

## RISK MANAGEMENT STRATEGIES & DECISION MAKING IN DRY-LANDS OF PRAKASAM DISTRICT OF ANDHRA PRADESH

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### **Abstract**

*Farmer's make decisions every day that affect farming operations many of the factors that affect the decisions they make cannot be predicted with complete accuracy with growing commercialization in agriculture the magnitude of loss due to unfavorable eventualities is increasing. Farmer's need to understand risk and have risk management skills for better anticipates problems and reduces consequences. Decision making is the principal activity of management; all decisions have outcomes or consequences. However, in most situations the outcome of a decision cannot be predicted.*

*Once farmers have decided to engage in farming activities, the production strategy selected is an important means of mitigating the risk of crop failure. Traditional cropping systems in many places rely on crop diversification and mixed farming. Crop diversification and intercropping systems mean to reduce the risk of crop failure due to adverse weather events, crop pest or insect attacks. Risk mitigation strategies are often used in combination with one another, because no single strategy can cover all of the risk likely to be encountered. Here farmer's need to consider the risks simultaneously and to*

*Agricultural producers should not limit their risk management strategies simply to lessening and off-setting the problems caused by weather and natural events.*

**Key words:** *Diversification, Decision making, Risk mitigation strategies*

### **Risk**

The oxford dictionary of word origin states the following on risk. We know well enough what the immediate source of word risk was, the English borrowed French *risqué* in the 17<sup>th</sup> century. That in turn comes from Italian *rischo*, which was based on the Latin verb *rischare* meaning "to run into danger". Beyond that, we get into uncertain territory.

### **Risk Management**

Risk management can be defined as a) The process of identification, assessment and prioritization of *risks* by organization and b) involves coordinated and prudent application of resources so as to control and minimize the risk by controlling the probability and / or impact of unexpected events. Risk taking, which is also a part of risk management on the other hand, involves seizing opportunities.

Uncertainty is not known whether an event is going to occur and being unable to measure the likelihood of occurrence of the event.

### **Personal risk or Human Resource Risks**

One of the major risks faced by the agricultural sector in India is the unavailability of Human resources to operate agri-business activities. In the absence of mechanization, human resources continue to play an important role in day to day activities such as swing harvesting, inter

culturing etc. The problem is amplified as the need is often seasonal. The availability of skilled man power in agriculture is also an area of uncertainty.

Risk analysis and risk management has got much importance in the Indian economy during this liberalization period. With the growing commercialization of agriculture the magnitude of loss due to unfavorable eventualities is increasing. Risk management involves choosing among alternatives that uncertain outcome and varying levels of expected returns.

### **Scope of the Study**

Andhra Pradesh is one of the drought prone districts in India. Among the coastal districts, perhaps, the district contributes with lowest rainfall of 871.5 mm, with a lot of variability across space and time. Irrigation facilities of the districts are lesser than 30 percent of the cropped area. The district was well known for cotton cultivation but it was also affected by pests and diseases. Even the well-known Ongole breed cattle are on the decline because of the inability of the farmers to maintain them. Horticulture and sericulture activities have experienced limited growth due to general lack of irrigation facilities.

**Attention on Prakasam District Agra rain distress without late is assuming lot of significance and should be handled urgently. Study planned in the District to collect risk related information among the farming groups.**

The International Organization for Standardization (ISO) published, guide 73:2009, "Risk Management Vocabulary" and IEC (International Electro-technical Commission) and ISO jointly published, ISO/IEC 31010, Risk Management – Risk assessment techniques. Together they provide organizations of all types with a well-stocked tool box for tackling situations that could affect the achievement of their objectives. According to ISO, organizations manage risk by identifying it, analyzing it and then evaluating whether the risk should be modified by risk treatment in order to satisfy their risk criteria<sup>1</sup>. According to IEC, the standards on risk management deals with risk assessment concepts risk assessment process, selection of risk assessment techniques, and also highlighted the questions: what can happen and why? What are the consequences?

