Original Research Article

Knowledge and Adoption of the Respondent about the Livestock Insurance Scheme

ABSTRACT

The present investigation was conducted in Dhariwal block of Gurdaspur district, Punjab. One hundred twenty respondents were selected purposively from 5 villages which were selected purposively. The primary data were gathered by the researcher itself through pre-structured interview schedule. Appropriate statistical tools were used to interpret the collected data to draw logical conclusion. The finding inferred that majority of respondents having low level of adoption towards livestock insurance scheme. And also, it was observed that most of the respondents had medium level of knowledge towards livestock insurance scheme. Age, education, family type, family size, land holding, occupation, annual income, source of information, extension contact and personnel cosmopolite were observed positive and significant co-relation with their adoption level. And age, education, family type, type of house, land holding, occupation, source of information, extension contact and personnel cosmopolite were observed positive and significant correlation with their knowledge level.

Keywords: Knowledge. Adoption, Livestock insurance

1. Introduction:

India is an agricultural country with about 65 to 70% of the full population having agriculture and husbandry if livestock is of various importance in India's economy. Livestock provides livelihood to two-thirds of the agricultural community. It also provides employment to about 8.8% of the population in India. India has vast livestock resources. The livestock sector contributes 4.11% of the gross domestic product and 25.6% of the full agricultural GDP. The farmers in India maintain mixed farming system i.e., a combination of crop and livestock where the output of one enterprise becomes the input of another enterprise thereby realize the resource efficiency. The livestock farmers have lesser coping options at their discretion in comparison to crop farmers, to secure against economic losses in production and death of animal. In crops, a farmers may adopt risk efficient farm

plans, grow less risky crops and can go for diversification of crops/ varieties. The possibilities of adopting these strategies in livestock sector are either nil or little. In such circumstances, the livestock insurance is one of the main risk mitigating strategies in this sector. The crop and livestock insurance offers a valuable means of protection to farm incomes and standard of living against unavoidable risk and uncertainty, especially when used in conjunction with price supports, organized marketing, and credit and extension facilities (Kohn, 1966). Lot of emphases has been given in the past to promote adoption of livestock insurance by the farmers. Taking into account the importance of livestock to poor farmers, the insurance is available at different subsidized premium rate to different sections of the society under Central Sponsored Scheme and State Sponsored Scheme (SCSP-Scheduled Castes Special plan and TCSP- Tribal Cates Special Plan.

Livestock is one of the primary sectors in our country. A large proportion of the employment is served by the livestock sector. There are millions of animals, including, buffaloes, goats, and cows served under the livestock in our country. The loss of animals and livestock due to unfortunate circumstances, like diseases and death may cause turmoil in the life of farmers and cattle rearers. Therefore, an authentic protection mechanism should be provided for the safety and security of animals. The Livestock Insurance Scheme was, therefore, developed in mind to provide a protective environment to the farmers as well as the cattle rearers. This scheme came into action during the years 2005-2006 followed by the year 2007 of the 10th Five Year Plan and the year 2008 of the 11th Five Year Plan. It was launched as a centrally sponsored scheme, across 100 specified districts of the nation.

The livestock insurance in India is mainly associated with the animals like cattle, buffaloes, pigs, goat and sheep, etc. Basic risk covered by livestock insurance is death in consequences of illness or accident, diseases and emergency slaughtering. Premium in livestock insurance depend on animals' species, category of animals, fattening, breeding, age of animal, level of risk, milk production and current market value. This policy does not cover loss due to injury, death or liability directly or indirectly caused by disease arising out of external parasites, theft, clandestine sale, pollution war and invasion, etc. The major benefit of this scheme was to provide insurance to the farmers and rearers in case they lose their animals due to any unfortunate event, like death or accident. This scheme continually focused on the importance of insurance to attain improvement in terms of livestock security. It aimed at achieving qualitative improvement in terms of livestock product.

