



10



MUSTQUITO

MOSQUITO ExNoRa

**ORGANISATION
DEVELOPMENT**



08. MUSTQUITO ORGANISATION DEVELOPMENT

DEVELOP & GALLOP

Spread & Spearhead

SPREAD AWARENESS

ACTION PLAN



CARRY the MESSAGE FORWARD

OPTION 1

**PROPAGATE, EDUCATE &
TRANSFORM**

**MUSTQUITO
SPECIFIC**

**SEE separate PPT
PROPAGATE &
EDUCATE**

CARRY the MESSAGE FORWARD

OPTION 2

SPREAD YOUR SOCIAL MESSAGES AT ZERO COST

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**

CARRY the MESSAGE FORWARD

OPTION 3 by **ZERO MEETING**

You can spread the **MUSTQUITO**
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 MOBILISATION



**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 MUSTQUITO PPT PRESENTATION"
to their class students and inducting each one of
them as a MUSTQUITO 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**

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

E mail 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



MUSTQUITo
ExNoRa

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



MUST QUIT
ExNoRa



Street Corner Meetings



Passenger Messenger.
Addressing passengers and making them carrier of social messages

MUSTQUITO DVD with PPT / FLASH / FILM

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.

MUSTQUITO DVD front & Back covers

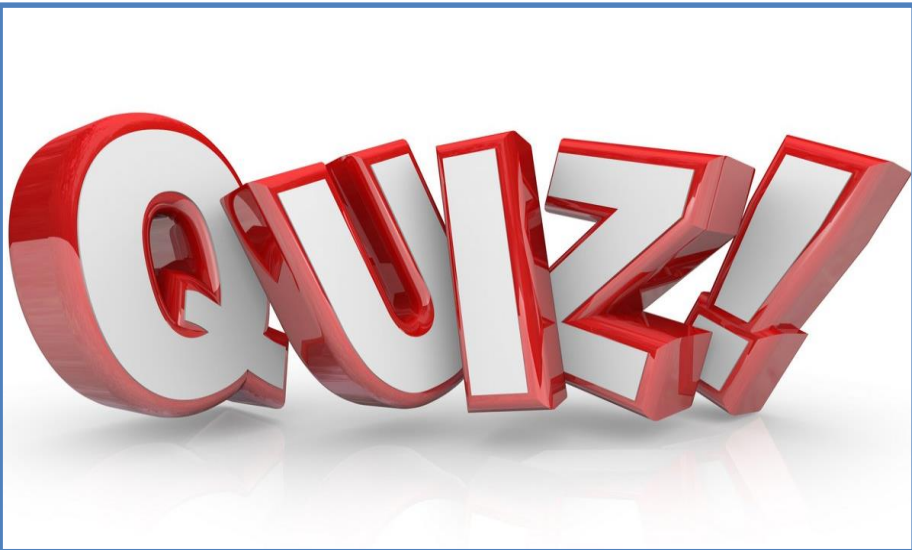
WHOLLY BOOK MUSTQUITO
“ZERO-IN-ON ZERO MOSQUITO”
Part 1 @ ZERO COST Part 1
MUSTQUITO i.e. “MOSQUITO, Must Quit ‘O!’”

DVD / CD COVERS SPECIMEN

WRONG THINGS	RIGHT THINGS	SIMPLE SOLUTION: PREVENT...5 TYPES
We do	We don't do	ZERO MOSQUITO SOLUTIONS OPTIONS SELECT ANY ONE
WRONG THINGS	RIGHT THINGS	
We treat symptoms	We don't treat the disease	preVENT (as an EVENT) by B3 Bar Block Breeding
We talk of consequence	We don't talk about the cause	OR
We don't prevent deaths	We don't prevent its breeding	preVENT (doors & vents) by D3 Dawn Dusk
We fight mosquitoes		OR
		preVENT (Ear Nose Throat) by N3 Net Necessary Needed
		OR
		preVENT (No-doubt Total) by M3 Man Machine Medicine
		OR
		preVENT (Travel) by G3 Go Guided Guarded

