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**“A STUDY ON LEVEL OF AWARENESS OF FARMERS TOWARDS
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A STUDY ON LEVEL OF AWARENESS OF FARMERS TOWARDS GREEN INSURANCE SCHEME IN TRINELVELI DISTRICT

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ABSTRACT

Agriculture is a Spinal card of Indian Economy. India is an agrarian economy with one third populations depending on the agriculture sector directly or indirectly. Where production process in agriculture is entirely different than in other industries. The production in this sector bearing Risk and Uncertainty because of many factors like Irrigation, Weather conditions, Usage of Seeds Fertilizers pesticides, Lack of awareness on risk mitigation and Government failure in disseminating information on Crop Insurance Schemes in India. The Risk bearing capacity of the average small farmers in the semi-arid tropics is very limited. This paper investigates the awareness and perception on crop insurance scheme, in Tirunelveli District of Tamil Nadu State. In order to avoid the risk and uncertainty in agriculture, government of India and state governments have launched several schemes such as National Agriculture Insurance Scheme and Weather index based crop insurance schemes. But their coverage and usages of these programmes are limited among the farmers because of lack of sufficient information on schemes. This paper has reported the results of a survey of 100 farmers conducted to assess their perception and

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awareness about various facets of crop insurance schemes. The sample 100 farmers has been selected on the basis of convenience sampling method. The present study found that the crop insurance scheme is not more popular among the farmers of Tirunelveli District of Tamil Nadu. Present study revealed that 64 percent of respondents does not have awareness on crop insurance and 69 percent of farmers have not taken any crop insurance product.

KEY WORDS: Crop Insurance, Agriculture, Farmers, Awareness and Tirunelveli District
Introduction

Agriculture production and farm incomes in India are frequently affected by natural disasters such as droughts, floods, cyclones, storms, landslides and earthquakes. Susceptibility of agriculture to these disasters is compounded by the outbreak of epidemics and man-made disasters such as fire, sale of spurious seeds, fertilizers and pesticides, price flections etc. All these events severely affect farmers through loss in production and farm income and these are not in the control of farmers. With the growing commercialization of agriculture, the magnitude of loss due to unfavorable eventualities is increasing. In dryland farming, drought is severely affecting farmers through loss in production. Drought is a situation of lower than normal rainfall and it is as much a management issue as a technical one. Drought management and mitigation will be important for the future sustainability of agriculture production, productivity and livelihoods. Agricultural insurance is considered as an important mechanism to address the risk of output and income resulting from various natural and man made events. Agricultural Insurance is a means of protecting the agriculturist against financial losses due to uncertainties that may arise agricultural losses from all unforeseen perils beyond their control. Unfortunately, agricultural insurance in the country has not made much headway even though the need to protect farmers from agriculture variability has been a continuing concern of agriculture policy. Crop insurance is one method by which farmers can stabilize farm income and investment and guard against disastrous effect of losses due to natural hazards or low market prices. It is not only stabilizes the farm income but also helps the farmers to initiate production activity after a bad agricultural year. It cushions the shock of crop losses by providing farmers with a minimum amount of protection. It spreads the crop losses over space and time and encourages farmers make more investments in agriculture. However, one need to keep in mind that crop insurance should be part of overall risk management strategy. Insurance comes towards the end of risk

management process. Insurance is redistribution of cost of losses of few among many, and cannot prevent economic loss.

Review of Literature

Raju & Ramesh Chand (2008) in their research article, "A Study on the Performance of National Agricultural Insurance Scheme and Suggestions to make it more Effective", they have examined the features and performance of National Agricultural Insurance Scheme (NAIS) operating in the country and has suggested some modifications to make it more effective. Every suggested improvement has financial implications and affects the concerned insurance practices. It requires renewed efforts by the government in terms of designing appropriate mechanisms and providing financial support to agricultural insurance. Providing of similar support to the private sector insurers would help in increasing the insurance coverage and improving the viability of insurance schemes over time. The study has also suggested that different general insurance companies in the country may be assigned some reasonable targets to cover agricultural insurance, and to begin with, it could be equal to the share of agriculture in the national income.

