

Abstract

This paper is designed to capture the effects of soft skills on the economic lives of farmers. As the global market scenario has been shifted from technical employment skills to non-cognitive or soft skills. It examines the positive effects of soft skills on the economic lives of farmers. The context bounded the province of Punjab, the largest agricultural province. The data type used in this study is primary. Qualitative data is collected from the active farmers in the fields through questionnaires and detailed interviews. Convenience sampling is used as the sampling technique for the collection of data set, 103 sample sizes have been used for this research. Farmers are facing many problems like credit constraints, prices of inputs, traditional sources of information, crop failure, low technical skills, low level of education, and low level of soft skills. They are also facing many social and psychological issues which affect their lives. Findings of this study describe farmers have much potential towards vocational pieces of training and soft skills as marketing and professional skills to overcome the current challenges and to produce more up to efficient level. Farmers can go even to other cities to acquire skills and knowledge if Govt. starts any skills learning program. Govt. should take steps to train our farmer loaded with technical and soft skills both.

Keywords: Soft skills, Economic lives, Farmers, Convenience Sampling