

2008 Year of the Frog YOTF — AArk

New Year's Greetings to readers of **ZOOS' PRINT** Magazine. This January 2008 marks our 23rd Year of publication. We are happy to begin the announcement of the 2008 Year of the Frog on



Magazine. This January 2008 marks our 23rd year and the 23rd year of publication with an the first page.

Zoo Outreach Organisation began its India Campaign for amphibian conservation a bit ahead of the rest of the world for the sole purpose of taking advantage of Indian Wildlife Week, the most elaborately and participatorily celebrated wildlife event in India. On the next page, we will review what was done during this year's Wildlife Week by ZOO and its many conservation and education partners and friends.

Hey Zoos ! It's not too late to organise a New Year's Day event Global Leapfrog One Giant Leap for Mankind.....One More Step to Save Frogs

*This suggestion comes from the marketing coordinator of Amphibian Ark based at London Zoo, Lesley@AmphibianArk.org. We have sent this around to educators, zoo directors, Museum personnel, etc. back in November but thought our zoo readers might still join in. You still have a week till New Year's Eve and New Year's Day. **Happy Hopping ! Happy New Year - Sally Walker***

Introduction

To maximise publicity of the **2008 Year of the Frog YOTF**, a global event that links zoos throughout the world is envisaged. Leapfrog, the child's game, is known everywhere and if not, its simplicity makes it easy to explain.

As the New Year dawns and moves across the globe from East to West, all participating zoos stage a leapfrog event occurring at 11am New Year's Eve on their local time. The timeline and sequenced events will create one giant global 'leap' to launch the 2008 Year of the Frog.

Each zoo should solicit local or national media attention for their event and stress unity of the event spreading across the planet. This may generate media attention for the YOTF campaign. If zoos could also secure famous people to attend the event and sign the petition for frogs (global or local) even greater media focus should be generated. This event provides a unique activity for zoos to offer during a special day when many visitors are at the zoo.

The actual event (this can be tailored to suit your zoo's needs). Children in the zoo at that time can be rounded up and invited to form 'teams' to leapfrog over a set-distance (croaking while they do this!). The giant leap should be begun by a celebrity if available, or someone at the zoo, blowing a whistle or similar sound. This should begin at exactly 11am. After successfully completing their leapfrog challenge the children could then receive badges/stickers/mementoes of some kind with a slogan such as 'I leapt for frogs! 2008 Year of the Frogs. Each zoo can have

arranged press coverage. Each zoo will arrange the event to reflect their local audience – what is important is that there is a continuity of events across the world. This global leapfrog would be a unique event. **Please sign up to make one giant leap for frogs.**

Sri Lanka is in!

Soon after circulating this suggestion, Renuka Bandanayake volunteered to conduct such an event at the National Zoo, Sri Lanka. Her plan: "Basically about 30-40 children under 10 years will be painted in colours of frogs and they will wear masks of frogs and a sticker on their body or clothing. They will perform the leaps over one another at the designated time. We will decorate the area with pictures and flags of frogs. Just before after the leap our Zoo Director will say few words about conserving amphibians. Media will be invited to cover the event. Snacks and drinks will be served. This is the outline that will be discussed with our Young Zoologists Association YZA juniors and our staff.

Renuka Bandanayake, Curator National Zoological Gardens, Sri Lanka



Frogs matter !



India campaign

Indian Wildlife Week may be a unique event in the world. Initiated in 1955 by the then Department of Forest in the Ministry of Agriculture, the event immediately caught on and was celebrated by foresters, universities, zoology departments, Zoological Survey of India branches, non-governmental organisations and others throughout India and its territories.

Zoo Outreach Organisation actually had applied for a substantial grant from one of the USA granting agencies so that India and all the South Asian countries could promote the AArk Year of the Frog campaign in 2008, but the granting agency did not, after all, sponsor educational projects and our request was not granted. So, in a panic, we decided to raise a little money just for India and — with help from our partners — create an India Campaign for Wildlife Week.

The sponsors who came to our rescue for this were: Chester Zoo, World Association of Zoos and Aquariums WAZA, Conservation Breeding Specialist Group, CBSG IUCN SSC.

Chester Zoo has been sponsoring an amphibian education project for ZOO to offer during Wildlife Week for the past three or four years and this year provided 1500 Euros. WAZA offered a thousand Euros when we failed to get a 20K US\$ grant over-optimistically expected for promoting AArk throughout South Asia. CBSG contributes annually to CBSG, South Asia for whatever it takes to keep us active and we used \$1000 for this campaign. Fleishman Hillard Inc and Jeffrey Bonner permitted their marketing materials and logo to be used.

