

G tj LwU ^Zwi Kivi AvtM GKRtbi KvQ velq,tjv Dc^vcb KiZB wZwb tRvvtjvfite AvgvtK mg_® Rwbtoq gše" Kitjb th, wZwb AvgvtK Gi tPtqI nVRvi ,b Akxj- BwZEn AmsL" weÁvcb t`LvZ cvi teb| Zvi KvQ t_ tK weÁvcb ,tjvi K_v Aek" tkvbi mgq nqwb| Zte mvgwMKfite AwaKvsk weÁvcb bixi AwZwi³ Ges AthŠi³K e`veni , Akxj-Zv BZ"vw` vel tq mtPZb gntj eiveiB Avtj vPbv Ptj AvmtQ| weukó Bmj vgx wPŠwe` , mvteK mVPe kvn& Avāj nvbub Zvi ōUwf P`vbj gwj Kt`i cōZ wte` bō cētUi GK Astk G vel quU Avtj vKcvZ Ktib| wZwb wj tLb, ō ... wUwf P`vbj ,tjv μgvMZ Avgvt`i HwZn" I ms^wZi mv_ m½wZnxb ntq cotQ| GKvŠB cj"l t`i e`veüZ ctYi weÁvcb bixt`i AthŠi³Kfite e`veni Kiv nt`Q| weÁvcb cj"l t`i tPtq bixt`i Dcw^wZ AtbK tekx|...wUwf P`vbj ,tjvtZ wMvti tUi th weÁvcb cPvi Kiv nq Zv AtbK mgq Kj" wPcY® Avi GB wMvti tUi weÁvcbI bix gWtj i AcōqvRbxq Dcw^wZ j¶ Kiv hvq|...mKj weÁvcb bixi e`veni KZUjy h³h³ Ges D t`k`gj K tm vel tq cKwDVtZB cvti |

weÁvcb Avgiv Avgvt`i Kvj Pvi t_ tK mti hw`Q| tenki fVM weÁvcb wPtĀB t`Lv hvq, bixt`i kixti Iobv tbB| bixi kixi cKUFvte Ztj aivi j t¶" wnw` wmtbgvi gZv nVvr epōtZ gWtj t`i tFRvfv nq| t`Lv hvq weÁvcb wPtĀ bix gWtj cōqB Iobv Dwo tq w` t`Ob| Gme GK aitYi Akxj-Zv Ges Avgvt`i mvgwRK ixwZi we tivax| AcōqvRbxqfite bix gWtj Iobv Dwo tq bv w` tj wKsev epōtZ bv wFRtj wK tmB cY wU tKD wKbte bv? AtbK gWtj Avevi Iobv GKcvtk Sij tq ivtL| Avevi AtbK tqtq Iobv Mj vq tcvPtq ivtL...Guv cKZct¶ Avgvt`i HwZn" we tivax...Avgiv Zv gtb Kwi , Gt`tki kZKiv wbi vbeYBRb tj vKB RwiZi fv tjv HwZn" t_ tK mti th tZ Pvq bv|

weÁvcb G-I t`Lv hvq, tKvb GKwU wbow`® ZtKi wptgi ,tjY gvĀ Aí w`tbB Kv tjv tqtq dm® ntq hvq Ges dm® ,tjY PvKwi nq - Guv KZUKzev`em`SZ ? Kv tjv tqtq t`i wK PvKwi nq bv ?... weÁvcb tqtq t`i kvU`c`wU civB i aybq, tmUv Avtiv AwZμg Kti kvU`c`v tUi mv_ Iobv wnx b Ae`v j¶ Kiv hvq| ...ō| (% wK BwKj ve, 4 Rb 2004)

Gme velq D tj Kivi ci kvn&Avāj nvbub mKj wU wf P`vbj gwj Kt`i cōZ GKwU Awfbee weÁvcb bwxZgvjv %Zwi i civgk` t`b| wZwb wj tLb, ō...Avcbvt`i bwxZgvj vq KZ ,tjv vel q _vKte| thgb - wMvtiU ev tKvb gv`tki weÁvcb cPvi Kiteb bv| tZgwbvite Akxj-Zvi e`vcvti tKvb cKvi Qvo t`teb bv| tcvkvK-Avkv tKi t¶tĀ Avgvt`i th HwZn" tm HwZn" LpB fv tjv - tm GwZn`tK ati ivLteb| thgb - tqtq t`i tcvlv tKi t¶tĀ IobvtK KLtbvB ev` t`teb bv| IobvtK ev` t`qv weÁvcb Abtgv` b Kiteb bv| Avgvt`i t`tk kujxbZvi th avi Yv ZvtZI t`Lv hvq, weÁvcb hviv Iobv tQto w` t`Q, Nti wK`' Zviv Iobv ci tQ| mZivs Ggb Kivi wK` i Kvi AvtQ, hv Zviv wbtRivB tgb Pj tZ cvi tQ bv| cwiewi K MvUi evBti i ay weÁvcbI cōqvRtb Iobv tQto t`qv ev GB aibi tcvkv tKi t¶tĀ Qvo t`qvi wK cōqvRb i tqtQ?... ō| (% wK BwKj ve, 4 Rb 2004)

