

# Signs Science





**SIGNS SCIENCE**

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**SIGNS ExNoRa**

# ORGANISATION NAME

OFFICIAL  
NAME

## EXPLANATION

The NAME that communicates the PURPOSE. Makes it "SEARCH EASY". Its USE is a MUST



*nick  
name*

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



✓ tagline

The line that you always REMEMBER, serving also as a SLOGAN





**"CYCLING for Environmental Protection  
and Health Promotion"**

**through LIKING BIKING  
as to CYCLE is PSYCHICAL**

**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)

SIGNS SCIENCE

SIGNS ExNoRa

modus  
operandi



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



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OFFICIAL NAME OF THE  
SATELLITE ORGANISATION  
or ACTIVITY with nick  
name below



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TAGLINE : "Maa for HARMONY"

Options

as a **S**ubsidiary Organisation (**SU**)  
or as a **S**atellite Organisation (**SA**)

OPTION 1

SU



OPTION 3

SA

Maa ExNoRa

MOTHEREVERYWHERE

can be a

**S**UBSIDIARY ORGANISATION

or an **A**CTIVITY of your parent

**ExNoRa** INNOVATORS CLUB or

**R**esidents **W**elfare  
**A**ssociation (**RWA**)

of the **P**LACE / **I**NSTITUTION

OPTION 2

Maa ExNoRa

MOTHEREVERYWHERE

can be an **I**NDEPENDENT

**S**atellite **O**RGANISATION

of your area / institution

affiliated to

the top body (HQ) of

**ExNoRa** INNOVATORS

**I**NTERNATIONAL

SIGNS SCIENCE

SIGNS ExNoRa

"EMBRACE PEACE & HARMONY" HEARTLILY

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 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

Learn through your  
**ExNoRa** Innovators Club  
to Innovate for the  
wellbeing of  
Self  
Family  
Society  
Business,  
Nation & the  
Planet



**Innovate  
OR stagnate**

# 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 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  
Inhumanness**

**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

ExNoRa International Head Quarters  
**LICENSE**



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



**Is Your road very bad?  
Do you need a good road ?  
Don't go on hunger protest ?  
It is as old as 1940 ?  
They will watch happily, your slowly dying !!!!  
Then what you should do?  
Make your protest novel so that it attracts the  
attention of everyone**



# Dear Protesting public Think for a Moment

Kindly don't do things which will

1. Cause the public inconvenience
2. Damage to Public Property
3. That will lead to Law & Order Problems
4. That will prevent Government to do its duty to public



**Instead do things creatively & differently which will not be destructive but will be humorous and serve your purpose . It will also bring smile in all faces**





# Don't do ROAD BLOCKADES



# Don't Pelt Stones



# Don't set fire to buses & public properties



And you will need the BUS  
the NEXT DAY



**Instead use your**

**Creativity**

**Intelligence**

**Sense of humour**

**&**

**Fight SMART not HARD**



**Don't Do Different  
Things**

**But Do Things Differently**

**LEARN**

**Signs Science**

**Your will have  
success signs**



Here we GO !!!

# Don't do hunger strike





**If a Board like the one here can be kept at the entrance of the road , your road will receive publicity & you will get a better road**



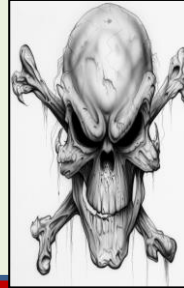
**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



**Normally Caution Board will be only when there is no ROAD . But it is opposite here**



**CAUTION DANGEROUS ROAD**  
**BETTER TAKE DIVERSION TO**  
**THE ADJACENT CANAL & TRAVEL**  
**GOD BLESS YOU**



**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



You are on the  
**RIGHT PATH**  
to the  
**BURIAL GROUND.**  
**Good Bye !**



**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



The Road was like a paddy field . How the citizens used **“ASK”** or how they ASKED?  
They planted paddy seedlings on the road . Result their action got wide media publicity  
. Needless to say , the information reached the Government & they got the well deserved  
tar road

It is **ROAD** & not **FARM**

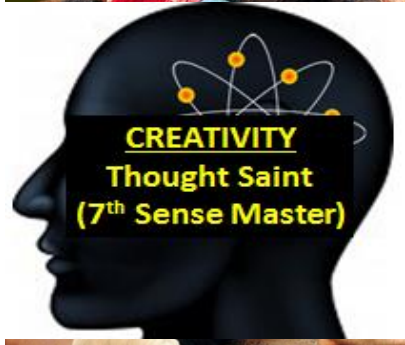
**In Tutocrin Student ExNoRa did it first time 15 years ago**



