

**TEMPLE ExNoRa**  
**DEVELOPMENT**



10

# ORGANISATION DEVELOPMENT



**DEVELOP & GALLOP**

Spread & Spearhead

**SPREAD  
AWARENESS**

**ACTION PLAN**



# **CARRY the MESSAGE FORWARD**

## **OPTION 1**

**PROPAGATE, EDUCATE &  
TRANSFORM**

**SPECIFIC**

**SEE separate PPT  
PROPAGATE &  
EDUCATE**

# **CARRY the MESSAGE FORWARD**

## **OPTION 2**

### **SPREAD YOUR SOCIAL MESSAGES AT ZERO COST**

**Spread your social messages at zero cost with less strain where people themselves assemble for some other purpose. There are 100 such opportunities available which please know now**



**SEE separate PPT  
ADDRESS ZERO  
COST MEETINGS**

**CARRY the MESSAGE FORWARD**

**OPTION 3** by **ZERO MEETING**

You can spread the  
**MESSAGE** this **MOMENT**  
without convening a meeting



SEE separate PPT  
**ZERO MEETING**

**CARRY the MESSAGE FORWARD**

**OPTION 4**

**USE HUMAN RESOURCE available FREE**



**HUMAN RESOURCE MOBILISATION**

**Please see separate PPT**



**MINE  
“HUMAN-  
MINE”**



**SERVICE  
REJOICE**

**ONE MONTH IS ENOUGH TO REALISE  
THE GOALS .**

**HALF THE HOMES IN ANY TOWN &  
VILLAGE, HAVE SCHOOL & COLLEGE  
GOING STUDENTS**

By only school & college teachers making the PPT  
PRESENTATION" to their class students and  
inducting each one of them ,the message will  
reach half the homes of the place the same day .



# One candle can light hundreds of candles

This valuable content is in English which is the **GLOBAL LANGUAGE**

In most of the developing Nations, the people who are really and mostly affected by this problem are poor, who may not know English.

Therefore it is the duty of English Medium Children to go to schools where poor children study and should make this PPT presentation explaining in the local language

The students can themselves learn public speaking in three months by initiating **ExNoRa's Speak & Peak** Chapter & they can improve their writing communication by adopting **ExNoRa's Write Right**

# How to take forward?

Prepare letter & "KIT-MODEL" including the CD / DVD

Make ready a checklist of Things To Be Done by them

Invite heads of groups & handover them both

Hold Meetings regularly @ GOVERNMENT OFFICES

Ask the citizen- groups to hold meetings & make PPT presentation in their place

They will be authorised to reproduce without any change & make copies of the kit & distribute

# How to take forward ?

Using the Print, Visual , Audio , Internet & Social Media including FACEBOOK

E mail Campaign as e Seva by e Sevaks including WhatsApp & websites

SMS Campaign as SMS Seva by SMS Sevaks

Hand-outs simple & Multi-colour ExNoRa in the website with sponsor's Advertisement

