

The Question of Raising Young People in The Spirit of Craftsmanship

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Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 06 Dec 2023 CC License CC-BY-NC-SA 4.0	<i>It is known that in our country, the classical professions, including crafts, have long been progressive, creating various exquisite items, making hanging equipment in our daily lives, through which it has been elevated to the level of high value to give people a taste for their work. Today, the routes of goods and goods (works, services) produced by artisans in Uzbekistan reached from 25 to 34. They are currently producing products for the domestic and foreign market. These products are also very significant in their quality, artistic exaltation, naturalness and harmonization of our national identity, national customs, historical traditions.</i> Keywords: Culture, Economic Culture, Calligraphy, Carpet Making, Embroidery, Pottery

1. Introduction

Currently, in order to export handicraft products abroad and further develop the activities of craftsmen, in 2018 in more than 20 countries of the world (Germany, Switzerland, Russia, Italy, England, Korea, Malaysia, Azerbaijan, Latvia, Finland, India, France, Greece, Turkmenistan, Iran, USA, Ukraine, Turkey, China, Spain) 113 exhibitions and fairs are planned. Artisans of Rishton district and Margilan city of Fergana region actively participated in exhibitions and fairs held before.

In particular, according to the President's decision, the "Hunarmand" association was tasked with establishing trade-purchasing enterprises under the "Hunarmand" association to purchase handicraft products from distant districts (cities) and sell them in large cities in the future.

Young people easily adapt to social and economic conditions. The economic behavior of today's youth is determined by the economic interests, values, norms, rules, abilities and skills that determine the economic behavior of today's youth. Economic culture consists of stereotypes of behavior and economic knowledge, values, needs, preferences that arise from the needs of the economy and have a positive and negative effect on it. The rationality, variability and creativity of economic thinking, freedom of economic behavior and professional skills of modern youth affect the level of profit, depending on the wealth and activity of economic consciousness. A person chooses an acceptable model of economic behavior, which is determined by the attitude of modern youth to money. That's why the enthusiasm for crafts never fades among the youth.

By the way, today "Hunarmand" association has 13 regional offices and 92 departments in the territory of our republic, and the number of members of the association is currently 20,761. Of these, 3,735 artisans were helped to get preferential loans. As of December 2017, the number of members of the association was 10,247, and during the last four months of 2018, more than 10,000 craftsmen joined the association. In 2017, 1,326 "Master-Apprentice" schools were established in regional divisions, where 3,846 young people were taught trades. In the first quarter of 2018, the number of master-apprentice schools increased by 2,000. As a result of these practical works, the number of students was 7356.

In Ferghana, artisan Rasuljon Mirzakhmedov started weaving national fabrics, the national master calligrapher Salimjon Badalboev of Uzbekistan created and developed a school of wood carving in Okdarya district, where young men and women learn the secrets of calligraphy, carpet making, embroidery, pottery. It should also be noted that currently master-apprentices are protected by law in order to develop the "Master-Apprentice" tradition. Today, in order to improve the efficiency of the

master-apprentice schools, a contract on cooperation between the master craftsman and the apprentice has been developed by the trade association. Now the relationship between master and apprentice is legally binding. In order to help ensure the employment of women, all regional departments and departments of the association are working on creating and constantly updating the list of women who are able to work and who expressed a desire to acquire a profession.

After the beginning of the reform period, the economic development of our country has made great progress. On the one hand, with the continuous rise in the standard of living of the people, consumption is gaining more and more importance in social life as the main economic activity and cultural phenomenon. On the other hand, due to the unique market economic system in the transition period, there are still many imperfections, the penetration of western consumerism under the wave of globalization and the strengthening effect of modern mass media, the influence of consumerism on our country is deepening day by day.

Young people know the functions necessary for life: educational, professional, cultural, which allows them to fulfill the social roles necessary for society. State and municipal authorities restore the image of an ideal hard-working young person who strives to develop personal and social consciousness, providing the necessary approach to the organization of high-quality labor and social activities of young people.

In the current year 2022, 500 billion will be allocated for the financing of handicraft projects. soum was directed. Based on this, 225 mln. will be given to artisans within the framework of family business development programs with a grace period of up to 6 months. loan was given up to soum. They began to receive funds both in the form of cash and through money transfers.

