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### **INCREASING OF THE FINANCIAL LITERACY IS THE TICKET TO SUCCESS OF THE ECONOMIC GROWTH IN A REGION**

The article deals with the issues of increasing of the financial literacy in Russia. The necessity of increasing of the financial literacy and grant's provision to the results of educational events in this sphere is proven. The incentive programs are suggested in the part of the increasing of the financial literacy and the quality of the financial behavior of the population. The results of the suggested programs are substantiated, videlicet the changing of the population's investment behavior and mobilization of citizens' savings into the financial market, and the effective implementation of the pension reform.

*Keywords:* financial literacy, financial behavior, stimulation, support, investment, programmes.





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