



HIS Awareness Raising and Data Use Promotion

Standard Tool Kit

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HIS Awareness Raising and Data Use Promotion

1. Introduction

- 1.1. HIS Awareness and Promotion efforts require a composite set of skills, including an ability to work with other organizations, experts in media and communication, NGOs and Community Based Organizations. At the outset, it involves diagnosing the needs of the current and potential data users (assessing HIN) and subsequently designing a strategy for promoting data use. This implies a departure from the present work practices and acquiring new skills for promotion of HIS data. This calls for a change in our outlook and developing a range of activities and approaches that will promote data demands.

- 1.2. Conventional awareness raising efforts use Information, Education and Communication (IEC) and place emphasis on information sharing. The underlying assumption in such IEC focused efforts is that once the awareness is raised or created, the target audience will follow up with intended action. Such initiatives are generally input oriented and measure their successes in terms of workshops conducted, meetings held, advertisements released, leaflets distributed, films screened etc. The onus of turning inputs (in the case of HIS information dissemination) to outputs (creating data demand) to impact (HIS data use) is placed on the recipient of the information. While such inputs are the essential ingredients of any Awareness Raising Program, this HIS Awareness and Data Use Promotion template underlies the importance of communication in influencing change and converting inputs (information and education efforts) into desired impact (HIS data use). This aims at creating data demands not only from current data users but also from potential data users. The central idea behind this awareness raising strategy is to convert the 'potential' to 'actual', and to enhance data demand by the current users.

- 1.3. HP has many credible achievements. However, much more needs to be done to ensure greater degree of data use, as described in Table 1

<i>HP Achievements</i>	<i>What more needs to be done?</i>
Well established net work	Ensure uninterrupted data flow, timely analysis, validation and storage
Validated data generation, including computerization of historical data	Generate higher degree of data demand by policy makers, planners and other departments on a continued basis
HDUGs activated	Make HDUGs more broad based and ensure more representative membership
Supply driven data orientation	Ensure more active dissemination of HIS on a customized structure
Data generation and data dissemination at macro level	Develop custom made HIS data sets and promote data use at macro, meso and micro level

Table 1: HP achievements and the need for Awareness Raising

- 1.4. To enable us to achieve this, we need to understand the nature and extent of Hydrology Information Needs (HIN). HIN is sector-specific and target group-specific. What is needed by water resource development department is different from let us say, public works department. Demand by HIS data users is an *expressed but unmet* need. It should be the endeavor of Data Centre Mangers to meet this unmet need.
- 1.5. User awareness will translate the 'unmet need' to 'demand'. Experience gained so far indicates that no single method can be universally applied to influence demand by all target groups. Universal, 'one size fits all approach' does not produce desirable results. Different methods may be required at different times to reach different target audience. See Figure 1 below.