This study will be justified because of its appropriate approach to trace out the dairy farmers who will adopt livestock insurance scheme. This study will also helpful to dairy farmers and extension workers in formulation of conceptualization for increasing the involvement of dairy farmers for better knowledge about the benefits of livestock insurance scheme.

2. Research Methodology

Present study entitled **"Knowledge and Adoption of the Respondent about the Livestock Insurance Scheme"** was undertaken to assess the knowledge and adoption about the livestock insurance scheme. Gurdaspur district will be selected purposively for the study. Gurdaspur district comprised of 11 blocks respectively. Out of this Dhariwal block will be selected by purposive sampling due to the reason of maximum respondents are using Livestock Insurance Scheme. Appropriate number of villages will be selected through purposive sampling based on the maximum area cover under Livestock Insurance Scheme. (Abul Khair, Adi, Agwam, Bagha and Chak Tara). From each village, 24 respondents were selected through random sampling method. Thus, constitutes the 120 respondents from 5 villages forms the respondents of the study.

A pre-tested well-structured interview schedule was prepared and used for collection of data from the respondents. The data was gathered with the help of pre-structured interview schedule. Each one of the respondents were interviewed personally based on the pre-planned meeting and their responses were recorded. The data collected from the respondents were categorized, tabulated and analyzed with suitable statistical tools in SPSS 16 software. The following statistical tools were used in the study based on the nature of the data and objectives of the study:

- Arithmetic mean
- Standard deviation
- Percentage analysis
- Pearson product moment correlation coefficient

3. Results and Discussion:

The study entitled **"Knowledge and Adoption of the Respondent about the Livestock Insurance Scheme"** was undertaken to assess the knowledge and adoption about the livestock insurance scheme.

3.2.1: Knowledge regarding livestock insurance scheme and Knowledge regarding claim of livestock insurance.

Table 1: Distribution of the respondents according to knowledge level livestock insurancescheme and Knowledge regarding claim of livestock insurance N=120

S. No	Knowledge regarding livestock insurance scheme	f	%	RANK
1	Dairy animals…..... liter per lactation cover under livestock insurance.	35	29.17	III
2	Animal health certificate issues by the…..... for livestock insurance.	81	67.50	I
3	Which company responses the livestock insurance?	28	23.33	IV
4	Ear tags made of suitable material are applied to the ear of the animal	45	37.50	II
Knowledge regarding claim of livestock insurance				
5	The market value of insured animals decided by	24	20.00	V
6	Post – mortem certificate after death of insured animal is issues by	76	63.33	I
7	Claim amount after death of insured animals should be made within….days after submission of documents	58	48.33	II
8	By which means get the claim amount after death of insured animal is	48	40.00	IV
10	Minimum time required for claim settlement after taking insurance polices	49	40.83	III

It was observed that half of the respondents (50.00%) had medium level knowledge, further (32.50%) of them had low level knowledge and (17.50%) respondents had high level of knowledge about Knowledge regarding livestock insurance scheme and Knowledge regarding claim of livestock insurance.

In general, from above result it may be said that majority of the respondents had mediumlevel knowledge about Knowledge regarding livestock insurance scheme and Knowledge regarding claim of livestock insurance.

3.2.2: Overall knowledge level of farmers regarding Knowledge of livestock insurance scheme and their claims

Table 2: Distribution of the respondents according to their overall knowledge regarding livestock insurance scheme and their claims. N=120

So. No.	Scores	Respondents	
		Frequency	Percentage
1.	Low (up to 33)	39	32.50
2.	Medium (29 to 37)	60	50.00
3.	High (38 and above)	21	17.50
	Total	**120**	**100.00**

