

# **Education Sub Plan for the period 2026-27 to 2030-31**

## **Education Sub-Plan**

### **1. Introduction**

Padmaja Naidu Himalayan Zoological Park plays a vital role in the conservation of Eastern Himalayan species through conservation breeding, rescue, rehabilitation, research, and awareness programmes. Along with its conservation responsibilities, the zoo also serves as an important centre for environmental education and public awareness.

The Education Sub Plan has been developed to strengthen educational activities and encourage greater public understanding of biodiversity conservation. The plan focuses on promoting awareness about Himalayan ecosystems, endangered species, and sustainable environmental practices through interpretation, outreach, visitor engagement, and participatory learning programmes.

### **2. Objectives**

One of the objectives of PNHZ Park is “Educating, motivating, and initiating awareness campaigns among the local people as well as the visitors on the importance of conservation of the Himalayan ecosystem”.

To fulfil this objective, the Education Sub Plan has been developed with the following objectives:

- To promote awareness and understanding of Himalayan wildlife, biodiversity, and conservation among various stakeholders.
- To strengthen Conservation education through interpretation, outreach programmes, and interactive learning activities.
- To improve educational infrastructure including informative signage, interpretation facilities, educational displays, museum resources, and library facilities within the zoo.
- To strengthen the role of the zoo as a centre for wildlife conservation education, public awareness, and community participation.
- To organize and implement conservation education and awareness programmes in alignment with the guidelines and objectives of the Central Zoo Authority (CZA) for promoting wildlife conservation, environmental education, and public participation.

### **3. Strategies to fulfil the Objectives**

The following strategies will be adopted to effectively achieve the objectives of the Education Sub Plan:

- Organize regular educational programmes such as Keeper's Talk's, guided tours, workshops, documentary screenings, and awareness campaigns.
- Strengthen interpretation and educational facilities through informative species signage, conservation awareness displays, educational exhibits, and visitor interpretation materials within the zoo premises.
- Conduct outreach activities for schools, colleges, and local communities to expand conservation awareness beyond the zoo premises.
- Strengthen digital education and library facilities through educational resources, social media awareness, and online conservation campaigns.
- Promote public participation and collaboration through adoption programmes, environmental events, institutional partnerships, and periodic evaluation of educational activities.
- Conducting Internship and Zoo Volunteer Programmes to engage students and interested individuals in conservation education, wildlife awareness, and practical learning related to zoo management and animal care.

### **4. Educational Calendar and Outreach Activities**

Conservation Education is one of the most important objectives of the Zoological Park. Efforts should be made for better interpretation to the visiting public of the Himalayan ecology and need of its conservation. The Zoo will implement an annual educational calendar along with outreach activities and awareness activities to promote wildlife conservation, environmental education, and visitor engagement throughout the year.

- Special programmes will be organized on important environmental observance days like World Wildlife Day, Biodiversity Day, World Environment Day, Van Mahostav, International Red Panda Day, etc involving students from different schools and colleges, visitors, and general public through awareness activities, educational outreach by going to colleges or through social media outreach programmes. The list of the proposed programmes are given below:

**List of events to be celebrated at the Park via outreach events:**

<b>Date</b>	<b>Month</b>	<b>Events</b>
26 <sup>th</sup>	January	Republic Day
3 <sup>rd</sup>	March	World Wildlife Day
22 <sup>nd</sup>	April	Earth Day
22 <sup>nd</sup>	May	Biodiversity Day
5 <sup>th</sup>	June	World Environment Day
1 <sup>st</sup> - 7 <sup>th</sup>	July	Van Mahotsav Week
14 <sup>th</sup>	August	Park foundation Day
15 <sup>th</sup>	August	Independence Day
19 <sup>th</sup>	September	International Red Panda Day
4 <sup>th</sup>	October	World Animal Day
14 <sup>th</sup>	November	Children's Day

