

1 Original Research Article

2 **Determinants of Farmers' Awareness and Perspectives on Pradhan Mantri Fasal Bima**
3 **Yojana in Southern Tamil Nadu, India**

4
5
6 **ABSTRACT**

7 Farmers in India face numerous risks that significantly impact their crop production,
8 highlighting the need for effective crop insurance. Recognizing the limitations of the existing
9 crop insurance system, the Government of India initiated the Pradhan Mantri Fasal Bima
10 Yojana (PMFBY) during the Kharif 2016 season. This scheme offers competitive premiums
11 and favourable terms, yet coverage of farmers remains low. This study investigates the
12 factors influencing the farmers' awareness and perceptions of the PMFBY scheme. The
13 survey was conducted to collect primary data from 350 cotton farmers in Virudhunagar
14 district, Tamil Nadu. Findings reveal that while farmers have partial awareness of various
15 aspects of crop insurance, they are generally informed about premiums and procedural
16 requirements. The probit model analysis identifies education, organizational membership,
17 mass media exposure, and extension contacts as positively influencing farmers' awareness
18 levels. However, negative perceptions persist, particularly concerning delayed claims,
19 inadequate compensation, and high premium rates. This study recommends the
20 implementation of government-led awareness programs designed to educate and cultivate
21 greater awareness among farmers regarding crop insurance and its benefits. Such initiatives
22 could enhance demand for crop insurance to mitigate the adverse impacts and ensure greater
23 sustainability of farmers' livelihoods.

24 **Keywords:** Awareness, Crop insurance, Perception, Cotton farmers, income source, natural
25 disasters, crop insurance

26

27

28

29

30

31 **1 Introduction**

32 Agriculture is a vital income source in many developing countries, including India. In
33 this nation, about 60% of the population depends on farming for their livelihood (MoA&FW,
34 2024; Rajeev & Nagendran, 2023; Sundar & Ramakrishnan, 2015). However, Indian farmers
35 encounter significant agricultural challenges due to the unpredictability of natural events
36 (Budhathoki et al., 2019; Gulati et al., 2018; Senapati, 2020; Sundar & Ramakrishnan, 2015).
37 Small and marginal farmers, who constitute around 80% of the agricultural community, are
38 particularly susceptible to the high risks associated with crop production (Aditya et al., 2020;
39 Rajeev & Nagendran, 2023). The frequent failure of crops can lead to farmers accruing
40 significant debt, adversely affecting both agriculture and the farm economy (Singh, 2010).
41 Therefore, it is essential to implement effective strategies to stabilize and protect the
42 agricultural sector (Karthick & Mani, 2013). One of the most promising solutions to address
43 these challenges is crop insurance, which has been recognized as a vital tool for managing
44 agricultural risks (Fahad & Jing, 2018; Gulati et al., 2018; Hossain et al., 2022; Venkatesh,
45 2008). Crop insurance allows farmers to protect their livelihoods against natural disasters
46 such as droughts, floods, cyclones, hailstorms, pest infestations, and diseases (Gulati et al.,
47 2018). Additionally, it promotes a sense of self-reliance and dignity among farmers, as it
48 provides them with the right to claim compensation in the event of crop loss, thus mitigating
49 the financial impact of unforeseen natural events (Kumar et al., 2011).

50 Despite being introduced in 1972, crop insurance in India has faced numerous
51 challenges (Gulati et al., 2018). Over the years, these schemes have seen various
52 modifications aimed at improving claims processing, premium rates, and other key aspects
53 (Kaur et al., 2021). In response to the limitations of previous insurance systems, the
54 Government of India launched the PMFBY in the Kharif season of 2016 (Gulati et al., 2018).
55 Indian crop insurance programs are known for their broad coverage among farmers.
56 However, India still has the largest population of uninsured farmers globally (Aditya et al.,
57 2018). Although there is significant research and implementation in the field of agricultural
58 insurance, there remains ambiguity regarding the extent to which farmers prefer this method
59 over other risk management strategies (Ghosh et al., 2021). Despite the attractive terms and
60 low prices, only a few farmers purchase insurance under the new PMFBY policy
61 framework (Aditya et al., 2018; Ghosh et al., 2021). Therefore, it is crucial to analyze the
62 factors contributing to this low popularity, given the significant role of the insurance program
63 in supporting India's agrarian economy (Aditya et al., 2018).

64 Within this context, our study is focused on three main objectives: i) To understand
65 the level of farmers' knowledge of crop insurance, ii) To analyze the factors influencing their
66 awareness of crop insurance, and iii) To examine the perceptions of insured farmers
67 regarding crop insurance. This study contributes to the existing literature by identifying
68 which features of crop insurance are most important to farmers. Additionally, the study
69 identifies factors that hinder farmers' awareness of crop insurance. By improving farmers'
70 understanding of crop insurance and addressing their knowledge gaps, the demand for crop
71 insurance can be increased. Furthermore, the study explores insured farmers' perceptions of
72 crop insurance, providing insights that can help policymakers make necessary adjustments to
73 existing policies, thereby enhancing their overall efficiency and effectiveness.