G tj LwU tj Lv nq 2004 mv tj | wKŠy-tj LtKi ōwte` tbi ō cōZ mské-tKD gtbvthwMx ntqtQb etj gtb nq bv| tj LKtK Awg e`w³MZfite wPwb| G vel tq K_v cōt½ Zvi KvQ t_ tK RvbtZ cvijvg th, wZwb i ay wj tLB Lvš-nbw eis Zvi tj LwU wbtq t`tki GKRB xkI`vbxq P`vbj

gwj tKi mv_ e'w³MZ fvte t`Lvl Ktib Ges ZvtK G e'vcvti e've`v tbqvi Abtjva Rvrbv| P'vtbj gwj K ZvtK Gwelq hZ`i mæe Df`vM Mthbi tPov Kivi Avkym t`b| wKŠ`ttLi welq, GLb chS-tKD G e'vcvti Df`vM Mthb KtitQb etj Avgvt`i Rvrbv tbB| Avgvi wekym msnké-mKtj hw` welqul Mfxi fvte wePbv Ktib Zvtj t`Lteb, G e'vcvti Zvt`i c`tq|c Mthb KivB wK nte| Pj wPtIi Rb` tmYi teW^o_vKtj weÁvctbi Rb` tKb P'vtbj ,tj vi Awfbæ bxwZgvj v _vKtZ cvi tebv?

bxwZgvj vi cvkvcwk weÁvctbi GKul my` aviv %Zix Kivi Rb`l Avgvt`i KvR Kiv`iKvi | G e'vcvti e'vemvqxt`i fvgKvB cåvb| Zvt`i cYtK Gfvte tcqgvU KitZ th tbwZevPK tgvUfFUs tdm^oKvR KitQ Zvi cvi eZB NUvtZ nte| Zvi AvtM tevSv`iKvi G tdm^o wK| Lvjt` teM Bæúv± BvUvib`vkbvtj ðAj cådu tbv j m0 wbetÜ KbRjgwi RgtKB tmb tbtMwJf tdm^ontmte Dtj t-Ktib| KbRjgwi Rtgi t`fc mæúK^oLvtj` teM tmlvtb wj tLb, ð AvtMKvi w`tb wePZvivi maviYZ evRvti mwZ`Kvi fvte th cåqvRtbi D^{me} nZ Zv tglvtZb| wKŠ` AvRKvj evRvi RvZKvixi cåg KvR nj Pwin`v`Zix Kiv, hvZ tm Pwin`v cti Zviv tglvtZ cvti | i'agvî GKul Dcvtq GwU Kiv thtZ cvti : cåqvRbtK (hv nt`Q mxwZ) Pwin`v ev AvKv•Lvq (hv mxgvnxb ntZ cvti) ifcšwi Z Kiv| GRb` Zviv d`vUvm Ges ÷`vUvm wmf Gi Avkq tbq| Zviv Avgvt`i ci ew³ ,tj vtK Df`v t`q| wePbtZ A_ wZKfvte DbZ t`k ,tj vtZ mviv w`b ivZ Pvicvk t`tK weÁvctbi evYx ,tj v tµZvi mvgtb úgvio tLq cto| Zviv µgvMZ GKB K_v ej tZ _vtK : wKb, wKb, wKb; e`q Ki, e`q Ki, e`q Ki | tZvgvi evmbvtK Pwi Zv^o Ki | GUVB nt`Q KbRjgwi Rg - K`wUwvj Rtgi Qvqvq teo I Vv g`vtUwi qwj Rtgi e`waMö' mšvb| mviv wePv^ocx Gi cåvi Z_vKw_Z tMvevj vBtRktbi B GKUv Ask| KbRjgwi Rg Gi mvi K_v nt`Q : Avgiv tFvM (consume) Kivi Rb`B evP| `ybvqi Zver mgm`vi Rb` GKUvB mgvavb AvtQ : GKUv wKQyTKb| Avi GB KbRjgwi Rtgi hviv wKkvi Zviv Zvt`i Ašti i`ib`ZvtK cY Kivi tPov Kti wZ`bZp cå³ cY` w`tq| Avi DbwZi Ggb GK htm evm KitZ tcti Zviv wbtRt`i MweZ gtb Kti | A_P hZB Zviv cY`i t`c RgvZ _vtK ZZB l me wKQyZvt`i KvQ gj`nxb gtb ntZ _vtK| Zvt`i Ašti i`ib`Zv Avi l Mfxi ntZ _vtK|

