ISSN 2304-8379

### VOL. 1, NUMBER 2, NOVEMBER 2012

**PROCEEDINGS** 



Greenwich Multidisciplinary Research Conference on Management, Social and Physical Sciences



Karachi-Pakistan

# Proceedings Greenwich Multidisciplinary Research Conference

on Management, Social and Physical Sciences



Saturday, November 10, 2012

Conference Chairman Dr Syed Arshad Imam Chairperson, Department of Business Administration

Editor

Nawaz Ahmad Assistant Professor Department of Humanities

M. Saleem Ansari

Assistant Professor, Department of Humanities



Greenwich University

# **CONFERENCE ORGANIZERS**

### **CHAIRPERSON**

Dr. Syed Arshad Imam

### **ORGANIZING COMMITTEE**

- Dr. Muhammad Yaqoob Khan
- Mr. Nawaz Ahmad
- Mr. Zafar Iqbal Saifee
- Mian Muhammad Afzal
- Mr. Ahmed Kamran
- Mr. Rub Nawaz
- Ms. Shazia Anwar
- Mr. Abeer Ali Ansari
- Ms. Hira Arshad

- TECHNICAL COMMITTEE
- Dr. S. Sultan Mughal
- Dr. Syed Arshad Imam
- Dr. Fatima Zohra
- Dr. Abdur Razzak
- Dr. Ishaq Madni
- Dr. Masroor Khanum

# **EDITOR'S NOTE**

The compilation of Research Ppaers presented at the Second Multidisciplinary Research Conference (GMRC - II) has been reduced to writing. The earmarking of Research Papers carried out will immensely facilitate the readers by having the erudite explanations, findings and results of complementary topics at one place.

Greenwich University is grateful to Almighty Allah for His blessings in the fulfillment of this noble cause successfully, and we expect more from Him in future. Ameen!

### **M. SALEEM ANSARI**

Assistant Professor

# **CONTENT**

•	Mean Reversion: An Investigation from Karachi Stock Exchange Sectors <i>Anique Rehman</i>	01
•	Credibility of Sales Promotion Schemes of Cellular Telephone Companies in Pakistan	13
	Muhammad Sajid, Dr. Mustaghis-ur-Rehman	
•	Commercialization, Conservation, Farming and Population dynamic of marine	23
	ornamental invertebrate of Pakistan. A case study of Fan Worm	
	Prof. Dr Nadeem Ahmed Tammi	
•	Sale Forecasting of Merck Pharma Company	40
	Fouzia Nasir	
•	Impact of Corporate Governance on Capital Investment Decision	49
	Athar Iqbal and Ahsan Bham	
•	Choosing a Distributor: An Investigation from Pharmaceutical Industry of	57
	Pakistan	
	Mohib Billoo and Nawaz Ahmad	
•	Impact of Promotional Tools on Sales and Consumer Repetive and Impulse	64
	Buying Decision: A Comparative Study of ATL and BTL	
	Moiz Ahsan	
•	An Empirical Study for understanding utilization of (HHO) Hydrogen	75
	Hydroxy Gas as additional Fuel	
	Raees Ahmed Lodhi	

2nd Greenwich Multidisciplinary Research Conference - November 10, 2012

•	Code-Switching used by Teachers in ESL classes at University level in Karachi,	87
	Sameen Iqbal Fouad	
•	Phillips Curve: An Empirical Comparison Between Developed and	99
	Developing Economies,	
	Sania Aslam Dhanji, Saniya Damani, and Muhammad Saad Naeem	
•	BOOK REVIEW: Why We Should Not Take Bribe	108
	Authored by: Muhammad Saleem Butt	

# Mean Reversion: An Investigation from Karachi Stock Exchange Sectors

Anique Rehman

### Abstract

This research attempts to determine the pace of mean reversion in the 24 sectors of the Karachi Stock Exchange (KSE). In order to reach our conclusion, we used the 24 sectors returns data over a period of 17 years starting from January 1992 up to June 2008.

