

Communication For Strengthening Agricultural Extension Cauvery Delta Districts In Tamil Nadu

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ABSTRACT - Tamil Nadu Development and Improvement Procedure (TNGDS II), the commitment of agribusiness to Tamil Nadu Net Item dropped from 38% in 1994 in about 27% in 2010 (Indian Government, 2011) due, to some degree, to the expansion of the economy to outfit the potential given by the travel industry, mining and administration areas. In any case, national reviews still gauge that crop creation represents 74% of every single country salary (National Factual Office, 2007). Chirwa et al. (2008) separate the horticultural area into two principle sub-segments the smallholder subsector, which contributes over 70% of complete creation; and the bequest sub-division, which represents under 30% of total national output. The smallholder agrarian area in Tamil nadu develops principally maize, the fundamental rice, sugarcane and staple grain, to meet subsistence necessities. In this paper, in view of a field investigation of expansion specialists, the researcher inspects basic issues confronting augmentation the disposal of which is fundamental for enhancing smallholder cultivating profitability.

Key words: communication, agricultural properties, cultivating land and so on.

I. INTRODUCTION

Which is rich with minerals, Tamil Nadu most obvious opportunity with regards to advancing national advancement lies in the rural division Chirwa et al. (2008) and Tchale (2009) take note of that up to the mid 1990s horticulture represented 39% of Total national output (Gross domestic product), connected with 85% of the work compel, and created about 83% of remote trade profit. Notwithstanding, as indicated by the second release of the Tamil Nadu Development and Improvement Procedure (TNGDS II), the commitment of agribusiness to Tamil Nadu Net Item dropped from 38% in 1994 in about 27% in 2010 (Indian Government, 2011) due, to some degree, to the expansion of the economy to outfit the potential given by the travel industry, mining and administration areas. In any case, national reviews still gauge that crop creation represents 74% of every single country salary (National Factual Office, 2007). Chirwa et al. (2008) separate the horticultural area into two principle sub-segments—the smallholder subsector, which contributes over 70% of complete creation; and the bequest sub-division, which represents under 30% of total national output. The smallholder agrarian area in Tamil nadu develops principally maize, the fundamental rice, sugarcane and staple grain, to meet subsistence necessities.

Tchale (2009) has contended that because of absence of specialized limit, smallholder agriculturists experience low yields, which would practically twofold "if specialized

proficiency in smallholder cultivating frameworks could be expanded by up to 40% by and large, utilizing the present generation innovation" (Tchale, 2009: 113). In this manner, the potential exists for smallholder ranchers to twofold or even triple profitability. Nonetheless, for this to occur, access to mechanical advancements, as far as cultivating hardware, inputs, for example, enhanced seed and synthetic manures, and data on legitimate dividing and creepy crawly and bug control, and counteractive action of post gather misfortunes is urgent. Rural augmentation and correspondence are likewise basic to helping these ranchers' access assets and markets. In this paper, in view of a field investigation of expansion specialists, the researcher inspects basic issues confronting augmentation the disposal of which is fundamental for enhancing smallholder cultivating profitability.

OBJECTIVES

The fundamental reason for the examination was to upgrade augmentation adequacy in Malawi by distinguishing the preparation needs of expansion specialists and acquainting procedures with location them. The particular targets of the investigation were:

1. To portray the statistic qualities of augmentation laborers;
2. To look at augmentation specialists' wellsprings of occupation fulfillment;

3. To survey the preparation needs of expansion laborers, especially being developed and correspondence;
4. To analyze ramifications of the decentralization approach on expansion; and
5. To evaluate expansion laborers' entrance to and capabilities in the utilization of Data and Correspondence Advances.