Ab`w tK e'vemvqxt`i PvKwPK`gq l wLvj weÁvcb Ges cY`i tcQtb Zvt`i t`_fni xi GK KymZ ifc t`Lv hvq| bvi xt`i KvR j vMvtbvi welqulB ai`b| Mvox t`tK i`i` Kti Uytc÷, GgbwK wPwoqvLvbi cåwKv chS-mg`-cY` wewLi Rb` bvi xt`i tmš`thP gtbvwwi ZvtK e`venvi Kiv nt`Q| BwZvntmi tKvb mgqB bvi xt`i GZ tQvU Kivi Ges t`_fni xi Rb` Gfvte e`venvi Kivi NUBv NtUwb| th `vb t`tKB UvKv Avmvi mætebv AvtQ tm `vtbi cti vUvB Zviv wefbaegvî vi t`f embv bixi Qwe w`tq fti tdtj tQ| tbvsi wG Ggb tkl chq wMtq tcštP tQ th, b`gvq evm Kiv e`w³ i gZ Avgivl GLb Avi Gi DrKU MÜ Abyfb KitZ cvi wQv| 0 (Impact International, Vol. 34, Issues 10&11, Oct-Nov 2004, p-5)

Zvtj tevSv tMj , Gmg`-wKQj tcQtb gj tgvUfFUs tdm^ont`Q KbRjgwi Rg| Kwî g Pwin`v`Zix KitZ ntj, AvKv•Lvi j vMvgnxb tNvovUvtK Df`v w`tZ PvBtj , Kpew³ ,tj vtK RvMtq tZvj v

c0qvRb| Avgv` i t`tk e`vemv`qi c0hvt`i m½ m½ KbRjgwi Rtgí c0vel evo`Q| Avi G
Kvi tYB Avgv` i weAvcb, tj vtZ Akj- Ges AthSw`K vel qvej x evo`Q|

KbRjgwi Rg bvgK GB tbwZevPK kw`u`K tgvKvtej v Kiv c0qvRb| mvs`wZK Ges HwZwn`K
gj`tevtai c0Z k`vkj mKj e`vemvqx Ges wkí cuZiv KbRjgwi Rtgí GB tbtMwuf tU`Ui
weci xZ GKwU cuRwuf tU`U Mto Zj tZ cvti b| GRb` Zvt` i`K weAvcb evRvi RvZKiY BZ`w`
e`vemvqK c0uqv, tj vtK `bwZK gj`tevtai Avtj vtK cYg`vqb Ki tZ nte| GKwU bZb
`wofw`zZ Gme M0b Ki tZ nte| wKs` `tLi vel q G e`vcvti gj`tevtai aviK e`vemvqxivl
m`u`Y`e`_`ntqtQb| G c0hvt` Lvtj` teM `tL Kti etj b, 0Zvivi 0Dbz0 w`tki e`vemv
c0Z0vb, tj v t`K tkLv tKSkj | PvZj x, tj v AUfvte e`envi Ki tQb| nZvkvi e`vcvi nj fvj
fvj Ov`iv me Gwj U weRt`bm `g, tj vtZ hv`Q Ges tmLvb t`K w`tL Avmt`Q th,
evRvi RvZKiY gvtbB nj g`wbc`j kb|0 (c`et`e) Lvtj` teM G wekvj e`_Zvi Rb` `0U w`etq
Dcj wai AfvetKB `vqx Ktib| 0c0gZt eZ0vb mgvtR e`vemv`qi fvgKv eStZ Zviv e`_`
ntqtQb| dtj AthK g`mj g bvgavix e`vemvq c0Z0vbl Zvt` i wR`^cwi fvlv, AvPiY Ges
`bwZK gj`tevtK t0tgvU Ki tZ e`_`ntqtQb| Zvivi Ab`i gZB UvKv `Zixi hsj hw` tKvb
g`mj tKi ag`q Abf`wZ `vtK Zte tm wKQyUvKv `vZe` KvR e`q Kti etU| Zte c`Y`i Kb`mP,
wWRvBb Ges gvtK0smn mgM0e`vemvq e`ve`vcvq Bmj vtgi w`q`v Ges `bwZK gj`tevtK M0b
Kivi c0qvRb teva Kti bv| w0ZxqZt Bmj vg GKRb e`vemvqx`K w`k`wqZj w`tqtQ Zv eStZ |
g`tb ivL`Z Zviv e`v`_`ntqtQ| tek KtqKwU nv`x`tm AvtQ ivmj (mvt) etj tQb, mr | mZ`ev`x
e`vemvqxiv (ci Kv tj) `vKte ivmj, w`w`i K (mZ`ev`x) Ges knx`t`i KvZvti | (wZiwghx)0
(c`et`e)

