

Erbol Anarbekov: Sustainable consumption and production: the role of social norms, as means of environmental protection: Case study of Mahalla institutions in Uzbekistan.

Despite the highest demands for water, since independence Uzbekistan, amongst all the Central Asian countries, is the most vulnerable one, due to the largest irrigated land area, large rural population - needs for fresh water and highest density of the population, gravely ensuring the existing provision of water for economic purposes aimed to sustainable production, for quickly growing population and for the ecosystem. Among the issues of water probability and quality of water resources and water users and water consumers, the challenge of “Mahalla System” strategy is possible solution, which could meet the demands of both the rapidly increasing population and ecosystem. In spite of the significant existing body of literature on the “Mahalla”, there has been little systematic scholarly investigation of the role of “Mahalla” Institutions on the importance for using water carefully and effectively at all levels, for maintaining sustainable agriculture development (production) and environmental protection. Previous studies did not provide the account of how social norms, sustainable agricultural production and environmental protection come to interplay in the “Mahalla” system and how this influences the social and economic development of Uzbekistan. This research paper begins to redress this lacuna by analyzing principles of integrated water resource management in last decades after independence in Uzbekistan, and the namely “Mahalla” reforms in making people and the environment to exist together in harmony. In undertaking this task, the paper will study three theoretical concepts related to the “Mahalla” Institution in provision water for economic purposes (sustainable agriculture production), for the population (fresh water), and for the ecosystem which is discussing one of the hottest environmental issues in Uzbekistan in water management. I hope this proposed new “Mahalla Institution” strategy review will help mobilize social and economic and ecosystem efforts to solve the water management problems of the Republic of Uzbekistan and attract the attention of international academy to social norms, social community based strategy for solving water management issues and the conservation of the environment.