DEVELOP & GALLOP

Spread & Spearhead

SPREAD AWARENESS

ACTION PLAN
CARRY the MESSAGE FORWARD

OPTION 1

PROPAGATE, EDUCATE & TRANSFORM

MUSTQUITO SPECIFIC

SEE separate PPT PROPAGATE & EDUCATE
Spread your social messages at zero cost with less strain where people themselves assemble for some other purpose. There are 100 such opportunities available which please know now.

SEE separate PPT ADDRESS ZERO COST MEETINGS
You can spread the MUST QUIT MESSAGE this MOMENT without convening a meeting

SEE separate PPT ZERO MEETING
CARRY the MESSAGE FORWARD

OPTION 4

USE HUMAN RESOURCE available FREE

HUMAN RESOURCE MOBILSATION

VOLUNTEERS

MINE “HUMAN-MINE”
“ZERO MOSQUITO TOWN / VILLAGE / NEIGHBOURHOOD” in JUST a MONTH. Follow this WHOLLY BOOK MUST QUITO which has SIMPLE SOLUTIONS

“JEEVAN SHASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING”
ONE MONTH IS ENOUGH TO REALISE ZERO MOSQUITO AREAS & SAY GOODBYE TO MOSQUITOES.
HALF THE HOMES IN ANY TOWN & VILLAGE, HAVE SCHOOL & COLLEGE GOING STUDENTS

By only school & college teachers making the “WHOLLY BOOK MUST QUIT O PPT PRESENTATION” to their class students and inducting each one of them as a MUST QUIT O MUSKTEER, the message will reach half the homes of the place the same day.

“JEEVAN SHAstra, LIFE SCIENCE, for LIVING as HUMAN BEING”
One candle can light hundreds of candles

This Wholly Book on MUSQUITO is in English which is the GLOBAL LANGUAGE

In most of the developing Nations, the people who are really and mostly affected by Mosquitoes are poor, who may not know English.

Therefore it is the duty of English Medium Children to go to schools where poor children study and should make this PPT presentation explaining in the local language.

The students can themselves learn public speaking in three months by initiating ExNoRa’s Speak & Peak Chapter & they can improve their writing communication by adopting ExNoRa’s Write Right.

“JEEVAN SHAASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING”
How to take forward?

- Prepare letter & “KIT-MODEL” including the CD / DVD
- Make ready a checklist of Things To Be Done by them
- Invite heads of groups & handover them both
- Hold Meetings regularly @ GOVERNMENT OFFICES
- Ask the citizen- groups to hold meetings & make PPT presentation in their place
- They will be authorised to reproduce without any change & make copies of the kit & distribute
How to take forward?

- Using the Print, Visual, Audio, Internet & Social Media including FACEBOOK
- Email Campaign as e Seva by e Sevaks including WhatsApp & websites
- SMS Campaign as SMS Seva by SMS Sevaks
- Hand-outs simple & Multi-colour ExNoRa in the website with sponsor’s Advertisement
- YouTube footages produced by ExNoRa and yourself based on this content
- Cinemas slides & clippings projected to cine-viewers
How to take it forward?

INVOLVE

Film Artistes  Sportspersons  Singers

Thinkers, Writers & Professionals  TV & Radio Jockeys & Anchors  VVIPs & Celebrities

INNOVATION, NOMENCLATURE & CONCEPT

Exn Dr Nirmal Basu 7th Sense Master
How to take it forward?

Student Speakers services can be used

Kid Speakers

Street Corner Meetings

Passenger Messenger. Addressing passengers and making them carrier of social messages
This is the Best way to involve them and induct them. The teachers can provide the students the PPT/DVD/FLASH copies which will hardly cost from Rs 10/- to Rs 15/- per copy.

MUST QUITO DVD front & Back covers

"JEEVAN SHAstra, LIFE SCIENCE, for LIVING as HUMAN BEING"
The School, College Management, the PTA, Collector, Local Body, Corporate sector, Traders should periodically conduct the following contests on MUST QUIT O among students and give awards to winners.
Start a FACEBOOK Group by name MUSTQUITO ExNoRa .... (... mention your area name e.g. Ram Nagar)

Send a hardcopy and soft copy circular to the people of the area asking them to join the FB group

Mention in the FB group the objectives of your group with web link www.exnorainnovators.club/mosquito
Organise meetings so that people know and act.

