



4<sup>th</sup> Pillar

# Objective of 4<sup>th</sup> Pillar

- Media The 4th pillar of Democracy

- “The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses” - Malcolm X

- Today, media is considered the 4th pillar of the state all over the world; first and foremost British Member of Parliament Lord Macaulay had given this status to the media. In any republican government system, there must be three administrative bodies, 1- Parliament, 2- Administrative department, 3- Judiciary body. In the absence of any of these three bodies, the government can not run systematically, but now it is felt that one body more is necessary to be with them, that is media. This body is considered more important these days, it plays an important role as an informative bridge between governing bodies and general public, in absence of media general public cannot know about what kind of bills and acts are passed in the parliament, and what are their positive and negative effects in the society. If media person close their eyes the government officials will do what they want, so media plays a very important and impartial role between government activities and general public, so much so that it is said that the freedom of media is the guarantee of success of republic government.

- Media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political and economical activities happening around the world. It is like a mirror, which shows us or strives to show us the bare truth and harsh realities of life.

The media has undoubtedly evolved and become more active over the years. It is the media only who reminds politicians about their unfulfilled promises at the time of elections. T.V news channels excessive coverage during elections helps people, especially illiterates, in electing the right person to the power. This reminder compels politicians to be upto their promises in order to remain in power.

Television and radio have made a significant achievement in educating rural illiterate masses in making them aware of all the events in their language. Coverage of exploitative malpractices of village heads and moneylenders has helped in taking stringent actions against them by attracting government's attention.

The media also exposes loopholes in the democratic system, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable, responsive and citizen-friendly. A democracy without media is like a vehicle without wheels.

- In the age of information technology we are bombarded with information. We get the pulse of the world events with just a click of a mouse. The flow of information has increased manifolds. The perfect blend of technology and human resources (journalist) has not left a single stone unturned in unearthing rampant corruption in politics and society. We all are well aware of what tehelka did. Thanks to technology that has brought a kind of revolution in journalism.

# Freedom of Press

- "Let it be impressed upon your minds, let it be instilled into your children, that the liberty of the press is the palladium of all the civil, political, and religious rights"- [Junius](#)

- Article 19(1) (a) says that all citizens shall have the right to freedom of speech and expression but the state can put reasonable restrictions on this right on the following grounds:-security of the State, friendly relations with foreign states, public order, decency and morality , contempt of court, demotion, incitement to offence and integrity and sovereignty of India.

- The expression "Freedom of press" has not been used in Article 19 but it is comprehended with in Article 19(1)(a). The expression means freedom from interference from authority which would have the effect of interference with the content and circulation of newspapers. There can not be any interference with that freedom in the name of public interest. The purpose of the press is to advance the public interest by publishing facts and opinions without which a democratic electorate cannot make responsible judgments.

- Freedom of press is the heart of social and political intercourse. It is the primary duty of the courts to uphold the freedom of press and invalidate all laws or administrative actions which interfere with it contrary to the constitutional mandate. Freedom of press has always been a cherished right in all democratic countries. The newspaper not only surveys news but also ideas, opinion and ideologies. It is regarded as the 4th pillar of democracy and is made for the welfare of the country and its people. But this pillar has been infected by the virus of corruption. It is the duty of each and every person related to journalism that how they understand and fulfill their responsibilities and keep themselves away from controversies. Time has come to save this 4th pillar of democracy.

# Working Together

- In an increasingly world, journalists and humanitarian agencies could work more closely together when responding to emergencies. If we want to build a stronger, more sustainable world for future generations, one with more partners and fewer enemies, we have to work together. The challenges of our day transcend politics, religion, geography and gender.
- All medias can be tied on the basis of several principles of good journalism - loyalty to citizen readers, independence from factions, transparency about sources, fairness in monitoring power, vigilance, detailed and relevant reporting, etc.
- But even assuming that all media organisations follow these principles, would that automatically lead to development? In other words, can media – by purposeful pursuit of these principles - perform a catalytic role in civil society?
- Possibly, but we must not place too much faith in media doing this by itself. There are plenty of obstacles to development within civil society outside of the media. An entire range of institutions in India – for instance, the law enforcement system, the judiciary, the health/medical system, the education system, the civil administrative system - is in desperate need of pro-development reforms. Our nation in addition has among the most hierarchical and unjust social structures in the world. Even as journalists must continue to report relentlessly, it isn't clear that progress in these areas can be the outcome of a progressive media agenda alone.
- But these are not beyond the ability of media to address, either. There is an important connection between media and the strengthening of civil society: citizenship. Media can play a stronger role if its reporting is premised on citizen participation, and does not regard readers, viewers and listeners as passive consumers of its reporting.