The ICRISAT village studies collected information on household income and consumption. Summon up that out of the sample of 40 households in each village, 30 households were cultivator households and 10 were landless labour households. Hence, the major components of household income were crop revenue and labour income<sup>2</sup> (Walker and Ryan, 1990).

### **Personal Risk**

Farm and household cannot be separated from each other in Indian Conditions. Work habits are closely related with food intake, living conditions, sanitation etc. Thus, the association/work culture between agricultural labor and household labor is almost similar. There is lack of managerial skills among a large number of small and marginal farmers of the country. It is due to illiteracy, small size of holding, scarcity of resources, lack of awareness and business attitude.

There is also risk of sickness, injury or death or draft animals, Minch animals and farm worker. Accidental death can wipe away the most important productive asset of the family the life of the farm manager. One of the major risks faced by the agricultural sector in India is the

unavailability of human resources to operate agribusiness activities. In the absence of mechanization, human resources continue to play an important role in day to day activities such as sowing, harvesting, inter culturing etc. The problem is amplified as the need is often seasonal. The availability of skilled man power in agriculture is also an area of uncertainty. Agricultural households, as any other economic entrepreneur are exposed to personal risks affecting the life and the wellbeing of people who work on the farm, as also asset risks from floods, cyclones, droughts and possible damage of theft of production equipments and any other farming assets.

### **Risk Management Strategies**

World Bank (2001) highlighted in world development report difference between on-farm strategies and risk-sharing strategies<sup>3</sup>. Ex anti-informal strategies are characterized by diversification of income sources and choice of agricultural production strategy. Once strategy producers can employ is simply to avoid risk. In many cases, extreme poverty makes people very risk averse. After avoiding activities that entail risk but that could also bring larger income gains.

### **Risk Attitude and Perception**

According to Binswanger (1980), who conducted experiments with individuals in rural India with real monetary payoffs, 300 individuals were randomly picked from the six villages that formed the field subjects for the ICRISAT study. In his experiment, Binswanger offered the subjects the choice of lotteries with different payoffs. From the choices made by the subjects, it is possible to infer their risk aversion. From analyzing the pattern of such choices, Binswanger found that most farmers in the ICRISAT villages were intermediate to moderately risk averse<sup>4</sup>.

### **Objectives**

1. To survey the opinion of agricultural producers on risk and risk management strategies in agriculture among the producers of Prakasam district.
2. To examine crisis situations and their possible causes based on Marketing experience.
3. To analyze and compare production, market risks based on the producer's answers in the survey.

The Prakasam District was the first one in the country to be known for suicides by farmers on account of crop failure. Primary Data collected from among the farmers of the district by using personal interview schedule, due to illiteracy the information collected by using face to face mode.

### **Sample Size:**

There is no relevant data available on the topic, primary data collected among the farmers of Prakasam district of Andhra Pradesh. Total of 504 farmers are selected for the purpose of the study.

### **Farmers source of Income**

Farmers perform farming and allied activities, on-farm and off-farm activities for their livelihood. 68.9 percent of the income is generated from crop production; other 20 percent of the income is generated from regular wages and casual Labor.

Owners of the land get this income beside the tenant farmer also exist. The income of other agriculture income is just below one percent or 0.6 percent which is negligible, farm inputs, feed, seed, bio pesticides, other activities is very low in operation.

Table 1 : Farmers Source of Income with Land Holding		
S.no	Source of Income	In percentage
1	Crop Production	68.9
2	Live stock production	2.3
3	Other Agricultural activities	0.6
4	Non-Agriculture Enterprise	4.8
5	Regular Wages	7.7
6	Casual Labour	14.2
7	Total	100

Source: SS Report No. 587: Situation Assessment of Agricultural Households and Land and Livestock Holdings of Households in Rural India, 2019

### Income of tenant farmers:

Tenant farmer is more and exactly better person in taking risk compared with the owner of the land, he takes the operational activities of the farm business and profit is shared in ratio between the owner and the tenant. Tenant farmer experiences hit risk worst compared to the owner of the land, tenet farmer is dependent on the operation of the farm. The business operation is executed without ownership of the land.

