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MANAGING FINANCIAL INCLUSION WORK THROUGH DIGITAL PLATFORMS

First of all, financial inclusion ensures equal access for all citizens to financial services, including bank accounts, loans, insurance and investments. Financial inclusion plays a crucial role in economic development. It expands access to financial resources for any population. An example is remote areas where financial institutions are poorly developed. The availability of financial services allows people to manage their finances, accumulate savings and develop businesses, thereby strengthening the economic stability of households. There is an active stimulation of economic growth. Access to finance stimulates consumption, entrepreneurship and employment, which contributes to economic growth. For example, small businesses often face difficulties in obtaining loans, and the availability of financial services helps to overcome these barriers by supporting entrepreneurial activity. By increasing access to financial services, increasing access to financial services helps to reduce poverty and improve the quality of life. Because people have the opportunity to increase their income and accumulate savings. Access to savings, loans and insurance allows households to cope more effectively with unforeseen financial difficulties. Attracting more people into the formal financial system helps to improve the quality of financial management at the state level and reduce dependence on informal lending mechanisms. All this contributes to the stability of the financial sector.

Despite significant efforts to expand access to financial services, access to financial services for many people remains limited for standard reasons. First, there are geographical barriers: banks and financial institutions are often absent in remote and rural areas, which makes it difficult to access financial services. In such regions, it is more difficult for people to open accounts, get loans and use other banking instruments. Secondly, lack of knowledge about finance and financial products limits access to services. Many people don't understand how loans, savings, and insurance work. These reasons make them vulnerable to fraud or misunderstanding of the terms of use. Thirdly, the high cost of services: for many segments of the population, financial services remain too expensive. For example, bank fees, loan interest, and transaction costs are often prohibitively high, especially for low-income people. These obstacles require active work on the part of both Governments and the private sector. This work is necessary to create affordable, convenient and secure financial services for everyone, ensuring equal opportunities for every member of society.

The role of digital technologies in providing access to financial inclusion.

Digital technologies are important for ensuring the availability of financial services, as they provide access to financial services to billions of people around the world, especially those who were previously excluded from the traditional financial system. Digitalization makes it possible to create more accessible, flexible and inclusive solutions that meet the diverse needs of the population. In fact, I want to suggest the main areas in which digital technologies contribute to financial inclusion. In my opinion, the most important thing is to expand access to banking services. As a result of information analysis, mobile applications and online banking allow people to manage their finances and receive services without having to contact a bank branch. I want to give an example similar to the one that is known to everyone Kaspikz in Kazakhstan or M-Pesa in Kenya. These are mobile wallets that allow users to transfer money, pay bills and make purchases only using a mobile phone. This significantly increases access to banking services and mobility of the population in remote and rural areas where traditional banking institutions may not be available. Secondly, microcredit and microfinance: digital microcredit platforms allow for small and flexible loans, which is especially important for low-income people and small businesses that do not have access to traditional credit products. These platforms use artificial intelligence to analyze alternative data, an example being mobile transactions. This is how creditworthiness is assessed, which allows you to provide loans to those who do not have an official credit history. As a result, I propose digital payment systems such as Apple Pay, Google Pay and QR code-based systems that greatly simplify payments, reducing user costs. This is especially important for small businesses and low-income groups, for whom high fees for bank transfers may be unaffordable. The simplicity and accessibility of digital payments allow more people to participate in the formal economy. I also offer international money transfers: digital technologies make international transfers more accessible and cheaper,

which is especially important for migrants and their families. As an example, I will give platforms such as TransferWise and Remitely, which allow you to transfer money abroad with minimal fees, bypassing traditional banking systems. This greatly facilitates financial support for families and helps more people receive help from their loved ones. [5] Based on this information, digital technologies provide the following key advantages for the development of financial accessibility: accessibility - digital financial services can be available 24/7, regardless of the location of the client, which allows you to use services even in remote and sparsely populated areas. There is a reduction in costs: digitalization reduces costs, which makes services more accessible to low-income users. Security is also improved: modern encryption technologies provide a high level of data protection and prevent fraud. In conclusion, I would like to note flexibility and personalization: digital platforms offer a wide range of services adapted to the needs of each user, which makes them more flexible and attractive to different groups of the population.

Digital platforms as a means of expanding financial inclusion.