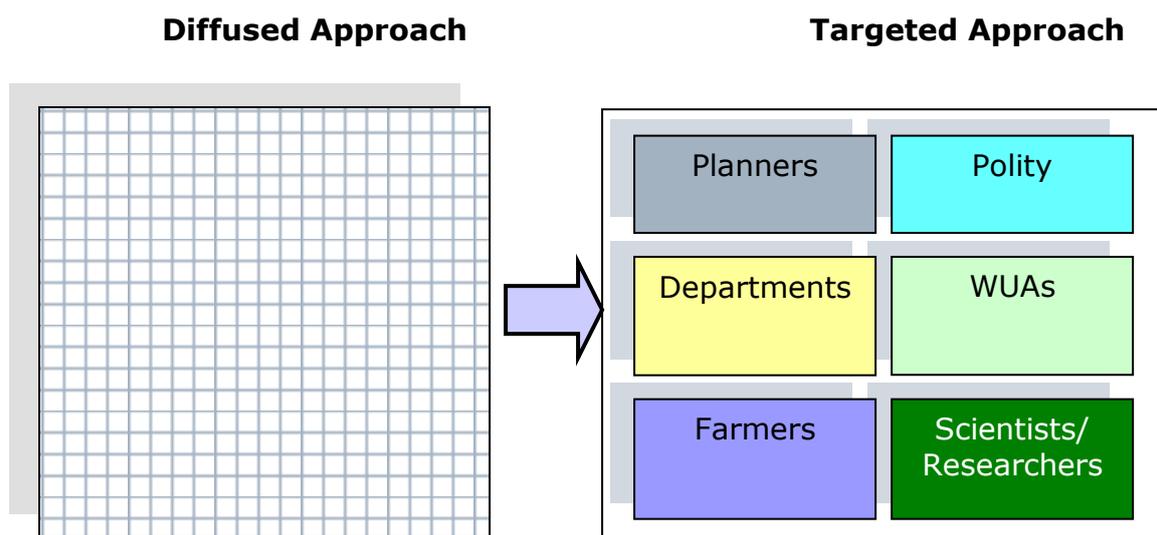


Figure 1: Promotion Approach

2. Buying Behavior

- 2.1. First, let us try to understand what stimulates HIS data demand and user behavior. People do not necessarily buy products; they buy ideas or concepts that are inherent to the product. For example, women do not buy Lux because it is a soap; they buy the idea of beauty intrinsic to Lux. Another easy example is LPG cylinder. Convenience is intrinsic to LPG; the concept of convenience is not in the cylinder; it is in the mind of the buyer.
- 2.2. Therefore, to create demand we need to understand the intrinsic value of HIS and promote this in the minds of users. What is the intrinsic value of HIS? Is it validated data? Or is it comprehensive, customized and easily accessible data? We need to clearly define this based on the findings of HIN. This enables building a brand image around HIS.
- 2.3. Under the existing circumstances, the user has no alternate source of obtaining data. The user has the compulsion to buy HIS data *only* from the data centre. Therefore, the buying decision is influenced by:
 - Awareness created by us about HIS as a product

- Users' perception of reliability of HIS
- Users' perception of accessibility and cost of procuring HIS
- Availability of alternatives (are there any?)

Because of the above factors, the focus of Awareness Program is placed on motivating the buying process of HIS users.

3. HIS Brand Image

- 3.1. Brand is associated with recognizable symbols. It creates awareness and instant familiarity with the product. The brand also influences a favorable buying action. It lends credibility to the product and leads to repeat buying actions.
- 3.2. What is HIS in its marketable sense? Is it a product or service? In fact it is a combination of both. It is a knowledge product produced meticulously but provided to users with a service dimension. Therefore, to ensure a favorable buying decision by users, we need to focus on both the aspects. Currently, HIS brand image is not so strong. We need to strengthen this through a good awareness raising program.

4. Characteristics of a Good Awareness Program

- 4.1. Some of the typical characteristics of a good Awareness Program are:
 - Use of a systematic, multi-step process (refer five steps in the cycle)
 - Emphasis on benefits that users value
 - Clear definition of objectives with SMART indicators (refer Figure 3)
 - Using contributions from communication specialists
 - Involvement of all stakeholders in the water resource management domain (individuals and institutions)
 - Creating a favourable brand image, leading to sustained data demand

5. Awareness Raising Strategy

- 5.1. Communication is integral to Awareness Raising Strategy. In one sense, it stimulates change in thinking and the way in which data use is promoted. Communication process is cyclical and for the purpose of simplicity, the process has been captured in five key steps as shown in the Figure 2 below. It is essential that Data Centre Managers and others involved in the promotion efforts understand the key steps of Awareness Raising initiatives and the types of activities to be carried out under each of the steps. Therefore, the five broad steps, sub-steps, and activities under each of the steps are further detailed out in the subsequent Table (Table 2).

