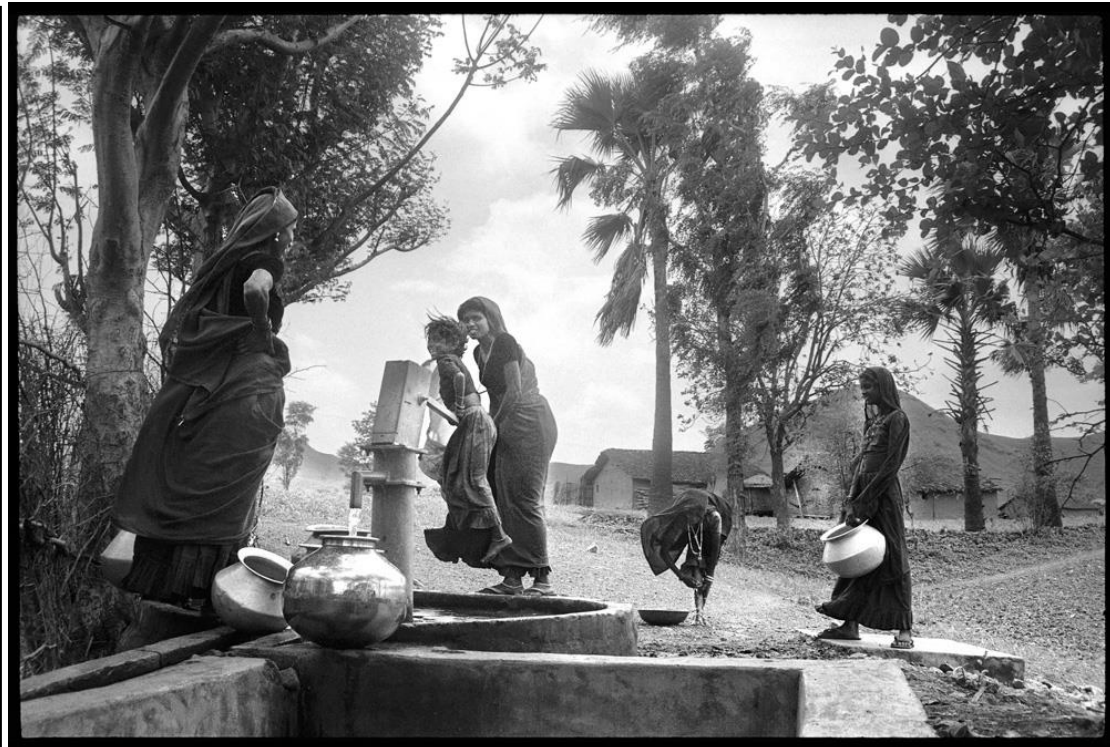
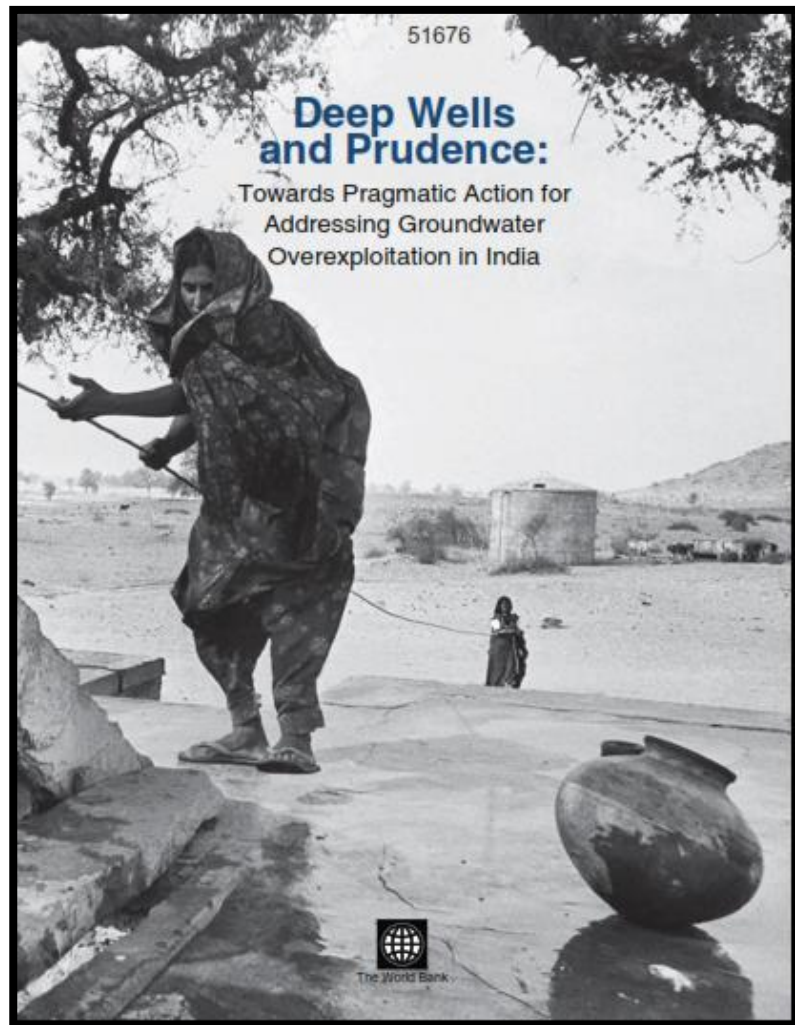