**Real Farmers doing something  
different . Planting seedlings on  
the road**

**College students are also doing  
something different . ASKING  
Government to give them a road by  
planting seedlings on the road**

# HUMAN ROAD ROLLERS



As the **REAL ROAD ROLLERS** have not rolled over our road for twenty years , the residents have become **HUMAN ROAD ROLLERS**

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



**RESIDENTS' REQUEST TO SHOCK**  
**ABSORBERS MANUFACTURING**  
**COMPANIES**

**We see your commercials in the TV showing your brand absorber's sturdiness . Here is a challenge we throw to you . Please do it on our road. Then we will certify that your absorbers is the best . After getting our certificate , please give us a good road , sponsored by your company.**





**AUTOMOBILES**  
**Burial Ground**  
Burial per car  
Rs 5000/-

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**





**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



This road is offered for stunt scenes for film shootings . Rs 50,000/- per hour. We don't take responsibility for risks of injury or death



**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



Residents' Request to Tyre manufacturing Companies

We see your commercials in the TV showing your brand Tyre's sturdiness. Congrats . Here is a challenge we throw to you. Please do the testing on our road. Then we will certify that your **product** is the best. After getting our certificate , please give us a good road , sponsored by your company.



This RAIL ROAD is  
ONLY for  
AUTOMOBILES  
not for  
TRAINS



**CONCEPT**  
7th Sense  
Master



# “Human Shock-absorbers”

The Human body has a superior spring which can withstand any shock

**CONCEPT**  
**7th Sense**  
**Master**



**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



**CAR SLIDE**

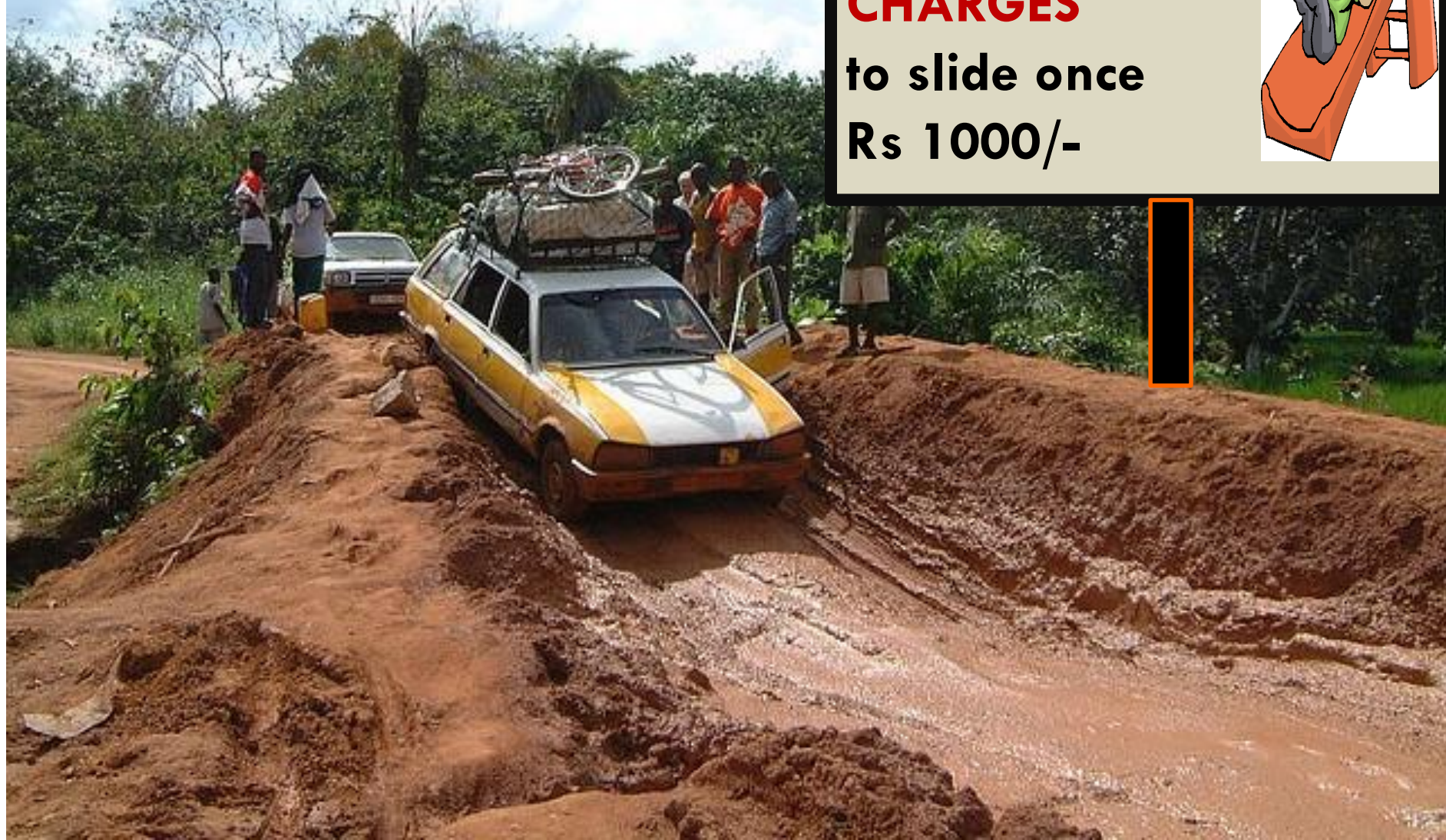
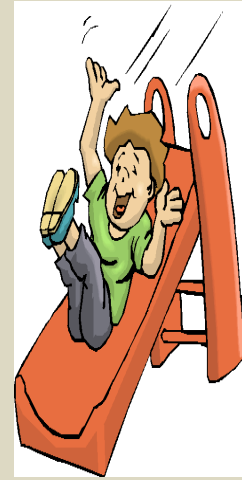
**like**

