

## VISIONS OF ONSOR AL-MAALI KEYKAVUS ABOUT ORGANIZING COMMERCIAL AND TRADE ACTIVITY

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### ABSTRACT

At different times and in different countries economic activity was one of the most important areas of human activity. Therefore, thanks to economic activity occurs a consumption and mutual exchange of food products, clothing and consumer goods manufactured in agriculture and industry. And this is the main condition for human relations. The initial basis of economic activity took shape in the early stages of the development of human society. The initial basis of economic activity was shaped in the early stages of development of human society. The essence and mechanisms of effective organization of economic activity were based in the subsequent stages of social progress. Problems of effective organization of economic relations attracted the attention of spiritual enlighteners and educators of the society. Onsor Al-Maali Keykavus, being one of such personalities, in his work “Kabus-name” analyzed social relations in various fields as well as the essence of economic activity. This article discusses the aforementioned issues.

**Keywords:** Onsor Al-Maali Keykavus, the work “Kabus-name”, economic activity, trade, selling, commercial relations.

### I. INTRODUCTION

Economic activity is an important integral part and the basic condition of human life. In modern conditions a strong assimilation of skills of economic activity is required, which are an important mechanism of market production by social actors. However, economic activity and the organization of economic relations based on economic activity is a complex process in which it is necessary to give importance to certain aspects. One of the important aspects requiring special attention in the organization of economic relations is adherence to moral and ethical criteria in establishing production, production of raw materials, production and sale of products and goods. Historical sources describe in detail the moral and ethical criteria for organizing economic relations.

Therefore, Keikavus' Qabus-name, trade issues (establishing trade under market conditions), which is one of the main forms of economic relations, are covered in a separate chapter.

Very little is known about Onsor Al-Maali Keykavus. According to existing sources he belonged to a tribe of Gilan and was born in 412 in Hijri (Islamic) calendar (1021-1022 AD) [126]. The tribe Keykavus belonged to lived in Tabaristan (an area in the south of the Caspian Sea). Keykavus was a grandson of Shamsul-Maali Qabus, a governor of Tabaristan (Mazandaran). For this reason, he named his book after his grandfather (book of Kavus, Mirror of princes) and dedicated to his son Gilanshah. This book by Onsor Al-Maali Keykavus written at the age of 61 (or at the age of 62 according to other sources) in 1082-1083 is considered as a pedagogical book in a form of morals peculiar to Eastern people.

## II. Materials and methods

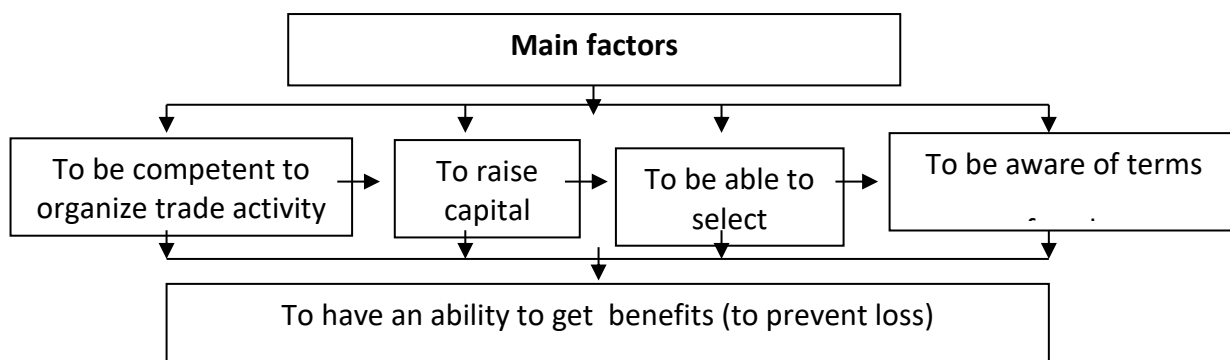
Usually methods of theoretical analysis and visualization are used in studying historical works. A method of work with historical books helps to study its content and ideas related to the things that are being investigated. Theoretical analysis helps to analyze ideas related to the subject of investigation or research, meanwhile a method of visualization helps to convert textual information into graphical form. Converting the textual information into graphical form gives an opportunity for students to properly master the essence of the work and the ideas presented in it.

The book “Qabus-name” written by Onsor Al-Maali Keikavus serves as a mean (material) in preparing students for economic relations.

