SET-ASIDE “SUICIDE”

TOTAL REVERSAL

A model of JEEVAN SHASTRA, the Science of Living for Being Human Being

SET-ASIDE "SUICIDE" *
&
SUICIDE "SET-ASIDE"

Newspaper Boy

to

Newspapers' Hero

* "SET-ASIDE" meaning here: discard or reject something

#NirmalTotalReversal

7th Sense Master ExNoRa
Nirmal Basu

7th SENSE MASTER

ExNoRa NIRMAL BASU, GPian

@mbnirmal

NEWSPAPER BOY

to

NEWSPAPERS' HERO

CONVERT

- ➔OBSTACLES into STEPPING STONES
- ➔PROBLEMS into GIFTS
- ➔FAILURES into SUCCESSES
- ➔CHALLENGES into SUCCESS VOYAGES
- ➔SORROWS into HAPPINESS
- ➔ADVERSITIES into OPPORTUNITIES
- ➔SETBACK is a SETUP for a COMEBACK
- ➔ HURDELS into SPRINGBOARD

TOTAL REVERSAL

ExNoRa NIRMAL BASU

BLESSED to TRANSFORM the WORLD,
SAVING the PEOPLE and the fragile PLANET.

It has happened,
it is happening, and
will happen.

He is the urgent need of **TIME**

Newspaper Boy

to

Newspapers' Hero globally

SET-ASIDE "SUICIDE"
&
SUICIDE "SET-ASIDE"

TOTAL REVERSAL

Newspaper Boy
to
Newspapers' Hero

Total Reversal

He was fond of reading PERIODICALS & NEWSPAPERS, but the joint-family system will not agree which made him to take Newspaper Agency & become a Paper Boy

He would not know that the very same papers will make cover stories on him

3000 news clippings appreciating his services & honoring him from Newspapers / TV Channels world over

Great Visionary, Missionary & Social Reformer

“Nirmal is a Hope for India”- Bharat Ratna CS in Bhavan’s Journal Editorial

Business Standard

Friday, May 18, 2012

M B Nirmal, the founder and chairman of ExNoRa International, is truly a multi-faceted man. From keeping the streets clean to voicing the concerns of the consumers or from afforestation to reforming hardened criminals, his interest spans to a wide range of issues.

Chitralekha the largest circulated weekly of Gujarat has described me in their cover story as “Gandhi of South India” both in their Gujarathi & Marathi Editions

“Nirmal is one of the 101 entrepreneurs in the fascinating journey of entrepreneurship in Tamil Nadu - Confederation of Indian Industries –CII in their book. Star Trek 2010

Nirmal is Civic Gandhi

“Nirmal is Lighting Spark of Change”

“ExNoRa's concept has become the blue print for people’s participation in urban – clean –up”.