Digital platforms are an essential tool for achieving financial inclusion by providing a wide range of financial services to people previously excluded from the traditional banking system. These platforms reduce barriers to access to financial products by making them accessible via the Internet and mobile devices. We will look at the key types of digital platforms and how they affect the availability of financial services for different categories of the population. Mobile banking applications and online banking give users the ability to manage finances from anywhere. After all, this function is especially important for the population of rural areas where there are no bank branches. Mobile banks such as Monzo and Revolut offer a full range of financial services, from creating a bank account to making transfers and paying bills. I note the advantages of mobile banking: with the help of a mobile phone, users can manage their finances without visiting branches. Many mobile banks do not charge fees for basic transactions, which makes their services more accessible. Mobile platforms offer algorithms for assessing creditworthiness, which helps small businesses and individuals to access loans.

Microcredit platforms such as Kiva and Tala play an important role in making loans affordable for people with low incomes and no credit history. These platforms use data analytics to assess credit risk, which allows them to make small loans even to those who do not have official sources of income. The key aspects that distinguish microfinance platforms are the use of alternative data: transaction analysis, data from social networks and mobile activity help to assess the security of payments. Access to loans for small businesses: Small and medium-sized enterprises can receive financing to open or expand businesses, which stimulates economic growth and job creation. Flexible loan terms: Microfinance platforms offer conditions adapted to the borrower's capabilities, with low interest rates and short maturities. As noted earlier, e-wallets and digital payment systems (Apple Pay, Google Pay) offer users fast and convenient ways to make payments and transfers. I recommend these platforms because they are especially useful for people who do not have bank accounts and allow you to make transactions only using a mobile phone. The advantages of e-wallets include: convenience and speed, access to non-cash payments and reduced transaction costs. Transactions are carried out instantly, which facilitates financial transactions for the population, especially in small and medium-sized cities. Using QR codes and NFC allows you to make payments in retail stores and online. Fees for transfers via digital wallets are lower than those of traditional banks, which makes them more accessible to low-income users. I will also mention the crowdfunding method. This is a funding method used on platforms such as Kickstarter and Indiegogo. According to my research, it helps entrepreneurs, creative projects and social initiatives raise funds from a large number of people. These platforms provide an opportunity to receive financing without resorting to traditional sources such as banks. How does crowdfunding help expand access to financial services? Based on a simple criterion in the form of an idea, people get access to the opening of financing without having an official credit history. The crowdfunding platform has a unique ability to attract funds from donors from all over the world, which is especially useful for projects in developing countries.

Examples of successful platforms for financial inclusion.

Digital platforms that adapt to the specific needs of residents have become a powerful tool for expanding access to financial services. Their success in solving various tasks in this area attracts an increasing number of people to create new projects and improve them. As an example, I would like to cite three main platforms that, in my opinion, have become successful in terms of expanding access to financial services. The first of these is M-Pesa, a mobile financial transaction platform launched in Kenya in 2007, which has become one of the most successful digital financial platforms in the world. The platform, originally conceived for transferring money, today allows users to carry out a wide range of financial transactions: payment for goods and services, receiving wages, managing savings and obtaining loans. It was developed taking into account the needs of users, many of whom initially had no experience with banking services. People without financial literacy could

easily conduct financial transactions, thanks to the simplicity of this platform. The interface is simple and accessible to ordinary users of banking services of any age and education level. It works via mobile phones without Internet access, which makes the platform accessible to a wider range of users, since most digital platforms require a network connection to perform operations. The platform has helped create thousands of jobs and support small businesses by reducing barriers to participation in the economy. Thanks to its strategy and innovations, it has become a benchmark for similar projects around the world, proving that mobile technologies can significantly expand access to financial services for those who do not have bank accounts.

I single out the platform as the second one Kaspi.kz It is one of the largest players in the field of fintech technologies in Kazakhstan. He demonstrated how digital financial technologies can help expand access to financial services. Since its inception, the platform has come a long way, starting with a little-known application and turning into a multifunctional wallet offering users a variety of financial services. This range of services includes: payments, transfers, loans, investments and many other services that simplify people's lives on a daily basis. Based on studying the platform, I found out one of the main success factors Kaspi.kz . This is the ease of its use. The platform offers an absolutely intuitive interface with the simplest navigation and is available on any mobile device. Simplified registration and minimal identification requirements cause a positive reaction from many users, and in the future this will affect the long-term use of this platform. In Kaspi.kz you can not only transfer funds, but also view your documents in electronic form, certificates. After all, it is very convenient, you do not need to carry all the documents with you. You can also instantly pay the fines you receive and keep up to date with all events. I think this is a very important element, since people may not even notice a certain violation, and Kaspi.kz this will prevent this ignorance. Users can save their funds on deposit, including online, by applying for a loan on favorable terms. Kaspi.kz It cooperates with many banks in Kazakhstan, which makes it possible to integrate its solutions with other financial systems and increase the availability of services for users.

