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THE DEVELOPMENT OF YOUTH ENTREPRENEURSHIP IN THE EAEU COUNTRIES

Развитие молодежного предпринимательства в странах ЕАЭС

In today's world, small and medium-sized businesses make a significant contribution to the development of the economies of most countries. Small and medium-sized enterprises are crucial not just for employment creation and economic growth, but also to drive innovation and competition in markets. Their support is a priority for every country.

Youth entrepreneurship is an important resource for the development of small and medium-sized enterprises. Young people are the main initiators of economic activity and active participants in social mobility. Therefore, further development of the country in the political and socio-economic vector is possible only under conditions of implementation of an effective set of measures within the framework of the state policy in the field of youth entrepreneurship. In the context of modern challenges, it is necessary to consider possible measures to further stimulate the development of youth entrepreneurship within the framework of the Eurasian Economic Union (hereinafter – EAEU).

Despite the fact that this term is not enshrined in the legislation of the EAEU countries, youth entrepreneurship increases its importance in the field of strengthening cooperation among the EAEU member states. The urgency of this issue is confirmed by the active discussion of the importance of youth policy in this direction and the existence of regulation of similar categories in normative legal acts. The Republic of Belarus should be considered as an example.

The Law of the Republic of Belarus “On the Fundamentals of the State Youth Policy” establishes a similar concept – youth initiatives [1]. In addition, the law stipulates the provision of state support for youth initiatives. Within the framework of the state programme “Education and Youth Policy” for 2021–2025, great attention is paid to professional self-realisation, career growth and youth entrepreneurship [2]. The Youth Council of the Eurasian Economic Commission (hereinafter – EEC) is successfully functioning within the framework of popularisation of the idea of Eurasian integration, strengthening of cooperation of member states and development of youth entrepreneurship, which holds international events annually, since 2019 [3].

It is worth considering separately the EAEU Youth Forum, which has been held on a regular basis since 2022. This initiative is aimed at expanding the interaction of young people, creating new opportunities for the implementation of initiatives, social

and professional self-realisation of young people. In 2022, 250 young people from Armenia, Belarus, Kazakhstan, Kyrgyzstan, the Russian Federation and Uzbekistan attended the forum.

It is therefore necessary to address the issue of introducing the term of youth entrepreneurship in the legislation of the EAEU member states, which will have a positive impact on the popularisation of this concept and simplify the possibility of holding specialised events.

References

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SOCIAL ADVERTISING OF THE BELARUSIAN MILITIA

Социальная реклама белорусской милиции

Social advertising of law enforcement bodies is a type of advertising activity that is aimed at increasing public consciousness, the level of security and compliance with law and order. The purpose of our research is to determine the specifics of displaying the activities of the Belarusian police through social advertising.

Analyzing the websites of the Ministry of Internal Affairs of the Republic of Belarus, we can come to the conclusion that social advertising of the Belarusian militia may include various formats and approaches. It can be presented in the form of television and radio commercials, printed materials, posters, advertising banners, videos for social networks and the Internet, as well as through events, lectures and trainings.