YouTube footages produced by ExNoRa and yourself based on this content

Cinemas slides & clippings projected to cine-viewers

# How to take it forward ?

INVOLVE



Film Artistes

Sportspersons

Singers

Thinkers,  
Writers &  
Professionals

TV & Radio  
Jockeys &  
Anchors

VVIPs &  
Celebrities

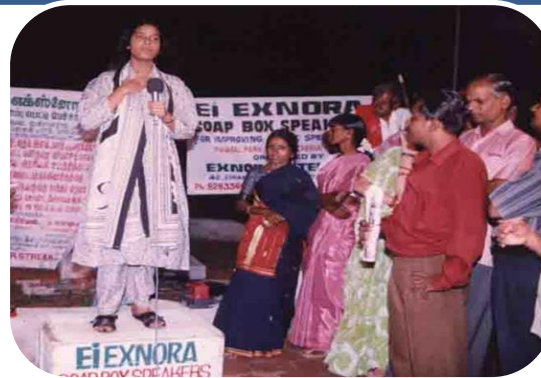


INNOVATION, NOMENCLATURE & CONCEPT

Exn Dr Nirmal Basu 7<sup>th</sup> Sense Master



# How to take it forward ?



Student Speakers services  
can be used



Kid Speakers

**SPEAK & PEAK**

Please see separate PPT



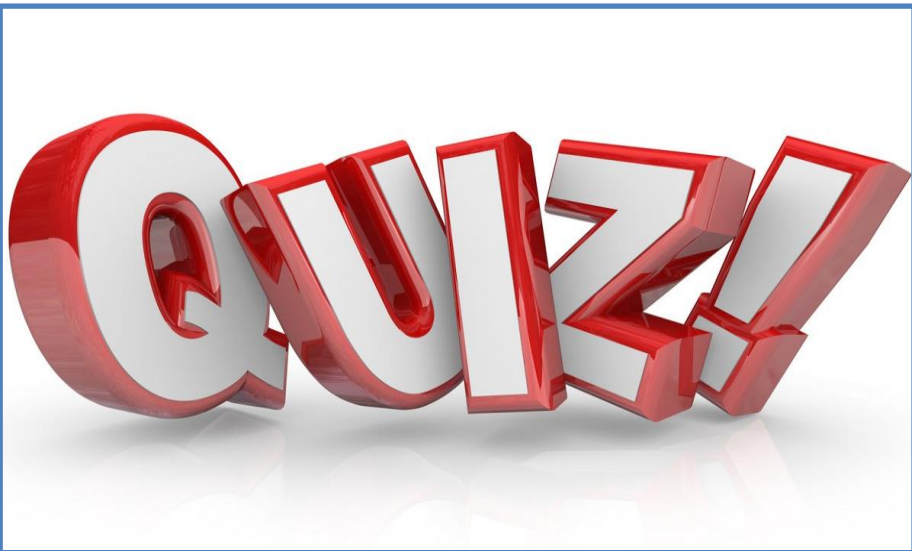
Street Corner Meetings



**Passenger Messenger.**  
Addressing passengers and  
making them carrier of social  
messages



The School , College Management , the PTA , Collector, Local Body, Corporate sector, Traders should periodically conduct the following contests on this subject among students and give awards to winners

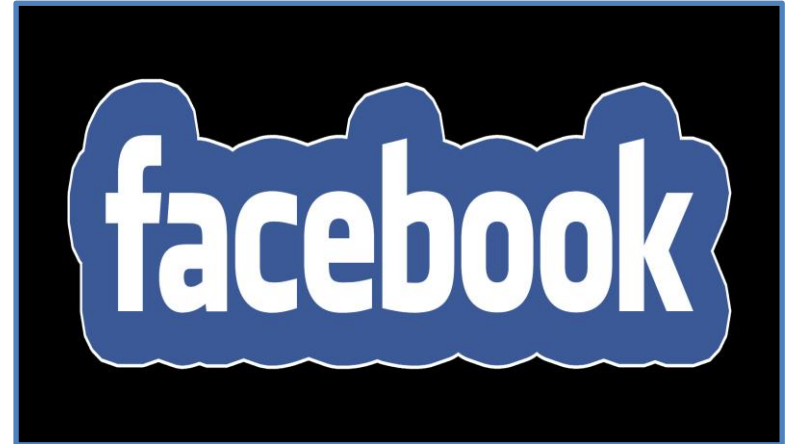


# ACTION PLAN

MODE



Start a FACEBOOK Group ...  
(... mention your area name  
e.g. Ram Nagar)



Send a hardcopy and  
soft copy circular to  
the people of the area  
asking them to join the  
FB group

Mention in the FB group the  
objectives of your group Organise  
meetings so that people know and  
act.