The third one that I would like to highlight is Kiva, an international microfinance crowdfunding platform that allows people from all over the world to invest in small businesses and various projects in developing countries. Kiva provides small loans to entrepreneurs, small farmers and social enterprises, helping them develop businesses and improve their quality of life. Based on the results of the study, we came to the conclusion that the reason for Kiva's success lies in international crowdfunding, as well as in barrier-free access to loans and social significance. After all, this platform allows people from all over the world to contribute small amounts, which are then directed to business development in different countries. Just like in the example with kaspi.kz cooperates with local organizations that work with borrowers and help them gain access to financing. Also, one of the main advantages is the support of entrepreneurs who cannot get credit funds from traditional banks. Kiva has successfully demonstrated that crowdfunding can become a tool for social and economic support for people who do not have access to traditional financial services.

The impact of digital financial platforms on the lives of the population.

Digital financial platforms not only expand access to financial services, but also create significant benefits of both a social and economic nature. I talk about these platforms from the point of view of stimulating economic development, support and job creation for ordinary people. Digital financial platforms provide tremendous support to businesses, both small and medium-sized. Provides all necessary access to payments, various systems and money management. This is an important factor, as many banks in most cases refuse people because of their past credit history. An example is the platform that I considered earlier, this is Kiva. It allows small businesses to obtain loans without the mediation of banks. I also want to highlight a payment system like M-Pesa. Here you can also find inexpensive ways to accept and send payments. This helps to reduce transaction costs. Thus, digital platforms have a positive impact, reflecting an increase in household incomes and opening up new financial opportunities.

Job creation is an important issue, and it is a very relevant issue today. An example is service points and agents that help people use new services. Platforms such as InDrive, Wolt and Yandex-Go provide drivers and couriers with employment and income opportunities, as well as convenient and transparent payment methods through mobile wallets. In conclusion, I would like to draw attention to the social and cultural aspects in different societies. These platforms help to create an economic society in which saving, responsibility and planning for the future are priorities. Financial technology innovations are radically changing traditional ideas about finance, helping to expand people's financial accessibility, as a result of which the daily lifestyle of many people is changing. People start saving money that they will invest in the future to increase this amount. Regardless of people's social status and location, digital platforms make a huge contribution to their financial

thinking. With the introduction of these platforms, the life of the population began to improve markedly in many aspects, most importantly, I note a significant increase in financial literacy of the population.

The main problems of digital platforms in financial inclusion.

In my opinion, the problems of digital platforms in the context of expanding access to financial services still remain, these are accessibility, security and insecurity of microentrepreneurs. Given the problem of accessibility, even in our time, in the age of digitalization, this problem remains relevant. In rural areas, remote from the city, the Internet may not be present everywhere, which is exactly the basis of digital platforms. The main criterion is an Internet connection, access to which is difficult for many segments of the population. Next, we will discuss the problem of microenterprise insecurity. Some platforms have their own unique properties, such as opening a loan without a previous credit history, they only need its idea. On the one hand, this is an innovation and a positive side, since it covers a wider range of the population. But, on the other hand, this is an open problem, because these platforms do not take into account the stability of their income, which can subsequently lead to problems with repayment of these loans. Among all the problems, I still want to highlight the security problem. Digital platforms are creating increasingly simple and understandable applications for use by various segments of the population. It is precisely this simplicity that poses a threat to the population. Recently, data leaks have been increasingly occurring, as a result of which funds are being debited from accounts. The threat to cybersecurity is very serious and relevant nowadays, such attacks are happening more often and are practiced among the entire population. There are no clear standards for the protection of personal data, which leads to serious consequences. Many users are not well informed about Internet security. The older generation is most often at risk, and it is easy for scammers to gain their trust. All this is due to a lack of awareness about such situations.

