

**THE ROLE OF SMALL BUSINESS IN ECOLOGICAL ENTREPRENEURSHIP
PROJECTS AND WAYS TO INCREASE ITS EFFICIENCY**

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Abstract: This article examines the importance, methods and benefits of involving small businesses in waste recycling processes. The role of the business sector in solving environmental problems and effective approaches to organizing this process are analyzed. The participation of small businesses in environmental projects contributes to the development of a culture of environmental protection in society.

Keywords: waste recycling, small business, environmental problem, entrepreneurship, sustainable development.

Introduction. Nowadays, environmental problems have become a global issue, and proper waste management is one of the main tasks in this regard. Waste recycling not only ensures environmental protection, but also has a positive impact on various sectors of the economy. Involving small businesses in this process not only creates new jobs, but also ensures the efficient use of resources and contributes to sustainable development.

The importance of involving small businesses in waste recycling processes The growing volume of waste and its detrimental impact on the environment have made waste recycling an essential sector. Recycling businesses play a critical role in environmental protection, resource conservation, and economic development.

Problems such as global climate change, waste management and limited natural resources have made environmental issues one of the most pressing topics today. Therefore, the effective organization of waste recycling is an important factor not only in improving the ecological environment, but also in ensuring economic development.

In particular, the participation of small businesses in eco-entrepreneurship projects can bring many positive results. With their flexibility and innovative ideas, they are of great importance in areas such as waste recycling, increasing energy efficiency and using renewable resources. However, to further strengthen the participation of small businesses in this process, it is necessary to expand financial, legal and technical capabilities.

This article will examine in detail the role of small businesses in environmental entrepreneurship, ways to improve this process, and the expected economic and environmental benefits. It will also highlight the importance of public-private partnerships in addressing environmental challenges.

Small businesses are often characterized by their innovative approaches and flexibility. They can play an important role by introducing new waste processing technologies or developing equipment suitable for local conditions. The participation of small businesses in this process:

Environmental protection: reduces pollution through waste recycling.

Economic benefits: creates sources of income by marketing recycled products.

Increasing environmental awareness in society: changes the attitude of the population towards proper waste management.

Ways to involve small businesses:

The following measures can be taken to attract small businesses to environmental sectors:

1. Financial support: providing preferential loans, subsidies and grants.
2. Creating a legal framework: developing laws and regulations that encourage waste recycling.

3. Education and training: organizing training programs for entrepreneurs on how to run environmental projects.

4. Expanding market opportunities: providing marketing and sales support to increase demand for recycled products.

In the development of social entrepreneurship focused on environmental protection, it is important to study the specific characteristics of the environment affecting the sector and the interrelation of their constituent factors. Although the external and internal factors affecting the development of social entrepreneurship based on environmental protection in the Republic of Uzbekistan are not systematized, great attention is paid to greening the economy. External factors affecting development do not depend on the social enterprise itself, these factors require government support and interaction with other sectors. Among external factors, environmental factors and problems related to environmental damage in the country, as well as the socio-cultural level of the population, occupy an important place. The creation of a favorable investment environment ensures the attraction of foreign investors in solving existing environmental problems and the study of foreign experience through them. The most important external factor in the development of social entrepreneurship is government support for the sector, which creates incentives for entrepreneurs and focuses on increasing their skills.

Internal factors also directly affect the development of environmental social entrepreneurship. These factors mainly depend on the social entrepreneur's own skills, such as his/her experience, level of understanding of the industry, thoroughness of social entrepreneurship activities, thoroughness of the business plan, and ability to use resources and modern technologies.

In the experience of almost all countries, the main subject of management and development of social entrepreneurship based on environmental protection is the state. Social entrepreneurship is very different from social activities carried out by charitable organizations, and management plays an important role in this type of activity.

This is because the governance providers in NTTs may lack efficiency when it comes to mobilizing revenue-based resources. Social enterprise is, first and foremost, a business, social enterprises constitute a separate sector in their own right.

Although social enterprises are primarily businesses that operate to achieve social and environmental goals, like any other business, they require careful management of capital and operations with maximum integrity for sustainability. Strengthening financial discipline and the systematic development of financial management capacity will encourage social enterprises to take their place in a market economy. Social enterprises, in turn, need to access and properly manage capital to generate profits that can be used for social impact. Non-governmental non-profit organizations have traditionally been accustomed to spending all their resources on achieving social goals, and therefore additional research is needed on the effective management of social entrepreneurship.

From the point of view of the environmental aspects of its activities, the enterprise is an open system, using the environment to eliminate production waste. Therefore, the assessment of the negative impact of the enterprise should be carried out by determining the level of environmental pollution caused by its activities. Given the variety of methods available today, only decoupling allows for the assessment of environmental and economic indicators by linking them into a single model. The term “decoupling” comes from the English word “decoupling” and is widely used in modern political lexicon, financial and international economic analysis - it means reducing the level of correlation, breaking ties, reducing interdependence. The Organization for Economic Cooperation and Development defines decoupling as the separation between economic growth and environmental pressure, which occurs when the growth rate of environmental pressure is lower than its economic driving force.

Scientific and technological progress of the 21st century has allowed the emergence of the spin-off effect in highly developed economies. In countries with a low level of development and income, economic growth, the extensive use of nature, leads to increased environmental pollution and a decrease in natural capital. However, at a certain level of prosperity of the country, funds appear for the modernization of the economy on the basis of environmentally friendly technologies, and the negative technogenic impact on nature decreases. A summary of the literature on the problem under study allows us to conclude that there is no comprehensive, systematic approach to assessing the environmental component of enterprise management.

In the case of Uzbekistan, the active participation of small businesses in the waste recycling sector is important, and together with government support measures, significant progress can be made in this area. It is necessary to involve small businesses on a large scale to effectively manage local resources and contribute to sustainable development.

Conclusion.

1. The concept, content, goals and objectives of greening were studied, and the first chapter also studied the concept of "greening", distinguishing the concepts of "ecological management" and "ecological innovation".

2. The established functions and principles of environmental modernization of a processing enterprise, associated with various approaches to solving issues of improving the environmental situation at the enterprise.

3. Ecological and economic tools were characterized as elements of the mechanism of ecological modernization of the enterprise, the features of the organizational and economic mechanisms of ecological modernization were organized and their mutual influence was organized.

4. An analysis of the development of ecological management at processing enterprises of Uzbekistan was conducted, which showed the insufficient level of development of ecological management at these enterprises.

In our opinion, the development of the private sector in the provision of services in the social sphere and the formation of private entrepreneurship in state-owned institutions in the social sphere are strategic directions for strengthening the financial base of the sector.

Involving small businesses in waste recycling processes is of great importance not only in solving environmental problems, but also in ensuring economic development. Such an approach is in the interests of the state and society. The active participation of small businesses in environmental projects helps to create a solid foundation for sustainable development in the long term.

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