

Directorate of Museums and Zoos

Zoological garden , Trivandrum which started functioning in 1859 is one of the oldest Zoos in India today and has housed innumerable indigenous and exotic wild beings . Over the time; From unlimited animals and limited facilities to limited animals and adequate facilities became the motto of the Zoo . This is aimed at putting up a natural display of animals and birds similar to their occurrence in the wild to enable them to live naturally and to pass on the right message to visitors .

Now it is high time to promote wildlife preservation and conservation through public involvement and to show empathy towards the inmates of the zoo and to contribute towards the Global efforts being made in the Conservation of Wildlife.

For this purpose the Zoological garden , Trivandrum has drawn up a plan to make the Zoological Garden , Trivandrum a people's Zoo through promoting Animal Adoption . This would be an opportunity for the general public , animal lovers , educational institutions , NGO's , corporator's etc. to adopt animals of their choice and become a part of wildlife conservation .

To achieve the desired goal , it is essential to plan the project in a professional way so that it develops a positive vibe in the community regarding the conservation of wildlife and adoption of animals. For this the following steps are to be initiated .

1. Exclusive website for Zoological Garden , Trivandrum

The estimate should be based on the following : the website should have dedicated pages about the history of the zoo , news , notifications , reels , events , video based banners , publications etc.. The website should also have a separate section on virtual pet adoption , better user experience with content management system , optimization for mobile etc..

2. Formation of Biopic

The biopic should showcase the history of the century old zoo . Also the biopic should showcase animals , birds , reptiles , garden , ponds , employees , crowd , plants , trees , etc.. in the zoo . This is to generate awareness among the public . The informative video

will be promoted in educational institutions and social media to make people aware of the inhabitants of the zoo and its activities . Through this video the public , especially students, should get an idea about animals , birds , and reptiles existing in our state and country . The estimate should include filming in HD using multi cam , script writing , post production work , voiceover both in english and malayalam , background music , graphics etc.. .The short video should not be less than four minutes long . The voice over should highlight the history , features , etc of the Zoo .

3. Creating exclusive social media channels like facebook , instagram , youtube etc.

The estimate should include content creation through static poster updates , short campaigns , video updates , platform management , paid campaigns with manpower support for managing the social media account etc.. . Minimum 10 static posters and 5 reels per month have to be uploaded to these accounts .