

**ANALYSIS OF THE EFFECTIVENESS OF GREEN BUSINESS ENTITIES WITH
WOMEN'S PARTICIPATION (ON THE EXAMPLE OF KASHKADARYA REGION)**

Usmonova Mokhigul Mansur kizi

Karshi state university

Independent researcher

Email: usmonovamohigul99@gmail.com

Abstract

This article is devoted to analyzing the effectiveness of green business entities with women's participation in the Kashkadarya region. Green entrepreneurship is an important factor in ensuring sustainable development by combining economic activity with environmental responsibility. The results show that women in Kashkadarya region are mainly engaged in organic agriculture, production of environmentally friendly products, renewable energy services, waste processing, and ecotourism. The results of the study substantiate the need to improve state policy, expand financial incentive mechanisms, and strengthen training programs to further enhance women's participation.

Keywords

Green entrepreneurship, women's entrepreneurship, performance analysis, sustainable development, Kashkadarya region, environmental sustainability, regional economy, green economy.

Abstrakt

Ushbu maqola Qashqadaryo viloyatida ayollar ishtirokidagi yashil biznes subyektlarining samaradorligini tahlil qilishga bag'ishlangan. Yashil tadbirkorlik iqtisodiy faoliyatni ekologik mas'uliyat bilan birlashtirish orqali barqaror rivojlanishni ta'minlashda muhim omil hisoblanadi. Natijalar shuni ko'rsatadiki, Qashqadaryo viloyatidagi ayollar asosan organik qishloq xo'jaligi, ekologik toza mahsulotlar ishlab chiqarish, qayta tiklanadigan energiya xizmatlari, chiqindilarni qayta ishlash va ekoturizm bilan shug'ullanadilar. Tadqiqot natijalari ayollar ishtirokini yanada oshirish uchun davlat siyosatini takomillashtirish, moliyaviy rag'batlantirish mexanizmlarini kengaytirish va o'quv dasturlarini kuchaytirish zarurligini asoslaydi.

Kalit so'zlar

Yashil tadbirkorlik, ayollar tadbirkorligi, samaradorlik tahlili, barqaror rivojlanish, Qashqadaryo viloyati, ekologik barqarorlik, mintaqaviy iqtisodiyot, yashil iqtisodiyot.

Аннотация

Данная статья посвящена анализу эффективности экологически ориентированных бизнес-структур с участием женщин в Кашкадарьинской области. Экологически ответственное предпринимательство является важным фактором обеспечения устойчивого развития, сочетающим экономическую деятельность с экологической ответственностью.

Результаты показывают, что женщины в Кашкадарьинской области в основном заняты органическим земледелием, производством экологически чистой продукции, услугами в области возобновляемой энергии, переработкой отходов и экотуризмом. Результаты исследования подтверждают необходимость совершенствования государственной политики, расширения механизмов финансового стимулирования и укрепления программ обучения для дальнейшего повышения уровня участия женщин.

Ключевые слова

Экологически ответственное предпринимательство, женское предпринимательство, анализ эффективности, устойчивое развитие, Кашкадарьинская область, экологическая устойчивость, региональная экономика, зеленая экономика.

Introduction. In recent years, green entrepreneurship has been recognized as one of the important mechanisms for ensuring sustainable economic development. Along with obtaining economic benefits, it includes business activities aimed at protecting the environment, rational use of natural resources, and reducing environmental risks. In the process of transition to a green economy, the role of business entities, in particular business structures with the participation of women, is increasingly increasing. Because women's entrepreneurship contributes not only to economic growth, but also to social stability, increasing employment, and ensuring gender equality.

The development of the green economy and women's entrepreneurship in Uzbekistan has been identified as one of the priority areas of state policy. In particular, the “Strategy of the Republic of Uzbekistan for the Transition to a Green Economy in 2019–2030”, “Development Strategy of New Uzbekistan for 2022–2026”, and resolutions and decrees aimed at supporting women's entrepreneurship indicate the introduction of environmentally friendly technologies and increasing women's activity in entrepreneurship as important tasks.

Kashkadarya region, with its rich natural resources, agricultural potential and socio-economic development opportunities, is a favorable area for the development of green entrepreneurship. In the region, business entities with the participation of women are operating in the areas of growing organic agricultural products, producing environmentally friendly food, recycling waste, using renewable energy sources, and providing ecotourism services. These types of activities contribute to the sustainable development of the regional economy, maintaining ecological balance, and ensuring employment.