II. METHODOLOGY

This examination was led in 2018 in Tamil Nadu Delta area locale of Thanjavur, Thiruvarur and Nagapattinam. The three locale had 152 augmentation staff and every one of them were presented with the poll. Be that as it may, just 89 reacted, yielding a reaction rate of 58 percent. Along these lines, while the example isn't illustrative of the national expansion populace and, accordingly, the discoveries can't be summed up to all Augmentation Arranging Territories (EPAs) and regions in the nation, the investigation provides a 10,000 foot perspective of basic issues confronting expansion in the nation (Schiffman and Kanuk, 1997). Instrument unwavering quality was resolved utilizing Chronbach's Coefficient Alpha with the dependability scores for two arrangements of consistent factors being .85 and .91, which far surpasses the .50 set up for dependability (Nunnally, 1972). Information investigation was done in Tamil Nadu utilizing SPSS 16.0 for the Mac. Unmistakable insights, for example, frequencies, implies, and different proportions of focal inclinations, were utilized to outline the information.

III. FINDINGS

The important discoveries of the examination are accounted for dependent on the exploration targets which are as per the following: a) statistic attributes of expansion specialists; b) augmentation laborers' wellsprings of occupation fulfillment; c) preparing requirements of augmentation laborers, especially being developed and correspondence; d) Expansion operators' perspectives on the decentralization procedure; and e) survey expansion specialists' entrance to and skills in the utilization of Data and Correspondence Advances (ICTs).

Demographic characteristics

Understanding the statistic qualities of augmentation specialists, for example, age, dimension of training and length of administration in agrarian expansion is basic to augmentation execution since it gives nitty gritty data about people in the investigation and, in this manner, causes us make decisions, reach inferences, and make proposals. The fundamental statistic discoveries concentrated on the accompanying themes:

Age

By far most (74%) of field augmentation laborers were matured 31 years or more established. Just 26% of respondents were 30 years of age or more youthful (N=89).

Level of education Of the 89 respondents, 61 (68%) had center school testament level training (Junior Declaration of Instruction JCE), that is, 10 years of formal instruction, 15(17%) had MSCE or 12 years of formal training. 26 (29%) answered to hold an expert certificate level training. None of the 89 respondents had a four year college education.

Area of specialization

The outcomes demonstrated that: a) 26 (or 29%) of respondents had preparing in farming and characteristic assets the executives; b) 19 (21%) had general horticulture preparing; c) 15 (17%) had Tamil Nadu School Testament of Training (M.S.C.E.) or 12 years of formal instruction. Just 14 (16%) referenced rural expansion and an even a more modest number (8%) of respondents referenced junior endorsement of instruction or two years after grade school. Basically, a significant number of them had horticultural preparing, yet barely any preparation in the sociologies, particularly, being developed and correspondence.

When completed formal education

In provincial Malawi, for example, the contextual investigation areas, where there are constrained open doors for those out-of-school to revive their training now and again, for example, all around prepared libraries, to what extent back augmentation laborers finished formal instruction might be a decent marker of one's information of horticultural topic. Table 1 demonstrates that most of respondents finished formal instruction over 10 years before the time of the examination (2018) . In excess of 60 respondents (or 67%) finished formal instruction at least 11 years sooner.

Table 1: How long ago extension workers completed formal education (2018)

ITEM	FREQUENCY	PERCENT
26 yrs or more	20	22.5%
16 - 20 yrs	30	33.7%
11 - 15 yrs	10	11.2%
6-10	6	6.7%
3-5	9	10.1%
2 years or less	12	13.5%
Total	87	97.8%

Fifty six percent (56%) demonstrated that they had finished school at least 16 years sooner. Another 34 respondents (38%) finished formal training 6 to 10 years sooner; and just 22 (24%) finished formal instruction five years or less before the time of the meeting. To put it plainly, a large number of these laborers finished formal instruction 10 years or progressively preceding this examination and the new improvement language, for example, decentralization, participatory correspondence and pluralistic and request

driven augmentation may not be in their domain. Plainly, there is a requirement for preparing for these augmentation laborers, particularly on the most proficient method to execute inventive projects, for example, decentralization and pluralistic, request driven, participatory, and all encompassing expansion (Khaila, 2009).