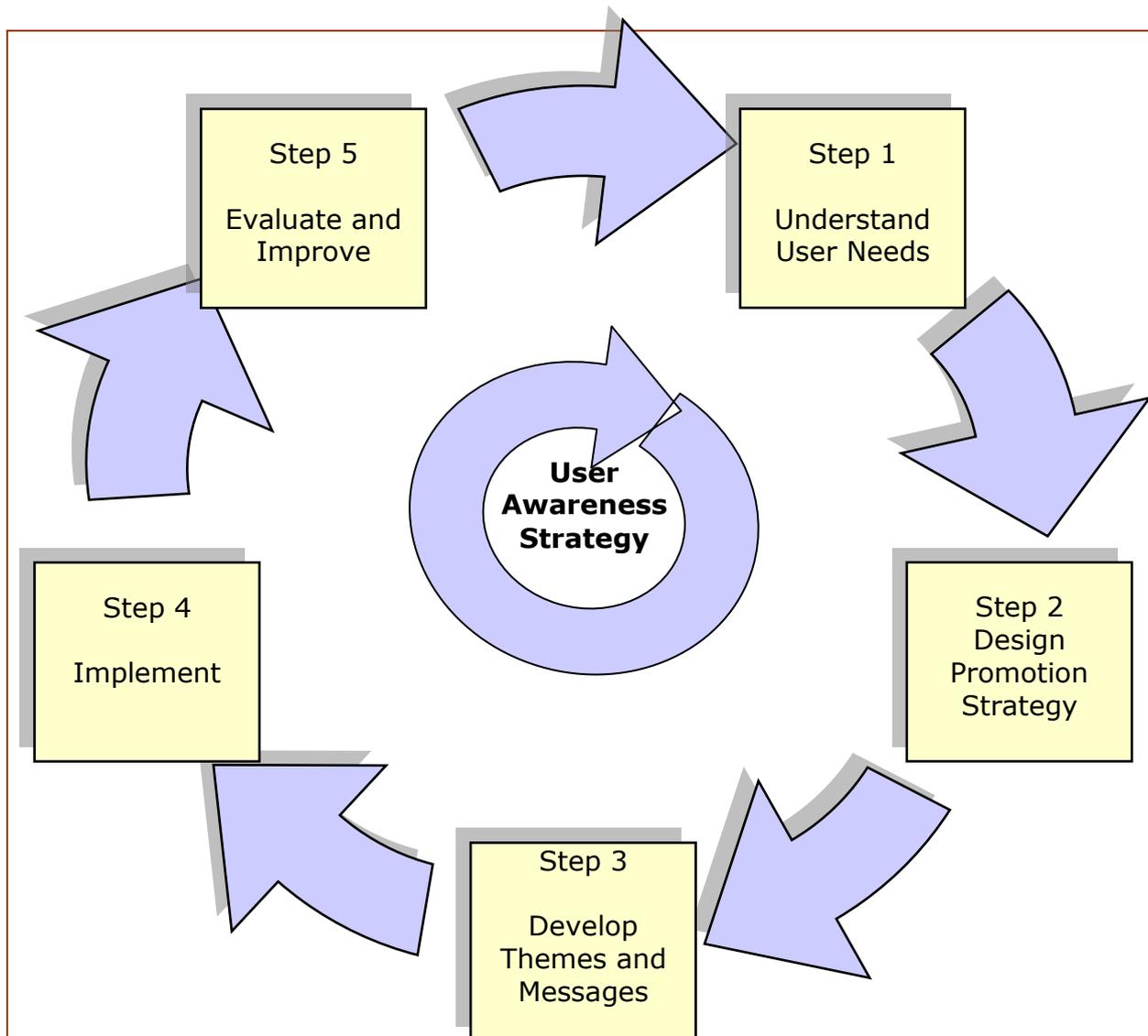


Figure 2: Awareness Raising Strategy

Step 1: Understand User Needs

Sub-step 1.1 Understand segment-specific user needs (HIN)

Activities	
	1.1.1. Understand various segments of current users. This can be done by analysing the existing information on data dissemination
	1.1.2. Identify potential users who are not currently reached by the Data Centre
	1.1.3. Analyze how their data needs are met and what is the unmet demand
	1.1.4. Identify factors stimulating them to obtain His data or factors preventing them from accessing HIS data
	1.1.5. Define key issues summarizing the above points to identify aspects of HIS data needs that can be met by the Data Centre