74 **2 Review of literature**

75 Determining the demand for crop insurance is challenging worldwide, with low
76 adoption in developing countries (Ghosh et al., 2021). The complexity in these countries
77 arises from government interventions to stabilize farm incomes through various means like
78 quotas, price support systems, subsidies, and low-interest loans (Ghosh et al., 2021; Mensah
79 et al., 2023). Singh and Agrawal (2020) found that limited access to agricultural insurance is
80 mainly due to farmers' lack of understanding about insurance and their preference for relief
81 payments. The current crop insurance plans are not working well due to state-level issues.
82 The study by Basir et al. (2024) revealed a significant and positive connection between
83 farmers' risk attitudes and the size of their farms, with farmers' awareness of crop insurance
84 serving as the dependent variable. Ghosh et al. (2021) suggested that understanding which
85 parts of crop insurance matter most to farmers can help improve existing policies.

86 Islam et al. (2021) have determined that the implementation of government subsidies
87 and increased awareness of crop insurance benefits could improve the agricultural sector and
88 help small farmers sustain their livelihoods. According to BIRTHAL et al. (2022), several
89 factors, including past exposure to climate shocks, resource availability, institutional credit
90 availability, and social safety nets for employment and food security, affect farmers' risk
91 management and adaptation decisions. Sreedaya and Suresh (2022) found that while most
92 farmers are interested in adopting crop insurance, lack of awareness and negative perceptions
93 regarding its guidelines, compensations, and delay in disbursement might be the reason for
94 their medium perception of it. Kramer et al. (2022) emphasized that the complex nature of
95 insurance products and low financial literacy contribute to low demand. Moreover,

96 subsistence-oriented farmers face additional challenges such as liquidity constraints and a lack
97 of trust and understanding.

98 3 Materials and methods

99 3.1 Study area and sampling

100 The survey was conducted in the Virudhunagar district of Tamil Nadu, a region known
101 for its challenging irrigation conditions due to low rainfall and limited access to reliable water
102 sources (Vikram et al., 2023). Only 57% of the area has access to guaranteed irrigation
103 through wells. The remaining 43% of the areas rely entirely on rain-fed tanks to sustain their
104 irrigation needs. The region primarily cultivates food crops such as paddy, maize, jowar,
105 bajra, and various pulses like horse gram, black gram, and green gram (Vikram et al., 2023).
106 Cotton represents the primary cash crop, predominantly cultivated during the rabi season,
107 encompassing an area of 11,740 hectares (Anonymous). Of the total cotton cultivation, 84%
108 occurs under rainfed conditions.

109 To accomplish the study objectives, an initial step involved the selection of five blocks,
110 namely Arruppukottai, Virudhunagar, Rajapalayam, Kariapatti, and Sattur, within the
111 Virudhunagar district. Utilizing a simple random sampling technique, seven villages were
112 chosen from each block, followed by the selection of ten farmers from each village. As a
113 result, a total sample size of 350 cotton farmers was obtained, of which 230 are insured and
114 120 are uninsured. The household survey questionnaire is developed based on input from key
115 informants and subsequently pre-tested with 20 farming households within the study area.
116 Following the pilot testing, feedback was integrated into the final version. A thorough survey
117 was undertaken using a properly structured questionnaire, during the period from mid-
118 September to mid-October 2022. In the survey, the researcher focused on interviewing heads
119 of households with significant farming expertise and the ability to make important financial
120 decisions. The questionnaire was subdivided into 3 sections: the socioeconomic background of
121 the respondents, farmers' awareness of PMFBY, and their perceptions of and experiences
122 with crop insurance. Notably, the perception inquiries were administered exclusively to those
123 respondents who had availed crop insurance in the previous season.

124 3.2 Empirical Methodology

125 The probit model is used to determine the influence of various socioeconomic factors
 126 on the farmers' awareness level about crop insurance scheme. The dependent variable is the
 127 awareness level of crop insurance, which is a dichotomous variable. The Probit regression
 128 model is specified as per Equation (1):

$$129 Y_i = \alpha_i + \sum_{i=1}^m \beta_i X_i + \varepsilon_i \quad (1)$$

130 Where Y_i is the dependent variable which can be expressed as $Y = 1$ if a farmer has high
 131 awareness and 0 if a farmer has low awareness. X_i is a vector of independent variables,
 132 including gender, age, education, organisational membership, annual income, farm size,
 133 farming experience, livestock, access to credit, exposure to mass media, and contact with
 134 extension personnel. β_i is an unknown parameter that needs to be calculated and ε_i is an
 135 unobserved error term. STATA software (version 15.0) is used to conduct data analysis and
 136 run the probit regression model. Definition and explanation of all variables are given in Table
 137 1.