Based on the above, I want to offer my solutions to these problems. First of all, I want to propose an extension of Internet access. By this expression, I mean allocating investments in infrastructure to extend the Internet to remote areas. Companies can also offer their own discounted rates for users using their platforms. Secondly, due to the insecurity of microentrepreneurs, I would like to propose the creation of a specific code and security standards. This will help to avoid such cases due to the unreliability of the loan repayment. Thirdly, on the main issue of security, I want to say the following. Based on the analysis, I have highlighted that the use of two-factor authentication is mandatory in all applications. An example is the additional code in the application for logging in using biometric data. On the main screen, create a separate window with materials on data protection and new types of fraud. This feature will allow people to always be aware of current events in this area. It is also possible to allocate grants to attract people to the IT sector who will create a newer and more advanced security system. At this stage, I considered the main problems of digital platforms in terms of expanding access to financial services and suggested ways to solve them.

The future of financial inclusion through digital platforms.

I think that in the future, the expansion of access to digital financial services will continue to develop and penetrate even deeper into socio-economic processes. Next, I considered the main aspects that, in my opinion, will play a significant role in the future expansion of access to financial services. Of course, such development of artificial intelligence is very relevant and progressive in our time. Artificial intelligence is playing an increasingly important role in the development of digital platforms. Technologies that are used thanks to artificial intelligence allow platforms to more accurately identify user needs, minimize risks and improve access to financial services. It also allows fintech platforms to offer personalized solutions, including the selection of financial products, training and support based on already analyzed data for each individual. Platforms can analyze a large amount of data and more accurately assess the creditworthiness of customers, which greatly simplifies the work of staff and significantly reduces the risks that a digital platform may face. One of the indispensable functions is to identify suspicious transactions. This automatically prevents financial crimes. We would also like to see access to financial services in rural and remote regions expanded in the future. After all, these areas often remain outside the financial services area. The development of digital platforms can help overcome this barrier by providing access to financial services via mobile devices and the Internet. To do this, I have identified the main motives for expanding accessibility. First of all, mobile banks allow you to pay bills remotely from the comfort of your home. This is followed by the creation of agent networks based on mobile platforms. This implementation will allow operations to be conducted through local agents. Without constant access to the Internet, use the services of financial platforms. Government support will give a good impetus to the development of mobile communications. For example, the organization of broadband Internet access in remote areas. All this will help to expand access to financial services among the entire population. And don't forget about ensuring the security of user data. Cyberbullying must be eradicated.

New threats require a comprehensive approach to cybersecurity, including the introduction of encryption technologies. When developing a cybersecurity system, it is necessary to take into account all legislative norms. Due to this compliance, a balance between security, convenience and privacy protection of user data will be guaranteed.

Based on this information, I would like to say that expanding access to digital financial services represents an important step towards creating a more equitable and sustainable financial ecosystem that promotes economic development. In the course of my research, I highlighted the key aspects in which I showed how digital technologies are transforming the financial sector, making it accessible to all segments of the population, as well as the problems they face. In the first part of the article, we examined the concept of financial accessibility and its importance for the economy. As a result, it was revealed that access to financial services is a necessary condition for improving living standards and developing entrepreneurship. I would like to emphasize that modern challenges, such as lack of financial resources and unavailability of banking services, make the introduction of digital solutions inevitable. They also simplify access to finance. Next, we discussed how digital transformation affects the financial sector, emphasizing that innovative products and services are being developed to meet people's needs. We analyzed the role of government regulation, which contributes to the creation of a safe and stable environment for digital financial platforms, emphasizing the importance of government working together to achieve the goals set. Having considered the main problems, it can be concluded that the key factors for the success of the introduction of digital financial technologies are not only technology, but also the need to improve users' financial literacy, ensure cybersecurity and data protection. The introduction of artificial intelligence and the development of mobile applications open up new horizons for achieving inclusivity, but require monitoring compliance with all legislative acts. However, along with new opportunities, new challenges arise. We must not forget about consumer protection and compliance with the principles of social responsibility. In conclusion, I would like to say that access to digital financial services is not only a difficult task, but also opens up unique opportunities to improve the quality of life of millions of people around the world. I would like to note that the constant development of technology and an integrated approach to solving existing problems will allow us to create a financial system that will be accessible, safe and focused on the needs of every citizen. It is important to continue to monitor changes in this area and adapt to new conditions, as this is an integral part of our lives. We must strive to ensure that everyone can take advantage of the increased access to financial services through digital platforms.

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