

Planning Zoo Education : Key to Success

Group Work in Zoo Management Course



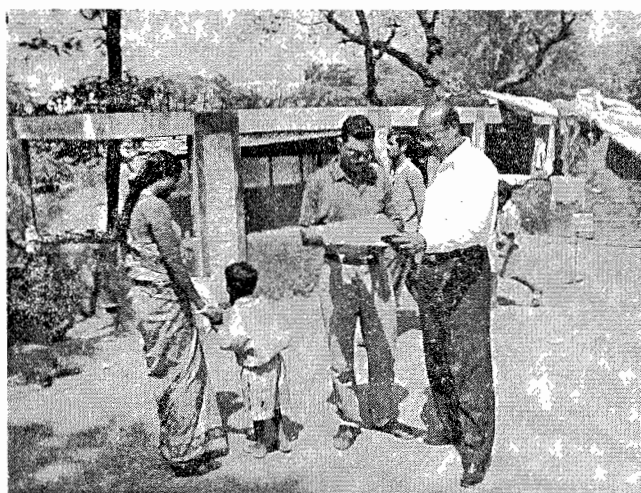
भारतीय वन्यजीव संस्थान
Wildlife Institute of India

The Calcutta Zoological Gardens hosted the Annual Zoo Management Course which is a collaborative effort of the Central Zoo Authority and Wildlife Institute of India. Wildlife Institute of India course coordinators Ravi Chellam and B. C. Choudhery invite zoo managers, veterinarians and educators from different parts of India to prepare lectures and educational modules for the participants. This was a three Week Training Course in "Endangered Species and Zoo Management" for Middle level Zoo professionals (23rd Feb. - 10th March 2000). Participants also went on field visits to Darjeeling Zoo, Gangtok Zoo and Nandankanan Zoo.

One such module was for Zoo Education. First there was an audio-visual presentation on how to plan a zoo education programme. The what, when, how, where and who to educate in the zoo was reviewed. Attitudes of visitors, elements of creativity and some slides showing different principles and types of signage and exhibitry were discussed. Evaluation of programmes and visitors studies were explained. Then the participants were given several small tasks. A day is not sufficient to do justice to these topics but participants were able to get an idea of how to prepare a sign and check it for meaning, how to approach visitors, and how to plan a medium term programme for a few months to a year. Participants were encouraged to use some of the new ideas they learned in the lectures in designing their signage and planning their programmes. They were asked to select a specific "theme" for the education programme and follow it throughout the programme.

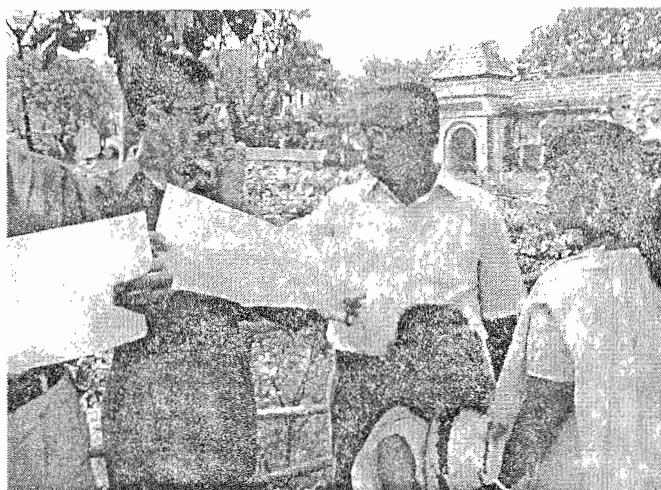
First participants created a design for a poster or wayside exhibit, selecting a theme and creative method to make their sign more effective.

Participants were then asked to conduct which is known as "front end evaluation" by taking their handmade sign outside into the zoo and asking visitors what the sign



Participants checking their design with visitors

communicated to them. This method should be used before investing time and money in creating a sign that no visitor can understand or that conveys a different message from what was intended. Many participants got a surprise when they showed their graphic design to a visitor and heard the visitors' interpretation of their "very clear" concept.



Participants found that some visitors gave very good suggestions. Photo by S. Walker.

For creating a "medium term zoo education master plan", participants were given Rs. 2 lakhs budget for a period of one year or less. They divided up into four working groups and planned their programmes in an interactive exercise. A person in the group was chosen to give a report on their Education Programme.

Reports for all the groups are below.

Group 1 : Mr. Motappa, (Mysore Zoo), Mr. Singh, Dr. V. Srinivas and K. Ratnachari (Visak Zoo)

Theme : General Education: Budget Planning for one Year with budget of Rs. 2.00 Lakhs.

