

VOL. 4, Number 1, January 2010

ISSN 1992-4399

# NEW HORIZONS

Research Journal

Faculty of  
Social Sciences



#7

*Greenwich University*

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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:

RIZVI M.A.SHAH and J.DAVIS (1985): Structural Features of the Date Market in Sind-Pakistan. "Date Palm. J" FAO, Pp.103-122.

RIZVI M.A.SHAH and J.DAVIS (1986): An Analysis of Market Conduct in the Date Marketing System of Sind-Pakistan. "Date Palm. J" FAO, Pp. 267-278.

RIZVI M.A.SHAH and J.DAVIS (1988): The Efficiency of the Sind Date Marketing System. "Date Palm. J" FAO, Pp. 337-352.

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

### **Tables**

Tables should be reduced to the simplest form and should not be used where text or illustrations give the same information. They should be typed on separate sheets at the end of the text and must in no case be of a size or form that will not conveniently fit onto the Journal page size. Units of measurement should always be clearly stated in the column headings; any dates relevant to the tabulated information should be stated in the table title or in the appropriate column heading.

### **Illustrations**

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.

### **Units**

Unit should follow the metric system. Yield or rate is expressed in metric tons/hectare or kg/hectare. Any reference to currency should be expressed in U.S. dollars or the equivalent to a local currency stated in a footnote.

### **Offprint**

Free copies of the offprint are allowed as follow: one author, 2 copies: two or more authors, 5 copies. Additional copies may be obtained on payment at cost and if

more than the gratis number is required, this should be specified when the paper is submitted.

**Correspondence**

Contribution and correspondence should be addressed to the Editor, Journal of New Horizons: Email: [muneer\\_alishah@greenwichuniversity.edu.pk](mailto:muneer_alishah@greenwichuniversity.edu.pk) or c/o Greenwich University, DK-10, 38 street, Darakshan, Phase Vi, Defense Housing Authority, Karachi-75500.

## EDITORIAL

Greenwich University realizes the value of quest and dissemination of modern knowledge to the future managers and leaders, as well as, Greenwich is aware of the hazards of overspecialization; therefore ensure students to have a fair degree of exposure, which helps to inculcate the right kind of moral and human values. In the ultimate analysis, it is the moral fiber of an individual which determines the quality of his / her life and happiness.

The seventh issue of the “New Horizons” contains nine research papers. These papers represent a wide range of topics, highlighting social problems especially prevailing in Pakistan.

The first paper written by Ahmed Ali Brohi, on the “A Sociological Analysis of Honor Killing in Pakistan: A Case of Sindh province” highlights the burning social issue of “KARO-KARI”- a symbol of danger especially for women. In this paper, the author has defined rational factors, responsible for such killings, particularly in Sindh province to bring clear picture to the readers.

The second paper on “Analyzing Impact of WTO on Pakistani Rice Market” written by F.M. Shaikh et al, explores the impact of WTO on the world rice markets, especially on Pakistan’s export earnings and economy.

Dr Saima Shaikh et al, in the third paper, on “Child Labor in Hyderabad City: A Sociological Analysis” address the issues and implications of the street and working children phenomenon and recommend measures to prevent children from the sociological hazards.

Dr Naheed Abrar in her paper, on “Study of Awareness about HIV/AIDS and Sexually Transmitted Diseases (STIS) among Male and Female Adolescents” alerts male and female adolescents, especially the students of the teenage to be more cautious, being highly vulnerable to the diseases.

Dr Rizwana Chang et al, in fifth paper on “Electronic Media and Effects on Children; A Case Study of District Matriari” describe that electronic media is the most liking mode of the children, but if used in improper way, could be the wastage of time and may increase crime and violence among children.

Nadeem Malik in his paper on, “Growth of Telecommunication Industry and Its Impact on the Economy and Society of Pakistan” highlights the impact of telecom revolution upon the economy as well as on the society of Pakistan

Faiz M. Shaikh et al, in paper on the “Role of SMEs in the Development of Developing Countries” investigate the role of SMEs in development process of the developing countries, like Taiwan, Hong Kong, Republic of Korea and Singapore. However, the authors opine that role of SMEs in Pakistan is not praiseworthy, due to government policies.