When you do the above, you sheer by your above simple action, you automatically become an ExNoRa MUSTQUITO MESSENGER
Start a WhatsApp Group by name MUSTQUITO ExNoRa
 .... (... mention your area name
e.g. Gandhi Nagar

Collect Mobile numbers and add their name to the group. For every set of 100 members, you can start a new group, giving numbers

Send a hardcopy and soft copy circular to the people of the area asking them to join the group

When you do the above, you sheer by your above simple action you automatically become an ExNoRa MUSTQUITO MESSENGER
Start your Facebook & WhatsApp GROUPS for each of the above SIX MUSTQUITO category with surely added SUFFIX of your place-identity e.g. street, area, office, school & college
MUSTQUITO MADE EASY

One simple action

Straight download this PPT of WHOLLY BOOK MUSTQUITO PART 1 & PART 2 from the website and make presentations “ONE to ONE” in your computer and make presentation “ONE to ALL” via LCD projector in your HOME, Flat Complex, Residential Colonies (both yours & neighbouring), Schools, Colleges, Offices, Industries, Places of Worship & most importantly in a slum / village (talking in their LANGUAGE) and LAUNCHING of a chapter of “MUSTQUITO ExNoRa” in each of these places which must be INSTANTANEOUS and AUTOMATIC. When you do the above, you sheer by your above simple action, you automatically become an ExNoRa MUSTQUITO MESSIAH.
Create your activities Wikimedia & Wikipedia pages

Post article & photos

Post your activities photos
Approach LOCAL Print, Visual & Audio MEDIA to spread awareness on MUST QUIT O and make use of Social Media
ACTION PLAN- Make the BEST use of MEDIA so that the MUST QUITO message spreads fast

Press Meet

Press Release with a copy of MUST QUITO CD

Have a nice launch with VVIPs participating & invite the media

Share MUST QUITO success stories & Invite press when you have action / demonstration / events
Are you a short-film maker or has a passion to make a short film?

Make a short film / films on MUSTQUITO. Please surely acknowledge source as MUSTQUITO is registered under Copyrights Act.

Post it in the YOUTUBE under MUSTQUITO ExNoRa with your Name & send the link. ExNoRa will recognise you with its Green Short Film. Award (certificate)

INNOVATION & CONCEPT Exn Dr Nirmal Basu, 7th Sense Master, Founder, ExNoRa INNOVATORS CLUB
Central, State & Local Governments should initiate MUSQUITO as the whole service is rendered to assist the governments and they should lead from front.
The DISTRICT COLLECTOR
LEADS & GUIDES the following

Municipal Corporations
Municipalities
Town Panchayats
Village Panchyats

ExNoRa International
LEADS & GUIDES the following

District ExNoRa
ExNoRa Innovators Clubs
RWA & RWA ExNoRas
Schools & Colleges “Student ExNoRa”

ExNoRa MUSTQUITO Musketeers
All TEACHERS throughout the world are declared as ExNoRa MUSTQUITO MESSENGERS. They will make PPT presentation to students & parents & Induct them as MUSTQUITO Messengers & Musketeers.

Students are inducted as ExNoRa MUSTQUITO MESSENGERS. & as MUSTQUITO Messengers & Musketeers who will act in their place as guidelines and will serve as GROUPS.

Parents are also inducted as ExNoRa MUSTQUITO MESSENGERS and Musketeers who will act in their place as per guidelines and will serve as GROUPS.
The MESSAGE then reaching the other half of the homes is automatic and will be as fast as what a lighted match is to a 10000 WALA firecracker!

Students will comeback to their class and take their turn to inform the class the action that they have taken & the results. They will also share the problems that they face.

It will be incredible to witness that the solutions coming from other students of the class, a benefit of Group Thinking. Students can easily learn Public Speaking via Speak & Peak & address
The WHOLLY BOOK, MUSTQUITO can be introduced as textbook or subject, at least under extra-curricular activities by Schools, Colleges & Universities.
All the Private and Government Training Institutes can voluntarily introduce MUSTQUITO as a TRAINING subject.
Teachers can take one period per month on MUST QUITO. They will TEACH & REACH.

Students will learn easily public speaking via Speak & Peak and address meetings on MUST QUITO.

"JEEVAN SHAASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING"
In the places of worship of all faiths and Muslim JAMATS after prayer MUST QUITO awareness can be created for 30 minutes
The great International Service Clubs can come forward to initiate MUSTQUITO ExNoRa in their street, flat complex, residential area & office & their Kids' School / college using their expertise in service activities. The benefits will be as follows:

1. They safeguard themselves and their family members.
2. It will be a good Community cum Health Service rendered by them individually or even their club.
3. It will be a golden opportunity to easily come in contact with vast number of prospective members for their respective clubs whom they can enroll and build their CLUB bigger and do greater service via their CLUB.
Other Role Players - Service Clubs, Trade & Professional Bodies

