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Material Success Sans Human Values in Kamala Markandaya's *Bombay Tiger*

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Abstract: The paper aims to show a contemporary go-getter society in which people believe in easy values. In the novel, the modern man like Ganguli throttles cultural ethos portraying the rapid changes in psyche of modern man reeling under the impact of materialism, consumerism and greed. For that he buries deep his traditional values and becomes successful. The success ladder which Ganguli climbs can be called a tale of material success sans human values. Gandhian values which prevailed in Indian society during the period of freedom struggle gradually give way to the new values in the free India. She addresses all the issues self above service, deception, immorality, violence that are important in today's context. The scenario is distasteful but true and has great relevance in today's society.

Keywords: Materialism, Technology, Commerce, Values, Humanism.

Bombay Tiger published in 2004 is the portrayal of modern India with its degrading values and greedy opportunist businessmen and politicians. Modern era is an era of rapid change but with new industrial set ups being established, new inventions and researches being carried out and industrial products produced on a mass scale giving birth to industrial houses, mass production and mass consumption on all at the same time. This necessarily had a bearing on traditional values, availability of mass produced products and the pattern of consumption. An offshoot of the whole phenomenon was emergence of neo-rich classes, pockets of influence and a radical change in the fabric of society not only in the Eastern world but Western too. Ganguli, the protagonist of the novel is a true reflection of one such neo-rich resultant class which assimilated in the emergent scenario and made quick strides. The humanistic concern of the novel is to depict the mentality and the machinations or subtle tricks he applies to gain a foothold in the new dispensation. The character is a reflection of the change which can occur to the mentality of mankind