Indian Wildlife Week was celebrated from 1-7 October 2007 officially with a few activities afterwards and even a day or two before as has been done for 53 years. As the single most celebrated event for wildlife and environment in India, thousands of environmental and wildlife organizations and institutions, both governmental and non-governmental take part.

As you all know, Zoo Outreach Organisation distributes thousands of items of educational materials annually to help people celebrate this event in a more meaningful way. It also gives us a means of promoting the species and issues which we feel need exposure.

This year we offered items themed on bats, quality of zoos, Hoolock Gibbon, free ranging monkeys, etc., but pushed our regular members of the South Asia Network of the International Zoo Educators Association (SAN IZE) to conduct at least one programme on behalf of Indian amphibians and also collect signatures for the AArk signature

campaign. We had a rousing response which ate up all our materials in short order, but for a few dozen samples that we keep for future requirements. We had developed a packet specifically targeting AArk and using the clever AArk logo but substituting orange for brown or tan in the colour scheme so that it would mimic the Indian flag. We, therefore, called this project the Amphibian Ark India Campaign.

The number and diversity of individuals and institutions which ordered material was gratifying and we have listed these on the following page. A few of the reports of programmes will also be included in this printed issue but all amphibian reports will be uploaded on the website along with some of the outstanding photos to illustrate the material and people who used it.

In short, out of 3000 packets, 2672 were distributed to 56 different organizations which agreed to conduct a programme of events promoting the campaign. Out of 1200 t-shirts, 962 were distributed as the remainder are reserved for 1 regional amphibian training, 2 national prioritization exercises and 1 regional zoo association meeting. There are a number of such events coming up which will happily devour the rest as is our intent. The t-shirts were contributed by Le Shark, Tirupur whose owners, Anil and Kiran Shah have a long history of supporting such programmes.

Categories of institutions ordering AArk stuff

Zoos 8
National Ngo's 11
International NGOs 1
Central government institution 1
Forest department personnel 24
Schools, colleges, universities 11

Indian states and UT's

The number of Indian States which applied for and utilized AArk India materials were 21 out of 28 states. Three out of seven Union Territories (strange states) ordered material.

Packet & t-shirt distribution details

Number of packets supplied=2672
Number of t-shirts supplied=962
Total Number of orders =56

The individuals and institutions listed on the next two pages promoted amphibian survival during Indian Wildlife Week. Congratulations to them. Some of them collected signatures for the AArk signature campaign. A copy of the signature form is included in this issue. Please photocopy it many times and get as many signatures as you can. **We want to show the world that "Frogs matter to India".**

Congratulations to these Amphibian Educators

Jayanta Das, Large Mammal Conservationist, **Wildlife Areas Development and Welfare Trust**, M.G. Road, Guwahati, Assam

V. K. Singh, Conservator of Forests (WL), Dharmshala, **Forest Department**, Himachal Pradesh

Sameer Rastogi, Divisional Forest Officer (WL) , Kullu, **Forest Department**, Himachal Pradesh

M.C. Biswas, Divisional Forest Officer, Cooch Behar, **Forest Department**, West Bengal

Rashid Y. Naqash, Wildlife Warden, **Dachigam National Park**, Jammu & Kashmir

S. Paulraj, District Forest Officer, Ramanad cum Swagangai Division, **Forest Department**, Sivagangai, Tamil Nadu

N.S. Dungriyal, Field Director, **Pench Tiger Reserve**, Seoni, Madhya Pradesh

Manoj Kumar, Deputy Conservator of Forest (WL), Dandeli, **Forest Department**, Karnataka

K. Gangadharan, Education Officer, **State Museums & Zoo**, Thrissur, Kerala

Vinod Kumar Damodar, Joint Secretary, **Conservation of Nature & Breeze Society**, Calicut Kerala

Rakesh Soud, Asstt. General Secretary, **Nature's Foster**, Bongaigaon District, Assam

R.S. Rawal, Scientist - C, Conservation of Biological Diversity Core, **G.B. Pant Institute of Himalayan Environment and Development**, Almora, Uttarakhand

Sujata K. Lakshmanan, **Isha Home School/Isha Yoga Centre**, Coimbatore, Tamil Nadu

Tejaswini A. Patil, Deputy Conservator of Forests (WL), **Forest Department**, Haveli (UT), Silvassa

M. Devika & Mrs. Narmada, Teachers, **P.S.G.R. Krishnammal Nursery and Primary School**, Peelamedu, Coimbatore, Tamil Nadu

H.J. Bhandary, Director, **Dr. Shivaram Karanth Pilikula Biological Park**, Mangalore, Karnataka

Rajmohana. K. Founder Trustee, **Prof. T.C. Narendran Trust for Animal Taxonomy**, Calicut, Kerala

