



IMPACT ASSESSMENT REPORT

# PROJECT

# REPUBLIC OF ZOO FARI

Proposal by



**causebecause**  
enabling conscious change

Saucepan Media Pvt. Ltd.

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# 1 Introduction

## 1.1 Background and context

Rapid urbanisation across Indian cities has significantly transformed the way communities interact with their natural environment. The expansion of high-density residential spaces, reduction in open green areas, and changing lifestyles have collectively limited children's exposure to nature, animals, and outdoor experiential learning.

As highlighted in the project brief, earlier living environments—especially in rural and semi-urban settings—naturally enabled interaction with biodiversity, including trees, birds, and animals. However, with increasing migration to metropolitan cities such as Delhi, these interactions have diminished, leading to a growing disconnect between children and the natural ecosystem.

Simultaneously, urban expansion has adversely impacted animal habitats, resulting in a rise in displaced, injured, and abandoned animals. This dual challenge—of reduced human-nature interaction and declining animal welfare—necessitates innovative interventions that restore balance while fostering awareness and empathy.

## 1.2 About the implementing agency

Sonalika Social Development Society (SSDS), the CSR arm of International Tractors Limited, has been actively engaged in designing and implementing initiatives that contribute to sustainable community development. Its focus areas include education, environmental sustainability, and social welfare, with an emphasis on creating long-term, measurable impact.

Through the Republic of Zoofari initiative, SSDS aims to extend its commitment to environmental stewardship and child development by creating an ecosystem that integrates learning, recreation, and conservation.

### 1.3 About the project

The Republic of Zoofari is a unique CSR initiative conceptualized as an experiential petting zoo and nature-learning centre located in Dera Mandi, Chhatarpur, New Delhi. Envisioned by Ms. Akanksha Mittal, the project seeks to create a safe, interactive, and educational environment where children can reconnect with nature and engage meaningfully with animals.

The project combines multiple dimensions:

- **Animal Welfare:** Rescue, treatment, rehabilitation, and long-term care of animals
- **Child Development:** Experiential learning through interaction, play, and observation
- **Environmental Awareness:** Exposure to natural ecosystems, biodiversity, and sustainability practices
- **Community Engagement:** A shared recreational and educational space for families

By integrating these elements, the initiative moves beyond the traditional concept of a zoo and positions itself as a holistic platform for fostering empathy, awareness, and responsible behaviour among younger generations.

### 1.4 About this report

This Impact Assessment Report has been prepared to evaluate the Republic of Zoofari project for the financial year 2023–24. The assessment focuses on:

- Infrastructure development and operational readiness
- Alignment with CSR objectives
- Early-stage outcomes and visitor engagement
- Potential for long-term social and environmental impact





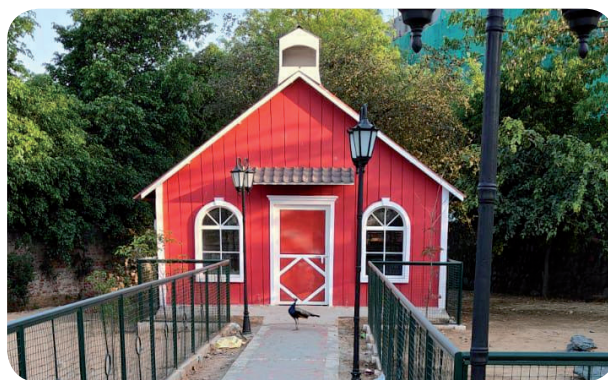
*Admin office*



*Souvenir Book Shop (Windmill)*



*Rabbits, Hamsters and Guinea Pigs House*



*Sheep & Goat House*



*Children Play Area*



*Refreshment Area*

## 2 Impact assessment methodology

The impact assessment of the Republic of Zoofari project has been designed using a structured, multi-layered approach. The methodology integrates both qualitative and quantitative techniques to ensure a comprehensive understanding of project performance, outcomes, and future potential.