138 **Table 1. Description of the variables used in the probit model**

Variables	Explanation
Dependent variable	
Awareness level of crop insurance	1, if a farmer has a high awareness level and 0 for a low awareness level
Independent variables	
Gender	1 for male farmers and 0 for female farmers
Age	Age of the farmer in years
Education	Level of education (1 = no schooling, 2 = primary school, 3 = middle school, 4 = secondary school, 5 = higher secondary, 6 = graduate, 7 = postgraduate)
Organisational membership	1, if a farmer is a member of any organisation and 0 otherwise
Annual income	Logged value of the average annual income
Farm size	Size of the farm in acres
Farming experience	Number of years engaged in farming activities
Livestock	1 for holding livestock and 0 for otherwise
Access to credit	1 for access to credit; 0 otherwise
Exposure to mass media	0 – Low exposure, 1 – Medium exposure and 2 – High exposure
Contact with extension personnel	0 – Low extension agency contacts, 1 – Medium extension agency contacts, and 2 – High extension agency contacts

139 To quantify the degree of awareness among farmers, a comprehensive scale designed
 140 by Kurmi (2018), with minor modifications, is employed. The farmers' responses to
 141 statements concerning their awareness are methodically recorded on a three-point continuum
 142

143 scale: 'fully aware – 2', 'partially aware - 1', and 'not aware – 0'. Subsequently, the
 144 cumulative scores acquired are utilized to categorize the respondents into low and high levels
 145 of awareness. Finally, a score of 0 is assigned to respondents exhibiting low awareness, while
 146 a score of 1 is attributed to those demonstrating high awareness, for utilization in a probit
 147 model. Farmers' perception of crop insurance is evaluated using a 5-point Likert scale:
 148 Strongly Disagree - 1, Disagree - 2, Neutral - 3, Agree - 4, and Strongly Agree - 5. Further,
 149 ranking for each statement was determined based on the mean scores attained.

150 4. Results and Discussion

151 4.1 Demographic and Farming Characteristics

152 The average age of the sampled farmers is 49 years, with 84% of the total respondents
 153 being male, as shown in Table 2. The majority of respondents fall within the age group of 46
 154 to 55 years, boasting an average farming experience of 25 years. Findings show that the
 155 average education level of the respondents is at the middle school level. Notably, a small
 156 proportion (40%) of the farmers reported having organizational membership. Moreover, the
 157 distribution of average annual income among the respondents indicated that approximately
 158 50% of them fall into the medium income category, with earnings ranging between Rs.
 159 2,50,000 and Rs. 5,00,000. The mean farm size is found to be 5.7 acres approximately, with a
 160 maximum and minimum farm size of 30 acres and 1 acre, respectively. It is noteworthy that a
 161 considerable percentage of households are smallholders, with land sizes ranging from more
 162 than 2 to 4 acres.. Additionally, around 47% of the respondents reported holding livestock,
 163 and 60% of farmers had access to credit.

164 **Table 2. Descriptive statistics of socioeconomic characteristics of the respondents.**

Particulars	Frequency (n=350)	%	Mean	SD	Min	Max
Gender			0.84	0.37	0	1
Male	294	84.00				
Female	56	16.00				
Age			49.08	8.88	25	68
Up to 35	23	6.57				
36-45	106	30.29				
46-55	139	39.71				
56-65	72	20.57				
more than 65	10	2.86				
Education			2.88	1.42	1	7
No schooling	75	21.43				
Primary School	66	18.86				

Middle school	99	28.29				
Secondary	66	18.86				
Higher Secondary	26	7.43				
Graduate	16	4.57				
Post Graduate	2	0.57				
Membership in organisation			0.41	0.49	0	1
No	208	59.43				
Yes	142	40.57				
Annual income			474,423	247,745	120,000	2,600,000
Up to 50,000	0	0.00				
50,000 to 250,000	47	13.43				
250,000 to 500,000	176	50.29				
500,000 to 1,000,000	115	32.86				
More than 1,000,000	12	3.43				
Farm size (acres)			5.68	3.78	1	30
up to 2	25	7.14				
> 2 to 4	123	35.14				
> 4 to 6	111	31.71				
> 6 to 10	66	18.86				
> 10	25	7.14				
Farming Experience			25.51	11.57	1	51
Up to 5	15	4.29				
6 to 15	66	18.86				
16 to 30	170	48.57				
31 to 45	80	22.86				
More than 45	19	5.43				
Livestock			0.47	0.50	0	1
Yes	163	46.57				
No	187	53.43				
Access to credit			0.60	0.49	0	1
Yes	211	60.29				
No	139	39.71				

