The background image shows a waterfall cascading over a dark, layered rock cliff into a pool of clear, turquoise-blue water. The surrounding environment includes lush green vegetation and a sandy riverbank in the distance.

INDIA WATER PORTAL

DAB 303 – MARKETING
ANALYTICS

Prepared for :

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INTRODUCTION

In this project proposal, I outline my plan for conducting a marketing analysis focused on the "India Water Portal." Water insecurity is a critical global issue, particularly in developing countries like India, where access to safe drinking water remains a challenge.

This project aims to address the fragmented water management and policy issues in India and provide insights into water usage, availability, and quality. I will analyze various datasets related to water resources in India to derive meaningful marketing insights.

The platform aims to achieve several goals, including raising widespread awareness about the significant and pressing water challenges faced in India and drawing policymaker attention to emerging water-related trends.

Our intended audience encompasses the general public, young individuals aspiring to pursue careers in civil services and policy roles, government officials involved in water-related matters, philanthropic individuals or organizations, as well as active participants in civil society initiatives.



PROJECT SCOPE

My project will focus on the following key aspects:



GEOGRAPHIC SEGMENTATION

Analyzing data at the state or region level to identify areas with the highest groundwater extraction rates. I will also segment regions based on per capita water availability to pinpoint regions facing water scarcity. Furthermore, I will compare and segment districts based on rainfall patterns and their impact on water resources.



SECTOR-BASED SEGMENTATION

Segmenting the market based on water usage by different sectors such as agriculture, industry, and domestic use. I will explore trends in water consumption within each sector over time. Additionally, I will identify regions where a specific sector dominates water usage and assess its impact on local water resources.



GROUNDWATER DEVELOPMENT STATUS SEGMENTATION

Segmenting areas based on the status of groundwater development, categorizing them as safe, semi-critical, critical, or overexploited. I will analyze the market potential for water management solutions in overexploited or critical areas.



WATER QUALITY SEGMENTATION

Segmenting regions based on water quality issues, such as fluoride and arsenic contamination. I will explore opportunities for water treatment and purification solutions in areas with poor water quality.

MOTIVATION

My project is motivated by several factors:

Critical Global Issue: Addressing water insecurity in heavily populated India is crucial on a global scale.

Business Impact: Analyzing water management impacts can guide businesses and policymakers.

Personal Learning: Engaging in a comprehensive marketing analysis project will enhance my understanding of marketing analytics, data interpretation, and the application of insights to real-world scenarios.



Related Work

I've reviewed multiple sources on water management in India, including researchgate.net, government reports, and academic papers, providing a strong foundation for my project.

My project aligns with the DAB 303 course objectives by demonstrating how marketing analytics can be applied to real-world issues like water management, showcasing its practical relevance.

EVALUATION



The successful outcome of my project will be defined by:

Actionable Insights: Providing actionable marketing insights that can inform water management strategies, sector-specific policies, and investment decisions.

Impact Assessment: Assessing the potential impact of my recommendations on improving water access, quality, and sustainability in India.

Data Accuracy: Ensuring the accuracy and reliability of my analysis through thorough data validation and statistical rigor.

RESOURCES

For this project, I will utilize various data sources, including:

- Groundwater extraction data from researchgate.net and other academic papers. (<https://books.gw-project.org/groundwater-in-our-water-cycle/part/disappearing-groundwater/>)
- Per capita water availability data from reports published by India WRIS, ICAR, KPMG, and the World Bank. (<https://www.indiaspend.com/indias-per-capita-water-availability-fell-15-between-2001-2011/>)
- I will also employ statistical and data analysis tools to process and analyze the datasets effectively.

PROJECT MANAGEMENT

I will apply project management techniques to ensure efficient project execution. This includes defining milestones, setting timelines, and regularly reviewing progress.



