

IMPROVING MANAGEMENT ACTIVITIES IN CULTURAL CENTERS

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Abstract

This article presents information and opinions on the issues of improving and developing the activities of cultural centers.

Key words

Culture, center, activity, reconstruction, creativity, technology, circle, expert.

Cultural centers play an important role in the spiritual, spiritual and aesthetic development of society. They perform not only the preservation and development of the cultural heritage of the people, but also the introduction of new ideas and innovations in accordance with the trends of modern culture. Today, the need to effectively manage the activities of cultural centers, especially the perfect organization of all its aspects, to strengthen relations with the public, and to improve the processes of holding cultural events is increasing.

The process of improving management activities should be based primarily on the strategic goals and perspectives of the centers. In this process, the effective distribution of resources, improvement of staff skills and comprehensive development of cultural activities are important. By introducing advanced methods and practices of management in cultural centers, it is possible to popularize modern culture in accordance with social needs, to harmonize local traditions and global trends.

At the same time, decisions and strategies for improving management activities in cultural centers are important for achieving effective results, managing changes and introducing innovations. In these processes, it is necessary to take into account the participation of relevant state bodies, specialists and the public, as well as the specific characteristics of the cultural sphere. Improvement of management activities of the centers depends not only on the number or quality of the activities carried out by them, but also on their contribution to the society.

Today, in order to further develop the national culture of our country and improve the quality of cultural services to the population, 837 cultural centers are operating in our country.

The decision of the Cabinet of Ministers on “Measures to organize the activities of cultural centers” is of great importance in this regard.

It is noted that the decision of the President of the Republic of Uzbekistan "On approval of the concept of further development of national culture in the Republic of Uzbekistan" dated November 28, 2018 No. PQ-4038 establishes the organization of the activities of cultural centers, including new construction, reconstruction, perfect repair and equipping of cultural centers. In connection with these works, several cultural centers were built, the old ones were reconstructed and repaired.

The works of equipping cultural centers are carried out by contracting organizations based on the request of the Ministry of Culture of the Republic of Uzbekistan, within the limits of the funds specified in the address list, based on the level of provision of clubs, creative teams and relevant specialists.

Nowadays, there are more and more beautiful cultural centers that have been renovated on the basis of the latest technologies. In the cultural centers, amateur groups, vocal, ballet, and dance clubs are organized and run their activities. In addition, paid and free clubs have been organized in cultural centers, which is one of the comprehensive activities aimed at including young people from the underprivileged part of the population. Another thing worth mentioning is that the activities of some cultural centers are not properly organized. Because we can see that amateur specialists work in them, not specialists with special knowledge. Basically, in order to attract people to cultural centers, it is necessary to appoint a specialist who has a good understanding and experience in this field to lead the cultural center. After that, the leaders of each circle should be selected from the specialists of the field. The presence of cultural centers in densely populated areas can be a good reason for increasing the number of participants.

In fact, in order to build a New Uzbekistan, the cultural sector, like all aspects, must choose a new reform path and develop rapidly with clear strategic plans. Today, life demands a new way of thinking and working, forming our national “mind centers”.

It is necessary to include cultural centers among the “Mind Centers”, to further increase the work done to improve their activities, and at the time when young people are interested in modern technologies, it is necessary to introduce the mechanism of organizing various clubs and classes through such technologies in cultural centers with the effective use of these technologies.

At a time when our country is developing day by day and reaching new milestones, we should contribute to these efforts. Because culture is the basis of a country, it is not said that if you want to take over a country, destroy its culture and

language, the country itself will disappear. Therefore, cultural centers are of great importance in the development of culture.

Today, having studied the demands and needs of the population of Uzbekistan, which are growing day by day, attention is being paid to the cultural centers being built in our country, along with supporting the socio-cultural activity of the population, as well as meaningful rest. Especially in this regard, the clubs organized in cultural centers are organized to effectively spend the free time of the population, in particular, the youth. is to create skills, create wide opportunities to improve their professional skills, and strengthen the potential of preparation for the labor market in the chosen professional areas. Clubs organized in cultural centers are financially convenient and affordable for everyone. Currently, the minimum amount of the monthly payment of the participants of paid clubs, studios and teams in cultural centers should not be 10% or more of the base calculation amount in regional centers, Nukus and Tashkent, and not less than 5% in other districts (cities) of the Republic.

It is necessary to simplify and develop the factors of financing sources of all spheres while developing the strategic tasks of the reforms implemented in the new Uzbekistan, and at the same time increase their number and quality. Cultural centers are financed by the Ministry of Culture of the Republic of Uzbekistan and several responsible organizations and agencies.

In particular, sources of financing the activities of cultural centers:

State budget funds of the Republic of Uzbekistan;

Revenues from cultural and educational events, clubs, various services, etc., which are organized on the basis of paid income, based on the main tasks defined in the Model Regulation on Cultural Centers, approved by the first appendix of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 264 of March 30, 2019; sponsorship donations of legal entities and individuals; other sources not prohibited by law.

50% of the funds from paid clubs established in the centers will be used to strengthen their material and technical base, and the remaining 50% will be spent on the salaries of the club leaders and their incentives.

Calculation and reporting of budget and non-budgetary funds of the centers is carried out by the central accounting department of the district (city) cultural departments in the order established for budget institutions. Calculation and reporting of budgetary and non-budgetary funds of the Centers subordinated to the Republic of Karakalpakstan, regions and the city of Tashkent is carried out by its accounting department.

So, the tasks mentioned above are the main tasks of the cultural centers. But the problem is that in all of our cultural centers the above tasks are not fully implemented in practice. What could be the reason for this? First of all, in my opinion, there is a lack of qualified personnel. More than 10,500 employees work in cultural centers, of which 60 percent are unskilled and secondary educated employees. 7143 of them are creative workers, 3942 are club leaders, 210 are creative leaders, 210 are directors and other employees. Among them, 1,080 (22.3%) have higher education in the field, 3,200 (66%) have secondary specialized education, and about 700 (10.3%) have secondary education and have graduated from school.

In general, cultural and art institutions are organizations that implement creative production activities. Today, our young people who participate in the clubs of such cultural centers actively participate in many events. It is impossible not to mention that they have been showing their talents in various contests and contests even abroad. Today, it is stipulated in the legal documents that spiritual educational institutions have the right to earn additional funds by providing cultural services to the population. Therefore, it is impossible to stop the increase of various paid clubs in the presence of cultural centers. Because it is necessary to pay attention to the issues of financing cultural centers themselves.

Taking into account the attention paid to the attraction of the population in cultural centers, I would like to say one thing, it is necessary to develop various commercials about the activities of cultural centers and try to spread them through social networks. In this way, people who have information about cultural centers can be attracted to the centers. By emphasizing the activities of cultural centers, we would contribute to the increase of creative intellectuals in our country.

After all, Prezident Shavkat Mirziyoyev; They emphasized that we will continue to pay constant attention to creative intellectuals, support them materially and morally, and improve their working and living conditions, as an important direction of our policy in this field".

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