Arguably, the growth of consumerism itself necessitates craftsmanship. In particular, the consumer behavior of young people has a number of specific characteristics, in many ways similar to the consumer characteristics of previous generations, but it has its own characteristics. Thus, for example, in matters of consumption, young people also refer to other people's consumption experiences, but the exchange of ideas takes place in virtual reality. In accordance with the Law of the Republic of Uzbekistan "On the Protection of Consumer Rights" and in order to ensure the protection of consumer rights and interests, to involve the public widely, to strengthen public control over the sale of low-quality goods in the domestic consumer market, which pose a threat to people's lives and health, to strengthen the public's legal and increasing consumer culture is of urgent importance."

The decision of the President of our country on December 30, 2021 "On measures to further improve the system of support for craft activities" has become very relevant at the moment. According to this document, in 2022, 500 billion of the funds allocated within the family business development programs will be allocated. soums were directed to the financing of crafts projects. In particular, preferential loans for the implementation of handicraft projects with a grace period of up to 6 months amount to 225 million. up to soums will be allocated in the framework of family business development programs. These soft loans are offered with the option of getting cash on demand from the artisan.

A separate section was launched on the electronic platform "oilakredit.uz" for preferential credit allocation, for online queuing of craftsmen and crediting of their projects. Starting from the current year 2022, subsidies will be allocated to:

- to artisans who teach trades to young people on the basis of "master-disciple" traditions - for training apprentices, buying necessary raw materials and providing apprentices with wages for 6 months in the amount of not less than 2 times of the BIM;
- for apprentices - to purchase necessary tools and equipment to start their independent activity, and also for masters - 50% of the costs of setting up websites, publishing their products on global electronic trading platforms, and advertising costs, but not exceeding 25 times of BHM.

In this case, the account of subsidized artisans and apprentices was managed by the "Craftsman" association and integrated with the "Online Mahalla" electronic platform of the Neighborhood Work and Entrepreneurship Development Agency.

Also, starting from 2022, the payment of utility infrastructure services for the members of the "Hunarmand" association, regardless of the place of operation, was carried out according to the tariffs set for the population and on the basis of the conditions.

The main characteristics of the young generation inclined to crafts are: initiative; willingness to overcome difficulties; self-confidence, luck, desire for success; the desire to determine one's own

destiny, the ability to see in a new way what the older generation is used to; striving for a different (including opposite, alternative) lifestyle compared to the older generation; fight against dogmatism; directing one's mental and labor potential to the future; romance. Such specific characteristics of the young generation who hold a certain profession make it possible to emphasize that the youth are the most promising and influential social force in the society, its strategic resource. The young generation has a significant potential for innovative changes, social renewal and development. "It is certainly not enough to form reasonable needs to improve the consumer culture of young people. For this, it will be necessary to change the work (or education), household life, social activities, character of habits and way of thinking of young men and women. In other words, the formation of consumer culture is dialectically related to the lifestyle of young people. Because human behavior, thinking, and behavior are not based on the appropriate value system, their consumer culture will be at a low level. Therefore, in order to raise the consumer culture of young men and women to a new level, it is necessary to change and qualitatively update their lifestyle.

We are inspired by each other by seeing different, wonderful examples of craftsmanship. Craftsmen especially try to make good use of ancient, national and traditional aspects. Now there are many young people working together with talented master craftsmen. As a result, not only artisans, but also other professions enjoy the wonderful visual expressions that have been integrated into the carving works, complementing each other, and have gained great appeal. Because the style of a ceramic potter in Rishton is definitely different from the product of another skilled craftsman, the work of a master painter and the work of a painter, and the work of another artist. Sometimes it is the soul that creates each work, not the regions. It is also possible to express dissimilarity.

There is an international pottery center in Rishton, which includes a museum of Rishton history and 20 two-story pottery houses. Craftsmen conduct their activities in workshops and shops on the first floor, and live with their families on the second floor.

Artisans from Rishton say that now pottery products are exported from UAE, Turkey, Czech Republic, Russia, Azerbaijan, neighboring countries to Kazakhstan, Kyrgyzstan and Tajikistan. Sharofiddin Yusupov, a major representative of the modern Rishton pottery school, said that large ceramic plates made here sell for 250 US dollars, medium ones for 120-150 dollars, and small ones for 70 dollars. In many of the workshops, families are engaged in pottery, making and decorating various types of dishes.