1)	Staffing of Education Service		
	Education Officer	0.48	
	Guides	0.03	
	Artists	0.03	
	Drivers	0.06	0.60 lakhs
2)	Signage for Zoo		
	Visual (traditional boards)	0.07	
	Interactive exhibits	0.07	
	Special signage for handicapped people (Blind, Deaf and Dumb, etc.)	0.06	0.20 lakhs
3)	Publications; printed materials		
	Brochures	0.08	
	Leaflets	0.03	

	Guide books	0.05	
	Posters	0.03	0.19 lakhs
4)	Equipments		
	Audio visual	0.05	
	Slide project	0.05	
	Video film	0.10	
	Silk screen	0.04	
	Loud speaker	0.02	
	Hiring DTP computer	0.10	
	Hiring Graphic software	0.11	
	caps, shirts, toys	0.10	0.57 lakhs
5)	Transportation –		
	Vehicles (hire for classes)	0.30	
	Vehicles (hire for tours, festivals)	0.03	0.33 lakhs
6)	Communications		
	Phone	0.05	
	Postage	0.06	
	Fax	0.06	0.17 lakhs
7)	Prizes for Competitions for School Children	0.04	0.24 lakhs
	Total		Rs. 2.10 lakhs

January Animal Welfare fortnight.

World Environment Day, 5th June:

Organise a rally from the school to the nearest zoo with banners, caps & t-shirts.

Budget

100 caps	Rs.20/-	2,000/-	
10 Banners	Rs.50/-	500/-	
100 t-shirts	Rs.100/-	10,000/-	
50 Photography	Rs.10/-	500/-	
Breakfast etc	Rs.50/-	5,000/-	
Miscellaneous		2,000/-	Total 20,000/-

Van Mahotsava - Plantation of saplings

1000 saplings	Rs.10/-	10,000/-	
1000 Treeguards	Rs.200/-	20,000/-	
Miscellaneous		10,000/-	Total 50,000/-

Wildlife Week Celebration: (Six days):

(I) Painting competition:

Inaugural function	2,000/-		
100 sheets & colours @ Rs.30	3,000/-		
Total prize distribution	10,000/-		
Miscellaneous (food etc)	5,000/-		Total 20,000/-

(II) Quiz competition:

Tent chair etc (rental)	5,000/-		
Audio visual equipments (rental)	2,000/-		
Total prize distribution	10,000/-		
Miscellaneous	5,000/-		Total 22,000/-

(III) Essay competition:

Tent chair etc. (rental)	5,000/-		
Total prize distribution	10,000/-		
Miscellaneous (food etc)	5,000/-		Total 20,000/-

(IV) Cultural programmes:

Tent chair etc. (rental)	5,000/-		
Dress etc.	5,000/-		
Total prize distribution	5,000/-		
Miscellaneous (food etc.)	5,000/-		Total 20,000/-

(V) Zoo Visit :

Vehicle (hire)	3,000/-		
Miscellaneous (food etc.)	5,000/-		

(VI) Closing ceremony:

Tent chair etc (rental)	5,000/-		
Miscellaneous (food etc)	5,000/-		Total 10,000

Total approximate daily expenditure of Wildlife Week celebration

Day I	20,000/-		
Day II	22,000/-		
Day III	20,000/-		
Day IV	20,000/-		
Day V	8,000/-		
Day VI	10,000/-		Rs.1,00,000/-

(4) Animal Welfare Fortnight:

Tent, chair etc. (rental)	5,000/-		
Audio visual (rental)	2,000/-		
Workshop Booklets etc	5,000/-		
Photography for all	10,000/-		
Miscellaneous (food etc)	5,000/-		
Total	27,000 00		

Total expenditure of Zoo Education Programme:

World Environment day	20,000 00		
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Participants work on their projects.

Group 2 : Mr. Manoj Kumar (National Zoo), Dr. Rananaware R.V. (Borivilli Natl. Park); Santosh Gupta and Rajendra Singh Gupta (Gwalior Zoo); Kunwar Singh Rawat (High Attitude Zoo Nainital)

Master Plan - Zoo Educational Programme

Theme : Special Days and special target group

Days will be selected for celebration around the year & different functions will be held. Days to be celebrated will be

5th June	World Environmental Day
July	Van Mahotsava
October	Wildlife Week

Van Mahatsava	50,000/-
Wildlife Week	1,00,000/-
Animal Welfare fortnight	27,000/-
Total Rs.	1,97,000/-

Master Plan - Zoo Education Programme

Group Members : Dr. Avijit Biswas (Calcutta Zoo), Dr. A.D. Kholkute (Nagpur) S.C. Mahato, Nandan Sanjay and Nandan S.M. Aurangabad Zoo

