

India CCA Program



www.certifiedcropadviser.org/india

By J.K. Ladha IRRI-India

International Rice Research Institute

- **Facilitator / Catalyst**
- **IRRI in collaboration with ASA introduced the CCA Program in India under the umbrella of CSISA (Cereal System Initiative for South Asia)**
- **CCA office and support**
- **CCA Program Manager**
 - **Until 2011**
- **Eventually, the CCA to be a self-sustaining program**



India CCA Program



J.K. Ladha

ASA

- **ASA is the credentialing organization**
- **ASA CCA structure, policies and procedure is adopted**
- **ASA has a local business partner**

Indian Society of Agribusiness Professionals (ISAP)

- **Administrator for India CCA Program**
- **Licensed representative for ICCA in India**
- **Business partner with ASA**
- **Provides support to India CCA Board**
 - **Office, staff**
 - **Promotional and communication efforts**
 - **Collects exam registration, renewal fees and maintains database**
 - **Implements actions of board**

CSISA CCA Program: Milestones

Date	Milestone
March 2008	CSISA and CCA Project Conceptualization/ Stakeholders Meeting
March 2009	LoA - IRRI, ASA & PAU
April 2009	Launch of CSISA and CCA, New Delhi
May 2009	Preparation of PO Document Began
June 2009	Appointment of India CCA Manager Dr Kanwar Singh Yadav
September 2009	Policy and Procedure Manual
October 2009	Finalization of PO Document
November 2009	Selection of Business Partner (ISAP)

J.K. Ladha

CSISA CCA Program: Milestones

Date	Milestone
February 2010	First Meeting of India CCA Exam Committee
February 2010	First Meeting of India CCA Board of Directors
March 2010	LoA - ASA and ISAP
March 2010	LoA - IRRI and ISAP
May 2010	Credential Booklet finalized
June 2010	India CCA website www.certifiedcropadviser.org/india Established
August 2010	Pilot Exam – 22 Candidates 19 Passed
November 2010	Training Manual Completed

J.K. Ladha

CSISA CCA Program: Milestones

Date	Milestone
December 2010	First Exam – 85 Candidates 59 Passed
April 2011	Hindi and Punjabi Translation of Training Manual Began
December 2011	Fundamentals of Applied Agronomy on-line Pre-exam Training Program
June 2011	Second Exam– 85 Candidates 59 Passed
Dec 2011	Next Exam– Expected 400?

Board of Directors for the India CCA program at NASC complex, New Delhi on 8th February 2010



Exam & Procedure Committee members of the India CCA program



Training Manual (English & Hindi)