- Lions
- Rotary
- Round Table
- Jaycees
- Red Cross
- NGOs & CBOs
- Trade Unions
- Traders Associations
- Film Fans Associations
- Experts’ Associations
- Professional Bodies e.g. Doctors, Advocates
- Places of Worship Visitors
Other Role Players - Youth, students & Children

Student ExNoRa
Innovators Clubs

Leos

Rottracts

Guides

NSS

NCC

Interact

Junior Red Cross

Students' SCSC

represents

Students'
Service
Clubs
Synergy
Coalition
which coordinates the
Service Arm
of the INSTITUTION,
the various
Student Service Clubs
College / school Student ExNoRa, Scouts, Guides, NSS, Rottract, Interact & LEO CLUB members can volunteer to serve as MUSKTEERS, SPOTTERS, MESSIAH & MESSENGERS.
Use sports & ARTS to spread MUST QUITO roleplayers

DANDIYA

Marathon

Cycle Marathon

Choir
Trade Unions world over can take up MUST QUITO and implement/coordinate/facilitate it for the welfare of its members.
The Associations of Industrialists, Manufacturers, Traders, Education, etc. can initiate MUST **QUITO** & GUIDE its member organisations
Professionals’ Associations like that of DOCTORS, Advocates, Engineers, Chartered Accountants, Cost Accountants, Company Secretaries can help their members in initiating MUST QUITO in the areas where their members live.
NGOs & CBOs can render MUSTQUITO in their place by which they will be serving their own beneficiaries as well as the residents of the area who will become patrons for the NGO/ CBO, out of sheer gratitude.
The CAB-SERVICE-PROVIDERS can provide a free copy of the CD / DVD to the PASSENGER-CLIENTS, as a “PASSENGER-RELATION-SERVICE” which will cost the cab-service-provider very little, but will earn enormous goodwill.
Multiplex / Cinema Halls can do three services any one or more of the following as a “Service of Gratitude to their clients / film viewers”

1. Show a free advertisement slide
2. Show 4 minute-short-film of ExNoRa International made available in its website / YouTube on the white-screen
3. Give a free-copy of the CD / DVD to the ticket-buyers / viewers as a COMPLIMENTARY

You are our valued patron and we help you by gifting you a DVD/CD and / or showing this short film

The film-goers can give this CD / DVD & slide copy and request the Cinema Hall owner to help distributing & showing on the white screen
SPOUSE HOUSE

Spouse House

Any town will have the spouses of officials, teachers & staff who join as members of Spouse House & take up the common issues and give their TIME & TALENT

Example. There are government officers & staff who have big challenges in their official work in serving people

Their spouses can do voluntary Social Service (e.g. MustQUITo) & serve a cause at their leisure

They will be helping the people & their spouse who is doing his duty against all ODDS
### Initiation Meetings
@ the Office of the LOCAL BODY

| 01. | Councillors & Officials |
| 02. | Local Body workers |
| 03. | ExNoRa & RWAs |
| 04. | College & School Students |
| 05. | College & School Teachers |
| 06. | Service Club Members |
| 07. | Corporates |
| 08. | Trade Unions |
| 09. | Traders Associations |
| 10. | Auto men |
| 11. | Taxi Drivers |
| 12. | FICCI & CII |
| 13. | Hospitals & Hotels |
| 14. | Professionals Associations e.g. Advocates, Doctors |

One meeting of each segment at Ripon Buildings in which they will be enthused, inducted & initiated.

**Where to start & How to start?**

- **College & School Students**
- **ExNoRa & RWAs**
- **Councillors, Elected Representatives & Officials of the LOCAL BODY**

**PREPARATION 2**
AWARENESS MEETINGS IN the Local Body

Things to be arranged for the DAILY MEETINGS:
- Conference Hall
- LCD & White Screen
- Registration
- Register
- Biscuit & coffee
What will happen in the meeting?

A PowerPoint Presentation will be made by ExNoRa Office bearer & the meeting will be presided over by the LOCAL BODY President.

There will be a question and answer session and the participants' doubts will be cleared.

The CD cum DVD will be handed over with permission that they can make any number of copies and distribute them.

They will register their names in the MUSTQUITo REGISTER providing their contact details.