**List of events for social media platforms:**

<b>Month</b>	<b>Date &amp; Events</b>
March	20 <sup>th</sup> - Frog Day, Sparrow Day 21 <sup>st</sup> - International Day of Forest 22 <sup>nd</sup> - World Water Day 23 <sup>rd</sup> - World Bear Day
April	1 <sup>st</sup> - International Bird Day 4 <sup>th</sup> - World Civet Day 7 <sup>th</sup> - International Beaver Day 14 <sup>th</sup> - National Dolphin Day 16 <sup>th</sup> - Save the Elephant Day
May	3 <sup>rd</sup> - International Leopard Day 11 <sup>th</sup> - Mother's Day 22 <sup>nd</sup> - International Day for Biological Diversity 23 <sup>rd</sup> - World Turtle Day 24 <sup>th</sup> World Markhor Day 31 <sup>st</sup> - World Parrot Day
June	8 <sup>th</sup> - World Ocean Day 16 <sup>th</sup> - World Sea Turtle Day 21 <sup>st</sup> - International Yoga Day World Giraffe Day 22 <sup>nd</sup> - World Rainforest Day
July	14 <sup>th</sup> - World Chimpanzee Day 26 <sup>th</sup> - International day of the Conservation of the Mangrove ecosystem 29 <sup>th</sup> - International Tiger Day

August	3 <sup>rd</sup> - Friendship Day 13 <sup>th</sup> - World Wolf Day 19 <sup>th</sup> - World Orangutan Day
September	22 <sup>nd</sup> - World Rhino Day 24 <sup>th</sup> - World Gorilla Day 26 <sup>th</sup> - World Environmental, Health Day, Alpaca Day
October	2 <sup>nd</sup> -8 <sup>th</sup> - World Wildlife Day 23 <sup>rd</sup> -World Snow Leopard Day

- Organization of Keepers Talks, guided tours, documentary screenings, workshops, and awareness programmes for visitors and students.
- School and college outreach activities including awareness lectures, competitions, and nature education programmes.
- Social Media outreach through educational posts, wildlife awareness campaigns, conservation messages, Zoo activity updates, updates regarding conservation breeding achievements to encourage public awareness and appreciation towards wildlife conservation.
- Celebration of special life events such as birthdays/birth of zoo animals through social media birthday posters and visitor awareness activities.

- **Zoo Ranger Programme:**

The Padmaja Naidu Himalayan Zoological Park proposes to initiate the “Zoo Ranger Programme,” as an education and conservation-oriented initiatives to strengthen the participation of students in wildlife awareness and environmental conservation activities. The programme will encourage young learners to actively engage in conservation education and awareness activities. The selected students will act as a bridge between the zoo and their respective schools, helping to spread awareness among their peers about the importance of conservation of Himalayan wildlife, biodiversity, and ecosystems. The programme also aims to develop leadership, a strong sense of environmental stewardship among young leaders.

- **Eligibility and Enrolment:** The programme will be open to students of Classes VIII and IX from local schools of Darjeeling. Each participating school may nominate two interested and active students to serve as Zoo Ambassadors and Rangers.
- **Selection of Students:** The participating schools will identify and nominate suitable students based on their interest in wildlife and environmental conservation, communication skills, discipline, and participation in school activities. In case any student passes out or leaves the school may nominate new students to continue participation in the programme.

- **Programme activities and Participation:** The selected students will participate in educational sessions, awareness campaigns, interpretation activities, workshops, outreach activities, special event celebrations, and other conservation related activities organized by the zoo. They may also assist in visitor awareness activities and help promote conservation messages within their schools and local communities.
- **Recognition and Incentives:** As recognition and encouragement for their active participation, the selected students may receive certificates, Identity cards, Zoo Ambassador/Ranger T-Shirts, notebooks, and pens with wildlife themes, along with opportunities to participate in various educational and conservational activities organized by the zoo.

The programme will help strengthen conservation awareness among school students and encourage greater public participation in wildlife and environmental conservation activities. It will also help create a stronger connection between the zoo, educational institutions, and local communities.

## **5. Educational Tour Programme for Government Aided Schools**

PNHZ Park proposes to organize Educational Tour Programmes for students from Government aided schools under different blocks of Darjeeling District, particularly for those schools that have limited opportunities and exposure to wildlife conservation and zoo-based educational activities. The programme aims to promote conservation awareness, environmental education, and understanding of Himalayan wildlife and biodiversity among young learners through direct educational exposure and interactive learning experiences.