India CCA Training Manual 1



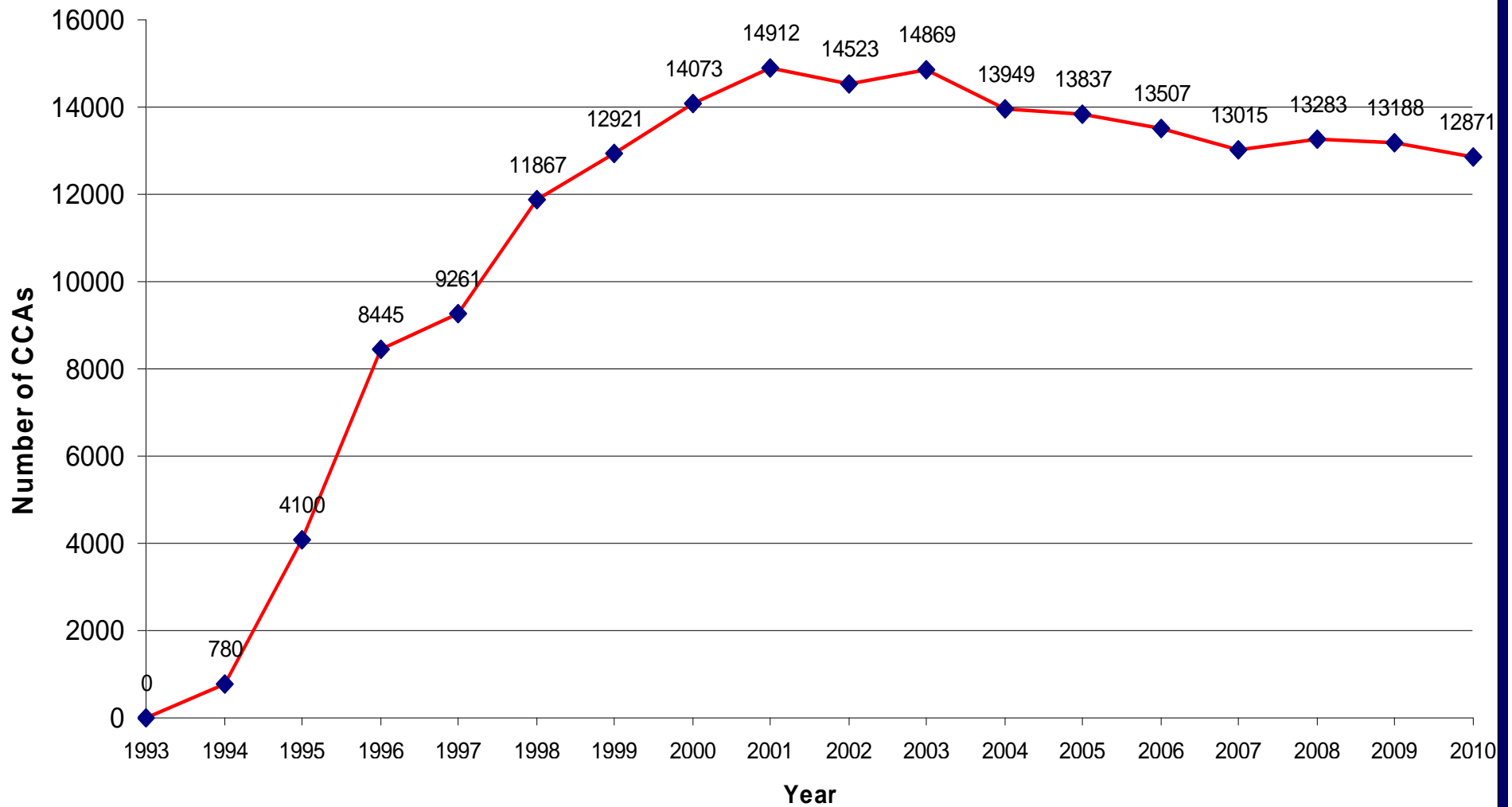
India CCA Training Manual 2



Lessons and Issues

- **Good start but number is still not what was envisioned**

Time Trend of CCAs in North America



Inventory of Extension Personnel in India

Public Sector			
1.	ICAR/SAU	KVK-580 SAU-45	11,000
2.	Directorates of AS	States-28 Districts-600	18,000
Private Sector			
1.	Seed	80	15,000
2.	Fertilizer	140	8,000
3.	Pesticide	80	10,000
Others			
1.	NGOs	200	5,000
2.	Hort., Irrigation, Tractor, Farmer Machinery, Dealers		40,000
Total			> 100,000

