as taking notes and recording the interview. At the end of the interview, detailed notes on the interview process will be taken.

TABLE 2: INTERVIEW QUESTIONS WITH EXPERTS

Question	Row
What are the indicators of the health system with emphasis on the components of the document of fundamental change in Education?	1
In your opinion, what dimensions and components can be enumerated for the health education and health development Curriculum?	2
Given the importance of the health education and health development curriculum of the first year of high school based on the indicators of the health system with emphasis on the components of the document of fundamental transformation of education, how can the goal be designed?	3
What is the content of the health education and health development curriculum of the first year of high school based on the Indicators of the health system with emphasis on the components of the document of fundamental transformation of education?	4
In the health education and health development curriculum of the first year of high school, based on the indicators of the health system, with emphasis on the components of the document of fundamental transformation of education, how can teaching-learning strategies be designed?	5
In the curriculum of health education and health development of the first year of high school based on the indicators of the health system with emphasis on the components of the document of fundamental transformation of education, how to Evaluate?	6
If you know people with experience and expertise in the field of health education and health development curriculum, Please introduce them who can help to improve the quality of the present project.	7
If you have a specific commendation or suggestion in this area that you are interested in adding, please state it.	8

Data analysis

The main purpose of this study is to design a model of health education and health development curriculum for junior high school based on health system indicators with emphasis on the components of the document of fundamental change in education using content analysis method. In order to study the necessary elements for compiling the model of health education and health development curriculum for the first year of high school based on the indicators of the health system with emphasis on the components of the document of fundamental change in education, data from case study Thematic analysis technique was used. Content analysis is one of the appropriate analytical techniques in qualitative research that turns scattered and diverse data into rich data.

To do this, first, in the thematic analysis, the data obtained from the semi-structured interview were coded paragraph by paragraph. Then the basic concepts were produced. In then extsteps, the obtained codes were categorized in similar and coherent groups and the network of themes was analyzed and reviewed several times. Finally, to compile the curriculum of health education and health development of the first year of high school based on the indicators of the health system with emphasis on the components of the document of fundamental transformation of education as a comprehensive theme, organizing themes in two levels (first level with 4 objective themes , Content, teaching-learning and evaluation methods and the second level(6 themes)and121 themes were identified and the network of themes was extracted.

- The main objectives of the health education curriculum and health development of the first year of high school based on interviews

Self-knowledge and self-esteem

Control your feelings and emotions

Creating a spirit of liquidity and tolerating the opinions of others 4-Flexibility in communicating with others

Find and maintain friendships

Accepting the personality of others 7-Control anger in relation to others 8-Communicate with others

Realize your strengths and weaknesses10- Help the student to overcome anxiety 11-Improving the level of knowledge, attitude and health behaviors of students12- Provideaccess to school health services for students and school staff

Organizing school health information system

Improving the quality of health education for students, parents and school staff 15-Familiarity with children's health rights and how to provide health services 16-Raising the level of students' awareness in the field of school environment health17-Pay attention to your personal health

Recognize and respect school health laws

Training in the proper use of environmental resources

Develop students' skills in maintaining and promoting environment al health 21-Sensitivity to environmental accidents 22-Identify environmental pollutants and find appropriate solutions to combat them 23-Creating a culture to protect the environment 24-Familiarity with waste and its types and ways of disposal and how to recycle it 25-The role of people in reducing air pollution 26-Student performance in saving27-How to plant and maintain plants

28-Familiarity with the effects of sound on humans29-Familiarity with health and nutritiontipsin sports

Familiarity with corrective movements, its types and how to take care of organs

Familiarize students with the benefits of a regular exercise program in maintaining health and preventing disease

