



# THE TREE-TOTALLERS

TREE SPREE **ExNoRa**

Its most IMPORTANT

ACTION CAMAPIGN



**ExNoRa Tree Challenge**



Knowhow & Do-how

**ExNoRa TREEPEDIA**



# 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**

# 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



THE TREE-TOTALLERS

TREE SPREE ExNoRa

Make a TREE CHALLENGE &  
CHANGE the WORLD as GREEN



ABOVE : NICK / PET/ USUAL NAME

# THE TREE-TOTALLERS

BELOW: OFFICIAL NAME

## TREE SPREE ExNoRa

TAGLINE : CHALLENGE & CHANGE the WORLD as GREEN

# Options

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

OPTION 1

SU

THE TREE-TOTALLERS  
TREE SPREE ExNoRa



OPTION 3

SA

THE TREE-TOTALLERS  
TREE SPREE ExNoRa



can be a  
**SUBSIDIARY**  
**ORGANISATION**

can be an INDEPENDENT  
**SATELLITE ORGANISATION**  
of your AREA / INSTITUTION  
( **OFFICE / SCHOOL / COLLEGE /**  
**PLACE OF WORSHIP**)

or an **ACTIVITY** of your parent  
**ExNoRa INNOVATORS CLUB**

OPTION 2

or  
**Residents Welfare**  
**Association (RWA)**  
of the **PLACE / INSTITUTION**

affiliated to  
the top body (HQ) of  
**ExNoRa INNOVATORS**  
**INTERNATIONAL**



THE TREE-TOTALLERS  
TREE SPREE ExNoRa



**REALISE**

**REALISE**

**A GREEN  
WORLD VIA**

**Planting a tree &  
making a tree  
challenge**

is VERY MUCH PART of

**JEEVAN SHASTRA,  
LIFE SCIENCE**

for

**LIVING as HUMAN BEING**



**MANUSHYA SHASTRA,  
HUMAN SCIENCE**

for

**BEING HUMAN BEING**



**JEEVANA 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  
**JEEVANA SHASTRA**, the **LIFE SCIENCE** &  
**MANUSHYA SHASTRA**, the **HUMAN SCIENCE**

**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 **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**

" Your ORGANISATION  
NAME  
..... "

**ExNoRa**

# TREE CHALLENGE



**PART I**

SIMPLE & PLAIN

**TREEVOLUTION ©**  
(TREE REVOLUTION)



Organisation : TREE SPREE **ExNoRa**  
an ANCILLARY of **ExNoRa** Innovators Club