Sub-step 1.2.	Understand target audience for Awareness Raising
Activities	<p>1.2.1. Identify primary audience (e.g. WRD, PWD, Agriculture Department, Universities, Researchers, Consultants, Property Developers, Water Transport Authorities)</p> <p>1.2.2. Identify secondary audience (e.g. WUAs, Farmers, GP leaders, Teachers, Polity)</p> <p>1.2.3. Collect and analyze information about the target group on why they <i>do or do not</i> approach the Data Centre</p> <p>1.2.4. Is the problem more internal? (e.g. our inability or unwillingness to produce customized data sets)</p> <p>1.2.5. Develop specific profile of each audience segment (e.g. universities may need primary data, WUAs need analyzed data, researchers and consultants may need raw data etc)</p>
Sub-step 1.3.	Identify other participants
Activities	<p>1.3.1. Explore the possibilities of involvement of other potential partners in the promotion program</p> <p>1.3.2. Develop and maintain a database of their skill sets</p> <p>1.3.3. Examine if we can obtain their 'buy-in'</p>
Sub-step 1.4.	Conduct Communication Needs analysis
Activities	<p>1.4.1. Draw a long list of possible communication needs based on the understanding of sub-step 1.2 i.e. what needs to be done to stimulate their data use behaviour?</p> <p>1.4.2. Categorize communication needs into i) immediate ii) intermediate and iii) long-term</p>

Step 2: Design Strategy

Sub-step 2.1.	Define awareness raising objectives
Activities	<p>2.1.1. Describe desired changes in specific terms</p> <p>2.1.2. Define and describe communication objectives that have influence on potential data demands</p> <p>2.1.3. Make the objectives SMART (Specific, Measurable, Achievable, Realistic and Time-bound)</p> <p>2.1.4. Chose communication channels and tools</p>

Step 3: Develop Themes and Messages

Sub-step 3.1.	Develop Themes, Messages and Methods
Activities	<p>3.1.1. Identify relevant themes; link objectives with themes</p> <p>3.1.2. Customize messages to target groups</p> <p>3.1.3. Determine communication methods (e.g. mass media, workshops, school campaigns, WUA, WRD meetings, e-mail campaigns, CD production and distribution, documentation of success stories of how HIS data helped in improving water management systems etc)</p> <p>3.1.4. Finalize messages</p>

Step 4: Implement

Sub-step 4.1. Implementation Plan

Activities	<p>4.1.1. Develop an implementation plan (inputs, resources, activities, coverage by target groups, budget etc). Refer worksheet in Annex 3</p> <p>4.1.2. Implement on a pilot basis; capture lessons</p> <p>4.1.3. Make adjustments and up-scale</p>
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Step 5: Evaluate and Improve

Sub-step 5.1. Measure Outcomes

Activities	<p>5.1.1. Measure impact; assess actual changes</p> <p>5.1.2. Assess effectiveness of communication methods and tools</p> <p>5.1.3. Document lessons and redesign awareness raising programs</p>
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Table 2: Steps and sub-steps in User Awareness Raising

6. Budgeting for User Awareness Raising

- 6.1. Awareness raising effort has cost implications in each of the five steps. The cost may include staff time, hiring of experts, material development and printing charges, workshop expenses, event management expenses, logistics, media expenses etc. The Table 3 below lists out some of the key activities and corresponding cost implications of the plan. The details of the costs will vary depending on the type of media and materials used. This will have to be worked out by each of the states and agencies, once the broad approach and strategy are finalized.
- 6.2. The sample budget included in Annex 3 details out approximate expenses per state. The estimate is based on a unified promotion approach for both surface water and ground water agencies.

Step	Typical Activities	Cost Implications
Step 1 Understanding User Needs	<ul style="list-style-type: none"> • Gathering information on HIN • Communication research and planning, including media analysis • Data processing and analysis • Audience segmentation • Documentation 	<ul style="list-style-type: none"> • To be carried out by Data Centre staff. Cost of travel to data user places for discussions and common data user meeting costs to be built in. • It is recommended that Data Centre staff visit 5 to 10 large-scale data users and hold two to three regional meetings for HIN discussions.