Table 3: Preliminary coding results

32- Introduce students to the role of exercise in creating vitality and vitality in life
 33-Familiarity with motor concepts, motor and non-motor skills and its evolution
 34-Balanced diet training
 Paying attention to the type of nutrition and health behaviors of students
 Students' familiarity with the consumption of low-value foods such as puff pastry
 37-Eat foods rich in calcium such as milk
 Familiarity with the role of contaminated food in causing disease
 Familiarity with important points in food consumption and ways to distinguish healthy foods from unhealthy
 Promoting students' culture and nutritional literacy
 Familiarity of students with poor nutritional problems
 Awareness of students of the importance and impact of healthy behavior on physical development
 43-Improving students' cognition of drugs
 Improving students' cognition of alcohol consumption
 Improving students' knowledge about the issue of pregnancy and human pregnancy
 46-Improving interpersonal skills
 Improving problem solving skills
 Observance of social respect in social environments
 Respect the rules governing school and out-of-school life
 50-Promoting students' confidence

In the second stage, these concepts were coded for more coherence and more coherent analysis and interpretation in the form of a more abstract concept. The results of this coding and how to analyze and combine the primary concepts in the form of secondary concepts are shown in Table 4.

TABLE4: SECONDARY CODING OF CONCEPTS IN THE DIMENSION OF GOALS BASED ON HEALTH SYSTEM INDICATORS WITH EMPHASIS ON THE COMPONENTS OF THE DOCUMENT OF FUNDAMENTAL TRANSFORMATION OF EDUCATION

Mental health	<ul style="list-style-type: none"> -Self-knowledge and self-esteem -Control your feelings and emotions Creating a spirit of liquidity and tolerating the opinions of others -Flexibility in communicating with others -Finding and maintaining it Accepting the character of others -Control anger in relation to others Establish communication with others Realize your strengths and weaknesses -Helping the student to overcome anxiety
Public health of schools	<ul style="list-style-type: none"> Improving the level of knowledge, attitude and health behaviors of students Providing access to school health services for students and school staff Organizing the school health information system Improving the quality of health education for students, parents and school staff Familiarity with children's health rights and how to provide health services
	<ul style="list-style-type: none"> -Raising the level of students' awareness in the field of school environment health -Paying attention to your personal health Recognize and respect school

	health laws
Environmental health	<ul style="list-style-type: none"> -Training the correct use of environmental resources Expanding students 'skills in maintaining and promoting environmental health -Sensitivity to environmental accidents -Knowing environmental pollutants and finding the right solution to fight them -Culturalization to protect the environment Familiarity with waste and its types and ways of disposal and how to recycle it -The role of people in reducing air pollution -Student performance in saving -How to plant and maintain plants Familiarity with the effects of sound on humans
The role of exercise and fitness	<ul style="list-style-type: none"> Familiarity with health and nutrition tips in sports Familiarity with corrective movements, its types and how to take care of organs Familiarize students with the benefits of a regular exercise program in maintaining health and preventing disease Introducing students to the role of exercise in creating vitality and vitality in life -Familiarity with motor concepts, motor and non-motor skills and its evolution
Health features of healthy eating	<ul style="list-style-type: none"> -Balanced diet training Pay attention to the type of nutrition and health behaviors of students Familiarize students with the consumption of low-value foods such as puff pastry Use calcium-rich foods such as milk Familiarity with the role of contaminated food in causing disease Familiarity with important points in food consumption and ways to distinguish healthy foods from unhealthy Promoting students' culture and nutritional literacy Familiarity of students with poor nutritional problems
Improving life skills	<ul style="list-style-type: none"> -Awareness of students of the importance and impact of healthy behavior on physical development -Promoting students' knowledge about drugs -Improving students' cognition of alcohol consumption -Promoting students' knowledge about the issue of pregnancy and pregnancy in humans -Improving interpersonal skills Improving problem solving skills Observance of social respect in social environments Adhere to the rules governing life at school and beyond Promoting students' confidence