REFERENCES

[An evaluation of groundwater institutions in India: a property rights perspective](#)

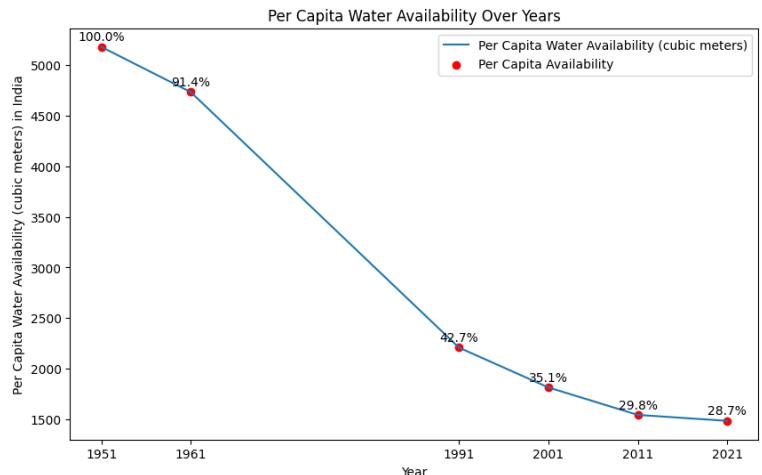
[IndiaSpend - Per Capita Water Availability](#)

EDA

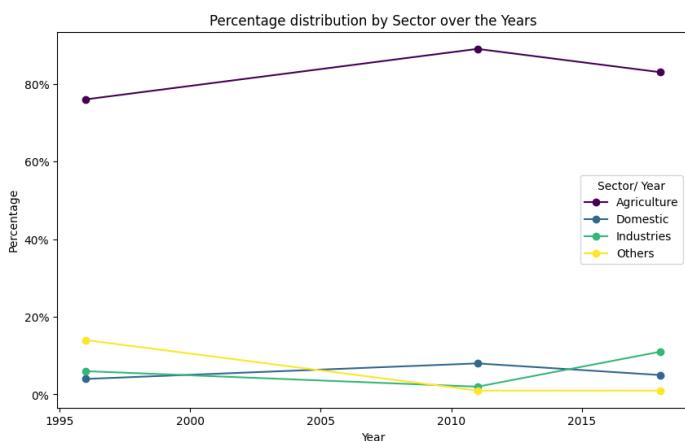
Per capita water availability

How to read this ?

Per capita water availability is like figuring out how much water each person in a country has. We take all the water available in the country and divide it by the number of people living there. It helps us understand how much water each person has on average.



Conclusion: The data from the Indian water government reveals a concerning trend: the amount of water available per person has dropped to less than one-third of what it was in 1951.

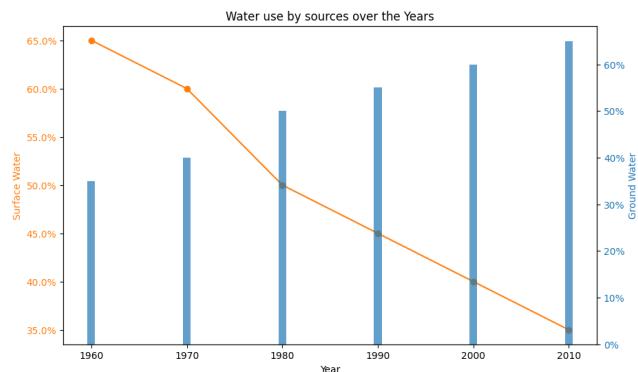


Per capita water availability

People use water for different things. Some use it for farming and industry, like making things. Others use it at home for drinking.

Conclusion: In India, the agriculture sector still uses the most water compared to other sectors.

EDA



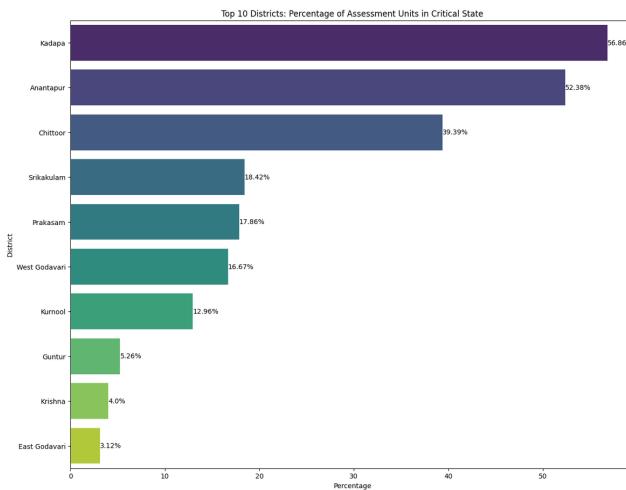
Water use by sources over the Years

Farmers get water for growing crops from rivers or lakes (that's surface water) or from underground (that's groundwater).