# ACTION PLAN



MODE

**Start a WhatsApp Group .... (... mention your area name e.g. Gandhi Nagar**



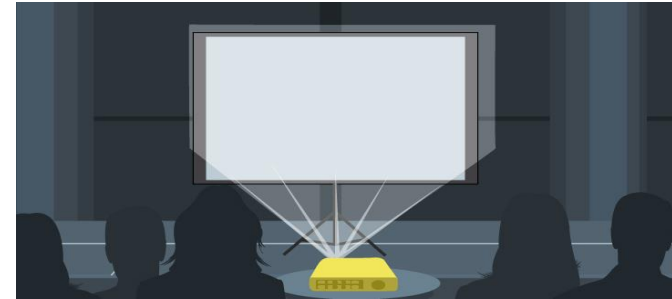
**Collect Mobile numbers and add their name to the group. For every set of 100 members, you can start a new group, giving numbers**

**Send a hardcopy and soft copy circular to the people of the area asking them to join the group**



# CAMAPAIIGN MADE EASY

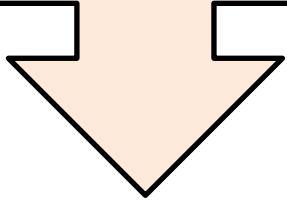
One  
simple  
action



Straight download this PPT from the website and make presentations "**ONE to ONE**" in your computer and make presentation "**ONE to ALL**" via LCD projector in your HOME, Flat Complex, Residential Colonies (both yours & neighbouring), Schools, Colleges, Offices, Industries, Places of Worship & most importantly in a slum / village (talking in their LANGUAGE) and **LAUNCHING** of a chapter in each of these places which must be **INSTANTANEOUS** and **AUTOMATIC**. When you do the above, you sheer by your above simple action, you automatically become an **ExNoRan**

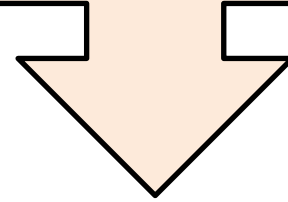
# Create your activities Wikimedia & Wikipedia pages

**Post article &  
photos**



**WIKIPEDIA**  
The Free Encyclopedia

**Post your  
activities photos**



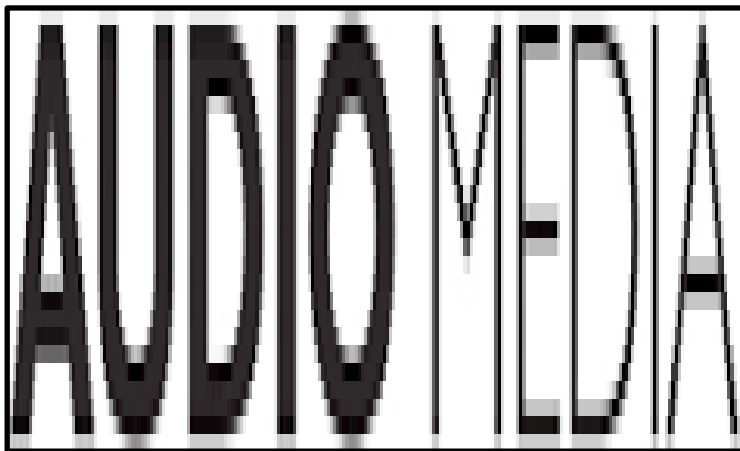
**WIKIMEDIA**  
FOUNDATION

# ACTION PLAN

MODE



Approach LOCAL Print, Visual & Audio MEDIA to spread awareness and make use of Social Media