At the same time, there is a lack of regional-level scientific research on the effectiveness of green entrepreneurship with women's participation. Most studies consider the green economy or women's entrepreneurship as a separate area, and their interdependence and comprehensive effectiveness are poorly covered.

The main objective of this study is to conduct a comprehensive analysis of the economic, social, and environmental effectiveness of green entrepreneurship activities involving women in the Kashkadarya region. The results of the study will serve to develop practical recommendations for developing green entrepreneurship at the regional level, increasing women's activity, and ensuring sustainable economic growth.

Literature Review. Green entrepreneurship is one of the important directions of modern economic development, which combines economic efficiency with environmental sustainability and social responsibility. S.Schaltegger and M.Wagner[1] interpret green entrepreneurship as an innovative business activity aimed at creating market value by solving environmental problems. In their opinion, this type of entrepreneurship does not slow down economic growth, but, on the contrary, increases competitiveness through the efficient use of resources.

According to the “Porter hypothesis” put forward by Porter and van der Linde.C.[2], environmental requirements and standards encourage enterprises to innovate and increase production efficiency. This approach proves that the activities of green business entities are also economically beneficial. S.L.Hart and M.B.Milstein[3] emphasize that strategies aimed at sustainable development are an important factor in creating long-term value and strengthening the competitiveness of enterprises.

The role of women's entrepreneurship in the economy has been widely studied internationally. Brush et al. note that women's entrepreneurship is important for innovation, employment generation and social sustainability. However, women still face barriers to accessing finance, using technology and joining business networks. UN Women[4] reports that women-led green businesses are more environmentally responsible, socially responsible and sustainable.

A.Revell, D.Stokes and H.Chen[5] have studied green innovation in SMEs, and they found that green technologies can improve resource efficiency and strengthen market positions. However, financial and information constraints are identified as key barriers to green entrepreneurship.

In developing countries, green entrepreneurship is seen as an important factor in regional development. According to the World Bank[6] research, supporting green businesses plays an important role in increasing employment, reducing poverty, and protecting the environment. UNDP[7] identifies agriculture, renewable energy, waste recycling, and ecotourism as the main areas of the green economy in Central Asian countries. These areas are also very relevant for the Kashkadarya region.

Uzbek scholars are also paying special attention to the issues of the green economy and women's entrepreneurship. M.Abdullayeva[8] emphasizes that women's entrepreneurship is an important factor in economic growth, especially in the introduction of environmentally friendly technologies. B.Khudoyberganov[9] argues that the active participation of women, especially in rural areas, is important in the transition to a green economy in Uzbekistan.

In terms of regulatory and legal aspects, a solid foundation has been created in Uzbekistan to support green entrepreneurship and women's entrepreneurship. The Decree of the President of the Republic of Uzbekistan No. PF-5863 of 2019 approved the “Strategy of the Transition of the Republic of Uzbekistan to a Green Economy in 2019–2030”[10], which identified the development of green entrepreneurship as a priority. The Presidential Resolution No. PQ-3856 is aimed at strengthening measures to provide financial and institutional support to women's entrepreneurship[11].

Also, the “Development Strategy of New Uzbekistan for 2022–2026”, approved by Decree No. PF-60[12], identifies gender equality, the development of a green economy and innovative

entrepreneurship as important tasks. These documents create the necessary institutional conditions for the development of green business entities with the participation of women in the Kashkadarya region.

At the same time, the analysis of the existing literature shows that there is a lack of regional studies that assess the effectiveness of green business entities with women's participation in the context of economic, social and environmental aspects. Most studies consider the green economy or women's entrepreneurship separately. Therefore, a comprehensive analysis of the effectiveness of green business entities with women's participation in the Kashkadarya region is of urgent scientific and practical importance.

Methodology. This study used a comprehensive and systematic approach to assess the effectiveness of green business entities with women's participation in the Kashkadarya region. The research methodology is based on the analysis of economic, social and environmental indicators in harmony with each other. This approach allows for a comprehensive assessment of the contribution of green business to sustainable development.

The study used a combination of theoretical and empirical methods. At the theoretical stage, a systematic analysis of global and national literature on green economy, green business and women's entrepreneurship, regulatory legal acts, state programs and strategies was carried out. At this stage, the problem situation, scientific foundations of the study and key concepts were clarified.