III. CONCLUSION

The purpose of this study was to design a model of health education and health development curriculum for junior high school based on the indicators of the health system and the document

of fundamental change in education. Based on the results of the research in reviewing the first question on "What are the dimensions and components of the health education curriculum and health development of the first year of high school based on the indicators of the health system with emphasis on the components of the document of fundamental change in education?" , Four main themes "purpose", "content", "teaching method", and " evaluation" as the dimensions of the health education and health development curriculum of the first secondary school based on the indicators of the health system with emphasis on the components of the document of fundamental transformation of education The findings of the present study in the study of the second special question based on "What is the model of health education and health development curriculum in the first year of high school based on health system indicators with emphasis on the components of the document of fundamental change in education?" Showed that the variables of purpose, content, teaching method, and evaluation are effective in explaining the pattern of health education curriculum and health development in the first year of high school based on health system indicators with emphasis on the components of the document of fundamental transformation of education. So that the target variable was in the first priority, the content variable was in the second priority, the teaching method variable was in the third priority and the evaluation variable was in the final priority. Karachian and Khosravi (2015) in studying the effect of curriculum elements on students' academic achievement found that the elements of content, evaluation, goals and evaluation are considered as the most effective elements, respectively. According to Bazarganetal.(2011), the elements of purpose, content, teaching method, and evaluation have an important role in explaining the curriculum that is consistent with the findings of the present study. In their study, Karamafrooz et al. (2011) concluded that elements such as objectives, content, methods, methods of organization and evaluation are effective in explaining the curriculum pattern that is consistent with the results of the present study. Brimani et al. (2011) in the importance of the content element concluded that the organization of educational content has a direct and significant effect on improving the quality of higher education, which confirms the findings of the present study. Müller (2017) in a study entitled Vocational and Vocational Education based on competency concluded that the orientation of the course content and teaching method well explain the curriculum pattern. In his opinion, the scope and orientation of the content and teaching method in order to achieve the goals and competencies included in the curriculum based on technical and non-technical competencies in the form of educational structure according to the talents and interests of students and conditions. The educational needs of schools.

Findings of the present study in the study of the third special question based on "the current situation of the components of the health education curriculum and health development of the first secondary school based on health system indicators with emphasis on the components of the document of fundamental change in education from the perspective of primary school teachers Is?" Showed that the status of target variables, content, teaching methods and evaluation is unfavorable. In this regard, the study of Mashhadi et al. (2017) also showed that the status of the content of the curriculum from the point of view of professors and students is not favorable, which is consistent with the results of the present study. In this regard, Baker (2011) believes that content design and presentation requires the necessary knowledge and expertise to integrate technology into content and to establish a connection between the content of all courses in the service of technology. Flexibility and utilization of different modes of presenting content and combining opinion and action in it is also very important. Dehghani et al. (2016) in a study examined the objectives and content of the preschool curriculum. The results of their study

showed that the quality of student curriculum content and teaching process in the practical part was desirable for all study groups, which is in accordance with the findings of the present study, but the evaluation element was not in a good condition. In this section, it is consistent with the findings of the present study. Mirzaei et al. (2016) found that all educational centers use content titles, but the way they are used in a balanced and correct manner and in accordance with the curriculum is not intended to be consistent with the findings of the present study. Yazdani (2017) in the field of studying the content element showed that the quality of elementary text books in terms of criteria of fit and general quality of textbook content, the fit of content with students' religious attitudes, the fit of content with social attitudes, attention to expansion Aesthetic sense and cultivation of artistic taste, attention to the development of language skills, and the development of exploration skills, research and creative thinking and criticism are in good condition. Salehi Omran et al. (2016) in examining the use of constructive curriculum elements in higher education concluded that there was no significant difference in relation to the objective element, content and teaching-learning strategies, but in the evaluation element of the lower standard level. It is more consistent with the findings of the present study in this section. The results of Mehdizadeh (1397) study showed that the method of selecting educational objectives, content selection, content organization, content presentation, time management, use of educational technology, evaluation and the process of curriculum development is "very desirable" Arelocated.

