

# RED SOIL NATURE PLAY

~ AN EARLY CHILDHOOD ENVIRONMENT ~  
at Mulluru Village, Bengaluru, India

We need your support to build  
Bangalore's First Nature Play Environment!



Nature does not hurry,  
yet everything is accomplished  
-Lao Tzu

## Dear Friend,

I am *Amrutha Preetham*, Co-founder of Red Soil Nature Play, an Early Childhood Environment, located in Bangalore, India.

This message is regarding the building of the first nature play environment in Bangalore and our financial struggle to accomplish the project. At this juncture, we are crowd funding the building of Red Soil Nature Play and asking your help to support our project. Before we share with you the story and thoughts behind the beginning of Red Soil, we would like to let you know about the need for your support.

## Our journey and the need for funds

The creation of Red Soil Nature Play in an urban city with high real estate prices have been a huge impediment in the progress of our project. Until now, we have used our own financial resources towards its development. We weren't able to progress further due to lack of funds. This is an important project for us as it will ignite a *new nature play movement* in Urban India and we have been working for over a year on its design, development and planning.

Thus, we are seeking 'help' from the community of 'Nature/ Forest schools', 'Nature education pioneers' and 'Early childhood educators'. We are seeking a fund from people with a deep interest in nature and forest education. We also need your involvement with us to develop our nature play environment. We are seeking to build a lifelong relationship with you/ your community in every possible way that would enrich our collaborative learning.

## About Red Soil Nature Play

Red Soil Nature Play is an environment designed to provide young children with a nurturing space where they can immerse themselves in nature; wonder, explore, discover, connect and experience a sense of place and belonging with the natural surroundings.

The environment is spread across approx. 2 acres of land. We intend to develop it as a self sustainable environment, where water, energy and waste management follow environment friendly practices. Red Soil's unique feature is the interwoven environment where Nature Play areas camouflage with Permaculture.

## The component spaces of our project

Nature play areas and Permaculture areas  
Nature Play School (for 3-6year old children)  
Workshop studio and an Open air celebration space

## The importance of NATURE PLAY in Bangalore

\* Bangalore is the second fastest-growing major metropolis in India and popularly known as the "Silicon Valley of India". As a growing metropolitan city in a developing country, Bangalore confronts substantial pollution and other logistical and socio-economic problems. This rapid growth has made Bangalore a home to a large number of young parents and children

\* The living environments for children in the city are inconsiderate and do not cater to serve their basic developmental needs. Play schools and Kindergartens are located in houses with constrained spaces. These house-converted-playschools do not offer natural and open outdoor environments

\* Bangalore has become a city of shopping malls, traffic jams, frothing lakes and waterlogged roads. The high real estate prices have shrunk the open playgrounds and green spaces in the city resulting in deprived living environments for its future generation

\* The importance of early childhood development and the vital role of natural surroundings are not being recognized in the current educational 'market' and hence a space like Red Soil Nature Play will become a foundation stone in the future of early childhood development in Bangalore, India

To know more about us and our story, please find the links below

<https://redsoilnatureplay.com/about-us/red-soil/>  
<https://redsoilnatureplay.com/about-us/team/>

Contact  
*Amrutha Preetham*, Co-founder  
*Senthil Nathan*, Co-founder

25/1, 25/9, Kachamaranahalli,  
Mulluru, off sarjapura road  
Bengaluru - 560087  
Mobile +91 9108030050  
amrutha@redsoilnatureplay.com  
redsoilnatureplay@gmail.com  
www.redsoilnatureplay.com

## About the Contribution and Project Timeline

We need to raise USD 150,000 to build our play environment. Apart from this, we have spent USD 35,000 personally, so far to this project. We do not have any further funds to support our Red Soil Nature Play Environment. Your contribution small or large will bring us new energy to continue our journey on early childhood education in a nature play environment. We will open Red Soil Nature Play within six months of completing this campaign.

We are going to launch our online crowd funding campaign on [Indiegogo \(Crowdfunding platform\)](https://www.indiegogo.com/projects/red-soil-nature-play/coming-soon) in the first week of November, 2016. We would like you to join our pre-launch campaign page by signing up here <https://www.indiegogo.com/projects/red-soil-nature-play/coming-soon> This will enable us to keep you updated on the launch and progress of our project. You would receive the following souvenirs as our gratitude for your contribution.