- If the media join hands together it is easy to fight against some of the dangers that loom large upon our society/ country. It will strengthen us in fighting the injustice, prevailing in society and in affecting transformation of society in manner to move ahead for a more democratic, Rights based, just and equitable society.
- Media the 4th pillar of democracy is an important stake holder in protection and promotion of Rights, exposing and fighting injustice, giving directions to social forces and shaping the social aspirations and patterns. Its contribution to the society are uncountable and its role invaluable.  
Today the liberalized and free media has emerged as one of the most powerful tool to fight socio-political evils/ injustice, affect empowerment and facilitate development.
- The coalition of media can channelize and streamline the immense potential of media power to inform, empower, train the masses to make them realize their 'Right' claims and 'Responsibilities' so as to enable them to stand, and assert their 'Rights' and claim justified position in society as a valuable individual and responsible citizens.
- This will help to initiate and practice a new mode of media and public interactions at the grassroots level; where, the responsibility of media does not remains confine to reporting of the fact and situations but to affect transformations by enriching and benefiting the masses by consistently bringing to them an opportunity to interact and work together with the most liberal, democratic, aware and alert sector of the modern democracy setup.

# Impact of Media

- Media plays a significant role in our society in the present scenario. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines we read each day. Television, more than any of the other medias, achieves myriad different goals.
- The mass media today encompasses newspapers, books, radio, television, cinema, the Internet, email and fax. Although the use of the Internet and email seem to be recent phenomena, the other media have co-existed for many decades.
- We live in a fascinating world and an even more fascinating society. In this day and age, life without technology feels utterly impossible and life without the media is simply unimaginable. Media provides us with entertainment, information and comfort. As the standard of living in the country is rising, people find themselves investing in digital cables and high speed Internet connections, thus increasing their exposure to such media as the World Wide Web and the hundreds of new channels. While we all are intelligent people, with the freedom and ability to make our own choices, I believe the role played by the media counts more in taking decisions.

- While the media has historically been viewed as being overly aggressive and insatiable in their plight for the latest and hottest news, their watchdog function is essential in a democratic society where people must know what their governments are doing. The media has the capacity to hold the government accountable, forcing them to explain their actions and decisions, all of which affect the people they represent. The assumption in some societies is that the press speaks for the people, thus the freedom of speech and freedom of the press acts in the countries. The reason for freedom of the press is to ensure that democracy is able to function, so it is important to understand that such legislation does not only protect the functions of the press.
- With press freedom we then know what the differing views in society are, opening the floor to debate and discussion, all of which aid healthy functioning of a democratic society.
- Finally, one of the most powerful strengths the media has in any society is the ability to effect change, both on a social and governmental level. All the journalists have the responsibility to report the unbiased, accurate information as it is received from reliable sources. It is their obligation to obtain all sides of a story and to report on both the good and the bad stuff.
- However, responsible journalism also requires a balance of the good and bad stuff in newspapers and in broadcast reports. The media today enjoys a wider coverage as well as a wider viewership than perhaps a decade ago. It has survived and has kept up its values to this day.

# Media– The 4th Pillar of Democracy.

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Make yours is a licensed  
Satellite Organisation\*  
(Satellite **ExNoRa**)  
of  
**ExNoRa** International  
the Parent Organisation

- Yours may be a
  1. **Satellite Organisation** functioning independently as an arm of **ExNoRa** International & any of its administrative hierarchies (e.g. ) District **ExNoRa** or
  2. An **Important Activity** of Residents Welfare **ExNoRa** / **ExNoRa** Innovators Club .

