

WZACS Rocks ! News of the new WZACS in South Asia

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"WZACS Rocks !" was the name of a paper presented by the writer at the Fifth International Zoo and Aquarium Marketing Conference held at the Allwetter Zoo, Muenster, Germany, 1-4 June 2005. The paper described the SAZARC strategy for marketing the WZACS and Summary with posters, stickers, and translations.

India

The ZOO office has dispatched 3000 of our 5000 WZACS copies with accompanying stickers and posters to all South Asian countries (except Maldives). We sent 1000 copies to Central Zoo Authority who kindly agreed to send copies to zoos, deer parks and mini zoos as well as Ministry Officials, Members, CCF Wildlife of all states and key institutions.

ZOO office has picked up some other institutions and officials, Veterinary Colleges, University Libraries, Zoological Survey of India, World Wide Fund for Nature, City Libraries, British Council Libraries, Major News Papers in India, Planning Committee Members, Chief Education Officers as well as our own Life Members, subscriber members, and education partners.

As readers know, WZACS is being serialised in ZOOS' PRINT and the 3rd Chapter is included in this issue.

It was under consideration to launch WZACS in India with a ceremony or press conference but for various reasons, this didn't materialise. It has been decided to wait until translations have been completed of the Summary and launch the WZACS "programme" at the SAZARC meeting in December with all countries represented.

The Summary is under completion and as soon as it is ready, we will print 10,000 copies in English. This document will also have a little information about zoos in this region and SAZARC's Action Plan as drafted in December 2004 in the Fifth Annual meeting in Lahore.

All countries have been contacted regarding translating the Strategy and are waiting for the English version. **A review of activities of other countries in this region is below :**

Pakistan

Uzma Khan, Conservation Biologist, WWF and Zoo Biologist representing Z.O.O. in Pakistan has distributed most of the 50 copies along with posters and stickers sent to her to all Pakistan's zoos and also heads of all provincial wildlife departments along with posters and stickers. The number of copies given varied depending on the number of facilities and she has kept about 8 copies in case she finds out about private zoos, or for senior officials, etc. She has also investigated the cost of translation and printing of the Summary in Urdu and this is being negotiated. M. M. Qazi, Director, Karachi Zoo and Safari Park based in the other end of Pakistan, Karachi, has received copies and will distribute them to relevant institutions in his part of the country.

Bangladesh

Mr. Abdur Razzaque, Retd. Director General, Livestock Department, Bangladesh, and Z.O.O. Representative, Bangladesh has sent the WZACS to the Agricultural University, Veterinary Colleges, the nine zoos of Bangladesh, Ministry of Livestock, Ministry of Forest , DG

Department of Livestock Services and Wildlife Division of Forest Department of Bangladesh.

Razzaque is also coordinating the translation of the Summary of WZACS into Bangla. Razzaque sent an excellent list of zoos of Bangladesh and their visitor numbers for inclusion in the English Strategy.

Nepal

This programme was conducted by Wildlife Action Group Nepal and Central Zoo, Nepal. Ms. Rita Aryal and Ms. Salina Poudyel of WAG assisted Ravi with the programme. The programme took place at Central Zoo/KMTNC, Lalithpur. They had invited people related to the zoo and wildlife field, journalists and government officials. R.K. Shreshta, Director, Central Zoo made a speech. Ravi prepared a Power Point presentation about the strategy. Full report next issue.

Ravi has arranged a book release program for World Zoo Conservation Strategy on June 30 in the afternoon at Central Zoo Hall. This program is conducted by Wildlife Action Group, Nepal. Ms. Rita Aryal and Ms. Salina Poudyel of Wildlife Action Group, Nepal have helped him organise this programme which is to take place at Central Zoo/ KMTNC, Kathmandu.

They have invited people related to the zoo and wildlife field and journalists for a programme with a few speeches and a presentation about WZACS. Some Important NGOs as well as government officials have also been invited.

Other countries — Hant Perera, Director, National Zoo, **Sri Lanka** has confirmed that they have received copies and are distributing them in Sri Lanka, and are ready to prepare a translation of the Summary. Karma Jordan, Forest Range Officer of the Mini Zoo, **Bhutan** has distributed copies. Bhutanese people all speak English and do not require a translation. Brendan Whittingdon-Jones, Advisor to the Kabul Zoo, **Afghanistan** has received copies and will distribute to the Municipal Commission officials including the Mayor. We have arranged an Afghani translator living in the USA for the Dari Translation of the Strategy Summary.

It is very exciting to belong to such an active professional community. WAZA gathered zoo professionals and wildlife and other partners together to collaborate in writing its conservation strategy. Now all the world's zoos are distributing the strategy, marketing its concepts and making action plans for implementing it. SEAZA and ARAZPA made an Action Plan for their joint activities as collaborating regional associations at their meeting at Melbourne last May. SAZARC was first with our Action Plan and most all other associations are creating action plans at their meetings. SAZARC meeting this year will include working groups prioritising how SAZARC zoos will get involved in *in situ* conservation. The Conservation Breeding Specialist Group has it on their Agenda for their September Annual meeting in Syracuse and WAZA will undoubtedly continue to refine their plans for its implementation. All zoos and members of ZOO of this region are a part of it by virtue of having three organisations as members, CZA, ZOO and SAZARC. You belong to this too, so make your personal or professional commitments to conservation as suggested in WZACS.

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