Nadeem Malik et al, in paper on, “A Study on Job Satisfaction Factors of Faculty Members in the University of Balochistan” describe the job satisfaction of the faculty members is the most important factor in higher education universities. The authors have examined the correlation affecting job satisfaction of faculty members of the University of Balochistan, explained by Herzberg between the job motivators and hygienic factors.

Dr Rizwana Chang et al, in the ninth and last paper, on “Strengths, Weaknesses and Causes of Fluctuation in Agricultural Production of Pakistan from 2000-1 to 2006-7” identify the strengths and weaknesses that cause fluctuations in agricultural production during the referred period. The authors suggest the drastic measures to be taken by the government for improvement of the sector.

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

**Prof. Dr. Muneer Ali Shah Rizvi**  
**Editor**

## **A Sociological Analysis of Honour Killing in Pakistan: A Case of Sindh Province**

<sup>1</sup> Ahmed Ali Brohi

### **Abstract:**

The term Honour Killing is the symbol of a danger for women in their all aspect of social life in Pakistan in general and in Sindh in particular. Killings in the name of honour and infidelity are common in almost all the countries of world in different forms, but their use as a cover of all kinds of murders is only prevalent in Pakistan. Honor Killing is sociologically analyzed in its all dimensions as destructive weapon of social life of women. Sociological imagination is used to assess the impact of honour killing on social life of women in Pakistan with special reference to Sindh. In this paper definition, rational and factors responsible for its emergence in the domain has been sociologically analyzed in order to give clear picture of the problem to the readers.

# Analyzing Impact of WTO on Pakistani Rice Market

By:

\* F.M. Shaikh

\* Dr Heman Das

## Abstract

This research investigates the impact of WTO (World Trade Organization) on the World Rice markets and from last five years and their impact on the Pakistan's export earnings as well as in economy. Data were collected from the Primary as well secondary sources of the Rice producing countries The URAA (Uruguay Round Agriculture Agreement) imposed relatively few policy changes for rice; yet these changes are having observable effects .The URAA has caused Pakistan to makes significant adjustments to its international market effects are possible from this policy changes .The other major identifiable policy changes relate to the increase export to developed countries. Pakistan. Model projections of the effects of the URAA on rice suggest increase of 7% were to occur it will be a very long time before we would have enough data to reject the hypothesis of on changes in the world price of Rice . Faced with this data problems we turn to the specific market for high quality Pakistan Rice to look fore to look for market impact base on our review of the polices and market realties. It was revealed that from the last five years there is no visible impact on export laid growth but from last three years price shocks was observed in Pakistan, due to increases in the world rice market by 200 percent in various Asian countries. Consumers are facing the price shock problem in Pakistan and world Rice market the statistical results were similar for the alternative specification of gross margins and prices as the economic decision available. However, the price elasticities derived using the gross margins specification were about a third of those using the prices specification. The gross margin specification yielded additional information in the form of yield and input cost elasticities.

*Key Words: Supply, Response, Rice, Growers, Sindh.*

# Child Labour in Hyderabad City: A Sociological Analysis

DR. SAIMA SHAIKH<sup>1</sup>  
DR. MUHAMMAD BUX BURDEY<sup>2</sup>

## Abstract

Presenting of the issues and implications of the street and working children phenomenon, issues to be addressed include prevention of child through awareness, promotion of basic survival facilities, security, psychological support and educational and vocational skills. Implications are almost always serious whether these concern occupational hazards, diseases, accidents their effects on life, limbs, health psyche or the overall development of the child. One important problem that the children face when they are withdrawn from hazardous places is “what to do next?” where to go from here?” They no longer earn, they have no other skill, and have never been to school. Bilateralism could provide more satisfactory results provide more satisfactory results faster. Labour policies in the past have failed to provide solutions to various labour management problems. If the principles handed down by Islam to govern this relationship are followed and differences resolved through bilateral negotiations, there will be no need for governmental intervention.

