

SPREAD & SPEARHEAD

PART of ZERO HERO SERIES

PART OF
WORSHIP
RELATIONSHIP



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 7th 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



SPREAD & SPEARHEAD

PROPAGATE & EDUCATE **ExNoRa**

Easy & Breezy



OFFICIAL NAME

of the

SATELLITE ORGANISATION or ACTIVITY

SPREAD & SPEARHEAD



ExNoRa



Pet Name

Zero Hero

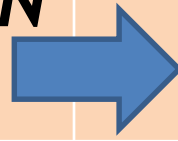
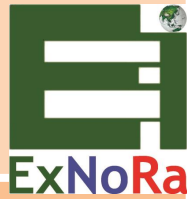
SLOGAN

AWARENESS ALL
THE TIME

**OFFICIAL NAME OF THE
SATELLITE ORGANISATION
or ACTIVITY**

SPREAD & SPEARHEAD

ExNoRa



Pet Name

Zero Hero

Slogan

AWARENESS ALL THE TIME

Do this either as a **Subsidiary Organisation (SU)**
or as a **Satellite Organisation (SA)**

SPREAD & SPEARHEAD

OPTION

1

ExNoRa

SU

can be a

SUBSIDIARY ORGANISATION

or an **ACTIVITY** of your parent

ExNoRa INNOVATORS CLUB

or

**Residents Welfare
Association (RWA)**

of the **PLACE / INSTITUTION**

OPTION

3

**SPREAD &
SPEARHEAD**

SA

ExNoRa

can be an **INDEPENDENT**

Satellite ORGANISATION

(**OFFICE / SCHOOL / COLLEGE /**

PLACE OF WORSHIP) affiliated

to the top body (HQ) of

ExNoRa INNOVATORS

INTERNATIONAL

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

Spread & Spearhead
your message @ zero cost

THE PRINCIPLE

"If you cannot get
crowd, go where the
crowd is"



Spread & Spearhead & Zero Hero (Propagation)

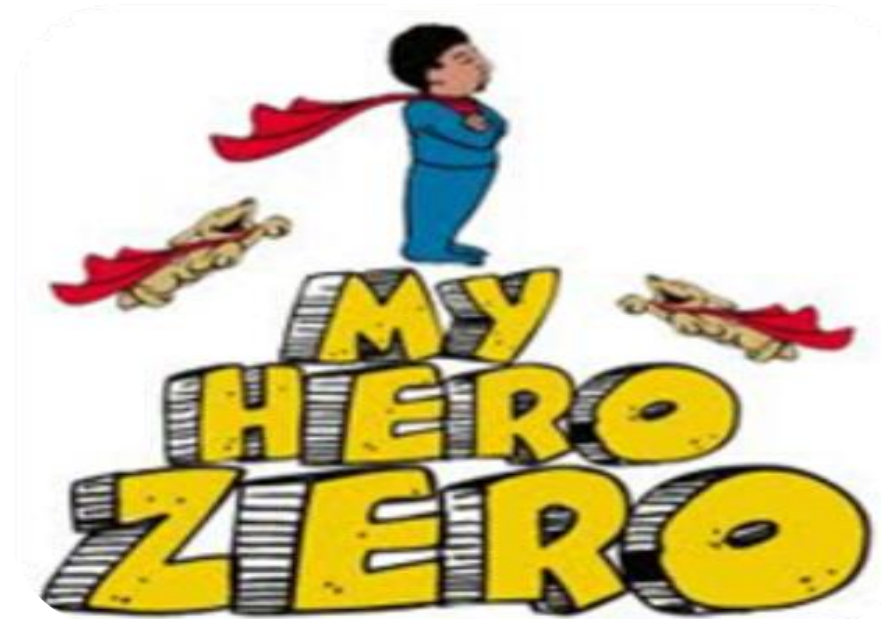


"Zero- Hero"-
Spread & Spearhead.

