“WE are ONE & DIFFERENCE NONE”
The NAME that communicates the PURPOSE. Makes it “SEARCH EASY”. Its USE is a MUST.

Used additionally. CATCHY & CRISPY. FOCUSES on the ACTION PART.

The line that you always REMEMBER, serving also as a SLOGAN.
The GOAL is 100% POSSIBLE. VIEW the whole content, get acquainted & IMPLEMENT. QUITE EASY to PUT into PRACTICE. DO SHARE WITH OTHERS FOR THEIR WELLBEING!
OFFICIAL NAME
of the SATELLITE ORGANISATION or ACTIVITY
(with the NICK-NAME just beneath followed by TAGLINE)

ACT & IMPACT
ACTION ExNoRa

"WE are ONE & DIFFERENCE NONE"

modus operandi

Inspire, Instruct, Initiate & Ignite

Copyright
Trademark
CONCEPT 7th Sense Master
The OFFICIAL NAME of the organisation below & the NICKNAME will come above the OFFICIAL NAME. Below the NICKNAME & OFFICIAL, the TAGLINE / SLOGAN will find its place.

ACT & IMPACT
ACTION ExNoRa

“WE are ONE & DIFFERENCE NONE”
OFFICIAL NAME OF THE SATELLITE ORGANISATION or ACTIVITY with nick name below

TAGLINE: “WE are ONE & DIFFERENCE NONE”

OPTIONS

as a Subsidiary Organisation (SU)
or as a Satellite Organisation (SA)

ACT & IMPACT ACTION ExNoRa

can be a SUBSIDIARY ORGANISATION of your parent

ExNoRa INNOVATORS CLUB or

Residents Welfare Association (RWA)
of the PLACE / INSTITUTION

ACT & IMPACT ACTION ExNoRa

can be an INDEPENDENT Satellite ORGANISATION of your area / institution

affiliated to the top body (HQ) of

ExNoRa INNOVATORS INTERNATIONAL
“WE are ONE & DIFFERENCE NONE”

is VERY MUCH PART of

JEEVAN SHASTRA, LIFE SCIENCE,
(जीवन विज्ञान) for
LIVING as HUMAN BEING
&
MANUSHYA SHASTRA, HUMAN SCIENCE
(मनुष्य विज्ञान) for BEING HUMAN BEING
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 SHAASTRA, HUMAN SCIENCE for BEING HUMAN BEING for realising JEEVAN SHAASTRA, LIFE SCIENCE for LIVING as HUMAN BEING

JOIN / START YOUR RESIDENTIAL AREA / INSTITUTIONAL (Office/ School/ College) ExNoRa Innovators Club today and harvest success
Learn through your ExNoRa Innovators Club to innovate for the wellbeing of Self, Family, Society, Business, Nation & the Planet.
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 ExNoRan
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 world will 100% start moving fast towards **ZERO** in the following areas. Join / Start YOUR “ExNoRa INNOVATORS CLUB”

- Zero Pollutions & Wastes
- Zero Corruption
- Zero Communalism
- Zero Crimes & Murders
- Zero Dishonesty
- Zero Hate
- Zero Food & Water Shortage
- Zero Violence & Extremism
- Zero Greed
- Zero Inhumaneness
- Zero Wars
- Zero Alcoholism
- Zero Accidents
- Zero Inequality
- Zero Gender Bias
- Zero Bonded & Child Labour
Make yours is a licensed Satellite Organisation (Satellite ExNoRa) of ExNoRa Innovators International the Parent Organisation
Remember to get ExNoRa License for your Satellite Organisation
The INCREDIBLE ExNoRaa WORLD.
Be part of it and become a WONDER HUMAN.
HUMAN RESOURCE MOBILISATION for “ACT & IMPACT”
BEAR these in your MIND before taking one more step

- PROBLEMS are GIFTS
- HURDELS are STEPPING STONES
- CHALLENGES lead to SUCCESS VOYAGES
- DIFFICULTIES are OPPORTUNITIES
- SETBACK is a SETUP for a COMEBACK
- TROUBLE is just a BUBBLE makes you ABLE
MINE “HUMAN-MINE” is a “HUMAN RESOURCE MOBILSATION” TOOL which is part of JEEVAN SHAASTRA, LIFE SCIENCE for LIVING as HUMAN BEING & 2. MANUSHYA SHAASTRA, HUMAN SCIENCE for BEING HUMAN BEING
“Do all the good you can, 
By all the means you can, 
In all the ways you can, 
In all the places you can, 
At all the times you can, 
To all the people you can, 
As long as ever you can.”

John Wesley

“I shall pass this way but once; any good 
that I can do or any kindness I can show to 
any human being; let me do it now. 
Let me not defer nor neglect it, for I shall 
not pass this way again”. 

