
**DEVELOPMENT DIRECTIONS AND CURRENT ISSUES OF GREEN
ENTREPRENEURSHIP IN UZBEKISTAN**

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ABSTRACT

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This referenced article examines the current state, development trends, and prospects of green entrepreneurship in Uzbekistan. Additionally, the main problems and obstacles in the process of implementing green economy principles, as well as ways to overcome them, are analyzed.

Furthermore, a strategy for developing green entrepreneurship for Uzbekistan is proposed, based on our country's international commitments to combat climate change and environmental problems, as well as sustainable development. A methodology for assessing the economic efficiency of implementing green technologies in the decision-making process is also provided. At the end of our research, the prospects of green business in Uzbekistan for the next decade are evaluated, and recommendations for developing the green economy are developed.

Introduction

As we all know, one of the most important global problems of the 21st century is the issue of ensuring economic development in the context of climate change and environmental crisis. The global community widely recognizes the need to transition to "green" development, where economic growth is achieved without harming the environment and depleting natural resources. In particular, "green entrepreneurship is business activity

that promotes economic growth without harming the environment and serves sustainable development."

As we know, Uzbekistan has been implementing large-scale reforms in recent years aimed at modernizing the economy and integrating into the international community. At the same time, our country faces a number of serious environmental problems - the consequences of the Aral Sea drying up, water resource shortages, soil degradation, air pollution, and the impact of climate change on agriculture. In this regard, our President Shavkat Mirziyoyev emphasizes: "We must widely implement green economy principles in life and further expand the use of renewable energy sources. We must act actively without hesitation in this regard." This situation requires new approaches based on sustainable economic development and active implementation of "green" technologies.

The adoption of the Republic of Uzbekistan's "Green" Economy Transition Strategy for 2019-2030 gave a strong impetus to the development of green entrepreneurship in the country. Within the framework of this program, important projects are being implemented in many areas including improving energy efficiency, expanding the use of renewable energy sources, efficient water resource management, waste processing, and many other directions. However, there are also problems that need to be solved to fully realize the potential of green entrepreneurship in Uzbekistan. The role of transitioning to a "green" economy and active implementation of green technologies in solving such problems is invaluable. Our President Shavkat Mirziyoyev also defines this as follows: "The path to sustainable development is the path of 'green' development." In particular, green entrepreneurship is developing in the following main directions:

1. Energy efficiency and renewable energy - new technologies based on solar, wind, hydro and bioenergy, implementation of energy-saving systems
2. Resource efficiency and waste-free production - resource recycling, waste management and use of secondary raw materials
3. Organic agriculture - growing ecologically clean food products
4. Green construction - construction based on energy and resource efficiency

Organic Agriculture

There are great opportunities for the development of organic farming in Uzbekistan. Since 2022, the law "On Organic Agriculture" has been in effect in the country, which establishes the procedure for producing, certifying, and marketing organic products. Currently, projects for growing organic fruits, vegetables, and medicinal plants are also being implemented in the Fergana Valley, Samarkand, and Jizzakh regions.

Literature Review

During our research, we used the best works of many famous scientists as well as decisions and decrees of the President of the Republic of Uzbekistan Shavkat Mirziyoyev on developing the green economy.

Below you can learn in detail about these literature sources and their importance. We used Muhammad Yunus's work "A World of Three Zeros" in our article. This work encompasses three main directions of modern economics - eliminating poverty, eliminating unemployment, and achieving zero carbon emissions. Furthermore, during the writing of our article, we also familiarized ourselves with the Republic of Uzbekistan's Green Economy Transition Strategy 2019-2030. This strategic document establishes a clear roadmap for implementing green technologies, protecting the environment, and achieving sustainable development goals in our country. Additionally, the Development Strategy of New Uzbekistan for 2022-2026 (Decree No. PF-60) also defines modern directions of state policy. This document serves to show practical mechanisms for integrating green economy principles into the national development program and determines the relevance of the research topic.

