

**TOPIC: THE INTRODUCTION AND POPULARIZATION OF
TECHNICAL EQUIPMENT INTO THE LIFE OF THE
POPULATION IN THE UZBEK SSR AND KARAKALPAK ASSR IN
THE SECOND HALF OF THE 20TH CENTURY.**

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Abstract. This article reveals the domestic changes in the life of the population of Uzbekistan and Karakalpakstan in the second half of the 20th century, the process of transition to favorable living conditions, and the population's attitude towards this. Also, the level of use of household appliances by the population is analyzed annually. This issue is revealed on the basis of various literature, sources, newspaper and magazine articles, and archival documents on the topic. At the same time, the results of field research are also included.

Key words. Household appliances, retail, refrigerators, radio equipment, televisions, washing machines, vacuum cleaners, sewing machines

Annotatsiya. Mazkur maqolada XX asrning ikkinchi yarmida O'zbekiston va Qoraqalpog'iston miqyosida aholi hayotida bo'lgan maishiy o'zgarishlar, qulay ahot sharoitiga o'tish jarayoni, aholining bunga munosabati ochib beriladi. Shuningdek, aholining maishiy texnika uskunalaridan foydalanish darajasining qay holatda bo'lgani yilma yil tahlil qilinadi. Bu masala mavzuga doir turli adabiyotlar, manbalar, gazeta-jurnal maqolalari va arxiv hujjatlari asosida ochib beriladi. Shu bilan birga dala tadqiqoti natijalari ham o'rinn oladi.

Tayanch so'zlar. Maishiy texnika, savdo, sovutgich, radio uskunalar, televisorlar, kir yuvish mashinalari, changyutgichlar, tikuv mashinalari

Аннотация. В данной статье раскрываются бытовые изменения в жизни населения Узбекистана и Каракалпакстана во второй половине XX века, процесс перехода к благоприятным условиям жизни, отношение населения к этому. Также ежегодно анализируется состояние использования населением бытовой техники. Этот вопрос раскрывается на основе различной литературы, источников, газетно-журнальных статей и архивных документов по данной теме. Вместе с тем, имеются и результаты полевых исследований.

Ключевые слова. Бытовая техника, торговля, холодильники, радиооборудование, телевизоры, стиральные машины, пылесосы, швейные машины

It is clear as day that the 21st century is the age of technology. From this, we can say that in our modern world, it is impossible to imagine every household without technical equipment. Especially over the past 15 years, this process has been growing rapidly in almost all regions of our republic. We all know that the achievements of science and technology are increasingly creating conveniences in our lives. In reality, in what period did this scientific and technological progress emerge, and in what period did it achieve such progress?

Scientific and technological progress is the interconnected, unified, progressive development of science and technology; it is the foundation of social progress. Initially, the convergence between scientific and technological progress occurred in the 16th-18th centuries in connection with manufactory production. Until this period, material production was formed on the basis of empirical experience and craftsmanship. By the middle of the 20th century, the role of science in social life had risen to an unprecedented level. The nature of revolutions in the development of sciences has changed, that is, fundamental changes in the field of science have become intertwined with information in the field of technology, and a scientific and technological revolution has emerged, which also has a significant impact on the directions of the social sciences, the organization of the economy and production, the scientific management of economic and social processes, and specific social research. The leading position of science in relation to technology becomes even more pronounced, science becomes a force that constantly changes technology. In turn, technology also has a positive impact on the development of science, posing new requirements and tasks for it. A characteristic feature of the modern scientific and technological revolution is that, along with industry, it has encompassed various spheres of public life: agriculture, transport, communications, medicine, education, and consumer services.

Technical means used for household services belong to the category of equipment not involved in production. Household appliances mainly refer to various electrical and electronic devices used in households and similar places. Also known as household appliances or everyday appliances. Household appliances free people from heavy, tedious, and time-consuming household chores, creating a more comfortable and beautiful living and working environment for humanity for physical and mental health. Especially today, they have become a necessity of modern family life, providing rich and diverse cultural and entertainment conditions.

In his speech at a meeting with leading scientists of our country on December 30, 2016, the President of the Republic of Uzbekistan Sh.M.Mirziyoyev emphasized that the development of our country and society at the level of modern requirements is impossible to imagine without science, fundamental research is of great importance in the development of science, thanks to which new knowledge is acquired and theories are formed, a solid foundation for further practical research and innovative developments is created, and the importance of further enhancing the integration of science, education, and production is highlighted [1]. Through the study of cultural heritage, along with restoring the national identity of our

people, we find scientific information for writing the history of a true people. In this regard, we also aimed to study the process of such changes in the lives of the population, their results, and their significance for their time.

During the Soviet era, in order to meet the material and cultural needs of the population in everyday life, a number of measures were determined by the party and government, as a result of which attention was paid to the development of the consumer services sector in all Union republics. In particular, transforming the industry into a large, technically equipped and mechanized sector has been identified as one of the important tasks of state policy [2].

While household appliances began to become popular worldwide from the beginning of the 20th century, this process accelerated in our country from the second half of the 20th century.