The approach aligns with globally accepted evaluation principles, particularly the OECD-DAC framework, focusing on relevance, effectiveness, efficiency, impact, and sustainability.

### 2.1 Evaluation framework and approach

The assessment framework was developed to examine the project across the following key dimensions:

- **Relevance:** Alignment of the project with identified social and environmental needs, particularly urban children's disconnect from nature and animal welfare concerns.
- **Effectiveness:** Extent to which the project has achieved its intended objectives in terms of infrastructure development and early-stage engagement.
- **Efficiency:** Optimal utilization of resources in project execution, including infrastructure development and operational rollout.
- **Impact (Emerging):** Initial outcomes observed in terms of visitor engagement, learning experiences, and community response.
- **Sustainability:** Potential for long-term continuity, scalability, and institutional strengthening.

This framework ensured that the assessment moved beyond descriptive analysis and provided evaluative insights relevant for strategic decision-making.

## 2.2 Study design

A **mixed-method research design** was adopted to capture both measurable outputs and experiential insights. Given that the project became operational in December 2023, the assessment primarily focuses on:

- Infrastructure readiness
- Initial operational performance
- Early-stage beneficiary response

The study design combines primary and secondary research inputs to triangulate findings and enhance reliability.

## 2.3 Data collection methods

### a. Desk Review

A comprehensive review of project-related documentation was undertaken to establish a foundational understanding of the initiative. Key documents reviewed included:

- Project concept notes and vision documents
- Infrastructure and facility details
- Visitor data and operational records
- CSR alignment and implementation framework

This helped in assessing planned versus actual progress and identifying key milestones.

### b. Field Observations

Site-level observations were conducted to assess:

- Physical infrastructure and facility readiness
- Layout and usability of animal enclosures and play areas
- Visitor flow and engagement dynamics
- Safety and hygiene practices

These observations provided contextual insights into the on-ground execution quality and user experience.

### c. Stakeholder Interactions

Interactions were undertaken with relevant stakeholders to gather qualitative insights, including:

- Project implementation team
- On-site staff and facilitators
- Visitor feedback (informal interactions and digital reviews)

Particular emphasis was placed on understanding user experience, perceived value, and areas for improvement.

### d. Secondary Feedback Analysis

Publicly available feedback, including Google reviews and social media responses, was analysed to capture:

- Visitor satisfaction levels
- Perceived uniqueness and value proposition
- Recurring themes in user experience

This served as an important proxy for early impact assessment.

## 2.4 Sampling approach

Given the early stage of project operations, a **purposive sampling approach** was adopted, focusing on:

- Initial visitor cohorts (December 2023 – March 2024)
- Available feedback data and testimonials
- Key stakeholder inputs

The approach ensured that insights were drawn from relevant and information-rich sources rather than large-scale sampling.



## 2.5 Data Analysis and validation

The collected data was analysed through:

- **Qualitative thematic analysis** to identify recurring patterns in stakeholder feedback
- **Trend analysis** of visitor data to understand engagement levels
- **Comparative assessment** of planned versus achieved outputs

To ensure robustness:

- Findings were triangulated across multiple data sources
- Observations were cross-validated with documentation and stakeholder inputs
- Inconsistencies, if any, were examined through follow-up clarification

## 2.6 Limitations of the study

While the assessment provides meaningful insights, certain limitations must be acknowledged:

- The project is in its **early operational phase**, limiting the ability to assess long-term impact
- Quantitative outcome indicators (learning outcomes, behavioural change) are yet to be fully established
- Findings are based on **initial user cohorts** and may evolve over time



*Ball pool*



*Ball pool*



*Indoors doctor cabin play*



*Indoors kitchen play*



*Indoors role play super market*



*Lego area*





*Construction machine*



*Tarun film*



*Hurdle game*



*Slides*



*American silky*



*Ducks*

## 3 Need assessment summary

Rapid urbanisation has led to a significant decline in children's interaction with nature and animals, particularly in metropolitan settings such as Delhi. As highlighted in the project documentation, shrinking living spaces, limited green areas, and lifestyle changes have restricted opportunities for outdoor, experiential learning.

