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Abstract:*The term "Green bank" has become increasingly popular all over the world in recent years. This is becoming a popular part of the PR strategy of many financial institutions, but in addition there are initiatives and actions within banks to justify it behind advertising. The purpose of the current article is to fully explain the definition of the term "Green bank", to propose to determine its scope. We will cover in the proverb how much the "Yashim banks" have achieved in the field of economic activity and how much they have a position in the world community.*

Key words: *sustainable development, Green Banking, commercial banks, Economy, world community,*

INTRODUCTION:

There is no universally accepted definition of the term “green banking”, although it has been widely used both in scientific and in popular literature, and is gaining more and more importance at present times. The importance of green banking stems from a number of factors. The dominant one is definitely the very role that banks are called to play in the modern economy worldwide. Banks are the main providers of liquidity and credit to the business, to the individuals and to the public sector. In this role they have enormous capacity to influence all types of actors in the economy. In this respect banks cannot stay aside of the processes that are taking place at macroeconomic policy level. For the last 20 and more years, the awareness of climate change and pollution has been gaining strength due to the adverse effects from these phenomena and the increasing research activity dedicated to them. The findings of numerous research papers prove that climate change is due to human activities causing pollution. Thus the vital importance of the fight with climate change and pollution came to the forefront

not only through the work of researchers but through policymakers as well. Currently there is common understanding that efforts at all levels are needed to ensure that humanity is not to be destroyed in the near future by its own actions. This kind of thinking was reflected in the targets that many countries in the world, among which the United Kingdom, Australia, and the European Union as a whole placed on themselves with the aim to manage climate change and pollution. Macro policy has been defining specific targets at micro and macro level with the aim of attaining constraint of spreading of the already existing adverse effects from climate change and pollution. As a natural result from this banks have started to offer products and services that match the needs of the various types of economic agents. Simultaneously, banks commenced ever-widening staff awareness, public relations (PR) and marketing activities with the aim to position themselves as modern, progressive, responsible, which started to coincide more and more with being “green”, i.e. showing a responsible attitude towards everything that has to do with the preservation of environment[1,3,5].

The definition of Green bank as of today does not have a generally accepted definition of the term "Green bank", which defines its exact meaning and scope. Over the past decade, there have been many scientific publications related to the importance of green business in various aspects – Green marketing, Corporate Entrepreneurship as a means of achieving sustainable banking. P. 309

Ecology and safety ISSN 1314-7234, Volume 9, 2015 International Journal of scientific publications www.scientific-publications.net as part of a study focusing on other topics, several articles provide definitions of green banking. In this regard, Lalon (2015) described Green banking as "...any form of banking in which the country and the nation receive environmental benefits. The traditional bank becomes a green bank by directing its core operations to improve the environment."Bhardwaj and Malhotra (2013) called it "... efforts by banks to turn the industry green and restore the natural environment in the process."Papastergiou and Blanas (2011) discuss green banking under a broader concept of essentially sustainable banking and explain the link between various organizational initiatives (including HR, marketing, internal resource

management) to achieve sustainability in the services that banks offer. They build their analysis based on Jeucken (2001) four stage model. Isalm and Das (2013) Green bank "...indicates approval of environmentally friendly practices and reduction of carbon footprint from banking activities."The definition proposed by the authors is that a green bank is a banking business in all aspects of a business (deposit collection, loan repayment, trade financing, leasing operations, mutual fund and trusteeship services, etc.) aimed at preserving the environment. And here it is necessary to strictly delimit the term in order to correctly understand and use it. In its essence, the Green bank is actually the provision of loans, deposits and other banking products (mutual funds and other investment products, guardianship services, etc.) this has a positive effect on the environment. The introduction of paperless statements, electronic communication with customers, internal efforts to save energy, paper and toner, various internal campaigns aimed at informing and supporting employees in connection with environmental problems, PR and marketing activities, and not in their nature.green banking. This is true, because although these efforts are very important for the organization and society, they do not represent basic banking practices and can be and can be deployed in many other organizations, although they are not banks. The proposed definition of Green Bank is narrower than that proposed by other authors such as Lalon (2015), which argues that all types of banking activities, including internal transactions consuming paper and other resources, may be under its definition. One of the reasons why understanding and using the term green banking is associated not with basic banking, but with the practices described above is that these practices are relatively easy to implement and banks use information about them. At the same time the implementation of product lines targeting specific and extensive boiling environmental needs, especially among corporate and risk employees requires great efforts in banking, education level and awareness, and last but not least, a lot of time to implement. Another important obstacle to the rapid deployment of such types of products and services is that they are often associated with the adoption of high financial risks by banks or/and low interest rate and, in some cases, even customer obsolescence (due to increased customer

demand). it is required to ensure their environmentally friendly operation). In addition, this is contrary to the interests of not only the bank, but also those individuals whose bonuses are supposed to sell these products and services and whose bonuses depend on the income they generate[7,8].

CONCLUSION:

This article shows that "green banking" is important for every country at the economic and political levels, and if the countries that favor "green economy" are ranked higher. At the same time, today's clean air pollution factories are allowed to operate and financed by commercial banks. But the "green bank" does not allocate funds to such projects or factories, on the contrary, it invests in reforestation. With that, you and I should vote on which banks will be launched: "green bank", "green economy" or banks that do not think about nature and the future. I think that we have fully explained "green bank" in the article. Choosing which bank is up to each person, but choosing the right path is everyone's duty.

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