totally undermine the influence of the consumer. The markets are so organised that the consumer has to go for standard products. This standardisation is on the increase at such a pace, that individual preference of the consumer is ignored. Like the books in the library, even human beings are allotted numbers as consumers. The system which boasts of giving highest importance to the individual, has ironically destroyed all individuality. Clearly, the capitalist system is incapable of helping the development of an integral human being.

Socialist System is a Reaction

Socialism arose as a reaction to capitalism. But even socialism failed to establish the importance of the human being. Socialists contended themselves by merely transferring the ownership of capital in the hands of the State. But the State is even more of an impersonal institution. All the business of the State is conducted by rigid rules and regulations. Generally, there is no place for individual discretion, and even where such discretion is allowed, the slightest laxity in the sense of duty and social responsibility on the part of the administrators, results in corruption and favouritism. The capitalistic system thought merely of the economic man, but left him free in other fields where he could exercise his individuality. The socialist system went much further, and thought only of the 'Abstract Man'. After that, there was no scope for the development of the individual's personality based on diverse tastes and abilities. The needs and preferences of individuals have as much importance in the socialist system as in a prison manual. There is no such thing as individual freedom in the socialist system.

There is no private property in a socialist society. This removes the problems accompanying the institution of private property. However, the incentive for production and conservation of resources, and economy in utilisation, accompany the institution of private property. There has been no alternative arrangement to preserve these. The State is made supreme and the sole authority in all matters. The individual citizen is reduced to a mere cog in this giant wheel. There is no provision to inspire the individual to fulfil his role. As Djilas states, "The class of old fashioned exploiters has been eliminated, but a new class of bureaucratic exploiters has come into existence". Karl Marx put forward, in his analysis of history, that capitalism contains the seeds of its own destruction, and that communism is a natural and inevitable successor to capitalism. This concept may be helpful in fostering faith in the communists about their ultimate victory, but certainly