THE TREE-TOTALLEERS
TREE SPREE ExNoRa
Its most IMPORTANT
ACTION CAMPAIGN
ExNoRa Tree Challenge
Knowhow & Do-how
ExNoRa TREEEPEDIA
IMMEDIATE ACTION

Plant a Tree & Challenge another to Plant a Tree

JOIN “ExNoRa TREE CHALLENGE”

COMPENSATE “YOUR CARBON FOOTPRINTS”

SPEARHEADED by TREE TOTALLERS TREE SPREE ExNoRa

Know the DO-HOW BOOK of TREE-KNOWLEDGE ExNoRa TREEPEDIA
ORGANISATION NAME EXPLANATION

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

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

TAGLINE
   It is catchy, make you easily understand the GOAL

THE CONCEPT CREATOR & INNOVATOR of the LEAD IDEA / BREAKTHROUGH

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

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

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

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

THE TREE-TOTALLERS
TREE SPREE ExNoRa

Make a TREE CHALLENGE &
CHANGE the WORLD as GREEN
THE TREE-TOTALLERS
TREE SPREE ExNoRa

TAGLINE: CHALLENGE & CHANGE the WORLD as GREEN

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

Options

OPTION 1

THE TREE-TOTALLERS
TREE SPREE ExNoRa
can be a SUBSIDIARY ORGANISATION
or an ACTIVITY of your parent ExNoRa INNOVATORS CL
or Residents Welfare Association (RWA)
of the PLACE / INSTITUTION

OPTION 2

OPTION 3

THE TREE-TOTALLERS
TREE SPREE ExNoRa
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
THE TREE-TOTALLERS
TREE SPREE ExNoRa

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
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.

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 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
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
".............." ExNoRa

TREE CHALLENGE

PART I

SIMPLE & PLAIN

TREESOLUTION ©
(TREE REVOLUTION)

Organisation : TREE SPREE  ExNoRa

an ANCILLARY of ExNoRa Innovators Club
Join ExNoRa
TREES CHALLENGE

Just
1. PLANT ONE TREE &
2. CHALLENGE ANOTHER to PLANT ONE TREE
Let us CHALLENGE and CHANGE the world as GREEN

Simple

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

Your CEO PHOTO

TREE Challenge

Your ORGANISATION NAME

" ............ " ExNoRa

TREE CHALLENGE

ExNoRa

TREE CHALLENGE

TREE EVOLUTION ©

(TREE REVOLUTION)
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.
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 you will be sent a duly signed e certificate declaring and recognising you as an

ExNoRa TREE FRIEND
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
➢ 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
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.
Your photo as an “ExNoRa TREE FRIEND” with tree will be published in ExNoRa website by you in your FB account & our ExNoRa Tree Challenge FB Page & ExNoRa Tree Challenge FB Group
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
The 1\textsuperscript{st} 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.
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”
Join ExNoRa
TREE CHALLENGE

Just
1. PLANT ONE TREE &
2. CHALLENGE ANOTHER
to PLANT ONE TREE
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
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
To TREE-CHALLENGE & CHANGE

Become a MEMBER in TREETOTALLERS
TREE-SPREE ExNoRa

www.exnora.org/treetotallers

MAKE GREENING a HABIT & ROUTINE