# How to make groundwater visible?

## A review of communication tools

Audrey Richard-Ferroudji  
Gaïa Lassaube





↑↑ **Roots of water** by Amos Jaisingh, “A girl enjoys pumping water with her mother, while other women wait for their turn” Kakrana village, Madhya Pradesh, 2004, Exhibition Ponds Photo, mars 2014

⇐ (World Bank, 2010) coverage, Photo Gauri Gill

**Endangered heritage and source of emancipation**

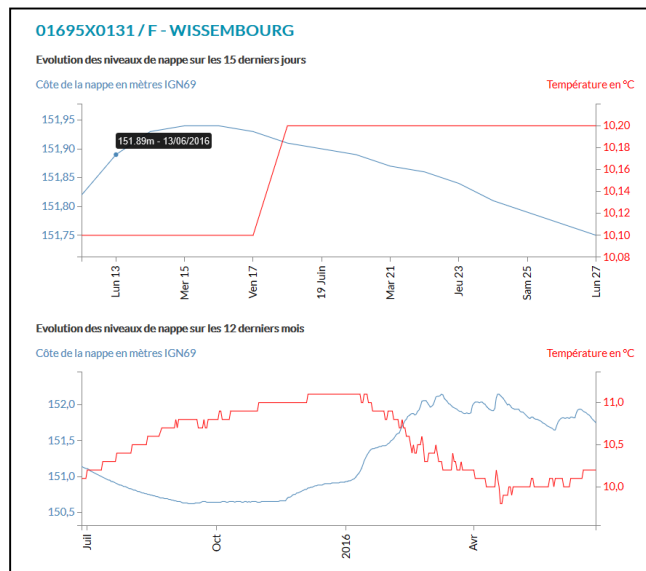
# Qualification and objectification of groundwater

- An almost unseen resource
- Challenges of developing knowledge AND communication
- Groundwater made visible by artefacts and spokespersons
- Contribute to the analysis of the social dimensions of groundwater while considering its plural values and representations



# Inventorying tools used by institution dedicated to groundwater management in France and in India

- France: SAGE/contrat – India: Groundwater Boards
- Methods: websites, documents, interviews and observations of uses
- Critical approach of their content and the way they frame interactions (public targeted, issues made visible and normative perspectives, format of the information)