PROPAGATE

@ Zero Budget,

@ NIL Cost your
MESSAGE



Register your cause,
mission or crusade
with "Zero Hero", a
SOCIAL TOOL of
ExNoRa which will
help you to spread
your message



Make your message a MOVEMENT.
Your noble dream will come true via
"ZERO-HERO". After all your message
is going to make the listeners better

MOBILISE HUMAN RESOURCE

by

“Zero My Hero” via ‘NIL Cost Meetings’

with a group of your members designated as

ExNoRa Meeting Messiahs for

1. **ExNoRa** Innovators Club of your Area / Town / Village / Office / School / College / Place of Worship

2. your Residents Welfare Association **ExNoRa** / RWA **ExNoRa** of your Flat Complex / street / area

3. For any of the 200 **ExNoRa** Satellite Organisations , each with a specific Earth Saving & Humanity Serving Mission . See the list

What for the zero cost
meetings?

To spread and create
awareness on 300

ExNoRa's EARTH

SAVING & HUMANITY

SERVING MESSAGES .

To spread your message, let not money be the constraint. Hold meetings without any expense

Go to them !!!!

Go where all people assemble, instead of inviting them and then addressing them

Go to them !!!!

This opportunity nearly 60 is there everywhere and around you. Make use from NOW

Go to them !!!!

In short hold meetings in

Street
Corners

Parks

Playgrounds

Flat
Complexes

Colleges

School /
College
Assemblies

Places of
Worship

Inside
Buses /
trains

Public
Water
Fountains

First hold periodical
**BRAIN STORMING
SESSIONS &
ROUND TABLES**

amongst yourselves in
which all "ExNoRans"
will participate &
chalk out a right
PLAN OF ACTION



SPREAD & SPEARHEAD @ ZERO COST

Ensure all your meetings are
at **ZERO BUDGET**
& **ZERO COST**

Instead of organising meetings, go to places where people gather & with the permission of the organisers, address the audience briefly.

"**ExNoRans**" can do it everyday .

Zero Budget Meetings @ Your Home

**YOUR OWN
HOME /
FLAT**



BRIEF MEETINGS WITH REQUEST FOR ORGANISING FULL-FLEDGED MEETINGS

“ExNoRans” must see the “Today's Engagements” Column of all dailies and go to the venues where meetings take place, seek permission of the conveners of the meeting & address the audience for about 5 minutes. They must use that 5 minutes for just an introduction and for the people to get in touch with them for knowing fully as well as their arranging a meeting / workshop. Get the addresses of people who want this vital service

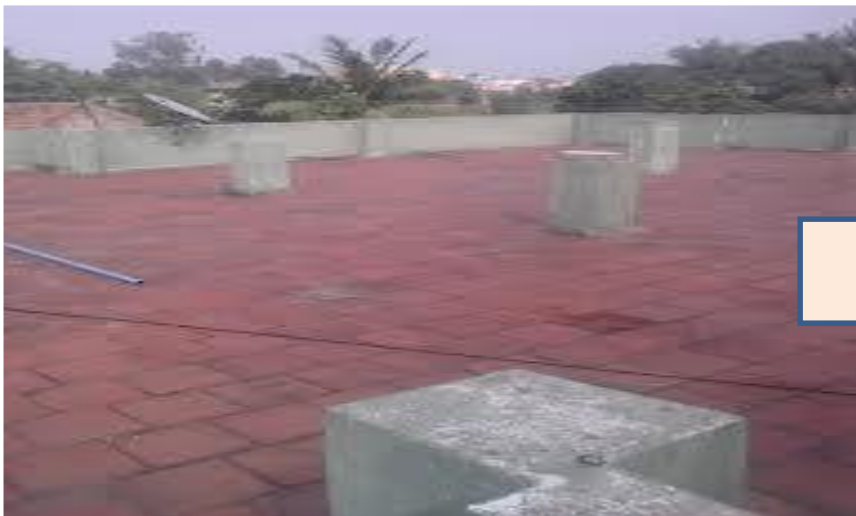
Zero Budget Meetings @ Your OFFICE

If your office has space, you can conduct meetings there. First make your office a BLISS