- From selected school, ten students along with accompanying teachers may be invited to participate in the educational tour programme.
- The participating students and accompanying teachers may be provided free entry to the zoo along with guided educational tours.
- The educational tours will provide students with practical exposure to wildlife conservation, Zoo management, animal care, and the importance of protecting Himalayan ecosystems.
- To facilitate participation and encourage inclusivity, the zoo may provide travel support/ vehicle fare assistance and packet lunch for the participating students and accompanying teachers during this programme.
- The programme aims to strengthen conservation education outreach, encourage environmental responsibility among students, and enhance the connection between educational institutions and the zoo.

Selection of schools for the programme shall be done through nomination by the District Inspector (DI) of schools. Preference may be given to schools based on the following criteria:

- Schools located in the fringe villages adjoining forest and wildlife habitat, situated in tea garden areas or other socio-economically disadvantaged regions.

- Schools with limited access to educational and environmental awareness programmes.

## 6. Capacity Building Programmes for Zoo Staff

The zoo shall organize capacity building programmes for staff from different sections to enhance their professional knowledge, technical skills, and understanding of modern zoo management practices. Training programmes, exposure visits, workshops, and online courses may be undertaken to animal management, veterinary care, education and interpretation, administration, establishment matters, finance, and information technology. Such initiatives will help strengthen institutional capacity and improve the overall functioning of the zoo.

**Table no.1. List of Proposed Capacity Building Programme for the Year 2026-2027**

Sl. No	Section Name	Identified Gaps in training	Proposed Training Programme	No. of Participants	Expenses per person	Total	Grand Total
1.	Animal Section	Animal training for ease of handling during management and veterinary procedures, hand-rearing techniques, safe capture of large animals.	<ul style="list-style-type: none"> <li>• Exposure visits for Animal keepers</li> </ul>	3	Rs. 30,000/-	Rs. 90,000/-	<b>Rs. 2,40,000/-</b>
	Research & Education Section	Refresher on/ Skill upgradation on Statistical data analysis, GIS mapping, digital education & visitor engagement & D space software operation.	<ul style="list-style-type: none"> <li>• Exposure visits for Zoo biologist on advanced zoo research and management practices.</li> <li>• Statistical analysis &amp; data management training, GIS mapping training for Zoo biologist.</li> <li>• Exposure visits for Research Assistant on documentation practices.</li> <li>• Exposure visits for Education Assistant on Zoo education, &amp; digital education.</li> </ul>	4	Rs.30,000/-	Rs. 1,20,000/-	

			<ul style="list-style-type: none"> <li>• D space software operation training for Library Assistant.</li> </ul>				
	BNH Museum	Need for updating technical knowledge on specimen preservation, taxidermy, collection management & museum practices.	<ul style="list-style-type: none"> <li>• Annual refresher technical visit to ZSI for museum staff</li> </ul>	1	Rs. 30,000/-	Rs. 30,000/-	

2.	Estate Section	Firefighting & emergency response, Conduct of mock drills, CCTV monitoring & surveillance, Parking management software operation, energized fencing & safety, need for upgradation of plumbing skills.	<ul style="list-style-type: none"> <li>• Disaster Management Training, CCTV monitoring &amp; surveillance, Parking management software operation, energized fencing &amp; safety, need for upgradation of plumbing skills.</li> </ul>	10	Rs.1,000/-	Rs. 10,000/-	<b>Rs. 10,000/-</b>
3.	Animal Section	Animal training for ease of handling during management and veterinary procedures, hand-rearing techniques, safe capture of large animals.	<ul style="list-style-type: none"> <li>• Training of keepers to train animals for easy handling.</li> <li>• Training on hand rearing. Basic Handling and capture techniques for large herbivores such as Takin, Yak &amp; Large carnivores such as Tiger, Snow leopard.</li> </ul>	10	Rs.1,000/-	Rs.10,000/-	<b>Rs. 10,000/-</b>
4.	Veterinary section	Molecular laboratory techniques for genetic and biobanking facility, exposure to advanced veterinary practices in zoological parks, wildlife ultrasonography, and chemical tranquilization techniques	<ul style="list-style-type: none"> <li>• DNA extraction training at ZSI for Research Assistant. Ultrasonography Trainings for Veterinary officer</li> <li>• Exposure visits to other zoos for veterinary practices for Veterinary Compounder and Veterinary Assistant.</li> <li>• Training at IAH &amp; BH, Belgachia for Veterinary compounder, Veterinary Assistant &amp; Laboratory Assistant for use of advanced veterinary equipment</li> </ul>	4	Rs. 30,000/-	Rs. 1,20,000/-	<b>Rs. 1,20,000/-</b>