165 4.2 Exposure to mass media and contact with extension personnel

166 The data presented in Table 3 provides insights into the levels of exposure to mass
167 media and contact with extension personnel among the surveyed farmers. To assess the extent
168 of farmers' exposure to mass media, a scoring system is used that takes into account the
169 frequency of use of different media sources. Farmers are asked to indicate how often they use
170 each media source, with the options of Never (0), Occasional (1), or Regular (2). Similarly,
171 farmers are asked to rate the frequency of their contact with extension personnel as Never (0),
172 whenever a problem occurs (1), Weekly (2), or Monthly (3). Based on the total score
173 obtained, each variable is segmented into three categories: Low, Medium, and High. It is

174 evident that the majority of individuals fall within the low exposure category, with 50.29% of
 175 farmers demonstrating low exposure to mass media. Additionally, 38.29% of total
 176 respondents exhibit a moderate level of interaction with mass media, indicating sporadic
 177 rather than extensive engagement. Conversely, only 7.43% of farmers are classified as having
 178 high exposure to mass media, suggesting frequent and varied media consumption.

179 Regarding contact with extension personnel, the results show that 49.14% of the
 180 surveyed individuals had low contact. This indicates that a significant portion of the sample
 181 may not consistently engage with extension services, which may impact their access to
 182 agricultural knowledge and support. On the other hand, 32.29% of the sampled farmers
 183 demonstrated a moderate level of interaction, indicating intermittent rather than consistent
 184 contact with extension services. Only 15.54% of the farmers were actively engaged with
 185 extension personnel, likely benefiting from ongoing advice and support for their agricultural
 186 activities. Overall, the data indicated a greater number of individuals with low exposure to
 187 both mass media and extension personnel, potentially constraining their access to information
 188 and resources. Consequently, developing initiatives aimed at enhancing engagement with
 189 mass media and extension personnel could be beneficial for the farmers, encouraging them to
 190 more fully utilize these resources.

191 **Table 3: Distribution of farmers according to their exposure to mass media and contact**
 192 **with extension personnel**

Particulars	Low	Medium	High
Exposure to mass media	190 (50.29)	134 (38.29)	26 (7.43)
Contact with extension personnel	172 (49.14)	113 (32.29)	53 (15.14)

193 Note: Numbers in parenthesis are percentages

194 4.3 Awareness level of crop insurance

195 Table 4 depicts the levels of awareness displayed by respondents with regard to
 196 various facets of the PMFBY. Each statement in Table 4 is segmented into 3 categories: "Not
 197 aware," "Partially aware," and "Fully aware", with corresponding scores of 0, 1, and 2
 198 assigned to each category, respectively. Notably, awareness levels vary across different
 199 aspects of PMFBY. Respondents appear to be more familiar with the premium amount and
 200 documentation process. However, they show less understanding of the procedures for claim
 201 settlement and crop loss assessment. Approximately 54% of the respondents were fully aware
 202 of the amount of premium to be paid, and 50% were fully aware of the documentation

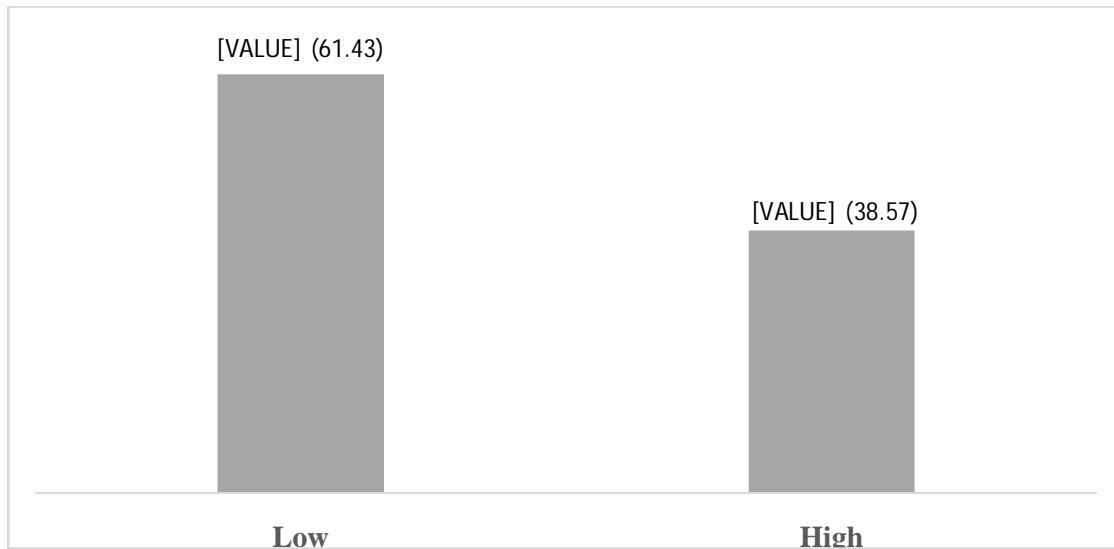
203 procedures required for insuring the crops. A considerable number of respondents have
 204 demonstrated partial awareness across aspects such as 'Extent of coverage of crops under
 205 PMFBY', 'Risks covered under PMFBY', 'Procedure of claim settlement', and 'Process of
 206 assessment of crop losses. This underscores the importance of targeted interventions to raise
 207 awareness among farmers and improve their access to information and resources regarding
 208 crop insurance.