Step 2 Designing the Strategy	<ul style="list-style-type: none"> • Define communication objectives • Explore various options • Choose a strategy 	<ul style="list-style-type: none"> • To be carried out Data Centre staff. No additional cost implication other than staff time.
Step 3 Developing BCC Themes and Messages	<ul style="list-style-type: none"> • Develop relevant themes and finalize communication messages • Develop materials • Finalize methods of awareness raising (e.g. mass media (???), campaigns, visits to concerned departments, workshops, mailers, personalized letters, school visits, HDUG meetings, GP meetings, meetings with polity etc) • Pre-test messages and finalize target group-specific messages 	<ul style="list-style-type: none"> • Developing materials needs budgetary allocation. Only print media material is cost effective. Use of electronic media (other than local cable TV and free air-time of DD) is not recommended because cost is prohibitive. • It is recommended to use an expert agency for this. You can also explore the possibilities of involving DAVP or local NGOs that are specialized in communication for this purpose
Step 4 Implementation	<ul style="list-style-type: none"> • Conduct awareness raising programs • Conduct mass events, workshops, seminars, GP meetings etc. 	<ul style="list-style-type: none"> • Estimate logistics cost • Estimate the number of mass events and total cost • It is recommended to hold mass events only if we are ready with demonstrable products (data sets). Mass events are more relevant to Groundwater department
Step 5 Evaluation and Improvement	<ul style="list-style-type: none"> • Measure outcome and assess communication effectiveness • Document lessons • Redesign and repeat awareness raising strategy for the succeeding cycle 	<ul style="list-style-type: none"> • To be carried out by departmental staff. No additional cost implication other than staff time.

Table 3: Budgeting

7. Audience Segments

7.1. For the purpose of implementation, the user groups have been grouped into easily identifiable target groups as indicated in the Table 4 below.

<i>Group</i>	<i>Primary Audience</i>
1	Top level administrators in WRD, Finance Department
2	State Planning Board
3	School Teachers and School Children
4	Other Departments (e.g. PWD, Horticulture, Agriculture Department, Urban and Rural Water Supply Departments)
5	WUA members
6	Elected Representatives, GP leaders
7	NGOs/CSOs
8	Consultants
9	Add more specific to your state
10	Add more specific to your state

Table4: **Target Groups for Implementation**

7.2. This grouping is only indicative. Within each state territory these groups may be re-classified.

8. Defining SMART Objectives

8.1. We need to define the specific objectives or results that are to be achieved from the Awareness Raising initiatives. Objectives should be:

- i) **Specific** in terms of increase in data demand of a specific group in a specific geography; individual, institutional etc. (e.g. what, who and where?)
- ii) **Measurable** in such a way that the numbers can be measured, quantitatively or qualitatively. (e.g. how many campaigns, how many workshops, how many events etc)
- iii) **Achievable** in that the results correlate to a target that can be attained and that all necessary resources are identified and budgeted. (e.g. what can be achieved reasonably within the time and resource investments-free media insertions, printing of brochures etc)
- iv) **Relevant** so that the planned result(s) represent a milestone in the results chain, and will contribute to the achievement of increased data demand. (e.g. meaningful in the context of HIS; one in each region)
- v) **Time-bound** in that a time frame has been set within which change is expected to happen. (e.g. specific time period of the project; not open ended)

