India CCA

Certified Crop Adviser

Improved Farm Advisory

Improved Productivity, More trust

J.K. Ladha
j.k.ladha@irri.org
ISAP is a NGO incorporated in 2001 under Section 25 of the Indian Companies Act. ISAP assesses challenges and constraints faced by the poor and marginalized communities and designs need-based initiatives for rural communities under five domain areas:
1. Sustainable Agriculture & Livelihoods
2. Skill & Enterprise Development
3. Water management
4. Dairy and Animal Husbandry
5. Rural Healthcare

**OUTREACH**

1500 Villages, 49 Blocks, 30 Districts in 17 States

**STATES**
- Andhra Pradesh
- Assam
- Chhattisgarh
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Jharkhand
- Karnataka
- Madhya Pradesh
- Maharashtra
- Orisa
- Punjab
- Rajasthan
- Uttarakhand
- Uttar Pradesh
- West Bengal
Timeline Product Development

2008
- Feasibility Study
- MOUs

2009
- PO Document
- Policy and Procedure
- Business Partner - ISAP

2010
- Board and Exam Committee
- Credential Booklet
- CCA Website
- First Pilot Exam
- First Open Exam
- 78 CCA

2011
- 141 CCA
- Board Meet March & Sept.
- Exam Com. Meet March

2012
- 147 CCA
- Board Meet Feb & Oct
- Exam Com. Meet Feb

2013
- 100 CCA
- Board Meet March & Sept.
# India Certified Crop Advisor - Status

<table>
<thead>
<tr>
<th>Year</th>
<th>Registered</th>
<th>Appeared in Exam</th>
<th>Certified Total</th>
<th>Certified %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>102</td>
<td>92</td>
<td>78</td>
<td>84</td>
</tr>
<tr>
<td>2011</td>
<td>222</td>
<td>182</td>
<td>141</td>
<td>77</td>
</tr>
<tr>
<td>2012</td>
<td>319</td>
<td>217</td>
<td>147</td>
<td>67</td>
</tr>
<tr>
<td>2013</td>
<td>128</td>
<td>71</td>
<td>42 till May 2013</td>
<td>59</td>
</tr>
<tr>
<td>2013 for Sept 2013 Exam</td>
<td>87</td>
<td>93 (Including repeat candidates)</td>
<td>Results awaited</td>
<td>Results awaited</td>
</tr>
<tr>
<td>Total</td>
<td>858</td>
<td>655</td>
<td>408</td>
<td>72</td>
</tr>
</tbody>
</table>
India’s Agri Stakeholders putting faith in CCA Program

- TATA Chemicals, 41
- Dhanuka Agritech, 1
- Shriram Fertilisers, 33
- Hariyali Kisan Bazaar, 25
- Shriram Bioseed, 19
- Monsanto, 12
- IPNI, 1
- CSISA-IRRI, 14
- Bayer Crop Science, 4
- Rallis India, 22
- Nuziveedu seeds Ltd., 1
- Euro Fruits, 1
- PHI, 10
- NHM, 2
- BASF, 1
- N IPV, 2
- APAMS, 1
- Biostadt India, 2
- CPRI, 1
- DoA, Punjab, 6
- Raasi Seeds, 2
- Sunhara India, 9
- Exotic Naturals, 1
- Chittor Cooperative Sugars, 1
- Nagarjuna Fertilisers, 5
- Chambal Fertilisers, 5
- Deepak Fertilisers, 29
- Coromandel International Limited, 17
- Coromandel Retail, 26
- Individual s, 20
- Individuals, 20
- DoA, Punjab, 6
- Raasi Seeds, 2
- Sunhara India, 9
- Exotic Naturals, 1
- Chittor Cooperative Sugars, 1
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- Chambal Fertilisers, 5
- Deepak Fertilisers, 29
- Coromandel International Limited, 17
- Coromandel Retail, 26
- Individual s, 20
- Individuals, 20
1. Good exercise to refresh the knowledge and competency in different areas of agriculture
2. Continuing Education is a unique feature.
3. Enables a trustworthy service to clients and customers.
4. Recognized by some industries as a requirement qualification for hiring
5. Contents are crisp and analytical - helps application to/ of solutions
<table>
<thead>
<tr>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not much relevance to extension and complex farmers problems – a perception</td>
</tr>
<tr>
<td>2. Already employed personnel do not find time for continuing education from their busy schedule</td>
</tr>
<tr>
<td>3. Unfortunate bias against certificate being issued by an agency outside India</td>
</tr>
<tr>
<td>4. Plant protection companies more interested in specialized training/certification</td>
</tr>
<tr>
<td>5. An individual does not want to pay from his/her pocket because not able to recover from the farmers unlike in USA</td>
</tr>
</tbody>
</table>
Opportunities