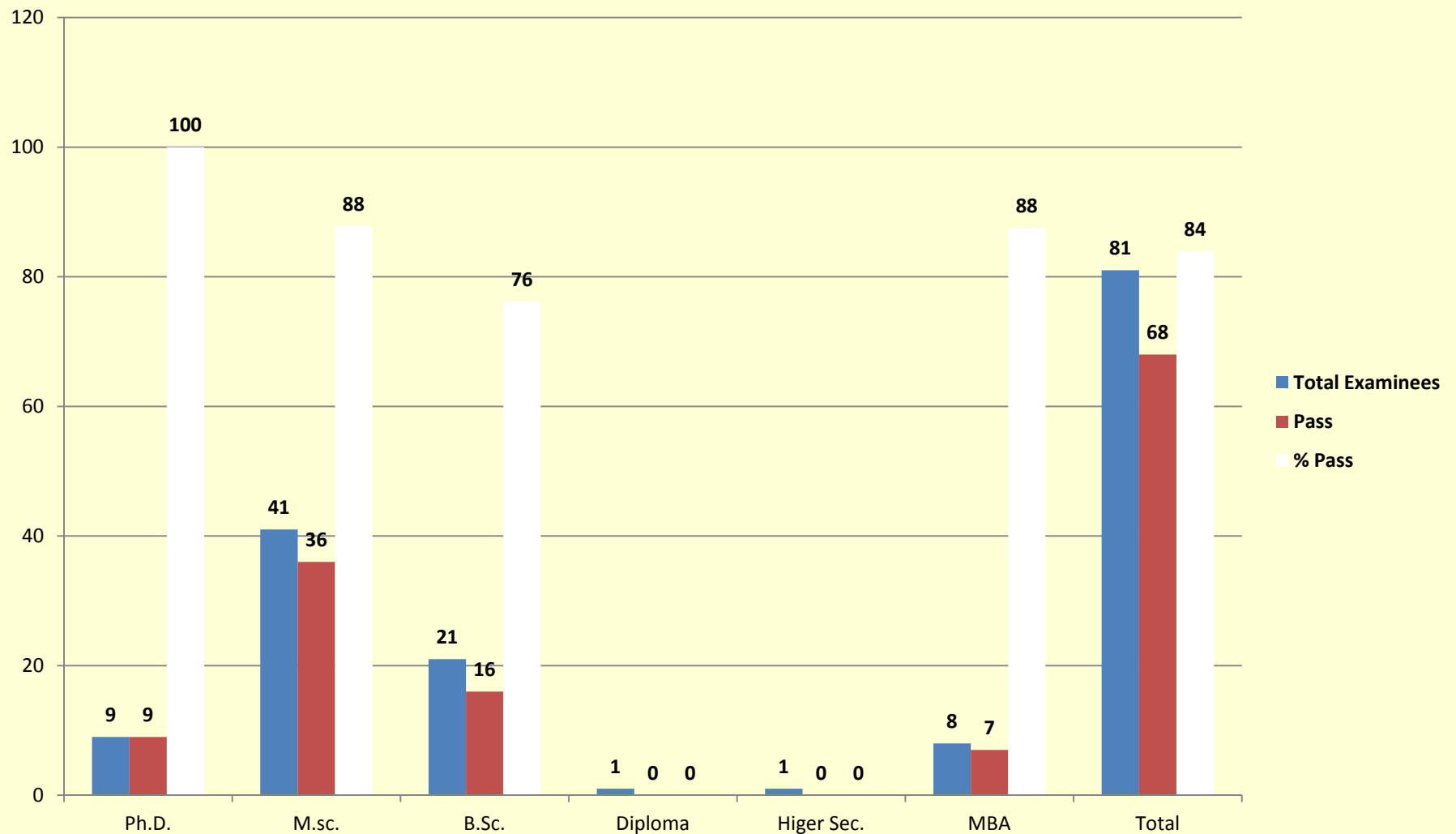
Source: Kanwar Singh Yadav, India CCA Manager

J.K. Ladha

Lessons and Issues

- Good start but number is still not what was envisioned
- **Other target groups i.e. dealers/block supervisors and diploma/high school/graduates?**

India CCA Exam Results (June, 2011)



Lessons and Issues

- Good start but number is still not what was envisioned
- Other target groups i.e. dealers/block supervisors and diploma/high school/graduates?
- **Moving to other states/agro-ecological zones**

