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NOTES FOR CONTRIBUTOR

The Greenwich University, Karachi- Pakistan, publishes the Journal of New Horizons twice a year. Contributions to the journal may be the papers of original research in the subject of Social Sciences, like Sociology, Social Work, Criminology, Mass Communication, etc. The research papers submitted for publication in the Journal should not have been previously published or scheduled for publication in any other journal.

Manuscripts

Papers may be written in English with abstracts. The manuscript should be typewritten (double-spaced, with ample margins) on left side of the paper only. Two copies of the manuscripts along with soft copy should be submitted. Authors should organize their papers according to the following scheme, as closely as possible: (a) title of paper, (b) author's name (and affiliation written at the bottom of the first page), (c) abstract, (d) introduction, (e) material and methods, (f) results, (g) discussion, (h) conclusion (i) acknowledgement (j) literature cited (arranged alphabetically), using the following illustrated format:

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However, in case of short papers and communications, results and discussion could be combined in one section.

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Line drawings and graphs must be in jet black ink, preferably on Bristol board or tracing paper. Photographs should be on glossy paper, negatives being supplied where possible. Figures including both line drawings and photographs should be numbered consecutively in the order in which they are cited in the text. The approximate position of tables and figures should be indicated in the manuscript.

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Editorial

Research helps to push the frontiers of knowledge beyond the horizon. Research develops concepts, theories and tools of measurement. It provides the research investigator necessary skills to analyze problems scientifically and find solutions.

In the modern complex world, every society today is faced with serious social, economic and potential problems. Problem solving is a technical issue. These problems need systematic, intelligent and practical solution. The sixth issue of the “New Horizons” discusses such problem confronted by the society and the researchers provide a fund of knowledge and wisdom for its solution.

The first paper written by Nadeem Malik et al, on the “*Socio-Economic Status of Women Trainees- a Case Study of Women’s Industrial Training Centers at Faisalabad*” have pinpointed the weaknesses and constraints of selected industrial homes at Faisalabad, especially in terms of training materials, trainers, space and accommodation and suggested the measures to strengthen these centers.

The second paper on “*Quality of Health Care for Industrial Employees in Pakistan*” written by Sajjad Akber et al, explores the quality of health care system of social security in Punjab province. The authors are of the opinion that quality of services provided to Industrial workers was not good and needs improvement, in terms of delay in providing transportation to patients, poor quality of medical centers and abnormal delay in reimbursement of the medical payments.

Dr Zareen Abbassi et al, in the third paper, on the “*Financial Role of Discipline in Pakistan: An analysis of State Oil and Shell Pakistan Limited*” describe the value of most important factors of discipline, such as maintaining regularities, accountability and power in civic and hush-hush business and suggested the possible measures improving the performance at organizations.

Saifullah Khan, a Ph.D. Scholar in his paper on “*The Baloch Ethno-Nationalist Movement in Pakistan*” highlights that since Second World War, ethnicity and nationalism have become major issues in the world. According to author, the rapid flow of immigrant had generated the environment of communal competition between the diverse ethnic groups. The strategies like racism, ethnic cleansing and genocide are the consequences of such communal competition, which resultantly halted the process of nation building and social development. He further explains that the persistent imposition of dictatorial rule, without any significant economic development in a richest resourceful province in Pakistan, has not only fanned the fires of provincialism, but has overclouded the jubilation for restoration of democratic process in Pakistan.

Dr. Rizwana Chang et al, in the fifth paper, on “*The Press and Development Issues in Pakistan*” describe that different countries have different types of development, The development role of mass media can only emerge out of an interaction of the existing major social factors that determine the corrective measures needed to

ensure an optimal role for the mass media in the process of nation building and economic progress

Dr. Ghulam Rasool Dahri et al, in the sixth paper, on “*The Role of Higher Education in Socio-Economic Development with Special Emphasis on Pakistan*” have highlighted that higher education in the country need to be recognized as the leading source in achieving sustainability and the tool to the socio-economic development.

Dr. Ghulam Rasool Dahri et al, in the seventh paper, on “*A Global Analysis of Gender Disparity with Special Reference to Prevalent Situation*” have highlighted that gender disparity in socio-economic opportunities is found all over the world. The paper further discusses basic manifestations of discrimination and considers its silent implications on prevalent socio-economic system of the country.

Amir Ahmed Khuhro et al, in the eighth paper, on “*Personality in Psychology*” describe the theoretical concept of personality that can play a decisive role in re-shaping the image of the nation at local as well as at international level.