1. Associating with public sector (i.e. ICAR, Indian Universities) would lend greater credibility

2. Inclusion of regulatory “Acts” in India is desirable as part of performance objectives

3. Modifying or developing a new program for the dealers has great potential

4. Setting field standards in customer care - private sector

5. Enhanced and ethical business image in market place - private sector
1. Contents are considered as repetitive to what is taught in Agricultural Universities
2. Youth are more oriented to a formal education system than "additional qualification"
3. Continuing education is a grey area for many, being new to the Indian system
4. Why not by an Indian agency?
5. Currently, primarily popular in private sector
6. How this program is different from the other programs which are already operating in India?
English, and Hindi versions of Study Manual
CCA Exam supervised by Video conferencing mode
CEU Event at Jalgaon in Jain Irrigations Systems Ltd.
CCA Promotional Stall
International Conference “Women in Agriculture”, New Delhi
CCA Promotional Ads in Industry Magazines
CCA Promotion in BHU Banaras
HOW CCA HELPED ME
1. Cross functional knowledge helped me on crop production and post harvest crop management
2. Accreditation by an international agency helped me to network floriculture clients in a better way
3. Good course agri professional should go for it
4. Recommended 4 colleagues for CCA

Ananth Varees Kulkarni
Coromandel International
I have been pleasantly surprised by the spontaneous acceptance of this capacity building exercise by some of my employees

- Mr Salil Singhal, Chairman, PI Industries

The CCA program sets a benchmark in standards of farm extension - It is bound to bring multifold benefits to them

- Dr P. Chandrashekhar, Director MANAGE, Hyderabad

A strong need was felt in India to initiate a certification program which could set a standard for advising farmers. CCA program is to fill this gap and has set a benchmark in the area of farm advisory

- Ranjeet S. Chhabra, V.P. Sales & Marketing (Tata Chemicals)
• Cross-functional knowledge on crop protection and accreditation by international agency helped me to network clients in a better way. Certainly a good course for every agri professional.
  - Ananth Varees Kulkarni, Product Manager- Coromandel Fertilizers

• A valid Certification process in agriculture can help modify and upgrade cultivation practices to increase farm income through increased productivity and quality of the produce
  - Gurvinder Singh, CCA, ADA, Dept of Agri, Punjab, Chandigarh
Key Achievements 2013

• Participation of more than 562 professionals from over 38 agri-business companies of India

• Currently 408 CCAs in India - rated as International benchmark of Agriculture Extension.

• Online Exam and CEU module is ready - Sept 2013: Candidates can get online questionnaire and other information

• Online study materials available on India CCA site.

• Good progress in getting support from the public sector

• Following CEU events conducted:
  ▪ CSISA training facility, Karnal
  ▪ Sustainability projects of ISAP, Gulbarga & Bidar, Adilabad, Kota
  ▪ Participation in International Seminar of women in Agriculture organized by ICAR
  ▪ Participation in the Agronomy Congress
  ▪ Jain irrigations training facility, Jalgaon
Having realized better performance in extension and marketing by CCAs, following Companies have decided to provide special benefits to their employees who complete CCA. These Cos are also making it a desirable attribute for evaluation and benefits.

