

DR. NAVEED FARAH

Associate Professor
Department of Rural Sociology
University of Agriculture, Faisalabad, Pakistan

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EMPLOYMENT HISTORY:

- (Oct 2024- To date) *Associate Professor* (Rural Sociology)
University of Agriculture, Faisalabad
- (Sep 2011 –Oct 2024) *Lecturer* (Rural Sociology)
University of Agriculture, Faisalabad
- (Dec. 2006 – Sep 2011) *Social Organizer (Gender)*
Punjab Irrigation and Drainage Authority (PIDA)
- (Jan. 2006 – June. 2006) *Research Assistant*
International Water Management Institute (IWMI)
- (Feb. 2002 – April. 2003) *Research Assistant*
International Water Management Institute (IWMI)

EDUCATION

Doctor of Philosophy (2019) Rural Sociology, University of Agriculture, Faisalabad.
Research Fellow in DAAD funded project “Urbanization of agricultural land, fodder and dairy production, and resource use efficiency at the rural-urban interface in Pakistan and India”.

Masters of Philosophy (2015) Rural Sociology, University of Agriculture, Faisalabad.
(3.95/4.00)

Masters of Science (2001) Rural Sociology, University of Agriculture, Faisalabad.
(3.95 / 4.00) *Silver Medalist*

Bachelor of Science (1998) Home Economics, University of Agriculture, Faisalabad.
(3.77 / 4.00)

RESEARCH INTERESTS

- Rural Transformation and its impact on Agricultural Communities & Environment.
- Gender and Agriculture
- Migration & Urbanization

PUBLICATIONS

a) BOOKS:

1. **Naveed Farah**, and Saima Afzal. 2024. Gendered dynamics: Migration and Pre-Urban Food Economics in Agriculture (1st ed.) [Digital and Paperback]. Lumina Literati Publishing. <https://luminaliterati.com/gendered-dynamics-migration-and-pre-urban-food-economics-in-agriculture/>

b) BOOK CHAPTERS:

1. **Naveed Farah**, Baseerat Iqbal, Saima Afzal and Izhar Ahmad Khan. 2024. Guardian of animal health: unveiling the social landscape of veterinary vaccination and immunization. In: Alvi MA, Rashid M, Zafar MA, Mughal MAS and Toor SI (eds), Complementary and Alternative Medicine: Immunization/Vaccinology. Unique Scientific Publishers, Faisalabad, Pakistan, pp: 103-109. <https://doi.org/10.47278/book.CAM/2024.024>
2. Shama Mushtaq, Rida Rasheed, **Naveed Farah**, Sana Mehboob, Qurat-ul-Ain, Sumaiya Kanwal. 2024. South Asian Perspective on Water and Energy Demand; Will It be a Resilient Future? In: International Relations - World Economy and Future Perspectives. Scientific Knowledge Publisher (SciKnowPub), USA.
3. **Naveed Farah**, Izhar Ahmad Khan, and Ashfaq Ahmad Mann. 2018. Rural-urban Migration. p. 687-702. In Khan, I, A and Khan, M. S (ed.) Developing sustainable Agriculture in Pakistan. CRC Press, Boca Raton, FL, USA.
4. Ashfaq Ahmad Mann, Izhar Ahmad Khan and **Naveed Farah**. 2018. Population Planning and Labour in Pakistan. p. 635-658. In Khan, I. A. and Khan, M. S (ed.) Developing sustainable Agriculture in Pakistan. CRC Press, Boca Raton, FL, USA.

c) RESEARCH ARTICLES:

1. Muhammad Rafiq-uz-Zaman, Ijaz Ashraf, Naveed Farah. 2025. Educational Environment And Teacher Performance In The Context Of Special Education Institutions in Pakistan: a review Paper. Social Science Review Archives, 3(2):17-35.
2. Ayesha, A., Qurat-ul-Ain, Farah, N., & S. A. Zaman. 2025. An Organic Approach To Stress Recovery Among Middle-Aged Working Females With Indoor Plants. *Contemporary Journal of Social Science Review*, 3(1):823-833.
3. Farina Maqbool, Izhar Ahmad Khan, Naveed Farah and Babar Shahbaz. 2024. Utilization of Maternal Health Care Services among Rural Mothers in Punjab, Pakistan: An Assessment Journal of Social Sciences Advancement
4. Abid Ali, Naveed Farah, Izhar Ahmad, Sumaira Bano. 2024. Improving Maternal Nutrition Through Food Security in Pakistan. Pakistan Journal of Public Health.
5. Sara Farooq, Hafiz Muhammad Younas, Shama Mushtaq, Saqlain Abbas, Zareen Fatima, Naveed Farah, Laraib Manzoor. 2024. CPEC and the Transformation of Public Discourse in Pakistan: A Demographic, Socioeconomic, and Cultural Perspective.
6. Zeba Andleeb, Izhar Ahmad Khan, Naveed Farah, Babar Shahbaz. 2024. Determinants of Women Empowerment in Rural Punjab, Pakistan. International Journal of Contemporary Issues in Social Sciences.
7. Baseerat Iqbal, Naveed Farah, Saima Afzal, Sadaf Iqbal, Shah Zulfarnain Haider, Amna Bashir. 2024. Emotional Intelligence and Teachers Performance in Higher Education Institutes: Mediating Role of Job Satisfaction. *Remittances Review*. 9: 2186-2197
8. Farina Maqbool, Izhar Ahmad Khan, Naveed Farah and Babar Shahbaz. 2023. Addressing Maternal Health Challenges: A KAP Study On Antenatal Care In Rural Punjab, Pakistan. *Migration Letters*. 20:1526-1534
9. Madiha Naz, Adeela Manzoor, Faiza Anjum, Uzma Niaz, Naveed Farah, Saima Afzal, Sadaf Mehmood. 2023. Impact of Economic determinants of household food security in Rural

