

enterprising agriculture

market awareness, farm innovation
& value addition

Agriculture is not merely a simple way of living anymore. The primary sector employs more than 30% of the country's labour force and contributes about 15% to India's GDP. Moreover, India being an avid exporter of agricultural production, it also brings in foreign exchange of 35 Billion USD. Therefore, engagement of farmers is not as simple an activity as we would like to believe. Being a state subject, private sector engagement along with state support would bring in advancement of agricultural cooperation, modernization and digitalization for effective innovation in the field.

The agricultural value chain ranging from inputs to marketing has a lot of gaps, which in turn can be utilized as opportunities for entrepreneurial interventions. This book comprises articles and research papers that deal extensively in three key focus areas, which is its unique proposition. A novel collection, it brings together writings on (i) Entrepreneurial Innovations that Impact Agriculture, (ii) Government Policies and Interventions in Entrepreneurship and (iii) Farmers' Development and Welfare through Agriculture.

For 'Entrepreneurial Innovations that Impact Agriculture', the authors discuss BOP Model for Satellite data, Vertical and Sustainable Farming, Innovations in Agriculture and Solar-Water Pump, Packaging and Harvest & Post-harvest Wastages. The section on 'Government Policies and Interventions in Entrepreneurship' has articles on Agricultural Insurance, Staple Food Pricing, Intellectual Property Rights in agriculture, Corporate Governance, Organic Farming and Women farmers. 'Farmers' Development and Welfare through Agriculture' has authors writing about Infrastructure Investment and Rural Entrepreneurship, Food Processing, Marketing Intelligence, Crop Insurance and Market Performances.

The articles in this book aim to bring to the reader a heterogeneous collection about entrepreneurial opportunities in agriculture. The basic Indian way of life, is not just production of crops by marginal farmers, but opens up a gamut of activities that touch upon different avenues in economic being with the hope of developing the primary sector holistically. The book is a humble attempt to encourage readers to think of agriculture as a domain where innovation touches lives and creates enormous impact in multiple dimensions of society.

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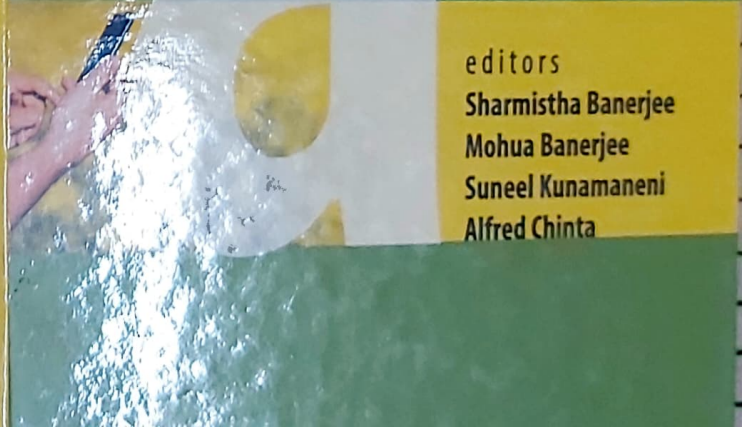
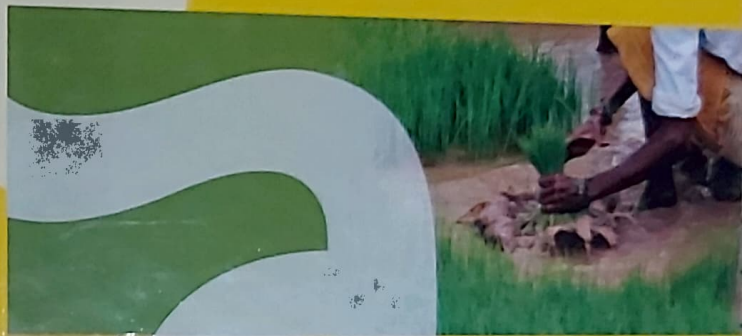
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Suneel Kunamaneni, Alfred Chinta



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A Study on Farmers' Awareness of Crop Insurance in West Bengal Policy Prescriptions and Entrepreneurial Pathways

Rupam Mukherjee and Debabrata Mukhopadhyay

Abstract

Agricultural development in India provides support to a large section of farmers who operate on small holdings and have very limited risk bearing capacity. Farmers are often exposed to natural vagaries, which adversely affect their agricultural production and farm income. Moreover, there is huge financial exclusion in rural sector of the nation. If there is a crop failure, farmers are crushed under the burden of debt. Farmers seek to avoid risk in terms of various managerial and institutional mechanisms. But it is widely believed that 'Crop Insurance' is the only institutional mechanism available against production risk in farming. Unfortunately, penetration of crop insurance schemes in India has been low in terms of the area of land insured and the number of farmers covered. There are the problems of low risk awareness and lack of insurance culture among the farmers. In this backdrop, the paper documents the findings of a survey of 140 farmers, which was taken up in some selected villages of North 24 Parganas district of West Bengal. The study shows that likelihood of this awareness increases with increase in landholding size, education level, borrowing history and social participation of the farmers, whereas it decreases with the non-farm income and livestock of the farmers. The author proposes measures to promote and spread awareness of crop insurance among the farmers as a risk mitigation tool in farming, which will increase farm production and stabilize the fluctuation in farm income. The study provides valuable policy measures to the government in better designing of their crop insurance products and will also help the private agro-insurance business, which is recently taking off in the country.

Keywords: Risk Mitigation, Crop Insurance, Awareness, Perception