# ACTION PLAN- Make the BEST use of MEDIA so that the message spreads fast

**Press  
Meet**

**Press Release  
with a copy of  
the CD**

**Have a nice  
launch with VVIPs  
participating &  
invite the media**

**Share success stories  
& Invite press when  
you have action /  
demonstration /  
events**

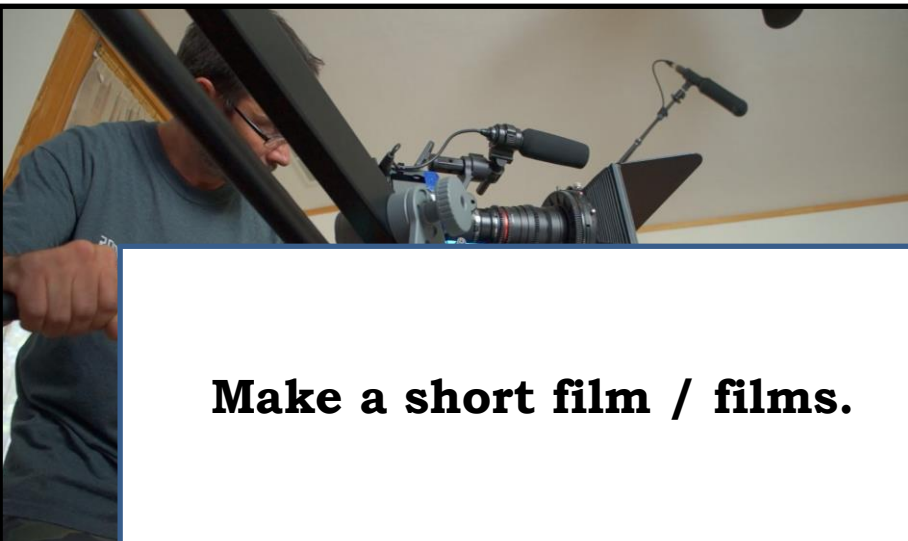
# ACTION PLAN

MODE



# SHORT FILMS

**Are you a short-film maker or has a passion to make a short film?**



**Make a short film / films.**

**Post it in the YOUTUBE under your **ExNoRa** with your Name & send the link. **ExNoRa** will recognise you with its **Green Short Film Award** (certificate)**

**INNOVATION & CONCEPT Exn Dr Nirmal Basu,  
7<sup>th</sup> Sense Master , Founder, **ExNoRa** INNOVATORS CLUB**

# ACTION PLAN

# roleplayers

Central, State & Local Governments should initiate as the whole service is rendered to assist the governments and they should lead from front



**State  
Governments**

**Local Governments  
Corporations,  
Municipalities,  
Panchayat BOARDS**

**Collectorates**





**The DISTRICT COLLECTOR**  
**LEADS & GUIDES the following**

Municipal Corporations

Municipalities

Town Panchayats

Village Panchyats

**ExNoRa International**  
**LEADS & GUIDES the following**

District **ExNoRa**

**ExNoRa** Innovators Clubs

RWA & RWA **ExNoRas**

Schools & Colleges “Student **ExNoRa**”

# ACTION PLAN



## roleplayers

All TEACHERS throughout the world will make PPT presentation to students & parents & Induct them



Students are *inducted* who will act in their place as guidelines and will serve as GROUPS



Parents are also inducted who will act in their place as per guidelines and will serve as GROUPS





# LIGHTED MATCH TO CRACKERS

The MESSAGE then reaching the other half of the homes is automatic and will be as fast as what a lighted match is to a 10000 WALA firecracker !



Students will come back to their class and take their turn to inform the class the action that they have taken & the results. They will also share the problems that they face.



**EXPERIENCE SHARING & Brain Storming**

It will be incredible to witness that the solutions coming from other students of the class, a benefit of Group Thinking. Students can easily learn Public Speaking via Speak & Peak & address

# roleplayers

CONTINUED

Teachers can take one period per month on this topic . They will **TEACH & REACH**

Students will learn easily public speaking via **Speak & Peak** and address meetings on this topic



**"JEEVAN SHASTRA, LIFE SCIENCE, for LIVING as HUMAN BEING"**



# roleplayers

In the places of  
worship of all faiths  
and Muslim  
**JAMATS** awareness  
can be created for  
30 minutes

# ACTION PLAN

## TEMPLE





# You can spread PLASTIC PRACTIC message in the places of worship of all the faiths at zero cost to readily available audience





## roleplayers

**WIN \* WIN \* WIN**

The great International Service Clubs can come forward to initiate in their street, flat complex, residential area & office & their Kids' School / college using their expertise in service activities. The benefits will be as follows

