

## ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW

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#### Image of a great man

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**Annotation:** Memory - symbolizing yesterday's past, the heritage of our ancestors, our national treasure - illuminates our life, like the petals of a sacred book.

After all, memory is an incentive to look into the future, turn the pages of history, remember original children and brave figures who gave their lives for the independence of our Motherland and the freedom of our people, draw conclusions from the past, appreciate our peaceful life, and live in honor of stability. Dignity elevates a person, gives nobility to his activities, aspirations, goals.

In this sense, this article characterizes Zahiriddin Muhammad Babur, the successor of the Timurid dynasty, commander, major statesman, king and poet, a mature representative of the Renaissance, using the example of Western scientists.

**Keywords:** Zahiruddin Muhammad Babur, Caesar, William Erskine, state, figure, king, poet, renaissance period, symbol, personality, Western scholars, history, people, national values, historical memory, India, Turkic, socio-historical, scientific- historical. natural, literary, linguistic, informational.

**Introduction.** The issue of historical memory in this regard is of particular importance, as each nation seeks to develop its national values on the basis of its goals, at the same time, the achievements of universal development and raise its spiritual world. That is, there will be true history only if the feeling of historical memory has been fully restored, the path traveled by the people has been objectively and truthfully studied with all its successes and victories, losses and victims, joys and suffering.

As President Shavkat Mirziyoyev noted "" nothing will go without a trace in the great history. It is stored in the blood of peoples, in historical memory and is manifested in practical work. That is why he is powerful. Preserving, studying and leaving the historical heritage from generation to generation is one of the most important priorities of the policy of our state."[1]

The main part. A statesman who left an indelible mark on the history of the Uzbek people, who had a special place among the Timur rulers, a great commander, an unequal talent, a tenacious, right - wing king and poet-Zahiriddin Muhammad Babur ibn Umarshaikh Mirzadir(1483-1530). How many generations have been interested in Babur's life and work, as times have passed. As the English historian Eduard Holden praised; "the verb Babur-according to Saji is worth loving than Caesar. His manglai is considered a man of high quality." [2]

Although he lived in an extremely short period, but how bright is the path of life and creativity, which has been continuing to be studied for five hundred years without stopping. Effective research

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has been carried out at different times about the personality of Babur, public administration and creative activity, and a huge number of scientific and historical works have been created. The author of one of such works is the English historian and translator William Erskin.

U.Erskin (1773-1852) was a mature Orientalist scientist and was born into a Scottish large landowner family. U.Erskin arrives in Bombay, India as his personal secretary, at the suggestion of James Mckinthosh, a prominent philosopher scientist and economist, in 1803. He finished in 1816, starting the translation of sources on the history of Babur in 1809 in collaboration with the English translator John Leiden. William Erskin stands up from Bombay and in a letter to publishers in London expresses his joy as if he had found an inexhaustible ganjina and reports that he is translating the "Boburnoma". Through this quest, the translator creates the history of the timurians from Babur to Avrangzeb. This book bears the name "Babur in Hindistan". Erskin wrote a large preface to the book; "We, within the rulers of Asia, rarely meet genial and talant people like Babur. Despite the active activity of his mind, cheerfulness and coldness, the tricks of an unfaithful fate, the freshness of his spirit, generosity, courage, talent, love of science, art and active involvement in them, he has no equal to Babur among the Kings of Asia," Babur and introduces his work to English readers.

In the introduction to his work, Erskin expresses Babur's personality as follows; "the conquest of India was achieved thanks to the courage of Babur and his companions, who were originally from the timurians of the breed. Even in the style of government and administration of the state, since his youth years also passed among the tribes of this race, the influence of two huge tribes - the Mongols and Uzbeks-is felt in the activities of this desert boy"[3]. It is noteworthy that Erskin revealed one truth through his above thoughts, firstly: Babur is mature in all respects, capable, as Jawaharlal Nehru said, "an excellent Sultan of the Renaissance, a strong, entrepreneurial person, a lover of art, literature, beauty", if only because he was a unique phenomenon for that period, and secondly; long years have shown by some historians that the Kingdom of In his work, he emphasizes that Babur and his ancestors were of Turkic origin. "The Turks lived for many centuries, occupying a huge territory in the Gobi Desert and Western Mongolia, in the south-up to the Qashqar and Pamir Mountains, up to Khorasan, Caspian and Black seas, in the west-up to the Don and Volga region, and in the north-up to Siberia. The people who speak Turkic languages consider themselves Turks, regardless of which clan they belong to"[4]. Erskin, along with the interpretation of historical realities from the Babur language, shows such high characteristics of his personality as courage, nobility, QA'tiq order discipline, personal responsibility. Babur's arduous life path from Andijan to India is described on the basis of clear realities. For example in the section "the taking of India and the Battle of Panipat" in the work he writes; "Babur's life in later years was full of courageous deeds that left an indelible mark on history. Babur is one of the bright manifestations of the rulers who reconciled to the throne of the countries of the East. His personality was composed of qualities belonging to the noble man and the Great King. He was a brave and enterprising and ambitious commander, an organizer who could follow people after him. He was a disinterested and gullible person, and his youthful enthusiasm and enthusiasm never left him. He was a generous man who, due to his broad bosom, was warm to his household, always caring about his relatives and friends, and willing to express his condolences to the concerns of those who looked down to what social class he belonged to" [5].

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Babur has the property of appreciating beauty and works of art as his grandfather Amir Temur, among which a special place was occupied by the work of architecture and garden creation. Even because of his thirst for knowledge, Babur always cared paternally for those who sought knowledge. Another of its good qualities is that it excels in persistence and bolts.

Babur is also the author of the work "Turkic devon", "Mubayyin", created with a subtle taste as a creator. Among the works that give a vivid testimony of the ancient Movarounnahr and the life of the peoples in it, the "Baburnoma" stands out. Created by zahiddin Mohammad Babur, these works are a treasure trove of socio-historical, scientific-natural and literary-linguistic information. It outlines the events that took place between 1494 and 1530 in Central Asia, Afghanistan and India. Babur not only records historical facts, gives chronological information about battles, campaigns, tells stories in a lively language, draws landscapes, describes nature, ethnographic situations, personifies the era, its features. That's It.Eriksin describes as follows; "In the midst of the cold grandeur of Asian history, it comforts our language to meet a king who is telling us a story as he told his comrade, who was crying all day and playing together about his gathering"[6] Babur's Majesty is also his real representation of the truth.

Conclusion. In short, it is an honor for us to study, scientific research, the rich historical heritage of our scholars such as Zahiriddin Muhammad Babur. This serves as an important factor in understanding the high responsibility of the present and future generations, love and loyalty to the motherland, as well as ideological strengthening of the sovereignty of our state.

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