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**THE NEED FOR AN INNOVATIVE APPROACH TO THE  
DEVELOPMENT OF STUDENTS' PHYSICAL CULTURE.**

Atayeva Mekhriniso Farkhodovna  
Professor, "Asia International University"

Yuldoshev Behruz  
Magistr, "Asia International University"

**Annotation**

The topic of the need for an innovative approach to the development of physical culture of students is aimed at increasing the importance of physical education and sports activities in the modern education system. This study studies the effectiveness of using innovative methods and technologies for the development of physical culture. It is envisaged to use new methodologies, interactive trainings and digital platforms to form a healthy lifestyle among students, increase physical activity and increase interest in sports. The goal is to identify the importance of innovative approaches to the development of physical culture of students, eliminate their negative factors and organize the physical education process more effectively. The results of the study will help develop new strategies for the development of physical culture in educational institutions and stimulate healthy competition among students. This topic serves to support not only the physical health of students, but also their mental and social development.

**Keywords:** Physical culture, innovative approach, innovative technology, methodology, program, digital technology, online platform, healthy lifestyle, financial resources, spiritual support.

Physical culture is an important factor that ensures physical activity, health and overall development of a person. The development of physical culture for students is necessary not only for health, but also for academic success and personal development. Today, innovative approaches are creating new opportunities in the field of physical culture and helping to make this process more effective.



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Innovative approaches are the process of updating, improving existing systems or implementing new ideas. Innovations in the field of physical culture can be implemented through technologies, methodologies, programs and methods. For example, digital technologies, virtual reality, online platforms and interactive games can be used to stimulate the physical activity of students.

Interesting and interactive education: With the help of innovative approaches, physical education lessons can be interesting and interactive. For example, with the help of virtual reality technologies, students can simulate sports activities. This increases their interest and encourages active participation.

Personalized approach: Through digital platforms, students have the opportunity to choose individual programs that match their abilities and goals. This helps to meet the specific needs of each student.

Promoting health: Promoting physical activity through innovative approaches can improve health. For example, through mobile applications, students can track their physical activity and maintain a healthy lifestyle.

As with any innovation, there are challenges in implementing innovative approaches. Teachers and students may be hesitant to adopt new technologies. Financial resources and infrastructure issues are also important. Therefore, educational institutions need to have more support and resources to implement innovative approaches.

Innovative approaches are important in developing students' physical culture. They not only encourage physical activity, but also form a healthy lifestyle among students. With the help of innovations, the educational process can be more interesting and effective. Therefore, educational institutions should focus on implementing innovative approaches. This plays an important role in developing the physical culture of the future generation.

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