The empirical study was carried out on the example of green business entities with women's participation operating in the Kashkadarya region. Small and medium-sized businesses operating in the areas of organic agriculture, production of environmentally friendly products, waste recycling, renewable energy services and ecotourism were selected as the objects of the study. The subject of the study was a set of indicators characterizing the economic, social and environmental efficiency of these entities.

Primary and secondary sources of information were used in the data collection process. Primary data were obtained through questionnaires and semi-structured interviews. Questionnaires were conducted among women entrepreneurs, collecting information about their business activities, income, level of employment creation, methods of resource use, experience in using environmental technologies and existing problems. The interviews provided an opportunity to conduct a more in-depth analysis of entrepreneurs' attitudes, motivations and future plans for green entrepreneurship.

Secondary data included reports from the State Statistics Committee, the Ministry of Economy and Finance, the Ministry of Ecology, Environmental Protection and Climate Change, as well as reports from regional departments, data from international organizations (UNDP, World Bank), as well as scientific articles and analytical reports. These sources served to strengthen the research results with a reliable statistical basis.

A system of three groups of indicators was developed to assess efficiency:

- economic efficiency indicators: revenue and profit volume, production costs, product cost, profitability level, market access opportunities;

- social efficiency indicators: number of jobs created, level of female employment, social activity of entrepreneurs, level of participation in advanced training;

- environmental efficiency indicators: efficient use of resources, waste reduction, level of use of environmentally friendly technologies, scale of use of renewable energy sources.

The analysis used statistical analysis, comparison, grouping, indexing and graphical representation methods. In order to comprehensively assess efficiency, a general index was developed based on the method of scoring and weighting indicators. This made it possible to compare green business entities operating in different areas and determine their overall level of efficiency.

Also, the strengths and weaknesses, opportunities and external threats of green entrepreneurship entities with women's participation were identified through the SWOT analysis method. This method was of great importance in developing strategic recommendations for the development of green entrepreneurship at the regional level.

To ensure the reliability of the results obtained, the study used data triangulation, that is, the method of comparing information from different sources. Questionnaires, interviews and official statistical data were used as complementary sources.

In general, this methodology serves to comprehensively, objectively, and scientifically assess the effectiveness of green business entities with women's participation in the Kashkadarya region and increases the practical significance of the research.

Discussion and Results. The results of the study showed that green business entities with the participation of women in the Kashkadarya region are increasingly playing an important role in the regional economy. According to the conducted surveys, interviews and analysis of statistical data, green business entities managed by women are mainly operating in the areas of organic agriculture, production of environmentally friendly food products, handicraft-based ecological products, waste processing and small-scale renewable energy services. These areas correspond to the natural and economic characteristics of the region and allow for the rational use of local resources.

From the point of view of economic efficiency, the analysis showed that green business entities with the participation of women, despite their small scale, are able to form a stable source of income. In particular, the growing demand for organic production and environmentally friendly food in the market is contributing to the increase in the profitability of these entities. Due to the economical use of resources, energy and water consumption, production costs were reduced and the overall level of efficiency increased. This confirms the idea put forward by Porter and van der Linde that environmental requirements stimulate innovation and increase economic efficiency.

At the same time, the study also identified problems that limit economic efficiency. In particular, many female entrepreneurs do not have the opportunity to expand their businesses due to the lack of free access to bank loans, high interest rates and complex collateral requirements. In addition, the high cost of equipment required to implement green technologies also negatively affects economic efficiency.

In terms of social efficiency, green business entities with the participation of women play an important role in ensuring employment in the region. According to the results of the study, such entities mainly provide jobs for women and young people, forming their source of income. This

process serves to strengthen social stability, increase women's economic independence and strengthen their position in society. Also, most female entrepreneurs demonstrate a high level of social responsibility in their activities, actively participating in providing employment to the local population, supporting low-income families, and promoting environmental culture.

The analysis of environmental efficiency showed that green business entities play an important role in protecting the environment. Most entities are using water and energy-saving technologies, are striving to use organic fertilizers instead of chemical fertilizers in agriculture, and are introducing mechanisms for recycling or reusing waste. This has a positive impact on reducing the environmental burden in the region, preserving natural resources, and protecting public health.

During the discussion, it can be noted that the activities of green business entities with the participation of women practically demonstrate the harmony of the three main pillars of sustainable development - economic, social, and environmental directions. However, in order to further increase their effectiveness, institutional support needs to be strengthened. In particular, it is important to expand special preferential credit lines, grant programs, training and advisory services on green technologies.