5.	Establishment section & Account Section	Accounting concepts and financial management, e-office operation, office procedures, establishment matters & services rule, tally software operation, West Bengal Financial rules, HRMS software operation, HRMS software operation training for Tally Assistant & establishment section	<ul style="list-style-type: none"> <li>• Accounting &amp; financial management training for accountant.</li> <li>• Office training &amp; E-office management training.</li> <li>• Establishment Administration &amp; Service rules training.</li> <li>• Tally software training.</li> <li>• West Bengal Financial Rule (WBFR) training.</li> <li>• Busy software upgradation training</li> </ul>	10	Rs. 1,000/-	Rs. 10,000/-	<b>Rs. 10,000/-</b>
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## 7. Capacity Building Programmes for Students through Collaboration

The zoo shall organize capacity building programmes for students in collaboration with departments and organizations such as Darjeeling Police, Health Department, District Court, NGOs, etc. The programmes may include Cyber Safety Awareness, First Aid and Health Awareness, Legal Literacy and Child Rights Sessions, and Leadership and Communication Skill Development Activities.

Such collaborative initiatives will help students gain practical knowledge, develop essential life skills, and encourage responsible behaviour and community participation.

## 8. Outreach Education Programme

The zoo shall conduct outreach education programmes in schools and fringe villages, in collaboration with the Joint Forest Management Committees (JFMCs) across different blocks of Darjeeling District, particularly in areas with limited opportunities and exposure to wildlife conservation and zoo-based educational activities. The programme will focus on creating awareness about wildlife conservation, biodiversity, and human-wildlife coexistence through interactive sessions, educational materials, presentations, and community engagement activities.

The initiative aims to extend the Zoo's educational outreach beyond its premises and promote conservation among students and local communities.

## 9. Provision for Concessional and Free Entry

To encourage educational zoo visits and student participation in academic programmes, provisions for concessional and free entry may be extended for educational institutes. Free entry may be provided to students and faculty members of Government-aided schools and colleges and accompanying faculty member organised educational visits to the zoo. Students from private schools may be granted entry at 50% concession of the prescribed ticket rate, while accompanying faculty members shall be required to pay the full entry fee as per existing norms.

## 10. Stakeholders

The successful implementation of the Education Sub Plan will require active participation and cooperation from various stakeholders associated with conservation education, wildlife awareness, and community engagement.

The three major stakeholder groups involved in the Education Sub Plan of the PNHZ Park are:

- **Visitors:** Visitors are one of the major stakeholders of the zoo. Through interpretation, awareness programmes, guided tours, and educational signages, the zoo promotes understanding of wildlife conservation and environmental responsibilities among visitors.
- **Students:** Students actively participate in educational visits, workshops, competition, internships, and awareness programmes organized by the zoo. These activities help develop conservation awareness and interest towards wildlife and biodiversity.
- **Trainees:** The Zoo also provides training and educational exposure to trainees from different forestry and administrative services including IFS/IAS Officer Trainees, Forest ranger Officers (FROs), and Forest Guards. Educational tours, interpretation sessions, training programmes, and educational materials are provided to strengthen their conservation knowledge, wildlife management skills, and understanding of the zoo-based conservation practices.

## 11. Participants Encouragement and Recognition

To encourage active participation in educational and awareness programmes, the zoo may provide certificates, prizes, mementos, appreciation materials and visiting cards to participants of competitions, workshop, outreach activities, and conservation events.

Winners securing 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> positions in various competitions organized by the zoo may be provided with special Visiting cards issued by the zoo as a token of recognition and encouragement. The card holders may avail twelve free entries to the zoo in a year, with one complimentary entry permitted per month along with one accompanying person upon producing the issued visiting card at the time of entry.

Recognition of participants will help motivate students, participants, and visitors to actively engage in wildlife conservation and environmental awareness initiatives conducted by the zoo.

## 12. Signage

Signages in the zoo are essential tools that enrich the visitor experience by turning their observation into understanding. The zoo will maintain educational and informative signage including:

- Species information boards
- Conservation awareness displays
- Directional signage
- Habitat based ecosystem interpretation

- Museum-based educational exhibits
- Informative signages

Each signage may include information such as common and scientific name of the species, distribution, litter size, breeding season, conservation status, and brief description of the species etc.