“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 **MUSTQUITO** among students and give awards to winners

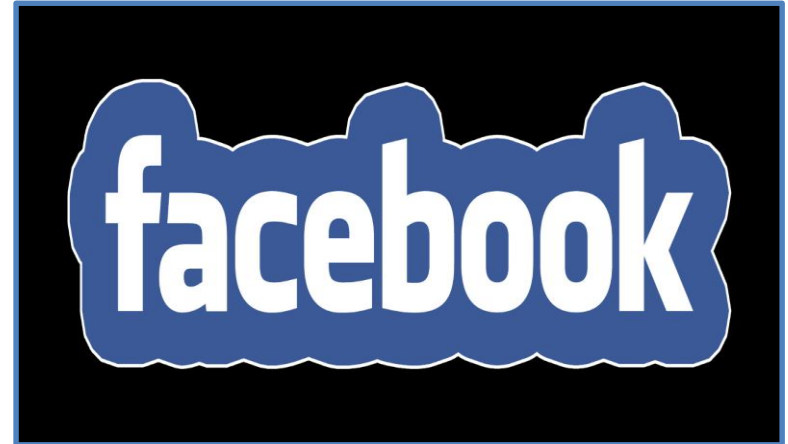


ACTION PLAN

MODE



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**

ACTION PLAN



MODE

Start a WhatsApp
Group by name
MUST**QUITO** **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** **MUST****QUITO** MESSENGER

facebook

WhatsApp



MUSTQUITO
ExNoRa

ExNoRa
MOSQUITO
SOURCE
SPOTTER



ExNoRa
MUSTQUITO
MESSIAH



ExNoRa
MUSTQUITO
MESSENGER



ExNoRa
MUSTQUITO
MUSKETEERS

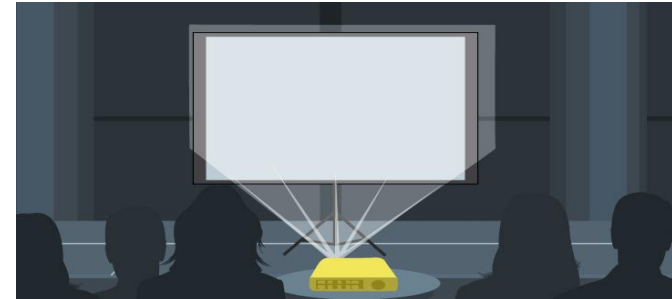


ExNoRa
COMMUNITY
MUSTQUITO
TERMINATOR

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

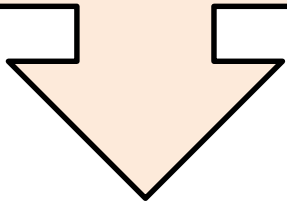
One
simple
action



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

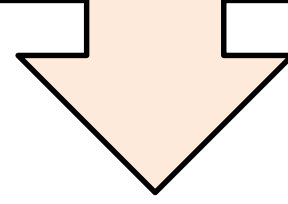
Create your activities Wikimedia & Wikipedia pages