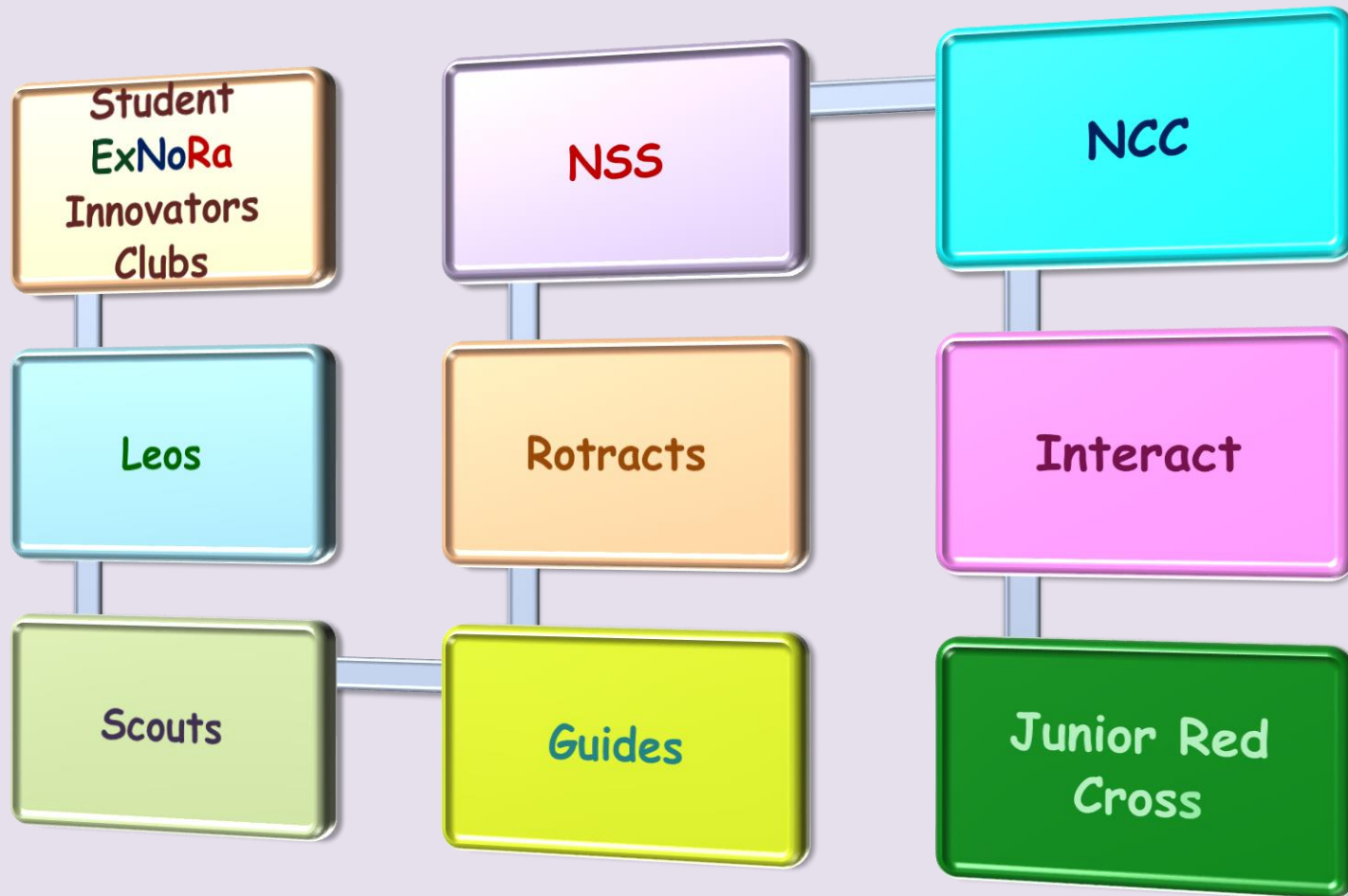
1. They safeguard themselves and their family members.
2. It will be a good Community cum Health Service rendered by them individually or even their club.
3. It will be a golden opportunity to easily come in contact with vast number of prospective members for their respective clubs whom they can enroll and build their CLUB bigger and do greater service via their CLUB.