# When it is an “ORGANISATION” &

## When it is an “ACTIVITY” - the difference

**ExNoRa** International has developed 500 concepts, each a down to earth innovative solution for each one of the challenging problems . Each is a distinct medicine to cure one societal illness. Though problems are there everywhere , some are peculiar only to certain places e.g. (1) **Air Pollution , Water Pollution, Sea Pollution, etc.** in Industrial areas (2) **Land Side / Land Slips** in Hilly Areas, (3) **Threat of Natural Disasters** in Sea Areas necessitating the residents to focus on **Disaster Preparedness** (5) **Noise Pollution** near , Places of Worship & Marriage Halls, etc. & the necessity of a Satellite Organisation is fully justified

### OPTIONS

1. As an **ORGANISATION**: If there is a problem present in a town/ village / street & if there is no Residents Welfare **ExNoRa** or **ExNoRa** Innovators Club operating , any one seeking to solve that problem can approach **ExNoRa** International, get license & start the related Satellite Organisation . ( e.g. Noise Pollution . He or she can start Voice Against Noise as a Satellite organisation of **ExNoRa** International).
2. As an **ACTIVITY** : But if there is Residents Welfare **ExNoRa** operating in a street , the problem solving exercise will be an activity of the Residents Welfare **ExNoRa** and will come under the guidance & supervision of the Residents Welfare **ExNoRa**



ExNoRa International Head Quarters  
**LICENSE**



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

## ExNoRa International

e.g. Principled Simplicity or Voluntary Sacrifice. But remember to place beneath your organisation name **ExNoRa** Name & Logo , to indicate that your organisation comes under the parent organisation & the Promoter organisation, **ExNoRa**. It will indeed enhance the strength of your Satellite Organisation . Mention **ExNoRa** beneath the name of your satellite organisation to indicate , that **ExNoRa** is the very foundation. Here is the model. If your Satellite Organisation is **Voluntary Sacrifice** . Then you can display it as

### Voluntary Sacrifice





**Know the  
Parent  
Organisation,  
ExNoRa  
International**

ExNoRa International (since 1989)

is the largest Environmental Service Organisation of India & one of the fastest growing in the world , started in the year 1989 in Chennai

Know ExNoRa,  
the Parent  
Organisation

ExNoRa stands for  
Excellent Novel & Radical

ExNoRans ensure these three qualities in their  
Thoughts , Words & Action

You can consider ExNoRa as an ORGANISATION, a  
CONCEPT,  
a HABIT or a WORD . The Choice is yours !

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 see: [www.voluntarysacrifice.org](http://www.voluntarysacrifice.org)

An  
ExNoRa  
member is  
called as  
ExNoRan  
who uses the  
prefix Exn.

**ExNoRa**  
Regular LOGO



ExNoRa Plain Logo without  
the NAME , **ExNoRa** to be  
used when **ExNoRa** is  
already there in the NAME  
itself



Use the above LOGO  
as your Satellite Organisations 's LOGO in  
your name boards , letterheads , badges , ID  
cards , etc.

If it is a Satellite  
**“ORGANISATION”**  
of **ExNoRa**  
**International**, the  
body will have a ten  
member team  
which is as follows  
President  
Vice President  
Treasurer  
Seven Directors

If it is an **ACTIVITY** of a  
Residents Welfare **ExNoRa** ,  
Then, there will be an  
**ACTIVITY-IN-CHARGE**  
who will have a team  
from and members &  
who will together work &  
solve it . He /she will  
work under the guidance  
& supervision of their  
parent, Residents Welfare  
**ExNoRa**

It is simple. If it is independent , it will be an **ORGANISATION** .  
And if it is a part of a Residents Welfare **ExNoRa**, it will be an  
**ACTIVITY** of the Residents Welfare **ExNoRa** with an **Activity-in-Charge**  
having a team

# The Rationale

There may be places where everything will be okay , except one or two problems evading solutions . The problem-solving-exercise need not wait for the residents coming together to start their Residents Welfare **ExNoRa** It is enough , if they create the particular specialist **ExNoRa** Satellite Organisation to solve only that problem.

# Office bearers – a Ten Member Team

- President : He / She should breathe in / breathe out the ideals of the organisation . Must know it fully & spread the message around all the time
  - Secretary :
    - A. He / She is the live wire , conduct meetings , make people attend , record & read minutes
    - B. His / her duty will be to take up the issues , (on behalf of the organisation) with the three pillars of democracy , 1. the 1<sup>st</sup> Pillar (elected representatives of the Governments – Central , State & Local )  
2. the 2<sup>nd</sup> Pillar – the bueracrates – the government officials from the top most to the sstaff. & 3<sup>rd</sup> Pillar (the Courts by filing cases)
  - Treasurer : He / She collects the subscription, always keep the organisation sufficiently funded, writes the accounts , periodically writes the accounts, gets it audited & submits to the organisation for approval
  - Seven Directors : Each one role as recommended here
- Each Satellite **ExNoRa** should take the challenge of enrolling just 10 members (minimum) including you & each member should take up one of the 10 sacred roles .