Also, by developing market infrastructure, improving product certification and branding systems, it is possible to increase the competitiveness of green products produced by women. This will expand their opportunities to enter domestic and foreign markets.

Overall, the results of the study show that green entrepreneurship with women's participation in Kashkadarya region has high potential and can be an important driver of regional sustainable development. By systematically addressing the identified problems and strengthening state and public support, their economic, social and environmental effectiveness can be significantly increased.

Conclusions and recommendations. This study was devoted to analyzing the effectiveness of green business entities with women's participation in the Kashkadarya region in terms of economic, social and environmental aspects. The results of the study showed that green business entities managed by women make a significant contribution to the development of the regional economy. They not only create a stable source of income, but also play an important role in ensuring employment, increasing women's economic activity, reducing environmental problems and protecting the environment.

The results of the analysis showed that green business entities with women's participation are economically sustainable, socially significant and environmentally effective. In particular, organic agriculture, production of environmentally friendly food products, waste processing and renewable energy services emerged as the most promising areas for the region. At the same time, problems such as limited access to financial resources, insufficient knowledge and experience in green technologies, and underdeveloped market infrastructure prevent their full effectiveness.

In general, green business entities with the participation of women are one of the important factors ensuring sustainable development in the Kashkadarya region, and further support and development of their activities will serve to improve the economic, social and environmental situation of the region.

Based on the results of the study, the following recommendations can be made:

Firstly, it is necessary to strengthen the mechanisms of financial support for green business entities with the participation of women. In particular, it is necessary to create opportunities for increasing their production capacity and expanding their business by expanding preferential loans, special grant programs and subsidy mechanisms.

Secondly, it is important to establish training and advanced training programs aimed at increasing knowledge and skills in green technologies and innovations. These programs will help women entrepreneurs effectively implement environmentally friendly production methods.

Thirdly, it is necessary to increase the competitiveness of green products produced by women by developing market infrastructure, improving the system of product certification, standardization and branding. This will expand their opportunities for entering domestic and foreign markets.

Fourth, it is necessary to strengthen cooperation between the state, non-governmental organizations and international institutions at the regional level. Such cooperation will provide an integrated approach to supporting green business entities with the participation of women.

Fifth, it is important to strengthen advocacy work in order to increase environmental awareness among the population and increase demand for green products. This will serve to form a sustainable market for green business entities.

In conclusion, supporting green business entities with the participation of women will not only increase economic efficiency, but also play an important strategic role in ensuring gender equality, strengthening environmental sustainability and achieving sustainable development in the Kashkadarya region.

References

1. Schaltegger S., Wagner M. Sustainable Entrepreneurship and Sustainability Innovation: Categories and Interactions // Business Strategy and the Environment. - 2011. - Vol. 20, No. 4. B. 222–237.
2. Porter M. E., van der Linde C. Green and Competitive: Ending the Stalemate // Harvard Business Review. 1995. Vol. 73, No. 5. P. 120–134.
3. Hart S. L., Milstein M. B. Creating Sustainable Value // Academy of Management Executive. 2003. Vol. 17, No. 2. P. 56–69.
4. UN Women. Women's Entrepreneurship and Sustainable Development. New York: UN Women, 2020. 85 p.
5. Revell A., Stokes D., Chen H. Small Businesses and the Environment: Turning Over a New Leaf? // Business Strategy and the Environment. - 2010. - Vol. 19, No. 5. B. 273–288.
6. World Bank. Supporting Green Entrepreneurship for Sustainable Development. - Washington, DC: World Bank, 2021. - 98 p.



7. UNDP. Green Economy and Inclusive Growth in Central Asia. New York: UNDP, 2022. 110 p.
8. Abdullayeva M. Development of women's entrepreneurship in Uzbekistan: problems and prospects // Economic Review. 2020. No. 4. P. 45–52.
9. Khudoyberganov B. Green economy and sustainable development in Uzbekistan // Journal of Economic Reforms. 2021. No. 2. P. 33–41.
10. Decree of the President of the Republic of Uzbekistan No. PF-5863. “On approval of the Strategy of the Republic of Uzbekistan for the transition to a green economy in 2019–2030”. Tashkent, 2019.
11. Resolution of the President of the Republic of Uzbekistan No. PQ-3856. “On measures to further improve the system of support for women's entrepreneurship”. Tashkent, 2018.
12. Decree of the President of the Republic of Uzbekistan No. PF-60. “On the Development Strategy of New Uzbekistan for 2022–2026”. Tashkent, 2022.