- Communities: A cross-sectional study in Punjab, Pakistan. *Central European Management Journal*, 31 (2):277-287
10. Neelam Shafique, Saima Afzal, Ambreen Fatima Khan, Asia Rasool, Naveed Farah. 2023. Role of Social Media in creating political efficacy among educated youth: A study of Multan. *Periodicals of Social Sciences*, 3(1):119-130
 11. Nabeela Farah, Saira Siddiqui, Muhammad Uzair, Saima Afzal, Naveed Farah , Muhammad Imran Khan , Anam Afzal. 2023. Investigating Potential Hazards Of Domestic Fuel Sources And Associated Medico-Social Issues Among Rural Women In Punjab, Pakistan. *Journal of Positive School Psychology*, 7 (3): 459-470
 12. Nabeela Farah, Saima Afzal, Saira Siddiqui, Qurat ul Ain, & Naveed Farah 2023 Women's Self And Society: A Sociological Review For Equality And Empowerment. *Periodicals of Social Sciences*, 3(1):1-8
 13. Anam Afzal, Nabeela Farah, Naveed Farah 2022 Socio-Cultural Factors Affecting Early Initiation of Breastfeeding: A Qualitative Study *Annals of Social Sciences and Perspectives*, 3 (2):349-357
 14. Mamoon Khan, Saima Afzal, Muntazir Mehdi, Muhammad Meesum Hassan, Naveed Farah. 2022. Socio-Psychological Impacts of Corporal Punishment on Secondary School Children (A study of District Zhob, Balochistan). *VFAST Transactions on Education and Social Sciences*, 10(2):115-123
 15. Naveed Farah, Saima Afzal, Izhar Ahmad Khan. 2022. Prevalence of sexual harassment Among women agricultural laborers And perceived impacts on their Physical & mental health. *Pakistan Journal of Educational Research*, 5(2):115-128
 16. Tahir Munir Butt, Azra, Muhammad Luqman, Naveed Farah and Muhammad Yaseen. 2022. Exploring the rewards and consequences of wastewater irrigation in vegetables: case study of central Punjab, Pakistan. *Sarhad Journal of Agriculture*, 38(2): 585-594.
 17. Naveed Farah, Izhar Ahmad Khan, Asif Ali Abro, Jehanzeb M. Cheema, M. Luqman. 2021. The Nexus of Land use Changes and Livelihood Transformation of Farmers at Rural-Urban Interface of Pakistan. *Sarhad Journal of Agriculture*, 38(1): 46-59.
 18. Durr-e-Shahwar, Izhar Ahmad Khan, Naveed Farah and Babar Shahbaz. 2021. Obstacles and challenges for women empowerment in agriculture: the case of rural Punjab, Pakistan. *Pakistan Journal of Agricultural Sciences*, 58(3), 1075-1080
 19. Kaneez Fatima, Izhar Ahmad Khan, Naveed Farah. 2021. The Factors Responsible for Shaping the Parent's Attitude towards Bonded Child Labor. *Global Social Science Review*, 6(2):371-383
 20. Adeela Manzoor, Norina Jabeen, Saima Afzal, Naveed Farah, Ayesha Khurshid and Izhar Ahmad Khan. 2021. Examination Of The Married Women's Rights In Pakistani Society: A Case Study Of The Demographical Variables Of Married Women In Urban And Rural Areas Of Faisalabad, Punjab, Pakistan *Palarch's Journal of Archaeology of Egypt/Egyptology* 18(10):2145-2153.
 21. Naveed Farah, Babar Shahbaz, Izhar Ahmad Khan, Adeela Manzoor, Norina Jabeen and Muhammad Luqman. 2021. Gender Gap In Agricultural Education In Pakistan: A Study Of Aspirations, Motivation And Hindering Factors. *Journal of Islamic Countries Society of Statistical Sciences*, 7(2):23-38
 22. Muhammad Meesum Hassan, Naveed Farah, Saima Afzal, Abu Safian, Sidra Hussain 2021 A Study on Occupational Health Hazards of Sanitation Workers in District Multan, Pakistan *International Journal of Current Research and Review*, 13(13):222-232
 23. Ayesha Khurshaid, Adeela Manzoor, Naveed Farah, Saima Afzal, Faiza Anjum, and Israr Ahmad. 2021. Exposing The Gender Role In Dairy Farming In Rural Area Of Okara, Pakistan: A Case Study Of Tehsil Okara. *Palarch's Journal of Archaeology of Egypt/Egyptology* 18(10), 860-868.
 24. Naveed Farah, Saima Afzal, Izhar Ahmad Khan, Samra Naeem and Muhammad Luqman. 2021. Trans Gender's Inclusion In Mainstream Pakistani Society With Reference To Their Inclination Towards A Respectable Livelihood. *Journal of Islamic Countries Society of Statistical Sciences*, 7(1): 61-75
 25. Naveed Farah, Izhar Ahmad Khan, Ashfaq Ahmad Maan, Babar Shahbaz and Jahanzeb Masud Cheema. 2019. Driving Factors of Agricultural Land Conversion at Rural-Urban Interface in Punjab, Pakistan *Journal of Agricultural Research*, 57(1):55-62

26. Adeela Manzoor, Naveed Farah, Izhar Ahmad Khan, Norina Jabeen, Saima Afzal, Ashfaq Ahmad Maan. 2018. Sustainable Rural Development through Women's Engagement in Livestock Sector in Punjab, Pakistan Pakistan Journal of Life & Social Sciences, 16(2): 124-128
27. Naveed Farah, Izhar Ahmad Khan, Adeela Manzoor and Baber Shahbaz. 2016. Changing Land Ownership Patterns and Agricultural Activities in the Context of Urban Expansion in Faisalabad, Pakistan Pakistan Journal of Life & Social Sciences, 14(3): 183-188
28. Naveed Farah, Muhammad Iqbal Zafar, Naima Nawaz. 2012. Socio-economic & cultural factors affecting migration behavior in district Faisalabad Pakistan Journal of Life & Social Sciences, 10(1): 28-32

RESEARCH PROJECTS:

	Project title and duration (from-to)	Status as PI or Co-PI	Funding Agency	Budget	Status
1	Climate resilient and adaptive water allocation in Pakistan-Socioeconomic Component (Nov 2024-June 2029)	Gender Specialist	ACIAR- Australian Center for International Agricultural Research		On-going
2	Research and Analysis of Existing Local Groundwater and Salinity Management Practices in Khanewal, DG Khan, Sanghar and Umerkot Districts (April 2024-Nov 2024)	Team Leader-Gender	Food And Agricultural Organization	4.25 million	Completed
3	Promotion of solar cookers to change the energy use behavior of communities. (Feb 2017-Jan 2019)	PI	Endowment Fund Secretariat, Uni. of Agriculture, FSD	1.329 million	Completed
4	Youth and gender mainstreaming in agriculture activities through need based capacity building in Punjab and Khyber Pakhtunkhwa	CO-PI	PARB/USAID	3.00 million	Completed
5	Build Healthy Kids – School Health Promotion in Rural Areas of Faisalabad (July 2016-Oct 2016)	PI	HEC	1.0 million	Completed
6	Women Empowerment and gender sensitization in agriculture sector (November 2015-Jan 2017)	PI	USAID/GEP	8.54 million	Completed
7	Factors responsible for failure of the role of electronic media in promoting farmers-interests in rural Punjab-Pakistan (August 2016-Jan 2017)	CO-PI	USPCAS-AFS	0.79 million	Completed

PAPER PRESENTATIONS:

S.No	Presenter	Year	Title	Venue
1	Naveed Farah, Abid Ali, Nabeela Farah, Muhammad Idress	2023	Knowledge, attitude and practices towards organic food consumption in urban communities	Sindh Agriculture University, Umerkot

2	Muhammad Idress, Uzma Niaz, Naveed Farah, Nabeela Farah	2023	Role of rural women in agricultural productivity and its impact on their empowerment	Sindh Agriculture University, Umerkot
3	Dr. Naveed Farah, Nabeela Farah, Saira Siddiqui, Anam Afzal	2023	Gender gap in higher education in Pakistan: A study of Aspirations, motivation and mobility among women students in agricultural sciences	University of Home Economics, Lahore
4	Naveed Farah, Dr. Nabeela Farah	2023	Gender sensitive approach to climate change policies: perspective and challenges.	University of Home Economics, Lahore
5	Saima Afzal, Adeela Manzoor, Norina Jabeen, Naveed Farah	2022	A comparative study of work-family role conflict faced by women beauticians working from home and marketplace in district Faisalabad.	Department of Sociology, BZU Multan
6	Naveed Farah, Nabeela Farah, Saima Afzal	2022	Trans gender's inclusion in mainstream Pakistani Society with reference to their inclination towards a respectable livelihood.	2 nd International Conference on Gender Studies, DGS, Punjab University 15-16 December 2022
7	Nabeela Farah, Naveed Farah	2022	Comparison of Energy ladder and fuel stacking models and state of women's health: A study of Rural Punjab.	2 nd International Conference on Gender Studies, DGS, Punjab University 15-16 December 2022
8	Naveed Farah, Babar Shahbaz, Izhar Ahmad Khan	2021	Gender gap in higher education in Pakistan: A study of Aspirations, motivation and mobility among women students in agricultural sciences	School of Social Sciences and Humanities, University of Management & Technology, Lahore
9	Naveed Farah, Eesha Yaqoob, Fariha Siddique	2021	Knowledge, attitude and practices regarding dengue prevention: A rural-urban comparison	Department of Sociology, BZU, Multan
10	Eesha Yaqoob, Saad Javed, Naveed Farah, Aysha Imtiaz, Naimatullah Hashmi	2021	Beliefs in spiritual healing among hemophiliacs and their parents	Department of Sociology, BZU, Multan
11	Naveed Farah, Izhar Ahmad Khan, Ashfaq Ahmad Mann.	2019	Extent and determinants of agricultural land conversion at rural-urban interface in Punjab, Pakistan	University of Okara.
12	Naveed Farah , Izhar Ahmad Khan, Anjum Munir	2016	Use of Solar Cookers for improved health of rural households	International center for Development & Decent Work (ICDD) ISBN:978-969-9035-13-5
13	Nabeela Farah, Izhar Ahmad Khan, Naveed Farah	2016	Usage of biogas plants in socio-economic community development of district Faisalabad	International center for Development & Decent Work (ICDD) ISBN:978-969-9035-13-5
14	Naveed Farah , Izhar Ahmad Khan, Ashfaq Ahmad Maann	2016	Urbanization of agricultural land: implications for agricultural activities along rural-urban interface in	U.S- Pakistan Center For Advanced Studies In Agriculture & Food