Length of service

Length of administration alludes to what extent augmentation specialists have been utilized by the expansion administration. It can mean a proportion of how experienced and capable augmentation specialists are with new correspondence and data advances and their uses in expansion.

9Since formal and standard occupations are difficult to find, those in paid business, for example, expansion laborers, attempt to ensure their employments regardless of whether these are not lucrative positions. In rustic settings, expansion specialists twofold as agriculturists to enhance their pay while ranchers twofold as alcohol store administrators, basic supply shop proprietors, and night protects (Kafundu and Milanzi, 2006). Table 2 demonstrates that in excess of 50 percent of respondents have been in expansion for at least six years and about 15 percent, for a long time or more. Just 43% have been at work for a long time or less. This finding proposes a requirement for transient preparing to overhaul the learning and abilities of augmentation specialists in Tamil Nadu. In outline, the statistic information point to a maturing augmentation populace in critical need of boost preparing.

Table 2: Length of Service of Extension Workers

ITEM	FREQUENCY	PERCENT
11 - 15 yrs	13	14.7%
6-10	34	38.2%
3-5	21	23.6%
2 years or less	17	19.1%
Total	87	96.6%

Extension formers' level of job satisfaction

Open administration expansion specialists win about Rs.5000 every month while their partners in non-legislative organizations make as much as Rs.2500 per month, which can be dispiriting for those in broad daylight augmentation, whence the propensity of these to focus without anyone else ranch fields and other job pathways. Numerous respondents were inspired more by how well smallholder ranchers valued their work than by pay rates. In Table 3, augmentation specialists noticed that compensation was the least help (N=89, X=2.72, SD=1.41).

Table 3: Factors Motivating Extension Workers in Malawi

ITEM	N	X	SD
My enthusiasm toward my work.	85	4.80	1.32
My achievement as an extension officer.	86	4.71	1.25
The opportunity to work in an area I am trained in.	88	4.60	1.55

The demand small farmers put on me.	88	4.51	1.35
The flexibility I have with my time as an extension worker.	89	4.45	1.59
My ability to meet the needs of the local people.	88	4.40	1.28
The cooperation I get from nongovernmental organizations.	87	3.63	1.47
My level of education.	86	3.06	1.64
Opportunities I have for higher education.	88	2.89	1.60
My salary and other incentives related to the job.	89	2.72	1.67
The resources I have to work with as an extension officer.	89	2.28	1.41

Extension workers' training needs

An attempt was made to get at the training needs of extension workers by asking them as in Table 4, and a training needs gap was established by asking extension workers to indicate, to the left, if the skills were important to their work; and, to the right, to indicate how proficient they were in performing them. A significant finding was that extension workers felt the skills were important, indeed, critical for their work. However, they lacked the competence or ability to perform the activities, thus, revealing a needs gap. The strong standard deviations, close to or at 1.0, indicate consistency or unanimity of agreement that the gap is real and needs to be closed. From the table, respondents felt that involving local people was an "important to critical" skill for extension workers (N=86, X=3.50, SD=.63). However, they felt that their ability to perform that function was only satisfactory (N=86, X=3.02, SD=.78).

Table 4: Communication for Development Training Needs of Extension Workers in Tamil Nadu

Level of importance				Level of proficiency		
N	X	SD		N	X	SD
86	3.50	.625	Involving local people in extension work.	86	3.02	.782
89	3.48	.659	Writing skills.	88	2.94	.701
86	3.38	.706	Communication for development.	86	2.40	.924
88	3.38	.778	Assessing extension impact.	88	2.53	.909
86	3.37	.720	Community driven-development.	86	2.70	.783
89	3.37	.659	Leadership skills.	87	2.99	.755
89	3.37	.681	Public relations skills.	87	2.69	.919
88	3.34	.815	Research methods.	86	2.35	.979
85	3.31	.817	Integrated rural development.	86	2.45	.941
1087	3.31	.720	Coordination and linkage	86	2.72	.714

			skills.			
11.	3.3		Communicatio	8		.85
89	0	.714	n planning.	7	2.62	2
12.	3.2		Computer	8		.92
87	6	1.03	literacy skills.	6	1.73	6