209 **Table 4. Awareness of farmers regarding various aspects of PMFBY**

Particulars	Not aware	Partially aware	Fully aware
The extent of coverage of crops under PMFBY	63 (18.00)	182 (52.00)	105 (30.00)
Premium amount to be paid	57 (16.29)	105 (30.00)	188 (53.71)
Risks covered under PMFBY	79 (22.57)	204 (58.29)	67 (19.14)
Documentation process for insuring crops	68 (19.43)	107 (30.57)	175 (50.00)
The procedure of claim settlement	121 (34.57)	155 (44.29)	74 (21.14)
Process of assessment of crop loss	132 (37.71)	166 (47.43)	52 (14.86)

210 Note: Numbers in parenthesis are percentages

211 The data presented in Figure 1 illustrates the varying levels of awareness among the
 212 respondents, which have been categorized as "low" and "high" based on the overall scores
 213 derived from the statements in Table 4. The survey findings highlight that there is a
 214 significant lack of awareness about the PMFBY scheme among the majority of respondents
 215 (61.43%). This suggests the necessity for more extensive information dissemination and
 216 educational efforts to enhance awareness within this demographic. In contrast, a smaller
 217 percentage of respondents (38.57%) exhibit a high level of awareness.



218
219

Figure 1. The overall awareness level of PMFBY among farmers

220 **4.4 Results from the probit regression model**

221 The probit regression analysis is utilized to identify the determinants influencing
 222 farmers' awareness of PMFBY. Before running the probit model, an examination of
 223 multicollinearity among the variables is performed using VIF (Variance Inflation Factor) and
 224 Tolerance (TOL). The results in Table 5 demonstrate that VIF values below 5 indicate the
 225 absence of serious multicollinearity, suggesting that the data is reliable for further analysis.
 226 The probit model displayed substantial explanatory power, with a pseudo-R² value of 0.75.
 227 Furthermore, Table 6 illustrates the positive and significant impacts of variables such as
 228 education, organizational membership, exposure to mass media, and contact with extension
 229 personnel on farmers' awareness of PMFBY.

230 **Table 5. Multicollinearity diagnosis indices for explanatory variables**

Variable	VIF	1/VIF
Gender	1.08	0.92
Age	2.42	0.41
Education	1.41	0.71
Membership in the organisation	1.36	0.74
Annual income	1.69	0.59
Farm size	1.62	0.62
Farming experience	2.31	0.43
Livestock	1.04	0.96
Access to credit	1.07	0.93
Contact with extension personnel	1.62	0.62
Exposure to mass media	1.54	0.65
Mean VIF	1.56	

231 Education plays a critical role in raising awareness about crop insurance. Findings
 232 reveal an 8.2% increase in the likelihood of being aware of crop insurance with the increase
 233 in education level. This finding is supported by Kumar et al. (2011), Olila and Pambo (2014),
 234 Ghazanfar et al. (2015), and Saravanan and Ganesan (2022). This may be due to the reason
 235 that individuals with lower levels of education may face challenges in comprehending the
 236 intricacies and operational mechanisms of an insurance policy (Ghazanfar et al., 2015).
 237 Results show a significant positive association between organizational membership and
 238 awareness, with statistical significance at the 1% level. Moreover, active participation in
 239 social and community-based organizations, such as farmers' associations, self-help groups,
 240 and cooperative credit societies, increases the likelihood of awareness by 11.0%. This result is
 241 consistent with Kumar et al. (2011). Some studies suggest that utilizing social networks to
 242 disseminate information can have a substantial impact on the spread of crucial
 243 information (Banerjee et al., 2019; Cariappa et al., 2021). These findings emphasize the
 244 importance of promoting farmers' participation in social activities and highlight education as
 245 a fundamental tool for advancement.

246 Furthermore, it is found that farmers who frequently access information through
 247 various media channels exhibit a higher understanding of insurance programs compared to
 248 those with limited or no exposure. This result is found to be similar with Saravanan and
 249 Ganesan (2022). Correspondingly, farmers who engage in more frequent interactions with
 250 extension services demonstrate a more comprehensive understanding of insurance programs
 251 in comparison to those with irregular or no contacts. This is in line with findings by Saravanan
 252 and Ganesan (2022). This highlights the impactful role of mass media and direct interactions
 253 with extension agents in effectively delivering detailed and practical information,
 254 empowering farmers to better understand and actively participate in insurance programs.

