

DIGITAL BANKING SYSTEM OF THE REPUBLIC OF UZBEKISTAN AND ITS ROLE IN BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT

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Annatation: The article presents an analysis of opinions and considerations, such as the completion of digitalization in the banking system, which opens up the most convenient opportunities for citizens to develop business and entrepreneurship.

Key words: Globalization, digitalization, concept, individuals, small business.

Annotatsiya: Maqolada bank tizimida raqamlashtirishni oxiriga yetkazish, biznes va tadbirkorlikni rivojlantirishning eng qulay imkoniyatlarini fuqarolarga ochib berish kabi fikr va mulohazalar tahlili berilgan.

Kalit so'zlar: Globallashtirish, raqamlashtirish, konsepsiya, jismoniy shaxslar, kichik biznes.

Аннотация: В статье представлен анализ мнений и соображений, таких как завершение цифровизации в банковской системе, раскрывающее перед гражданами наиболее удобные возможности для развития бизнеса и предпринимательства.

Ключевые слова: Глобализация, цифровизация, концепция, физические лица, малый бизнес.

In recent years, the globalization of socio-economic relations in the world is rapidly deepening and expanding online. The most visible area of this online globalization and its share in the country's gross domestic product (GDP) is increasing is e-commerce. Naturally, commerce is a money-commodity relationship. This creates the need of the subjects of this process for electronic payments, that is, it requires the digitization of banking services, which allows for the remote execution of various payments.

The Decree of the President of the Republic of Uzbekistan dated October 5, 2020 on the approval of the "Digital Uzbekistan - 2030" strategy and measures for its effective implementation No. PF-6079 on the development of the digital banking system and remote banking by banks to customers to increase the scope and quality of services, as well as a new concept in the banking sector in Decree No. PF-5992 of May 12, 2020 "On the strategy of reforming the banking system of the Republic of Uzbekistan for 2020-2025" and the introduction of technologies (fintex, marketplace, digital bank) as priorities are defined. It is no exaggeration to say that Uzbekistan is currently at the stage of development of the digital economy. The current state of the fintech ecosystem of Uzbekistan includes 2 payment processing services (Humo, Uzcard), more than 10 payment processing companies (2 of which belong to telecom), more than 28 banking mobile applications, as well as CLICK, Payme and represents non-bank providers such as PAYNET and 2 digital banks (Anar Bank, TBC Bank). In the context of the development of the digital economy in Uzbekistan, banks are adapting from the process of working with cash to the process of working with electronic money. This, in turn, shows the need for banks to rethink the way they serve their customers in a digital format. These measures allow to reduce the number of visits to the bank and its branches, reduce the volume of work, as well as increase the number of customers and transactions. Using the information in the table below, you can access remote banking services in Uzbekistan (management of funds in bank accounts using internet banking and mobile banking services, management of funds in bank plastic cards using USSD request, funds in the account using SMS notifications lari movement) we cite data on the number of users.

As of January 1, 2017, the number of users of remote banking services by individuals was 6 percent of the permanent population, and this indicator reached almost 40 percent on January 1, 2021. In turn, this trend is considered positive. Accelerating these processes requires ensuring the development of digital technologies in Uzbekistan today and increasing the number of companies engaged in financial technologies. Jim Marus, the author of the Digital Banking Report and an expert in the field of digital banking, cites the "five truths" of new generation banks. He substantiates his views as follows: 1. It is necessary to invest in the development of "digital" areas, and not in offline service areas. In the last five years, the number of visitors to the offices of US banks has decreased by 60 percent. This trend has also been observed all over the world. Investing in the opening of new bank offices today seems unreasonable, considering the possibility that no one will come there tomorrow. 2. Bank customers want to open and maintain accounts online. Don't believe the research that shows that most bank customers want to go to offices and stand in line. In fact, customers have to go to the office because there is no alternative. If there's a good banking app that lets you open an account with just a few taps on your phone, they'll definitely use it. 3. The system of attracting new customers is always working by the banks. If the bank uses targeted, public, mobile and online advertising tools to attract new customers, it will bear fruit. 4. Consumers want special attention. If a customer receives special attention at a coffee shop, airline, or hotel he frequents, he has the right to expect the same attention at the bank where he keeps his savings. Non-financial organizations are more customer-centric than banks. 5. Simplicity always wins. In the new era of developing digital banks, organizations that can offer customers the simplest methods of banking products and services will win. If we pay attention to the most popular programs, all of them allow you to achieve results by pressing a few buttons. These are, for example, Uber, Amazon, Google, PayPal. Banking applications should also be simple and easy to understand. According to Jim Marus, unless these "five truths" are accepted by the banking community, there is no point in talking about the beginning of the era of digital banking. Agreeing with the opinion of Jim Marus, it can be noted that even in Uzbekistan, banks are actively developing their online services with customers, introducing digital technologies. But all this means only digital changes in the existing banking structure.