### 3.1 Key needs identified

- **Nature Deficit among Children:** Limited exposure to biodiversity and outdoor environments impacting holistic development
- **Reduced Human–Animal Interaction:** Minimal safe and structured opportunities to engage with animals
- **Low Environmental Awareness:** Predominantly theoretical understanding with limited experiential learning
- **Animal Welfare Gaps:** Increasing cases of displaced, injured, and abandoned animals due to habitat loss

### 3.2 Gap analysis

- Lack of integrated spaces combining **learning, recreation, and nature**
- Absence of platforms promoting **empathy and responsible behaviour towards animals**
- Limited community-oriented, **family-friendly environmental engagement models**



### 3.3 Relevance of the project

The Republic of Zoofari addresses these gaps by:

- Enabling **hands-on, experiential learning** for children
- Providing **rescue, care, and rehabilitation** for animals
- Creating a **nature-integrated environment** within an urban context
- Promoting **community engagement and environmental awareness**

### 3.4 Conclusion

The initiative is strongly aligned with emerging urban social and environmental needs. It offers a relevant CSR intervention that bridges the gap between children, communities, and nature while addressing critical animal welfare concerns.



*EMU*



*Golden peasant*



*Golden peasant*

## 4 About the project: Republic of Zoofari

### 4.1 Project overview

The Republic of Zoofari is a flagship CSR initiative of Sonalika Social Development Society (SSDS), conceptualized as an experiential petting zoo and nature-learning centre in Delhi. The project is designed to provide a safe, interactive, and immersive environment where children and families can engage with animals while developing awareness, empathy, and respect for nature.

As outlined in the project documentation, the initiative integrates animal welfare, environmental education, and recreational engagement into a unified platform.

### 4.2 Vision and concept

The project is anchored in the vision of fostering **coexistence between humans and animals**, while addressing the growing disconnect between urban communities and natural ecosystems.

Core pillars include:

- **Reconnect:** Enabling meaningful interaction with nature and animals
- **Rehabilitate:** Providing care, treatment, and safe habitats for animals
- **Educate:** Promoting experiential learning and environmental awareness
- **Engage:** Creating an inclusive space for families and communities

### 4.3 Location and scale

- **Location:** Dera Mandi, Chhatarpur, New Delhi
- **Land Area:** ~2.5 acres
- **Setting:** Nature-integrated campus with landscaped green zones and water features

The project has been designed to balance accessibility with a natural, immersive experience.



#### 4.4 Infrastructure and facilities

The facility comprises a comprehensive ecosystem supporting both animal welfare and visitor engagement:

##### a. Core infrastructure

- Administrative office and visitor facilities
- Veterinary and treatment rooms
- Utility and operational spaces

##### b. Animal enclosures

- Small mammals (rabbits, guinea pigs, hamsters)
- Grazing animals (sheep, goats)
- Avian species and exotic small animals

##### c. Nature elements

- Water body with lake and waterfall
- Plantation and nursery areas

##### d. Play and learning zones

- Indoor play areas (role play, lego, ball pool)
- Outdoor installations (slides, activity zones)

##### e. Visitor amenities

- Refreshment area
- Souvenir/book shop
- Sanitation and hygiene facilities



*Rabbits*



*Sheeps*

#### 4.5 Implementation timeline

- **Project initiation:** September 2022
- **Construction completion:** November 2023
- **Operational launch:** December 2023

#### 4.6 Visitor engagement

- **Total Visitors (Dec 2023 – Mar 2024):** 3,699
- Positive feedback highlighting experience, ambience, and uniqueness



#### 4.7 Rules and safety framework

The project has established a structured framework to ensure **safe, responsible, and ethical interaction** between visitors and animals. Key guidelines include:

##### a. General protocols

- Children must be supervised by an adult at all times
- Interaction permitted only in designated areas
- Visitors are required to maintain respectful behaviour towards animals
- Mandatory hand hygiene before and after interaction