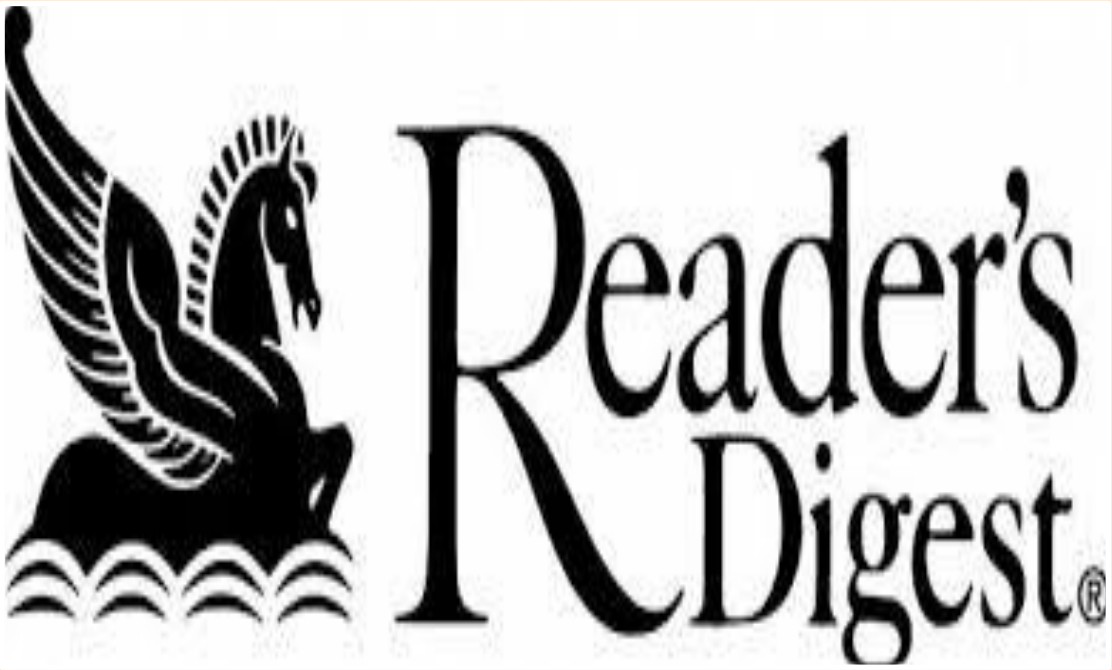
Change-evangelist extraordinaire

Simply Great

NEWS TODAY

"Man of The Year"

"Mr.Nirmal is a highly motivated person and an incurable optimist with undying and unquenchable optimism. His watchword is 'never say die' and lives so"



Nirmal is a

"Hero for Today"

"Mr. Nirmal is a peerless leader who has a remarkable ability to inspire people to work together"

INDIA TODAY

Nirmal is an "Angel of Change" transforming India. COVER STORY

"Civic ExNoRa is an example of what people can do if they want to help themselves. ExNoRa has transformed Navalar Nagar, one of the dirtiest slums on the banks of the Buckingham Canal into a showpiece.

ExNoRa as an organization showing the way, in effectively tackling problems of insanitation by novel methods and by involving the citizens

Inner Wheel Pathfinder

“Pathfinder of India”, a book published by Rotary International / Inner-wheel in 1998 recognised Nirmal as Pathfinder of India along with Sunderlal Bahuguna, Dr. Varghese Kurian, Kiran Bedi & Dr.M.S.Swaminathan

7th SENSE

Nirmal thundered and the participants listened with rapt attention. They returned fully rejuvenated, recharged and motivated

Nirmal is the wonder-man of the banking Industry. He is the author of 100s of Innovations in Banking

“Nirmal is not just another armchair expert. He chucked a job in the corporate sector to clean up his city and set up an NGO ExNoRa International in 1988 to implement his ideas

8.10.1999

“Mr. Nirmal’s speech at FETNA conference, Missouri, USA was electrifying”

“Many call him a Visionary. Most regard him a motivator. He has proved that motivation can move mountains and people too. He is always pregnant with ideas”

Nirmal is full of ideas and is one of the eight "Pathfinders of India"

One of the eight pathfinders of India

“He has the ability to bring out the Gandhi in everyone”

தாய்

ஆசிரியர் தொகுதி

26.7.87

"வேகமான இந்த வாழ்க்கையில் சிலரை ஏனடா சந்தித்தோம் என்றிருக்கும். சிலரை இத்தனை வருடமாக சந்திக்காமலிருந்து விட்டோமே என்றிருக்கும்". இரண்டாவது வகையைச் சார்ந்த இமாலய மனிதர் ஒருவரை நேற்று சந்தித்தேன். அவர்தான் திருவாளர் எம்.பி.நிர்மல். இவர் இந்தியன் ஓவர்சீஸ் வங்கியின் தேனாம்பேட்டைக் கிளை மேலாளர்.

அசுரத்தனமான மூளை, செயல்துடிப்பு, கனவுகள், நிதர்சனமான நடைமுறை, வெற்றிகளுக்கு அப்பாலும் வேகமாக நடக்க முடிகிற, இதயமுள்ள இயந்திரம்.

மக்களின் வாழ்க்கையை மகிழ்ச்சிப்படுத்துவதால் தங்களது வாழ்வினை அர்த்தப்படுத்திக் கொள்கிற மகத்தான மனிதர்களில் இவர் ஒருவர். இந்தியாவிற்கே வழிகாட்ட வேண்டிய நாற்பத்து நான்கு வயது மனிதர், தேனாம்பேட்டை வங்கிக் கிளையில் சிக்கிக் கொண்டிருக்கிறார்.

இவர் என்ன செய்கிறார் என்று இவரைச் சந்தித்து நீங்கள் கேளுங்கள். இவர் என்ன சாதித்திருக்கிறார் என்று அறிந்துக் கொள்ளுவதற்கு இவரது வங்கிக் கிளைக்கு வாருங்கள். இவர் ஒரு புத்தகத்திற்கு உரியவர். இந்த வரிகள் இவரைக் காட்டுகிற ஒரு முயற்சி மாத்திரமே.

