

eCoexist has been promoting the use of natural Holi colours for several years now. The genesis of the Rang Dulaar colours began through the Safe Festivals campaign run by Kalpavriksh. Toxic chemical colours can affect the skin, eyes and cause breathlessness. The Rang Dulaar colours are made of food ingredients such as turmeric, beetroot, potato and rice flour. They are lab tested for the presence of heavy metals and comply with the Drugs and Cosmetics Rules.

The Rang Dulaar colours offer a source of livelihood to womens groups in Pune. This year the colours have been made by the women of the Niramaya Mahila Bachat Ghat and packaged by the Tulsi Mahila bachat Ghat. We have also sourced colours from the Society for Child Development in Delhi that has a programme to recycle waste flowers and make colours out of these. This institution empowers mentally and physically challenged youth by such livelihoods projects.

We have five colours - Red Pink Yellow Green and Blue and our 250g pack is available at a cost of Rs 150/- The colours are packaged in paper pouches and paper boxes, avoiding the use of plastic.

Read more about us at [www.e-coexist.com](http://www.e-coexist.com)

To enable under priveleged children to access the colours, eCoexist also organises a series of events called The Holi Hearts parties - you can read more at <http://holihearts.blogspot.in/>

We look forward to your support by your purchase of these colours. PFA our Holi poster for this year.

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**Manisha Gutman**

Founder, eCoexist, 9850084383

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