# DIRECTORS

1. Director -Membership: Membership & Organisation Development
2. Director - Public Relations : Public , Media, Cine , TV, Sports , VVIP ExNoRa HQ Relations
3. Director-Propaganda : Including “Passenger Messenger “, “Your Meeting – My 3 Minutes” “Going to Gatherings & Gathering Members” (any gathering wherever people assemble )
4. Director - Activities & Events : One Activity as well as one innovative Event per month
5. Director - Research & Training – Creation of Trainers Wing & Speakers Division (**Speak & Peak**) of your Satellite **ExNoRa**
6. Director - Culture & Fine Arts : Taking your message by culture, Fine Arts, Arts & using humour (“Comedy Remedy” of Humourolgy **ExNoRa** )

# Director - e world

e seva : Inducting e sevaks through e medium & make eight of them \ in-charge of one of the following eight activities

- Making everyone including the workers & servants “Digitally Literate” through Digital Literacy **ExNoRa**, just they should know to read in their mother tongue.
- Connecting through Internet & Creating website & e groups,
- Reaching through e mail & your e group & others’ e groups,
- Making every member to become an ExNoRa e . Sevaks and make him / her do a simple e .seva sitting on the chair
- Using Facebook , Twitter , Linked in & all other online communities to spread the message . Creating your own **ExNoRa**, online community
- Sending message to the hundreds of e news papers / periodicals for e publication
- Shooting & Posting messages and the events in YOUTUBE
- Holding video- conferencing , Webinars , Podcasting , Broadcasting & Telecasting
- Writing & hosting blogs ,
- Publishing your e news letter,



# Meeting Agenda to be strictly adhered to, by the President after selection of items from & out of this

## Model Agenda

When members start assembling, those who arrive early won't waste their time. Until the regular programme starts, they will have **AMUSEMENT** by playing games particularly **"Sunny Funny"** (Learn from TV programmes e.g. Vijay TVs most popular **Home Sweet Home** Programme / Google, see, learn & adopt for your meeting )

**15 minutes** before the meeting :**Tree Planting / Tree Salute , Green Fellowship & Refreshment** (Contributory – by individuals)

1. Assembling at the Meeting Venue & Collaring of President by an **ExNoRa**\* : (1 minute )
2. Call the meeting to order by President :30 seconds
3. **ExNoRa** Greetings\* & Mother Earth Salute\* :30 seconds
4. **ExNoRa** Anthem\* :1 minute
5. **ExNoRa** Pledge\* – ExNoRa's Save the Earth the 3 mantra : 2 minutes
6. Brief Welcome by the President : 3 minutes
7. Honouring the Chief Guest by presenting him with a Potted Plant (You can get it from "Dial for a Real Plant"). He will be briefly introduced while he is honoured
8. Read the agenda first duly mentioning the time & duration : 2 mts
9. Reading of Minutes of last meeting by Secretary (oral or printed) : 3 minutes
10. Approval of minutes (read/corrected): 2 minutes
11. Secretary Announcements / Birthday Greetings: 5 minutes

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\* These roles should be done by members by rotation