The GARCH (1,1) model was used in order to determine if the GARCH and ARCH effects are significant in the given sectors and based on the significance of these two factors, the study attempts to determine if mean exists or not. Not only is the existence of mean reversion a major theme in our research but also the pace of mean reversion is stated.

Key words: GARCH, mean reversion, stock returns, KSE sectors.

# Credibility of Sales Promotion Schemes of Cellular Telephone Companies in Pakistan

### **TABLE OF CONTENTS**

	Introduction	2		
1.1.	Background	3		
1.2.	Problem Statement	4		
1.3.	Research Objective	4		
1.4.	Scope of the study	5		
1.5.	Limitation of the study	5		
Literature Review		5		
Research Design				
3.1.1.	Research Methodology	10		
3.1.2.	Nature and type of study	10		
3.1.3.	Sample Size and sampling technique	11		
Data Analysis and Presentation				
Results		13		
Conclusion and Recommendations				
Future Area of Research				
ruluie Alea ol Research				
	<i>1.2.</i> <i>1.3.</i> <i>1.4.</i> <i>1.5.</i> Literatu Researce <i>3.1.1.</i> <i>3.1.2.</i> <i>3.1.3.</i> Data An Results Conclus	1.1.Background1.2.Problem Statement1.3.Research Objective1.4.Scope of the study1.5.Limitation of the studyLiterature ReviewResearch Design3.1.1.Research Methodology3.1.2.Nature and type of study3.1.3.Sample Size and sampling techniqueData Analysis and PresentationResultsConclusion and Recommendations		

# Credibility of Sales Promotion Schemes of Cellular Telephone Companies in Pakistan

Muhammad Sajid Dr. Mustaghis-ur-Rehman

#### Abstract

In this study it is tried to focus the consumer's perception about the promotional schemes, frequently announced by the Cellular Telephone Companies with the intention to increase subscriptions of their products and to evaluate the credibility of sales promotion schemes. The recent statistical report shows that about 94 million cell phones being used throughout the country. There are two types of subscribers; those who are fully aware of the hidden tricks behind the advertisement, and the majority of end users of Cellular phones who are not aware of the out of sight hidden charges and that what is being advertized about the benefit is not true. The objective of the study is to understand awareness level of consumers regarding Cellphone Companies sales- promotional schemes, and to evaluate the consumers' satisfaction level towards those schemes offered by them. The careful analysis of the literature revealed that most of the schemes fall under the definition of false advertisement which is un-ethical. A structured questionnaire on five point likert scale is used as an analyzing tool. Sample size is 111. Inferential tests like correlation etc are applied on the collected data. The result of ANOVA for this hypothesis shows that F value (8.475) is greater than critical value (2.68) therefore Null hypothesis is rejected. It means satisfaction regarding sales promotion schemes has significant impact on subscriptions. Thus this study may catch attention of the Cell-phone Companies to develop rules and regulations based on business ethics, to protect consumers from cheating in sales-promotion activities.

# Commercialization, Conservation, Farming and Population dynamic of marine ornamental invertebrate of Pakistan. A case study of Fan Worm.

Prof. Dr. Nadeem Ahmed Tamimi

### **Abstract**

Early studies are reporting that there are about 53 known species of ornamental marine invertebrates that are present in Pakistan. Since, from three decades the "Scientific Specimen Suppliers" are collecting them regularly for marketing them as specimen to students of high school, college and universities. For five years the aquarium fish collectors have also started to collect marine invertebrates for marketing purposes. Our coastal belt is 1050 km long. It is very difficult to control their illegal collection by law enforcement agencies. Hence, this study serves as a best example of conserving marine invertebrate via commercialization. In this connection, a single Fan worm was cultured in captivity. The results showed that 147 larvae were spawned by a single specimen in an aquarium. The size of aquarium was - 6 feet in length with height and width of 1 foot each. All larvae are kept under observation in the same tank for four months. It's found that an average prevailing retail price of adult fan worm is Rs.300/=. It is also found that seasonal yield of Fan worm along the Sindh Coast is relatively low as compare to the wild collection. It is estimated that fan worm will be eradicate from our natural habitat, if same trend will be followed. Farming of fan worm not only save local wild population, but will open a new root for export.