**CHILDREN SLIDE.**

**CHARGES**

**to slide once**

**Rs 1000/-**



**Excellent self-employment opportunity. Lift the car. Per car  
Rs 3000/- to the Group .Who says that the our Ministry is  
not creating enough job OPPORTUNITIES**

**MINISTER EMPLOYMENT**



**CONCEPT**  
**7th Sense**  
**Master**



A photograph of a gravel road in a rural landscape. The road is made of light-colored gravel and has a concrete curb on the left side. The road curves to the right in the distance. The surrounding area is dry with sparse vegetation, including a large, leafless tree on the right. In the background, there are some buildings and a fence line. The sky is clear and blue. A text box is overlaid on the left side of the image.

**Safety on ROAD**  
**Safe Tea at HOME**



The PATHFINDER

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**







The sign should actually read like the one above

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



**THE USERS OF THIS ROAD** have to pay **ROAD TAX** for their still adamantly using the road



**CONCEPT**  
**7th Sense**  
**Master**



If you use this road, you have to pay Rs 50/- each time. as YOU will freely get the feeling of a joy ride on a **ROLLER COASTER**

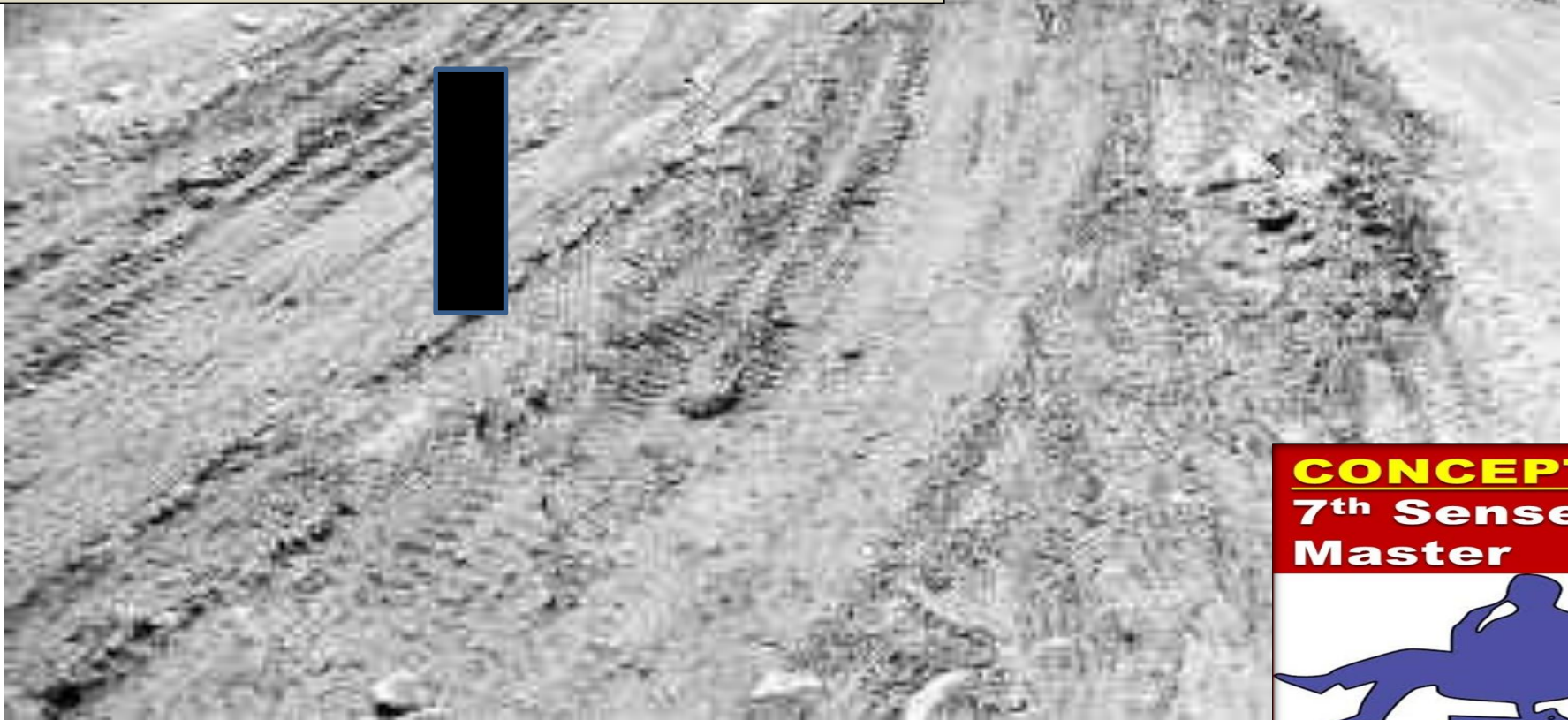


If you use this road , we will pay you  
Rs 10 / each time , as your tyres will  
do the work of a

**ROAD ROLLER**

which we don't have.

**Roads Department**



**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



# Missing

If you find we will give you Rs 10.000/ award .  
He was ROUGH & TOUGH and caused us  
injuries many times . But still he was there at  
least **NAME SAKE** . His name : **"OUR ROAD"**

**CONCEPT**  
7<sup>th</sup> Sense  
Master





## ORTHO HOSPITAL

For your instant & immediate care , we have our Hospital here. Keep your eyes off the road & read this board , you will land in our hospital. Welcome !