**Post article &
photos**



WIKIPEDIA
The Free Encyclopedia

**Post your
activities photos**



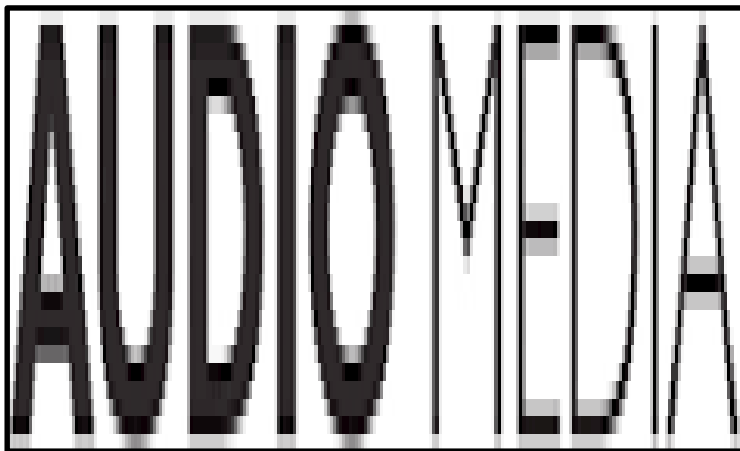
WIKIMEDIA
FOUNDATION

ACTION PLAN

MODE



Approach LOCAL Print, Visual & Audio MEDIA to spread awareness on MUSTQUITO and make use of Social Media



ACTION PLAN- Make the BEST use of MEDIA so that the MUSTQUITO message spreads fast

**Press
Meet**

**Press Release
with a copy of
MUSTQUITO
CD**

**Have a nice
launch with VVIPs
participating &
invite the media**

**Share MUSTQUITO
success stories &
Invite press when you
have action /
demonstration / events**

ACTION PLAN

MODE



SHORT FILMS

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**

ACTION PLAN

roleplayers

Central, State & Local Governments should initiate **MUSQUITO** as the whole service is rendered to assist the governments and they should lead from front



State
Governments

Local Governments
Corporations,
Municipalities,
Panchayat BOARDS

Collectorates

ExNoRa
MUSTQUITO
Musketees



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"

WAR AGAINST MOSQUITOES SCHOOLS & COLLEGES as BASE

ACTION PLAN



roleplayers

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



LIGHTED MATCH TO CRACKERS

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 !

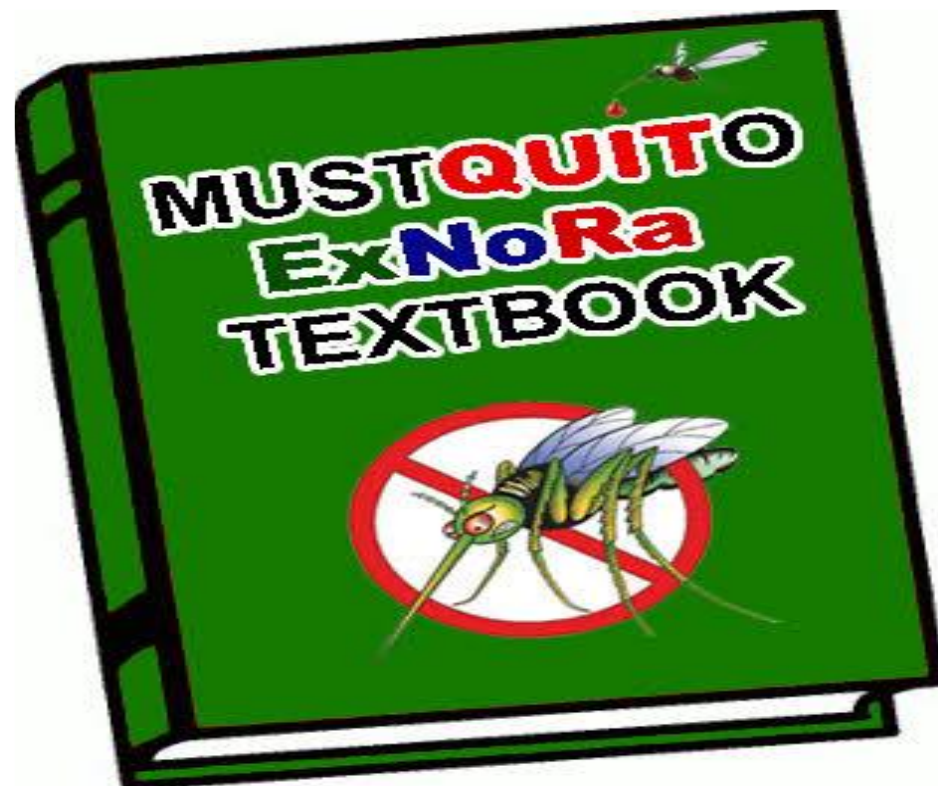


Students will come back to their class and take their turn to inform the class the action that they have taken & the results. They will also share the problems that they face.