They will be asked to use internet including e-mail & create their Facebook MustQUITo community.
ExNoRa's ROLE in “PROJECT MUSTQUITO”

- **INDUCTING**
  - College & School Students

- **INVOLVING**
  - Residents Welfare Associations & Street ExNoRas

- **INITIATING**
  - Service Clubs

- **COMMENCING** in SLUMS

- **STARTING** in Offices & Industries

- Introducing in Places of WORSHIP
Local Government's ROLE in "PROJECT MUSTQUITO"

- **INDUCTING**
  - Local Government Teachers & Students

- **INVOLVING**
  - ENTIRE Local Government HIERARCHY

- **ENLISTING**
  - Corporate Support

- **INITIATING**
  - in all Government Offices

- **COMMENCING**
  - in Public Open Spaces, Parks & Play Grounds

- **PUBLICITY**
  - by Local Body PROs
What a difference it will make if the community gets involved. More are the participants, less the problem is.

It is simple.

Problem is very serious. Local Body with limited manpower & monetary resource is fighting a battle against the flying monster.
Human Resource Mobilisation

Senior Citizens
“Sense Citizens ExNoRa”

House Wives
“Wonder Women ExNoRa”

Youth
“Youth Unique ExNoRa”

KIDS
“Angels on Earth ExNoRa”

Volunteers
“VolunCheer ExNoRa”

Helpers
“Helpers ExNoRa”
B3 by M3 can be rendered as an excellent PR Exercise

**PARENTS**
(PTA) can sponsor in their children's school

**DEVOTEES**
can sponsor in their place of worship

**NON-RESIDENTS**
can sponsor in the place where their parents live (after all they also visit the parents)

The 2nd PR: Public Relations

- **B3 by M3 SERVICE**
- The 3rd WORLD WAR against MOSQUITOES
B3 by M3 can be rendered as an excellent PR Exercise.

**ROTARY & LIONS**
- Can do MUSTQUITO in their place of residence.
- Can get new members for their clubs.

**NGOs & CBOs**
- Can do this service through sponsorship in their place of operation & win their goodwill.

**OLD STUDENTS** (alumni)
- Can sponsor this service to their alma mater & the place where their old teachers live.

The 2nd PR: Public Relations

The 3rd PR: World War against Mosquitoes

The second PR is as their Club Image Building Service, as a People Relations Activity, as an Alumni's Gratitude Service.
B3 by M3 can be rendered as an excellent PR Exercise

EMPLOYERS can sponsor in their employees residential colony

as an Employee Relations Activity

CORPORATE ORGANISATIONS can sponsor for their clients in their area

as a Customer Relations Activity

SHOPS / BUSINESS ORGANISATIONS can sponsor in their business operation place

as a Buyers Relations Activity

The 2nd PR: Public Relations

The 3rd WORLD WAR against MOSQUITOES
B3 by M3 can be rendered as an excellent PR EXERCISE

**NEWS MEDIA**

*can do to their readers, viewers & listeners*

---

**TRADERS**

*can do anywhere*

---

**NON RESIDENTS**

*wherever they live can group through FACEBOOK and render service to their native place*

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**The 2nd PR: Public Relations**

**B3 by M3 SERVICE**

---

*as a Subscribers Service Activity*

---

*as an IMAGE BUILDING EXERCISE*

---

*as Salute Birth Place*

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*The 3rd WORLD WAR against MOSQUITOES*
B3 by M3 can be rendered as an excellent PR EXERCISE

**FILM ARTISTES** can serve their fans and the best way to reciprocate

**FILM FANS** can serve in the name of their matinee idol

**Celebrities** can facilitate in their place & help fellow residents

as a Service to FANS Activity

as a Service to their hero Activity

as a Community Service Activity

The 2nd PR: Public Relations

The 3rd PR: World War against Mosquitoes
B3 by M3 can be rendered as an excellent CSR ACTIVITY

Corporate organisation out of their CSR allocation adopt a whole town and help realise MUST QUITO. They spend money for health including Dengue Cure. This activity will end DENGUE itself.

BIRTH PLACE
Those who have come up in LIFE can adopt their birth place

Those who have come up in LIFE can adopt their village / town where they were born and offer a gift to the people by sponsoring this help.

In memory of deceased close kith & kin

The service can be rendered anywhere in memory of those who were near & dear but no more.
BOMB YOUR PROBLEM from PERSONAL to SOCIETAL

INDIVIDUAL
Familial
Residential
Societal

EDUCATIONAL
Occupational
Professional
Entrepreneurial

ENVIRONMENTAL
COMMUNAL
NATIONAL
GLOBAL

PROBLEMS to NATION & PLANET

START / JOIN ExNoRa INNOVATORS CLUB
the Single-Solution-Window
Single Window to SOLVE the PROBLEMS experienced by one & all, from PEOPLE to the PLANET is YOUR ExNoRa Innovators Club.

Join / Start yours today
INNOVATOR & AUTHOR
Exn Dr Nirmal Basu, GPian
7th Sense Master & Trainer
(Since 1991)
Founder- ExNoRa International
(Since 1989)