- வலம்புரிஜான்

தாய்

26—7—87

ஆசிரியர் தொகுதி

தாயில்லாமல் நானில்லை

26--7—1987

தாய்: 7 சேய்: 9

வேகமான இந்த வாழ்க்கையில் சிலரை ஏனடா சந்தித்தோம் என்றிருக்கும். சிலரை இத்தனை வருடமாக சந்திக்காமலிருந்துவிட்டோமே என்றிருக்கும். இரண்டாவது வகையைச் சார்ந்த இமாலய மனிதர் ஒருவரை நேற்று சந்தித்தேன். அவர் தான் திருவாளர் எம். பி. நிர்மல். இவர் இந்தியன் ஓவர்சீஸ் வங்கியின் தேனாம்பேட்டை கிளை மேலாளர்.

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இந்தியாவிற்கே வழிகாட்டவேண்டிய நாற்பத்துநான்கு வயது மனிதர், தேனாம்பேட்டை வங்கிக் கிளையில் பிச்சிக் கொண்டிருக்கிறார்.

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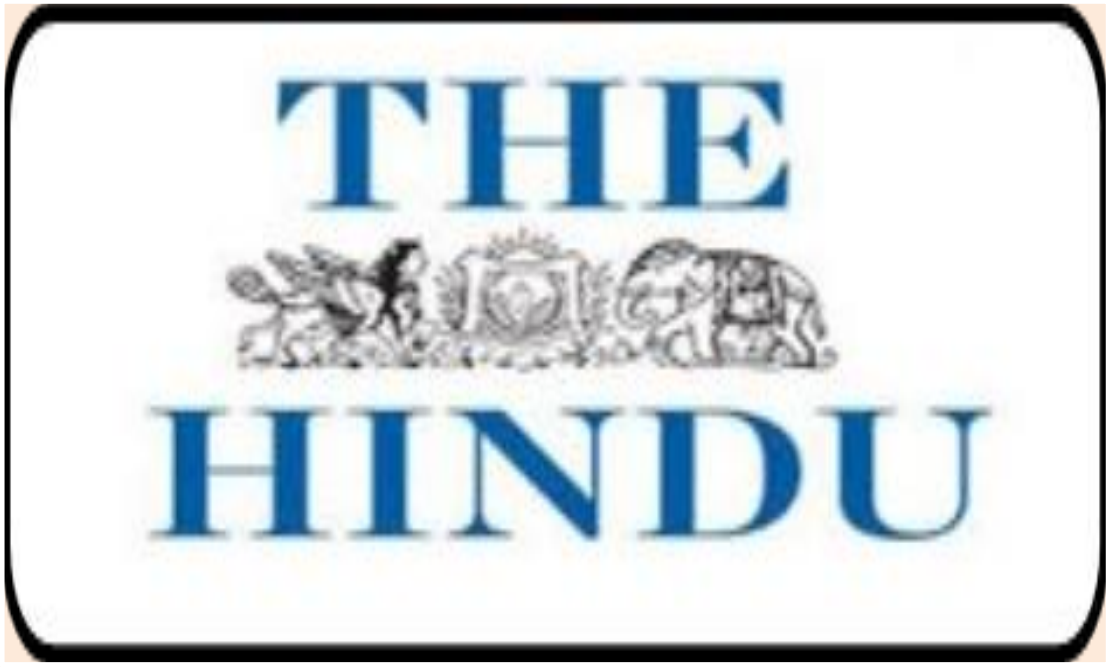
Thai weekly magazine

Editorial by Mr Valampuri John 26/7/87

In this fast life many times we get a feeling
"why at all we met this person?" or in respect of some others
"Why we missed meeting this person?".
Yesterday, I met a person tall like Himalaya belonging to the 2nd category. He is none other than Mr M B Nirmal, Manager of Indian Overseas Bank, Teynampet.
Fastest brain, urge for action, practical deeds, capacity to walk faster than success, a machine with heart.
"Becoming happy by making people happy" is the meaning of LIFE of this very great person. A 44 years old man who should guide India is caught in Teynampet Bank Branch.
Meet him and ask him what is he doing? Go to his Bank to know what he has achieved ?
He is fit to be written for a BOOK. These few lines are just an attempt to introduce him.