ShriRam Bioseeds
Tata Chemicals
Coromandal Int’l
DSCL
<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Organization/Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dr. J.K. Ladha</td>
<td>International Rice Research Institute</td>
</tr>
<tr>
<td>2</td>
<td>Dr. P Chandrashekara</td>
<td>MANAGE</td>
</tr>
<tr>
<td>3</td>
<td>Dr. Kapil Mehan</td>
<td>Coromandel International Limited</td>
</tr>
<tr>
<td>4</td>
<td>Dr. Bijay Singh</td>
<td>Punjab Agricultural University</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Rajiv Sinha</td>
<td>DCM Shriram Consolidated Limited</td>
</tr>
<tr>
<td>6</td>
<td>Dr. Baldev Singh Dhillon</td>
<td>Punjab Agricultural University</td>
</tr>
<tr>
<td>7</td>
<td>Dr. Arvind Kumar</td>
<td>Indian Council of Agriculture Research</td>
</tr>
<tr>
<td>8</td>
<td>Dr. R B Singh</td>
<td>National Academy of Agriculture Sciences</td>
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<tr>
<td>9</td>
<td>Mr. Gyanendra Shukla</td>
<td>Monsanto India Ltd.</td>
</tr>
<tr>
<td>10</td>
<td>Mr. Ranjeet Singh Chhabra</td>
<td>Tata Chemicals Ltd</td>
</tr>
<tr>
<td>11</td>
<td>Mr. Salil Singhal</td>
<td>PI Industries Ltd.</td>
</tr>
<tr>
<td>12</td>
<td>Mr. Ajit B Jain</td>
<td>Jain Irrigation Systems Ltd.</td>
</tr>
<tr>
<td>13</td>
<td>Mr. Rikin Gandhi</td>
<td>Digital Green Trust</td>
</tr>
<tr>
<td>Date</td>
<td>Milestone</td>
<td></td>
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<td>---------------------------------------------------------------------------</td>
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<tr>
<td>March 2008</td>
<td>CSI SA and CCA planning/stakeholders meeting, Mexico</td>
<td></td>
</tr>
<tr>
<td>March 2009</td>
<td>MOU - IRRI, ASA &amp; PAU</td>
<td></td>
</tr>
<tr>
<td>April 2009</td>
<td>Launch of CSI SA and CCA</td>
<td></td>
</tr>
<tr>
<td>May 2009</td>
<td>Performance Objective (PO) document for India CCA</td>
<td></td>
</tr>
<tr>
<td>September 2009</td>
<td>Policy and Procedure Manual for the India CCA program</td>
<td></td>
</tr>
<tr>
<td>November 2010</td>
<td>Business Partner ISAP for the India CCA program</td>
<td></td>
</tr>
<tr>
<td>February 2010</td>
<td>MOU - ASA and ISAP</td>
<td></td>
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</tbody>
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# CSI SA CCA Program: Milestones

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>March 2010</td>
<td>MOU/ LOA - IRRI and ISAP</td>
</tr>
<tr>
<td>February 2010</td>
<td>First meeting of India CCA Board of Directors</td>
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<tr>
<td>February 2010</td>
<td>First meeting of India CCA Exam Committee</td>
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<tr>
<td>May 2010</td>
<td>Credential Booklet for the India CCA program</td>
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<tr>
<td>June 2010</td>
<td>Establishment of India CCA website [<a href="http://www.certifiedcropadviser.org/india">www.certifiedcropadviser.org/india</a>]</td>
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<tr>
<td>8 August 2010</td>
<td>First Pilot Exam - 22 candidates</td>
</tr>
<tr>
<td>12 December 2010</td>
<td>First Open Exam - 100 candidates</td>
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