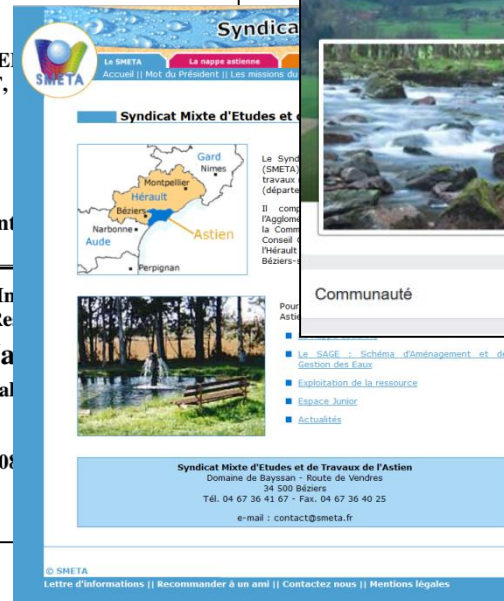
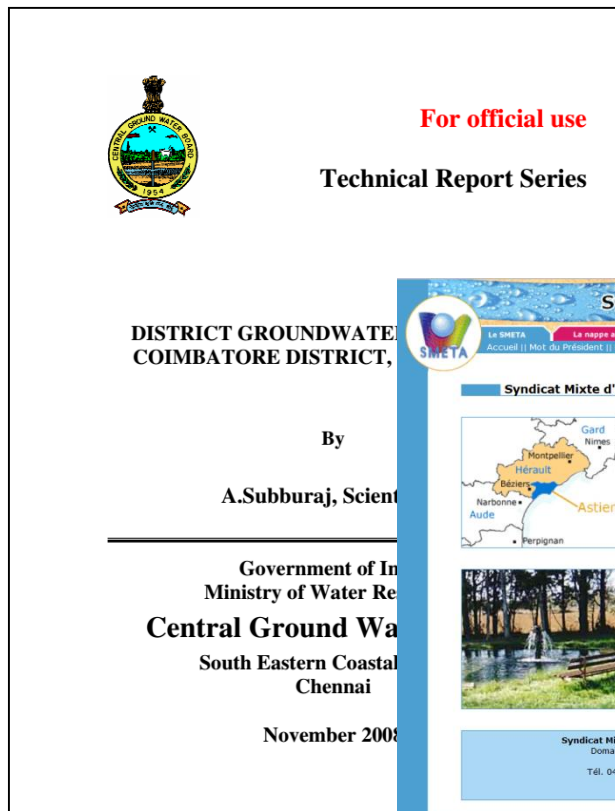


[www.sage-ill-nappe-rhin.alsace/](http://www.sage-ill-nappe-rhin.alsace/)





# Internet and documents: making knowledge available for different publics



- Public: decision makers, stakeholders, kids, etc.
- Toward more interactive tools

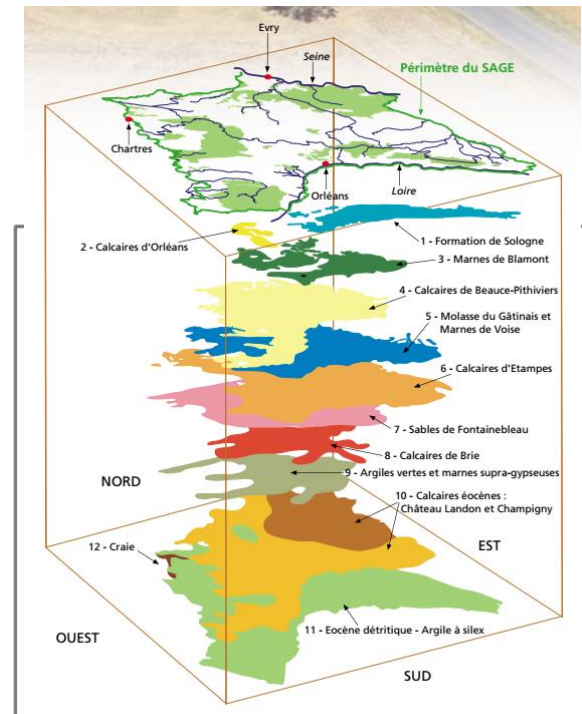
# Groundwater in the press : scarce or ambivalent