Stephen Grellet

ExNoRans follow these two
GOLDEN-QUOTES in letter spirit
MAKE YOUR LIFE HEAVENLY

“The MISERIES are not due the VIOLENCE of the BAD, but SILENCE of the GOOD”
ExNoRa converts the mere population by its famous Voluntary Community Human Resource Development Programmes

PRICELESS Social Capital

1. JEEVAN SHASTRA, Life Science for Living as Human Being &
2. MANUSHYA SHASTRA, Human Science for Being Human Being
## Balance Sheet of a NATION

<table>
<thead>
<tr>
<th>Liability Side</th>
<th>Asset Side</th>
</tr>
</thead>
<tbody>
<tr>
<td>X MILLION of STOMACHS</td>
<td>X MILLION BRAINS</td>
</tr>
<tr>
<td></td>
<td>X MILLION pairs of hands</td>
</tr>
</tbody>
</table>

ExNoRa makes the BRAINS to “Think Positively” & HANDS to “Act Constructively” through its VOLUNTARY COMMUNITY HRD PROGRAMMES
<table>
<thead>
<tr>
<th>Liability Side</th>
<th>Asset Side</th>
</tr>
</thead>
<tbody>
<tr>
<td>A few hundred STOMACHS</td>
<td>A few hundred BRAINS</td>
</tr>
<tr>
<td>A few hundred BRAINS</td>
<td>A few hundred pairs of hands</td>
</tr>
</tbody>
</table>

ExNoRa makes the BRAINS to "Think Positively" & HANDS to "Act Constructively" through its VOLUNTARY COMMUNITY HRD "JEEVAN SHAASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING"
People Resource is the BEST of ALL, which can be tapped by People’s Participation. It is 100% achieved through Social Mobilisation ensuring Social Contribution which in no time can be converted as Social Capital for Societal Development. ExNoRa has 100% expertise.

ExNoRa’s Formula to transform the SOCIETY.
LET US REMEMBER

“NO PROBLEM IS TOO LARGE, IF THE COMMUNITY GETS INVOLVED IN SOLVING IT. THERE ARE SO MANY HANDS TO BUILD A BETTER NATION”

NIRMAL BASU

“JEEVAN SHASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING” & “MANUSHYA SHASTRA, HUMAN SCIENCE for BEING HUMAN BEING”
“One determined person with unquenchable passion can transform the society”
MAKE YOUR LIFE HEAVENLY

1. “The ORGANISED MINORITY is much stronger than UNORGANISED MAJORITY”
2. “The ORGANISED MAJORITY is stronger than the strongest forces who are divided”
2. “When the ORGANISED MAJORITY is wedded to ethics, scruples, morals and noble principles, the Earth becomes HEAVEN”  NIRMAL
ORGANISING is GREAT &
ORGANISATION is the GREATEST

“Oh MAN, a STONE on your passage
may cause your fall.
Oh MEN, you can move a MOUNTAIN”.

“Oh MAN, you may be
washed away by a FLOOD.
Oh MEN, you can divert a FLOOD”

“Oh MAN, you may be crushed by a
tyrannical GANG.
Oh MEN, you can give a BANG to the
GANG”

-7th SENSE MASTER
The ALL IMPORTANT

“VOLUNTARY COMMUNITY HUMAN RESOURCE DEVELOPMENT”

by just using totally free but priceless SOCIAL CAPITAL
THE FIVE CAPITALS

NATURAL CAPITAL

HUMAN CAPITAL
PEOPLE'S HEALTH, KNOWLEDGE, SKILLS AND MOTIVATION

SOCIAl CAPITAL
e.g. families, communities, businesses, trade unions, schools, RWAs and voluntary organisations

MANUFACTURED CAPITAL

FINANCIAL CAPITAL
Undoubtedly the best is **HUMAN CAPITAL**. To get it you don’t need anything except using totally free but a powerful tool called **MOTIVATION**.

Your **ExNoRa INNOVATORS CLUB** will be your learning institution to master the Art & Science of **MOTIVATION**.
VOLUNTARY COMMUNITY HUMAN RESOURCE DEVELOPMENT is the most important function of ExNoRa INNOVATORS CLUB. The problems are too many. The people who are affected by the problems, can themselves solve most of them provided they have the KNOWLEDGE and MOTIVATION. Both are taken care by the 6 heads of 7 types of Human Resource Management via their ExNoRa INNOVATORS CLUB (EIC). EIC WILL EQUIP THEM
The necessary man-power, skills, citizens with APTITUDE & ATTITUDE are there around us in our COMMUNITIES & INSTITUTIONS for doing VOLUNTARY COMMUNITY HUMAN RESOURCE DEVELOPMENT by just using totally free but priceless SOCIAL CAPITAL realising model and livable Habitat & Planet.
“Instead of seeing the people around you as so many STOMACHS, consider them as so many BRAINS & so many PAIRS OF HANDS”

Inspire
Instruct
Initiate &
Ignite

Them

ExNoRa
THE PROBLEM-OWNERS
and
THE SOLUTION-OWNERS are there in the same place without knowing the presence of each other. ExNoRa INNOVATORS CLUB is the matching mechanism.
Enlisting **COMMUNITY PARTICIPATION** and making it **SOCIAL CAPITAL**. See the following examples, your doubts will disappear.