Left: 1 = No need, 2 = Somewhat important, 3 = Important, 4 = Critical need;

Right: 1 = Severely deficient, 2 = Deficient, 3 = Satisfactory, 4 = Highly proficient

Extension workers' views on decentralization

The administration's arrangements on decentralization and pluralistic and request driven expansion were presented in 2000. This investigation was directed just about 10 years after the fact to decide whether the ideas had spread among augmentation laborers, regardless of whether they were rehearsing the new expansion approach, and their perspectives about the decentralization strategy. Most by far of augmentation laborers (80 respondents or 89.8%) had found out about interest driven and pluralistic expansion. Fifty-six of them (62.9%) found out about it three years or less prior and 31 (34.9%) caught wind of it at least four years previously this examination was embraced. At the end of the day, a large number of them caught wind of the arrangement five years into usage, a sign that it was moderate to spread. Almost 10 years into the approach, just 59 respondents or generally 66% were rehearsing the new strategy while 21 respondents (24%) were definitely not. Another four respondents (4.5%) didn't know. Generally, despite the fact that the new expansion strategy was about 10 years of age, near 40% of respondents were either not rehearsing it or didn't know they were rehearsing it.

Table 5: Extension Workers' Assessment of Government Support for Decentralization

ITEM	N	PERCENT
Government was giving strong policy support.	28	31.5
Government support was mixed with political interest.	27	30.3
Government was giving strong financial support.	14	15.7
Government was giving only lip-service to the policy.	11	12.4
Government was giving administrative support.	7	7.9
Total	87	97.8

Concerning strategy, around 30 respondents (34%) said it was acknowledged with energy at the grassroots; 34 respondents (38%) said it was acknowledged indifferently; and 24 respondents (27.0%) said individuals were hesitant to express their perspectives because of a paranoid fear of

political retaliation. Respondents were additionally solicited to depict the nature from government support for the decentralization strategy. Table 5 demonstrates that somewhat more than 33% of respondents felt the legislature was giving the strategy "solid help" (N=28 (31.5%). Another third felt "government support was blended with legislative issues" (N=27(30.3%); 14 (15.7%) felt government was giving "solid budgetary help;" 11 (12.4%) felt it was giving "just lip-administration;" and 7 respondents (7.9%) felt government was just giving managerial help to the approach.

Respondents were additionally approached to depict the speed at which the decentralization procedure was occurring. Forty (44.9%) of respondents felt it was occurring at a moderate speed while a practically equivalent number 39 (43.8%) felt it was going on at a moderate speed; five respondents (5.6%) felt individuals were fretful to see it take off; one (2.2%) respondent idea it was going on at a quick speed; and two (2.2%) respondents felt nothing was going on.

In rundown of this segment, the decentralization and expansion change were moderate to begin and right around 10 years after the fact were as yet not completely operational. Expansion laborers are anxious about this gradualness and censure government for blending sound improvement strategies with legislative issues. The augmentation change isn't going on well either as very nearly 33% of expansion specialists are as yet following the old expansion approach. Maybe all these can be clarified by absence of limit.

IV. DISCUSSION

With smallholder ranchers representing more than 80 percent of the populace, a large number of them uneducated, horticultural expansion holds the way to nourishment security and destitution decrease in Tamil Nadu. Progressive governments perceive this and have rearranged expansion various occasions. Kabuye and Mhango (2006) revealed that expansion in Tamil Nadu has been tormented with regular endeavors at rebuilding going back to autonomy in 1964. From autonomy to 1980 the expansion administration division was known as the Bureau of Rural Augmentation and Preparing (DAET). It was changed to the National Provincial Advancement Program (NRDP) from 1981 to 1993; turned into the Horticultural Administrations Task (ASP) from 1994 to 2000; and from that point forward marked Bureau of Rural Expansion and Warning Administration (DAES). These adjustments in name reflect changes in arrangement and accentuation.