8.2. An example of SMART awareness raising objective is presented in Figure 3 below.

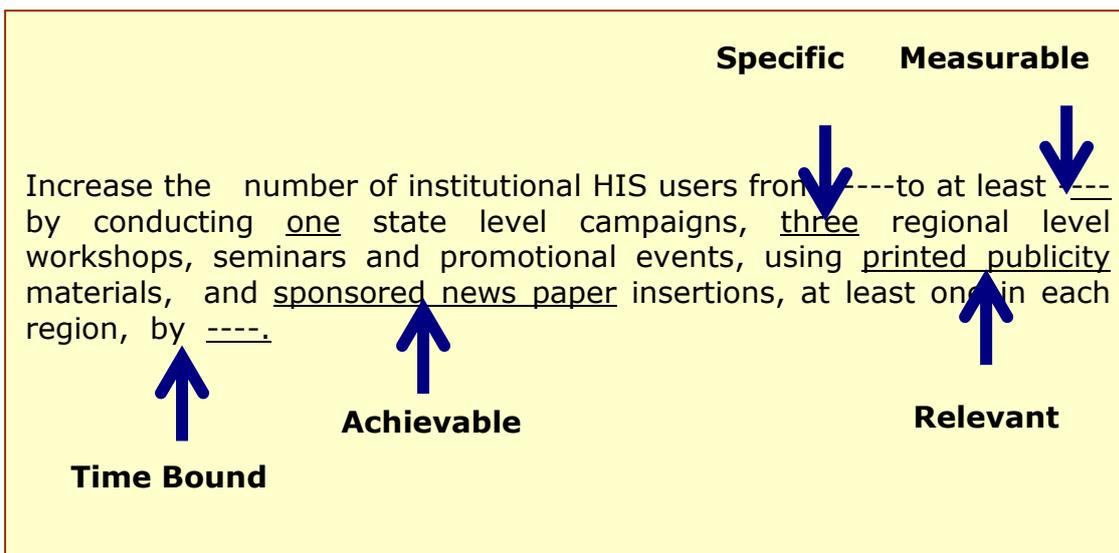


Figure 3: SMART objective

9. Themes and Messages

9.1. To enable HIS Data Centres to design appropriate communication programs, a broad framework of group-specific communication themes, messages and methods has been developed and presented in Table --- below. A judicious mix of communication methods are recommended to be deployed.

Target Audience	Key Issues	Key Themes and Messages	Awareness Raising Methods
Top level administrators in WRD, Finance Department	Lack of interest in HIS activities; inadequate understanding of the use of HIS (e.g. real time data v/s long term benefit of HIS data)	<ul style="list-style-type: none"> ▪ Importance and relevance of HIS in Water Resource Management ▪ What value addition HIS can bring? 	Personal visits, Inviting them to chair some important occasions, guided visits to HIS data centres (data collection sites, if possible), presentations by staff after completion of study tours/overseas training
State Planning Board	Lack of understanding of HIS. Improved understanding can help in making informed decisions	<ul style="list-style-type: none"> ▪ Importance and relevance of HIS in Water Resource Management ▪ How HIS can help in equitable water resource 	Personal visits, brochures, sharing of success stories and examples of other countries, other states.

		<ul style="list-style-type: none"> allocation ▪ Ground water depletion risks and the need for groundwater recharge using HIS data 	Highlighting risks of over design, under-design of projects in the absence of HIS
Other Departments (e.g. PWD, Rural and Urban Water Supply Departments)	Lack of data demand	<ul style="list-style-type: none"> ▪ How HIS can help in estimating water resource availability and judicious use of water (ground as well as surface) 	News letters, brochures, sharing of success stories and examples of other countries, other states. Presentations of HIS activities and data availability
School Teachers and School Children	Complete lack of knowledge on HIS	<ul style="list-style-type: none"> ▪ How HIS can help in influencing water use ▪ Benefits of learning water use changes in a scientific manner 	Exposure visits, school level presentations, quiz, competitions, debates etc. Celebration of water events in schools
WUA members	HIS and its importance in water resource allocation at the project/village level	<ul style="list-style-type: none"> ▪ HIS and water balance studies ▪ How best HIS can help in estimating water resource availability and the need to change cropping patters ▪ What is the benefit to the community? Who can help? 	Discussions at WUA meetings, competitions for WUA members
GP leaders	HIS and its importance in water resource allocation at the village level	<ul style="list-style-type: none"> ▪ HIS and groundwater resource estimation ▪ Importance of Ground water recharge ▪ Traditional way of exploring ground water potential and 	Meetings, banners, celebration of events, pamphlets, GP displays on water resource related problems and solutions. Film shows

		how HIS can bring scientific value?	
NGOs/CSOs	Co-opting NGOs and CSOs for generating awareness on HIS	<ul style="list-style-type: none"> ▪ Role of HIS in water resource planning at the macro level and at the micro level ▪ Type of data available and the use of HIS data ▪ How NGOs and CSOs can help disseminating knowledge and creating greater demand 	<p>Meetings, presentations and discussions</p> <p>Simplified HIS literature, brochures, pamphlets</p>
Consultants	Co-opting Consultants for generating demand for HIS data	<ul style="list-style-type: none"> ▪ How consultants can contribute to improved water resource planning and efficient water utilization by promoting HIS data? 	<p>Personalized letters, appeals. Use of Year books. Availability of HIS data and pricing. Typical HIS Product literature</p>

Table 9: Group-specific Themes, Messages and Methods

10. Annex

10.1. Typical Awareness Raising Tools and Techniques, Checklist for designing good print material and an example of cost estimates are included in Annex 1, 2 and 3. Some sample print media messages are given in Annex 4. These can be used as helping tools to develop your own HIS Promotion Plans.