Lvtj` teM etj b, UvKv evbv`bvi Kvi tY w0q e`vemvqx`i GB D`P gh`v t`qv ntZ cvti bv|
Avmtj GKRb Zvi e`vemv`q mZZv Ges mZ`ev`xZvtK M0b Kivi gva`tg mgvtRB mZZvi
msthvRb Ktib| mZ`c`sk ewYR` GKUv mvgw`M`K e`vcvi thLv`b e`vemvi mKj ch`q mZZv Ges
mZ`ev`xZvtK M0b Kiv nq| G ai`Yi mZ`c`sk e`vemvqxivB wek`e`vcx Bmj vtgi c0hvi
NwUtqtQb| g`mj gvbiv KL`bv Ab`i ag`Swi Z Kivi tKvb w`kb nv`Z tbcwb| Ab`iv hLb
Zvt` i mr | mZ`cw`S` tj bt`tbi ms`utk`Avmj ZLb Zviv g`mj gvt` i c0Z AvK0 ntq coj |
AvwdKv Ges Gwkvqi weivU Astk G NUbvB NtU`Q|

Zvntj t`Lv hv`Q mr e`vemvqxiv BwZnv`mi aviv`K ch`S`-c`fweZ Ki tZ cvti | GRb`B Avgv` i
c0Pxb wdkvne` iv e`vemv`K AZ`S`-, i`tZji tPvtL t`tL`Qb| Bvgv Be`tb ZvBvgqv etj b, 0kvw`dq
| nv`j`x wdkvnc`sk AthK dKxn Ges Mv`3/4j x | Avj RI Rxi g`Z Gme wkí nt`Q 0di`R
tKdvq0| tKbbv RwiZi A`%wZK Rxeb GUv Ovov Pj tZ cvti bv| (Avj wnmvev w`dj Bmj vg, c`
17)

e`vemv`q c0d`Ui c0k`w, i`ZcY` wKs` c0dU`tKB wdkvne` iv c0vb etj g`tb Ktibwb| Zviv
eis e`vemv`K GKwU mvgw`RK KZ`e` etj g`tb Kti tQb| Zviv gZ w`tqtQb mgvtRi wKQytj vKtK
GUv Ki tZB nte (A`_ 0di`R tKdvq0) | wdkvne` t`i `wofw` LpB PgrKvi | tKbbv

e"vemvK Gfvte 0mvgwRK KZ@0 wntmte t`Ltj c0dtUi bvg Kti G. ce#Uktbi Avi tKvb
mthvMB _vtKbv| ZvB Avgiv gtb Kwi mr e"vemvqviv G wel q,tjv Avil _i"tZji mv#_ wetePbv
Kiteb| G c0t#Lvtj` teM mg^-mr e"vemvqxt` i c#fvekvj x kw#tZ cwiyZ nI qvi Avnevb
Rvbvb Ges Zvt` i#K KbRygvwi Rg Ges gvtUwi qwj R#gi mvgtb GKwU P"vtj A ntq `vovtZ
etj b| wZvb etj b, 0Through carefully thought out business policies and
practices, they can end exploitation – of women, of children, of consumers,
of the poor. This is what the world needs."

mWZ"Kvi At_B e"vemvtqi bvtg mg^-G. ce#Uktbi Aemvb nIqv `iKvi | G Rb" Avgiv
t`tki mKj atg# weteKevb mg^-e"vemvqxt` i Ges hviv wewfbaekje`vj tq 0neRtbm ÷vWVR0
cotQb Zvt` i `w0 AvKI# Kwi || mKj welta AbjKi#Yi Avktq bv wbtq weRtbm ÷vW#Ri
Qv#t` i teBb ÷w# Kitz nte| weAvcb, evRviRvZKiY BZ"wi` welq,tjv wbtq Zvt` i
GKvtWvgK KvR Kitz nte| G,tjv bZb Av#tK wePvi Kti wKfvte G. ce#Ukb QvovB
mdj fvte G KvR,tjv Kiv hvq tm welta AvtjvKcvZ Kitz nte| Zvt` i t`Lv#Z nte th,
gvtK0s gvtbB g#wbc#j kb bq|

t#kl Kivi Av#M GKwU Mf | wgti covi bv Kti#Qb Ggb GKrb f`tj vK wgti i GKwU GBW0n
weti vax weAvctbi K_v etj b| tmLv#b t`Lv#bv ntqtQ GK wnrve cwivnZv gv Zvi tQ#j tK wegv#b
I Vvi Av#M nv#Z tKvi Avb kixd w`tq ej #Qb: GLb Awig wbowš-th Avgvi tQ#j k#vgy# _vKte|
Avgiv wK Ggb weAvcb c#Pvi Kitz cwiv bv hv#Z Avgvt` i weklm Ges ms`wzi c0Zdj b _vKte
?