Table 2 : Farmers Source of Income without Ownership of Land		
S.no	Source of Income	In percentage
1	Crop Production	6.1
2	Live stock production	0.6
3	Other Agricultural activities	1.1
4	Non-Agriculture Enterprise	14.0
5	Regular Wages	17.7

6	Casual Labour	48.6
7	Total	100

Source: SS Report No. 587: Situation Assessment of Agricultural Households and Land and Livestock Holdings of Households in Rural India, 2019

More than 50 of the tenant farmers earn their income from regular wages, casual labour, this type of farmers experience livelihood risk, they take the opportunity to work in the farm as tenant farmer, also work in the farm as casual or regular waged person. Risk of farm production is shared between tenet and owners of the land.

#### Land holding of Andhra Pradesh Farmers:

Andhra Pradesh is treated as a one of the agricultural state of India with major rivers like Krishna, Godavari, Tungabhadra; Agriculture is main source of income. Andhra Pradesh is regionally with dry lands and wet land in farm business operation, Andhra Pradesh experience different types of risks, climatic events like cyclone, heavy rains, drought, change in temperate hot wave, cold waves etc, all this factor affect farmer and farming activity, beside Andhra Pradesh is working for new irrigational facilities with Polavaram dam.

Table 3 : land holding by different social groups among the Farmers of Andhra Pradesh

S.no	Social Group	In Percentage
1	S.T	8.3
2	S.C	11.7
3	O.B.C	52.6
4	Others	27.6
5	Total	100

Source: SS Report No. 587: Situation Assessment of Agricultural Households and Land and Livestock Holdings of Households in Rural India, 2019

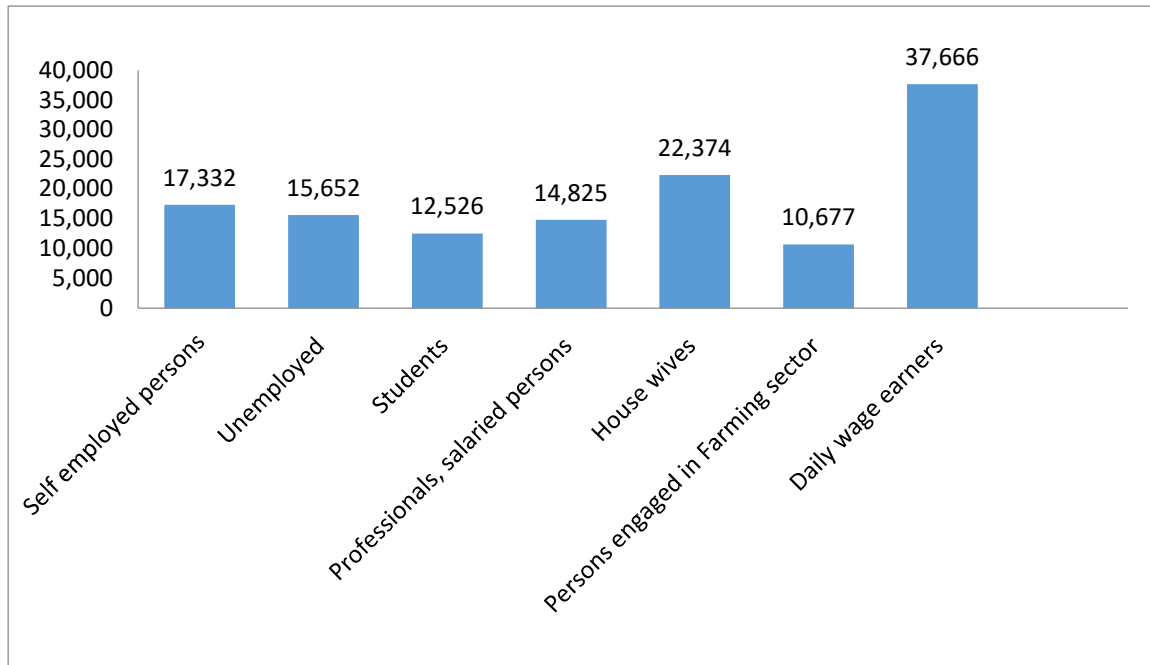
New type of water facilities will enhance the risk mitigation of drought risk in Andhra Pradesh agriculture; this will improve the livelihood security of weaker section of Andhra Pradesh. Although more than 70 percent of the land is under weaker section, the others hold only 27.6 percent; it is observed the land diversification for commercial purpose if dun from section of others holding the land.