On the scale of the USSR, the sales of household appliances increased relatively. From the table below, it can be seen that in the first years of the formation of the USSR, there were no sales of household appliances in the republic, and even until the end of the 1950s, they were low. Only by the end of the 1950s did the indicators of relative growth in this area appear. This is clearly visible in the table below [8]:

№	Product type	1928	1940	1945	1958	1965
1.	Radio receivers (thousand units)	-	160,5	13,9	3902	5159
2.	TVs (thousand units)	-	0,3	-	979	3655
3.	Refrigerators (thousand units)	-	3,5	0,3	360	1675

Meanwhile, it should be noted that since the 1960s, the sale of household appliances has increased significantly. Between 1961 and 1965, refrigerators were sold for 4.7 million soums, washing machines for 10.9 million soums, radios for 21.5 million soums, televisions for 12.0 million soums, and furniture for 8.0 billion soums. That is, refrigerators were sold for 18.5 million units, washing machines for 19.0 million units, radios for 30.0 million units, televisions for 27.0 million units, and furniture for 11.6 billion soums. This shows that the use of household appliances among the population has almost doubled [7, 4-b].

The increase in sales of electrical equipment in the Uzbek SSR can be seen in the following figures.

Cultural and household goods sent for state and cooperative trade for sale to the population (thousand units)[4]

№	Product type	1960	1965	1966	1967	1968	1969
1.	All kinds of watches	499,0	591,4	707,8	774,7	902,7	1012,2

2.	Sewing machines	94,4	68,5	72,9	73,3	75,4	79,3
3.	Radio equipment	173,9	197,3	193,8	231,0	252,4	258,2
4.	TVs	60,1	88,9	116,2	149,6	201,8	210,9
5.	Refrigerators	22,6	61,1	77,5	105,8	111,0	135,1
6.	Washing machines	26,7	82,5	83,6	85,6	116,4	124,0
7.	Dust Collectors	3,9	6,3	9,0	13,3	16,2	20,0
8.	Cameras	20,1	22,1	21,9	30,0	33,6	32,1

In the Karakalpak ASSR, the sale of refrigerators, televisions, and radios doubled in 1965 compared to 1964 [6, p. 3]. At this point, based on the materials collected during field research, a conversation was conducted. According to the recollections of Jumaniyozov Jumanazar, who has been working at the "Goluboy ekran" technical repair shop in the city of Khojeyli since 1987, television appeared in his house in 1965, and at the mahalla level, it existed only in their house, and the residents of the mahalla gathered in their house to watch television programs. He also mentioned that the appearance of the refrigerator in the apartment dates back to the 1970s[5]. These facts show that the spread of such equipment among the population in rural areas occurred after the 1980s. In the previous period, such equipment was only available in a few households.

If we take into account the fact that in 1980, the "Moviy ekran" technical service branch in the city of Nukus received 1,600 requests for the supply of 9 different brands of televisions, and the "Texclojbitpribor" service institution for the supply of refrigerators, then we can see that during this period, technical equipment in the region became quite popular in households.

Within the Karakalpak ASSR, between 1980 and 1985, a network of television studios and workshops repaired 186,000 units of radio and television equipment of various brands and complete sets. These figures show how popular radio and television equipment is among the population of the area [6].

The widespread introduction of electricity in the region since the 1950s, the implementation of housing construction programs, and the increase in demand for industrial products became an important factor in meeting the household needs of the population.

From the 1960s, technical equipment produced in various regions of the USSR began to enter the markets of Karakalpakstan. Refrigerators, televisions, radio receivers, and washing machines of brands such as "Riga," "Minsk," "Volna," "Donbass," and "Electronics" began to be used in everyday life. By the 1960s, new technical equipment began to appear in the homes of the population. The sale of outerwear and footwear, refrigerators, washing machines, radios, televisions, and other similar items to the population was increased. The sale of such consumer goods to the population in 1965 amounted to 30 million manat more than in 1963. Their trade turnover grew by 1.48 times. In 1965, sales turnover increased by 57.6 million manat compared to 1958. For the improvement of trade in the republic, in April 1964, the Ministry of Trade of the Karakalpak ASSR, city trade departments in Nukus and Khojeyli were created[3].

In general, the process of popularization of household appliances in the Karakalpak ASSR was gradual, which can be traced in the following directions:

1. The electrification stage (1950-1965): the expansion of electrical networks in cities and large settlements made it possible to use simple household appliances such as electric kettles, iron, and baking stoves.

2. The stage of information and cultural development (1965-1975): with the spread of television and radio receivers, the process of obtaining information and cultural leisure reached a new level. The establishment of a television center in the city of Nukus gave impetus to the development of mass media throughout the republic.

3. Comfort stage (1975-1985): the widespread use of refrigerators, washing machines, and vacuum cleaners made women's work easier, and the quality of household services improved.

In conclusion, it should be noted that the popularization of household appliances, as we saw above, mainly occurred after the 1960s. Nevertheless, during these years, household appliances were initially popular among the population in urban areas, while the popularization in rural areas occurred somewhat later, that is, by the 1980s, appliances began to appear in rural areas as well. Naturally, there are social factors in the expansion of such technologies among the population. The emergence of these factors actually ensures the popularization of technology.

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