

Animal Welfare Fortnightly 2012

"Z.O.O.'s Educator Network" ZEN

C/o Zoo Outreach Organisation, PO Box 1683, Peelamedu, Coimbatore 641 004 Tamil Nadu, India

Phone: 0422 2561087; Fax 0422 2563269; Email: zooreach@zooreach.org

Website: www.zooreach.org & www.zoosprint.org

Every year for over 50 years Animal Welfare Fortnight has been celebrated in India in the last two weeks of January. This popular animal's event is organized by the Animal Welfare Board of India AWBI. Zoo Outreach Organization and our sponsors help educators of all kinds use the event to create awareness by providing complimentary educational material. Much of our material is oriented toward both conservation and welfare. If you order this material, you must not simply hand it out but conduct a programme using the materials inside to create an enjoyable and meaningful experience for your participants. You can highlight the animal welfare components in the packets. All wildlife conservation, if properly practiced, benefits wild animals in the long term.

Requirements for complimentary material:

Complimentary material doesn't come with requirements. Recipients should undertake to observe our methods, which make the educational event more dramatic and meaningful. Our methods include the following

1. Printed material should be used in an active programme of games, rakhi tying, learning and making commitments to animals, domestic, captive or wild in a meaningful way.
2. The theme of the material we provide should be conveyed to your audience and you should conduct some of the suggested games and activities inspired by packet material.
3. Use only one theme / topic per group only so that your group gets a full idea of it. If you order more than one set of packets, do not hand all of them out to one group.
4. As programme organizers you need to use the materials in a very conscious way in order to get the attention of your audience of youngsters and insure that they learn something new and also, change their ways of thinking and behaviour toward all animals.
5. To obtain material fill the application form and send to R. Marimuthu, Education Officer marimuthu@zooreach.org or you can write to him through zooreach@zooreach.org.

We look forward to your participation in Animal Welfare Fortnightly.



Sally Walker and the ZOO Crew
ZOO/WILD/ZEN

Animal Welfare Fortnight 2012

Application for Materials

Name & designation			
Complete Address for Mailing			
Phone:		Res:	
Fax:		Email:	

Available Materials	# items requested
All materials will be accompanied by a dedicated Animal Welfare Fortnight poster and handout themed on Conservation Welfare with some basic facts and photos of both domestic and wild animals.	
Subject: Primates	
Lion-tailed Macaque colour poster: International Primatological Society IPS and the Primate Specialist Group IUCN SSC selected the Lion-tailed Macaque as one of the 25 Most Endangered Species in their last conference. In order to promote LTM conservation awareness, we have created an attractive and informative poster. You can ask from 25-50 but you must tell what, why, where and how you will use them.	
Subject: Elephants	
Human Elephant Conflict is both a conservation and welfare issue for both human beings and elephants. The packet provided will contain information about all relationships between all kinds of elephants, e.g. domestic working ele's, circus ele's, etc. and wild elephants.	
Subject: Amphibians FROG !!!!	
All Frogs are Amphibians, but all Amphibians are not Frogs! A new and fresh version of our amphibian packet with beautiful four colour pictures and some new material. This is a packet for which we also expect you to use our guidelines for teaching. You can order up to 50.	
Subject: Bears	
New Bear Stuff: An interesting and attractive educational packet about Sloth Bears. Kids are provided with a badge, pledge card and other items. (You can request up to 50 copies for a programme about dancing bears.). You can order up to 50 packets.	
Contract: I agree to pay transport charges for packets, organize an event with an appropriate target group, pay postage for items, and submit a written report of the event, including -- in addition to your written description -- photos, press clippings (if available), examples of comments, paintings, essays done by participants. Signature : _____ Date: _____	
Transport method – please select one and have one alternate	
Speed post (insure this facility is available in your city):	
Registered parcel:	
Courier: Gati Courier/ Professional Courier/or others (give the name):	
Please note: Speed post and courier do not work out as per contract in the North East and some other distant places. You MUST allow at least one-week delivery even with these methods! ZOO cannot responsible for such delays.	

PLEASE FAX OR EMAIL OR POST THIS FORM TO REACH US BEFORE 25 December, 2011

Zoo Outreach Organisation, Post Box No.1683, Peelamedu-641004, Coimbatore, Tamil Nadu
Phone: 0422 2561087; 2561743; Fax: 0422 2563269
Email: marimuthu@zooreach.org or zooreach@zooreach.org; Website: www.zooreach.org

Programme Description

Use an additional page when required.

Note: The programme description is obligatory to obtain our materials. The form without programme description will not be entertained.

Guidelines for ordering education materials

1. Packets are not to be used only as handouts but should include a systemically organised educational programme, which features a variety activities and games featuring the species or theme. It is suggested that the organisers arrange for

i) An educator or other helper for the programme prepare a presentation (can be short) from the information given in the kits and packets;

ii) Activities utilising the materials in the packet be organised (these could be the following):

- Rakhi-tying ceremony with participants using the rakhi enclosed in their packet;
- Demonstration and/or chant with participants marching or standing with their masks/materials in a public place in the garden (this is a good photo opportunity);
- Quiz programme testing participants on the information in the booklet contained in the packet
- At least one or two games suggested in the guidelines to be played with participants
- Participants should have an opportunity to have the certificate in the packet signed or they sign the pledge card, whichever is there.
- If a painting or drawing competition is conducted or a debate, one or more of the themes should be concerned with the packet themes.

2. The applicant / organiser ordering kits and packets **must pay postage** for the items and must send their order well in advance of the event so that items reach on time.

3. The organiser must take photographs of the event and send one or two to Z.O.O. along with a half page Report about the programme. These are for publication in ZOOS' PRINT, our website or a newsletter. Photos of participants doing something that is part of the programme, are preferable to those of dignitaries on the dais or plain group photographs. Examples of quiz, drawings, essays, etc. can accompany these reports and are welcome.

4. If press is called, information that Zoo Outreach Organisation ***and the sponsor of the packets*** (this is Most important) should be included in the press news.