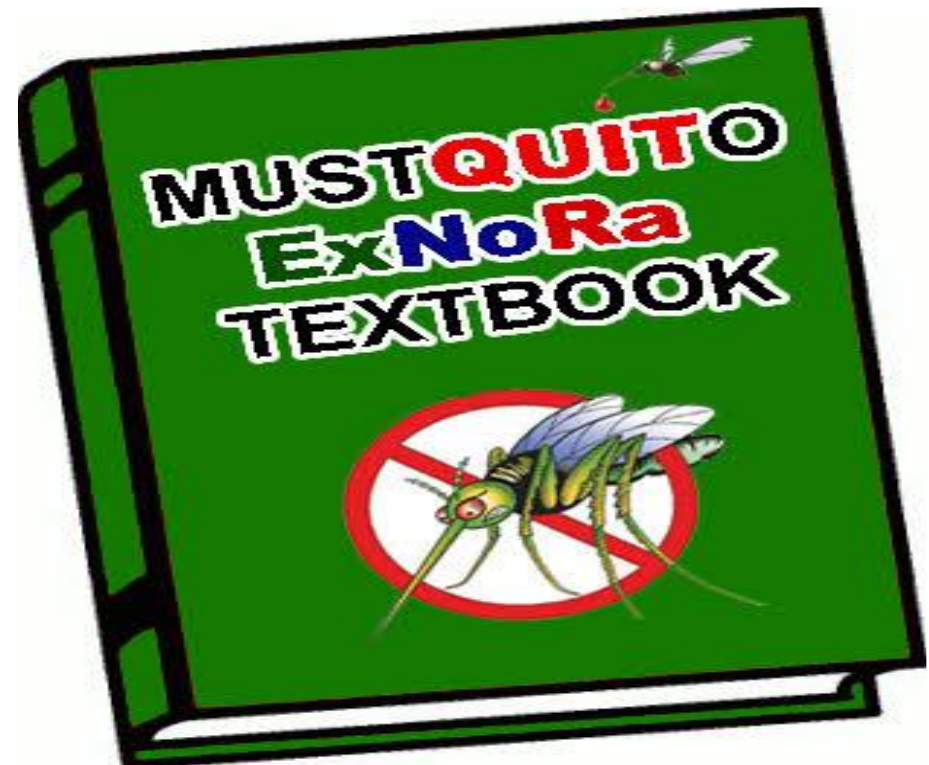
It will be incredible to witness that the solutions coming from other students of the class, a benefit of Group Thinking. Students can easily learn Public Speaking via Speak & Peak & address

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

TRAINING
TOPICS



roleplayers

CONTINUED

Teachers can take one period per month on **MUSTQUITO** . They will **TEACH & REACH**

Students will learn easily public speaking via **Speak & Peak** and address meetings on **MUSTQUITO**



"JEEVAN SHASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING"

roleplayers

ACTION PLAN



In the places of worship
of all faiths and
Muslim JAMATS after
prayer **MUSTQUITO**
awareness can be
created for 30 minutes