# Meeting Agenda Continued

12. Comedy Remedy (Humorology) & Group Laughing :10 minutes
13. One read one verse from the book **“Speak & Peak”** and explain about it. Available in English & Tamil also e book
14. Treasurer Report & Funds Appeal :7 minutes
15. Knowledge Hunger (அறிவு பசி) Chief Guest Address an eminent person known for his acumen: 15 minutes
16. Question & Answer for: 5 minutes
17. Presentation of a memento to Chief Guest by the President , mostly a plant or tree . See pictures to be given as memento: 1 minute
18. VPs & Secretary’s report : each 2 minutes
19. One Minute Reporting by each office bearer / Member-in-charge 10 minutes - **Each member tell one development done (DAT- Do & Tell) : 30 seconds each**
20. EnterTimeMent (Entertainment by Children **ExNoRas** & Women **ExNoRas** – will be organised by Chief Secretary : 10 minutes
21. **Speak & Peak** in action by Speakers **ExNoRa**. Public Speaking Skill Development by 2 members (by rotation ): 2 minutes each
22. Announcements on Members & announcements by members : 5 minutes
23. Vote of thanks: 3 minutes
24. National Anthem: 2 minutes
25. Adjournment of the meeting : 30 seconds
26. Buffet Dinner:– mostly pot luck / preparation as a few teams , each team preparing one item – ordering in a good hotel –members share both the food & its cost : 30 minutes
27. Dinner will be as you like / or as **GROUPS** such as senior citizens , professionals , women , youth & kids forming as groups while they eat their dinner

**Your organisation Name will be on the top of the line & ExNoRa name with plain logo beneath it**

**4<sup>th</sup> Pillar**

 **ExNoRa**

**Name Board**

Keep Name Board of your Satellite Organisation outside the Office & at the entrance of your town/ village / Neighbourhood and mention clearly the motto of your activity. The above is also the model for your organisation

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



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



91 98400 34900 / 91 98416 88255



91 44 2475 5478 / 91 44 2475 8383 / 91 44 2815 3376



Facebook/exnora



Twitter/exnora



Youtube/exnora



Linkedin/exnora



Flickr/exnora



Exnora Blog



Contact & Connect

We are in the ELECTRONIC-AGE.  
The advantage should be made the full use of . Through e technology you can "Serve Smarter & not Harder" . You can do "Arm Chair Service" and in a minute spread your messages to hundreds . Use the Social Media & On Line Communities to take your message to the nook & corner of the planet.

**ExNoRa BASIC MANTRA , a MUST**

**ExNoRa**

**Organisations, including the  
Satellite Organisations and  
their members are expected to  
follow in letter & spirit**

**ExNoRa BASIC MANTRA**

**Think Globally**

**Act Locally**

**Do Domestically**

**ExNoRa International**

**ExNoRa Innovators Club**

**Residents Welfare ExNoRa**

**Home ExNoRa**

**Satellite ExNoRa Chapters**



# ExNoRa – The Basic Mantra 3 + 1

## 1. Think Globally (via) “ExNoRa

ExNoRa – The Basic Mantra 3 + 1

- a. Direct Membership in ExNoRa [www.exnora.org](http://www.exnora.org)
- b. ExNoRa Online Community Membership
- c. Member in **ExNoRa Innovators Club**,

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

## 2. Act Locally (via) “Residents Welfare ExNoRa” in Street

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

## 3. Do Domestically (Via ) Home ExNoRa

[www.homeexnora.org](http://www.homeexnora.org)

**ExNoRa Innovators Club** will function in the **ExNoRa Seva Centre**

for the neighbourhood ExNoRas & **RW ExNoRas** to network)

# ExNoRa Basic Mantra

who will do what (3 +

1)

## **Plus 1 : Network Regionally**

(via) “**ExNoRa Innovators Club**”, Collectively promoted by **Residents Welfare ExNoRas** of the Neighbourhood which will federate with individuals / residents directly joining the Club as members for Meeting & Planning for the whole area (e.g. neighbourhood) & implementing. ExNoRa Innovators Club will be for a larger area / neighbourhood & all the **Residents Welfare ExNoRas** of that neighbourhood collectively promote it for their own interest

# 1. Think Globally

We need to Think Globally

The ATMOSPHERE (Troposphere & Stratosphere ) has no boundaries and pollution by one country affects the people of another. Massive Awareness has to be created and the society must be always in a state of preparedness. We must know what other countries do to prevent pollution and we must also make them know what we do. How this is possible?

There three exciting simple opportunities .  
Please make use of all of them

**“Think Globally” to save the Planet.**

**Become today a member of  
ExNoRa Headquarters Club**

**& get designated as ExNoRa Environmentalist**

**Sacred  
Opportunity No.  
1**

A great option for all the eco-conscious citizens to enroll themselves directly as MEMBERS of **ExNoRa Headquarters Club**, the parent body's Main club via its website [www.exnora.org](http://www.exnora.org) making use of the Payment Gateway Account and get the

**ExNoRa Kit comprising of**

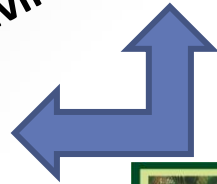
- 1. ExNoRa ID Card** you as **ExNoRa Environmentalist**
- 2. ExNoRaPedia**, the Do-How on environmental protection in the form of DVD with over hundred PPTs on hundred subjects & DVD with several highly motivational explanatory talks which is Priceless .

