



Moral Stories That Grow Happy Hearts!



MINDFUL KIDDIES

Fun-Interactive Workshops
For Kids (Aged 4–8)



Story-Based
Values Learning



Creative Play
& Emotions



Build Confidence
& Empathy



Parent-Guided
Support



Facilitated
by MOE certified
instructor for
Life Skills

About Rainbow Kiddies

Growing Hearts Through Moral Stories, One Child at a Time

The rainbow in our name symbolizes hope, emotional range, diversity, and childhood joy. At Rainbow Kiddies, we believe moral stories are powerful tools to help children **understand their emotions, build life skills, and develop a strong sense of self**. Our mission is to make emotional development fun, accessible, and age-appropriate through beautifully illustrated storybooks, engaging video stories, workshops, and practical parenting resources.

Our content is specially crafted for **toddlers, preschoolers, and early primary** kids, helping them learn important values in fun, age-appropriate ways. Rainbow Kiddies is **Singapore based**, and our content is for every kid across the globe. We strongly believe in the metaphor - little drops make a mighty ocean.

Animated Moral Stories

Loved by parents and kids across the globe, our videos blend humor, heart, and education.

We cover topics like:

- Kindness, confidence, assertiveness, and resilience
- Empathy, emotional expression, and friendship
- Sustainability, screen-time balance, and healthy habits

With over 88,000+ subscribers on YouTube and growing, Rainbow Kiddies is quickly becoming a go-to destination for meaningful screen time.

Storybooks That Spark Conversations

Our storybooks bring the same lovable characters—Moon, Chloe, Sun, and more—into your home, making big feelings and topics easy to talk about through simple, engaging language and colorful illustrations.

Interactive Workshops

We also bring our moral stories to life through storytelling-based workshops that combine:

- Interactive narration and movement games
- Creative hands-on activities
- Emotional learning and social play

Each session is designed to nurture emotional intelligence, build confidence, and support holistic development in young children—making learning joyful and lasting.



Why Parents & Educators Trust Us:

- 88K+ YouTube Subscribers and thousands of daily viewers
- Featured on Sassy Mama Singapore for parenting resources
- Useful parenting tips on website, and take-home materials from workshops for continued learning at home.

Whether it's through a screen, a storybook, or a classroom floor, Rainbow Kiddies is here to help kids grow happy hearts and bright minds—with every story we tell.

About Our Founder

Pooja Subramanian is the founder of Rainbow Kiddies. An alumna of **IIM Lucknow** in India, Pooja spent over a decade in the technology industry before her passion for child development led her to pursue formal studies in psychology and counselling in Singapore. She is now living in Singapore with her family.

As a mom and a lifelong learner, Pooja holds **Specialist Diplomas in Children & Youth Counselling and Counselling Psychology** (ACC IHS Singapore). What began as a personal journey to understand her child's emotional world soon became a mission to help other families through creative storytelling and playful learning.

Pooja is also a **MOE-certified Life Skills Instructor** in Singapore, blending academic insight with real-world parenting experience.

With Rainbow Kiddies, she brings heartfelt stories and engaging workshops that nurture emotional intelligence and life skills in young children—one story at a time.



Sneak-Peek into Our Top Content Books



Videos



Our Workshops

Helping Children Understand Emotions, Build Emotional Intelligence, and Connect Through Stories

At Rainbow Kiddies, we understand that today's children face a fast-changing world filled with stimulation, pressure, and emotions they don't always have the words for. Many young children struggle with:

- Expressing and managing big feelings (like anger, anxiety, jealousy, fear)
- Navigating peer relationships and group dynamics
- Low self-confidence and shyness
- Overexposure to screens and underexposure to real-world emotional learning

That's where our story-based emotional development workshops come in.

Workshop Overview

Each 30 to 45 min session is carefully designed to nurture a child's social-emotional growth through a blend of:

Interactive Storytelling - Using fun, age-appropriate moral stories with characters like Moon, Chloe, and Sun, we introduce key emotional themes in a fun, relatable way.

Movement & Role-Play - Drama-based activities allow children to act out feelings, practice empathy, and understand different perspectives in safe, guided scenarios.

Hands-On Art, Craft & Play - Kids translate what they've learned into creative expression, reinforcing emotional messages and creating lasting memories.

Group-Based Social Learning - Team games and group sharing promote communication, listening, and collaboration—skills essential for school and life.

What Makes Our Workshops Unique?

