

“DROPS”

This activity can also be done live in various showrooms and shopping malls. A huge 3D projection that shows water level will be installed. There will be a coin machine in which people can drop 1 rupee coins at a time. With the same logic as the social media game, the water level will rise. Rainfall will also influence the level. At the end, Vento or Polo will be revealed. The funds raised will be updated on an LED nearby and all the money will be used to buy rain-protection clothes for poor people. **This monsoon, let someone love the rains.**

This is a social media activity in which one has to reveal their monsoon car by increasing the water level underneath. This can be done by dropping a coin. When a coin is dropped, the water level rises.

- People can join the “Drops” campaign by registering on FB with their name and place details.
- Once registered, the person gets his/her monsoon car tank. The person can then invite friends to drop coins in it.
- The coins can be dropped by clicking on a “drop” button by friends on Facebook. People can only drop one coin at a time.
- Every coin dropped updates a fund-bowl that's associated with the player.
- The amount of rainfall in that city will also make the water level rise automatically.
- The money raised will directly correspond to the total discount that the person gets.
- **The money collected in the fund bowl will also go towards buying raincoats for all underprivileged people. (Only if the car is purchased)**
- However, the car needs to be completely revealed.
- People can keep inviting others to drop a coin to enjoy more benefits.