Conclusion: The information shows that where we get our water from has changed a lot. In 1960, we mostly used water from rivers and lakes, but by 2010, we started using more water from underground.

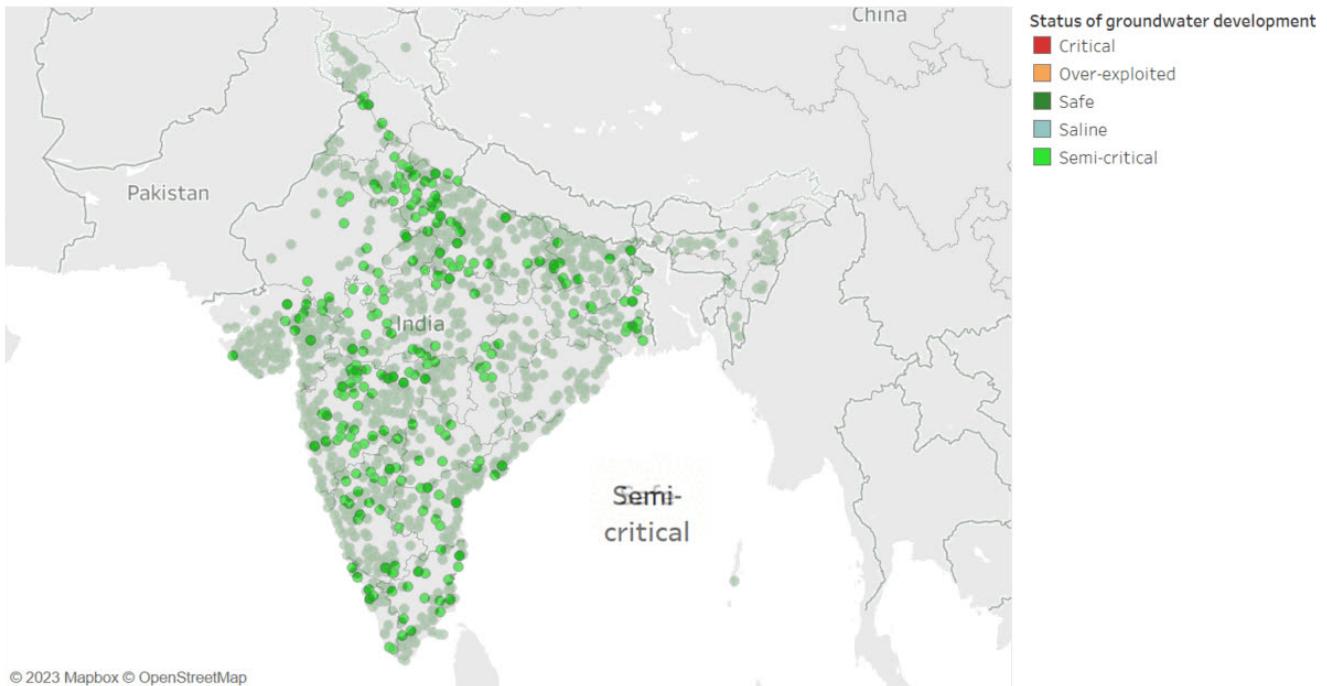
Top 10 Districts: Percentage of Assessment Units in Critical State

Many of our Assessment Units have less water than they can hold. The top 10 units are in a critical situation, meaning they have a severe shortage of water. Among them “Kapada” is first one.



EDA

Semi-critical



There are different areas that are checked for water. Some are safe (4310), some have a bit of salt (100), some use too much water (1186), some need to be careful (972), and some are in real trouble (313).