**The Doctor is intelligent man . He has opened his ortho- clinic in this place**

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



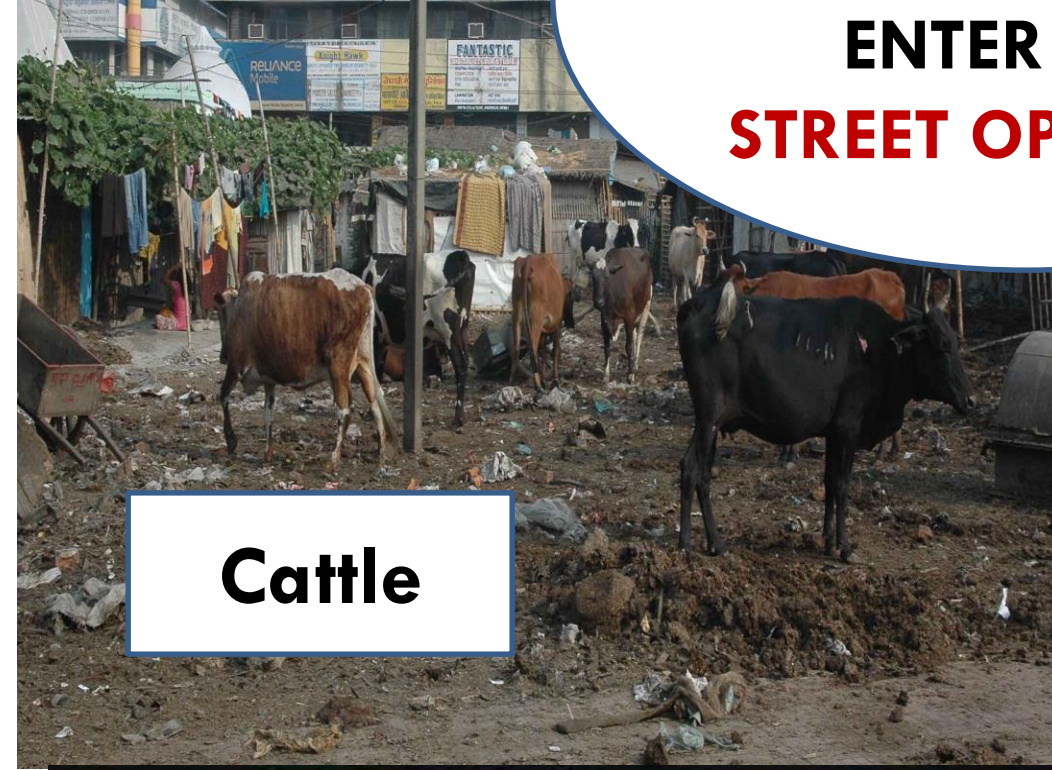


Municipal Road  
Amusement Park for  
Poor Children  
No admission fee





**Buy a Ticket for  
Rs 10/- before you  
ENTER OUR  
STREET OPEN ZOO**



**Cattle**



**Donkey  
& Dogs**



**Calf Pig Cock**



**Man lived in Stone Age Metal Age & now Garbage**

**CONCEPT**  
**7th Sense**  
**Master**



## CAUTION

AS FAR AS POSSIBLE AVOID  
USING THE ROAD

&

For safe ride ,  
USE ROAD EDGES



**Those who walk on the pavement need not worry that Motor Cycle Riders are using their space. The walkers can climb to the Motor Cycle pillion. The motor cyclists will give you a free lift .**

**CONCEPT**  
**7th Sense**  
**Master**



We are happy to declare the best road for washing detergent / soap powder products demonstration is the road below , where they can allow children to play, show their dirty dress & finally the white dress without any stains of slush.



கறை நல்லது



**CONCEPT**  
**7th Sense**  
**Master**





## The Winner Road

In the best road competition to conduct National Lemon-Spoon Race, the winner is this road



**CONCEPT**  
7<sup>th</sup> Sense  
Master





# Public Convenience



No doubt the transformer is a danger which can burst. But for him, if he does not urinate his urinary bladder will **BURST**





**God power saves the wall . The man is looking for another place to urinate**





Mr **A.** I am **URINATING** on the **TREE**

Mr **B.** I am **UREANATING** the **TREE**

**KEEP a SIGN with a JOKE**

**A: I saw a wonderful , strong & sturdy road**

**B: Really? ..Where ?**

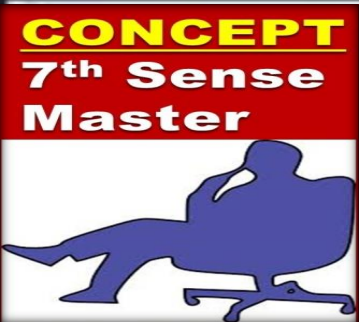
**A. The road was found out by the Archaeology Department . It was laid by Kuluthonga Chola 1200 years ago**

**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



**Mr. A: Why this road one part is good & another part is bad?**

**Mr B :The part good was laid before independence. The one bad was laid 3 months ago**



**KEEP a SIGN with a JOKE**



The car manufacturers are becoming more innovative . They have made cars like amphibians. The cars were running on the road. After the rain they float like boats .WOW