WOW! It is your ID card  
with you as  
ExNoRa Environmentalist

of

ExNoRa

# Headquarters Club



Cooling the Globe made easy

Down to Earth and Practical guidelines to arrest Global Warming

Cool the Globe Salute

Make your home, street & neighbourhood an Enviro-Paradise through Home Yoga

Exnora International

# 20, Giriappa Road, T.Nagar, Chennai-600017

Tel: (044) 24759477, 42193596, 28153376

Email: exnorainternational@gmail.com, mbnirmal@yahoo.com

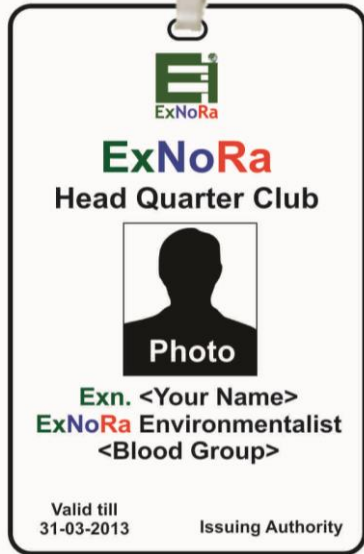
Website: www.homeexnora.org, www.exnorainternational.org

Home Exnora Yoga

After becoming an ExNoRa Member, If you give a declaration & that you have seen the content of the PPTs in the CD & videos in the DVD, we give you a recognition & coveted designation as “ExNoRa Environmentalist”.

2. ExNoRaPedia CD / DVD (PPTs/ Videos) with practical Do-How on 100 Eco-subjects which will make you a Complete Environmentalist & enable you to make any place under the Sun – your home, street & institution as Clean , Green, Safe & a model

1. ExNoRa ID Card, you as an ExNoRa Environmentalist, with strap



## 1. ExNoRa T Shirt



Front  
side



Back  
side

## 2. ExNoRa Lapel Pin



# coveted designation as

## **ExNoRa Environmentalist**

When you renew your membership at the expiry of membership after one year, you should submit a report on what you did based on **ExNoRa** Mantra of Think Globally , Act Locally & Do Domestically. You will get surprise of your LIFE . **ExNoRa** will recognise you as **ExNoRa** Climate Champion . Start your journey & become a member first today , right now via payment gateway account



to save the Planet

## Sacred Opportunity No. 2

The members can participate in Global Group Discussions through [www.exnora.in](http://www.exnora.in) an **ExNoRa** online community of Enviro-Activists , & learn & share.



**Planet, our only HOME.**

## **Sacred Opportunity 3**

In addition ,they can collectively THINK , physically sit together & THINK via **ExNoRa** Innovators Club [www.exnora.org/innovator](http://www.exnora.org/innovator) **ExNoRa** International guides people and facilitates them to “Think Globally” through its **ExNoRa** Innovators Clubs and its meetings . The Club’s will function/ operate from **ExNoRa** Seva Centres & the members will be called as “**ExNoRa** Innovator” as & will do Sustainnovation (SustaIN-INnovation ), i.e. the innovations that will sustain LIFE on the Planet & the life of the planet itself. They can participate in the video conferences from **ExNoRa** Seva Centres and attend e seminars. By this they will become part of the **ExNoRa** Global Thinkers’ Movement .