# Join **ExNoRa** TREE CHALLENGE

Just

1. **PLANT ONE TREE &**
2. **CHALLENGE ANOTHER**  
to **PLANT ONE TREE**

Simple

do it  
YOURSELF



Let us  
**CHALLENGE**  
and  
**CHANGE**  
the world as  
**GREEN**

**TREEVOLUTION** ©  
(TREE REVOLUTION)



**Simple**

Only one action .  
Planting a tree and  
challenging another to  
plant a tree



**YOUR  
LOGO**

**Your  
CEO  
PHOTO**



**Your ORGANISATION  
NAME**

**" ..... "ExNoRa  
TREE CHALLENGE**



**TREE Challenge**

**Your ORGANISATION NAME**

**" ..... "**

**ExNoRa  
TREE CHALLENGE**

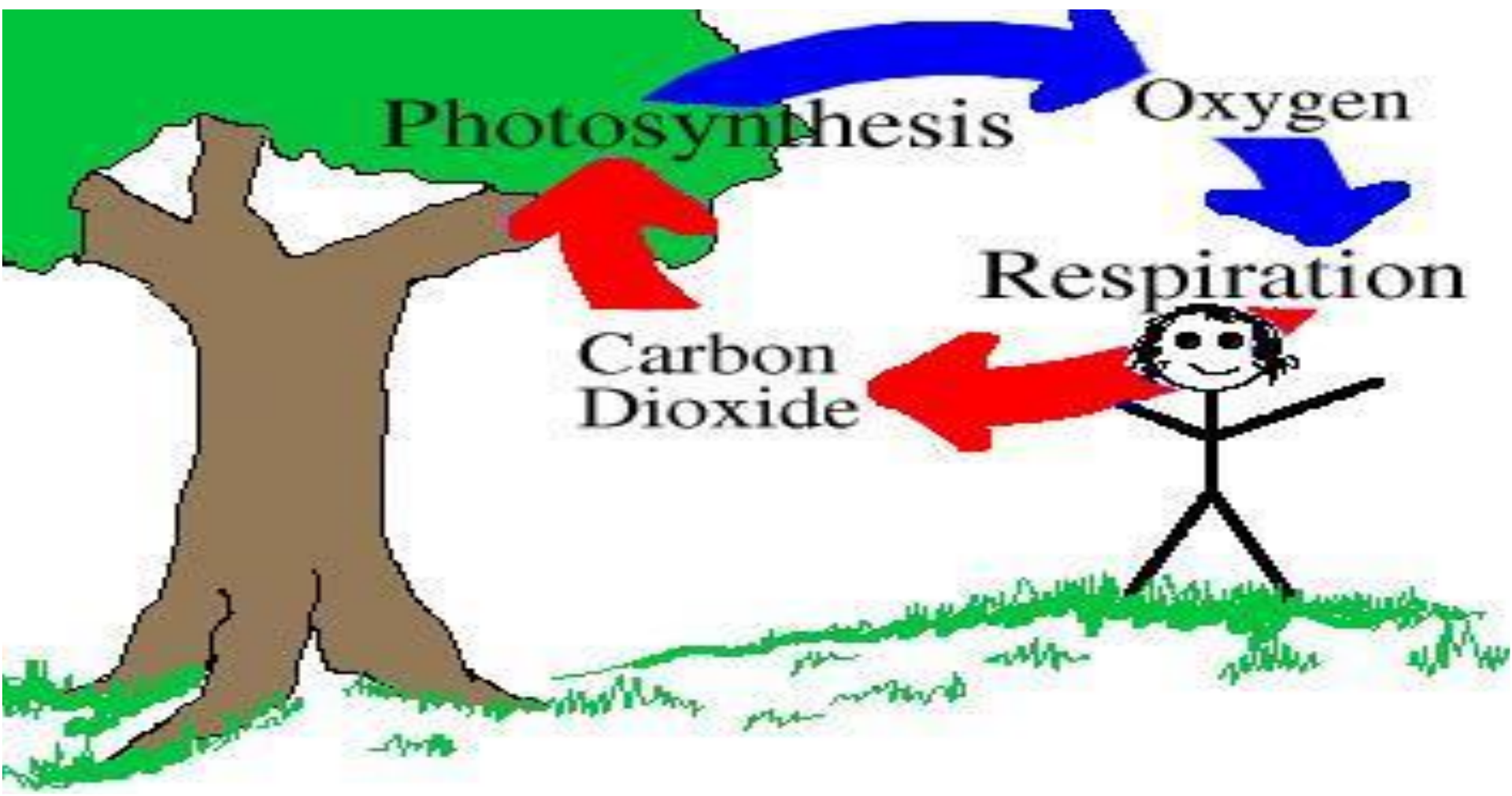


**TREEVOLUTION ©  
(TREE REVOLUTION)**



**TREE CHALLENGE**

ALL HUMANS cause AIR POLLUTION, even if they remain quiet by their breathing . Of course HUMANS cannot stop breathing . But they should compensate the damages that they make by planting TREES







Simple

do it  
YOURSELF

The MOMENT YOU

1. PLANT a TREE &
2. CHALLENGE another,  
you get a RECOGNITION  
that you would love. Yes,  
you become an

“**ExNoRa** TREE FRIEND”

You challenge another with the newly  
AUTO-ACQUIRED IDENTITY as an

“**ExNoRa** TREE FRIEND”

Here is a model of the certificate  
of appreciation as

**ExNoRa Tree Friend**



ExNoRa Innovators International  
appreciates Exn .....  
for participation in  
**ExNoRa Tree Challenge** and  
recognises the TREE LOVER as an  
**ExNoRa Tree Friend**

## ExNoRa TREE FRIEND

When you send

1. a photo of the TREE SAPLING planted by you , bearing a sign **ExNoRa TREE FRIEND**.... (Your Name OPTIONAL ) either on the TREE GUARD or tied on a pole by the side of the sapling, with yourself standing by its side (OPTIONAL)
2. the contact details of friend challenged to [exnora@gmail.com](mailto:exnora@gmail.com) you will be sent a duly signed **e certificate** declaring and recognising you as an

**ExNoRa TREE FRIEND**

*e*  
*Certificate*

IT IS SIMPLE & STRAIGHTFORWARD  
PUBLICITY, a MUST FOR THIS EARTH SAVING  
ACTIVITY.

