

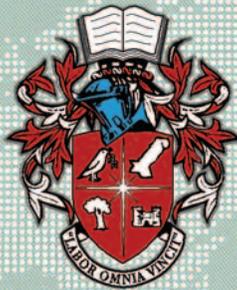
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Social Sciences**



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Notes for Contributors

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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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.

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Editorial

We are at a crisis in our culture. It is neither a crisis of law and order, although it is of prime importance to our citizens and nor it a crisis of terrorism, although it is an issue of concern for the whole world. The crisis in Pakistan, what we are facing to is so subtle that could not be always observable, but it is like a festering cancer that eats away every fiber of Pakistani society. The implications may not be as immediate as those of global terrorism, but the long-term impact will be far more destructive. It is a **Crisis of Character**. Our political leaders when come to power, think they “own the country” rather than remembering, they have been elected to “guide the country”. Neither party leaders own the Ship of State, but just they are to steer it to the right direction.

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

Dr. Taghi Azardarmaki et al from Iran, in the first paper examines the religiousness of educate Iranian youth and the secularization that claims the decline of religion (Peter Berger) due to modernization of contemporary societies. But Taghi has empirically proved that the contemporary world is as religious as it was in the past.

Dr Samar Sultana in the second paper on “Mohtarma Fatima Jinnah- A Role Model for Leaders & Women” highlights Mohtarma, as first remarkable lady and a great political leader of Pakistan. She keeps the titles of Mother of the Nation (Madar-e-Millat) and Mother of Democracy (Madar-e-Jamhooriyat).

Dr Hamadullah Kakepoto in the third paper on, “Sociological Impact of Television Commercials on the Buying Behavior “ alerts advertisers to pay heed to the sociological need of the people, otherwise, advertised commodities are bound not to get due response from public.

Ms Nida Zaigham, in the fourth paper, on “Impact of Supportive Supervisors and Empowerment on Organizational Citizenship Behavior (OCB) in the Private Sector of Pakistan” indicates that supportive supervisors and empowerment have direct positive relationship with Organizational Citizenship Behavior.

Dr Abida Taherani et al, in the fifth paper on “Absolute Poverty and Inequality in District Sanghar: Evidence from Household Survey” have examined the factors associated with poverty in Sanghar District using a logistic regression

approach that proved all the variables to be of significant values except the household size which gives a positive value.

Mr Nadim Malik, in the sixth paper, on “Rice Farming Systems in Northern-Swat-Implications for Research and Extension” has highlighted the role of rice in the farming system of Swat Valley (now a day under war on terror) has provided a basis for formulating recommendations for research and extension.

Mr Lawal Muhammad Anka et al, in the seventh paper, on “Contribution of Public Sector and NGOs to Improvement of Rural Livelihood in Sindh” have claimed that rural livelihood in Sindh has recorded an improvement despite financial constraints. The authors supported their verdict by mentioning that expenditure has doubled between 2001 and 2006, growing at an average rate of 23% per annum.

Dr Muneeruddin Soomro et al, in the eighth paper, on “Contribution of Retail Trade in Economy and its Role in Creation of Employment Opportunities” have highlighted that retail trade plays a pivotal role in economies as every 16th person in retail trade is involved in retailing in the country.

Dr Hamadullah Kakepoto in the ninth and the last paper, on “Gender Differentials in Employment and Development in Pakistan-A Sociological Analysis” has described that gender differentials in employment and development are found all over the world. He further discusses basic manifestations of discrimination in employment and development and considers its salient implications for prevalent socio-economic system of the country.

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-in-Chief

The Youth Generation and Religiosity in Iran

Taghi Azardarmaki*
Houshang Naebi**
Mehri Bahar***

Abstract

In this article the religiousness of educated Iranian youth and its type has been focused on and based on this the secularization theory has been examined. Generally proponents of the secularization theory, specifically Peter Berger, claim that the modernization of contemporary societies will result in the decline of religion and subsequently the de-secularization theory of Berger that was introduced in the 1980s was a complete reconsideration of his primary ideas and mentions that the contemporary world is as religious as it was in the past, although due to pluralism strong beliefs have been rather weakened. The high level of education of the new generation plays a key role. Deduction of analyzable hypothesis is used in this study to examine the empirical validity of non-religiousness and religiousness in Iran.