In recent times, popular saying coming into existence that is land seller is better than land owner.

**Suicides in India:**

Distress causes suicides, In Indian context there are various entities are affected with stress and mental illness which is evident in the following table. Daily wages and farm engaged are majority of the suicide in Indian context. It is observed that stress and mental health have an impact on farmer, farming activity, daily waged and women are affected.

*Fig 1: Suicides in 2020*



Source: National Crime Record Bureau 2021

It is observed that 10,677 people related to farming sector committed suicides. Illness, stress are factors affecting farmer and farming activity. Stress and mental illness are not exceptional to farmer and farming activity, Farmer suicides still in existence.

**Personal Problems such as death, injuring or poor health (illness) of the principal operator of the farm experience among the farmers of the district**

**Table – 4**

**Personal problems such as death, injuring or poor health (illness)**

S. No	Personal problems of the farmers	Diversified Farming		Non-Diversified Farming	
		No of Respondents	Contribution in percentage %	No of Respondents	Contribution in %
1.	YES	14	8.64%	79	24.23%
2.	NO	148	91.36%	247	75.77%

3.	TOTAL	162	100	326	100
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### Category \* Type Of Farming Cross tabulation

Count

	Type Of Farming		Total
	Diversified Farming	Non-Diversified Farming	
Category 1	14	79	93
2	148	247	395
Total	162	326	488

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.054 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	16.058	1	.000		
Likelihood Ratio	19.005	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	17.019	1	.000		
N of Valid Cases	488				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.87.

b. Computed only for a 2x2 table

**Inference: Personal problems of the farmers are related to the type of the farming.**

### ANOVA

**Tests of Between-Subjects Effects**

Dependent Variable: Number

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	29525.000 <sup>a</sup>	2	14762.500	51.081	.098
Intercept	59536.000	1	59536.000	206.007	.044
Category	22801.000	1	22801.000	78.896	<b>.071</b>
Type Of Farming	6724.000	1	6724.000	23.266	<b>.130</b>
Error	289.000	1	289.000		
Total	89350.000	4			
Corrected Total	29814.000	3			

a. R Squared = .990 (Adjusted R Squared = .971)

**Inference: There is no significant difference among the categories.”**

**There is no significant difference between Diversified Farming and Non- Diversified Farming types.**

**H<sub>0</sub> is accepted**

**H<sub>1</sub> is accepted**

**Correlation:**

	<i>Diversified Farming</i>	<i>Non-Diversified Farming</i>
<i>Diversified Farming</i>	1	
<i>Non-Diversified Farming</i>	1	1

**Inference: Perfect correlation is observed between the farming types.**

**Interpretation**

In Indian agriculture, have and farm business cannot be clearly separated from each other, farming combines a mode of life with the business. Farmers and his family member live there and work on the farm. Most industries are organized on a large scale corporate basis whereas; farming is organized on an individual owner operated family farm basis.