If you want to join what all you need to do is to

- Plant a tree and to nurture it by watering.
- Take a photo with the tree planted by you.
- Send the photo with a brief write-up by email

[exnora@gmail.com](mailto:exnora@gmail.com)

- Join "....." **ExNoRa TREE CHALLENGE**  
**FACEBOOK GROUP** and post the photo with a brief  
write-up

- LIKE "....." **ExNoRa Tree Challenge FACEBOOK**  
**PAGE** & POST the photo with a brief write-up there too.

- TWIT about your GREEN DEED instantly

Simple

facebook

twitter 



# TREE WAVE, TREE CHAIN & **TREE SPREE**

This is followed by  
Your challenging another person to plant a tree.  
The challenged person as an  
“**ExNoRa TREE FRIEND**” will, in turn, plant a  
tree as well as challenge another.  
This will go on and will continue with an  
incredible ripple effect.  
Each person can ensure by SMS, that the  
**TREE CHAIN** initiated by him / her is not  
broken.

**Simple**



# Recognition



Your photo as an  
“**ExNoRa** TREE FRIEND”  
with tree will be published in  
**ExNoRa** website  
by you in  
your FB account  
& our

Simple

**ExNoRa** Tree Challenge FB Page &  
**ExNoRa** Tree Challenge FB Group

# HELP GUIDE ASSIST

In case the person whom you challenged does not / could not plant a tree, then help, guide and motivate him/her to do it and make him too an “**ExNoRa** TREE FRIEND”.

**TREE CHALLENGE**

is **GREAT**

but

**TREE VOLUNTEERING**

is the **GREATEST**

**TREEVOLUTION** ©  
(**TREE REVOLUTION**)

**SBIOA ExNoRa**

The 1<sup>st</sup> REQUIREMENT to do tree planting is a TREE SAPLING. It is available everywhere. You can grow it from a SEED in your home. It is quite easy and exciting

If you want sapling immediately, you can get it \*\*\*



You can create a mini Nursery on your terrace. You can make use and donate saplings to others too

\*\*\*Please see PART 2 for the list of sapling providers and on how to create your own mini nursery.

## Report to ExNoRa Headquarters

1. The MOMENT you plant a tree & challenge another, REPORT the same to **ExNoRa** HQ for them to issue you an e certificate and to maintain

**ExNoRa TREE PLANTING RECORD.**

exnora@gmail.com (subject : Tree Challenge)

**Organisation : TREE SPREE **ExNoRa**  
an ANCILLARY of**

**BASIC**

**REQUIREMENT**

**ONE TREE**

**PLANTED :**

**ONE CHALLENGE**

# WHY TREE CHALLENGE?

Please know first a

**FACT**

that will **SHOCK** you.





**RED  
ALERT**



A study says that the  
**MANKIND**  
plants just  
**ONE TREE SAPLING**  
(BABY of TREE)  
for the loss of 3000  
**WELL GROWN & MATURE TREES,**  
axed every second nonstop  
by the very same  
**MANKIND**



How we lost &  
are losing fast the

**TREE TRIBE**

which is giving the

**HUMAN TRIBE**

**FREE PROTECTION ?**

If you don't plant **REAL TREES**, then we will have only **FAKE**

**PLASTIC TREES**



If you don't plant **REAL TREES**, then we  
will have only **FAKE**

**PLASTIC TREES**



If you don't plant **REAL TREES**, then we  
will have only **FAKE**  
**PLASTIC TREES**





If you don't plant **REAL TREES**, then we  
will have only **FAKE**  
**PLASTIC TREES**



# TREE DESTRUCTIONS

happen due to three reasons

1. NATURE  
MADE\*\*

2.  
MAN  
MADE

3.  
NATURE +  
MAN MADE





# 1. **\*\*NATURE MADE**

**\*\*The irony as well as tragedy is more than 70% of**

**NATURE- MADE-TREE-  
DESTRUCTIONS**

are also really **MAN MADE** i.e.

**HUMANS' ACTS**

**COMMISSIONS & OMISSIONS**

in environmental issues that come back

as **NATURAL DISASTERS**

in other words “boomerang”

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to **PLANT ONE TREE**

Simple

do it  
YOURSELF



# Know all about ExNoRa Tree Challenge

JOIN ExNoRa Tree Challenge today  
and be part of prevention of  
Climate Change Globally and  
Pollution Locally. See  
[www.exnora.org/treechallenge](http://www.exnora.org/treechallenge)

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To  
TREE-CHALLENGE & CHANGE

Become a MEMBER in  
TREETOTALLERS  
TREE-SPREE ExNoRa

[www.exnora.org/treetotallers](http://www.exnora.org/treetotallers)

MAKE GREENING a HABIT & ROUTINE