Zero Budget Meetings @ terrace of buildings

ExNoRans hold meetings on the terrace of any building including their home, office or flat complexes. A Good & free of cost place to conduct meetings is the terrace



Zero Budget Meetings @ CAR GARRAGE / PARKING AREA

Your home flat / office
or any flat complexes
the car park area can
be made the best use
of



Zero Budget Meetings @ STREET CORNERS

ExNoRans hold meetings in the
STREETS / STREET CORNERS



ZERO BUDGET MEETINGS under the shade of the tree

ExNoRans can hold meetings beneath Tree Shade. There are trees and naturally shade



Zero Budget Meetings @ PUBLIC WATER FOUNTAINS

ExNoRans can talk to women waiting at Public Water Fountain waiting for their turn to collect water



Zero COST Meetings @ PUBLIC PARK MEETINGS

Public Park Meetings



Zero Budget Meetings @ PLAYGROUNDS

Playground Meetings



Zero Budget Meetings @ School / College Halls to address the students

ExNoRans can hold meetings / method demonstrations in schools / colleges



Zero Budget Meetings @ School / College/ Assembly

“ExNoRans” can address the students in the School / College Assembly. Everyday in every schools meetings are taking place



Zero Budget Meetings @ School / College/ Hall

“ExNoRans” can make use of School / College hall to hold its meeting inviting residents & general public



Zero Budget Meetings Inside Buses

ExNoRans can get in to buses & address passengers & make them as messengers of their message

**PASSENGER MESSENGER
in 2001**

Passengers get in the Bus when it stops in the Bus Stand and it takes time for the bus crew to arrive. That time can be used for you to get in & talk for a while about your solution to the most vexatious problem



Zero Budget Meetings Inside the railway station & train

PASSENGER MESSENGER in Trains

Distribute Hand-outs in the
Trains where you have
readymade audience



Trichy Railways use
Trichy Youth ExNoRa
service to travel &
propagate in the day
trains

Zero Budget Meetings @ Beach

**BEACHES ARE IDEAL PLACES
for ZERO BUDGET MEETINGS**



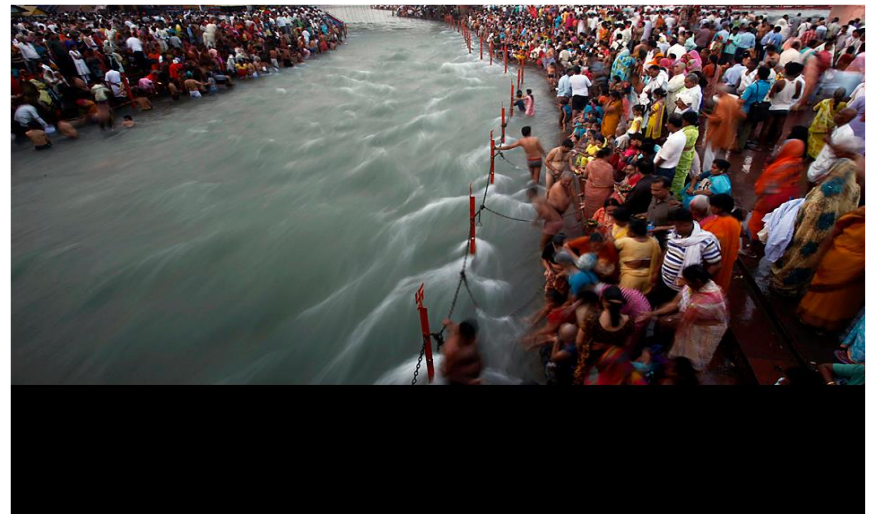
Zero Budget Meetings @ Lake Bank Meetings

LAKES/ POND BANKS



Zero Budget Meetings @ River Bank Meetings

River Bank Meetings



ZERO BUDGET MEETINGS HINDU TEMPLES

Temple is the place where there is gathering almost 18 hours a day.
Make use of the same for their own good