To enhance personal managing skills of the farmer, field schools were organized at village level. Farmers field schools at village level with an intention to implement integrated pest management and to impart technical knowhow to judge by them about pest management. The



pesticide consumption has fallen to a great extent in the recent years. To analyze the personal problems farmers it is asked in the schedule problems like death, injuring or poor health (illness) experienced by the principal operator of the farm.

Personal problems of the farmers are related to the type of the farming, non-diversified farmers are mostly specialized farming in operation of the farm if there is any illness in demand he may not attend his activity which lead to risk this type of risk is increasing because of next generation migrating to urban society.

**Farmers problems related to availability and reliability of labor.**

**Table - 5**

**Farmers problems related to employs of the farming activity experienced like availability reliability of labor or availability of skilled labor.**

S. No	Formers Opinion on problems related to employs of the farming activity	Diversified Farming		Non-Diversified Farming	
		No of Respondents	Contribution in percentage %	No of Respondents	Contribution in percentage %
1.	YES	148	91.35%	314	96.31%
2.	NO	14	8.65%	12	3.69%
3.	TOTAL	162	100	326	100

**Category \* Type Of Farming Cross tabulation**

Count

	Type Of Farming		Total
	Diversified Farming	Non-Diversified Farming	
Category 1	148	314	462
2	14	12	26
Total	162	326	488

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.280 <sup>a</sup>	1	.022		
Continuity Correction <sup>b</sup>	4.343	1	.037		
Likelihood Ratio	4.952	1	.026		
Fisher's Exact Test				.031	.021
Linear-by-Linear Association	5.270	1	.022		
N of Valid Cases	488				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.63.

b. Computed only for a 2x2 table

**Inference: Formers Opinion on problems related to employs of the farming activity is related to the type of the farming.**

### ANOVA

#### Tests of Between-Subjects Effects

Dependent Variable: Number

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	54248.000 <sup>a</sup>	2	27124.000	3.844	.339
Intercept	59536.000	1	59536.000	8.438	.211
Catogory	47524.000	1	47524.000	6.735	.234
Type Of Farming	6724.000	1	6724.000	.953	.508
Error	7056.000	1	7056.000		
Total	120840.000	4			
Corrected Total	61304.000	3			

a. R Squared = .885 (Adjusted R Squared = .655)

**Inference: There is no significant difference among the categories.”**

**There is no significant difference between Diversified Farming and Non- Diversified Farming types.**

**H<sub>0</sub> is accepted**

**H<sub>1</sub> is accepted**

**Correlation:**

	<i>Diversified Farming</i>	<i>Non-Diversified Farming</i>
<i>Diversified Farming</i>	1	
<i>Non-Diversified Farming</i>	1	1

**Inference: Perfect correlation is observed between the farming types.**

### Interpretation

It is observed problems related to employees of the farming activity are related to the type of the farming. Farming is a seasonal activity, at peak of demand majority of the farmers need access to employees the scarcity is arising at the stage of demand; this is a type of risk observed as growing changed in the district.

### Human resource management in agriculture, algorithms:

Human resource management in agriculture, algorithms can provide decision-making support by assisting with various aspects of workforce planning, scheduling, and optimization. Here are some ways algorithms can aid in human resource management for risk management in agriculture.

**Workforce planning algorithms:** These algorithms analyze historical labor data, crop calendars, and production targets to help farmers determine their labor requirements for specific activities and seasons. By considering factors like crop type, field size, and labor availability, these algorithms can assist in developing effective workforce planning strategies, ensuring that the right number of workers is available when needed.

**Labor Scheduling Algorithms:** Farming operations often require different tasks to be performed at specific times. Labor scheduling algorithms take into account factors like crop growth stages, weather conditions, and labor availability to create optimized schedules for workers. These algorithms help ensure that tasks are allocated efficiently, reducing the risk of delays or bottlenecks in operations.