##### b. Feeding guidelines

- Only staff-approved food is permitted
- Feeding must follow staff instructions
- Overfeeding is strictly prohibited



### c. Interaction (petting) protocols

- Gentle handling of animals is mandatory
- Sensitive areas are not to be touched unless guided
- Interaction must cease immediately if animals show distress

### d. Health and safety measures

- Visitors with allergies or illness are advised to avoid direct interaction
- Immediate reporting of injuries or incidents
- On-site first aid support available

### e. Visitor responsibilities and restrictions

- Compliance with staff instructions is mandatory
- Climbing, rough play, and unsupervised interaction are prohibited
- Liability rests with visitors in case of non-compliance

### f. Terms and conditions

- Each child to be accompanied by one adult
- Additional services and event offerings subject to defined pricing
- Specific promotional conditions applicable as per facility guidelines

### Assessment

The framework reflects a strong emphasis on **risk mitigation, animal welfare, and visitor safety**, aligning with best practices for interactive animal environments.

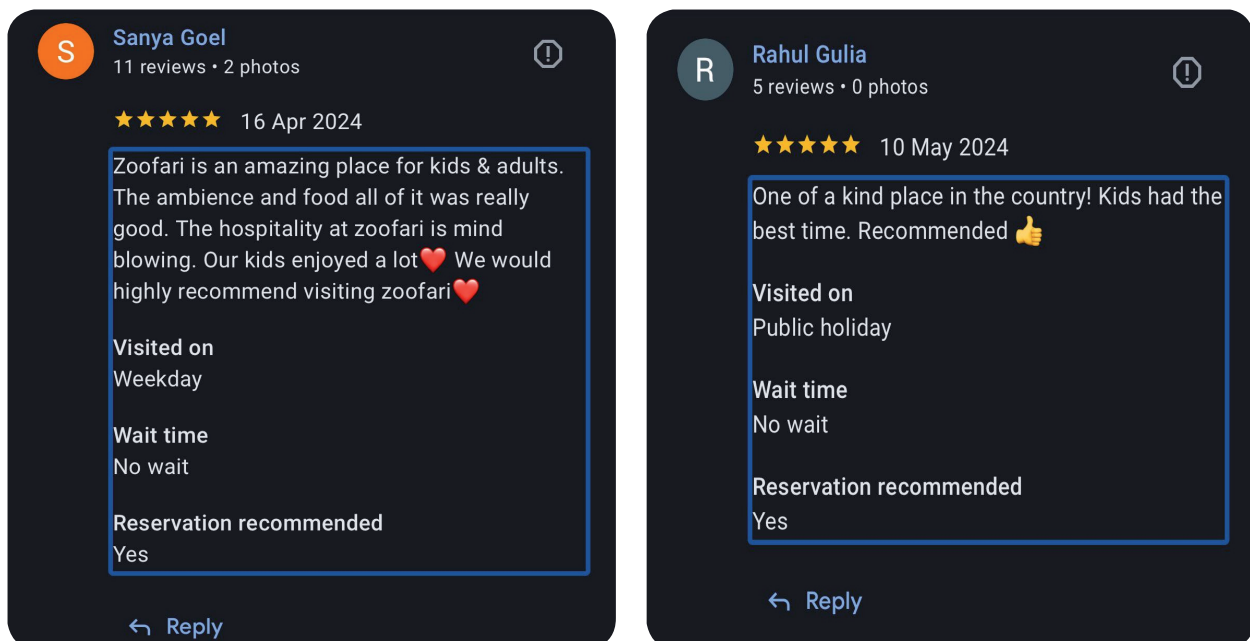
#### 4.8 CSR alignment

The project demonstrates alignment with key CSR priorities:

- Environmental sustainability and awareness
- Experiential and informal education
- Community engagement and well-being
- Animal welfare and ethical care

#### 4.9 Summary

The Republic of Zoofari is a well-structured CSR initiative that integrates infrastructure, safety systems, and experiential learning. Its comprehensive design and operational framework position it as a credible and scalable model for urban environmental engagement.