Dr Ghulam Rasool Dahri et al, in the ninth and last paper, on “*A Social Analysis of Parental Involvement and Student Academic Achievement with Special Focus on Pakistan*” describe that parental involvement in their children academic activities bring good grades and is considered a positive powerful indicator in the academic achievements.

Dr S. Sultan Mughal, for immediate interference of the Government, has submitted a provoking research report on radio frequency & microwave hazards. Dr. Mughal submits that due to towers of Cellular companies, billions of Pakistani suffers slow poisoned death, behavioral changes, heart problems and mental loss and these towers have turned as “Towers of Doom & Death”. Dr Mughal challenges Cellular companies for discussion & revolutionizing their technology, as there are certain alternatives present ...

The Editorial Board welcomes from readers any suggestions for further improving the technical standard, presentation and usefulness of the Journal.

Muneer Ali Shah Rizvi, Ph.D. (UK)
Editor

Socio-Economic Status of Women Trainees – A Case Study of Women's' Industrial Training Centers at Faisalabad

By:

Nadeem Malik & Dr Ghulam Rasool Dahri*

Abstract

Since women have become a major representation in the population all over the globe, the need of developing women human capital is being felt with greater intensity now.

In case of Pakistan, the development of women human capital has not received due attention. It is mainly due to traditional family preferences for male child, which has become an important ingredient of country's social culture and resultantly, one-sided male dominant thinking has resulted in grossly inadequate government investment in development of women human capital.

Female labor force in Pakistan has not so far been fully utilized mainly because of un-organized supply, inadequate economic incentives and other socio-cultural constraints and inhibitions. A number of women organizations have been involved in training women in different domestic and commercial setups. A study of some selected industrial homes at Faisalabad with a view to evaluating the working environment of these centers has suggested a number of weaknesses and constraints, the training programmes of these centers both in the urban and rural areas were found unsatisfactory, especially in terms of training materials, trainers, space and accommodation. The paper suggests that strengthening of these industrial homes on scientific lines can make our women economically sound.

Key Words: Women Trainees, Socio Economic Status, Industrial Homes, Urban and Rural areas, working environment, productivity

* Both the authors are working respectively, as Lecturer, Department of Commerce, University of Balochistan, Quetta and Head of Education Department, University of Sindh, Jamshoro

Quality of Healthcare for Industrial Employees in PAKISTAN

By:

Mr Sajjad Akber and

Dr. Muhammad Shahid Khalil

Abstract:

Implementation of quality health care system in industries to take care of the healthcare needs for low paid employees is essential, as these workers are the main driving force for industrial production. The only established health care delivery system for industrial employees is the Social Security System in Pakistan. This provides health services to low-paid workers having salaries of less than Rs.6000 per month.

This paper explores the quality of healthcare system of Social Security in Punjab Province. In Punjab, Social Security provides health services to 0.5 million workers and their 3.2 million dependents from 28000 industrial units. This study was done through a cross sectional survey, with a sample of 2410 respondents. Results showed that most workers have no choice available other than social security for seeking medical care. 64% of the respondents were found to be the users of this service. However, quality of services was not of good quality, with many drawbacks, ranging from delay in transportation, poor quality in medical centers and various delays in re-imburements of their medical care expenses.

The study highlights the importance of the need for improving the healthcare services and minimizing the delays in medical care to the industrial workers.

Key note:

Healthcare, Industrial employee, quality, Social Security

*** Both the authors are working respectively, Assistant Professor and Professor, Ripah International University, Islamabad.**

Functional Role of Discipline in Pakistan: An Analysis of State Oil & Shell Pakistan Limited

Dr. Zareen Abbasi
and Abdul Jabbar Keerio*

Abstract

The conduct and discipline is one of the most important factors for maintaining regularities, accountability and power. The idea of this article is to examine the functions of discipline in civic and hush-hush business. For this purpose a PSO & Shell organizations disciplined system is analyzed. It is proved from the analysis that those organizations are always in a state of problem where the discipline system is not properly persuaded. The discipline rules are observed and evaluated in organizations for study through primary and secondary data. The findings are based on data collected through questionnaire. Paper is concluded with some positive remarks and lastly some recommendations are given to improve the performance of organizations with this opinion that if organizations want to be successful in this global competitive era, its employees as well as employers must follow and implement discipline policy in true manner.

