

Opportunities Of Education to Increase the Financial Literacy of The Young Generation on The Way of Introduction and Development of New Banking Services in Commercial Banks

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Abstract: In this scientific article, the introduction of new types of banking services in the commercial banks of the country, first of all, studies the demand of the population for new types of banking services and requires them to use new innovative services to improve their skills. and literacy. Therefore, first of all, it is necessary to launch the knowledge and skills of the younger generation by improving the financial literacy of young people graduating from general education schools, lyceums and colleges Today, the methodological approaches of international financial institutions and the theoretical views of scientists are aimed at improving the financial literacy of young people, as it requires the financial literacy of the population from an early age to improve their knowledge, skills and abilities. The results of a study conducted by the World Bank and the Organization for Economic Cooperation and Development (OECD) on improving the financial literacy of the population in different countries are summarized. In addition, this scientific article presents scientific proposals and practical recommendations for the formation of financial literacy and the creation of mechanisms for its implementation and increase its effectiveness for the younger generation in our country.

Key words: ways of introduction and development of new banking services, Financial literacy, financial literacy criteria. In accordance with the National Strategy, secondary school graduates are taught financial knowledge, skills and attitudes, financial products and services, financial planning, knowledge of banking and financial institutions.

Introduction.

In order to further develop the country's youth and radically reform the system of support for them, the President declared 2021 in our country as the "Year of Youth Support and Public Health.

State and non-state preschool educational institutions, as well as general education schools, universities, modern IT parks, completely new Educational institutions of the model - "Presidential Schools", "Temurbek School", "School of Creativity" and the establishment of prestigious foreign cooperation university branches.

The main purpose of the establishment of these educational institutions is to effectively develop problems and solutions in the field of improving the knowledge and skills of the younger generation, starting from the big life. In order to ensure the implementation of the tasks set at the Youth Forum of Uzbekistan in December 2020 and the Address of the President of the Republic of Uzbekistan to the Oliy Majlis and the people on December 29, 2020 to bring the state youth policy to a new level: improving the legal framework aimed at protecting the legitimate rights and interests of our young people; Enhancing the role of youth in ensuring security, environmental stability, justice and equality of the youth of our country; Ensuring quality education for the younger generation at all stages of education, creating conditions for the development of inclusive education in the regions; Expanding their financial and economic rights and opportunities by creating decent working conditions for young people and protecting their legal labor rights; Formation of financial literacy knowledge and skills of the younger generation, promotion of reading to increase their financial knowledge from the school process, as well as the implementation of the "Five Important

Initiatives"; Support of potential young qualified personnel, conducting the first young entrepreneurial activity and ensuring competitiveness in the financial market; Support the activities of youth public organizations and young entrepreneurs in order to implement the ideas, proposals and initiatives of young people; A number of issues have been identified, such as the conclusion of cooperation agreements with young entrepreneurs abroad, cooperation with the most advanced organizations in the world financial markets and further improvement of the system of exchange of experience in the international arena; [1].

Today, further increasing the level of financial literacy of the younger generation is one of the issues of global importance. Resolution of the President of the Republic of Uzbekistan No. PD-4400 of July 23, 2019 "On increasing the popularity of microfinance services" development task is assigned.

The main purpose of the decision of the President of the Republic of Uzbekistan Sh.M.Mirziyoev was: It is necessary to instill in them a sense of entrepreneurship, improve the infrastructure of education, educate children, introduce a system of quality education. [2]

Today, experts from the Organization for Economic Co-operation and Development (OECD) in the analysis of developed countries have repeatedly stated that financial literacy is taught to the younger generation through the general education process. If any country wants to have its own future and a stable economy, then by developing the financial literacy knowledge and skills of the younger generation from the first step into adulthood, it will "prevent the country's population from becoming poor and dependent on the youth" as: ringing bells in several appeals and speeches.

However, it should be noted that the full formation of effective and democratic market principles in the economy of our country is inextricably linked with the radical change in the level of financial and economic knowledge and skills of our citizens, the growth of economic culture of the population. The formation and effective functioning of the economic culture requires that the level of financial literacy of the population increase over the years, as a result of which we begin with the introduction of the younger generation. Therefore, today in most countries of the world the issue of increasing the financial literacy of the population is urgent. In our country, too, it is important to increase the financial literacy of the population and by defining systemic measures in this regard, first of all, it is necessary to consider the essence of this issue and its role in ensuring economic development. [3]

If we develop our own national strategy and introduce "Financial Literacy" textbooks to young students from the secondary school process in our country, we will be able to create and plan our first personal budget, manage our initial capital, income and Ability to properly allocate costs, take into account financial risks, be able to properly assess financial products, conduct marketing research, properly manage their capital in market relations, apply financial literacy in young entrepreneurship and help young entrepreneurs as a result of developing and explaining to them the high level of usefulness for itself from the wide range of opportunities created for them, can help the younger generation to have a great impetus to form their knowledge and skills. It should be noted that the most important factor in increasing the level of financial education is the impact on the level of financial literacy of the population. [4]

In the process of analyzing the economic performance of countries with and without stable economies in the world, OIC experts first conducted research on three components, including: As a result of research on indicators such as the ability to plan their long-term financial activities, the following data were identified. [5]

Malaysia and Germany reported scores above 50 percent for all three components. In Ireland and Australia, long-term planning alone accounted for 49%, while the remaining components accounted for more than 50%.

The highest rate of financial literacy was recorded in Hungary (69%), while the lowest rate was in South Africa (33%). Peru (71%) had the highest level of long-term financial planning ability, while Armenia (11%) had the lowest. [5]

Conclusions and suggestions.

According to the results of the above scientific research, it is safe to say that the main impetus for the country's economy to be stable and competitive and have a place in the world market is the provision of basic financial literacy. The role of the education system in increasing the financial literacy of the

development population in the introduction of new banking services in commercial banks is very high and we can conclude from the following analysis.

Based on the above analysis, we can say that the share of users of new banking services is mainly the population aged 19-30.

Taking into account the practice of assessing the financial literacy of the younger generation by international financial institutions to increase the level of financial literacy of the population, our main goal is to develop programs for the financial literacy of the younger generation. We would like to emphasize the compatibility. Based on the above, the most interesting for high school and lyceum graduates as a textbook "Financial Literacy" to enter the younger generation into a big life, not only to teach our young people the basics of entrepreneurship, but also to improve the financial management system in the future. As a result, we can be sure that it will be the main criterion for the emergence of young entrepreneurs who will create new jobs in our country and we recommend the following.

- In studying the demand of the population for new banking services in the introduction of new types of banking services in commercial banks, first of all to increase the ability and literacy of the population to use new innovative services to introduce new types of banking services. Introduction to the textbook "Literacy";
- To develop the knowledge and skills of secondary school and lyceum youth in financial products and services, the banking system, the financial market and its components;
- Understand the process of obtaining the first business licenses, opening bank accounts, access to financial credit services and loan agreements, understand the terminology used in them and protect their rights building knowledge and skills such as developing business plans to accurately assess livelihoods and risks;
- Development of various information and educational programs to improve financial literacy and its components for different social groups of the population and their regular delivery to the relevant segments of the population, etc.

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