

INVESTMENT IN THE EDUCATIONAL SYSTEM IS THE CAPITAL INVESTED IN THE FUTURE

Ризокулов Арслонкул Ахаткулович
National University of Uzbekistan Independent researcher
UZBEKISTAN, Samarkand

ABSTRACT

This article is about investment in the educational system, capital invested in the future of the Republic of Uzbekistan. The results of studies conducted in these areas showed that if the development of the educational services market is based on the fact that this is an important pedagogical problem, if the specifics of managing the educational services in Uzbekistan are clarified, the directions and types of organization of marketing services in general educational institutions are systematized. And so, ways to improve the organization of marketing services in secondary schools have been identified and scientific and methodological recommendations have been developed aimed at ensuring the effectiveness of this process.

Keywords: Educational system, Republic of Uzbekistan, marketing, capital invested.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

Today, the country's efforts to protect the person and his rights, freedoms and legitimate interests, which are considered a high value, are taking a severe toll in the form of reforms carried out in all spheres of social life, ensuring the wellbeing of the People, national harmony and tolerance, improving the living conditions of the population, developing the spheres that are important for.

In 2017-2021, when Uzbekistan gained global respect in a new era of building a legal democratic state and a just civil society, the strategy of action on five priority areas of development of the Republic of Uzbekistan was a specific torch.

The purpose of the strategy of action is to radically increase the effectiveness of the reforms carried out, create conditions for ensuring the comprehensive and rapid development of the state and society, modernize the country and liberalize all spheres of life, and its implementation in five stages will be ensured by the implementation of measures to be included in the state program, which.

4.4.focus on “development of Education and science sector”of action strategy. further improvement of the continuous education system, increasing the opportunities of quality education services, continuing the policy of training highly qualified personnel in accordance with the modern needs of the labor market; to take targeted measures to strengthen their material and technical base by constructing, reconstructing and overhauling educational institutions, equipping them with modern educational and laboratory instruments, computer equipment and educational and methodical manuals; Expansion of the network of preschool institutions and radical improvement of the conditions for the comprehensive, aesthetic and physical development of children in these institutions, provision of opportunities to seriously increase and use the coverage of children with preschool education, raising the qualification level of pedagogues and specialists to radically improve the quality of general secondary

education, to deepen the study of foreign languages, computer science and other important and in-demand subjects such as Mathematics, Physics, Chemistry, Biology; construction of new children's sports objects, children's music and art schools, reconstruction of existing ones in order to engage children in sports in a mass way, to attract them to the world of music and art; training of students of vocational colleges on specialties that meet the needs of the market economy and employers, as well as improvement of work on job placement; improving the quality and effectiveness of the activities of higher education institutions on the basis of the introduction of international standards for the assessment of the quality of education and training, step-by-step increase of quotas for admission to higher educational institutions; the issues of promoting research and innovation activities, creating effective mechanisms for the introduction of scientific and innovation achievements into practice, Organization of specialized scientific-experimental laboratories, high technology centers and technoparks in the presence of higher educational institutions and research institutes are the most pressing issues of the day. [1]

Consequently, The President Of The Republic Of Uzbekistan Sh.Mirziyoyev's appeal to the Supreme Assembly of the Republic of Uzbekistan also drew everyone's attention to the high pace of development in the states with special care in the field of science. We, the employees of the sphere, should pay attention to the human capital, mobilize all the opportunities for the realization of the potential of our youth. Along with a comparative analysis, the application also showed the tasks for the organization of the general secondary education system in our country on the basis of today's requirements. Proceeding from this, it can be said that in 2019, a wide Place will be given to international research on the assessment of the quality of education in our country, support for the creative abilities of young people, the establishment of private schools, the use of public-private partnership opportunities. In turn, expanding the educational opportunities of young people, bringing education programs and teaching methods closer to international standards will also become our main task on the agenda. [1] Therefore, the employees of the educational sphere are interested in the fact that their activity is called "Investment in the educational system is the capital invested in the future" in principle it is necessary to organize.

Among the tasks set by the President of our country, the following tasks were defined in the application to improve the quality of education and education: "Thirdly, it is necessary to further improve the system of science, modern and continuous education. In our people there is a saying of wisdom that" education and upbringing begin from the cradle". Only enlightenment leads a person to perfection, society to progress. Therefore, public policy in the field of education should be based on the print-out of the system of continuous education, that is, education should start from kindergarten and last a whole life. Consequently, we must focus on human capital, mobilizing all the opportunities for this. As an important practical step in this direction, we will raise the level of children's coverage of preschool education from today's 34 percent to 44 percent in 2019. [1]

In our country, certain levels of education are established, as well as some of them are compulsory. Indeed, General secondary education is among the compulsory education. Educational services are provided both in the State Department of educational institutions, and in non-state subordinates. In this, each subject has the right to choose a specific type of services that meet their individual aspirations, as well as their financial capabilities.