Together, let us build a strong HIS 'brand image'

Typical Awareness Raising Tools and Techniques

1. Mass media

Mass media include print, radio, television, cable TV and cinema. These media can reach large numbers of people in a short time. The mass media are most effective when coupled with other communication approaches through which the community can talk about the new information with someone whom they trust, such as water experts and community leaders.

Merits

- enjoys credibility.
- has wide reach
- can be important channel for advocacy as it can reach and get the attention of policy-makers, senior officials and community leaders

Demerits

- is one-way
- is not participatory in nature
- messages may tend to be for general consumption, not taking into account the unique needs of the target groups
- has a tendency to become stereotyped

2. Interpersonal channels

Interpersonal channels can either be one-to-one or in small groups. It makes possible for people to exchange information, express their feelings and obtain immediate feedback, respond to questions and doubts, convince and motivate others to adopt certain practices. Meeting is one form of inter personal channel.

Merits

- Excellent method of reaching out
- Face-to-face
- Immediate feed back available
- Has an emotional appeal
- Can be used effectively during school meetings

Demerits

- Can reach only a small target group at a time
- Time consuming
- Effort intense

When you decide on the communication channels, use a judicious mix of media and interpersonal communication channels based on audience realities to achieve better results.

3. E-mails

- A direct method of communication where computer literacy is high
- Allows targeted messages to be sent
- Can also be used for further questions, ideas, suggestions etc.
- Effective e-mail messages should be relevant and interesting
- Do not annoy or with excessive details
- Aim to get straight to the point, use graphics and colour in the e-mail
- Don't overload recipients with too many messages as this can cause a negative reaction

4. Displays/Models

- Use the existing notice board or create a dedicated display as a focal point for communications
- Concentrate on one or two particular issues at a time and change them regularly to maintain interest
- Place the display where everybody can see it, including visitors
- Use limited text. Use images such as photos, cartoons etc.
- Use durable material. Laminating display materials ensures their quality and longevity

5. Posters

- Posters can contain different types of messages:
- Focus on a different issue for each poster
- Use images, replace them regularly, e.g. monthly, as they have a limited shelf-life
- Place posters at eye-level
- The message must be short so that the lettering can be bold and large and seen at a distance.

6. Stickers

- Stickers can be distributed when users visit data centre
- Use simple images
- Use catchy slogans

7. Customized promotional materials

- Consider message insertion on promotional materials such as diaries, calendars, leaflets, brochures, key chains, mouse pads etc.

8. Newsletter/Magazine

- Use news letters to publicize HIS data
- Make raising awareness a regular feature
- Report on success stories and, if possible, include photos of the people involved for greater relevance
- Invite contributions from people, frequent data users

9. Competitions

- Create competitions between teams, departments, schools etc.
- Ideas for competitions include:
 - Design a poster
 - HIS quiz
 - Create slogans/jingles
 - Invite Suggestions/new ideas

10. Letters

- Personal letters are an effective communication route, as they deliver the messages on a one-to-one basis.
- Can be sent directly to people concerned
- Letters can be signed by some one who is considered to be in an authoritative position, who enjoys credibility

11. Appeals

- Personal appeals by well respected past users-individual or institutional (by way of sharing positive experiences) can be very persuasive. (Can we identify them?)
- Such appeals carry a lot of credibility

12. FAQs

- FAQs are an excellent way of addressing enlightened user concerns
- Keep FAQs simple and easily understandable
- Use information gathered during HIN to frame FAQs

13. Using Appropriate Channels

Choose more than one channel to help reinforce the information. Beyond using print and other media, interpersonal and e-media are indispensable channels to disseminate information aimed at stimulating data use or promoting buying behaviour.