roleplayers

WIN * WIN * WIN

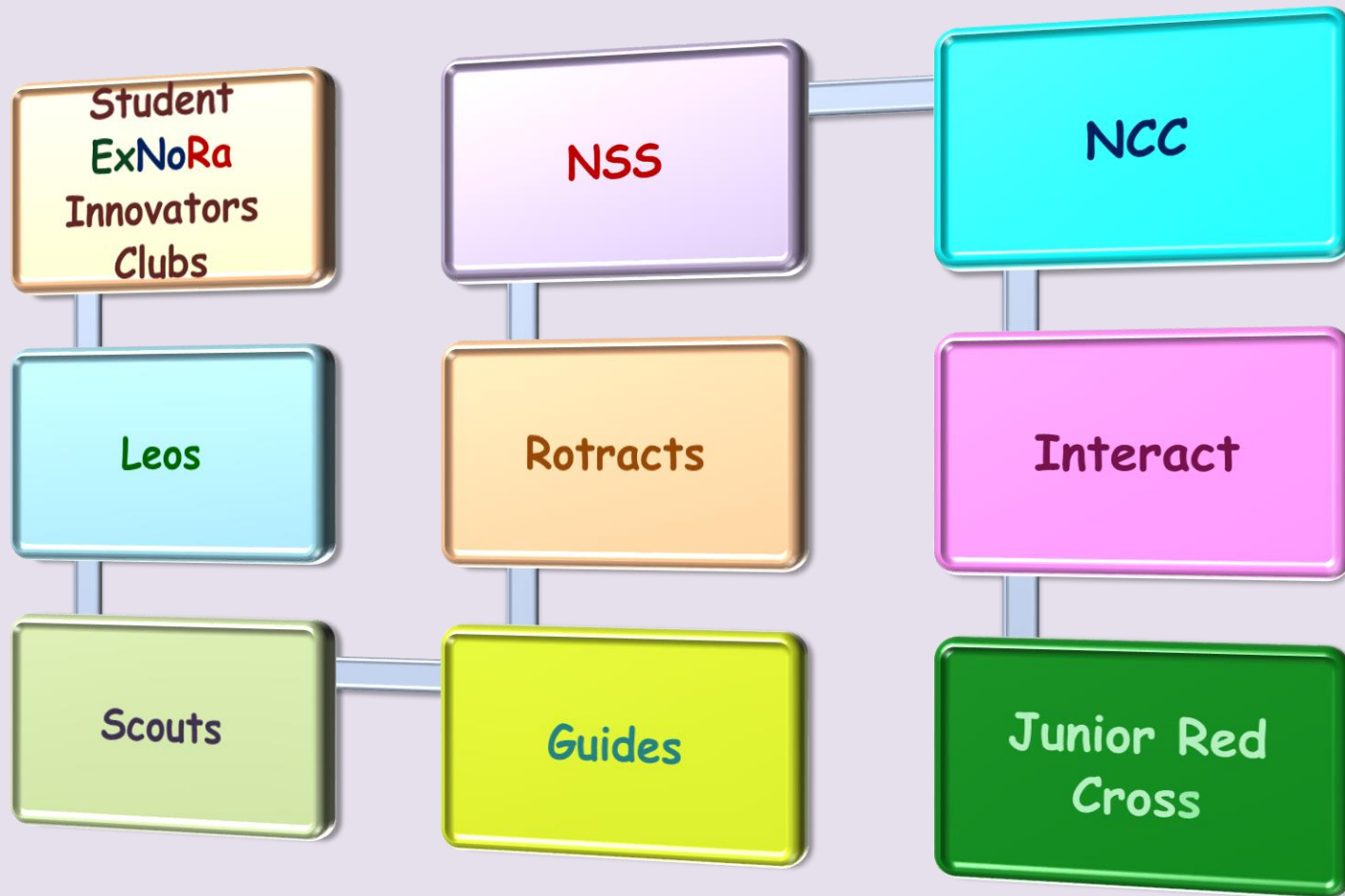
The great International Service Clubs can come forward to initiate **MUSTQUITO ExNoRa** in their street, flat complex, residential area & office & their Kids' School / college using their expertise in service activities. The benefits will be as follows