Analysis and Results

In our research, we selected SWOT analysis as one of the most effective methods for assessing the state and prospects of green entrepreneurship. Because it helps identify strengths and weaknesses, opportunities, and threats.

Table 1: SWOT Analysis Results

Strengths	Weaknesses
<ol style="list-style-type: none">1. Great potential of renewable energy resources (solar, wind) - Due to Uzbekistan's geographical location, there is an opportunity to generate large amounts of solar and wind energy annually2. Existence of government support programs - Government strategies and financial incentives aimed at developing the green economy are promoting this sector	<ol style="list-style-type: none">1. Shortage of qualified personnel in green business - There are few specialists with special knowledge and experience in green entrepreneurship2. Low environmental culture among the population - Most citizens do not sufficiently understand the importance of green products and environmentally clean production3. Insufficient infrastructure - The necessary infrastructure for implementing

<p>3. Large-scale economic reforms - Modernization processes carried out in recent years are creating a favorable environment for green business</p>	<p>environmental technologies in practice has not yet been fully formed.</p>
<p>4. Large young population and potential consumers - Most of the population consists of young people who show interest in new technologies and environmental products.</p>	

Opportunities	Threats
<p>1. Expanding international cooperation and attracting foreign investment - There are opportunities to work with foreign investors and donors in the direction of green business</p>	<p>1. Intensification of climate change and environmental problems - Water shortages, droughts, and natural disasters may hinder the implementation of green projects</p>
<p>2. Creating new jobs in green technologies - This sector creates new professions and innovative forms of employment</p>	<p>2. Intensifying competition in international markets - The green products market is full of competition, making it difficult to occupy strong positions for export.</p>
<p>3. Increasing export potential (organic products, renewable energy) - Green products have high demand in international markets, expanding export opportunities</p>	<p>3. Dependence on imports of green technologies - Due to weak domestic production, dependence on importing technologies from abroad is high.</p>
<p>4. Intensifying competition in international markets - The green products market is full of competition, making it difficult to occupy strong positions for export.</p>	<p>4. Impact of economic crises - Global or regional financial crises may lead to reduced green investments.</p>

The conducted SWOT analysis shows that Uzbekistan has significant opportunities for developing green entrepreneurship. However, there are also a number of problems and obstacles. Therefore, after deep analysis of strengths and weaknesses, minimizing risks is of great importance in developing green entrepreneurship.

Discussion

As you can see, as a result of our scientific research, analyzing the development process of green entrepreneurship in Uzbekistan revealed a number of important developments and opportunities. The adoption of the green economy transition strategy by the state, increased investments, and the development of environmental consciousness among our youth are creating solid foundations for green entrepreneurship.

Regarding the importance of green entrepreneurship and sustainable development, world-renowned scientists and economists have expressed the following views: Nobel Prize winner and social entrepreneurship theorist Muhammad Yunus's research shows that "The business world should be directed not only toward profit but also toward solving social problems. Green entrepreneurship means taking responsibility for future generations."

Harvard Business School Professor Michael Porter often speaks about competitive advantages and creating shared value. According to him, "The most successful companies are those that integrate social and environmental needs into their business strategy."

Columbia University Professor Jeffrey Sachs emphasizes in his scientific works, "The greatest opportunity for 21st-century entrepreneurs lies in developing green technologies and sustainable business models." The views presented above establish important guiding principles for the development of green entrepreneurship in the Uzbekistan context. Furthermore, they clearly show how important it is to develop green entrepreneurship not only in Uzbekistan but throughout the world.

Conclusions and Recommendations

In conclusion, Uzbekistan has the necessary potential to develop green entrepreneurship. To fully realize this potential, the following measures can be effective:

1. Strengthening government support mechanisms;
2. Attracting financial and investment resources;
3. Training qualified personnel;
4. Implementing innovative technologies;
5. Raising public environmental consciousness.

As Klaus Schwab, founder of the World Economic Forum, emphasizes: "In the future, competitive economies will be green, innovative, and socially responsible economies."

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