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1. *Assistant Professor Department of Sociology, University of Sindh Jamhsoro*
  2. *Assistant Professor Department of Public Administration, University of Sindh Jamhsoro*

# **Study of Awareness About HIV / Aids And Sexually Transmitted Diseases (STIS) Among Male Adolescents**

By:  
Dr. Naheed Abrar\*

## **Abstract**

Throughout human history man has always faced fatal diseases. However, in the present scenario, STDs and HIV/AIDS threaten the humanity most, especially young adults. Adolescents are most vulnerable to contracting these diseases due to different reasons. In the world, Sub-Saharan Africa is the most affected region with HIV/AIDS and in Asia, India also has higher ratio. In Pakistan, prevalence rate of HIV/AIDS is low but there are more chances of spreading this disease due to different reasons. In Sindh prevalence rate is higher as compared to other provinces especially in Karachi.

This study has been carried out in Clifton (Karachi) Block # 1, Kahkashan-5 among male matriculate students (10th class) of private schools. Three schools were selected with lottery system i.e. Anchorage Grammar School, Bright Future School and Little Lord School. Data were collected through questionnaire. Only few respondents have the correct knowledge about STDs and HIV/AIDS. Majority of respondents knew the name of STDs and HIV/AIDS but awareness in different aspects is very low. The respondents who were aware, majority of them came to know through media sources. Most of respondents were close with their parents and with their teachers. Majority of respondents were unaware about modes of transmission and to some extent about prevention but no one knew the correct signs and symptoms of STDs and HIV/AIDS. Approximately all respondents agreed that there is a need of awareness about STDs and HIV/AIDS.

Key words: HIV/AIDS, STDs, Awareness, Modes of transmission

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\* Author is working as Head of Islamic Studies Department, FUUAST Karachi

# **Electronic Media & Its Effects On Children**

## **(A Case Study of District Matiari)**

\* Dr. Rizwana Chang

\*\*Dr. Muneeruddin Soomro

### **Abstract**

Children require proper attention and care throughout their growing age. They need proper food intake and acquisition of adequate guidance and knowledge to achieve the right way of life. The means, which are the main source of providence of knowledge, awareness and entertainment to the children of modern time, come through electronic media, which include Television, Computer, Internet, DVDs, and Videogames etc. Since the inception of the electronic media, there were great hopes and fears concerning their possible effects. The optimists believed that the media will provide education, knowledge and entertainment, while on the contrary the pessimists thought these means will damage the society in shape of wasting time and increasing the crimes and violence.

In today's society electronic media is thoroughly integrated into the fabric of life and overwhelmingly occupied both work and play of the youngsters. Even the substantial number of parents believes that electronic media don't help but hurt their children's learning.

In view of above description this research study is aimed at to find out the effects of electronic media on the attitude, behavior and learning of children, with special emphasis to discover the factors like time spending, influence on their life style and to know the opinions of the parents about the utilization of media by their children.

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

# Growth of Telecommunication industry its impact upon the Economy and Society in Pakistan

By  
Nadeem Malik,

## Abstract

We are living in the era of globalization and fast communication. Trends and means of telecommunication are changing rapidly bringing improvement in the overall economy of the country. Telecom industry is booming throughout the country as two million mobile subscribers were added every month throughout the last year. The telecommunication sector has significantly contributed towards stable national economy thus letting benefits of it reach every corner of the country. Communication in this millennium has become the name of the game. De-regulation of telecommunications has created a chain reaction of economic prosperity and innovation in new communications technologies uplifting the societies both at government and public level. The research methodology includes data collection from the secondary and as well as primary source. Tool of data collection is the questionnaire. Secondary source contains the Govt reports, Pakistan telecom authority reports and others. Major objective of the paper is to see the impact of telecom revolution upon the economy of Pakistan and as well as to see what impact it has produced upon the society and culture.