**PEOPLE’S PARTICIPATION**

A NATIONAL EXAMPLE

**Mahatma’s FREEDOM STRUGGLE** is the best **NATIONAL EXAMPLE** for getting **100% PEOPLE’S PARTICIPATION**

A LOCAL EXAMPLE

**People pulling together the mammoth TEMPLE CAR** is the best **LOCAL EXAMPLE** of **PEOPLE’S PARTICIPATION**
EXAMPLE, One of several hundreds of in solving people’s problems by their own sheer participation.
SLUM GLOOM became SLUM AWESOME

ExNoRa EXAMPLE SOCIAL CAPITAL FOR SLUM AWESOME

The YOUTH participated

VENKATAPURAM TODAY
How your own organisation ExNoRa INNOVATORS CLUB (EIC) can help everything of YOURS? Your HOME, FLAT COMPLEX, STREET/AREA, OFFICE / FACTORY, SCHOOL & COLLEGE, PLACE OF WORSHIP.

See a few samples of the most successful 27 years TRACK RECORD of ExNoRa INNOVATORS CLUB

Your CHAPTER of ExNoRa INNOVATORS CLUB through its DIRECTOR : ENVIRONMENT with your cooperation will GUIDE Jeevan Shastra, Life Science, for Living as Human Being
See ExNoRa MAGIC BEFORE & AFTER

Dirty Dwellings before

Paryavaran Shastra

became Heavenly Homes

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL

street, open SHITS

before

via

Home ExNoRa

became VISUAL TREAT

after

via

RWA ExNoRa

OPEN TOILET

Cattle

Sewage Pool

Sewage Stream

Unhygienic public water fountain

Garbage Mountain

Cow dung pile
See ExNoRa MAGIC BEFORE & AFTER

Streets without TREES

before

via ExNoRa

RWA

Paryavaran Shastra

became TREE SPREE

after

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL

Terraces that were DISGRACE

before

via ExNoRa

RWA

became Green Grace

after Terrace Sky Farming since 1995
See ExNoRa MAGIC BEFORE & AFTER

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL

Paryavaran Shastra

Slum Gloom

Slum Awesome

Village Sullage

Village Privilege
See ExNoRa MAGIC BEFORE & AFTER

Before

- BURIAL GROUND - "Dirt & Filth" AROUND

- TEMPLE TRAMPLE

After

- BURIAL GROUND - MEMORY ABOUND

- TEMPLE EXAMPLE

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL

Activities of ExNoRa Innovators Club
OFFICE BLISS

SCHOOL COOL

COLLEGE “GREEN COLLAGE”

INDUSTRY ARTISTRY

www.exnorainnovators.club
www.exnora-innovators.club
ECO & CIVIC
IN-VISION to
INNOVATION

PLACE of WORSHIP became PLACE of HARDSHIP
CHANGED by ExNoRa INNOVATORS CLUB as
PLACE of BEAUTY

Your CHAPTER of ExNoRa INNOVATORS CLUB through its DIRECTOR : ENVIRONMENT
with your cooperation will GUIDE

Jeevan Shastra, Life Science, for Living as Human Being

www.exnora.innovators.club
www.exnora-innovators.club
PLACE of WORSHIP became PLACE of HARDSHIP

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
PLACE of WORSHIP became PLACE of HARDSHIP

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
Street Corner became Sacred Corner for all FAITHS

GODOWN Street became GO DOWN Street which ExNoRa Made as GOD OWN Street ExNoRa
INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
Street Corner became Sacred Corner for all FAITHS

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
Stree Corner became Sacred Corner for all FAITHS

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
Youth ExNoRa Members did SHRAMDAAN weekend after weekend working in the Goods Railway Station and upgraded their TOILET.

SOCIAL CAPITAL FOR TOILET RENOVATION & MODERNISATION.