The first President I.A. Karimov said, "Small business means the emergence of a medium business class that helps to moderate both the economic and political situation in society. These are new jobs. It should always be borne in mind that only at the expense of widespread and ubiquitous development of small and private entrepreneurship, the task of ensuring employment of the population (especially in rural areas and regions with excess labor reserves) can be solved. lamiz" he said. In the words of the President: "Some may think why the digital economy is needed and what it will provide. Digital economy does not mean only Blockchain technology and its use in international financial markets or cryptocurrencies. Of course, Blockchain technology and cryptocurrencies are also part of the digital economy. But the digital economy (Digital Yeconomy) means the economy conducted with the help of digital communications and IT. In this case, it can also be considered as a means of ending the underground economy. Because, firstly, all operations will be electronically registered, and secondly, they will be transparent. In addition, due to the use of new IT technologies in production, the cost of products and services will decrease." Small business and private entrepreneurship play an important role in the development of the country's economy and society. Its advantage is manifested in its quick adaptability to market changes, low capital requirements, rapid introduction of innovations and availability of distribution capabilities. According to the International Monetary Fund (IMF) report, by 2015, 90% of the world's enterprises belong to small and medium-sized businesses, which provide employment to 63% of the world's population. At the level of the

European Union, the total weight of small and medium-sized businesses is 99.8%, providing employment to 85% of the population and participating in creating 58% of the total added value. In order to develop and improve small business and private entrepreneurship in our country, 2018 has been designated as the "Year of Active Entrepreneurship, Innovative Ideas and Technologies Support", and 2019 as the "Year of Active Investments and Social Development" as its logical continuation. zi means that entrepreneurship is an important sector for the state and the core of economic growth. Within the framework of the state program, 76 thousand projects worth 21 trillion soums and 1 billion dollars were completed, within the framework of programs such as "Every family is an entrepreneur", "Youth is our future", about 2 trillion soums were allocated, and more than 2 thousand 600 local business projects were implemented. Due to the measures taken, the real total income of the population increased by 12% compared to 2017. On June 8, 2020, the President of the Republic of Uzbekistan issued the "Measure to simplify the state regulation of entrepreneurial activity and self-employment" in order to create additional conditions for the wider involvement of the population in entrepreneurial activities and the implementation of legal labor activities. "On events" was adopted. The digital revolution, which is manifested as a new stage of economic and technological development, has rapidly changed human life, created wide opportunities, and started a period of further tightening of the international competition. In general, the digital economy is a digital economy that allows to significantly increase the efficiency of storage, sale and delivery of various productions, technologies, equipment, goods and services, based on the use of the results of the analysis of processes and the processing of large volumes of data. The information in the form is an activity that is considered the main factor of production.

Summarizing the above points, due to the policy of development and support of small business and private entrepreneurship in Uzbekistan, its place and role in the economy is increasing. Thus, the development of small business plays an important role in improving the economic well-being of the country and solving important social issues. Also, the state should support modern methods of digital education in the field of supporting the innovative and digital ecosystem, develop norms for effective regulation of innovative services, help in the development of new markets, and reduce risks arising from the deepening of technological processes. it is appropriate to take measures. In the digital economy, modern scientific approaches and innovations will be important and priority. Industries with high scientific capacity will prosper.

In order to further develop digital banking services, it is appropriate to consider the following:

- Urgent implementation of an effective identification system for the implementation of deposit and credit services through mobile banking by Uzbek banks;
- to ensure the reliability of the digital banking system, the immediate and complete elimination of non-functioning services in mobile applications;
- in mobile banking services, focus on deposit and credit services in addition to bank intermediary services, and provide banking services for other bank plastic cards as well;
- transition from general to individual work in working with bank clients in the conditions of the digital economy, approach the demands and offers and problems of each client individually.
- finding optimal solutions for providing non-banking services through bank mobile applications based on modern integration;
- bringing digital bank services to a new level in terms of quantity and quality, and effective use of marketing methods in popularizing these services.

As a result of the development of digital services of banks, the bank should become the closest partner of citizens and legal entities operating 24/7 through mobile applications. This will open the possibilities of attracting unlimited customers in the banking system and entering the world market in the market of digital banking services, and as a

result of this, the development of the banking system of Uzbekistan in the conditions of the digital economy will be brought to a new stage.

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