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Mohtarma Fatima Jinnah a Role Model for Leaders and Women

Dr. Summer Sultana*

Abstract

*Mohtarma Fatima Jinnah, from all aspects, was the first remarkable lady of Pakistan and a great political leader. She stands high by virtue of being the younger sister of the Founder of Pakistan who was committed to her duties as a sympathetic friend, a secretary till the last moment of the Quaid's life and the most sincere worker of her brother's cause. Only few fortunate brothers happen to have such affectionate and caring sister. When great objectives and firm intentions of the elder brother revealed to his younger sister, we devoted her entire life for her brother and his cause. Keeping her personal life aside, she adopted a purely political and ideological pattern of life and assumed several roles simultaneously, and hence deserved the respectable titles of 'Mother of the Nation' (**Madar-e-Millat**) and 'Mother of Democracy' (**Madar-e-Jamhooriyat**)*

*Assistant Professor, Department of Political Science, University of Karachi.

Sociological Impact of Television Commercials on Buying Behaviour

Dr Hamadullah Kakepoto*

Abstract

Advertising of different items on the television channels has grown in the last decades. The number of television channels has also jumped up in recent times. People pay attention in buying the commodities and other general items as advertised on the channels with much puff and show. Advertising itself is the mixture of many things. It usually depends on many sociological factors. They are dependent on cultural factors such as language, values, lifestyle, communication style, and media habits. Therefore, advertisers need to know and pay heed to the sociological needs of the people. Otherwise, advertised commodities are bound not to get due response from the public as expected. There is a need to assess the sociability and general cultural traits of the general public, which usually happens to be ethnocentric in their outlook and general capability. This article is an attempt to highlight and pin point the sociological factors which play a key role in buying and selling of the general items as advertised.

*Associate Professor, Department of Sociology, University of Sindh, Jamshoro.

Impact of Supportive Supervisors & Empowerment on Organizational Citizenship Behavior (OCB) in The Private Sector of Pakistan

Nida Zaigham*

Abstract:

Our research focuses on the impact of supportive supervisors and empowerment on the organizational citizenship behavior (OCB) in the private sector of Pakistan. The research study setting is non-contrived with the individual unit of analysis. Data was collected from 109 individuals working in six different organizations of private sector of Pakistan. Our findings indicate that supportive supervisors and empowerment have direct positive relationship with Organizational Citizenship Behavior. Organizations will have to devise more friendly policies to promote organizational citizenship behavior. It is also hoped that the study will provide the way to further research. The variables, practical implications are also discussed.

Key words: *Empowerment, organizational citizenship behavior, practical implications.*

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Absolute Poverty and Inequality in District Sanghar: Evidence from Household Survey

Dr Abida Taherani*
Lawal M. Anka**

Abstract

The paper examines factors associated with poverty in Sanghar district using a logistics regression approach. Various techniques were used to measure poverty and inequality in the study area. The survey results show the age of household head with a mean of 40.38 and standard error of 1.01. This implies that majority of the household head were of middle age. The highest number of earners were male respondents 93% with a mean of 2.13 and the lowest were female 7% with a mean of 0.15. The study further revealed that 84% of the people received loan where as 16% did not receive any. Similarly 96% of them paid back their loan and only 4% did not. Fifty one percent of the respondents agreed that the loan increased their income whereas 49% said it did not. The head count ratio shows that 51.9 percent were poor and only 48.1 percent were not poor. This shows the proportion of people that are in poverty. The poverty gap reveals that 373 is the amount of income that is required to move people out of poverty. The sen index also shows that 0.38 is the intensity of poverty in the study area. Gini coefficient and Lorenz curve results were 0.37 and $R^2 = 0.99$ respectively which shows that there is inequality in the distribution of income. Finally the logistics regression model shows all the variables to be of significant values except the household size which gives a positive value.

Key words: Poverty Gap, Sanghar, Regression, Sen Index, Gini coefficient, Lorenz Curve, Households, logistic Regression.

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**Ph.D. Scholar, Sindh Development Studies Centre (SDSC), University of Sindh, Jamshoro.

Rice Farming Systems in Northern Swat - Implications for Research and Extension

Nadim Malik*

Abstract

As we know that during these days Swat is under the pressure of war on terror despite that this study examines the role of rice in the farming systems of Swat Valley to provide basis for formulating recommendations for research and extension. Rice is mainly grown after wheat (38%), onion (29%) and berseem (21%). Time conflicts between the harvesting/marketing of onion and land preparation of rice fields and establishment of rice nurseries are predominant in the onion-rice rotation. Time conflicts between the sowing of maize and transplanting of rice also exist in the kharif season. Swat is definitely one of the most fertile regions of Pakistan producing seasonable crops of Rice, wheat, Maize, vegetables and Fruits. Cultivation is carried out on every possible bit of land; even on the top of the enclosing hills is done through specialized terrace farming.