The structure of augmentation presents one issue, and the preparation of expansion specialists is another issue. The auxiliary issue is that though the new approach approaches augmentation specialists to encourage joint effort crosswise over services and non-administrative associations, the area

of expansion under one service - agribusiness - does not make augmentation promptly open to different services. Specifically, these segments consider expansion to be having a place with agribusiness and, in this manner, endeavor to make their own augmentation structures.

Notwithstanding auxiliary change, there is a dire requirement for retraining and overhauling augmentation specialists, especially being developed and correspondence hypotheses and strategies. The investigation of three areas announced in this paper demonstrates that none of them has a four year certification. This must irritate given the expanding unpredictability of the advancement procedure. Doubtlessly expansion specialists come up short on the expertise to adapt viably to the expanding intricacy of the advancement procedure. Improvement approaches, for example, IRDPs and Destitution Decrease System Projects (PRSPs) push expansion specialists at the cutting edge. In reality, they are key to the accomplishment of these projects as the preparation and cooperation of ranchers rests with the viability of expansion. Indeed, even the capabilities of those with four year college educations should be evaluated since the substance of these degree programs is regularly farming preparing instead of a sociology and correspondence introduction

Accordingly, while the Tamil Nadu government and help associations might be baffled that so much financing is being siphoned into neediness decrease programs with little increment in smallholder agriculturist efficiency, the thing to ask is whether field laborers have the preparation expected to get change going. Additionally, a significant number of them were out of formal training for a normal of 11 years, implying that new augmentation approaches, for example, request and pluralistic expansion; coordinated provincial advancement; activity inquire about; participatory correspondence and augmentation, etc are ideas they didn't think about in a formal instructive setting.

V. RECOMMENDATIONS

There is a general conflict that the issues confronting augmentation are correspondence in nature, for example, activating and sorting out agriculturists for cooperation; advancing coordination and linkage and structuring and dealing with the advancement crusade, and, in this way expects consideration regarding correspondence polished skill being developed under the rubric of "Correspondence for Improvement" (C4D). In October 2006, the World Bank and the Sustenance and Agribusiness Association of the Assembled Countries (FAO) composed the primary World Congress on Correspondence for Advancement (WCCD) in Rome, Italy, to advance mindfulness and reception of correspondence for improvement by the significant advancement offices, particularly, in the push to accomplish the Thousand years Advancement Objectives (MDGs). In what ended up known as the "Rome Accord," more than 700 delegates in participation concurred that

correspondence is integral to neediness decrease, enhanced wellbeing and the democratization of society and ought to be mainstreamed into destitution decrease programs.

We have propelled research around there by showing a C4D system, which a creating nation like Tamil Nadu can explore different avenues regarding. The system is straightforward and to a great extent modest. It requires enrolling a C4D specialist to work with the expansion administration for a few years. Amid this period, the person in question will help with preparing field expansion laborers in network assembly and investment; advance coordination crosswise over segments and NGOs; request and activate assets to operationalize the technique; and create and spread instructive materials required by improvement associations. The Service of Farming and Nourishment Security should lead the exertion by asking for money related help through the World Bank or the Assembled Countries Advancement Program (UNDP) or some other wellspring of financing the Legislature can anchor.

VI. CONCLUSION

I feel that the legislature of Tamil Nadu is settling on the correct approach choices and its interests in neediness decrease programs are the most ideal approach (Agunga, 2012). In any case, we are persuaded that an absence of human asset limit, particularly at the field level, is obstructing the administration's endeavors. We trust that reinforcing farming expansion through a C4D procedure is the way to tackling Tamil Nadu advancement confound.

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