			Faisalabad	Security ISBN:978-969-9035-13-5
15	Nabeela Farah, Shakila Fakhra, Izhar Ahmad Khan, Naveed Farah	2016	A sociological study of women participation in agricultural activities in rural areas of district Layyah	U.S- Pakistan Center For Advanced Studies In Agriculture & Food Security ISBN:978-969-9035-13-5
16	Naveed Farah , Z. Shams and Izhar Ahmad Khan	2014	Invisible workforce: Needs & Problems faced by home-based women workers in rural areas.	International center for Development & Decent Work (ICDD) ISBN: 978-969-8911-01-0
17	Muhammad Younas, Izhar Ahmad Khan, Naveed Farah and Babar Shahbaz	2013	Food Utilization Patterns and associated risk factors in agrarian community of Distt Faisalabad”	UNICEF & National Institute of Food Sciences & Technology, Uni. Of Agriculture, Faisalabad
18	Naveed Farah	2011	Socioeconomic and cultural factors affecting migration behavior in Distt Faisalabad	International center for Development & Decent Work (ICDD) & UAF

TRAININGS ATTENDED:

1. Two days workshop on “Promoting Research Excellence in Academics across Pakistan”. At Higher Education Commission, Pakistan organized by ELSEVIRE on 1st & 2nd February, 2022.
2. One-day workshop on “Dissecting the scholarly publishing process. A current overview on the steps to getting publish, organized by WILEY on Jan 26, 2022.
3. one0 day workshop on “Elsevier Expert Series-Research and Societal Impact: Innovation for the Future” organized by Elsevier-World Bank on 01 December, 2021.
4. 1 day webinar “Improving Research Planning skills using Elsevier Tools-Scopus and Science Direct” on 22 December, 2020.
5. Stakeholder’s workshop on “Promotion of Quinoa as an alternate crop for food and feed production”, organized by Food & Agriculture Organization (FAO) and University of Agriculture, Faisalabad, on 19-20- November, 2020
6. Three days’ professional development workshop for young faculty, organized by Directorate of Academics & Teaching Resource Centre, University of Agriculture, Faisalabad.
7. 2nd international workshop on “Scholarly Writing and Publishing”, Dec 9-13, 2019, organized by Institute of Soil & Environmental Sciences and Pakistan Journal of Agricultural Sciences, UAF.
8. Interactive Workshop on Issues and Challenges of Quality Enhancement in Higher Education, Sep 05, 2019.
9. 2 days Symposium on “Gender Equality & Justice” arranged by “UN Women” at University of Agriculture, Faisalabad.
10. 3 days training on “Producing Quality research in Social Sciences” 18-20 Dec, 2017 at Punjab Higher Education Commission, Lahore.
11. 3 days training on “Introduction to LaTeX –UAF synopsis and thesis”, 26-28 July, 2017: US-Pakistan Center for Advanced Studies, UAF.
12. International Workshop on Sustainable Energy Solutions for community development in Pakistan, organized by UAF, Uni. Of Kassel, Germany, ICDD, ALP & EFS-UAF, Nov 08-09, 2016.

