

DIGITAL FINANCIAL LITERACY PLATFORMS IN UZBEKISTAN AND THEIR ANALYSIS

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Annotation: *The article analyzes the impact of digital financial literacy platforms on household budgets in Uzbekistan from both empirical and theoretical perspectives. The study was conducted through Finlit.uz, the interactive “World of Finance” platform, Uzum–Mastercard financial literacy courses, and fintech mobile applications (Alif Mobi, Click, Payme, etc.). Survey results show that using digital financial literacy platforms increases savings, improves expense planning, and enhances confidence in financial decision-making. The findings confirm the effectiveness of digital financial platforms in improving household budget quality and ensuring financial stability.*

Keywords: *Digital financial literacy; Finlit.uz; World of Finance; Fintech; Household budget; Financial stability; Financial decision-making*

Uzbekistan has introduced a number of platforms and initiatives aimed at improving financial literacy through digital means. These platforms play a crucial role in enhancing household budget management skills, developing effective expense planning, and fostering a culture of savings.

Finlit.uz is an information and educational website operated by the Central Bank of the Republic of Uzbekistan since 2020 and serves as one of the main resources for improving citizens' financial knowledge. Through this platform, users from different age groups and social backgrounds can learn about financial services, banking products, budget planning, loans, and credits. The materials provided by Finlit.uz guide students, families, and entrepreneurs toward achieving financial independence.

This platform provides households with essential knowledge to structurally analyze their budgets and increases confidence in making financial decisions.

For example, changes in savings behavior, expense planning, and responsible credit use strengthen the financial stability of households.

The “World of Finance” interactive educational project is an interactive platform designed to enhance financial literacy, developed in collaboration between the Central Bank of the Republic of Uzbekistan and Visa. This project explains digital financial services, expense management, savings, and basic business concepts in simple language. The platform consists of stages such as “Knowledge Country,” “Expenses Country,” and “Savings Country,” allowing users to learn the topics step by step.

The interactive learning model is highly beneficial for households because it helps shape financial behavior through practical exercises and strengthens the skills required for real-life application.

This positively impacts proper budget planning and reduces excessive spending.

Online courses developed jointly by Uzum Media and Mastercard are also aimed at improving digital financial literacy in the Uzbek market.

These courses teach correct use of bank cards, protection against online fraud, and other financial skills.

The courses are available online on the Uzum Media platform and offer an educational program consisting of eight modules.

This initiative has a practical orientation for households, promoting safe use of digital financial services and conscious financial decision-making. For example, learning how to use cards properly and protect against fraud helps households save both energy and financial resources.

Fintech applications and mobile services (Alif Mobi, Karmon AI, etc.)

The Uzbek fintech market also offers a number of applications for digital financial management.

For instance, digital applications like Alif Mobi provide users with functions for payments, money transfers, and tracking and managing expenses. Such applications allow real-time monitoring of financial plans and budget indicators.

Mobile applications simplify viewing and managing financial indicators for users, thereby improving household budget control. By reorganizing expenses and automating savings strategies through digital tools, financial stability is further enhanced.

Final analysis of platform impact

The platforms mentioned above serve as important tools for the population in terms of:

- improving financial knowledge;
- developing safe usage skills for digital services;
- strengthening budget planning and savings strategies.

Their practical application helps improve the balance of household income and expenses, reduce financial risks, and foster a culture of savings.

The impact of digital financial literacy platforms on household budgets in Uzbekistan was studied empirically through a survey of 120 respondents (household representatives) from various regions of the country.

The study examined the level of use of the following platforms and their effect on household budgets:

- Finlit.uz
- “World of Finance” interactive platform
- Uzum–Mastercard financial literacy courses
- Fintech mobile applications (Alif Mobi, Click, Payme, etc.)

Survey results were processed using statistical analysis (percentages and comparative indicators).

Table 1. Usage level of digital financial literacy platforms

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Platform	Users (%)
Finlit.uz	42%
“World of Finance”	28%
Uzum–Mastercard courses	18%



Platform	Users (%)
Fintech mobile applications	67%

Analysis: The table shows that fintech mobile applications are the most widely used platforms. This is explained by the deep integration of digital payment and mobile banking services into daily life. Finlit.uz, as an official platform aimed at improving financial literacy, also holds a significant position.

Table 2. Impact of platform usage on household budgets

Budget indicators	Before platform use (%)	After platform use (%)
Savings availability	31%	56%
Planned expenses	38%	64%
Uncontrolled expenses	47%	22%
Confidence in financial decision-making	35%	69%

Results: The results indicate that using digital financial literacy platforms:

- increases the share of savings,
- improves the level of expense planning,
- reduces excessive and uncontrolled spending.

Based on empirical data, the cause-and-effect chain can be described as follows:

Use of digital financial literacy platforms → increase in financial knowledge and skills → conscious budget planning → growth in savings → strengthening of household financial stability.

This relationship confirms that digital platforms serve not only as information providers but also as mechanisms shaping financial behavior.

Findings in the context of Uzbekistan:

- Digital financial literacy platforms contribute to qualitative improvements in household budgets.
- They significantly enhance financial discipline and long-term planning culture.
- Fintech technologies act as tools for financial stability, with a strong impact on household financial behavior.

Digital financial literacy platforms operating in Uzbekistan have proven to be effective instruments for household budget management.

Their systematic development is a key factor in improving financial literacy, enhancing savings capacity, and ensuring economic stability.

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