255 **Table 6. Estimates of the probit model**

Variables	Coefficients	Standard error	Marginal effects	Standard error
Gender	0.004	0.326	0.001	0.050
Age	-0.007	0.018	-0.001	0.003
Education	0.538***	0.095	0.082***	0.012
Membership in the organisation	0.716***	0.213	0.110***	0.031
Annual income	0.199	0.300	0.031	0.046
Farm size	0.017	0.033	0.003	0.005
Farming experience	0.003	0.013	0.001	0.002
Livestock	-0.223	0.212	-0.034	0.032

Access to credit	0.210	0.225	0.032	0.034
Exposure to mass media	0.832***	0.193	0.128***	0.027
Contact with extension personnel	1.078***	0.165	0.165***	0.019
Constant	-6.036	3.855		

Summary statistics

Log-likelihood	= -97.51
LR Chi ²	= 271.74
Pro>chi ²	= 0.0000
Pseudo R ²	= 0.58
Number of observations	= 350

256 Note: ***, **, and * indicate significance levels of 1%, 5% and 10%, respectively.

257 4.5 Perception of farmers about crop insurance

258 The data presented in Table 7 illustrates the farmers' perspectives on various aspects
 259 of crop insurance. Upon identifying the farmers within the sample population who have
 260 availed crop insurance, participants were asked to rate the predetermined items regarding
 261 their perception of crop insurance using a five-point Likert scale (Strongly Disagree -
 262 1, Disagree - 2, Neutral - 3, Agree - 4, Strongly Agree - 5). The results highlight three main
 263 concerns of PMFBY among farmers: delayed claim settlements, inadequate compensation
 264 compared to actual loss, and non-affordable premium rates, with mean scores of 4.29, 3.86,
 265 and 3.77, respectively.

266 While the premium rates are subsidized and have been further reduced in the newly
 267 introduced PMFBY, farmers still find the premium rates to be relatively high. This perception
 268 may stem from the fact that even with the subsidized premiums, the costs could still pose a
 269 significant burden for small and marginal farmers (Rajeev & Nagendran, 2023). Furthermore,
 270 farmers have articulated concerns regarding the limitations of the current area-based
 271 approach for estimating crop loss assessment. They have underscored that this methodology
 272 often disregards individual crop losses, leading to insufficient compensation for the actual
 273 extent of their losses. Some studies such as Ghimire et al. (2016), Johnson et al. (2019), and
 274 Budhathoki et al. (2019) have indicated that discrepancies between claimed amounts and
 275 actual losses may also contribute to the low adoption of crop insurance.

276 **Table 7. Perception of farmers about crop insurance**

Particulars	Mean score	Rank
Crop insurance acts as a risk management tool	3.16	V
Amount of premium is not affordable	3.77	III
Availing of crop insurance is a more time-consuming process	2.87	VIII
Helps in providing financial support during crop losses	3.10	VI
Helps to adopt innovative and modern farm practices	2.40	IX

Need to ensure quick settlement of claims	4.29	I
Timely conducting of crop-cutting experiments	2.95	VII
The amount of compensation is less compared to the actual loss that occurred	3.86	II
Loss assessment should be based on an individual farm approach, not on an area-based approach	3.34	IV

277 5. Conclusion and recommendations

278 Crop insurance remains an integral component within the agricultural frameworks of
279 developing nations, serving as a primary instrument in the stabilization of farm income and
280 the mitigation of risks inherent to agricultural activities. However, the adoption of agricultural
281 insurance products among farmers in India has been limited, as evidenced by their reluctance
282 to invest in insurance coverage (Rajeev & Nagendran, 2023). This study seeks to ascertain the
283 extent of farmers' understanding of insurance, analyse the factors influencing their awareness,
284 and explore their perceptions of crop insurance. The outcomes of the study indicate that the
285 majority of the farmers have limited exposure to mass media and minimal contact with
286 extension personnel. Specifically, only 7.43% of farmers have high mass media exposure
287 with 15.14% of farmers demonstrating high extension contacts. In addition, results show
288 that 61.43% of the respondents have low awareness of various aspects of PMFBY while
289 38.57% have relatively high awareness.

290 Probit model results show that education, membership in the organisation, mass
291 media exposure, and contact with extension personnel have a significant positive influence on
292 the awareness level of crop insurance. However, it is noteworthy that the level of education,
293 mass media exposure, and extension contacts is notably low among sampled farmers and
294 only 40% of the respondents are members of the organisation. Therefore, it is recommended to
295 prioritize the cultivation and strengthening of relationships between farmers and extension
296 agents to effectively propagate heightened awareness regarding crop insurance amongst
297 farmers. One approach is to develop extension networks funded by training individuals from
298 local communities in insurance. The private insurance sector can also be encouraged to utilize
299 the public extension system to reduce costs and improve trust in insurance
300 products. Additionally, involving grassroots organizations, such as self-help groups and rural
301 cooperatives, which possess extensive experience in collaborating with farmers, can
302 substantially facilitate the dissemination of comprehensive information about crop insurance.
303 Furthermore, it is important to conduct awareness campaigns to educate farmers about the
304 benefits and functioning of crop insurance.