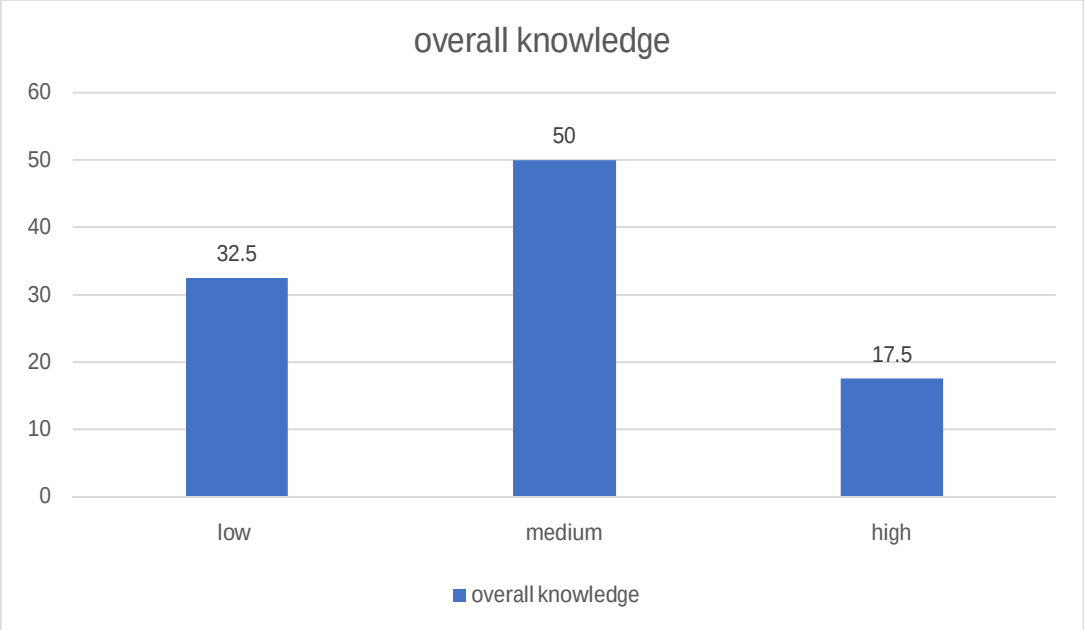

Fig 1: Distribution of the respondents according to their overall knowledge regarding livestock insurance scheme and their claims. N=120

It was observed from the Table 2. that half of the respondents (50.00%) had medium level knowledge, further (32.50%) of them had low level knowledge and (17.50%) respondents had high level of knowledge regarding livestock insurance scheme

and their claims.

In general, from above result it may be said that majority of the respondents had medium level knowledge regarding livestock insurance scheme and their claims.

Table 3 : Frequency distribution of farmer's towards adoption behavior of livestock insurance scheme

Sl. No.	Aspects	Adopted		Non Adopted	
		f	%	F	%
1	Livestock insurance make dairy farming easier	84	70.00	36	30.00
2	It provides protection to dairy farming	77	64.17	43	35.83
3	It acts as a personal saving	34	28.33	86	71.67
4	Govt. should reduce the premium rate of insurance	79	65.83	41	34.17
5	I will adopt scheme when its premium is available on subsidized rates.	50	41.67	70	58.33
6	It helps to reduce the personal financial stress	88	73.33	32	26.67
7	The last experience of dairy farming helps to in adoption of livestock insurance scheme	99	82.50	21	17.50
8	There is necessity in improving the infrastructure before livestock insurance scheme	63	52.50	57	47.50
9	High probability of disease occurrence will increase livestock insurance	37	30.83	83	69.17
10	High purchase of milch animals will improve the adoption of livestock insurance	84	70.00	36	30.00
11	High cost involved in the treatment of animal will improve the adoption of livestock insurance	54	45.00	66	55.00
12	Distantly located veterinary hospital lead to non-adoption of livestock insurance scheme	68	56.67	52	43.33
13	Limited number of institutions only provides livestock insurance scheme	79	65.83	41	34.17
14	Presence of less alternatives to risk management help in adoption of livestock insurance scheme	21	17.50	99	82.50
15	Regular price fluctuation of milk and milk products improve adoption	89	74.17	31	25.83
16	Motivation by friends and community will affects the adoption of livestock insurance	31	25.83	89	74.17
17	No satisfactory response from insurance company for queries under its adoption	58	48.33	62	51.67
18	Lack of insurance agents and their services at village and block levels limit adoption	37	30.83	83	69.17