**Bhawna Arya**  
 2 reviews • 3 photos

★★★★★ 4 Jan 2024



← Reply

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**mallika tuli**  
 Local Guide • 50 reviews • 17 photos

★★★★★ 4 Jan 2024

A nice place to spend the day with ur little ones


**Akshay Sangwan**  
 4 reviews • 4 photos

★★★★★ 17 Dec 2023

One of its kind wonderland in the heart of Delhi. Ideal for kids and parents alike.

Visited on  
Weekend

Reservation recommended  
Yes

← Reply

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**Pulkit Jindal**  
 Local Guide • 5 reviews • 3 photos

★★★★★ 17 Dec 2023

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2:34


**Vyoma Mehra**  
 vyoma.s.m

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details, and a dedicated member of our team shall promptly reach out to assist you in orchestrating a memorable occasion.

With anticipation,

The Distinguished Team of the Republic of Zoofari

7 JUN AT 4:37 PM

Replied to your story



My son Krishiv had an absolutely amazing time at the camp! Thank you team Zoofari!

8 JUN AT 11:02 AM

Thank you so much 😊

Message...

2:35


**Deepthi**  
 deepthimurthy

Results view. [Go to newest messages](#)

25 DEC AT 10:21 PM

You mentioned @deepthimurthy in your story



Mentioned you in their story

Story unavailable

Thankyou for joining us ❤️

Had a great time.. beautifully done 🙌

26 DEC AT 9:22 AM

Message...

2:34


**Parul Kohli**  
 parul.kohli.927  
 155 followers • 42 posts  
 Follows you

[View profile](#)

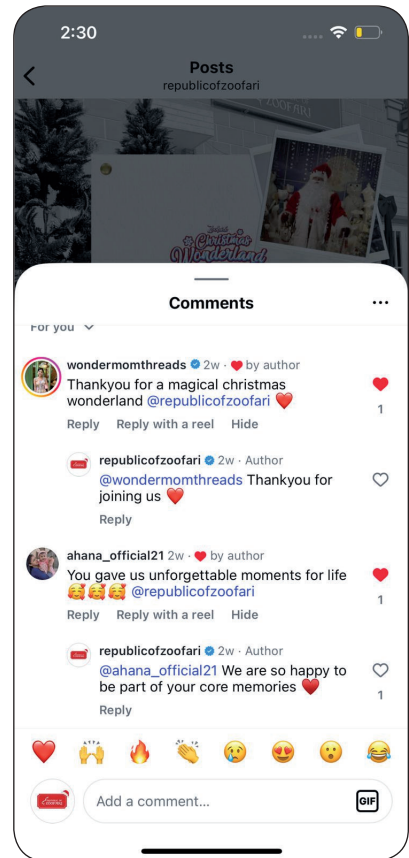
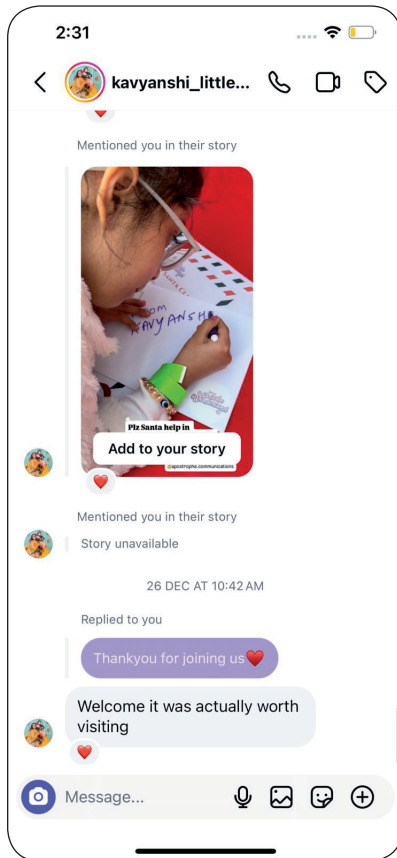
11 FEB AT 1:47 PM

Replied to your story



Thank you so much Akanksha for such an amazing experience 🥰

Message...