ExNoRans can address the pilgrims in temples



ZERO BUDGET MEETINGS INSIDE THE CHURCHES

Christians never miss Sunday Prayers .
Churches have been giving opportunities
to **ExNoRa** to speak on its Earth
Saving concepts. Use that opportunity



ZERO BUDGET MEETINGS @ JAMATH MEETINGS

MUSLIMS HAVE WEEKLY THEIR
JAMATS AND HAVE BEEN NICE to
GIVE OPPORTUNITY to ExNoRa to
ADDRESS THEIR MEMBERS



ZERO BUDGET MEETINGS @ SIKHS GURUDWARAS

**Sikhs Gurdwara will be a place
good to take your message for a
ripple effect**



Zero Budget Meetings @ Buddhists Viharas

**Buddhists' Viharas a great place
for spreading the message**



Zero Budget Meetings @ JAIN TEMPLES

Jain Temples offer wonder
opportunities to **ExNoRa**



Zero Budget Meetings @ Parsis Agyari

Parsis Agyari is limited in number but still quite potential



Zero Budget Meetings @ BAHAI TEMPLES

**Bahai Temples are there
world over and can be
made the best use of**



ExNoRans can address the
members of the Residents
Association meetings



Zero Budget Meetings

@ Local Government

ExNoRans can address the elected representatives of the local government



Zero Budget Meetings

@ Lions Meetings

ExNoRans can go request in the Lions meetings to give 5 minutes to talk



Zero Budget Meetings

@ Rotary Meetings

ExNoRans can go request in the Rotary meetings to give 5 minutes to talk



Zero Budget Meetings

@ Trade Union Meetings

ExNoRa ExNoRans can go request in the Trade Union meetings to give 5 minutes to talk



@ Chambers
of Commerce

You can address
Chamber of
Commerce
meetings



Zero Budget Meetings

@ Staff
Training
Centers

Almost all the Corporates have their Training Institutes who conduct trainings round the year. You can get a small time slot.



Mostly the Training Institutes have Post Dinner sessions on Social Issues. That will be a great opportunity. You can ask them to hold one for every batch for your talk

Zero Budget Meetings

@ Private & Public Hostels

There are hostels of different kinds including working women, SCST, differently abled, students, bachelors etc.



Zero Budget Meetings

@ Government
& Corporate
Offices

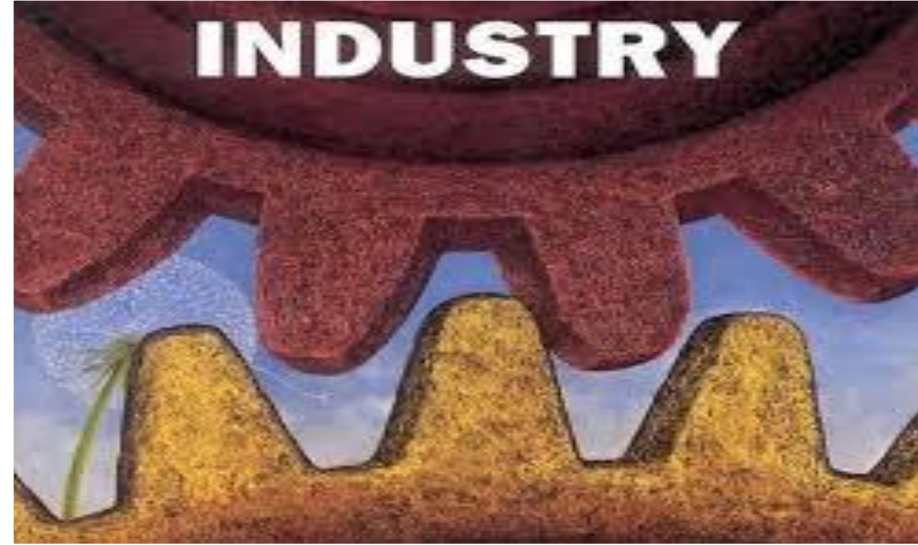
Most of the corporate offices have a service arm of their staff who will be glad to invite you to give a talk



Zero Budget Meetings

@ Industries

Most of the Industries have a service arm of their workers who will be glad to invite you to give a talk



Zero Budget Meetings

@ Marriages

There are marriages in which speakers bless and even politicians make use the dais to speak politics. Why not social messages?