Suresh Kumar et.al.(2011) in their research work, "An Analysis of Farmers" Perception and Awareness towards Crop Insurance as a Tool for Risk Management in Tamil Nadu", they have reported the results of a survey of 600 farmers conducted to assess their perception about various facets of crop insurance schemes. The survey has revealed that most farmers (65%) are aware of risk mitigation measures of the government. But, only half of the farmers have been found aware about the crop insurance schemes/products. This implies that there is need to disseminate information about insurance schemes across the target groups. Further, it has been shown that factors such as gross cropped area, income from other than agricultural sources, presence of risk in farming, number of workers in the farm family, satisfaction with the premium rate and affordability of the insurance premium amount significantly and positively influence the adoption of insurance and premium paid by the farmers. The study has clearly brought out the urgency of developing more innovative products, having minimum human interventions.

Narayanan and Saravanan (2011) conducted a study in and around Erode rural namely Arachalur, Bhavani, Nanjai Uthukuli, Nasiyanur and Vellore. They collected data from 120 farmers chosen by convenient sampling method. The researcher collected data by employing a questionnaire and analyzed it using percentages, ANOVA and Chi Squares. It was found that only 35.3% of the respondents have insured for both cattle and crop. About 82.4% of the

respondents have been motivated by other farmers and 29.4% of the respondents have felt that TV media is more effective media to know about agriculture insurance. About 30.8 % of the respondents are not willing to go for the insurance. Customer care service will affect the respondents' period of using insurance service. There is a close significant relationship between period of insuring and level of satisfaction towards services provided by the insurer.

Objectives of the Study

The objectives of the study are as follows:

1. To find the origin and history of Crop Insurance in India
2. To know the background profile conditions and income distribution of farmers in the selected area.
3. To analyze the farmers perception, awareness and adoptability of Crop insurance in Tirunelveli District of Tamil Nadu.

Research Design and Methodology of the Study

Sources of Data

The research design is to study the perception and awareness about crop insurance in the study area. The present study is based on both primary and secondary. The primary data were collected from the farmers by meeting them in different agriculture working places in the study area. For this purpose the structure questionnaire was prepared. The secondary have been gathered from the information agriculture association reports, survey reports, journals, magazines, Internet websites and books related to perception and awareness of farmers.

Sampling Method

Since the population is considering ably large in size it is not practicable to collect data from the whole population within the time frame. The number of members of each region is not uniform. To find the perception and awareness about crop insurance in the study area. There are 100 farmers have been selected from Tirunelveli District of Tamil Nadu on the basis of the convenience sampling method.

Results and Discussion

Gender:

The distribution is also very similar to the age wise distribution on farmers. So we can infer that across sexes and different age groups, the consensus lies farmers perception and awareness towards crop insurance in the study area.

Table No.1
Gender of the Farmers

Sl. No	Gender	No. of. Respondents	Percentage (%)
1	Male	64	64.00
2	Female	36	36.00
Total		100	100

Source: Primary Data

The table no.1 exhibits that the presents the gender distribution of the sample. The sample was representative of a larger number of male respondents to that of female respondents. Male respondents comprised of 64 per cent ($n = 64$) compared to 36 per cent ($n = 36$) female respondents. The high response rate with regards to the male respondents is attributed to the fact that the large number of males in this division is due to the nature of crop insurance plans.

Age of the Respondents

Age of the respondents is measured as a significant demographic up-and-down in the crop insurance awareness and perception. It is understood that age of the respondents may ascertaining the crop insurance plans.