Water body

## 5 Assessment findings

The assessment of the Republic of Zoofari indicates a well-executed transition from project conceptualization to early-stage operations. The findings are structured to reflect performance across infrastructure readiness, operational effectiveness, stakeholder response, and strategic positioning.

### 5.1 Infrastructure and operational readiness

The project has successfully achieved **full infrastructure completion** as of November 2023, followed by operational launch in December 2023.

- All core facilities, including animal enclosures, play areas, veterinary spaces, and visitor amenities, are functional
- Integration of natural elements (water body, plantation) enhances the experiential environment
- Layout design enables smooth visitor flow and controlled interaction zones

#### Assessment

The project demonstrates strong execution capability, with infrastructure aligned to planned design and intended use.

### 5.2 Early-stage operational performance

The facility has recorded **3,699 visitors within the first four months of operations**, indicating positive initial traction.

- Visitor growth trend observed, with a peak in March 2024
- Increasing awareness and repeat interest evident from feedback patterns
- Operations currently functioning without major disruptions

#### Assessment

Early operational indicators are encouraging and reflect a strong market fit for the concept.

### 5.3 Stakeholder and visitor response

Analysis of user feedback (digital and on-ground) suggests a **high level of satisfaction**:

- Positive perception of ambience, concept, and overall experience
- Strong appeal among children and families
- Recognition of the initiative as a **unique offering within the urban context**

### Assessment

The project has established a differentiated positioning and is perceived as a high-value experiential space.

### 5.4 Strengths

#### a. Conceptual differentiation

- Integrates animal welfare, education, and recreation into a single platform
- Moves beyond traditional zoo models to an **experiential learning ecosystem**

#### b. Integrated design and planning

- Cohesive infrastructure combining animal zones, play areas, and natural elements
- Thoughtful layout supporting both engagement and safety

#### c. Strong CSR alignment

- Clear linkage with environmental sustainability and child development
- Demonstrates strategic CSR investment with visible outcomes



#### **d. Positive early adoption**

- Strong initial footfall and favourable feedback
- High potential for organic growth through word-of-mouth

### **5.5 Key challenges**

#### **a. Early-stage system maturity**

- Operational systems (visitor management, programming) are still evolving
- Need for standardized processes and protocols

#### **b. Awareness and outreach**

- Current reach appears localized
- Limited structured engagement with schools and institutions

#### **c. Capacity and demand management**

- Fluctuations in visitor footfall indicate the need for better planning mechanisms
- Potential risk of overcrowding during peak periods

#### **d. Sustainability and scalability**

- Long-term success dependent on:
  - Continuous investment in animal care
  - Maintenance of infrastructure
  - Development of structured programming

## 5.6 Overall assessment

The Republic of Zoofari demonstrates **strong foundational performance** across infrastructure, concept execution, and early user engagement.

From a CSR and strategic perspective:

- The project is **relevant, well-positioned, and operationally viable**
- It has successfully moved beyond pilot stage into **functional implementation**
- Early indicators suggest **high potential for scale and sustained impact**

However, the next phase will require a shift from **execution focus to institutional strengthening**, particularly in areas of programming, outreach, and operational systems.

## 6 Recommendations

### 6.1 Educational programming

- Introduce structured, curriculum-aligned modules and guided tours
- Develop age-specific, activity-based learning experiences

### 6.2 Operational systems

- Implement SOPs for visitor management and animal interaction
- Introduce digital ticketing and slot-based entry

### 6.3 Outreach and partnerships

- Build partnerships with schools and institutions
- Strengthen digital and on-ground communication

### 6.4 Animal welfare integration

- Showcase rescue and rehabilitation stories
- Add educational signage and awareness sessions

### 6.5 Visitor experience

- Enhance interactive engagement zones
- Improve signage, navigation, and usability

## 6.6 Sustainability

- Adopt water conservation and renewable energy measures
- Strengthen plantation using native species

## 6.7 Monitoring and impact measurement

- Establish a framework to track learning and engagement outcomes
- Conduct periodic impact assessments

### Summary

Focus on structured programming, operational efficiency, and outreach to scale impact and ensure long-term sustainability.