“Nirmal is a Catalyst of Social Change” “His Optimism is infectious”



December 29, 1999 Talk OF THE TOWN

TAPPING THE POWERS OF MIND

ENTER THE WORLD OF IDEAS. It is not very different from your own. His world is very much inside you, says Mr.M.B.Nirmal. In his role as innovator, seeking to break your mental locks and blocks

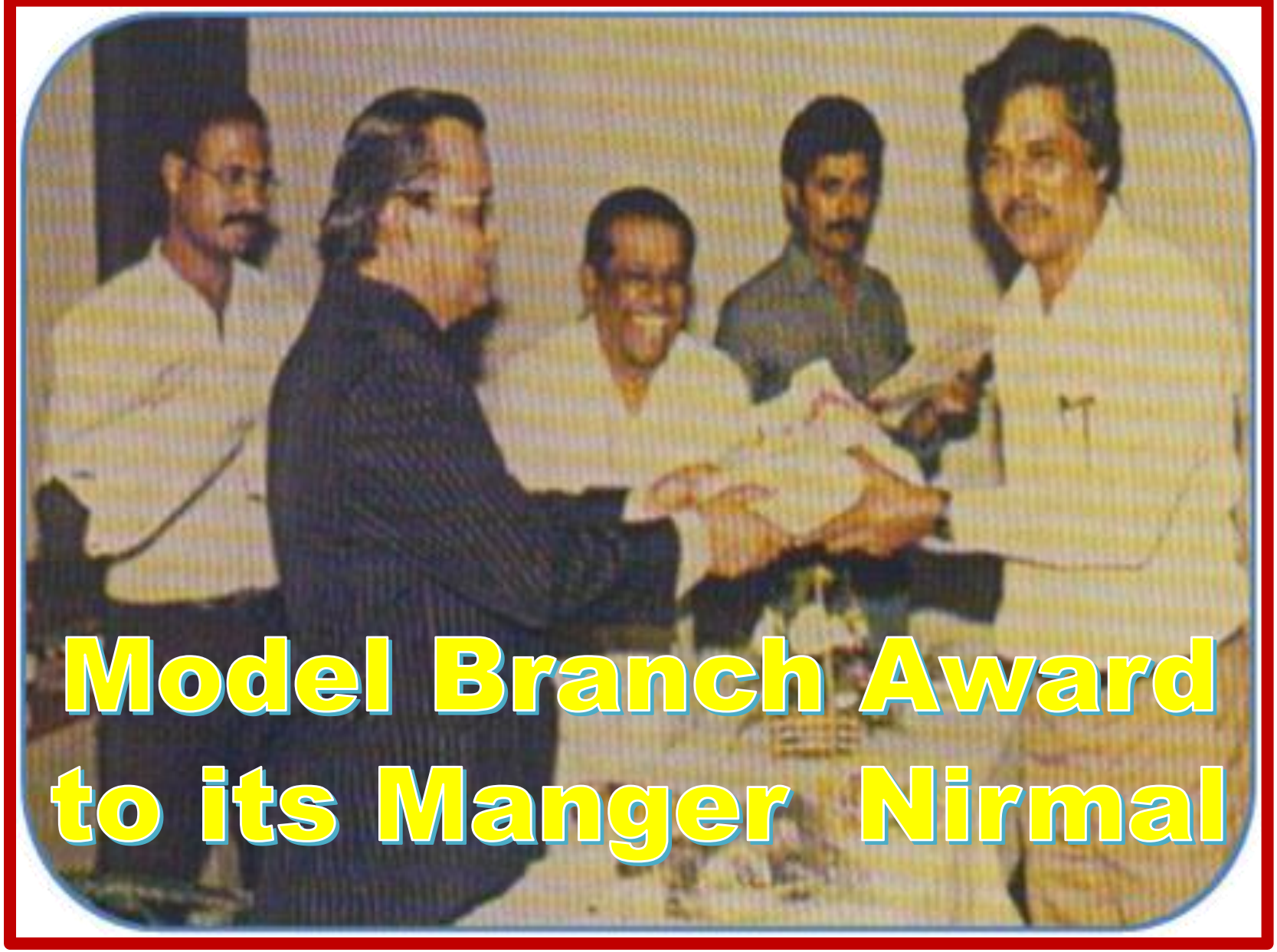
Banker
Outstanding Banker & Best Manager

His Excellency Governor Mr. Sundar Lal Khurana presenting Nirmal IOB Golden Jubilee Best IOB Branch Award in the presence of Hon'ble Finance Minister Mr VP Singh

Her Excellency Governor, Mrs Kumud Ben Joshi presenting Nirmal Indira Gandhi Memorial National Award for Excellent Bank Manager of the entire Banking Industry

Role Model Bank Official

The RBI Governor, Mr Rangarajan presenting Role Model Bank Officer Award to Nirmal in the presence of the Chairman of Indian Overseas BANK Mr K Subramanian on IOB Founder's Day



IOB Executive Director presenting Model Branch Award to M B Nirmal

Innovative Manager Award Nirmal

IOB Zonal Manager Veerappan presenting the Best Manager of the Madras Zone Award to M B Nirmal

VGP outstanding Bank Manager Award presented by VGS & Indian Bank Chairman, Goplalakrishnan

"Best Bank Manager Award" was presented by Dr. Chandrasekar, Hon'ble Minister for Animal Husbandry and Fisheries, Government Tamil Nadu on behalf of Marumalarchi Arts Academy

Malayalam Manorama 4/x/89.