During the study it was revealed that the new businesses that are now running in Pakistan due to the rapid growth of Telecom sector. I hope that this paper will provide useful information and perspectives for the Govt top management of those telecom companies operating in the country.

**Key Words:** Revolution, Liberalization, Cultural Change, moral values, rapid growth, Technological transformation

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\* Author is working as a Lecturer Department of Commerce, University of Balochistan Quetta

# Role of SMES In The Development of Developing Countries

\* Faiz Muhammad Shaikh  
\* Bisharat Hussain Shah

## Abstract

This research investigates the role of SMEs in the development process with various developing countries experiences. Data were collected from the various secondary sources by using stratified sampling method. The five point likert scale was used as a measurement tool of various countries experiences. It was revealed that developing countries like Taiwan, Japan, Hong Kong, the Republic of Korea, and Singapore developed their economy through SMEs. Results showed that in Pakistan's SMEs performance is not satisfactory due to government policies regarding the growth of SMEs sector in Pakistan. Government should provide Facilities like subsidies, loan guarantees direct financing, provide loan facilities on low interest rate, tax breaks, and special exemptions for credit insurance are provided for the promotion of original and inventive business innovations and creative activities of SMEs.

**Key words:** Role, SMEs, Development, Process, Countries, Experiences.

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\* Both authors are working as Assistant Professor, Department of Agri: Economics, SZABAC-Dokri-Sindh and Assistant Professor of Economics, Govt Islamia Arts & Commerce College, Sukkur.

# A Study on Job Satisfaction Factors of Faculty Members In University of Balochistan.

\* Mr Nadeem Kalik  
\* Dr Syed Wasimuddin

## Abstract:

*The job satisfaction of faculty members is the most important factor in Higher Education Universities. If effectiveness and productivity of the higher education system and academic community are to be enhanced than we must examine what factors influence the job satisfaction of faculty members. The major purpose of this descriptive-correlational study was to examine factors affecting job satisfaction of faculty members of University of Balochistan that explained by Herzberg job motivator and hygiene factors. A random sample of 120 faculty members of Balochistan University was selected as a statistical sample. Employing a descriptive-correlative survey method and data were collected through questionnaire. The faculty members were generally satisfied with their jobs. However, male faculty members were less satisfied than female faculty members. The factor "work itself" was the most motivating aspect for faculty. The least motivating aspect was "working conditions." The demographic characteristics were negligibly related to overall job satisfaction. The factors "work itself", and "advancement" explained 60 percent of the variance among faculty members' overall level of job satisfaction. The demographic characteristics (age, years of experience, academic rank, degree) were negligibly related to overall job satisfaction.*

**Keywords:** Faculty Members, Job Satisfaction, Motivator factors, Hygiene Factors

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\* Both the authors are working respectively as Lecturer, Department of Commerce, University of Balochistan, Quetta and Head of I.R Department, Greenwich University.

# **Strengths, Weaknesses and Causes of Fluctuation in Agricultural Production of Pakistan from 2000-01 to 2006-07**

By:  
Dr. Rizwana Chang \*  
Dr. Muneeruddin Soomro \*\*

## **Abstract**

This research study is aimed at identifying the strengths and weaknesses of the agriculture sector which are causing the fluctuation in its growth rate of development during different time phases of the period under review. The factors such as drought situation, pest attacks, lack of proper attention of government, lack of seed varieties, wastage in water usages, etc. which are causing negative effects and as a result, the growth and productivity of agriculture, in comparison to the advanced countries of the world is very low, even the agriculture production per acre per worker is far below them. (Dr. Shahid Zahid, 2000). The factors such as better land reforms, implementation of improved economic policies, improved water usage efficiency, adequate use of fertilizers and pesticides and timely support price policy by government and favorable weather conditions can affect the agricultural sector positively.

Still drastic steps are required by government and private organizations to improve the productivity of agriculture sector by applying scientific methods right from the acquisition of agricultural raw material and sophisticated equipment upto the straightening the marketing mechanism as the produce can timely and conveniently reach in the hands of end-users and industrial units as well.

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