

**PERCEPTION OF RURAL MASSES TOWARDS LIVESTOCK INSURANCE
WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT**

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ABSTRACT

Livestock insurance refers mainly to the insurance of cattle and horses. This type of insurance provides cover against death of animals or livestock arising as a result of accident, disease, parturition or pregnant condition as the causes may be. Insurance for livestock is more important because or national income based on the agriculture field, livestock contribution is more than others in the field of agriculture. Primary data were collected from the selected respondents by the interview schedule method. Secondary data were also collected from books, magazines, journals or newspapers. Since livestock insurance in Tirunelveli District is an emerging one, hence the researcher decided to collect the data from the policy holders of livestock insurance in Tirunelveli District. Data required for the present study had been collected from 400 respondents were chosen by adopting convenience sampling technique. It is found that subsidy policy of the government and risk coverage are the important perception towards livestock insurance among the male respondents. It is identified that quickness in paying payments and risk coverage are the important perception towards livestock insurance among the female respondents. Gender wise there is a significant difference in the perception towards livestock insurance are identified in the case of risk coverage, valuation of animals and subsidy policy of the government. It is concluded that rural masses perceived that insurance procedure is easier but claim settlement procedure is tedious that it requires recommendation from different agency. Rural masses are satisfied with the premium percentages and subsidy given by government. Further research is needed to assess farmers' perception and willingness to join in livestock insurance program.

KEY WORDS: Livestock Insurance, Perception, Satisfaction and Claim Settlement

INTRODUCTION

Insurance sector is an integral part of our economy. Indian economy is predominantly on agrarian economy. Agriculture employees 65% of the total work force in this country. It's giving so many advantages to human beings and animals, Insurance

companies are earning not only revenue but also the key factor is to develop which means, India's development depends upon the development of rural population.

Livestock insurance refers mainly to the insurance of cattle and horses. This type of insurance provides cover against death of animals or livestock arising as a result of accident, disease, parturition or pregnant condition as the causes may be. Insurance for livestock is more important because or national income based on the agriculture field, livestock contribution is more than others in the field of agriculture.

STATEMENT OF THE PROBLEM

The cyclical nature of production is a characteristic of livestock farming which is caused primarily by the climatic conditions such as flooding and drought. Moreover, human-made disaster such as theft and starting of fires are other risks for losing livestock. To avoid such kind of loss of livestock productivity, it is important to increase insurance awareness campaigns among the rural masses. Insurance awareness enable rural masses to realise the need for livestock insurance, therefore insure their livestock. The perception of rural masses towards livestock insurance was carried out by administering interview schedule among a large sample of livestock farmers. Since livestock production is the backbone of the economy of India, it is vital for rural masses to gain awareness about the importance of insurance. Therefore, this study makes a contribution for improvement of the know-how of rural masses regarding risk assessment in their farming activities. Therefore, the main objectives of this paper are to examine perception of rural masses towards livestock insurance and level of satisfaction of rural masses towards livestock insurance and draw some policy implications from the results.

OBJECTIVES OF THE STUDY

- (i) To know the perception of rural masses towards livestock insurance
- (ii) To study the level of satisfaction of rural masses towards livestock insurance

METHODOLOGY

Primary data were collected from the selected respondents by the interview schedule method with the help of pre-tested comprehensive interview schedule specially designed for the purpose. Interview schedule was constructed for rural masses. The interview schedule for the rural masses covered aspects such as age, gender, marital status, educational qualification, and monthly income. Secondary data were also collected from books, magazines, journals oral newspapers. And report to understand the socio-economic conditions of the study area, data and location, hydrology, demography, literacy level from the records available in various government department of the District. Since livestock

insurance in Tirunelveli District is an emerging one, hence the researcher decided to collect the data from the policy holders of livestock insurance in Tirunelveli District. Data required for the present study had been collected from 400 respondents were chosen by adopting convenience sampling technique.

DATA ANALYSIS AND INTERPRETATION

Perception towards livestock insurance based on Gender group of rural masses

In order to find out the significant difference in perception towards livestock insurance based on gender group of rural masses, 't' test is used with the null hypothesis as, "There is no significant difference in perception towards livestock insurance based on gender group of rural masses". The result of 't' test for perception towards livestock insurance based on gender group is presented in Table 1.