# Sale Forecasting of Merck Pharma Company

Fouzia Nasir

#### Abstract

This study aims to develop a stochastic framework of model to forecast future sales for pharmaceutical industry. In this regard, the study focuses on Merck Pharmaceutical monthly sales data. This study examines the Sale forecasting models. The study includes monthly data published in the annual reports of the company from Jan. 2008 to Dec. 2012.

The time series diagram shows unequal means over the time period that suggests the data is stationary. Having transformed the data, ARMA (1, 1) model is applied which shows that there will be increase in sales by \$6.784m given that in the last month sales were \$1bn. On the contrary, last month's residual has an adverse effect on current month sales up to the extent of \$432.942m. In this study AR(1) and MA(1) both the processes are significant at 1%

Key Words: Sales forecast, ARMA(1, 1), Pharma Industry

# IMPACT OF CORPORATE GOVERNANCE ON CAPITAL INVESTMENT DECISION

Athar Iqbal Ahsan Bham

### Abstract

This thesis investigates the factors that determine the sensitivity of the investment-cash flow relationship. Making an extension to research conducted by Vogt (1994), Dedoussi and Papadaki(2010), and Hadlock(1998) the Q model assumption is used to relate the investment opportunities available to the managers with its liquidity constraints due to asymmetric information and/or managerial discretion of internally sourced free cash flow. The test sample consists of 78 non-financial firms (other than banks and NBFIs) listed on KSE-100 index and a set of 560 observations. The result purports that there is a positive association amongst the degree of the Investment-Cash flow relationship and Q, identified in high or medium dividend paying firms. It is evident that the results are in support of Myers and Maljuf(1984) pecking order theory of the investment-cash flow relationship.

Keywords Corporate Governance, Capital Spending, Investment, Cost Sensitivity, Payout groups. Investment Decision, Board of Directors

# Choosing a Distributor: An Investigation from Pharmaceutical Industry of Pakistan

Mohib Billoo

### Abstract

The main focus and base of this study was to identify and analyze different characteristics that different pharmaceutical companies take into consideration when choosing a distributor. This study is important for pharmaceutical companies as well as distributors too as not only it forms the basis for further research in field of distribution with regards to Pakistan, but also proves to be a guideline for pharmaceutical companies to know what to look for in a distributor and for distributors so that they can know on what they are being judged and can improve accordingly. A qualitative approach is used in conducting this study, interviews were conducted and respondents suggested that financial strength, market reputation and type of companies the distributor already has are the main characteristics they look in a distributor. Hence distributors can improve on these factors and not only expand but also make their current business more efficient.

Keywords: Distribution, Pharmaceutical industry, Pakistan, Logistics.

# IMPACT OF PROMOTIONAL TOOLS ON SALES AND CONSUMER REPETIVE AND IMPULSE BUYING DECISION: A COMPARATIVE STUDY OF ATL AND BTL

Moiz Ahsan

### ABSTRACT

This research is an effort to study the impact of brand promotional tools on sales and consumer buying judgments. The research study is focused on the feature of above the line and below the line promotions and how this tool helps in terms of sales and buying decision of the consumer.

A comparative research has also been done to find that which promotional tool out of these tow are better and accepted by the consumer's i.e ATL or BTL. The survey was done to get the primary data from the questionnaires, respondents and the analysis is done by using multiple liner regression. The research indicates that out of 5 variables only 3 variables have significant impact on the brand promotional on consumer repetitive and impulse buying decisions.