19	Delay in arrival of insurance inspector after animal mortality result in less adoption of livestock	32	26.67	88	73.33
20	If it is provided by insurance companies are easy to adopt	57	47.50	63	52.50

Table 4: Distribution of the respondents according to their overall adoption status regarding livestock insurance scheme N=120

So. No.	Scores	Respondents	
		Frequency	Percentage
1.	Low (up to 33)	59	49.17
2.	Medium (29 to 37)	50	41.67
3.	High (38 and above)	11	9.17
	Total	**120**	**100.00**

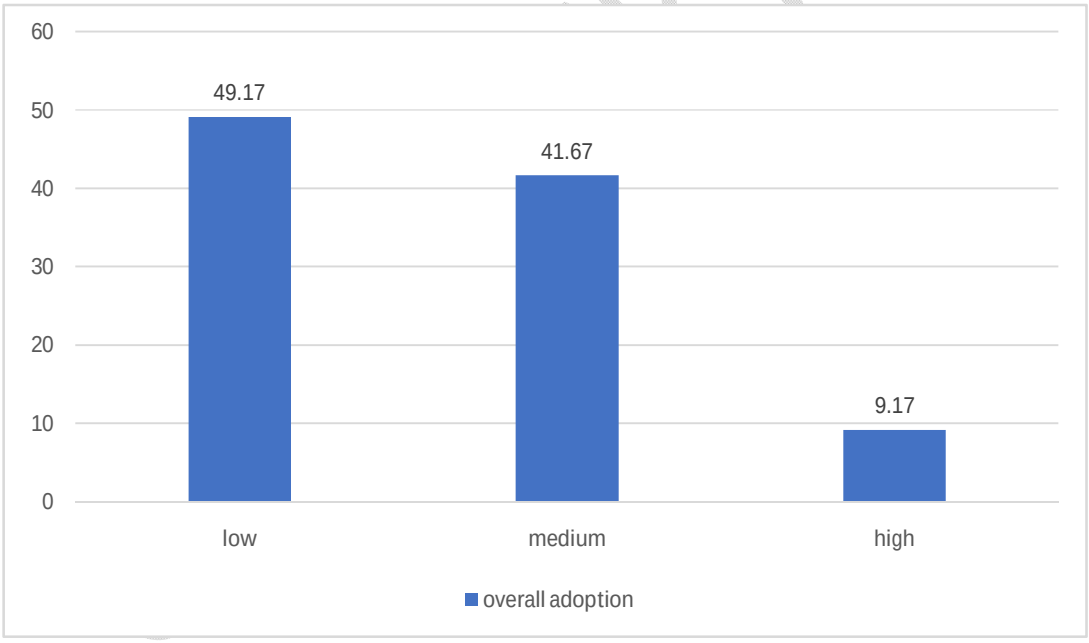

Fig 2. Bar graph showing overall adoption rate

It was observed that half of the respondents (49.17 %) had low level of adoption, further (41.67 %) of them had medium level of adoption and (9.17 %) respondents had high level of adoption regarding livestock insurance scheme.

Conclusion:

It is concluded that the respondents involved in dairy farming were in middle and old age category which indicates that the dairying was less practiced by the young age people of the family. It is there by necessary to create awareness among the younger generation about the commercial viability and profitability of the dairy enterprise. And the education level is also medium. The low level of respondents was showing interest in innovativeness. The overall knowledge of the respondents is found under medium level. The overall adoption of the respondents is found under low level. The independent variable of the respondents is age, education, occupation, land holding, annual income, mass media exposure, innovativeness and extension contact were positively significant correlated with the knowledge at 0.01% probability. The independent variable of the respondents is age, education, occupation, land holding, family size, annual income, mass media exposure,innovativeness and extension contact are positively and significantly correlated with the adoption at 0.01% of probability.

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