

**THE GATEWAY**

**THE GATEWAY**

**THE GATEWAY  
KNOW HERE**

- 1. The ORGANISATION's  
NAME PROTOCOL**
- 2. PEOPLE POWER &  
CIVIL SOCIETY  
EMPOWERMENT**



# PLASTIC PRACTIC

P3 M3 ExNoRa

1. PLASTIC PRACTIC  
INTRODUCTION  
PLASTIC GREED

# ORGANISATION NAME EXPLANATION

DAY-TO-DAY NAME,  
NICK NAME &  
PET NAME



**USUAL NAME**  
of the **ORGANISATION**,  
**USE ALWAYS** the  
**CATCHY & CRISPY NICK / PET NAME**



**OFFICIAL NAME**  
The **USE** of the  
official name is also  
**ALWAYS a MUST**



**OFFICIAL NAME**  
communicates the **PURPOSE**.  
It makes it "**SEARCH EASY**".  
Its **USE** is a **MUST**



**TAGLINE**  
It is **catchy**, make you  
easily understand the  
**GOAL**



**TAGLINE**  
a **CATCHPHRASE**  
that you always **REMEMBER**.  
It also serves as a  
**MOTIVATIONAL SLOGAN**



THE CONCEPT  
**CREATOR & INNOVATOR**  
of the  
**LEAD IDEA / BREAKTHROUGH**



**INNOVATOR**  
Exn Dr Nirmal Basu,  
the **7<sup>th</sup> Sense Master**  
twitter: **@mbnirmal**



# OFFICIAL NAME

of the

**SATELLITE ORGANISATION (SO) or ACTIVITY**

(with the NICK-NAME just beneath followed by TAGLINE)

THE NAME & STYLE

of the  
ORGANISATION  
with the LOGO of the  
PARENT  
ORGANISATION & this  
**SO**



PLASTIC PRACTIC

**P3 M3 ExNoRa**



From **PLASTIC PARASITIC** to **PLASTIC PRACTIC**

MODUS OPERANDI : by **P3** by **M3**

“**PLASTIC  
POLLUTION  
PREVENTION**” (**P3**)

**VIA**

**MINIMUM USE,  
MAXIMUM REUSE & RECYCLE  
MUST-SAFE-DISPOSAL (M3 )**



ABOVE : NICK / PET/  
USUAL NAME

PLASTIC PRACTIC

P3 M3 ExNoRa

BELOW: OFFICIAL NAME

TAGLINE : “**PLASTIC POLLUTION PREVENTION**” (P3) by “**MINIMUM USE, MAXIMUM REUSE & RECYCLE MUST-SAFE-DISPOSAL**” (M3 )

OPTION  
1

PLASTIC PRACTIC

P3 M3 ExNoRa

can be a SUBSIDIARY - ORGANISATION

of your parent

ExNoRa INNOVATORS CLUB or

Residents Welfare Association (RWA)

of the PLACE / INSTITUTION



OPTION  
2

PLASTIC PRACTIC

P3 M3 ExNoRa

or can be an ACTIVITY of your parent

ExNoRa INNOVATORS CLUB or

Residents Welfare Association (RWA) of the PLACE /

INSTITUTION



ABOVE : NICK / PET/  
USUAL NAME

PLASTIC PRACTIC

BELOW: OFFICIAL NAME

P3 M3 ExNoRa

TAGLINE : “**P**LASTIC  
**P**OLLUTION  
**P**REVENTION” (P3) by  
“**M**INIMUM USE,  
**M**AXIMUM REUSE & RECYCLE  
**M**UST-SAFE-DISPOSAL” (M3 )



PLASTIC PRACTIC

P3 M3 ExNoRa

can be can be an INDEPENDENT  
**SATELLITE ORGANISATION**  
of your AREA / INSTITUTION  
( OFFICE / SCHOOL / COLLEGE / PLACE OF WORSHIP)  
affiliated to the top body (HQ) of  
ExNoRa INNOVATORS INTERNATIONAL

# PLASTIC PRACTIC

# OPTIONS GALORE



**P3 M3 ExNoRa**

with its MANTRA **P3** by **M3** is PART of  
**JEEVAN SHASTRA, LIFE SCIENCE** for **LIVING** as **HUMAN BEING**

# 1

**PLASTIC PRACTIC** as **P3 M3 ExNoRa**  
will function under one of the following

**A** **ExNoRa** Innovators Club  
OR

**B** Residents **Welfare Association (RWA)** **ExNoRa**  
or **RWA** affiliated with **ExNoRa** Innovators International

# 2

When only this service / activity  
is needed, **PLASTIC PRACTIC** as **P3 M3 ExNoRa**  
can function as an Independent “**ExNoRa** Innovators International’s  
Satellite Organisation” of your **AREA / INSTITUTION**  
**(OFFICE / INDUSTRY SCHOOL / COLLEGE/ PLACE of WORSHIP)**



# PLASTIC PRACTIC

## P3 M3 ExNoRa

### PLASTIC NEUTRAL STATUS & ZERO PLASTIC FOOTPRINT

by P3 by M3

# REALISE

# REALISE

“**PLASTIC POLLUTION PREVENTION**” (P3)

# VIA

“**MINIMUM USE, MAXIMUM REUSE & RECYCLE MUST-SAFE-DISPOSAL**” (M3 )

P3 by M3

is VERY MUCH PART of

**JEEVAN SHASTRA,**  
**LIFE SCIENCE**

for

**LIVING as HUMAN BEING**



**MANUSHYA SHASTRA,**  
**HUMAN SCIENCE**

for

**BEING HUMAN BEING**



**JEEVAN SHASTRA**

**LIFE SCIENCE**

for

**LIVING as HUMAN BEING**

Humans are entitled to  
clean air and water as  
well as healthy habitat  
which will be facilitated  
by the

**ExNoRa** Innovators Club  
of their area

**MANUSHYA SHASTRA,**

**HUMAN SCIENCE**

for

**BEING HUMAN BEING**

to be **HUMANE** is **HUMAN**.