**Skill Matching Algorithms:** Agriculture involves a variety of tasks that require different skill sets. Skill matching algorithms consider the skill levels and capabilities of available workers and match them with appropriate tasks. By assigning workers to tasks that align with their expertise, these algorithms can enhance productivity, reduce errors, and minimize the risk of inefficiency or accidents.

*Training and Development Algorithms:* Continuous training and development are essential for maintaining a skilled workforce. Algorithms can assess the competency levels of workers and identify areas where additional training is needed. Based on this analysis, the algorithms can recommend appropriate training programs or resources to address skill gaps and improve overall workforce capabilities.

*Performance Evaluation Algorithms:* Evaluating the performance of individual workers or teams is crucial for identifying areas of improvement and rewarding high performers. Performance evaluation algorithms can analyze various metrics, such as task completion rates, quality of work, and adherence to safety protocols. These algorithms provide objective assessments, enabling farmers to make informed decisions regarding promotions, bonuses, or performance-based incentives.

*Worker safety algorithms:* Safety is a significant concern in agriculture, and algorithms can assist in managing and mitigating safety risks. These algorithms can analyze historical data, identify potential hazards, and recommend safety measures and protocols. They can also monitor worker behavior in real-time, flagging any deviations from safety guidelines and alerting supervisors to take appropriate action.

*Labor Cost Optimization Algorithms:* Managing labor costs is crucial for financial risk management in agriculture. Algorithms can analyze labor rates, productivity levels, and other relevant factors to optimize labor allocation and minimize costs. By identifying opportunities for increased efficiency or potential labor cost savings, these algorithms can contribute to improved financial performance.

When it comes to risk management in agriculture, understanding and predicting farmers' behavior is essential. Algorithms can help in analyzing farmers' behavior and decision-making patterns to provide insights and support risk management strategies. Here are some ways algorithms can assist in managing risk related to farmers' behavior in agriculture:

*Decision-making Analysis Algorithms:* These algorithms analyze historical data on farmers' decision-making, such as crop selection, input usage, and marketing strategies. By identifying patterns and correlations, algorithms can provide insights into farmers' behavior and decision-making processes. This information helps in understanding the factors that influence risk-taking behavior and allows for targeted interventions or recommendations.

*Risk Perception Algorithms:* Farmers' perception of risks plays a significant role in their decision-making. Algorithms can access and analyze farmers' risk perception based on factors like location, farm characteristics, and past experiences. By understanding farmers' risk perception, agricultural organizations and policymakers can develop tailored risk communication strategies to effectively convey information and encourage appropriate risk management practices.

*Behavioral Economics Algorithms:* Behavioral economics combines economic theory with psychology to understand how individuals make decisions. Algorithms based on behavioral economics principles can analyze farmers' behavior, biases, and heuristics to predict decision-making outcomes. This understanding can help design interventions that nudge farmers towards more risk-averse or risk-mitigating behaviors.

*Social Network Analysis Algorithms:* Farmers' behavior is influenced by social networks and interactions within their communities. Social network analysis algorithms can examine farmers' social connections, communication patterns, and information sharing. By identifying influential farmers or opinion leaders, these algorithms can facilitate targeted risk management interventions and promote the adoption of best practices within the community.

*Predictive Analytics Algorithms:* Predictive analytics algorithms leverage historical and real-time data to forecast farmers' behavior and decision-making. By considering factors such as weather conditions, market trends, and farm-specific variables, these algorithms can provide predictions on farmers' actions and preferences. This information assists in anticipating and addressing potential risks and developing proactive risk management strategies.

*Recommender Systems Algorithms:* Recommender systems analyze farmers' historical data, preferences, and goals to provide personalized recommendations. These algorithms can suggest risk management practices, crop diversification strategies, or insurance options based on individual farmers' profiles. By tailoring recommendations to farmers' needs and preferences, these algorithms enhance the adoption of risk management measures.