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



Other Role Players- Youth, students & Children



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 , Rotract, Interact & LEO CLUB members can volunteer to serve as MUSKTEERS, SPOTTERS, MESSIAH & MESSENGERS

roleplayers



Rotract / Interact



Leo Club members



Scouts



Guides

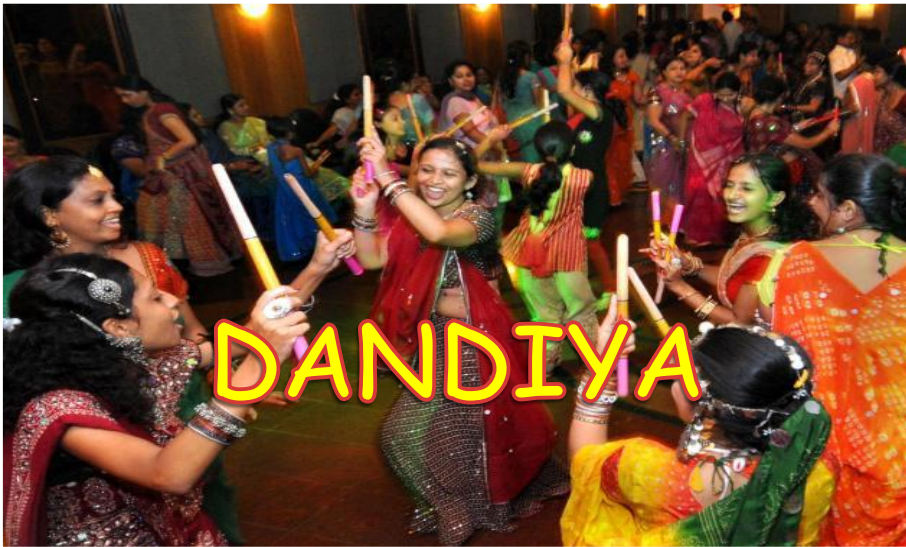


NSS



NCC

Use sports & ARTS to spread MUSTQUITO roleplayers

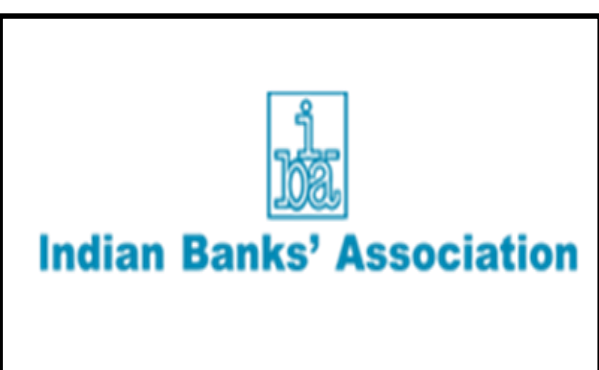


ACTION PLAN

roleplayers



Trade Unions world over can take up **MUST****QUITO** and implement/coordinate / facilitate it for the welfare of its members



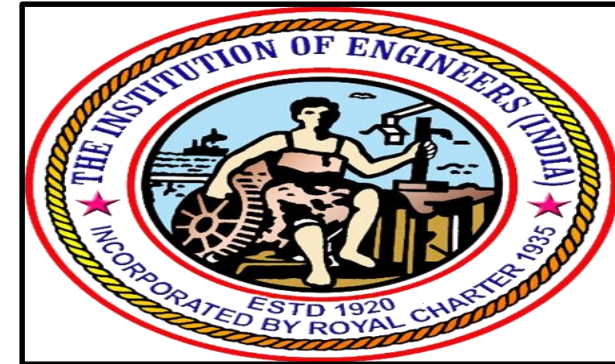
The Associations of Industrialists ,
Manufacturers, Traders, Education,
etc. can initiate **MUST**QUITO &
GUIDE its member organisations

ACTION PLAN



roleplayers

Professionals' Associations like that of DOCTORS, Advocates, Engineers Chartered Accountants, Cost Accountants, Company Secretaries can help their members in initiating **MUSTQUITO** 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 web site / 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



College & School Students

Where to start & How to start?