Sangita Mitra, Sr. Programme Officer, **WWF-India**, West Bengal State Office, Kolkata, West Bengal

Mahesh Kumar Madathil, Lecturer in Zoology, **P.R.N.S.S. College**, Kannur, Kerala

Roy P. Thomas, Wildlife Warden, Eravikulam, Forest Division, Munnar, Kerala

Packianathan, Teacher, Eco-Club - Coordinator, **St. Xavier's Higher Secondary School**, Palayamkottai, Tirunelveli (TK), Tamil Nadu

S. Joseph Prem Kumar, Teacher, **Corporation Middle School**, P.N. Palayam, Coimbatore, Tamil Nadu

Kripaljyoti Mazumdar, **Nature Foster**, Guwahati, Assam

Manish Saxena, Director, **Wing of Research in Local Development (WORLD) Organization**, Jaipur, Rajasthan

Kalyani, Teacher, Child psycho therapist, **Kids knowledge Garden**, Rajapalayam, Tamil Nadu

Alok Kumar, Conservator & Director, **Madhav National Park**, Shivpuri, Madhya Pradesh

Alok K. Shrivastava, Divisional Forest Officer (WL), Varanasi, **Forest Department**, Uttar Pradesh

G. Chakraborty, Senior Division, Veterinary Surgeon, **Jawaharlal Nehru Biological Park**, Bokaro Steel City, Jharkhand

Ashokupreti, Wildlife Warden, **Grizzled Squirrel Wildlife Sanctuary**, Srivilliputhur, Tamil Nadu

Saswathi Mishra, Deputy Conservator of Forests(WL), Madikeri, Forest Department, Karnataka

Vijay Ranjan Singh, Executive Director, **Sri Chamarajendra Zoological Gardens**, Mysore, Karnataka

Rakesh Kumar, Director, **Sanjay Gandhi Biological Park**, Patna, Bihar

T.V. Nair, Administration Officer, **National Zoological Park**, New Delhi

A.K. Pattnaik, Director, **Nandankanan Zoological Park**, Bhubaneswar, Orissa

M.K. Rao, Conservator of Forest (WL), Kolhapur, Forest Department, Maharashtra

S.H. Patil, Field Director, **Tadoba - Andhari Tiger Reserve**, Chandrapur, Maharashtra

C. Srinivasulu, MRK Towers, Swarnadhama Nagar, Secunderabad, Andhra Pradesh

Bablu Dey, Director, **Green Heart Nature Club**, Kokrajhar BTC, Assam

M.K. Vijayavargia, Deputy Director, **Desert National Park**, Jaisalmer, Rajasthan

Asst. Conservator of Forests, **Black Back National Park**, Bhavnagar, Gujarat

Santosh Kumar Sahoo, **"Conservation Himalayas"**, Chandigarh UT, India

S. Mamatha, Teacher, **De Paul International Residential School**, Mysore, Karnataka

B.V. Vaghela, Deputy Conservator of Forests, **South Dangs Forest Division**, DangsDang, Gujarat

N. Kamalam, Principal, **Chandra Matriculation Higher Secondary School**, Coimbatore, Tamil Nadu

Suresh Alurwar, Deputy Conservator of Forest (WL), Gondia, **Forest Department**, Maharashtra

Millo Tago, Deputy Conservator of Forests (WL), Shimoga, Forest Department, Karnataka

Parthankar Choudhury/Th. Pawlen Singha, Senior Lecturer, **Cachar College**, Silchar, Assam

Debojit Phukan, Coordinator, **Megamix Nature Club**, Lakhimpur, Assam

Deputy Conservator of Forest (WL), Mount Abu, **Forest Department**, Rajasthan

A.K. Jena, Divisional Forest Officer (WL), Mangrove Forest Division, Kendrapara, **Forest Department**, Orissa

Nimesh Ved, Team Leader, **Samrakshan Trust-Mizoram Field Office**, Mizoram

Ram Krishna Singh, Divisional Forest Officer, Sohagibarwa Wildlife Division, **Forest Department**, Maharajganj, Uttar Pradesh

G.K. Dubey, Chief Veterinary Officer, **Maitri Baag Zoo**, Bhilai, Chattisgarh

B. Abraham Lingan, Ecologist, Kesava Nagar, Thirupathiri puliyur, Cuddalore, Tamil Nadu

Yash Shethia, **Samrakshan Trust** - Meghalaya Field Office, Borsalgre, South Garo Hills, Meghalaya

Debendra Dalai, Deputy Conservator of Forests (WL), Wildlife & Eco tourism, **Forest Department**, Panaji, Goa