*Gamification Algorithms:* Gamification involves incorporating game-like elements into real-life situations to drive engagement and behavior change. Algorithms can design Gamification strategies that incentivize farmers to adopt risk management practices through rewards, challenges, or competitions. This approach can promote active participation, knowledge sharing, and a sense of achievement among farmers, thereby improving risk management behaviors.

It's important to note that algorithms analyzing farmers' behavior should consider ethical considerations, privacy concerns, and the need for informed consent. Farmers should have control over the data shared and be aware of how it is used. Additionally, algorithms should be complemented with educational initiatives and targeted outreach programs to foster awareness and understanding of risk management practices among farmers.

Stress management is a crucial aspect of risk management in agriculture, as farmers often face various stressors that can impact their decision-making abilities. Algorithms can provide decision-making support by assisting farmers in managing stress and making informed choices. Here are some ways algorithms can support stress management and decision-making in agriculture:

*Stress Monitoring Algorithms:* Algorithms can analyze data from wearable devices, such as heart rate monitors or smart watches, to assess farmers' stress levels. By tracking physiological indicators, sleep patterns, and activity levels, these algorithms can identify periods of high stress. Farmers can use this information to be more aware of their stress levels and take necessary steps to manage stress effectively.

*Decision Support Algorithms:* Algorithms can assist in decision-making by providing recommendations based on various factors, such as weather conditions, market trends, and historical data. These algorithms can help farmers evaluate different options and assess potential risks associated with each decision. By reducing uncertainty and providing insights, decision support algorithms can alleviate stress and enhance the quality of decision-making.

*Resource Optimization Algorithms:* Managing resources efficiently is crucial for stress reduction. Algorithms can analyze data on inputs, labor availability, and production targets to optimize resource allocation. By recommending optimal resource distribution, these algorithms can help farmers maximize productivity while minimizing stress associated with resource scarcity or inefficiency.

*Financial Management Algorithms:* Financial stress is a common concern in agriculture. Algorithms can analyze financial data, market trends, and historical patterns to provide insights into financial risks and opportunities. These algorithms can assist farmers in developing budgeting strategies, optimizing cash flow, and identifying potential cost-saving measures. By improving financial management, algorithms can help alleviate stress related to financial uncertainties.

*Risk Assessment Algorithms:* Algorithms can assess various risks in agriculture, such as crop diseases, weather events, or market fluctuations. By analyzing relevant data, including historical records and real-time information, these algorithms can provide risk assessments and scenario analyses. Farmers can use this information to proactively plan and implement risk management strategies, reducing stress associated with uncertainty and unexpected events.

*Collaboration and Knowledge-sharing Algorithms:* Algorithms can facilitate collaboration and knowledge-sharing among farmers. By analyzing farmers' profiles, interests, and expertise, algorithms can connect farmers with similar challenges or interests. These algorithms can suggest online forums, communities, or platforms for farmers to exchange ideas, share experiences, and seek support. By fostering a sense of community and collective learning, these algorithms can reduce stress by providing emotional support and access to valuable knowledge and resources.

*Workload Balancing Algorithms:* Farming operations often involve multiple tasks and responsibilities. Algorithms can assist in workload balancing by analyzing task requirements, labor availability, and time constraints. By recommending optimized task schedules and workload distribution, these algorithms can help farmers manage their time more effectively and reduce stress associated with workload management.

It's important to note that algorithms should be used as decision support tools and not replace farmers' expertise and judgment. The implementation of algorithms should also consider factors such as data privacy, user-friendliness, and farmers' preferences. Additionally, addressing stress management in agriculture requires a holistic approach, including mental health support, access to social networks, and education on stress reduction techniques.

*Decision Support Systems:* Algorithms can be integrated into decision support systems that provide farmers and agribusinesses with financial risk management recommendations. These systems consider various financial indicators, market data, and risk factors to guide decision-making regarding investments, loans, hedging strategies, and budgeting.

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