# An Empirical Study for understanding utilization of (HHO) Hydrogen Hydroxy Gas as additional Fuel

Raees Ahmed Lodhi

#### Abstract

What is the HHO? And How this can be useful for a common man in Pakistan? Those were the basic questions which caused to go through this study. HHO is generally known as a mixture of Hydrogen-Hydrogen Oxide, which is produced by various means but here we will discuss mainly its production through Water electrolysis. (HHO Research, 2012). The idea of making HHO Hydrogen Hydro-oxide gas mixture and to use it as fuel saver is not new, now a days many vehicle & engine maker companies are adopting the design of Hybrid Systems in their new production lines. But those vehicles are comparatively more costly than the traditional single fuel type. HHO gas production and its effect on engine performance has been studied by several institutes, universities and observers over the world, we have taken some examples of US and Europe. However those studies addressed various variables but those were not discussed as per prospective of Pakistan. In Pakistan we have some different climate and weather of economic situation and great difference in financial position of vehicle users. Especially the scarcity of fossil fuel and Compressed Natural Gas (CNG) has made every 2nd fuel user to think on some alternative resources, or at least devise some sort of technique to overcome the shortage of fuel during CNG holidays. This study cover an overview of HHO gas production, principles behind the reactions and statistical examples, observations of many engineers and observers who determined to make a use of HHO as additional fuel source.

Up to now studies reveals that is it possible to produce burnable vapors of HHO gas in result of hydrolysis of distilled water with combination of some electrolyte sodium or potassium hydro oxides. That Mixture is generally called Hydrogen-Hydro oxide mixture (H-OH) can give 25%-28% efficiency to fuel combustion if used with fossil fuel. With thermodynamics advantages, by hydrolysis of steam and using different materials as electrode, using 1.3volt to 1.7volt at 0.4 A/cm<sup>2</sup> the total efficiency can be increased to 40-50% to enhance its utilization for industry use. But need to refine the misconceptions HHO gas is a standalone replacement of fossil fuel for a practical use in cars, scoters and other means of transport. This study may suggest policy makers and entrepreneurs to take some supportive actions to promote HHO gas generators/kits production because this is a low cost solution to cover the shortage of fossil fuel.

Key Words: HHO, Hydrogen, Hydroxy, Brown gas, Fuel efficiency

# Code-Switching used by Teachers in ESL classes at University level in Karachi

Sameen Iqbal Fouad

### Abstract

Globalization has placed a growing importance on English language speaking and listening in Pakistan. Majority of private Universities in Karachi follow an English base curriculum where all subjects are taught in English language. However, the students in universities come from different schooling backgrounds, with majority of students lacking English communicative competence. Therefore, universities are required to have ESL classes for students as pre-requisites. With Urdu being the mother tongue of most karachites and English being the official language of the country, most people are found to be bilinguals.

The purpose of this paper is to highlight the opinion of teachers and students' regarding codeswitching in ESL classrooms as it is viewed with suspicion. For this purpose interviews were conducted with teachers and students, classrooms were observed and a questionnaire was prepared and distributed among students and teachers. The aim was to find when and why teachers code-switch in ESL classrooms and for what purpose. The data collected was analyzed using the SPSS program. According to the results most students and teachers had similar views regarding code-switching in ESL classes and preferred codeswitching to be adapted to practical teaching, classroom management, and rapport building. Code-switching by teachers in ESL classes is also not viewed as teacher's lack of language proficiency.

Key Words: Code-Switching, English language, ESL classroom

# Phillips Curve: An Empirical Comparison Between Developed and Developing Economies

Sania Aslam Dhanji Saniya Damani Muhammad Saad Naeem

### ABSTRACT

This research has been conducted to compare the inverse relationship of Unemployment rate and Inflation rate suggested by Phillip (1958) between developed and developing Economies. For this purpose a monthly data set of five years from May 2007 to April 2012 was considered for Sweden and a yearly data set from 1981 to 2011was consider for Pakistan (as unemployment data is available on annual basis).