Efforts will also be made to incorporate Braille-enabled signage to make educational information more accessible for visually impaired visitors and to promote inclusive learning and visitor engagement and Bilingual Signages in English and local languages to improve visitor understanding and enhance the educational value of zoo exhibits.

This also helps the visitors to grasp ecological roles, and species-specific adaptations that may not be immediately visible through observation alone.

### **13. Zoo Internship/Volunteers Programme**

The Zoo interns and volunteers programme is designed to provide students, researchers, and young professionals with practical exposure to wildlife conservation, zoo management environmental education, and awareness activities. PNHZ Park encourages participation of interns and volunteers in educational awareness, and conservation-related activities to provide practical learning opportunities in wildlife conservation and zoo management.

#### **Zoo Internship Program**

- **Application Process for internship:** Interested candidates may apply through the internship application form available on the official website of the zoo. The filled form along with an application letter may be submitted through the official email of the zoo for approval.
- **Scope:** Internships can be organized around the themes such as Animal Behaviour and enrichment, Zoo management, Conservation Breeding etc of captive animals.
- **Eligibility:** The programme may be open to college students, University students and researchers.
- **Structure and Duration:** The programme may be short term (Four weeks) and long term (three months to six months), depending upon the objectives and participant profile. Participants may also support the Park during educational tours, awareness programs, and conservation activities under the guidance of Zoo officials and mentors.

#### **Zoo Volunteer Program**

- **Application process for Zoo Volunteers:** The application form for the volunteer programme will be the same as the internship application form. Interested candidates may apply for the volunteer programme by filling up the volunteer application form available on the official zoo website and submitting it through the official email along with an application letter.

- **Eligibility:** There are no specific eligibility criteria for participation, and anyone interested in wildlife conservation and environmental awareness can apply for the programme.
- **Duties of Zoo Volunteers:** may assist the zoo in education outreach programmes, visitor guidance, awareness campaigns, celebration of important environmental observance days, social media outreach activities, feedback and evaluation programmes. and other conservation-related initiatives conducted by the zoo.

#### **14. Animal Adoption Programme**

The Zoo Animal adoption programme is an important initiative of PNHZ Park that encourages individuals, families, schools, NGO'S, and corporate bodies to contribute to the care and welfare of captive animals and birds.

- **Procedure for Animal Adoption:** Interested individuals or organizations may go through the official zoo website for details regarding the adoption programme. Applicants are required to send an application through the official email mentioning the species of the animal they wish to adopt along with the preferred adoption tenure. After verification and confirmation from the zoo authority, further documentation and formalities related to the adoption process will be coordinated by the Education Assistant.
- **Benefits for Adopters:** Adopters receive an Adoption Certificate, their names displayed on an Adoption board near the adopted animal enclosure, appreciation letter, visiting card with 12 free entry per year.
- **Adoption Contribution:** Adoption charges is determined by the West Bengal Zoo Authority and varies depending on the species selected for adoption. The amount received through the adoption programme is deposited to the West Bengal Zoo Authority (WBZA), who redistributes the funds as per the zoo requirement.

#### **15. Zoo Library**

The Zoo library will support learning, awareness, and conservation education. The main objectives of library integration are to promote reading and wildlife learning, to support educational and research activities, to encourage self-learning among visitors, and to provide conservation-related educational materials.

The Zoo library is managed by a Library Assistant who maintains the records of books, publications, borrowing activities, and other library-related documentation and responsibilities. The library provides access to a wide range of educational and reference materials. Students, interns, researchers, and Zoo officials may borrow books from the library, and all issues and

return records are maintained by Library Assistant. At present the Zoo library contains total of 864 number of books including-

- Veterinary Books
- Animal Behaviour
- Animal Ecology
- Wildlife conservation
- General Knowledge
- Journals
- Research Reports
- Research Publications
- Educational Materials such as Zoo pamphlet, Leaflets, and Brochure

The Zoo library also provides online access facilities which is accessible to all and is fully managed through the Koha Integrated Library System (Version 25.05.16), utilizing MARC21 cataloguing standards for precise documentation, processing, and record management.

