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PLANNING AND ORGANIZING MANAGER'S ACTIVITIES

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**Annotation**

This article provides detailed information about the activities of the manager, the planning and organization of the activities of the manager in the field of culture and art, the specific stages, deadlines and relevant tasks of each plan in the field of the manager.

**Keywords:** organization, management, plan, culture, spirituality, development, market, art, market, activity.

**Introduction**

Managers are special specialists who are specially prepared for the goals of the organization, who can accurately perform all management processes, and can predict the result and crisis. The persons responsible for the development of the organization, work efficiency, high-level cooperation, accuracy of annual and long-term plans are called senior managers. In the field of culture and art, persons responsible for determining the art market, organizing and carrying out the necessary cultural events are considered middle managers.

The management of events and artistic performances of culture and art institutions, cultural centers, and other activities in connection with the organization, is the responsibility of lower-level managers. Management bodies and leaders have different working styles depending on their duties. From this point of view, the working style of each leader is not the same. Planning is the process of assessing the goals, directions and content of the organization's activities, defining tasks and the resources needed to solve them. The effective activities of the organization's employees, the processes of plan and program implementation are the main parts of management activities. Any careful planning and strategic projects allow the organization's employees to make an accurate assessment of the time criteria and available resources. Planning, forecasting, first of all, involves estimating the organizational processes and determining the steps to be taken towards the goal based on time and quantity.

The planning process begins with the organization of future work in the field of culture and art. Methods, tools, material and spiritual resources and additional measures are important in achieving the set goal.[1]

Implementation of unified efforts to achieve goals by employees and management serves as a basis for planning criteria. In the activities of the sphere of culture and art, as in every sphere, the distribution of creative, economic, organizational and other aspects of planning is considered. At this point, it is appropriate to comment on certain aspects of the plans in the field of culture and art. Plans developed in the fields of culture and art are based on educational, creative content. Plans aimed at raising the skills of creative employees, financing events, plans dedicated to certain events, national holidays directive plans of the field are sometimes based on the necessary digital indicators, industry guidelines, parameters of local budgets, the basis of using material resources of cultural institutions.

The requirements and deadlines of each of the referenced plans are first estimated, the pre-thought-out plans provide a theoretical basis, and pave the way for determining the trends and perspectives of

cultural and artistic organizations. It is known that republic-wide plans move from top to bottom depending on the planned decision, regional, regional, city, district plans, plans of culture and art organizations, as well as individual content the plans developed in the field of culture and art differ from each other, the reason may be the variety of cultural events (in the form of concerts, performances, exhibitions), art (in the form of artistic, practical, visual forms). Primary plans are very relevant, prospective, that is, plans that include a certain period of time. [2]

Depending on the duration, there can be weekly, ten-day, one-month, quarterly, half-yearly, one-year, five-year and long-term plans.

Plans can be made for 5 years, for example, according to the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. PF4947 "Strategy of Actions on the five priority areas of development of the Republic of Uzbekistan in 2017-2021" is designed for five years, the name of the year annual plans related to the higher education system, the duration of the plan drawn up for a certain semester is six months, depending on the duration of the seasons, it is three months for leaving the winter season free of charge, and the plans accepted at the production meetings are one month. depending on a week, sometimes personal plans can be even one day. The general nature of such plans is based on central, regional, regional, mental characteristics. Current planning covers all levels: regional, regional and so on, certain cultural and artistic institutions and their divisions. The annual plan for organizing and managing activities in the field of culture and art is usually drawn up, discussed, corrected with the participation of a working group at the end of December of the previous year, and finally approved by the head of the organization and put into effect. After the plan is approved, the deadlines and depending on the activity, control and responsibility are determined. Separate stages, deadlines and related tasks are determined for each plan in the field, in which: Organizational aspects of the development of the plan: it depends on the formation of a certain group, its performers, certain conditions, information, careful preparation of the implementation process. - development of the plan to be implemented: goals and objectives, full basis of the plan, stage of movement, outline project, etc. - it is characteristic that the project prepared by the formed group is approved by the head of the organization and approved by higher authorities. [3]

Mission and strategy of culture and art institutions. The planning process is directly related to the formation of such elements of strategic selection as mission and strategy. Planning is the general goal of culture and art institutions, which implies its existence, and strategy implies a series of actions that determine the long-term behavior of the organization<sup>36</sup>. In fact, what to pay attention to when planning the organization's activities must: how the organization, the culture and art sphere, the government, the cultural center can benefit from the implementation of our plan. (partnerships, sponsored organizations, sponsors, etc.)

What changes will happen through the implemented plan, in which field will there be development, and the work of some creative or talented person will come to light? Does the plan to be implemented have its own responsible persons and can they ensure the result for each item and each department? - are the goals and tasks of the plans, specific deadlines, the participation of partner and sponsoring organizations and, finally, the expected results always justified? why plans planned, developed, approved and sent to execution in some organizations remain only on paper. When thinking about the mechanisms of planning and implementation of each work, the head of the cultural institution should answer these questions personally. The reason is that a leader is a person in front of everyone's eyes,

and only if he can ensure the realization of every thought plan, he will gain respect and be considered worthy of his position. As we mentioned above, cultural and art organizations must have existing goals and objectives for their effective operation. The concepts of goals and tasks, mission and strategy are inextricably linked. [4]

Mission - the main goal of the organization, its existence. The mission describes the main activities of the organization, focuses on the goals of the cultural institution, and also allows to form the image of the organization for the external environment. The mission will justify the status of cultural and art institutions, explain the need to hold various events, renew the implementation of new innovative projects, socio-cultural projects and programs. The mission reveals the meaning and purpose of the organization, emphasizes its uniqueness. Uniqueness is manifested in the following aspects: the concept of national mentality, national values and beliefs; unique views of the art market; studying the art market, trying to sell finished products (national series, national handicrafts, practical and fine art products, etc.) Of course, the mission and strategy help to maintain the image of the institution, but the issues of economic self-recovery are also the main issue of today. The market conditions require every organization to find opportunities for financial self-sufficiency, to use the earned funds in a targeted manner. Exemplary concert programs, artists' exhibitions, various district holidays and shows can be an example of this. Today, great demands are placed on the leaders, leaders are considered the first and main executors of drastic reforms that have not been observed in history. Representatives of culture, art, and literature, who work with the mood and spirit of the people, have a special place in this area. The reason is that any management activity is related to being aware of internal and external conflicts in the organization or institution, eliminating them or, in other words, overcoming them. It's no secret that life consists of problems that cannot fit into a person's mind, and sometimes they are extremely urgent, and working with people and their psychology in these aspects puts a number of tasks in front of the leader.

The head of culture and art institutions should have pedagogical and psychological knowledge, and in turn, he should not forget that he is responsible for the satisfaction of each executive employee with his life and working conditions, as well as creating a creative, working, healthy environment for employees in working conditions. a fact that does not require proof. Not every leader can manage a team working in an all-round competitive environment, and above all, ensure the interests and conditions of its constituent employees. However, since the result of the work requires these aspects, the problems and solutions to the problems on the road are the responsibility of the first person, and if necessary, responsibility.

A person's identity is determined by what he does, who he is friends with, what he is interested in, and what kind of education he has. In addition to the requirements set by society, the leader should never forget what the people around him, talented and talented intellectual employees of the organization, hardworking and self-sacrificing colleagues expect from him. It's no secret that a person's intellect, worldview, correct interpretation of events, and objective evaluation determine his place and position in management. As long as this is the case, maintaining this position requires constant research, study and action in the criteria of implementation.

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