Zero Budget Meetings

@ Fine Arts
Sabhas

ExNoRans can go
request in the Fine
arts concerts &
address briefly



Zero Budget Meetings

@ Queues

People wait long time in queue, will be interested to something interesting & important



Professional Bodies periodically meet.
Address them .

@ professionals'
Associations



The Institute Of
Chartered Accountants
Of India

A Statutory body established under An Act of Parliament



Zero Budget Meetings

@ SHG
Meetings

SHG Meetings take place regularly. You can address them



Zero Budget Meetings

With Park Walkers

Zero Budget Meetings 25

ExNoRa ExNoRans can hold walking meeting .
Talking while walking



Zero Budget Meetings

You can go the office of the Police & Local Body and have a joint meeting

@ Government Offices



Zero Budget Meetings

@ Jails

One place where
there will be
captive audience



Zero Budget Meetings

Patients patiently waiting for their turn and the waiting is being made meeting hall by ExNoRans

@ Hospitals & Clinics



The TV there can be used for propagating the good messages.

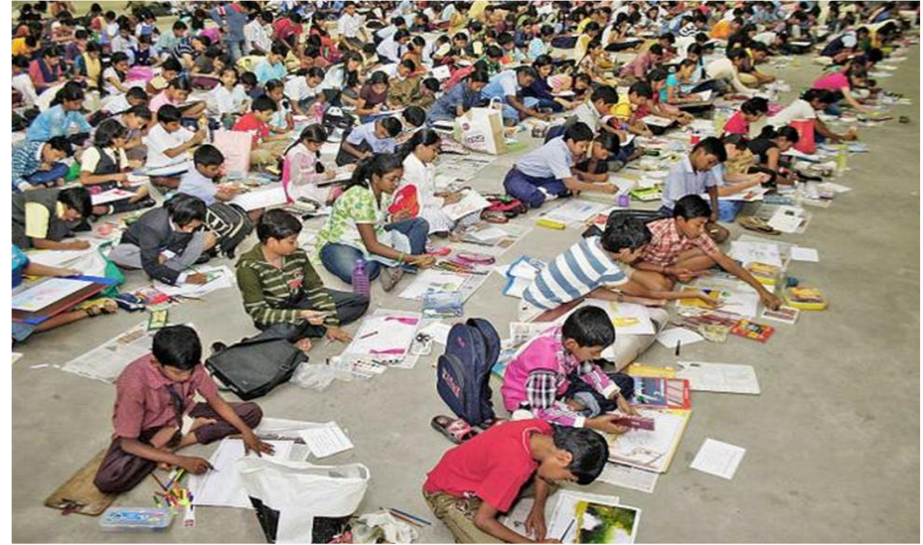


The TV can be used for propagating the good messages.

Zero Budget Meetings

@ Drawing competitions

The parents waiting not knowing what to do when their children are in a drawing competition in another school. They can be given a talk & presentation in another hall in the same school by **ExNoRans**



Zero Budget Meetings

@ Shopping Mall

Meeting or Event in **Shopping Malls**, **ExNoRa** has been doing it quite frequently . There is nothing so fantastic than this idea. When you do for a public cause they will be too happy to give their atrium . It is a "WIN- WIN" for both as they get new clients & those come will also do shopping there



Zero Budget Meetings

@ Get-togethers

Any social function get-together you can get a chance to speak your environmental cause for 5 minutes



Zero Budget Meetings

Zero Budget Meetings
26 ExNoRa ExNoRans
can use Soap Box
Speakers ExNoRa

@ Box
Speaker



The best is
Face to Face Meetings.
Know FACE TO FACE
Meeting



An ExNoRa Representative airing
her grievances in front of
Government officials & elected
representatives