We come across quite often  
individuals who look and  
behave normal, suddenly  
change and shoot people  
without any reason. Manushya  
Shastra will be the best medicine  
to ensure against occurrence of  
such ghastly acts

**ExNoRa** INNOVATORS CLUB is the path to  
**JEEVAN SHASTRA**, the **LIFE SCIENCE** &  
**MANUSHYA SHASTRA**, the **HUMAN SCIENCE**

# PLASTIC PRACTIC

**P3 M3 ExNoRa**

Make your  
**SERVICE VISIBLE,**  
so that more will come  
forward to join and make the  
activity a resounding success

Where to start & How to start ?

Campaign Kit sponsorship  
by **Corporate** (CSR)



# PLASTIC PRACTIC

**P3 M3 ExNoRa**



**“FREEDOM from  
PLASTIC POLLUTION”**

**Welcome to become an  
ExNoRa ECO-TRAINER**

# SIGNS



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**PLASTIC**  
**PRACTIC**

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**FREEDOM FROM PLASTIC POLLUTION**

# SIGNS



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**PLASTIC**  
**PRACTIC**

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**FREEDOM FROM PLASTIC POLLUTION**

# ARMBAND



**T-SHIRT**





**T-SHIRT**



**DO YOU WANT TO  
KNOW ABOUT ?**



**ASK ME HOW !  
&  
ASK ME NOW !!**



# IMMEDIATE ACTION

*Plant a Tree  
& Challenge  
another to  
Plant a Tree*

**JOIN**  
“**ExNoRa**  
**TREE**  
**CHALLENGE**”



**COMPENSATE** “YOUR CARBON FOOTPRINTS”

**SPEARHEADED** by  
**TREETOTALLERS**  
**TREE SPREE** **ExNoRa**

**Know the DO-HOW**  
**BOOK of TREE-KNOWLEDGE**  
**ExNoRa TREEPEDIA**

**Make yours as a licensed  
Satellite Organisation  
(Satellite ExNoRa)**

**of**

**ExNoRa Innovators International  
the Parent Organisation**

This LICENSE when displayed will serve as a POWERFUL SYMBOL of SHARED KNOWLEDGE, COLLECTIVISM & LOCAL, NATIONAL & INTERNATIONAL UNITY / SUPPORT



Remember to get **ExNoRa** License for your Satellite Organisation

**ExNoRa** Innovators Club facilitates, as a SERVICE,  
TRAINING each & every HUMAN in the Art & Science of  
INNOVENTIONS (Innovation + Invention)  
for his OWN and SOCIETAL WELL-BEING

**ExNoRa** Innovators Club  
SINGLE WINDOW &  
**WONDER WINDOW**  
to solve from PERSONAL to  
SOCIETAL PROBLEMS



**ExNoRa** INNOVATORS CLUB for 100% Civil Society Empowerment

PART OF  
MANUSHYA SHASTRA, HUMAN  
SCIENCE  
for BEING HUMAN BEING  
for realising  
JEEVAN SHASTRA, LIFE SCIENCE  
for LIVING as HUMAN BEING

JOIN / START YOUR RESIDENTIAL  
AREA / INSTITUTIONAL  
(Office/ School/ College)  
**ExNoRa** Innovators Club  
today and harvest success

# ExNoRa INNOVATORS INTERNATIONAL - since 1988

“IDEA-MEN of the WORLD, UNITE”

is the largest organisation in India for **INNOVATIONS** for self-improvement and societal development & **one of the fastest growing in the world**, **founded in India** & operates through its **LOCATION / INSTITUTION** based chapters,



## ExNoRa INNOVATORS CLUB

**ExNoRa** stands for  
**Excellent Novel Radical**

ExNoRans ensure these three qualities in their  
**Thoughts / Words / Action & Innovate**

**ExNoRa** is the **ONLY** Club  
which trains and  
makes its members  
**INNOVATORS PAR EXCELLENCE**

One who wants to serve by **INNOVATIONS** joins **ExNoRa** Innovators Club.  
He or she uses the prefix **Exn** as short form of **ExNoRa**  
e.g. Exn Ram, Exn. Robert, Exn Rahim before his / her name  
and is always addressed by others as an **ExNoRa** **INNOVATOR**

**ExNoRa** : What the 3 colors **Green**, **Blue** & **Red** signify?

The **GREEN** represents **ENVIRONMENT**,

The **BLUE** represents **PEACE** &

The **RED** represents **SACRIFICE**

We need Clean & Green **ENVIRONMENT** & **PEACE** in our  
society & within ourselves & we can get both by only **SACRIFICE**

All these easily  
realised through  
**INNOVATIONS**

# The **WHOLE CONTENT** is **MADE AVAILABLE** through

**WEBSITES**

**PPTs**

**DVDs**

**YouTUBE  
videos**

**E BOOKS &  
E BROCHURES**

**ONLINE  
COMMUNITIES**



# PLASTIC PRACTIC

P3 M3 **ExNoRa**

## INNOVATOR & AUTHOR

Exn Dr Nirmal Basu, **GPian**

**7<sup>th</sup> Sense Master & Trainer**

(Since 1991)

Founder- **ExNoRa** International

(Since 1989)





# Nirmal

## Exn Dr. Nirmal Basu



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# ExNoRa

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