## 2. “Act Locally” via RWA **ExNoRa** [www.exnora.org/street](http://www.exnora.org/street)

The MAGIC of Residents Welfare **ExNoRa** is that it makes the mere **RESIDENTS** as **CITIZENS**

The next important duty for responsible residents is to “Act Locally” in their street / residential colony collectively with fellow-residents. That is facilitated by each and every one of the residents in each and every one of the families in the street / residential colony becoming members of their own **ExNoRa** called in short form as Residents Welfare **ExNoRa**. The magic of Residents Welfare **ExNoRa** is that the **RESIDENTS** will become **CITIZENS**. The **MERE RESIDENTS** will become role **MODEL CITIZENS**. Global Problems need Local Solutions. Innovations is the need of the hour. It is yet another innovation called Sustainnovation (Sustain + Innovation). The innovations not only sustain itself but must sustain the planet and its natural resources which they will do as members of their Residents Welfare **ExNoRa**. It is not just membership, but everyone will be motivated to innovate (Sustainnovate) and to come forward to take up a noble **ROLE** in their own Association. The Residents Welfare **ExNoRa**s will federate at their neighborhood level as **ExNoRa** Innovators Club in order to work collectively and cohesively. **ExNoRa** Innovators Club will operate in their premises called **ExNoRa Seva Centers** see [www.exnora.org/innovator](http://www.exnora.org/innovator) All the residents will be members of their Residents Welfare **ExNoRa**.

# Act Locally

You can call your basic organisation as

RWA ExNoRa

Residents Welfare ExNoRa

Residents Welfare Association ExNoRa

~~Flat Owners Association~~

~~ExNoRa~~

~~Flat Owners Association~~

~~ExNoRa~~

~~Flat Owners Society~~

~~ExNoRa~~

The Choice is that of you & your members



EXcellent  
NOvel  
RADical

### 3. “Do Domestically” via Home ExNoRa Basic Duty. See [www.homeexnora.org](http://www.homeexnora.org)

This is something very fundamental . It is like your brushing your teeth every day. Say “All Good Things Begin With Me NOW In My Home” and do so. The earth saving activity is practised by each resident in his/her home via his /her Home ExNoRa . All the members of family including the servants will be members of their Home ExNoRa and will do as many things as possible as recommended in [www.homeexnora.org](http://www.homeexnora.org) for fighting the Climate Change in their Home. People are there in their homes almost 12 hours in a day and what they do or don't do in their homes can stop Global Warming by 30%./ (Home includes , offices , flat complexes , educational institutions , etc.)  
[www.homeexnora.org](http://www.homeexnora.org)

# Do Domestically means much more

The Dictionary meaning of Domestic is : **of or involving the home or family**

But it means more in a different context : We say minister in-charge of Domestic Affairs . When it comes to Government, Politics & Diplomacy, Domestic means : **of, produced in, or involving one's own country or a specific country domestic and foreign affairs.**



## particular)

**Normally Home means : A place where one lives; a residence.**

**It also means : Of, relating to, or being a place of origin or headquarters.**

**We also say Home Minister . Here home means the NATION.**

# **Therefore Home means & includes**

- One's workplace (office/industry ) where one works
- One's school or college where one studies
- One's hostel where one stays
- Once shop where one sells
- Even pavements where people live
- Prisons where prisoners are forced to stay
- Orphanages where poor reside
- One's playground where one plays

Please read it with a sense of humour . Home includes ,  
Crematoria & Burial Grounds , which will be the last &  
everyone's permanent home

# When we say “Do Domestically” in your home , it means

- Workplace for workers
- Educational Institutions for Students
- Hostel for Hostellers
- Pavement for pavement dwellers
- Prisons for Prisoners
- Shops for shop owners
- Orphanage for poor
- Playground for Sports Persons
- Auto-stand for Auto-Drivers
- For everyone , the last place to permanently rest

**Please act in all these places considering them as your Home & Home away from Home & make them as your second Home. Do all the things also here. Be guided by**

[www.homexnora.org](http://www.homexnora.org)



# ExNoRan Membership Pledge

As a member I will do everything as my organisation would expect me . I know that fate of the Planet, our only HOME is in peril. Its future hangs in balance. I am aware that my organisation is a branch of ExNoRa , the Parent Institution and that I must, as an ExNoRan and as a patriotic and Nature Loving Citizen, follow the basic & MOOLA MANTRA of ExNoRa namely , **Think Globally** via **ExNoRa International** , **Act Locally** via my **RWA ExNoRa** & **Do Domestically** via **Home ExNoRa** in my dwelling. ( [www.exnora.org/innovator](http://www.exnora.org/innovator) [www.exnora.org/street](http://www.exnora.org/street) & [www.homeexnora.org](http://www.homeexnora.org) )

Thank you!  
Jim