The research shows that the fluctuations in Unemployment dictate changes in Inflation of developed economy, and on the contrary shows a week relationship exists between the two variables for developing economy. Linear model is significant and robust for developed economy compared with linear log model.

Keywords: Phillips Curve, Developed and Developing Economy, SWEDEN, PAKISTAN.

# BOOK REVIEW Why We Should Not Take Bribe

Muhammad Saleem Butt

This is a book on corruption translated into English for an Urdu book "Hum Rishwat Kyun Na lain" as "Why We Should Not Take Bribe".

I used to ponder as to why the problem of corruption was not tackled by each successive government, since the creation of Pakistan therefore I started the venture from a translated script. Halal and Haram actually determines rights and obligation for mankind from start of life to the eternity. Rights and duties would not have been possible, had the concept of Halal and Haram not there because whatever instructions regarding Halal/Haram Allah has sent for mankind are for the betterment of the human race. The correctness of Rights and Obligations (Duties) are all related to the good of the soul, if these are not adhered to, it can be otherwise. Surah Al-Mu'minun Ayat-71. "If the truth had followed their desires, verily the heavens and the earth and whosoever is therein would have been corrupted". Halal and Haram for all times, eras and nations was the order of Allah it was not possible for a man to draft because Allah created the earth and heavens, sent his holy book Quran which will remain till the end of the world.

Pure means of earning a livelihood is almost non-existent these days. Whereas today corruption has become a mode of life to become rich over night. One can own houses, cars, cash and find ways of enjoyment but we forget that corruption make, a man devil like, prostitute like behaviour is evident and avidity and insatiability of dogs is resemblance with a corrupt man is all prescribed in the Holy Quran and Hadiths of the Holy Prophet (PBUH). In Ayat-27 Surah Isra, "Lo! The squanderers were ever brothers of the devils" this reiterates the fact of resembles with devil. A corrupt person and a prostitute share a similar mind-set, and therefore appear to be on same wave length. The Holy Quran explained and compared the extent of avidity, greed and insatiability of man to a dog in Surah A'raf Ayat No.176, "But he clung to the earth and followed own lust, therefore his likeness to a dog if you attack him".

## **QURAN'S DEFINITION AND CHARACTERISTICS OF CORRUPT**

For the flesh that is reared on suht (the unlawful), the fire is the most appropriate, place. "What is Suht?" It was said, "Bribe" (the dirtiest money earned in a Haram Way). Those who are involved in Suht – firstly they speak lies, they eat fire in their bellies i.e Haram money frequently. They are infidels and adopt a life of wrong doing. Bribe-takers are hypocrites and behave differently from what they profess and practise. These characteristics are common in Jews. A corrupt man can lose a chance of intercession by the Holy Prophet (PBUH). His position on the Day of Judgment would be like "That day the cruel would eat its hands in agony and would utter Alas! I would have sided with the Holy Prophet (PBUH)". A corrupt is considered to be a part of the queue of disbelievers, infidels, Jews and traitors.

### WORLDLY LOSSES

A person who takes bribes not only infringes his own rights but also of a cross section of the society. He can put whole nation into jeopardy. He creates a dis-balance in the social and legal set-up, of his country the Muslim Ummah and the world at large. A system is in operation to impart justice and fair play, ceases, due to dishonest and deceit of the corrupt.

### **IMPACT ON OTHERS**

It is more likely that there will be restlessness and suffering seen in people, enmity skirmishes and fights are seen due to this grave injustice that can lead people to take law in their own hands and can lead to plunder and loot at their own free will. Why then do we take all these things rightly? Can any act be graver than this situation where a whole nation has been put at peril, due to single person?

