



ANALYTICAL ABOUT THE USE AND INTEREST OF YOUNG PEOPLE IN MODERN MARKETING TECHNOLOGIES THROUGH THE PROJECT "ONE STEP TO BUSINESS" REFERENCE

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Annotation: today, in the implementation of youth policies, the employment of young people and the support of youth entrepreneurial activities are implemented as the most important criteria.

In this thesis, work on improving the modern marketing skills of young people and supporting their business initiatives, as well as on the problems and interests of entrepreneurial youth, is considered on the example of the city of Jizzakh, Jizzakh region.

Keywords: Youth, technology, efficiency, entrepreneurship, business, initiatives, marketing, investment, strategy, economic, financial.

Introduction:

In our country, young people make up more than 60% of the population. In this sense, Uzbekistan is not an exaggeration to say that it is a country of youth. In the employment of young people, the development of the business and entrepreneurial sphere serves as the most fundamental factor and resource in their achievement of economic independence and finding their place in life. Ensuring the implementation of the decree of the president of the Republic of Uzbekistan "on additional measures to support youth in every possible way and further increase their social activity" dated July 13, 2021 PF-6260, as well as training young people interested in entrepreneurship in business and entrepreneurial skills and further evolution of the system of financing innovative, startup and business projects

The use of modern marketing technologies by young people through the project "one step to business", and the entrepreneur was analyzed on the basis of a survey of young people.

Since January 1, 2022, under the programs for the development of family entrepreneurship, self-employed young people who expressed a desire to engage in certain labor activities aimed at earning income and expand the type of activity, as well as business entities, with a grace period of 6 months to 7 years, preferential loans from 3 to 4 years were allocated at an annual rate of 18%. In the first quarter of 2024, in the city of Jizzakh, 106 self-employed youth on the basis of neighborhood drivers were allocated preferential loans to revitalize their entrepreneurship.

According to survey analysis, 30.4 percent of young people using preferential loans are engaged in entrepreneurial activities in the fields of production, 37.5 percent in services and 32.1 percent in agriculture. Also, 49.4% of loans received by young people were from 20 million to 35 million, 13.7% from 15 million to 20 million, and 29.8% from 5 million to 10 million. The aim is to popularize entrepreneurship among young people and create additional opportunities for business activities, to direct at least 40% of the loans allocated under the family entrepreneurship program to the development of youth entrepreneurship. In contrast, the use of Marketing instruments in 2 stages of survey analysis was 88.6 percent. Also young entrepreneurs showed their brand and product advertising through social networks: telegram 60.1 percent,

Instagram 20.8 percent and other social networks 17.9 percent.

The final part of the analytical survey shows whether young people need marketing classes, with 74.5 percent of young entrepreneurs stating that they need marketing classes

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