Table 1

Perception towards livestock insurance based on Gender group of rural masses

Perception	Gender		t Statistics	p Value
	Male	Female		
Risk coverage	4.0275	3.8054	2.299*	0.022
Valuation of animals	3.9513	3.7669	2.161*	0.031
Premium amounts	3.9069	3.7757	1.448	0.154
Subsidy policy of the government	4.0333	3.7874	2.560*	0.015
Insurance procedure and requirements	3.8677	3.7126	1.922	0.055
Claim procedure and requirements	3.8976	3.7520	1.397	0.163
Quickness in paying payments	3.8810	3.8425	0.472	0.637

Source: Primary data

*-Significant at five per cent level

From the above table, it is understood that subsidy policy of the government and risk coverage are the important perception towards livestock insurance among the male respondents as their mean scores are 4.0333 and 4.0275 respectively. It is further understood that quickness in paying payments and risk coverage are the important perception towards livestock insurance among the female respondents as their mean scores are 3.8425 and 3.8054 respectively. Regarding the perception towards livestock insurance among different gender group of rural masses, risk coverage, valuation of animals and subsidy policy of the government are statistically significant at 5 per cent level.

Perception towards livestock insurance among different age group of rural masses

In order to find out the significant difference in perception towards livestock insurance among different age group of rural masses, 'ANOVA' test is used with the null hypothesis as, **“There is no significant difference in perception towards livestock insurance among different age group of rural masses in Tirunelveli District”**. The result of 'ANOVA' test for perception towards livestock insurance among different age group of rural masses is presented in Table 2.

Table 2

Perception towards livestock insurance among different age group of rural masses

Perception	Age Group [Mean Score]				F Statistics
	Below 25 years	26-35 years	36-45 years	Above 45 years	
Risk coverage	3.9760	3.8304	3.7707	3.6516	2.877*
Valuation of animals	3.8960	3.7685	3.7365	3.5581	2.845*
Premium amounts	3.9000	3.7935	3.8024	3.4516	2.793*
Subsidy policy of the government	3.8280	3.8370	3.8563	3.3548	2.696*
Insurance procedure and requirements	3.8720	3.7826	3.7725	3.5806	1.090
Claim procedure and requirements	3.8600	3.7609	3.8443	3.7419	0.423
Quickness in paying payments	3.9220	3.8859	3.8623	3.5484	1.120

Source: Computed data

Table 2 highlights that risk coverage and quickness in paying payments are the important perception towards livestock insurance among the respondents who are in the age group of below 25 years as their mean scores are 3.9760 and 3.9220 respectively. Table further indicates that quickness in paying payments and subsidy policy of the government are the important perception towards livestock insurance among the respondents who are in the age group between 26-35 years as their mean scores are 3.8859 and 3.8370 respectively. Table further exhibits that quickness in paying payments and subsidy policy of the government are the important perception towards livestock insurance among the respondents who are in the age group between 36-45 years as their mean scores are 3.8623 and 3.8563 respectively. Table further shows that claim procedure and

requirements and risk coverage are the important perception towards livestock insurance among the respondents who are in the age group of above 45 years as their mean scores are 3.7419 and 3.6516 respectively. Regarding the perception towards livestock insurance among different age group of respondents, risk coverage, valuation of animals, premium amounts and subsidy policy of the government are statistically significant at 5 per cent level.

Perception towards livestock insurance among different monthly income of rural masses

In order to find out the significant difference in perception towards livestock insurance among different monthly income of rural masses, 'ANOVA' test is used with the null hypothesis as, "There is no significant difference in perception towards livestock insurance among different monthly income of rural masses in Tirunelveli District". The result of 'ANOVA' test for perception towards livestock insurance among different monthly income of rural masses is presented in Table 3.

Table 3

Perception towards livestock insurance among different monthly income of rural masses

Perception	Monthly Income [Mean Score]				F Statistics
	Below Rs.10,000	Rs.10,000-15,000	Rs.15,001-20,000	Above Rs.20,000	
Risk coverage	3.7474	3.8641	3.9454	4.1129	2.844*
Valuation of animals	3.7821	3.8484	3.9518	4.0129	2.675*
Premium amounts	3.9827	3.7422	3.6738	4.0323	3.214*
Subsidy policy of the government	3.8613	3.8242	3.7447	3.8668	0.357
Insurance procedure and requirements	3.9306	3.7539	3.7305	3.8387	1.429
Claim procedure and requirements	3.9689	3.8008	3.7305	3.8065	1.071
Quickness in paying payments	3.9482	3.8711	3.7660	3.8548	0.806