#### PERSONAL AND ETERNAL LOSSES

Corruption falsifies prayers and good deeds are wasted. The sin of corruption destroys the eternal life "He who takes one loaf of Haram food, his prayers would not be accepted for forty nights." Even charity, if it is from a Haram source is not accepted by Allah. People believe that Haram means can be spent in Allah's way, which could be a donation to balance the sins, any alms and sadaqat given in charity does not increase the account of his good deeds but adds to his sins. "What are the factors of degeneration in man is that spiritual values or a practising Muslim is almost non-existence in the society. Spiritual foundation of piety and "Taqwa" is absent. Honest and upright people are bracketed as idiots and are considered inefficient. A rich having a brand new car and a big palatial house from Haram source are the most liked people today, observance of taqwa, reinforcement of ethics and character are now a bye gone affair a nightmare. There is a lack in faith of a Muslim as Al-Mighty Allah has predetermined distribution of wealth and resources for all of mankind. This quota is for everyone and has to reach everyone in any condition and circumstances that may exist. The most important aspect of this faith is how people would get their share either rightfully or otherwise that domain is given to him and not kept by Allah. Whatever Allah has fixed and simultaneously written in a Book, will reach mankind without any change. No one can die until he completes his life with the sustenance Quran Allah had fixed for him. Halal source, even a meagre one, a person feels and leads a contented life.

### RATIONALIZATION

Some people vehemently argue reasons and give excuses of less salary and wages, as one of the main causes of corruption. Then why is it that people earning high salaries accept bribe, similarly the people who draw a smaller salary, should leave it when they have amassed money abundantly. Corruption is connected with insatiable. The Holy Prophet (PBUH) once said, "An insatiable man's belly can only be filled by fire of hell." The real cause of corruption therefore, is not inadequacy of salaries, but the insatiable desire for money and love for wealth.

Corrupt people are psycho patients because they fear the unknown they will lose everything if they renounce corruption. The devil creates various impressions in the minds of the corrupt that is why the devil is successful. It is a universal principle that everyone has a desire for peace and happiness at the back of his or her mind but a corrupt man is deprived of this blessing. It is seen that people who are corrupt are usually involved in various problematic situations. They are either ill, or are part of litigation procedures due to disputes. In-spite of the fact a corrupt one is ridiculed in his own eyes his conscience is always pricking. He is working in fear of unknown; in spite of abundant resources and Haram wealth, he leads an empty life. A person who is fed out of ill begotten money can stir revolt, disobedience towards Allah, finally leads him to rebellion for his elders as well. As all are being fed out of illegal money. A substantial part of the money earned in corruption is extravagantly spent on a life of debauchery, vices and sins. Ways of life and the spending of a corrupt person is therefore a source of disgrace to him in this world and also hereafter. For a

clean life it is necessary to acquaint every one of pits and falls on this path. The devil will try his utmost to device new ways and means to take everyone to Bribe because he promised Allah to ditch everyone to Hell. An employee for any work where his pay was settled, then whatever he got above the settled term, would be deemed as dishonesty. In light of the above sayings of the Holy Prophet (PBUH), Corruption Is Defined as every benefit, which is received in return of work over and above, what had actually been agreed between the parties. It can even be received on lawful work or otherwise. However deeper analysis show bribe can be camouflaged and there can be thousands of illusory way connected with it. The benefit in lieu of love and relationship usually called the gifts and presents that are given to a person on job, in return for something should be in the first place thoroughly investigated. This love is meaningless as beneath it is attached a work connected with the officer in the present or in the future; The Holy Prophet (PBUH) delivered a sermon: "What is it? I employ someone as a collector of Zakat, yet he comes and says, 'this is present given to me'. Why did he not sit in his mother's house and wait for the gift? I swear by him in whose hand is my life (God), none of you will take anything unjustly, but will carry it on his neck as he comes to Allah (on the day of resurrection). Bukhari # 2597, Muslim # 26.1832".