ExNoRa & RWAs

PREPARATION 2



Councillors,
Elected
Representatives &
Officials of the
LOCAL BODY



MUSTQUIT
ExNoRa

AWARENESS MEETINGS IN the Local Body



Conference Hall



LCD & White Screen



Registration Register



Biscuit & coffee



MUSTQUIT
ExNoRa

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 meeting will be handed over with a CD cum DVD 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



MUSTQUITO
ExNoRa

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



MUSTQUITO
ExNoRa

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

It is
simple

What a difference
it will it make if
the community gets
involved. More are
the participants ,
less the problem is

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

The
2nd PR:
Public
Relations



B3 by M3
SERVICE

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



as a **Students
Welfare
Activity**

DEVOTEES
can sponsor in
their place of
worship



as a **Service
to Divinity
Activity**

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



as a **Love for
Family
Activity**

 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

as their
**Club Image
Building Service**

NGOs & CBOs

can do this service through sponsorship in their place of operation & win their goodwill

as a **People
Relations
Activity**

OLD STUDENTS

(alumni) can sponsor this service to their alma mater & the place where their old teachers live

as an
**Alumni's
Gratitude
Service**

The
2nd PR:
Public
Relations

PR

**B3 by M3
SERVICE**

 The 3rd 
WORLD WAR
against
MOSQUITOES

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



B3 by M3 SERVICE

 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

as a
**Subscribers
Service
Activity**

TRADERS
can do
anywhere

as an **IMAGE
BUILDING
EXERCISE**

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

as
**Salute Birth
Place**

The
2nd PR:
Public
Relations

PR

**B3 by M3
SERVICE**

 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



as a **Service
to FANS
Activity**

FILM FANS

can serve in
the name their
matinee idol



as a **Service
to their hero
Activity**

Celebrities

can facilitate in
their place & help
fellow residents



as a
**Community
Service
Activity**

The
2nd PR:
Public
Relations

PR

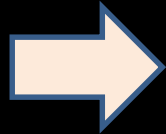
**B3 by M3
SERVICE**



The **3rd**
WORLD WAR
against
MOSQUITOES

B3 by M3 can be rendered as an excellent PR Exercise

B3 by **M3** can be rendered as an excellent **CSR ACTIVITY**

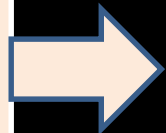


Corporate organisation out of their CSR allocation adopt a whole town and help realise **MUSTQUITO**. They spend money for health including Dengue Cure. This activity will end DENGUE itself



BIRTH PLACE

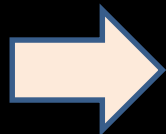
Those who have come up in LIFE can adopt their birth place



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

PROBLEMS to NATION
& PLANET

INDIVIDUAL
FAMILIAL
RESIDENTIAL
SOCIETAL

EDUCATIONAL
OCCUPATIONAL
PROFESSIONAL
ENTREPRENEURIAL

ENVIRONMENTAL
COMMUNAL
NATIONAL
GLOBAL



ExNoRa INNOVATORS CLUB,
the Single-Solution-Window



START / JOIN
ExNoRa
INNOVATORS
CLUB

Single Window to SOLVE the
PROBLEMS experienced by
one & all, from PEOPLE to
the PLANET is YOUR
ExNoRa Innovators Club.

Join / Start yours today





MUSTQUITO

MOSQUITO ExNoRa

INNOVATOR & AUTHOR

Exn Dr Nirmal Basu, GPian

7th Sense Master & Trainer

(Since 1991)

Founder- ExNoRa International

(Since 1989)



WEBSITES

PPTs

DVDs

YouTube &
FLASH

E BOOKS &
E BROCHURES

ONLINE
COMMUNITIES

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LinkedIn®

You
Tube

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nirmal.exnora](http://www.facebook.com/nirmal.exnora)

[twitter.com
/mbnirmal](https://twitter.com/mbnirmal)

[www.linkedin.
com/in/mbnir
mal](http://www.linkedin.com/in/mbnirmal)

SEARCH
Nirmal MB