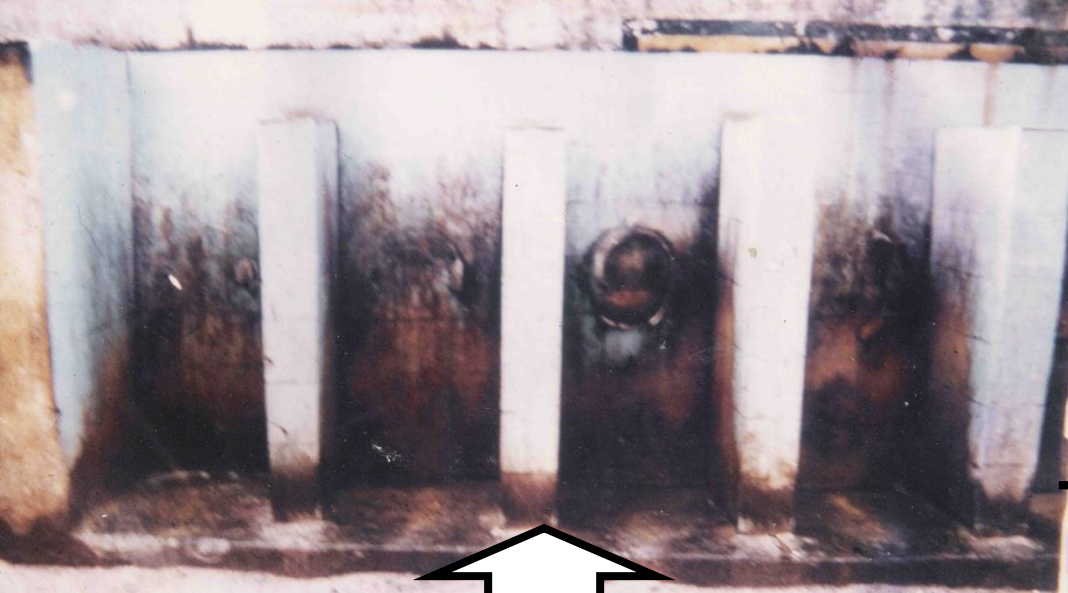


**CONCEPT**  
**7<sup>th</sup> Sense**  
**Master**



# In this Chennai IT Corridor Semmancherry Roads potholes , we can grow water gardens





This idea was done by ExNoRa followed by many

A Street Corner Before **ExNoRa**

The same place AFTER **ExNoRa**



People called it Stench Road

Before ExNoRa



**CONCEPT**  
7<sup>th</sup> Sense  
Master



Another Street Corner  
In front of a CHURCH  
Before ExNoRa



**CONCEPT**  
7th Sense  
Master



The same Street  
**CHURCH** behind  
AFTER **ExNoRa**

By their own efforts the residents  