- **Objective-Driven:** Every session is mapped to emotional learning goals—like naming feelings, self-regulation, problem-solving, and resilience.
- **Psychology-Informed:** Content is guided by emotional development milestones for ages 4–8. Our facilitator has a **Specialist Diploma in Child Psychology** and is also a **MOE certified instructor for Life Skills**.
- **Multi-Modal Learning:** Engages head, heart, and hands—ensuring all learners connect in their own way.
- **Optional Add-Ons:**
 - Mindfulness & breathing activities (on request)
 - Magical meet-and-greet with our unicorn Chloe

Perfect For:

- Preschools & Primary Schools
- Enrichment Programs & Camps
- Parent-Child Bonding Events
- Birthday Celebrations and Family Events with a Purpose



Our Themes

1. Emotional Awareness & Self-Regulation

Help kids recognize, express, and manage their emotions in healthy ways.

- Knowing My Feelings
- Cool Down with Kindness: Powering Down Anger
- Growing Gratitude: Big Hearts for Everyday Joy

2. Social Skills & Relationships

Promote kindness, cooperation, and confidence in relationships.

- Speak Up, Be Kind – Interaction with Friends
- How to Make Friends: Confidence, Kindness, and Connection
- Kindness Counts: Helping Nervous Friends Shine
- Friends Who Care: Being Kind, Patient & Fair
- Celebrating What Makes Us Different!
- Becoming a Super Big Sibling!

3. Confidence, Resilience & Safety

Empower kids to stand up for themselves, navigate change, and understand personal boundaries.

- Speak Up, Stand Strong: Be Assertive – Handle Bullying
- Knowing My Body, My Rules – Body Safety
- Build Resilience like Chloe the Unicorn - Never Give Up!

4. Healthy Habits & Well-being

Encourage smart choices around physical health, screen use, and emotional balance.

- Eat Smart, Play Hard! – Healthy Eating Habits
- Switch Off, Power Up! – Ways to Balance Screen Time
- Sleep Superpower - Introducing Bedtime Routines

5. Nature, Environment & Seasonal Values

Foster care for the planet and appreciation for cultural traditions.

- Little Earth Heroes – Reduce, Reuse, Recycle!
- Tree Savers Unite!
- Festivals (custom-designed based on chosen celebration)



Commercials

30 - 45 minute session for a group of upto 20 kids = S\$150

Please note that this is an introductory pricing as we bring our program to new partner schools.

Additional charges might be applicable based on logistics, additional elements, request new theme, group size, etc.

Note: Discounts will be given for larger group bookings.

For enquiries and bookings reach us at



contact@rainbowkiddies.com



+65-9122-9815

Check out our social media

Website - <https://rainbowkiddies.com>

Instagram - <https://www.instagram.com/rainbowkiddiesstories/>

Facebook - <https://www.facebook.com/RainbowKiddiesStories>

YouTube Kids - <https://www.youtube.com/@RainbowKiddiesStories>



Our Happy Parents

★★★★★

Rainbow Kiddies is an amazing platform that combines fun and education for children! The website offers **engaging** stories, **educational** videos, and valuable parenting tips, including insights on healthy eating habits.

My child enjoys exploring the content, and I love how it promotes learning in an interactive way. The focus on nutritious food choices and overall well-being is a great addition, helping kids **develop good habits** from an early age.

I **highly recommend** Rainbow Kiddies for families looking for a safe, educational, and enjoyable experience!

— Rashika Kotwal

★★★★★

Rainbow Kiddies is an amazing YouTube channel for kids! The content is fun, **engaging, and educational**, making learning an enjoyable experience.

The colorful animations and interactive storytelling keep children entertained while helping them **develop essential skills**. My child loves watching the videos, and I appreciate the **positive values** they promote.

Highly recommended for parents looking for quality screen time for their little ones!

— Sreedevi

★★★★★

The Rainbow Kiddies website aims to cover a wide range of **essential topics** for parents and children. Its one-stop approach can save parents time and effort in seeking information from multiple sources. Parents can read articles at their own pace, watch brief videos for demonstrations, or listen to podcasts while on the go.

Providing **educational** and **informative** content for children, such as stories and videos, is a significant benefit. This can **supplement** their learning at school and home in an **engaging** and **age-appropriate** manner. The website aims to instill crucial **social and emotional learning (SEL) skills** and broaden children's understanding of the world around them. These are **foundational** for developing well-rounded and **compassionate** individuals.

Rainbow Kiddies successfully combines **parenting tips, healthy practices**, engaging educational content for children, and has the potential to be an invaluable resource.

— - Ms Anu, Teacher at GIIS Singapore





Where imagination
meets learning



Kids + Chloe = Pure Joy
at Workshops

**THE FEELINGS
ADVENTURE AT
PASIR RIS PUBLIC
LIBRARY
ON 14TH SEP 2025**



Little hands
Big Creativity



Together, we grow
kinder and braver,
one workshop
at a time!







**STORYTELLING +
TERRARIUM
WORKSHOP AT
THE GREEN
CAPSULE
SINGAPORE
ON 31ST MAY 2025**





**WORLD BOOK DAY
AUTHOR'S TALK
AT GIIS
EAST COAST
SINGAPORE
ON 29TH APR 2025**