Source: Computed data

Table 3 highlights that premium amounts and claim procedure and requirements are the important perception towards livestock insurance among the respondents who belong to the monthly income of below Rs.10,000 as their mean scores are 3.9827 and 3.9689 respectively. Table further indicates that quickness in paying payments and valuation of animals are the important perception towards livestock insurance among the respondents who belong to the monthly income between Rs.10,000-15,000 as their mean scores are 3.8711 and 3.8641 respectively. Table further exhibits that valuation of animals and risk coverage are the important perception towards livestock insurance among the respondents who belong to the monthly income between Rs.15,001-20,000 as their mean scores are 3.9518 and 3.9454 respectively. Table further shows that risk coverage and premium amounts are the important perception towards livestock insurance among the respondents who belong to the monthly income of above Rs.20,000 as their mean scores are 4.1129 and 4.0323 respectively. Regarding the perception towards livestock insurance among different monthly income of respondents, risk coverage, valuation of animals and premium amounts are statistically significant at 5 per cent level.

Level of satisfaction in livestock insurance among different marital status of rural masses

The level of satisfaction in livestock insurance differs among different marital status of the rural masses. The rural masses who are married have high level satisfaction in livestock insurance and the rural masses who are unmarried have low level satisfaction in livestock insurance. In order to find out the level of satisfaction in livestock insurance among different marital status of the rural masses, the data have been collected and presented in the study. The two way table between marital status and the level of satisfaction in livestock insurance among rural masses in Tirunelveli district is depicted in Table 4.

Table 4
Level of satisfaction in livestock insurance among different marital status of rural masses

Marital status	Level of Satisfaction in livestock insurance			Total
	Low	Moderate	High	
Married	29(7.2)	179(44.7)	47(11.7)	255(63.8)
Unmarried	28(7)	88(22)	7(1.8)	123(30.8)
Others	11(2.8)	11(2.8)	-	22(5.4)
Total	68(17)	278(69.5)	54(13.5)	400(100)

Source: Primary data
(Parentheses indicates percentage)

Table 4 clearly shows that 44.7 per cent of the respondents who are married have moderate level of satisfaction in livestock insurance, 22 per cent of the respondents who are unmarried have moderate level of satisfaction in livestock insurance, 11.7 per cent of the respondents who are married have high level of satisfaction in livestock insurance and 7.2 per cent of the respondents who are married have low level of satisfaction in livestock insurance.

Table further shows that 7 per cent of the respondents who are unmarried have low level of satisfaction in livestock insurance. It is evident from table that majority of the respondents who are married have high level of satisfaction in livestock insurance.

Rural masses of different marital status have different level of satisfaction in livestock insurance. Rural masses who are married have high level of satisfaction in livestock insurance, while rural masses who are unmarried have low level of satisfaction in livestock insurance. In order to find out the significant relationship between satisfaction in livestock insurance and marital status of the rural masses in Tirunelveli district, 'Chi-square' test is attempted with the null hypothesis as, "There is no significant relationship between level of satisfaction in livestock insurance and marital status of the rural masses in Tirunelveli district". The result of 'Chi-square' test for level of satisfaction in livestock and marital status of rural masses is presented in table 5.

Table 5

Level of satisfaction in livestock insurance among different marital status of rural masses-Chi-square Test

Marital status	No of Respondents	Mean	Standard deviation	Chi-square Value	p Value
Married	255	66.40	4.46	35.662	0.000
Unmarried	123	63.67	4.55		
Others	22	60.81	5.02		
Total	400	65.25	4.79		

Source: Computed data

Table 5 reveals that the calculated chi square value for level of satisfaction in livestock insurance among different marital status of rural masses is 35.662 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. It is concluded that there is a significant relationship between the marital status of the rural masses and their level of satisfaction in livestock insurance.

Level of satisfaction in livestock insurance among different educational qualification of rural masses

The level of satisfaction in livestock insurance differs among different educational qualification of the rural masses. The high educated rural masses have high level satisfaction in livestock insurance and the low educated rural masses have low level satisfaction in livestock insurance. In order to find out the level of satisfaction in livestock insurance among different educational qualification of the rural masses, the data have been collected and presented in the study. The two way table between educational qualification and the level of satisfaction in livestock insurance among rural masses in Tirunelveli district is depicted in Table 6.