Keywords: Conduct, Control, Regularities, Accountability, Power

* Both authors are working respectively as Assistant Professor and Lecturer, Department of Public Administration, University of Sindh, Jamshoro.

Politics of Ethnicity: The Case Study of Baloch Ethnic Movement in Balochistan.

By
Saifullah Khan*

Introduction.

- **Aim of the study**

In the twentieth century, many social theorists held that ethnicity and nationalism would decrease and eventually vanish as a result of Industrialization and Modernization, but the process of development had encouraged the ethnic rivalries and since the Second World War ethnicity and nationalism have become major issues in the world. Only in 1991, thirty five out of thirty seven conflicts in the world were ethnic conflicts.

In the post Second World War era, the ethnicity emerged in the areas where after the decolonization, the process of social development, modernization and nation building had got some pace. This process in turn caused the intrastate as well as interstates displacements of skilled labors. This rapid flow of immigrant had generated the environment of communal competition between the diverse ethnic groups. The strategies like Racism, Ethnic Cleansing and Genocide, are the consequences of such communal competition.

Key words: Second World War, ethnicity, decolonization, genocide, racism

** The author is M.S. Leading to Ph.D student, Department of Politics & I.R, International Islamic University, Islamabad.*

The Press and Development Issues in Pakistan

By:
Dr. Rizwana Chang
Dr. Muneeruddin Soomro

Abstract

Different countries have different types of development, and they apply different methods of development according to their aims, constraints and opportunities and according to their subjective values and ideologies.

Improvement of the lives of the people and the strengthening of the family's or the individual's capacity to deal with the rest of the society and of the nation's capacity to deal with the world. Removal of poverty, lessening of disparity between regions and classes, the building of the technological infrastructure, modernization of society through shedding feudalism, tribalism and superstition the gradual achievement of economic self reliance development.

And the Development of the human spirit that allows the people of a country to attain their full potential. Economic development cannot exclude from a country's or societies political, cultural and social progress. Therefore, the development role of a country's mass media can only emerge out of an interaction of the existing major social factors.

The analysis of these factors in Pakistan's society can guide us in determining the corrective measures needed to ensure an optimal role for the mass media in the process of nation building and economic progress. The underlying hypothesis behind this approach is that study of the mass media can be conducted in isolation from the rest of the economy and that operational evaluation of an individual medium's performance by itself cannot offer the insights needed to develop Pakistan's mass media. This research study is aimed at to highlight the role of print media to boost economic progress of Pakistan.

Key words: Press, Development, mass media, performance

* Both authors are working respectively as Assistant Professor, Department of Mass Communication, University of Sindh, Jamshoro and Assistant Professor, Institute of Commerce, University of Sindh, Jamshoro.

The Role of Higher Education in Socio-Economic Development with Special Emphasis on Pakistan

By:
Dr. Ghulam Rasool Dahri
Mr Bisharat Hussain Shah*

Abstract

Undoubtedly, socio-economic development has to be a crucial element of plan for the coming educational strategies of the institutional development in Pakistan. The major purpose of this idea is to make the higher education to be recognized as the leading source in achieving sustainability. Acquiring socio-economic development requires collaboration of all the stakeholders at all the levels, and the involvement of all the concerned partners and institutions. However, the information and expansion can be distributed in various unusual methods. This consists of set of connections, multi-stakeholder corporations and intentional coalitions. All these sections of society are considered important sections for identifying the major apprehensions, conducting combined studies and for engaging other parties in initiating realistic illuminations. With the help of combined endeavors, they are to be expected to manipulate the prevailing policies and practices to twist them. This research article draws attention to the rationale, which makes the institutions of higher education in Pakistan appropriate competitors to lead the idea of Education for Socio-economic Development. There is no reason that the achievement of this objective cannot be guaranteed entirely and without suitable connections with government, communities, NGOs and private sector.

Key words: Higher Education, Sustainability, Collaboration

*Both the authors are working respectively as, Head of Education Department, University of Sindh Jamshoro and Assistant Professor of Economics, Government Islamia Arts & Commerce College Sukkur.