Check-list for designing Print Material

When designing print materials, keep the following principles in mind:

1. Stakeholder engagement

- Involve stakeholders in all phases of material development
- Design is a specialized job; therefore use the services of specialized agencies
- Pre-and-post test your print material
- Engage stakeholders to obtain best ideas

2. Choose a simple design and layout

- Present only one message per illustration
- Make materials interactive and creative. (such as question and answer type)
- Limit the number of concepts and pages of materials (not more two concepts per page)
- Arrange messages in a logical sequence
- Use illustrations liberally
- Leave space to between the illustrations and text

3. Use illustrations and images

- Use simple illustrations
- Use appropriate styles e.g. images with only necessary details and graphs with clear legends
- Use familiar images and situations with which data users can relate (e.g. for WUAs use pictures of farmer, dams and farm images)
- Illustrate benefits in context
- Avoid excessive use of technical jargons

4. Use text carefully

- Use a positive approach
- Negative approaches are very limited in impact, tend to turn off the potential users
- Use widely spoken vocabulary. Do not be puritanical
- Select a type style and size that are easy to read. Use different font for text, subtitles, and titles

5. Combine print materials with other approaches

- Printed material is most effective when combined with other forms of communication (e.g. e-campaign followed up with distribution of brochures or personal visits)
- Print media can be used to inform large groups of people
- Personal visits create a climate where the potential data users can interact and clear their doubts with someone they think is authentic

HIS Awareness Raising: Sample Cost Sheet (SW+GW)

SI No	Promotion Activity	Target Audience	Unit	Cost per unit	Total Cost
1	Pre-promotion visit to Data Users to understand HIN	Large scale and repeat data users	10	2,000.00	20,000.00
2	State level Workshop	Actual and potential data users	1	15,000.00	15,000.00
3	Regional Workshops	Actual and potential data users	3	25,000.00	75,000.00
4	Data Analysis, Compilation and Reporting	-	1	5,000.00	5,000.00
6	Agency Fee for Material Design	-	1	50,000.00	50,000.00
7	Material Production	All actual and potential data users	300	1,000.00	300,000.00
8	Mass Events, Exhibitions, Displays	General public	10	2,000.00	20,000.00
9	School Visits	Teachers, School children, Parents	30	1,000.00	30,000.00
10	WUA Meetings	WUA Member, Farmers	30	1,000.00	30,000.00
11	GP Meetings	Elected Representatives	30	1,000.00	30,000.00
12	Meetings of MLAs and Elected Representatives, NGOs	Elected Representatives	3	5,000.00	15,000.00
13	Travel cost of Organizers		20	5,000.00	100,000.00
14	Miscellaneous		1	10,000.00	10,000.00
	Total				700,000.00

Sample Messages for HIS Promotion

What is HIS?

- HIS is built to provide validated temporal and spatial information on water resources for more efficient and equitable planning and management
- HIS provides validated data on rainwater, surface water, ground water and water quality
- HIS is comprehensive, validated, easily accessible and reliable

Who Benefits from HIS?

- Development Planners, Administrators, WRM Departments, Public Works Departments, Rural and Urban Water Supply Departments, Farmers, Public Representatives, NGOs/CSOs, Scientists, Researchers, Academicians, Students, Water Resource Management Consultants, Mining Companies, Industries, Power Generation Companies, Navigation Companies, Developers, Water Utilities, Water Theme Parks, Large Plantations, Horticulture Companies, Agriculture Cooperatives, (Add more)

What is the 'Value Add' of HIS?

- HIS enables to decision makers to make informed decisions on water resource development
- HIS adds value by providing accurate information on water flows while building dams and reservoirs, during flood management and during draught mitigation
- HIS enables to identify over exploited ground water geographies and potential geographies for further development
- HIS helps to address the problem of water stress and distress
- HIS helps in adapting and coping with vagaries of climate changes
- Failure of monsoon and occurrence of draught are not the real cause of worry. It is the lack of knowledge on monsoon and draught. HIS provides this knowledge
- Rainfall and draughts are changing their character. Extreme rains and flash floods have become common occurrence, leading to heavy surface flow and depleting groundwater recharge. HIS helps to understand this change
- HIS helps to stay focused on the water agenda for managing the future
- Single point availability of water quantity and quality related data and easy accessibility

Where Can We Get HIS Data from?

- You can get HIS Data from -----(Provide Data Centre address and Web site address). You can personally visit the Data Centre or request through e-mails.

What is the Cost of Obtaining HIS?

- Governments have invested substantial resources in developing HIS. Therefore, it is not supplied free. However, the data pricing is kept at an affordable level and it varies depending on data sets. You can get details from ----- (Provide Data Centre address)

What HIS is not?

- HIS does not provide real time data. It is historical in nature
- HIS does not provide ready made short term solutions. It focuses on long term water resource planning