Delays in early establishment of nurseries as well as delays in rice transplanting significantly reduce rice yields. Research is, therefore, needed to introduce early maturing varieties of onion. Other management practices responsible for low rice yields in Swat are: 4-5 times higher than recommended seed rate, high infestation of weeds and the improper irrigation practices. Positive response to phosphorus application is also present.

Farmers included in the PATA's on -farm demonstration programmed have adopted recommendations for fertilizer use and have the tendency to transplant earlier. On the other hand, the recommendations concerning seed in the nursery, plant density and application of phosphorus have not been adopted and require further research.

Key words: *Rice farming systems, kharif season, transplanting of rice.*

*Assistant Professor, University of Balochistan, Quetta.

Contribution of Public Sector and NGO's to Improvement of Rural Livelihoods in Sindh

Lawal Mohammad Anka*
Faiz M. Shaikh**

Abstract

Rural livelihoods in Sindh recorded an improvement despite financial constraints, expenditure doubled between 2001 and 2006 growing at an average rate of 23% per annum. Public sector contributed significantly through various interventions on poverty alleviation but the most worrying situation was the expenditure on food subsidies, food support programs and low cost housing has been stagnant even in nominal terms with negative repercussions for the a poor and the needy. Sindh agricultural and forestry workers coordinating organization has made social mobilization as core activity and entry point followed by different development interventions. The Agha Khan rural support program provides a one time grant to complement village organizations to the infrastructure projects. The national rural support program has lowered the levels of poverty in member households. The Pakistan Poverty Alleviation Fund (PPAF) educational program provides quality learning at primary level in district Sanghar. Similarly PPAF has also improved health care through the provision of quality basic health services. The young Sheedi welfare organization has establish emergency centre for disaster preparedness and provided 600 goats to 200 beneficiaries. Badin rural development society through their effort 1500 women and 2800 men in 60 villages are engaged in development process. The major strength of NGOs was that they have special ability to reach the poor and other segments of society while their major weakness is small size and budget and lack technical capacity to confront difficult situation. It is recommended that NGOs should ensure that new technologies are introduced to help farmers improve and increase crop production. NGOs should create a condition in which the poor are either given or enabled to acquire their assests and a peaceful environment to benefit from those assets. Government should provide facilities for institutional building to the local NGOs this will encourage them to work sincerely towards poverty alleviation. NGOs should not rely on government for future projects instead they can raise funds through savings and donation from rich individuals.

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**Assistant Professor, SZABAC-Dokri-Larkana-Sindh-Pakistan

“Contribution of Retail Trade in Economy and its Role in Creation of Employment Opportunities”

Dr. Muneeruddin Soomro*

Dr. Rizwana Chang**

Abstract

Retail Trade plays a pivotal role in economies and contributes significantly in the creation of employment opportunities as hundreds of thousands of new retail business are started daily all over the world.

Similarly, there has been a boom in retail trade in Pakistan owing to a gradual increase in the disposable income of middle class households due to up surge in the number of dual-earning member families. According to the research study conducted for this article averagely 2.43 retail shops are available for one hundred persons in Pakistan in this way more than 32 lac retail establishments are working in the country. This research also manifests that averagely 01 owner and 02 salespersons are employed in each retail establishment, in this way approximately one crore (10 million) persons are employed in retail trade in Pakistan, which concludes that every 16th person is involved in retailing in the country, this combination forms a potential retail market of Pakistan by any standard.

This research work depicts the complete picture of the retail trade in the economy like Pakistan, and suggests that if this trade industry is patronized well and managed properly, it can correct the ever-falling economy of the country and can contribute a lot in creation of employment opportunities significantly.

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Gender Differentials in Employment and Development in Pakistan: A Sociological Analysis

Hamadullah Kakepoto*

Abstract

Gender differentials in employment and development are 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. But its forms and awareness varies across countries. Gender differentials in employment and development are 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 walks of life. 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 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 employment and development and considers its salient implications for prevalent socio-economic system of the country.

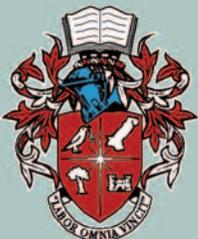
Key Terms: *Gender Differentials; Socio-economic Development; and Women Employment.*

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