converted their road as Scent Road



# “Godown” street became “Go Down” Street .

ExNoRa motivated the shop keepers & it became the “God Own” street. It is no more a just “Godown” Street or “Go Down” street but it is now “God Own” street. Attitude & Action that matter



Now  
God Own  
Street



ExNoRa  
made it  
God Own  
Street

Devil's Own **OR** God's Own  
Choice is yours

Act Locally

Before ExNoRa

After ExNoRa

# GODOWN STREET

How the place  
outside a **MOSQUE**  
compound looked

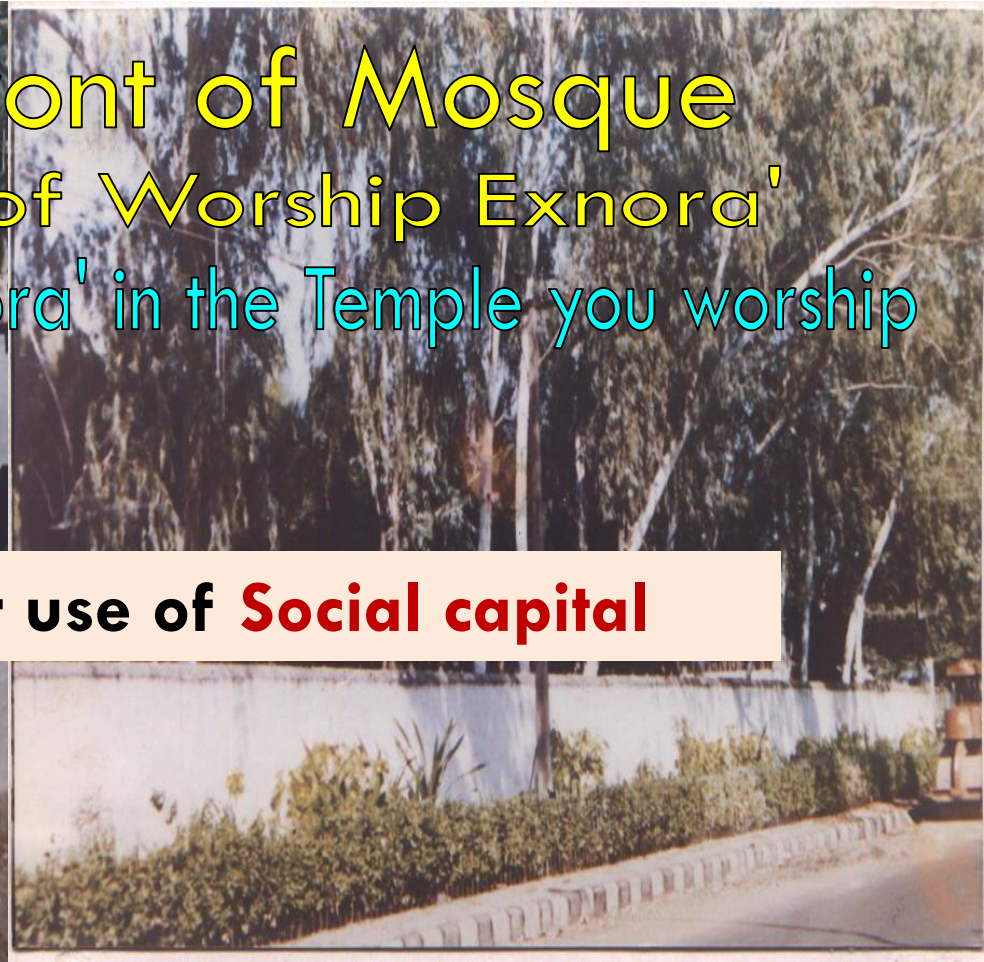
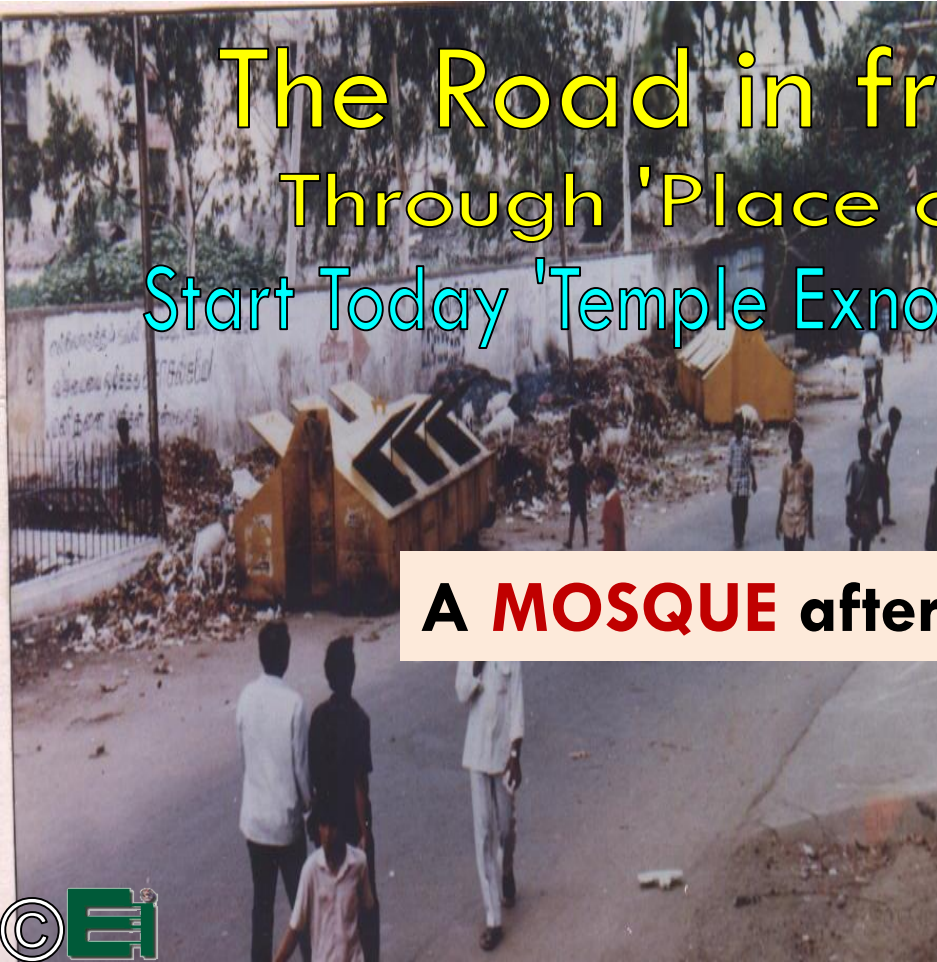
Before **ExNoRa**