# Other Role Players- Service Clubs , Trade & Professional Bodies



# Other Role Players- Youth, students & Children



Students' SCSC

represents

Students'

Service

Clubs

Synergy

Coalition

which

coordinates

the

Service Arm

of the INSTITUTION,

the various

Student Service Clubs

College / school Student ExNoRa , Scouts, Guides, NSS , Rotract, Interact & LEO CLUB members can volunteer to serve **roleplayers**



**Rotract / Interact**



**Leo Club members**



**Scouts**



**Guides**



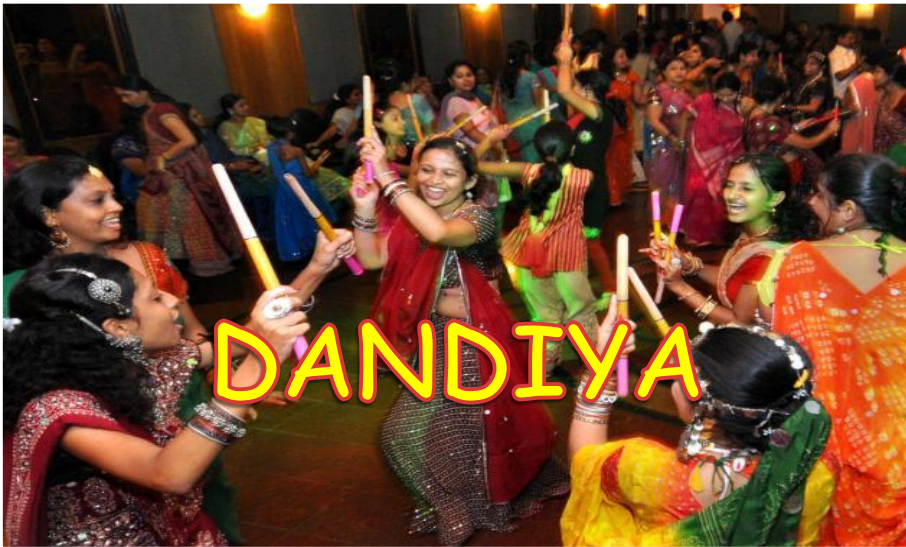
**NSS**



**NCC**



# Use sports & ARTS to spread roleplayers





# ACTION PLAN

# roleplayers



Trade Unions world over can take up and implement/ coordinate / facilitate it for the welfare of its members



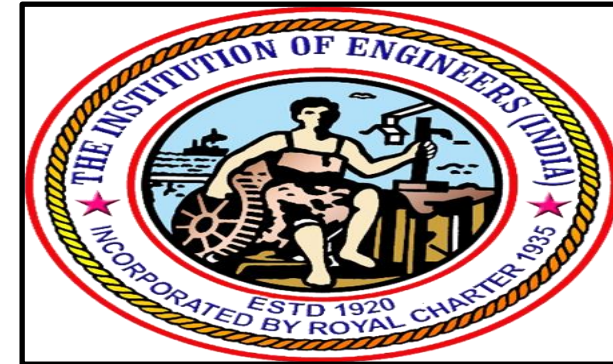
The Associations of Industrialists ,  
Manufacturers, Traders, Education,  
etc. can initiate & GUIDE its member  
organisations

# ACTION PLAN



# roleplayers

Professionals' Associations like that of DOCTORS, Advocates, Engineers Chartered Accountants, Cost Accountants, Company Secretaries can help their members in initiating in the areas where their members live







NGOs & CBOs can render in their place by which they will be serving their own beneficiaries as well as the residents of the area who will become patrons for the NGO/ CBO , out of sheer gratitude



The **CAB-SERVICE-PROVIDERS** can provide a free copy of the CD / DVD to the **PASSENGER-CLIENTS**, as a "**PASSENGER-RELATION-SERVICE**" which will cost the **cab-service-provider** very little, but will earn enormous goodwill