If you remember, within the framework of the International Handicrafts Festival held in the city of Ko'kan, a lot of handiwork samples were exhibited, which surprised the participants.

Ravshanbek Tajiddinov, a skilled potter from Rishton district, demonstrated a model of a giant plate made by him at this festival. It was really great. That is, the weight of the plate is 80 kilograms. is 1.2 meters in diameter. At one time, 40 kilograms of soup can be placed on a plate. It took exactly three years for the master to prepare it. Artisan Ravshanbek Tajiddinov said, "At first glance, it seems that three years have not been spent on our product. But 100 kg. This plate, which uses special clay, very capriciously "does what it says" during its preparation. That is, after it is brought to the furnace with 20 students, it is dried naturally in a dark place for one and a half years. If this is not done, its maturity and "length of life" will be lost. It may break when a large amount of soup is added. The next step is to apply a glaze to the surface of the plate and dry it for 6 months. So, it is not in vain that we spent 3 years. But it is natural that the price of the product should be commensurate with our efforts," he says. Ravshanbek Tajiddinov currently exports more than 500 types of such products to the USA, Germany, Austria, Commonwealth of Independent States using the export and tax opportunities created by our government. Currently, the craftsman is working on a contract with the country of Canada.

The economic behavior of today's youth is characterized by the choice of means of livelihood. Thus, such positive trends in the economic behavior of young people were identified among young people. In this regard, many polls are conducted by sociologists. For example, in such surveys in the West, the tendency of youth crafts has been determined. About 40 percent of the survey respondents demonstrate economically dependent behavior, relying on their parents' financial support in full or in part. About a third of the survey participants demonstrate pseudo-market strategies (the dream of easy high income with minimal effort).

88% of the participants of this survey show extreme consumerist tendencies, and 25 to 60% recognize the possibility of using shadow forms of economic behavior and are prone to shadow strategies. Thus, considering the economic behavior strategies of today's youth, it should be noted that many young people use active strategies, they are attracted to work with high income, and they want to work hard

and put all their efforts to find a good job. Also, among the active strategies, a very large number of young people seek to create their own business. At the same time, some young people are prone to passive strategies, they tend to rely on state support, as well as financial support from family and relatives.

In addition to the modern method, it is necessary to pay attention to the historical aspects to develop the craft. For example, Rishton pottery has a long history. This is due to the characteristics of the local soil. By the 9th-10th centuries, the glaze of ceramic vessels began to form in Rishton.

The famous master potter Sharafiddin Yusupov from Rishton turned 77 years old. His father was also a famous potter of his time. Sharofiddin potter learned the secrets of pottery in the family workshop at home when he was young. "I was born into this world to be a potter. I did not even dream of another profession. My work was not wasted. My creations are kept in many museums of the world. I am very happy that my work has been taken into account by our state," he said in an interview with us. "If I sell my works of art abroad, a piece of my heart will go with that vessel. Because I love my works from the heart. If you notice, I have 100 pots in my workshop, not one of them is the same as the other. I may be able to imitate the dish I made today, but tomorrow I won't be able to make it the same," says Sharofiddin Yusupov.

Sharofiddin Yusupov said, "The duty of a disciple is to steal something from the master's hand or put it in his imagination, then a true disciple will emerge from him." "We have also seen the master as a student. At that time, intermediate and advanced students appeared among the students, depending on their abilities. In order to be a good potter, it is important that a person has skills and abilities. Many students have also come to me. Apprentices become dependent on their abilities years later, and most of them fail to make ends meet. If out of 20 masters, one apprentice leaves, that master is lucky," says the master potter..

2. Conclusion

For some reason, he doesn't want his children to become master potters like him, he is satisfied only if they become a potter one step higher than him. Sharofiddin Yusupov's father worked at a pottery factory. From the time he was a month old, he brought bread to his family: even in his mother's womb, he received a share of the sustenance found behind pottery. Therefore, he believes that the love for pottery started from his mother's womb. The more we get to know master potters and their products, the more it becomes clear that they have a unique destiny and a different way of life. In short, young people are learning from these artisans. In this respect, their work is very valuable.

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