

THE SOCIO-ECONOMIC NECESSITY AND STRATEGIC IMPORTANCE OF SHAPING THE ECONOMIC CULTURE OF YOUTH

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Annotation:

In today's globalized world, the sustainable development and competitiveness of each country are closely linked to the level of economic culture among its younger generation. Economic culture of youth refers to their attitudes, knowledge, and skills related to money, financial resources, entrepreneurship, labor, and economic processes in general, as well as their economic behavior. Shaping the economic culture of young people not only ensures their personal well-being but also makes a significant contribution to the socio-economic development of society. This article provides an in-depth analysis of the socio-economic necessity and strategic importance of developing the economic culture of youth.

Keywords: youth, economic culture, social necessity, strategic importance, financial illiteracy, entrepreneurship, investment activity, skilled workforce, sustainable development, education system.

Shaping the economic culture of youth is one of the key conditions for achieving sustainable development, social justice, and financial security in modern society. This process not only ensures financial well-being at the individual level but also contributes to the prevention of social problems, the strengthening of civic responsibility, and the overall enhancement of economic culture in society.

First and foremost, economic culture plays a crucial role in protecting the younger generation from financial illiteracy. In today's complex economic environment, poor financial decisions can lead young people into excessive debt, fraud, and risky investments. Providing financial knowledge at an early stage equips them with practical skills such as effective budgeting, saving, investing, and the rational use of credit tools.

Moreover, economic culture also serves as a means of mitigating social inequality. Financially literate and economically active youth have a greater chance to fully realize their potential and rise to higher social strata. This forms a necessary foundation for ensuring social justice and reducing the gap between different layers of society.

Moreover, economic culture plays a preventive role in reducing crime. Unemployment and financial hardship can increase the tendency among youth to seek income through illegal means. In contrast, economic knowledge and skills provide them with a clear understanding

of lawful ways to earn income—such as entrepreneurship, acquiring vocational skills, and engaging in activities on technological platforms.

Finally, economic culture manifests as a foundation for social stability. Economically aware youth understand the government's economic policies, respect laws, and fulfill civic duties such as paying taxes. This leads to stronger economic discipline and heightened social responsibility within society.

Shaping the economic culture of youth is a decisive factor in ensuring the sustainability of a country's economic development, its competitiveness, and its position in the global market. This process not only promotes individual financial well-being but also creates an important strategic resource - an economically conscious generation that supports macroeconomic stability.

First, economic culture contributes to the qualitative renewal of the labor market. Youth equipped with economic knowledge and skills can meet the demands of the modern economy as a skilled workforce. As responsible, creative thinkers who can analyze economic conditions, they help increase the efficiency of enterprises and organizations. This, in turn, strengthens the competitiveness of the overall economic system.

Second, economic culture strongly stimulates the growth of the entrepreneurial spirit. Young people with high entrepreneurial activity introduce new business ideas, establish innovative startups, and bring fresh dynamics to the economy. It is precisely economically aware youth who perceive the economy not only as a source of consumption but also as a source of creativity, actively participating in the creation of new jobs.

Third, financial literacy increases the investment potential of youth. The ability to manage funds wisely, assess risks, and build investment portfolios fosters a sense of economic independence among young people. This revitalizes the domestic investment environment and ensures the efficient circulation of national capital within the economy.

Fourth, economic culture promotes rational consumption. This not only helps maintain personal budgets in balance but also supports the domestic market, increases demand for local producers, and reduces the share of imported goods, thereby contributing to the strengthening of the national economy.

This process plays a decisive role in strengthening the state's stability, independence, and international competitiveness by transforming the younger generation into economically active, responsible, and future-oriented subjects.

First, youth with a well-developed economic culture deeply understand the ideas of sustainable development and strive to apply them in practice. By using resources wisely, maintaining ecological balance, and focusing on socially responsible consumption and production, they contribute not only to meeting the needs of the current generation but also to creating a favorable economic and ecological environment for future generations. Thus, economic

culture becomes an important tool for implementing the principles of global sustainable development within the national context.

Second, economic culture supports the development of innovative potential. Economically conscious youth are open to science, technology, and creative ideas and are eager to quickly adopt and apply them in practice. This enables the formation of an innovative economy, increases the share of intellectual labor, and facilitates the creation of high value-added products. As a result, an internal demand for innovations emerges in the economy, which in turn strengthens technological sovereignty.

Third, economic culture is a vital instrument for ensuring national advantages in the global competitive arena. Young people who understand market relations, are financially literate, think strategically, and show initiative perform efficiently in economic sectors. They are ready to enhance the competitiveness of national products in international markets, expand export potential, and engage in equal partnerships with foreign investors.

Fourth, the rise of youth economic culture becomes an internal pillar for ensuring the country's economic security. The presence of an economically independent, financially stable, and entrepreneurship-oriented youth segment increases the resilience of the national economy against any external economic pressures. This not only ensures economic sovereignty but also contributes to political and social stability.

Forming the economic culture of youth is one of the important criteria for social and cultural progress in today's modern society. This process is complex and interconnected, and effective results can only be achieved through active cooperation between the state, society, family, and the education system.

First and foremost, it is necessary to adapt the education system to modern economic demands. In this regard, it is essential to consistently and systematically teach economic knowledge at all levels, from preschool education to higher education. In particular, practical knowledge and skills closely related to real life -such as financial literacy, budgeting, use of banking services, investment, and entrepreneurship fundamentals - should be instilled in the younger generation from an early stage. Additionally, interactive methods, practical exercises, and project-based teaching approaches contribute to making this process effective and engaging.

The family upbringing plays a special role in shaping young people's economic worldview and responsibility. Parents should teach their children not only about material provision but also about the correct attitude towards money, saving, planning, rational consumption, and avoiding wastefulness through example. The economic behavior of parents directly influences the initial formation of children's understanding in these areas.

Moreover, the role of mass media in popularizing economic culture is also significant. Through television, radio, the internet, and social networks, it is possible to increase economic literacy by providing economic information tailored for youth in simple and clear language, thematic

programs, multimedia lessons, and interactive projects. The widespread dissemination of economic knowledge via mass media not only delivers information but also enhances young people's interest in economic issues.

Additionally, non-governmental organizations, public institutions, and youth organizations serve as important social intermediaries in shaping economic culture. Trainings, seminars, entrepreneurship competitions, and grant programs for business projects organized by these entities can effectively boost youth economic activity. Such initiatives strengthen young people's sense of economic responsibility and prepare them for real-life economic engagement.

Finally, the primary strategic role in this area belongs to state policy. By creating favorable legal, financial, and institutional conditions to support youth economic activity and entrepreneurship - such as providing preferential loans, grants for startups, tax benefits, and access to business incubators - young people can become full participants in economic processes. This lays the foundation for the formation of economically conscious, independent, and responsible citizens.

In conclusion, forming the economic culture of youth requires a multifaceted and integrated approach. Only when education, family, mass media, civil society institutions, and state policy work in harmony can a generation of economically mature, capable of independent decision-making, and actively contributing to the country's development be nurtured.

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