305 The findings on the perception of crop insurance among insured farmers reveal that
306 many of them harbour negative views about the insurance program. The primary concerns of
307 the respondents include late settlement of claims, inadequate compensation, and unaffordable
308 premium rates. It is crucial to take action to ensure that indemnity payments are made
309 promptly when farmers suffer losses. Additionally, it is recommended to employ advanced
310 technologies, such as satellite imagery or drones, to swiftly assess crop damage and provide
311 compensation amounts that accurately reflect the actual loss. By addressing these issues and
312 tailoring crop insurance to meet the needs of farmers in developing countries, there could be a
313 significant increase in demand for crop insurance.

314 **Disclaimer (Artificial intelligence)**

315 Author(s) hereby declare that NO generative AI technologies such as Large Language
316 Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during the
317 writing or editing of manuscripts.

318 **References**

- 319 Aditya, K., Khan, T., & Kishore, A. (2018). Adoption of crop insurance and impact: insights
320 from India. *Agricultural Economics Research Review*, 31(2), 163-174.
- 321 Aditya, K., Kishore, A., & Khan, T. (2020). Exploring farmers' willingness to pay for crop
322 insurance products: A case of weather-based crop insurance in Punjab India.
323 *Agricultural Economics Research Review*, 33(2), 135-146.
- 324 Anonymous. *Season and Crop Report 2022-23*. Department of Economics and Statistics,
325 Government of Tamil Nadu. Accessed on 10 June 2024. Available at:
326 <https://www.tn.gov.in/crop/areaundernonfoodcrops.pdf>.
- 327 Banerjee, A., Chandrasekhar, A. G., Duflo, E., & Jackson, M. O. (2019). Using gossips to
328 spread information: Theory and evidence from two randomized controlled trials. *The*
329 *Review of Economic Studies*, 86(6), 2453-2490.
- 330 Basir, F. A. M., Roslan, A., Zakaria, N. N. B., Ooi, N. Q. B. M. N., Anggraini, R. J. I. M., &
331 Review, B. (2024). Determinants of Smallholder Farmers' Awareness of Crop
332 Insurance in Kedah, Malaysia. *16(1 (I) S)*, 229-237.
- 333 BIRTHAL, P. S., Hazrana, J., Negi, D. S., & Mishra, A. K. (2022). Assessing benefits of crop
334 insurance vis-a-vis irrigation in Indian agriculture. *Food Policy*, 112, 102348.
- 335 Budhathoki, N. K., Lassa, J. A., Pun, S., & Zander, K. K. (2019). Farmers' interest and
336 willingness-to-pay for index-based crop insurance in the lowlands of Nepal. *Land use*
337 *policy*, 85, 1-10.

- 338 Cariappa, A. A., Mahida, D. P., Lal, P., & Chandel, B. (2021). Correlates and impact of crop
339 insurance in India: evidence from a nationally representative survey. *Agricultural*
340 *Finance Review*, 81(2), 204-221.
- 341 Fahad, S., & Jing, W. (2018). Evaluation of Pakistani farmers' willingness to pay for crop
342 insurance using contingent valuation method: The case of Khyber Pakhtunkhwa
343 province. *Land use policy*, 72, 570-577.
- 344 Ghazanfar, S., Qi-wen, Z., Abdullah, M., Ahmad, Z., & Lateef, M. (2015). Farmers'
345 perception and awareness and factors affecting awareness of farmers regarding crop
346 insurance as a risk coping mechanism evidence from Pakistan. *Journal of Northeast*
347 *Agricultural University*, 22(1), 76-82.
- 348 Ghimire, Y. N., Timsina, K. P., & Gauchan, D. (2016). Risk Management in Agriculture:
349 Global experiences and lessons for Nepal. *Nepal Agricultural Research Council,*
350 *Socioeconomics and Agricultural Policy Research Division, Lalitpur, Nepal.*
- 351 Ghosh, R. K., Gupta, S., Singh, V., & Ward, P. S. (2021). Demand for crop insurance in
352 developing countries: New evidence from India. *Journal of Agricultural Economics*,
353 72(1), 293-320.
- 354 Gulati, A., Terway, P., & Hussain, S. (2018). *Crop insurance in India: Key issues and way*
355 *forward. Working Paper No. 352, Indian Council for Research on International*
356 *Economic Relations (ICRIER), New Delhi.*
- 357 Hossain, M. S., Alam, G. M., Fahad, S., Sarker, T., Moniruzzaman, M., & Rabbany, M. G.
358 (2022). Smallholder farmers' willingness to pay for flood insurance as climate change
359 adaptation strategy in northern Bangladesh. *Journal of Cleaner Production*, 338,
360 130584.
- 361 Islam, D. I., Rahman, A., Sarker, M. S. R., Luo, J., & Liang, H. (2021). Factors affecting
362 farmers' willingness to adopt crop insurance to manage disaster risk: evidence from
363 Bangladesh. *International Food and Agribusiness Management Review*, 24(3), 463-
364 479.
- 365 Johnson, L., Wandera, B., Jensen, N., & Banerjee, R. (2019). Competing expectations in an
366 index-based livestock insurance project. *The Journal of Development Studies*, 55(6),
367 1221-1239.
- 368 Karthick, V., & Mani, K. (2013). Factors affecting crop insurance adoption decisions by
369 farmers in Tamil Nadu. *Agriculture Update*, 8, 399-401.
- 370 Kaur, S., Raj, H., Singh, H., & Chattu, V. K. (2021). Crop insurance policies in India: an
371 empirical analysis of Pradhan Mantri Fasal Bima Yojana. *Risks*, 9(11), 191.
- 372 Kramer, B., Hazell, P., Alderman, H., Ceballos, F., Kumar, N., & Timu, A. G. (2022). Is
373 agricultural insurance fulfilling its promise for the developing world? A review of
374 recent evidence. *Annual Review of Resource Economics*, 14(1), 291-311.
- 375 Kumar, D. S., Barah, B., Ranganathan, C., Venkatram, R., Gurunathan, S., & Thirumoorthy,
376 S. (2011). An analysis of farmers' perception and awareness towards crop insurance