Theme : General Zoo and Conservation Education throughout the year

Programme A

Target groups are School Children and Orphans (30 X 11 = 330 total students) of age 8-14 years, 3rd - 9th standard. (School Children alternating with orphans every month) except March (11 months)

Staffs required:

■ Education Officer (Zoo)	Nil expenditure
■ Technical Assistant (Zoo)	Nil
■ Teacher from nearby school*	2,200/-
■ Driver, One Helper (Asst.)	Nil

(* Honorarium Rs.100 Per visits x 22 lectures)

- Signage: Interactive
- Publications: Guidebook (Rs.10 each x 330 = 6600/-)
- Equipment: Video (VCP), Colour T.V., Slide Projector,
- Binocular (6,000/- + 11,000 + 6,000 + 2,000=25,000/-)
- Furnitures: 30 Chairs + Tabela + 4 Tables + 4 Chairs (Hiring) Rs.1,500/- 4 Fans, Lights Rs.600/-
- Other Miscellaneous Expenditure Rs 1000/- 22 Batches Rs 2,200/- (Plantation of Trees)
- Stipend :- Rs. 100 per student Rs. 66,000/-
- Food :- Rs 60/- per head 665x Rs 60/- Rs 42,900/-
- Excursion tour to Botanical Garden, Museum, Aquarium, Nearby Reserve Forest Rs. 1000/- per Batches (Rs 1000x 22) = 22, 000/-.
- Demonstration cost:- Hiring of wildlife VCP cassettes Demonstration of tranquilizers Rs 5000/-
- Transport cost:- Hiring of vehicle :- Rs 1000/- Per Batch x 22 Batches Rs. 22,000.
- Communication cost & Office cost:- Rs. 2000/-
- Quiz competition + Sit & Draw prizes regarding wildlife : Rs. 2000/-

Total Rs 2,00,000/-

B. Programme for school children and orphans

Students of 8 - 16 years from schools (30 x 11 Batches = 330 Nos) throughout the year with school children alternating with orphans every month for 11 months.

1st Day Morning

1. To tell the name of the animals present in that zoo.
2. To show the Guide Map just after entering the zoo and from the Guide Book.
3. To show the food habit of the 5 main groups of animals - Herbivores, Carnivores, Aves, Primates & Reptiles.
4. While moving towards the individual enclosures - what they should do and what not to do; standing before animal cages.
5. To introduce the particular species of animal and from which group they represent.

1st Evening

6. Class lectures about the animals which are present in the wild and which are closely related to the different animals present in this zoo.

2nd Morning

1. To visit the store and see different food items.
2. To visit the enclosures (some) along with the keepers and see the behaviour of animals and birds when food is given.

2nd Evening

3. Lecture on different animal voices.

3rd Morning

1. Simple Quiz competition on wild - life flora and fauna.

Evening

2. Excursion to Botanical Garden & Museum by bus.

4th Morning

1. Sit & Draw Competition.

Evening

2. Excursion to Aquarium and nearby Reservoir Forest.

5th Morning

1. Taking part in cleaning the Zoo.

Evening

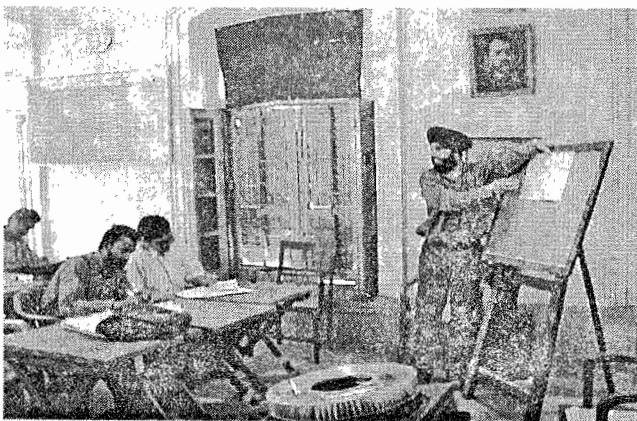
2. Prize Distribution.

Master plan 4 -- Zoo Education through Special Events

Group members : R. Rajarathinam (Chennai Snake Park), Anil V. John (Haddo, Port Blair), S. Abu (Trivandrum Zoo), B.R.Shewa (Darjeeling)

Theme : Special Days

1. Animal Welfare fortnight Celebration
2. Animal Welfare Fortnight Celebration
3. World Forest Day
4. Summer programme for zoo volunteers
5. World Environment Day
6. Wildlife Week Celebration



Participants present reports on their education projects.