A Global Analysis of Gender Disparity with Special Reference to Prevalent Situation in Pakistan

By:
Dr. Ghulam Rasool Dahri &
Dr. Lutuf Ali Phulpoto*

Abstract

Gender disparity in socio-economic opportunities is found all over the world. With regard to gender inequality, some exceptions aside, men have imposed their will on women in all spheres of life. However, its forms and awareness varies across countries. Gender disparity in socio-economic opportunities is very important for a country like Pakistan where females though involved in many productive economic activities but do not have access even to their own earnings. This applies even to small matters of all lifestyles. The systematic unjust development takes roots in the conscious and unconscious minds of Pakistani women. They have no power to make economic decisions at their own whims, whether or not to get an education and employment, whom to marry and so on. Therefore, all the powers are usually vested with the males of the family. This research article discusses basic manifestations of discrimination in socio-economic opportunities and considers its salient implications for prevalent socio-economic system of the country.

Key words: Gender Disparity, lifestyle, manifesto

** Both The Authors Are Working Respectively, As Head Of The Education Department, University Of Sindh, Jamshoro & Associate Professor, Department Of Commerce, Shah Abdul Latif University, Khairpur.*

Personality in Psychology

Mr Amir Ahmed Khuhro*
and
Dr. Ishtiaq Ahmed Choudhry*

Abstract

This research paper enumerates the theoretical concept of personality. Various definitions have been defined to clear the concept' because of which we can not ignore the importance of personality as the main and dominant factor in local as well as in international politics. In this paper attempt has been made to analyze the various themes and traits of personality. It has various aspects in both at national and international affairs by virtue of his or her politics, personality can play decisive role in re-shaping of national interest and the image of the nation at local as well as at international community.

Key words: Personality, Psychology, Traits, Behavior, Situation

* Both authors are respectively PhD student Bahauddin Zakria University Multan and Dean Faculty of Social Sciences and Arts, University of Sargogha, Pakistan.

A Social Analysis of Parental Involvement and Student Academic Achievement with Special Focus on Pakistan

By:

Dr. Ghulam Rasool Dahri and
Bisharat Hussain Shah*

Abstract

Huge literature is at hand supporting the importance of parental involvement in the academic attainment of their children. Parental involvement in academic institutions is considered one of the positive social aspects, which promote social and academic understanding between the stakeholders. The students whose parents are involved in their academic activities achieve good grades than their other counterparts. Therefore, parental involvement is considered a positive powerful indicator in the academic achievements. This paper presents a broader social analysis of the parental involvement and academic success. In all over the world, there have been numerous primary studies investigating various aspects of parental involvement and its effect on children's education. The purpose of this study is to develop a better understanding of the impact of parental involvement on student academic achievement. Another rationale of this paper is to identify the main barriers, which affect the level of parental involvement in their children's education.

Key words: Parental Involvement, Academic attainment, Indicator

* Both the authors are working respectively as, Head of the Education Department, University of Sindh, Jamshoro & Assistant Professor of Economics, Government Islamia Arts & Commerce College Sukkur.

The Systematic Death Renderers
**Towers of Doom & Death: Gift of Cellular Companies to
Pakistan's Public
Research**

By
Prof. Dr. Sultan Mughal

Abstract

Great companies, Ufone, Mobilink, Warid, Telenor & Zong – How useful they are, providing each & every individual with facilities to be connected & reached at lowest possible prices, statements like “See what Happens when you ZEM it”, “Hisab Kitab Ki Zaroorat Hi Nahi”, “Sab Keh Do” and such alike; Seems nice, lures attention of all those people who do not use cell phones towards buying one; thousands long to get the cell site construction contracts to earn by erecting towers, millions of property owners yearn to have a tower installed upon their buildings, so they can enjoy regular income out of it, while billions suffer slow poisoned death, behavioral changes, heart problems, and mental loss; Trillions of rupees spent each & every year, in order to speared what? Communication or Disease;



Alas, but the facts are far more hazardous & dangerous than one can ever imagine, majority of people living in Pakistan is completely unaware of current scientific researches about Radio Frequency & Microwave Hazards, they can't see it, so they don't care what is going on; If someone tries to get the Government, Concerned Authorities & Companies to realize the danger, they reciprocate with suave answers, long standing lies & complex responses that can never be understood by a person who is not fully aware of Microwaves & Radio Frequency Power – Though the officials of cellular companies & authorities seriously informed about the issue, and due to the massive pressure of people, in April 2007 the Government has instructed the cellular companies to move out their doom-towers out of the cities, and given them a 30 day period to comply, but they refused stating that they'll only listen to PTA (Pakistan Telecommunication Authority) which is though being well-aware of the hazards – not commanding cellular companies to change technology, thus – as usual, nothing happened;

* Author is working as a Associate Dean, Faculty of MS & IS - Greenwich University, Karachi)