

## International Expansion

### India update:

The following is a brief description of the overall project that ASA ICCA is part of

### “Cereal System Initiative for South Asia (CSISA) A Brief”

The Cereal System initiative for South Asia (CSISA) comes at a crucial time for key nations in the region. Home to 40 percent of the world's poor with nearly half a billion people subsisting on less than US\$1 a day as they struggle to boost grain supplies in the wake of growing demand and strained natural resources. The initiative will bring together a range of public and private sector organizations to enable sustainable cereal production in India, Pakistan, Bangladesh and Nepal. The International Rice Research Institute (IRRI), The International Food Policy Research Institute (IFPRI), The International Livestock Research Institute (ILRI), and the International Maize and Wheat Improvement Centre (CIMMYT) will partner with IRRI, national agricultural research organizations, education and extension systems, non – government organizations, and private sector companies to implement CSISA. CSISA aims to reverse the declines in annual cereal yields of recent years, alleviate hunger and malnutrition ( almost half of the region's children under five year are malnourished), and increase food and income security in South Asia through the accelerated development and development of new cereal varieties, sustainable cropping systems management practices and agricultural policies. CSISA has many components for the improvement in productivity of cereal systems. The Certified Crop Adviser (CCA) program is one of the components of CSISA for developing a team of professionals for guiding the farmers for improving their crop productivity, profitability and environmental quality in South Asia.

The project is funded by the Bill and Melinda Gates Foundation; US AID and the World Bank. It is a 3 year project starting in 2009 with the option to continue beyond 2011 if deemed necessary.

### As of September 2009:

- the India CCA exam performance objectives have been developed and are being end user reviewed
- the India exam committee is being organized and will begin writing exam questions
- an India CCA program manager has been hired by IRRI, Kanwar Singh yadav, he is based in Delhi at IRRI and the grant provides the funding for this position
- the India certifying board is being organized and trained on how to manage the program and what their duties are
- ASA is developing a partnership with an India based not-for-profit to administer the program in India, this will be a licensing arrangement to meet India law requirements
- the goal is to offer the India CCA exam for the first time in June 2010 in the states of Punjab and Haryana, it will be expanded to other Indian states after that
- ASA has an MOU with Punjab Agricultural University and Haryana Agricultural University to provide technical support for exam and continuing education development