## **16. Zoo Souvenir**

To enhance visitor engagement and educational outreach, the zoo will introduce and sell a range of souvenir and educational materials featuring the official zoo logo and wildlife themes. These may include Zoo umbrellas, stationery items, educational materials including specially designed Zoo Maps for visitors, etc. The initiative will provide visitors, students, and tourists with informative and memorable takeaways while promoting awareness and interest in wildlife and conservation at PNHZ Park.

## **17. Financial Requirements**

A proper budget is important for conducting the Zoo's educational and outreach activities smoothly and effectively. The budget will help in organizing competitions, workshops, awareness programmes, internships, outreach activities, volunteer programmes, and celebration of important environmental days.

The budget may also be used for preparing educational materials such as brochures, pamphlets, signages, and awareness displays along with maintaining educational facilities including audio visual systems, library resources, and social media outreach activities. Funds will be utilized as per the needs and requirements of the zoo with approval from the zoo authority.

A five-year budget has been proposed for the implementation of the Education Sub Plan. The budget estimates have been prepared considering an annual market inflation rate of 10% to accommodate the anticipated increase in costs of educational materials, programme, implementation, capacity building activities, outreach initiatives, and other related expenditures during the plan period.

<b>FIVE YEAR BUDGET PLAN</b>				
<b>Sl. No</b>	<b>Items</b>	<b>Unit (Nos)</b>	<b>Rate (in Rs)</b>	<b>Amount (in Rs)</b>
<b>2026-2027</b>				
1	Celebration of Educational events	8	10,000	80,000
2	Outreach programmes	12	15,000	1,80,000
3	Signages/Educational Materials/Certificates/Prizes/Brochures/Visiting Cards	LS	LS	5,00,000
4	Zoo Ranger programme 50pcs Badges/T-shirts, etc	50	2,000	1,00,000
5	Capacity building programme for zoo staff	15	LS	3,90,000 (*refer table no.1)
<b>Total</b>				<b>1,250,000</b>
<b>2027-2028</b>				
1	Celebration of Educational events	8	11,000	88,000
2	Outreach programmes	12	16,500	1,98,000
3	Signages/Educational Materials/Certificates/Prizes/Brochures/Visiting Cards	LS	LS	5,50,000
4	Zoo Ranger programme	50	2,200	1,10,000
5	Capacity building programme for zoo staff	15	LS	4,29,000
<b>Total</b>				<b>1,375,000</b>
<b>2028-2029</b>				
1	Celebration of Educational events	8	12,100	96,800
2	Outreach programmes	12	18,150	2,17,800
3	Signages/Educational Materials/Certificates/Prizes/Brochures/Visiting Cards	LS	LS	6,05,000
4	Zoo Ranger programme	50	2,420	1,21,000
5	Capacity building programme for zoo staff	15	LS	4,71,900
<b>Total</b>				<b>1,512,500</b>
<b>2029-2030</b>				
1	Celebration of Educational events	8	13,310	1,06,480
2	Outreach programmes	12	19,965	2,39,580
3	Signages/Educational Materials/Certificates/Prizes/Brochures/Visiting Cards	LS	LS	6,65,500
4	Zoo Ranger programme	50	2,662	1,33,100
5	Capacity building programme for zoo staff	15	LS	5,19,090
<b>Total</b>				<b>1,663,750</b>
<b>2030-2031</b>				
1	Celebration of Educational events	8	14,641	1,17,128
2	Outreach programmes	12	21,961.5	2,63,538
3	Signages/Educational Materials/Certificates/Prizes/Brochures/Visiting Cards	LS	LS	7,32,050
4	Zoo Ranger programme	50	2928.2	1,46,410
5	Capacity building programme for zoo staff	15	LS	5,70,999
<b>Total</b>				<b>1,830,125</b>

## **18. Effectiveness and Evaluation**

To understand the impact and success of the Zoo's educational and outreach programmes and to improve future activities, regular evaluation and effectiveness assessments will be conducted through visitor surveys, feedback forms, interactive quizzes, and participation records. Feedback collected from visitors, students, teachers, interns, volunteers, and participants will help in assessing programme impact and improving future educational and conservation awareness activities.

Online effectiveness will also be accessed through social media metrics including social media engagement, social media reach etc., online feedback forms, digital participation, and response through online awareness campaigns.

The zoo shall explore the integration of online feedback form through online ticket booking to collect visitor experience, feedback, and suggestions. The evaluation process will support the zoo in strengthening public engagement and enhancing its role in conservation education and environmental awareness.