Findings of the present study in the study of the fourth question on "What is the importance of the components of the health education curriculum and health development of the first secondary school based on the indicators of the health system with emphasis on the components of the document of fundamental change in education?" It showed that the highest priority in terms of performance was related to the evaluation variable, the second priority was related to the content, the third priority was related to the goal and the fourth priority was related to the teaching method. Amini et al. (2015) in their study showed that the elements of objectives, content, teaching methods and methods of evaluation are important, respectively, which is not consistent with the present study. Uncle et al. (1397) in their study that examined the elements of the curriculum showed that the element of teaching method with the highest average in the first priority, the element of evaluation in the second rank, the element of content in the third rank and the objective element in the fourth rank are important. To some extent, it confirms the findings of the present study. Mehdizadeh (1397) in his study found that the importance of different elements of needs assessment, how to select educational objectives, content selection, content organization, content presentation, time management, use of educational technology, evaluation and curriculum development process It is "very high". The results of Salehi Omran et al.'s (2016) study indicate that the content element has the highest average of the first priority, the target element in the second priority, the teaching-learning strategies element in the third priority and the evaluation element in the fourth priority, which is consistent with the results of the present study. does not have. JafariSani et al. (2013) in examining the key features of the curriculum found that the components of objectives, content, teaching strategies, and evaluation are important respectively and are in priority that in terms of importance are consistent with the findings of the present study. Does not have.

Findings of the present study in the fifth question based on "To what extent is the degree of appropriateness (validation) of the model of health education curriculum and health development of the first secondary school based on health system indicators with emphasis on the components

of the document of fundamental transformation of education?" Showed that the designed curriculum model has a good fit. Some studies such as Ghazi Ardakani et al. (2017), Durandishet al. (2015), Soleiman-Pour-Omran et al. (2015), HosseiniLargani and MojtabaZadeh (2015), Ajdriifam et al. (2015) Curriculum model validation confirmed the findings of the present study.

Research proposal

Researcher's suggestion based on the findings

According to the findings of the present study, in order to improve the operation of the proposed model, the following suggestions can be made:

- 1- Curriculum planning specialists in the field of health and health are advised to choose the goals of the health and health development curriculum in order to make students more aware and to train and promote health skills off actors and values. The governing document of fundamental change in the development of individual and social health to use the components of the health system to teach students the basic skills needed for individual and social life.
- 2- In selecting and planning the content of the health education and health development curriculum, it is suggested that the necessary trainings be appropriate to the age group and the physical, mental and psychological needs of the people so that these trainings can be nodes in the action stage. Solve people's health problems at this stage and find a practical aspect for students in the future.
- 3- In preparing and producing content in the dimension of strategies, different educational and team models should be used and the trainings should be up-to-date and understandable for the students in order to encourage them to carry out curricula in social life.
- 4- It is suggested that in the teaching-learning strategies section of the curriculum be based on health skills training and interactive and exploratory strategies be used for training.
- 5- In order to assess the academic achievement of students in the course of health and health development, it is suggested that various strategies and tools of continuous and final evaluation be used in this course and that evaluation be viewed as part of the teaching and learning experience. To provide feedback to students to improve their learning and performance.
- 6- In order to make the students more familiar, resources including practical and useful health skills should be prepared and provided to them. Discuss health skills in addition to education, in other areas such as premarital education or parenting skills, education and promotion. Students' skill needs should be considered in writing new textbooks. Comprehensive program of health skills training and how to apply these skills in practice in in-service courses for teachers and extracurricular activities of students to teachers and students.
- 7- Coordinate the activities of home, school, community in order to teach health and health skills. How to create and teach health skills to parents through family education classes should be considered and finally a suitable ground for participation and activity of students in all school activities and scientific and cultural organizations of students. And provide for its legalization.

Researcher's suggestion in connection with future research Comparative study of health skills training in different countries

- Designing a model of health skills for students of different levels
- Designing an optimal model of health skills for students of normal, non-governmental and non-selective schools
- Designing an optimal model of health skills for learners with special needs such as the blind, deaf and other special groups
- Designing an optimal model of health skills based on students' educational needs assessment.

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