## III. Discussion

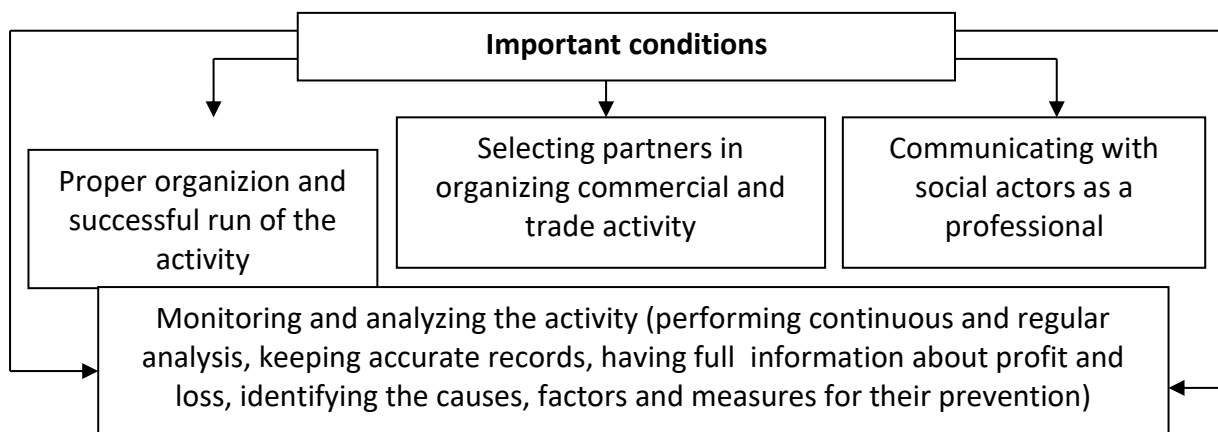
According to Onsor Al-Maali Keikavus, the main purpose of organizing trade and market activity is to have benefit from this process and it should be “based on knowledge and intellectual competence”. Particularly, it is important to ponder thoroughly, to develop a clear plan, to consider every single factor that can affect or have an influence on trade and selling as well as consuming potential of clients. It is said that it is important “to be dexterous and agile toward his property and means, not to be indifferent, unconcerned and cynical, not to wish failure to others for the sake of his own wellness and interests” [1, 129].

According to Keikavus, successful and effective organization of commercial and trade activity depends on certain factors. The author gives the following factors (picture-1):



**Picture-1. Factors of successful and effective organization of commercial and trade activity (Keikavus)**

“Qabus-name” says also it would be rational to comply with a number of terms in organizing commercial and trade activity. The scholars’ views in this regard can be classified as follows (picture-2):



**Picture-2. Terms of organization of commercial and trade activity (Keikavus)**

#### IV. Result

So, Keikavus' thoughts on rules and terms of organizing commercial and trade activity are as following:

1. Proper organization and successful run of the activity: ignoring minor things, avoiding irrational expenses or waste of resources; buying goods at a wholesale price, then selling them at a retail price; when capital is scarce avoiding to incur debt by imitating others; avoiding to expand trade, leaving it as it is (i.e. any loss will not be so great), selling the goods or products when it is necessary to do so or only if there is a need for that; being active, agile and enterprising in buying and selling; preferring land over sea when it is required to travel or have a business trip (because there is a small possibility of harm (damage) to the owner when goods or products are lost); avoiding or refusing to give goods (products) to stranger on credit; being careful with people who are not tested; being polite to clients; avoiding to promise something impossible, otherwise it is important to fulfill the promise; getting or buying any product only after seeing it; being aware of current prices when starting trade, complying with terms and agreements; saving up household necessities for the whole year, two times as much.

2. Selecting partners in organizing commercial and trade activity: communicating and dealing with honest, generous, noble-minded people in trade; making inquiries and asking people about future partners (it is important not to rely on the people's words but testing future partners is encouraged as well); for commercial or trade purposes traveling with a companion, paying attention to experience and knowledge of the companion, if there is a necessity to travel on foot then the companion shouldn't ride (on horseback); when lost, it is better to ask the road from good, gentle people not strangers; when traveling it is essential to have the necessary food and clothing; resting or spending the night at an honest person's house; being honest to partners, not betraying them.

3. Communicating with social actors as a professional: avoiding to trade or to exchange the goods (the author uses the word "goods" for fabric) with people who are not aware well about the quality of goods or with those who have little amount of goods; when trading or exchanging the goods with people with little amount of goods, it is discouraged to demand profit no matter what happens, if the partner hopes to get some profit, it would be appropriate to give him goods (products) for credit; being honest and fair in commercial and trade activity; refusing to deliver goods (products) until getting the agreed sum of money; avoiding being too trustful in business, instead being persistent and determined as well as kind and generous at the same time is a rational act of goodness; being honest and trustworthy in business; pleasing the

companions and the guide when travelling, even though the trip is safe, thanking them for their help.

4. Monitoring and analyzing the activity: spending money only when the profit is gained from selling the goods (products); avoiding to spend the capital (that is intended for business and trade) on daily things (expenses); analysing the profit and loss; avoiding to trust trade and business to other people, personally performing and recording accounting.

## **V. Conclusion**

From the aforementioned statements we can learn that a great scholar, Onsor Al-Maali Keykavus, had deep theoretical knowledge of commerce and trade as in other spheres of social life. The position and views of the scholar in this regard are notable for his high moral and ethical standards. In this respect, the ideas of organizing commercial and trade activity in the book “Qabus-Name” are of great value for social relations based on market production. Educating young people about the scholar's views in educational institutions helps to develop their moral and ethical qualities. In conditions of market relations introducing the ideas of the scholar in this area to students contributes to the development of economic consciousness and economic culture of students. Also, there is an opportunity to effectively prepare students for the organization of economic relations based on the ideas presented in the book.

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