- France: few articles mostly in the regional medias – opportunity more than strategy
- India: more visibility but ambivalence i.e. promoting conservation while justifying exploitation
- Analysis of 5y articles dealing with GW from the Hindu
  - Heritage in danger
  - Resource to be optimised
  - Means of survival
  - Source of emancipation



# Spatial representation of groundwater and indicators

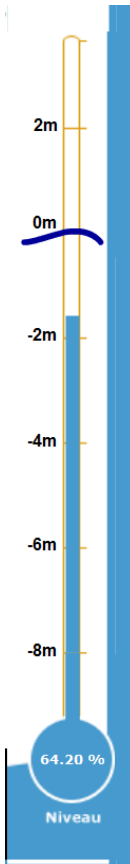
- Mapping : a must
- Indicators : water level unavoidable
- Ongoing refining of maps and indicators (scale, on live, etc.)
- Maps: Toward 3D representations, crossing land and water issues
- Development of citizen science (participatory mapping, barefoot hydrogeologists, etc.)
- Still few analysis of uses and access beyond technician/scientists



Crédit: La lettre du SAGE de la nappe de Beauce N°1, January 2003



Crédit: Lalsace.fr

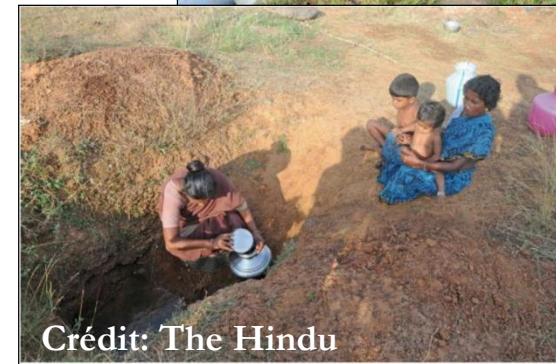


Credit: [www.astien.com](http://www.astien.com)

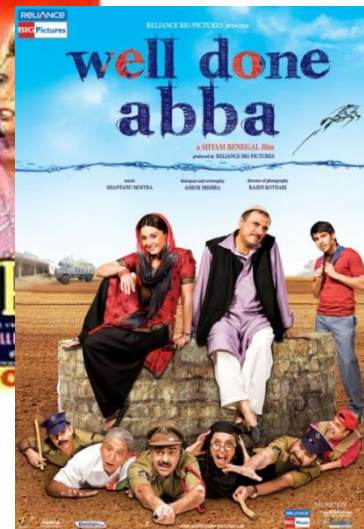


# Images, arts and games: Groundwater is not photogenic but inspires fictions

- Few photos and mostly indirect : Artefacts, surface water, users, few wells, etc.
- Some drawings
- Some short documentaries
- Story telling and myth (sacred spring)
- Very few games



Crédit: The Hindu



Crédit: SymCrau



# Offices, teams, field trips and meetings : face to face and grounded communication to be developed

- Spokespersons who embody groundwater
- Rare marks in the landscape which materialize the presence of GW



Crédit: Vigie de l'eau



Crédit: Vigie de l'eau

**THE HINDU**  
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**Pilot project rolled out for conserving groundwater**

• [M. Balaganessin](#)



E. Vallavan, District Collector, speaking at a workshop on "water conservation, security and quality" organised by the Central Ground Water Board, Central Ground Water Authority, and the Union Ministry of Water Resources, River Development and Ganga Rejuvenation in Karaikal on Friday.

*It is taken up under integrated water management and water security plan*

The Central Ground Water Board, South Eastern Coastal Region, Chennai, will implement a pilot project on "integrated water management and water security plan" in the two habitations of Nedungadu and Annavasal in Karaikal district for two years.