Multiplex / Cinema Halls can do three services any one or more of the following as a "Service of Gratitude to their clients / film viewers" 1. Show a free advertisement slide 2. Show 4 minute-short-film of ExNoRa International made available in its web site / YouTube on the white-screen 3. Give a free-copy of the CD / DVD to the ticket-buyers / viewers as a **COMPLIMENTARY**

You are our valued patron and we help you by gifting you a DVD/CD and / or showing this short film



The film-goers can give this CD / DVD & slide copy and request the Cinema Hall owner to help distributing & showing on the white screen





# SPOUSE HOUSE



## Spouse House

Any town will have the spouses of officials, teachers & staff who join as members of **Spouse House**

& take up the common issues and give their **TIME & TALENT**

Example. There are government officers & staff who have big challenges in their official work in serving people

Their spouses can do voluntary Social Service & serve a cause at their leisure

They will be helping the people & their spouse who is doing his duty against all ODDs



**Initiation Meetings**  
**@ the Office of the**  
**LOCAL BODY**

01. Councillors & Officials

02 Local Body workers

03 ExNoRa & RWAs

04. College & School Students

05. College & School Teachers

06. Service Club Members

07. Corporates

08. Trade Unions

09. Traders Associations

10. Auto men

11. Taxi Drivers

12. FICCI & CII

13. Hospitals & Hotels

14. Professionals Associations  
e.g. Advocates, Doctors

One meeting of each segment at Ripon Buildings in which they will be enthused, inducted & initiated



College & School Students

Where to start & How to start?



ExNoRa & RWAs

PREPARATION 2



Councillors,  
Elected  
Representatives &  
Officials of the  
LOCAL BODY



**MUSTQUIT**  
**ExNoRa**

# **AWARENESS MEETINGS** IN the Local Body



**Conference Hall**



**LCD & White Screen**



**Registration Register**



**Biscuit & coffee**

# What will happen in the meeting ?



A PowerPoint Presentation will be made by ExNoRa Office bearer & the meeting will be presided over by the LOCAL BODY President



There will be a question and answer session and the participants' doubts will be cleared



The will be handed over with a CD cum DVD with permission that they can make any number of copies and distribute them



They will register their names in the REGISTER providing their contact details



They will be asked to use internet including e mail & create their Facebook related community

# ExNoRa's ROLE in this "PROJECT"

**INDUCTING**  
College & School  
Students

**INVOLVING**  
Residents Welfare  
Associations &  
Street ExNoRas

**INITIATING**  
Service Clubs

**COMMENCING in**  
SLUMS

**STARTING in**  
Offices &  
Industries

**Introducing in**  
Places of WORSHIP

# Local Government's ROLE in "this PROJECT"

INDUCTING  
Local Government  
Teachers &  
Students

INVOLVING  
ENTIRE Local  
Government  
HIERARCHY

ENLISTING  
Corporate  
Support

INITIATING  
in all Government  
Offices

COMMENCING in  
Public Open  
Spaces, Parks &  
Play Grounds

PUBLICITY by  
Local Body PROs

Problem is very serious.  
Local Body with limited  
manpower & monetary  
resource is fighting a  
battle against the flying  
monster

It is  
simple

What a difference  
it will it make if  
the community gets  
involved. More are  
the participants ,  
less the problem is



# Human Resource Mobilisation



**Senior Citizens**  
"Sense Citizens  
ExNoRa "



**House Wives**  
"Wonder Women  
ExNoRa "



**Youth**  
"Youth Unique  
ExNoRa "



**KIDS**  
"Angels on Earth  
ExNoRa "



**Volunteers**  
"Volunteer Endear"  
ExNoRa "



**Helpers**  
"Helpers ExNoRa "

# B3 by M3 can be rendered as an excellent

## PR Exercise

**PR:** Public Relations

**PARENTS**  
(PTA) can sponsor in their children's school



as a **Students Welfare Activity**

**DEVOTEES**  
can sponsor in their place of worship



as a **Service to Divinity Activity**

**NON-RESIDENTS**  
can sponsor in the place where their parents live (after all they also visit the parents)



as a **Love for Family Activity**



# B3 by M3 can be rendered as an excellent

## PR Exercise

### ROTARY & LIONS

can do in their place of residence. & can get new members for their clubs



as their  
**Club Image  
Building Service**

### NGOs & CBOs

can do this service through sponsorship in their place of operation & win their goodwill