India CCA Program

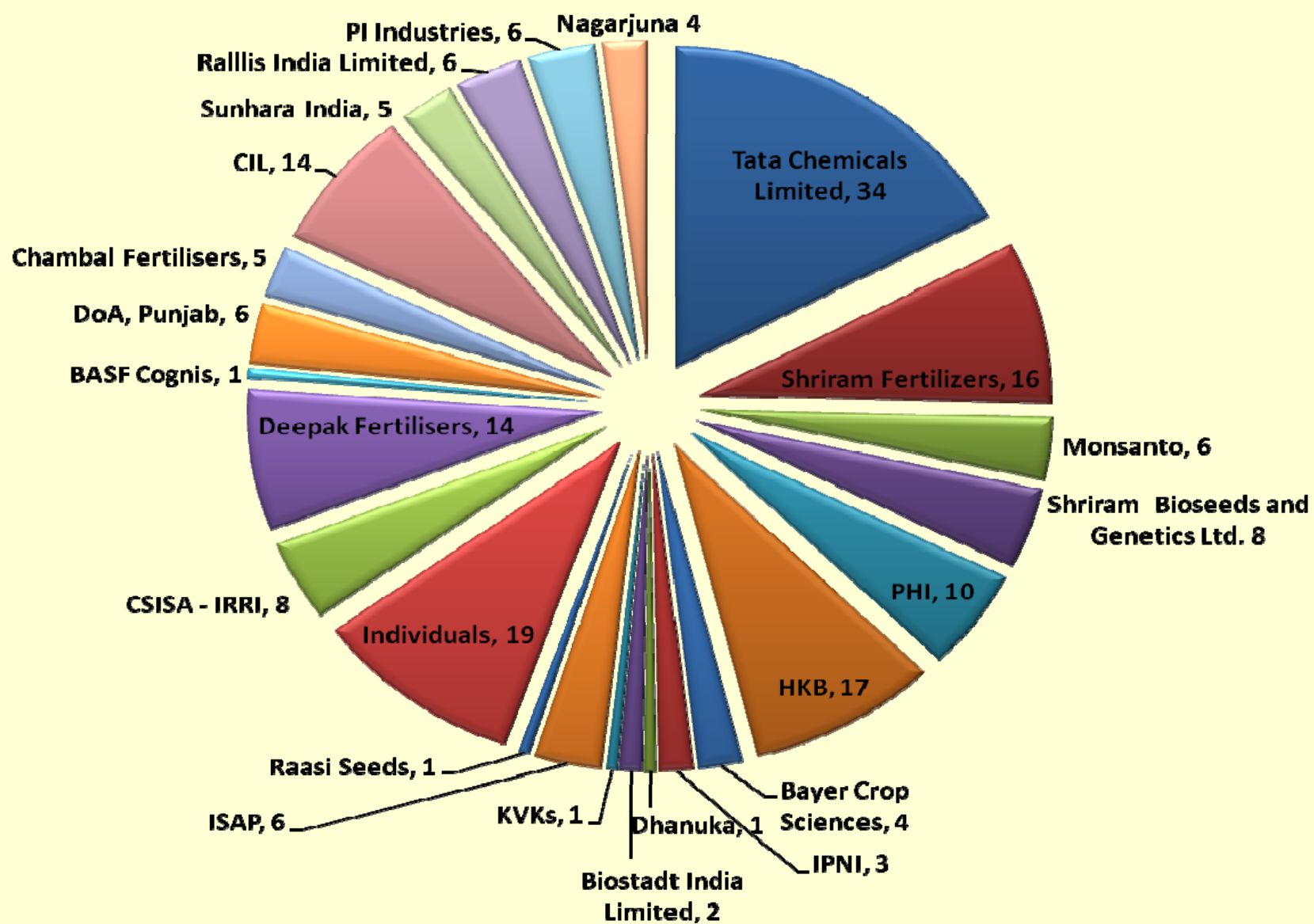


J.K. Ladha

Lessons and Issues

- Good start but number is still not what was envisioned
- Other target groups i.e. dealers/block supervisors and diploma/high school/graduates?
- Moving to other states/agro-ecological zones
- **How to get more participation of public sector?**

Participants in the CCA Program



Lessons and Issues

- Good start but number is still not what was envisioned
- Other target groups i.e. dealers/block supervisors and diploma/high school/graduates?
- Moving to other states/agro-ecological zones
- More participation of public sector
- **Fees**

India CCA fees

Exam Fee: Two tier pricing structure

1. US\$150 US + (\$15 tax) or 7000 INR + 720 INR as tax – Government employees
2. US\$205 US + (\$21 tax) or 9500 + 980 INR as tax – Industry and others

(USA \$275)

Annual Renewal/Continuing Education Fees

US\$20 per CCA (yet to be approved by the Board)

(USA \$70)

Lessons and Issues

- **Language – local language**
- **Continuing education program**
- **Take advantage of ongoing complimentary programs**
- **Active involvement of Board members**
- **Third party assessment on the value of the program**
- **Impact**
- **Interest from Pakistan and Bangladesh**

Feedback of Existing Indian CCAs

- **Comprehensive knowledge update with a single exam**
- **Practical knowledge up-gradation**
- **Impressive Extension tool**
- **Improved Career prospects**
- **Recognition amongst Peers**
- **Additional qualification**
- **Platform to share ideas amongst fellow CCAs**