Table No.2
Age of the Respondent

Sl. No	Age	No. of. Respondents	Percentage (%)
1	Below 30 Years	08	8.00
2	30-40 Years	15	15
3	41-50 Years	47	47.00
4	Above 50 Years	30	30.00
Total		100	100

Source: Primary Data

The table no.2 shows that the age distribution of the sample is presented in table. The majority of the respondents ($n = 47$ or 47 per cent) fall in the age category between 41-50 years. This is followed by 30 (30 per cent) of the respondents in the age category of 50 years. The age category 30-40 years old, constitutes 15 per cent ($n = 15$) of the sample. The minority of the respondents ($n = 08$ or 8 per cent) fall in the age category of below 30 years. From the ensuing results it can therefore be concluded that the majority of the workforce participating in the study is fairly farmers between 41-50 years.

Educational Qualification

Education plays a significant role in influential affecting and influencing the perception and awareness about crop insurance schemes.

Table No.3
Educational Qualification of the Respondent

Sl. No	Qualification	No. of Respondents	Percentage (%)
1	School Level	57	57.00
2	Graduate Level	15	15.00
3	No Formal Education	28	28.00
Total		100	100

Source: Primary Data

The table No.3 shows that the education level of the sample. The table depicts that the majority of the respondents, 57 per cent has an educational level of upto higher secondary, whilst 15 per cent possess an educational level of under graduates, and while 28 per cent of farmers has possess a no formal qualification. It can therefore be concluded that the more than half of them have completed the qualification of school level in the study area.

Table No.4
Awareness level about Crop Insurance Scheme

Sl. No	Awareness	No. of Respondents	Percentage (%)
1	Well Aware	14	14.00
2	Aware	22	22.00
3	Not Aware	64	64.00
Total		100	100

Source: Primary Data

The above table shows that the awareness level among the farmers about crop insurance schemes in the study areas is very low. Farmers are not aware about the crop insurance schemes implemented by the Government as risk management tool. Most of the farmers (64 per cent) have no idea about crop insurance, (22 per cent) of the farmers have some basic knowledge about crop insurance schemes in India and least (14 per cent) have well aware about crop insurance schemes in the study area.

Table No.5
Level of Satisfaction of Farmers about prevailing Crop Insurance Scheme

Sl. No	Level of Satisfaction	No. of Respondents	Percentage (%)
1	Highly Satisfied	12	12.00
2	Satisfied	20	20.00
3	Not Satisfied	68	68.00
Total		100	100

Source: Primary Data

Table No.5 depicts that the level of satisfaction farmers about crop insurance schemes in the study areas is not much satisfactory at all. Farmers are not fully satisfied with the crop insurance schemes implemented by the Government. From the total farmers (68 per cent) of them are dissatisfied with the prevailing crop insurance schemes, (20 per cent) of them are satisfied, (10 per cent) of them are highly satisfied with prevailing of crop insurance schemes in the study area of Tirunelveli District of Tamil Nadu.

Summary and Conclusion

- . It is identified that the high response rate with regards to the male respondents is attributed to the fact that the large number of males.
- From the study, it is identified that majority of farmers fall in the age category between 41-50 years.
- It is captured that more than half of them have completed the qualification of upto school level in the study area.
- It is identified that 64 per cent of farmers are not aware about the crop insurance scheme.

- It is captured that 68 per cent of the farmers are not satisfied with prevailing of crop insurance schemes in the study area.

The crop insurance factors such as gross cropped area, education level of the farmer, social participation of the farmer, income from other than agriculture sources, number of workers in the farm family, satisfaction with premium rates, easy credit sources and affordability of insurance premium amount influence significantly. The study also express those still large numbers of farmers are not well aware about crop insurance from public and private insurance companies. The study clearly brought the urgency of developing more innovative products, having minimum human intervention, and also encourages the private sector to offer the crop insurance to the farmers. There is a need for appropriate stakeholders interface and capability building initiatives, avoiding the lag between insurance claims, liberalizing or simplifying the methodology of crop loss assessment and eliminate the complexities involved in crop insurance. These can help full to the farmers to adopt the crop insurance scheme and with this they can avoid the crop loss and risk in agriculture. The present study end that the crop insurance scheme is not more popular among the farmers of Tirunelveli District of Tamil Nadu . Present study revealed that 64 percent of respondents do not have awareness on crop insurance and 69 percent of farmers have not taken any crop insurance product.

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