as a **People  
Relations  
Activity**

### OLD STUDENTS

(alumni) can sponsor this service to their alma mater & the place where their old teachers live



as an  
**Alumni's  
Gratitude  
Service**

**PR:** Public  
Relations



# B3 by M3 can be rendered as an excellent PR Exercise

## EMPLOYERS

can sponsor in their employees residential colony

as an **Employee Relations Activity**

**PR:** Public Relations

## CORPORATE ORGANISATIONS

can sponsor for their clients in their area

as a **Customer Relations Activity**

## SHOPS / BUSINESS ORGANISATIONS

can sponsor in their business operation place

as a **Buyers Relations Activity**



# B3 by M3 can be rendered as an excellent PR EXERCISE

**NEWS MEDIA**  
can do to their  
readers, viewers  
& listeners

as a  
**Subscribers  
Service  
Activity**

The  
**2<sup>nd</sup> PR:**  
Public  
Relations

**TRADERS**  
can do  
anywhere

as an **IMAGE  
BUILDING  
EXERCISE**

**NON RESIDENTS**  
wherever they live can  
group through **FACEBOOK**  
and render service to  
their native place

as  
**Salute Birth  
Place**



# This can be rendered as an excellent PR EXERCISE

## FILM ARTISTES

can serve their fans  
and the best way to  
reciprocate



as a **Service  
to FANS  
Activity**

**PR:** Public  
Relations

## FILM FANS

can serve in  
the name their  
matinee idol



as a **Service  
to their hero  
Activity**

## Celebrities

can facilitate in  
their place & help  
fellow residents



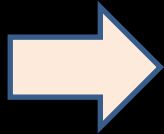
as a  
**Community  
Service  
Activity**





# This can be rendered as an excellent PR Exercise

can be rendered  
as an excellent  
**CSR ACTIVITY**

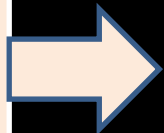


Corporate organisation out of  
their CSR allocation adopt a  
whole town and help realise.



**BIRTH PLACE**

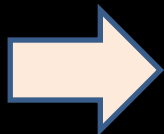
Those who have  
come up in LIFE  
can adopt their  
birth place



Those who have come up in LIFE can  
adopt their village / town where  
they were born and offer a gift to  
the people by sponsoring this help



**In memory of  
deceased close  
kith & kin**



The service can be rendered  
anywhere in memory of those  
who were near & dear but no  
more

# BOMB YOUR PROBLEM

from PERSONAL to SOCIETAL

PROBLEMS to NATION  
& PLANET

INDIVIDUAL  
Familial  
Residential  
Societal

Educational  
occupational  
Professional  
Entrepreneurial

Environmental  
COMMUNAL  
NATIONAL  
GLOBAL



ExNoRa INNOVATORS CLUB,  
the Single-Solution-Window



START / JOIN  
ExNoRa  
INNOVATORS  
CLUB

Single Window to SOLVE  
the PROBLEMS  
experienced by one & all,  
from PEOPLE to the  
PLANET is YOUR  
ExNoRa Innovators Club.  
Join / Start yours today





## INNOVATOR & AUTHOR

**Exn Dr Nirmal Basu, GPian**

**7<sup>th</sup> Sense Master & Trainer**

**(Since 1991)**

**Founder- ExNoRa International**

**(Since 1989)**



WEBSITES

PPTs

DVDs

YouTube &  
FLASH

E BOOKS &  
E BROCHURES

ONLINE  
COMMUNITIES

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