## 7 Conclusion

The Republic of Zoofari represents a well-conceptualized and effectively implemented CSR initiative that addresses a critical gap in urban environments—the disconnect between children, communities, and nature.

Within a short operational period, the project has demonstrated **strong foundational performance**, reflected in completed infrastructure, positive visitor traction, and high satisfaction levels. Its integrated approach—combining animal welfare, experiential learning, and community engagement—positions it as a **differentiated and high-potential model** within the CSR landscape.

From a strategic perspective, the initiative aligns well with key CSR priorities, including environmental sustainability, education, and community development. It has successfully transitioned from concept to execution and is now entering a phase where **institutional strengthening and structured programming** will be critical to unlocking long-term impact.

With focused efforts on operational systems, outreach, and impact measurement, the Republic of Zoofari has the potential to evolve into a **scalable and replicable model** for urban environmental engagement.

Overall, the project reflects a **forward-looking CSR investment** that not only delivers immediate experiential value but also contributes to building a more aware, empathetic, and environmentally conscious society.

## 8 Annexure

| Sr. Nos. | Units                              | Area (Sqft) |
|----------|------------------------------------|-------------|
| 1        | Admin (Office with Toilet)         | 253 Sqft    |
| 2        | Souvenir Book Shop (Windmill)      | 146 Sqft    |
| 3        | Rabbits Hamsters Guinea Pigs       | 338 Sqft    |
| 4        | Sheep, Goat                        | 278 Sqft    |
| 5        | Hen, Rooster                       | 225 Sqft    |
| 6        | Marmosets Sugar Gliders            | 168 Sqft    |
| 7        | Pheasants Turkey Guinea fowls      | 110 Sqft    |
| 8        | Children Play Area                 | 2300 Sqft   |
| 9        | Birds Centre                       | 300 Sqft    |
| 10       | Doctor's Room                      | 250 Sqft    |
| 11       | Room for treatment of Sick Animals | 400 Sqft    |
| 12       | Panel Room / DG Set                | 100 Sqft    |
| 13       | Nursery                            | 240 Sqft    |
| 14       | Play Area Equipment                | 945 Sqft    |
| 15       | Refreshment Area                   | 700 Sqft    |
| 16       | Toilet Block / Kitchen             | 1600 Sqft   |
| 17       | Water Body / Lake and Water fall   | 2500 Sqft   |

## About CauseBecause

CauseBecause, the trade name of Saucepan Media Private Limited, operates at the intersection of **social sector research, CSR, impact assessment, and development communication**. Since 2009, it has been instrumental in **propagating CSR policy and practice in India**, contributing to both sectoral thought leadership and rigorous evaluation of social programmes.

The organisation has conducted **over 100 research and assessment studies**, including large-scale CSR initiatives of leading corporate groups such as:

- Aditya Birla Group
- Hero MotoCorp
- Jindal Group
- Max India Foundation
- JCB India
- Sonalika Group
- The Hans Foundation
- Hero Future Energies
- AU Small Finance Bank

In addition to assessments, CauseBecause has supported organisations in **articulating and communicating their impact outcomes**, combining analytical depth with clear, stakeholder-oriented narratives. It has also engaged with institutions such as **SBI Foundation, HCL Foundation, Shiv Nadar Foundation, and Live Love Laugh Foundation** among others.

### Associations

- External consultant to **National BIS Committee on CSR Standards**
- Aligned entity to the **United Nations Environment Programme (UNEP)** on propagating sustainability standards
- Partner in advancing the **LiFE** (Lifestyle for Environment) initiative, the Government of India
- Independent Assessment partners **for Dr BML Munjal Social Impact Awards** (for 3 consecutive years)



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