Entrepreneurship activity, provision of additional education services, educational services in the direction of volunteer parents and sponsorship are established in secondary schools of the

Republic of Uzbekistan. However, work in these directions does not give a complete opportunity to create educational institutions capable of economic self-management. That is why the improvement of the process of Organization of educational marketing in general secondary educational institutions reflect an important pedagogical problem in itself.

The introduction of effective management of the system of public education is the most important condition for raising the spiritual and moral development of the growing younger generation to a qualitatively new level, as well as facilitating the application of innovative forms and methods of education in the educational process.

On September 5, 2018, the president of the Republic of Uzbekistan "on additional measures to improve the system of Public Education Management PF-5538- in the decree of the number, the main directions of reforming the system of public education are defined: raising the general secondary and extracurricular education to a qualitatively new level, educating the comprehensively developed generation, ensuring the moral and moral development of students; selection of managers and pedagogical staff, implementation of modern principles of the formation of personnel policy in the system of public education by applying advanced and transparent organizational and legal principles of training, retraining and professional development; broad introduction of modern information and communication technologies into the management system of public education institutions, achievement of transparent and effective public control, including the provision of connectivity of all institutions to telecommunication networks, creation of a source of information that can be used by all, introduction of electronic rating system for the evaluation of their activities; further development of a network of legal entities engaged in activities related to the provision of non-public services in the field of general secondary and extracurricular education by creating the necessary organizational, legal and technical and economic conditions, effective introduction of various forms of Public-Private Partnership in this sphere, etc. [2]

Based on the results of the analysis of scientific and pedagogical literature published to this day in the Republic and foreign countries, it can be said that a number of scientists conducted research on some areas of the management process. In particular, in the direction of Management in educational institutions Yu.The A.Konarjevskiy [15], M.Mirqosimov [17], scientific and pedagogical bases of management of general secondary, secondary special, vocational education R.Sh.Axliddinov [4], skills of directors in leadership F.G. Frolov [23], S.T.Turghunov [21], R.J.Ishmuxamedov [12], A.Abduqodirov [12] and A.Pardaev [12] was analyzed by the s and conclusions were drawn.

In recent years, the issue of improving the management system in relation to the management of an educational institution, the selection of management personnel has become a wide research area R.H.Djuraev [9], S.T.Turghunov [21], A. Quchqorov [16], P.Valijonov [7], S.A. Ezopova [11], A.E. Kapto [14], A.Fayol [22], Г. Emerson [22]. The F.Taylor [22], G.Ford's [22] in their works covered the issue of selection of management and management personnel on a general basis.

The sphere of educational services and its peculiarities A. P.Pangruxin [18], I.P.Podlasium [19], M.Boyzoqov [6], Ya.Allayorov [10], A.Doniyorov [10], G.Axunova [5], D.Pahimova [20], O.Abdurahmonov [20], N.Egamberdieva [24], G.Yuldosheva [13] and in the studies of others analyzed in detail. However, the issue of improving the process of Organization of educational marketing in general secondary educational institutions has not been studied as a separate research object. In this regard, the study of the issues of improving the process of Organization

of educational marketing in general secondary schools today can be one of the topical topics of the research carried out in the field of education today.

The result of the research conducted in these directions showed that if the development of the market of Educational Services is based on the fact that it is an important pedagogical problem, if the peculiarities of the management of the sphere of educational services in Uzbekistan are clarified, the directions and types of Organization of marketing services in general secondary educational institutions are systematized. We can achieve further development of educational investment with this. This issue is addressed by the president of the Republic of Uzbekistan Sh. Mirziyoyev's appeal to the Oliy Majlis also stopped separately: "In developed countries, great attention is paid to investing in the full cycle of education, that is, investing in the education of the child from the age of 3 to the age of 22 years. Because this same investment will bring 15-17 times the profit to society. At us this figure is only 4 times".

Based on the results of the study, it is based on the fact that the development of the market of educational services based on the study, analysis, generalization of scientific literature on the topic is an important pedagogical problem. In

Uzbekistan, the peculiarities of the management of the sphere of educational services are determined, the directions and types of Organization of marketing services in general secondary educational institutions are systematized, ways of improving the system of Organization of marketing services in general secondary educational institutions are determined, and scientific and methodological recommendations aimed at ensuring the effectiveness of this process are developed.

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