## Our Gratitude for your contribution

### Donor Wall

We will imprint all donors names on our Red Soil Rammed Earth Wall, to remember the strength and love behind our environment.

### 10 (USD)

You will receive our Live Art installation post card.

### 25 (USD)

You will receive a Wooden Pendant with your name on it. You will also receive our Live Art installation post card.

### 100 (USD) - Channapatna toy (Stacking Tree)

Channapatna toys are a particular form of wooden toys (and dolls) that are manufactured in the town of Channapatna in the Bangalore Rural district of Karnataka state, India. For nearly two centuries, ivory-wood was the main wood used in the making of these toys, and vegetable dyes are used in the coloring process to ensure that the toys are safe for use by children.

### 200 (USD) - Venu, a South Indian Bamboo Flute

Venu is one of the oldest musical instruments of India. The instrument is a key-less transverse flute made of bamboo. The flute (Venu) finds great mention in Indian folklore having been listed as among the 3 original instruments meant for music along with the Veena and Mridangam (veena-venu-mridanga trinity).

### 500 (USD) - Pattamadai Pai (Korai Grass Silky Mat)

Pattamadai Mat is a handcrafted floor mat made of Korai Grass (Marsh Reed). Pattamadai is a place on the banks of Thamaraparani river, Tamil Nadu, India, where the tradition of crafting Korai grass mat goes beyond hundreds of years. These mats are closely woven with beautiful traditional motifs and designs. They feel like a bolt of silk and fall like cloth. The mats are made of natural dyes and are eco-friendly in nature.

### 1000 (USD) - 10 Sapling planted

We will plant 10 saplings in your name at our environment and send you a picture postcard periodically. You would also receive our Channapatna toy (Stacking Tree), Venu, a South Indian Bamboo Flute and Pattamadai Pai (Korai Grass Silky Mat).

### 5000 (USD) - Nature Pathways or Nature Pond in your name

We will name one of our Nature Pathways or Nature pond with your name or your loved one's name. We would have 5 Nature Pathways and 3 Nature ponds at our environment. You would also receive our Channapatna toy (Stacking Tree), Venu, a South Indian Bamboo Flute and Pattamadai Pai (Korai Grass Silky Mat).

### 10000 (USD) - Our Nature Spaces in your name

We will name one of our nature spaces (Herb garden, Permaculture zone, Green house, Workshop studio, Celebration space) with your name. You would also receive our Channapatna toy (Stacking Tree), Venu, a South Indian Bamboo Flute and Pattamadai Pai (Korai Grass Silky Mat).

### 25000 (USD) - One month Experience at Red Soil Nature Play

Be a Guest and have a Lifetime Experience at Red Soil Nature Play for 30 days. It includes your air travel tickets for both ways (from any part of the world to Bangalore, India), Food and Accommodation. You will be handling the visa procedures from your country. You would also receive our Channapatna toy (Stacking Tree), Venu, a South Indian Bamboo Flute and Pattamadai Pai (Korai Grass Silky Mat).

### Live Art Installation work

Moreover, we would be delighted to show our gratitude to you through a Live Art Installation, with the names of all our contributors. The art installation post card prints will be mailed to all of them.

### An ongoing dialogue and partnership

We greatly wish that we could collaborate with you on mutual terms in a variety of ways. Some of the collaborative projects that we would like to partake in are,

- \* Partnerships with educators for new learning experiences - Sharing of best practices, ideas, expertise, observations and strategies
- \* Educator exchanges and short visits
- \* Working on nature play leadership development opportunities
- \* Working together on joint projects or researches
- \* Virtual collaboration
- \* Collaborative trips and Cultural exchanges

Most importantly, we would love to hear from you. Your thoughts and response to this email will be highly appreciated as we embark into launching the campaign. If you are unable to contribute financially, you may help and support us by sharing the news about our campaign with your family, friends and community.

We thank you for reading our message and we welcome you to become a part of Red Soil Nature Play's blossoming journey!

Kind Regards,

### Amrutha Preetham

Co-founder of Red Soil Nature Play

Phone- 00 91 9108030050

Email - [amrutha@redsoilnatureplay.com](mailto:amrutha@redsoilnatureplay.com),  
[redsoilnatureplay@gmail.com](mailto:redsoilnatureplay@gmail.com)

Website: <https://redsoilnatureplay.com/>

Follow us on Facebook

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Pre-launch campaign page

<https://www.indiegogo.com/projects/red-soil-nature-play/coming-soon>



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