A meeting held in a
residential area with All
the RESIDENTS on the
one side & the following on
the other side

Elected representatives
including the MP, MLA,
Local Body Head &
Councillor

Officials of all the
Service Providers
including the Local Body ,
Water , Electricity ,
Police, Traffic, Transport,
Health

The Print , Visual
, Audio &
Internet Media

Pictures of Face to Face Meetings



@ Street
Dramas

Street Dramas
ExNoRa ExNoRans
can hold street
dramas



You can always conduct your programmes in public parks which is totally free. One bonus, you will get a number of park users will attend the meeting who may join you



@ Beach Cleaning
Demonstration

Zero budget Events 24 **Positive Action Demonstrations** in Public Places like Beach . **ExNoRa**
ExNoRans can do cleaning campaign & as not cleared garbage clogs drainages and cause **Mosquito Breeding**



Zero Budget Events Drills

@ Fire drills

Demonstrations, Drills



Zero budget Events Source Method Demonstrations in Schools

ExNoRa ExNoRans can go
Schools & Colleges and hold
method demonstrations

@ School
Exhibition



Please do invite / inform the media & send press release about the demonstration / procession

Print

Visual

Audio

Internet

Social
Media

After the event directly deliver them

Press Release about the event that too place with photos

Zero Cost Gadgets as most of the places, you may not need or the hosts may have both these

But you can get these through business sponsorship. As an act of reciprocity, you can show their advertisements free.



Portable mike & speaker set



LCD Projector

PLASTIC PRACTIC

P3 M3 ExNoRa  ExNoRa

HUMAN RESOURCE MOBILISATION MINE “HUMAN-MINE”

HUMAN RESOURCE MOBILISATION



Click here

MINE
“HUMAN-MINE”



**SCHOOLS & COLLEGE are WELMOME to INTRODUCE
“PLASTIC PRACTIC by P3 M3” both as**

**TEXTBOOK FOR
THEORETICAL LEARNING**

**ORNGAISATION called STUDENT
ExNoRa Innovators Club for PRACTICE**



NEW HABIT..... GTAB IT

When you start / join a Satellite Organisation, as part of **ExNoRa** family, you are expected to do the 5 BASIC DUTIES to Mother Earth

The duties are just 5 Habits which you should acquire in the interest of yourself and your children!



Habit
Grab it

“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.”

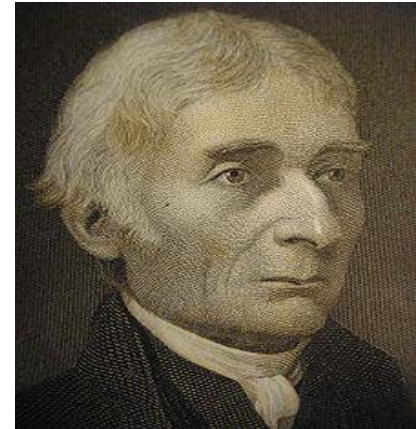
John Wesley



Born: 17 June 1703, Epwort,
Lincolnshire, United Kingdom
Died: 2 March 1791, London,
United Kingdom

“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



Born 2 November 1773,
Limoges, France
Died: 16 November 1855, New
Jersey, United States

ExNoRans follow these two
GOLDEN-QUOTES in letter & spirit

WEBSITES

PPTs

DVDs

YouTube &
FLASH

E BOOKS &
E BROCHURES

ONLINE
COMMUNITIES

CONTACT DETAILS :

Exn Dr. Nirmal Basu **GP**ian
7th SENSE MASTER &
Founder, **ExNoRa** INNNOVATORS
INTERNATIONAL

+91 98400 34900

+ 91 44 2363 8383

www.7thsense.guru

exnora@gmail.com



www.exnorainnovators.club www.exnora-innovators.club

facebook

twitter™

LinkedIn®

You
Tube

[www.facebook.com/
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

JOIN TODAY

the GROUP

Facebook

Nirmal Exnora

Zero Cost Meeting