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# INNOVATIVE BUSINESS PRACTICES IN A V.U.C.A. WORLD

DR. SANJIB KUMAR BASU  
DR. SANDEEP PODDAR  
DR. SUMANTA DUTTA



# **Innovative Business Practices in a VUCA World**

*Editors*

**Dr. Sanjib Kumar Basu   Dr. Sandeep Poddar**

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## Challenges of Raising Productivity of Small Farmers in the World of VUCA: A Study in West Bengal

Dr. Rupam Mukherjee\*

### ABSTRACT

*According to UN Population Prospects 2019, the population of India is likely to surpass China by 2022 and will touch 1.5 billion in 2030. Average household in India spends 45% of their income on food. But nearly for the last two decades, the growth rate of agriculture has been significantly lower than the level prescribed by Planning Commission and NITI Aayog. This has serious implication for food security of the nation for the days to come. One immediate answer to the problem is to raise the productivity of agriculture. Although small farmers are more productive than large farmers but their livelihood is in serious threat as they operate in the world of VUCA. The aim of this paper is to investigate how different socio-economic factors affect productivity of small farmer households in the in the Baraberia village of Amdanga Block of North 24 parganas district of West Bengal in terms of a multiple regression model. A systematic multistage random sampling design was used to conduct a survey and the responses of 60 respondent small farmer households were documented in terms of a pretested structured questionnaire designed for the purpose. The study shows that productivity level rises with the increase in fertilizer use, access to credit, link of the farmers with the nearest wholesale market and purchase of crop insurance but it decreases with non-farm income. The study recommends the active role of the government in spreading the awareness about the use of organic fertilizer to sustain soil health and crop insurance to promote insurance culture among farmers.*

*The study suggests the role of government in extending the institutional sources of credit for small farmers and creates facilities that promote skill formation for employment in non-farm sector. The study demands eradication of the middlemen and commission agents that exist between farmers and final customers in case of marketing of agricultural produce.*

**Keywords:** Productivity, Regression, Small farmer, Socio-economic factors, VUCA