- 377 as a tool for risk management in Tamil Nadu. *Agricultural Economics Research*
378 *Review*, 24(1), 37-46.
- 379 Kurmi, J. (2018). *Farmers' perception towards Pradhan Mantri Fasal Bima Yojana*
380 *(PMFBY) at Rewa block of Rewa district (M.P.)*. Master's Dissertation, Jawaharlal
381 Nehru Krishi Vishwa Vidyalaya, Jabalpur].
- 382 Mensah, N. O., Owusu-Sekyere, E., & Adjei, C. (2023). Revisiting preferences for
383 agricultural insurance policies: Insights from cashew crop insurance development in
384 Ghana. *Food Policy*, 118, 102496.
- 385 MoA&FW. (2024). *Annual report*. Department of Agriculture & Farmers Welfare, Ministry
386 of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi-
387 110 001.
- 388 Olila, D. O., & Pambo, K. O. (2014). *Determinants of farmers' awareness about crop*
389 *insurance: Evidence from Trans-Nzoia County, Kenya*. Selected paper prepared for
390 oral presentation at the 8th Annual Egerton University International Conference: 26th
391 – 28th March, 2014.
- 392 Rajeev, M., & Nagendran, P. (2023). Protecting land and livelihood under climate risks:
393 What hinders crop insurance adoption? . *Land use policy*, 131, 1-10.
- 394 Saravanan, A., & Ganesan, R. (2022). Farmers' Awareness and Perceptions of Crop
395 Insurance in Erode District, Tamil Nadu. *YMER*, 21, 1875-1881.
- 396 Senapati, A. K. (2020). Insuring against climatic shocks: Evidence on farm households'
397 willingness to pay for rainfall insurance product in rural India. *International journal*
398 *of disaster risk reduction*, 42, 101351.
- 399 Singh, G. (2010). *Crop insurance in India*. Indian Institute of Management, Ahmedabad.
- 400 Singh, P., & Agrawal, G. (2020). Development, present status and performance analysis of
401 agriculture insurance schemes in India: Review of evidence. *International Journal of*
402 *Social Economics*, 47(4), 461-481.
- 403 Sreedaya, G., & Suresh, N. (2022). Perception of farmers towards crop insurance schemes in
404 Kerala, India. *Asian Journal of Agricultural Extension, Economics Sociology*, 40(1),
405 437-447.
- 406 Sundar, J., & Ramakrishnan, L. (2015). A study on awareness, purchase benefits and
407 satisfaction level towards crop insurance. *Pacific Business Review International*,
408 7(11), 38-45.
- 409 Venkatesh, G. (2008). Crop insurance in India: A study. *Journal of the Insurance Institute of*
410 *India*, 4, 15-17.
- 411 Vikram, K., Meghanatha, R., B.Hariharadhas, & K. Sakaravel, P. (2023). *District Statistical*
412 *Handbook 2021-22*. Department of Economics and Statistics, Virudhunagar.
413 Accessed on 03 June 2024. Available at:
414 <https://cdn.s3waas.gov.in/s3c86a7ee3d8ef0b551ed58e354a836f2b/uploads/2023/01/2023010298.pdf>.
415

UNDER PEER REVIEW