The same place  
today looks totally  
transformed

After **ExNoRa**

The Road in front of Mosque  
Through 'Place of Worship Exnora'  
Start Today 'Temple Exnora' in the Temple you worship

A **MOSQUE** after use of **Social capital**



# FUNERAL FOR THE ROAD'S DEATH



**“We are sorry to inform the demise of our road . The picture you see is the funeral of our Road”**

Change Climate Change

## **SPOT UMBRELLA DEMONSTRATION**

**Asking people to switch off lights for 9 minutes at 9 pm on  
9/ 9/9 (99999)**

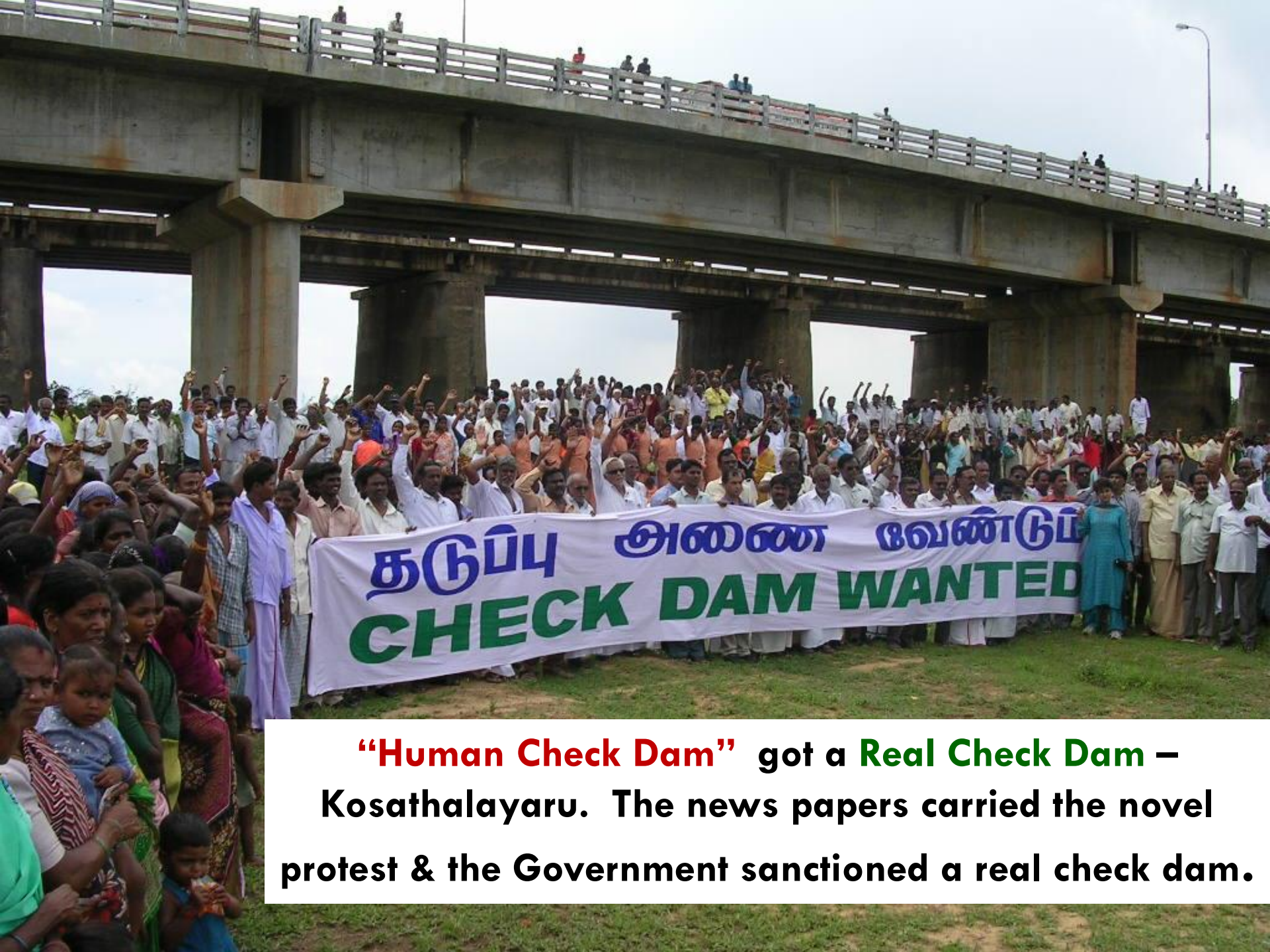




**STREET CONITIONS**  
depicted through  
**STREET DRAMAS**

**Mud & stone Check dam when  
the water runs like a stream**

**When the sewage was  
overflowing the BN Road  
ExNoRa constructed a check  
dam**



**“Human Check Dam”** got a **Real Check Dam** –  
Kosathalayaru. The news papers carried the novel  
protest & the Government sanctioned a real check dam.



# The next step is combining your crusade with **ONE** of the following ?

One STEP may be sufficient .  
You can add more if only necessary



Please note you should never miss use these magic formula .


How to get other affected citizens who are silent ? How to involve them

See the next slide for the answer that will stun you.

The previous set of action is for you & your society to take up with a 3<sup>rd</sup> PARTY  
e.g. **GOVERNMENT**

Now you will be surprised to know that , if people in your society don't cooperate,  
you & others (let it be even a few who are with you )  
do the whole exercise with the section of your society not cooperating. You ASK  
those who should ASK along with you ( the would be Beneficiaries)

Only 3 steps are needed here against 7 steps dealing with others

<u>Step 1.</u>		<u>Step 2.</u>		<u>Step 3.</u>		<u>Step 4.</u>
<b>Make an Innovative &amp; attractive presentation</b>	<b>+</b>	<b>ASK</b>	<b>+</b>	Ask as <b>Weeeeeee</b> (Collectivism) with the citizens who have joined the cause	<b>+</b>	Harvest <b>100 %</b> <b>success</b> 

Please note you should never misuse this magic formula  
with your fellow citizens or harass any one because of  
the power that you get . That is why **GPian** does not find  
a place here.

You **ASK** those  
who should  
ASK along  
with you (the  
would be  
Beneficiaries)