

**Cattle Farming– A Catalyst in Employment Generation along with
Economic Uplift, in Rural Areas of Tehsil Jalalpur Pirwala, District
Multan**



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Abstract

Keeping in mind the problems of the researcher's native area-rural area of Jalalpur Pirwala, Multan, the topic of the research paper was selected. Aim was to explore a farming model suitable for the farmers of the subject area which could generate employments locally along with enhancing income of the farmers. After literature review research questions were made to achieve the aim. Qualitative exploratory research work was carried out by utilizing analytic induction data analysis technique. Both primary and secondary data was collected and analyzed. For empirical data 15 interviews were done from experts and farmers. Resultantly a farming model consisting of crop farming, cattle farming and biogas plant is recommended which is expected to achieve the aim. The farming model is expected to generate employment in the area along with enhancing income of farmers manifold. It can also be implemented outside research area in similar conditions.

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