### GIFTS CAN BE SENT TO THE SPOUSES OR CHILDREN

Different gifts, presents and donations sent to spouse and relative is well explained by an example in the case of Bani Israel, (Jews) who were prohibited to catch fish on Saturday. They dug up wells and ponds with small outlets, to indirectly catch fish on Saturday. Even when they were forbidden to do so. The catch fell in these well and ponds on Saturday and later was collected on Sunday, the non-prohibited day. Disobedience towards Allah, invited his wrath and they were made apes. Therefore the relatives and family who received gifts and presents can be compared with the people of Bani Israil, who had dug up ditches to collect fish the very day it was forbidden to catch.

There is even less costly method that people resort to trap people to get into the net of bribe. Interest of the officer, his liking for female, drinking habits and gambling is investigated and accordingly planned in advanced for the trap. If everything referred above is not possible anybody personal affairs are checked. He can be embroiled in domestic upheavals in one form or another. If his problems are solved and help is offered to resolve his issues, it would win his confidence, and it would make him feel that somebody was actually trying to help him in his hour of need but the design would be to get the work done.

### **PRIVATE CORRUPTION**

It is commonly seen that government functionaries, bureaucrats and servants are more prone to bribes, but according to a wider perspective, a rational and analytical view shows that, other people are also equally involved in this gruesome activity, sometimes even more so as compared to the government servant, a school teacher, a lawyer or a journalist can also manipulate his profession for greed and make a nuisance for public however. The Holy Quran gives specific importance to the matters related to government functionaries. They are reviewed by the Quran and a great emphasis is placed on them more so than anybody else. The main reason for this is that, the government functionaries have a wider repercussion on society than private individuals. Public functionaries are pillars of the state and they indulge and deteriorate condition of the country.

### **UNNOTICED CORRUPTION**

There are few types of corruption that even go un-noticed nor understood. Personal use of office articles, transport, taking family for official trip and manipulating expenses. Employment of governmental staff in one's house for purpose of private and personal benefit, domestic servants, guards and peons and

use by superior officer to intimidate the subordinate staff, in order to extract illegal work. An officer receiving in excess of his salary and allowance whether camouflaged or dressed into other form, are all kind of bribe. The basic issue is to see that by which trick of the trait, a public functionaries acted dishonesty he siphoned off public expenditure or was beneficiary to service in return for other than salary. <u>What are the ingredients of corruption?</u> Generally three parties are involved in this gruesome act. The first person is the one who is bribed; the other one is the giver of the bribe and the third one is the person who acts as an intermediary in finalizing the work. There can be a forth party who works within the precinct of Shariah honestly but his subordinates are involved in corruption, If he is a privy to the give and take, it is essential on his part to take corrective action against them.

#### REMEDY

A bribe receiver can refrain from bribe but those who are givers of bribe, it is difficult for them to forgo easily but the giver should try its outmost to reform, forgo his rights and if that is not possible he should consider himself a sinner but it is likely that God would not interrogate him on that per se forgive him in view of his helplessness. If a man decides to stop taking bribe by the will of Allah in future a question can arise is about the bribe he had taken in the past? Repentance means the utterance of words by mouth and deep grief in the heart re-affirming his faith in God. The third and last phase which is more important Pharas that is he should make a provision of repayment to the taker. For example, if one had not offered prayers in the past, he could start offering the deferred prayers at a later date. Similarly, if fasting was ignored in the past, the person should start fasting. Any form of bribes, has to be returned back to the same person, after making a fair estimate of the amount that was taken.