Table 6

Level of satisfaction in livestock insurance among different educational qualification of rural masses

Educational qualification	Level of Satisfaction in livestock insurance			Total
	Low	Moderate	High	
Below high school	9(2.2)	100(25)	34(8.5)	143(35.8)
Higher secondary	19(4.7)	95(23.7)	16(4)	130(32.5)
Graduate	16(4)	50(12.5)	3(0.7)	69(17.3)
Post graduate	3(0.7)	19(4.7)	1(0.2)	23(5.8)
Professional	21(5.2)	14(3.5)	-	35(8.8)
Total	68(17)	278(69.5)	54(13.5)	400(100)

**Source: Primary data
(Parentheses indicates percentage)**

Table 6 clearly highlights that 25 per cent of the respondents who are below high school educational qualification have moderate level of satisfaction in livestock insurance, 23.7 per cent of the respondents who are higher secondary educational qualification have moderate level of satisfaction in livestock insurance, 12.5 per cent of the respondents who are graduate have moderate level of satisfaction in livestock insurance and 8.5 per cent of the respondents who are below high school educational qualification have high level of satisfaction in livestock insurance.

Rural masses of different educational qualification have different level of satisfaction in livestock insurance. Rural masses who are graduate have high level of satisfaction in livestock insurance, while rural masses who are below high school

educational qualification have low level of satisfaction in livestock insurance. In order to find out the significant relationship between satisfaction in livestock insurance and educational qualification of the rural masses in Tirunelveli district, 'Chi-square' test is attempted with the null hypothesis as, "There is no significant relationship between level of satisfaction in livestock insurance and educational qualification of the rural masses in Tirunelveli district". The result of 'Chi-square' test for level of satisfaction in livestock and educational qualification of rural masses is presented in table 7.

Table 7

Level of satisfaction in livestock insurance among different educational qualification of rural masses-Chi-square Test

Educational qualification	No of Respondents	Mean	Standard deviation	Chi-square Value	p Value
Below high school	143	67.34	4.43	76.948	0.000
Higher secondary	130	65.34	4.52		
Graduate	69	63.75	4.35		
Post graduate	23	64.04	3.22		
Professional	35	59.91	3.52		
Total	400	65.25	4.79		

Source: Computed data

Table 7 clearly shows that the calculated chi square value for level of satisfaction in livestock insurance among different educational qualification of rural masses is 76.948 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. It is concluded that there is a significant relationship between the educational qualification of the rural masses and their level of satisfaction in livestock insurance.

Ranking of difficulty to insure livestock

Rural masses face different difficulties in insuring the livestock namely unawareness of livestock insurance, high premium, low income of people, not much interest, difficult to get veterinary certificate, fearness of insurance, lack of livestock insurance agents and not confident in insurance to the people. In order to find out the difficulty to insure livestock, Garret ranking analysis was made. The results of Garret ranking analysis regarding difficulty to insure livestock is presented in the Table 8.

Table 8
Difficulty to insure livestock - Garrett Ranking Technique

Sl. No	Difficulty to insure livestock	Total Score	Average Score	Rank
1	Unawareness of livestock insurance	25840	64.60	I
2	High Premium	22136	55.34	III
3	Low income of people	23636	59.09	II
4	Not much interest	17413	43.53	VIII
5	Difficult to get veterinary certificate	18392	45.98	VII
6	Fearness of insurance	18945	47.36	VI
7	Lack of livestock insurance agents	19320	48.30	V
8	Not confident in insurance to the people	21541	53.85	IV

Source: Computed data

As per the ranking regarding the difficulty to insure livestock, unawareness of livestock insurance rank first with a mean score of (64.60) which is followed by low income of people rank second with a mean score of (59.09), high premium rank third with a mean score of (55.34), not confident in insurance to the people fourth rank with a mean score of (53.85) and not much interest ranked last with a mean score of (43.53).

SUGGESTIONS

- ✓ Bank has to provide awareness on livestock insurance to the people who are availing loan to purchase livestock, because many expressed that they are not aware that the bank has taken insurance cover.
- ✓ The Government has to stick on to the policy that loan for livestock are not given with subsidies as present norms.
- ✓ Policy holders and prospects have to go forward themselves make aware on benefits provided to them by the policy makers, and intermediaries before they reach them. They have to be courteous even though they are from rural background.

CONCLUSION

It is concluded that rural masses perceived that insurance procedure is easier but claim settlement procedure is tedious that it requires recommendation from different agency. Rural masses are satisfied with the premium percentages and subsidy given by government. Further research is needed to assess farmers' perception and willingness to join in livestock insurance program.

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