13. 3 days International Training Workshop on “Building Capacity for Intellectual Property Management and Technology Transfer”, 9-11 Nov, 2015. US- Pakistan Center for Advanced Studies, UAF.
14. 2- Days training on “Cite While You Write”. 12-13 Sep, 2015 arranged by NIFSAT, UAF.
15. Active Citizens Program Development Workshop, 1-3 June, 2015 at Lahore by British Council, Pakistan and HEC, Pakistan
16. Indigenous on Campus Training (IOT), Under Modern University Governance Program, Higher Education Commission, Pakistan.
17. One-day Training Workshop on “Young Researcher’s Skill Development” National Academy of Young Scientists, Islamabad.
18. Training of Farmers & Mid-level Professionals on “Mass Awareness for Water Conservation and Development” by Pakistan Council of Research in Water Resources (PCRWR) and United National Development Program (UNDP)
19. Training of Trainers (Capacity Building Seminar on Presentation Skills and Career Development) Gender Reform Action Plan (GRAP).
20. Training of Trainers Punjab Irrigation & Drainage Authority (PIDA).

CONFERENCES ATTENDED:

1. International Academic Studies Congress, 2023 “Ever-changing World: Challenges and Opportunities” at MNS University of Agriculture, Multan, 10-12May, 2023.
2. Ist international Conference on Biodiversity of Arid Zone, Sindh Agriculture University Campus Umerkot. -7-08 March, 2023.
3. International conference on sustainable development in Pakistan: exploring local discourse and seeking solutions, university of Home Economics Lahore, 14-15 March, 2023
4. International Conference on Contemporary issues in sociology and Public Health, BZU Multan on 25-26 November, 2022.
5. International Online Medical Sociology Annual Conference 2021 at BZU Multan, Jan 2021.
6. 2nd International Debates in Contemporary Gender Issues: Five Years of SDGSs in Pakistan, at University of Management & Technology, Lahore, March 2021.
7. 1st International Interdisciplinary Conference 27-28 March, 2019 at University of Okara.
8. 2nd National Conference on “Water and Environment”, 2-3 August, at Mehran University, Jamshoro.
9. International Conference on Gender, Human Rights and Islam. 23-24 Nov, 2017 at Bahu Din Zakria University, Multan.
10. International Conference on Sustainable Agriculture in Pakistan, at Uni. of Agriculture, Faisalabad, Nov, 2016.
11. International Conference on “Emerging Horizons of Agri. Extension for Sustainable Rural Development, Institute of Agri. Extension & Rural Development, UAF, Feb, 2015.
12. International Conference on Linkages, Value Chains and Development along the Rural-Urban Interface. International Centre for Development & Decent work (ICDD) and Uni. Of Agriculture, Faisalabad, Jan, 2014.
13. International Conference on urban, Peri-urban Agriculture, Employment & Value chain Management. International Centre for Development & Decent work (ICDD) and Uni. Of Agriculture, Faisalabad, Oct, 2011.

SUPERVISION OF RESEARCH STUDENTS:

As Supervisor of Thesis	
M.Phil.	34 (completed)
PhD	03 (final thesis submitted)
	04 (In Progress)
As Advisor of Technical Reports	19
As a member of Supervisory Committee:	150

CURRICULUM DEVELOPMENT:

- Developed the “BS Sociology” program in 2021.
- Member of Graduate Group for developing curriculum of MS Rural Development Program.
- Developed a Post graduate course on “**Gender in Agriculture**” in consultation with Dr. Angela from University of Cape Town, Ghana.
- Developed an Undergraduate course “**Comparative Religion**”.
- Developed Undergraduate course “**Citizen Education and Community Engagement**” with British Council & Higher Education Commission.

EXTRA-CURRICULAR ACTIVITIES AT CAMPUS:

1. Serving as Graduate Student Advisor
2. Serving as Advisor BS Sociology Program.
3. Serving as Co-In charge of “Green Youth Movement Club-GYM Club”.
4. Served as Convener “UAF Women Cycling Club”.
5. Served as **Coordinator** for British Council’s “Active Citizens” Program at University of Agriculture, Faisalabad.
6. Focal Person “**Change maker Institute Award**” with the British Council, Proskills UK Group and Youth Engagement Services (YES) Network Pakistan.
7. Member for Gender Equity Committee of University of Agriculture, Faisalabad

LANGUAGE COMPETENCY:

	Understanding	Speaking	Writing
English	Good	Good	Good
Urdu	Excellent	Excellent	Excellent
Punjabi	Excellent	Excellent	Good