#### MEASURES

Corruption is rapidly increasing despite many legislation and formation of new department, is very well explained by an example; A guard (darogha) was entrusted to feed milk to the horses of the king. He sold some of milk in the market. On finding out about the dishonesty of the guard, the king appointed another guard to oversee his duties so that he should abstain from dishonesty. The newly appointed guard started receiving some of the milk out of the booty. The king then appointed another person over both the guards. They then planned and started, adding water to the milk. The king decided to inspect the milk. The king on seeing the bucket with fish embryos floating in the milk asked his deputy as to what it was. The Deputy Minister replied sarcastically "Sir, this is your honour's administration that is floating in the milk". Thus, we can easily say that all the strategies that were tried and implemented are very similar to that of the king's administration. The milk that is fed to our social fabric, contains germs of dishonesty that are sprawling at an alarming rate. Instead of diagnosing the ill and treating it with right medicine, we are doing nothing but employing guards on top of the other, as the king did in order to prevent the theft. There are many causes for the failure to combat and eliminate corruption, but the most distinct and important one is that all laws, rules and procedures that are framed related to dealing with a human subject taking his outside view; a rectification of the external outlook on life is made whereas a man's inner self is not examined at all. This is exactly what is happening today. In the first instance, the people who regulate the business of corruption, ensure workable strategies in advance. Moreover operation of law is very difficult, it is practically un-implementable because at the end of the day, the culprit is set free of course lower staffs are trapped to get the anticorruption department going. Various laws framed in combating corruption have failed because of the fact that the laws and rules examine the human beings from the outside; if the circumstances need to be changed in favour of the law, the spirit inside the man needs to be addressed, which would work on giving the desired results. Some reformatory framework has been suggested in the book.

1- For recruitment on certain job, judgment should be made according to the moral and spiritual values;

a candidate should possess high quality of moral and ethical values and should be an upright and honest person.

- 2- The annual confidential reports should be comprised of column related to moral, ethics and character and that must be checked within the department and not left to the reporting officer.
- 3- Removal of disparity in the salaries and allowances respectively, an adequate compensation to live a reasonable and respectable life in the present day circumstances.
- 4- Training should be undertaken, a directorate for religious affairs should be created in every government department.
- 5- An atmosphere of Islamic Teaching should be adhered to at a national level, so that ordinary people develop God's fear, which not only prevents them from doing wrong, but also helps in developing an animosity for those who follow the wrong path.

The need of the hour today is, to reach out to those people and change their vision and attitude for corruption. The feeling of fear, doomsday and the end of life is an effective tool to train one's mind; Print media and electronic media should undertake this venture. Artificial standard of life should be renounced for simple living, The Holy Prophet (PBUH) said "You should look to those people, who are less fortunate than you, in status, and do not look towards those people who are richer or above you. The first thing therefore, is to give up envy of others". Reliance on Allah is necessary keeping the budget in balance an attempt should be made (Ayat-2, Surah Al-Talaq) whosoever keeps his duty to Allah, Allah will appoint a way out for him". If public opinion turns against the menace, defamation of the public servant can be an effective tool for prevention.

#### PUNISHMENT

There are two types of punishment under shariah law. The first form of punishment is ordained by Allah and explained by the Holy Prophet (PBUH), which relates to adultery, theft, dacoit and murder. For these crimes, punishments are termed as prescribed punishments (Hudood or Qisas). The second type of punishment is not specified and has been left to the discretion of Qazi (Judges) in Islamic Government from case to case basis. These are called Tazirat and come in operation when corruption is checked under Shariah law. What we see today is that corruption has seeped so deeply in the social fabric of the society; to tackle it is a Herculean task. A strict exemplary punishment is required to emulate it as an irritant for others that have to be decided by the jurists in consultation with Ulemas. Strict laws with strict implementor are required. Why is it that no one even someone going from Pakistan violates, even a traffic law in U.A.E, the most trivial of an infringement of all the laws. The answer lies in compliance by the people and enforcement from the government.



DK–10, 38th Street, Darakshan, Phase VI Defence Housing Authority, Karachi–75500. Tel: +92-21-3584-0397/98 UAN: +92-21-111-202-303, Fax: +92-21-3585-1910 E-mail: gu@greenwichuniversity.edu.pk, URL: www.greenwich.edu.pk