The Magic happened thanks to “WORSHIP RELATIONSHIP” leading to YOUTH PARTICIPATION.
The **MAGIC WORDS** are **SHRAMDAAN** or **SOCIAL CAPITAL**. It was triggered by initiation of a **YOUTH ACTIVITY** of providing them a **GYM** through **SPONSORSHIP**. It made them use and benefit. As they gathered they became a **FORCE** and as ExNoRans they cleaned their slum & made it a model

**SOCIAL CAPITAL FOR SLUM AWESOME**

The Magic happened thanks to **“WORSHIP RELATIONSHIP”** leading to **PARTICIPATION**

The **YOUTH** started doing periodical **SHRAMDAAN**

**VENKATAPURAM TODAY**
ECO & CIVIC IN-VISION
To INNOVATION
Before & After

Jeevan Shastra, Life Science, for Living as Human Being

Your CHAPTER of ExNoRa INNOVATORS CLUB through its DIRECTOR : ENVIRONMENT with your cooperation will GUIDE

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Jeevan Shastra, the Life Science, for LIVING as Human Being
Social Capital not the Monetary Capital brought the CHANGE

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
Social Capital not the Monetary Capital brought the CHANGE

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Social Capital not the Monetary Capital brought the CHANGE

ExNoRa INNOVATORS CLUB brought the change

Jeevan Shastra, Life Science, for LIVING as Human Being
ECO & CIVIC IN-VISION
to INNOVATION
for BASIC CIVIC NEEDS

Jeevan Shastra, Life Science, for Living as Human Being

Your CHAPTER of ExNoRa INNOVATORS CLUB through its DIRECTOR: ENVIRONMENT with your cooperation will GUIDE

www.exnora.innovators.club
www.exnora-innovators.club
Gutter Guard to prevent solid waste & plastics falling inside and causing obstruction

Jeevan Shastra, the Life Science, for LIVING as Human Being
Paryavaran Shastra

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL
ExNoRa Innovators Club’s Crusade for Right to Walk & better footpath wanting PLATFORM should be named as FLATFORM

ExNoRa held a walking demonstration by Visually Challenged on the so called Footpath

ExNoRa held a walking demonstration by Physically Challenged on the so called Footpath

ExNoRa INNOVATORS CLUB Concepts & Nomenclature: NIRMAL
Pollution. \textbf{ExNoRa} made a spelling change POSTER as POSTEAR and volunteers tore of posters & painted the walls & government followed.
Paryavaran Shastra

SEWER SPILL-OVER became a SEWER SERVER

Before

SEWAGE WASTAGE became SEWAGE USAGE

via

Slum Community ExNoRa

via

Community ExNoRa

Lights & cooking gas

ExNoRa INNOVATORS CLUB/ Concepts & Nomenclature: NIRMAL
ExNoRa INNOVATORS CLUB
ECO & CIVIC INNOVATION
From DEAD WATER BODIES (over 50) to LIVE WATER BASINS

Jeevan Shastra, Life Science, for Living as Human Being

Your CHAPTER of ExNoRa INNOVATORS CLUB
through its DIRECTOR : ENVIRONMENT
with your cooperation will GUIDE

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From DEAD WATER BODIES to LIVE WATER BASINS KOVALAM

Before

DEAD POND

WORK BEGINS

KOVALAM

During

CHILDREN JOIN

DURING

REVIVED POND

ExNoRa INNOVATORS CLUB
From DEAD PONDS to LIFE BOND

ExNoRa INNOVATORS CLUB

Jeevan Shastra, the Life Science, for LIVING as Human Being
From DEAD WATER BODIES to LIVE WATER BASINS KOVALAM

Before WATER FAKE After WATER MAKE

ExNoRa INNOVATORS CLUB

Before After

Jeevan Shastra, the Life Science, for LIVING as Human Being
From DEAD WATER BODIES to LIVE WATER BASINS KOVALAM

ExNoRa INNOVATORS CLUB

Jeevan Shastra, the Life Science, for LIVING as Human Being
From **DEAD WATER BODIES** to **LIVE WATER BASINS KOVALAM**

**Before**  **WATER SIN**  **After**

**ExNoRa INNOVATORS CLUB**

**Pond “END”**

Jeevan Shastra, the Life Science, for LIVING as Human Being
INNOVENTOR
(INNOVATOR+ INVENTOR),
CONCEPT CREATOR, NEOLEXIAN & AUTHOR

Exn Dr Nirmal Basu, GPian
7th Sense Master & Trainer (SINCE 1991)
7th Sense Society (1999), INNOVENTIONS (1999) & 40 more
INNOVENTOR (INNOVATOR+ INVENTOR), (since 1977) of
nearly of 3000 IDEAS, CONCEPTS, SERVICES & PRODUCTS
AUTHOR (since 1964) 14 books & hundreds of articles, stories
& research papers PHOTO-JOURNALIST (since 1964)
NEOLEXIAN (coiner of new words) in 3 languages (since 1980)
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