നിർമ്മൽ - ബാങ്കിംഗ് രംഗത്തെ അദ്ഭുത മനുഷ്യൻ

He was declared as the **Wonder Man of the Banking Industry** by Malayala Manorama.

INDIAN EXPRESS

PUNE - 17.11.89

Serve & sell concept in banks stressed

By A Staff Reporter

PUNE, Nov 16. Mr. M.B. Nirmal, saenior manager, Indian Overseas Bank, stressed the need to provide better service to its clientele in achieving success. Speaking at an informal meeting at the Indian Overseas Bank, here, he said the concept of 'serve and sell' was important, but in most banks what was happening was the other way round.

Mr. Nirmal is a recepient of the excellent manager award among all managers of banks and public finance sectors all over India. He was also selected by the 'Indira Gandhi memorial national awards' for excelence in public sector undertaings, under the category of banking and public finance sectors.

Known for his innovative and creative ideas which has brought him laurels, Mr. Nirmal achieved a record growth rate of 500 per cent in bank deposits during a brief period of three years, when he was a manager at Chingleput. This record made the branch topmost among branches of Indian Overseas Bank as well as all other banks in that district, in respect of deposits.

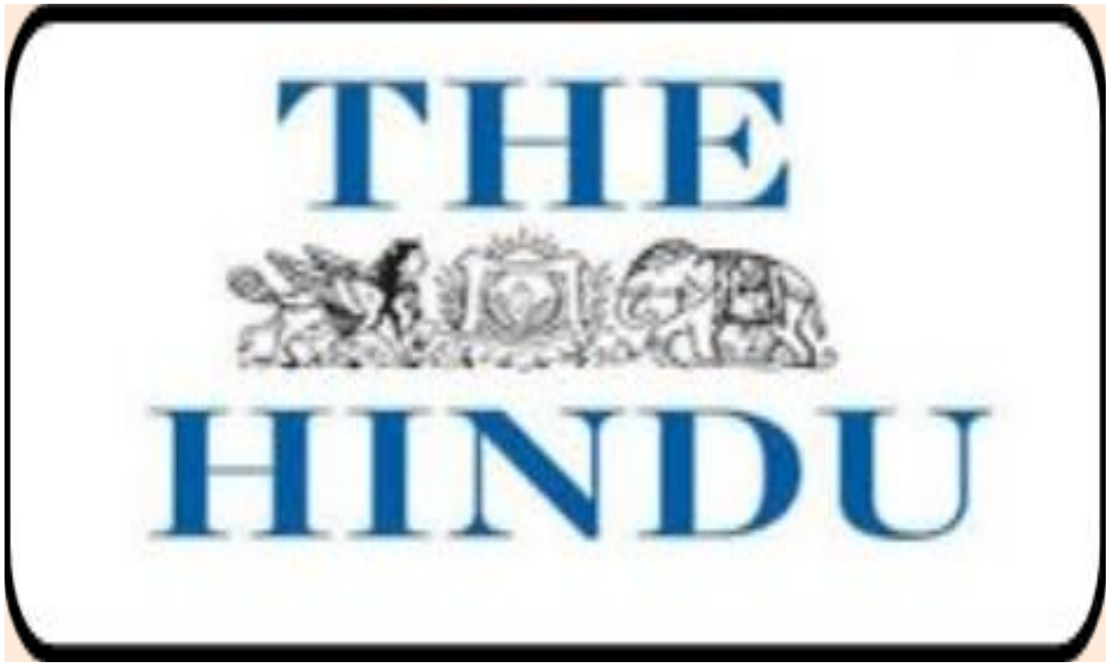
Giving incentives to employees who suggest inovative ideas, he said, had resulted in boosting the customer services. He said he held regular 'brain storming' sessions with his colleagues and from this came out various creative ideas to improve the customer services.

Mr. Nirmal is asociated with various social organisations. He is the founder member and global president of Exnora International, which is an organisation mainly consisting of non-resident Indians both present and former, besides others. Exnora has been striving to pool together 'ideas' of various Indians living abroad who are unable to contribute to this country although they wished to. Exnora therefore serves as a forum for them.

Exnora was formed mainly with the objective of helping India emerge as a progressive country in every sphere to be par excelence with international standards, he said.

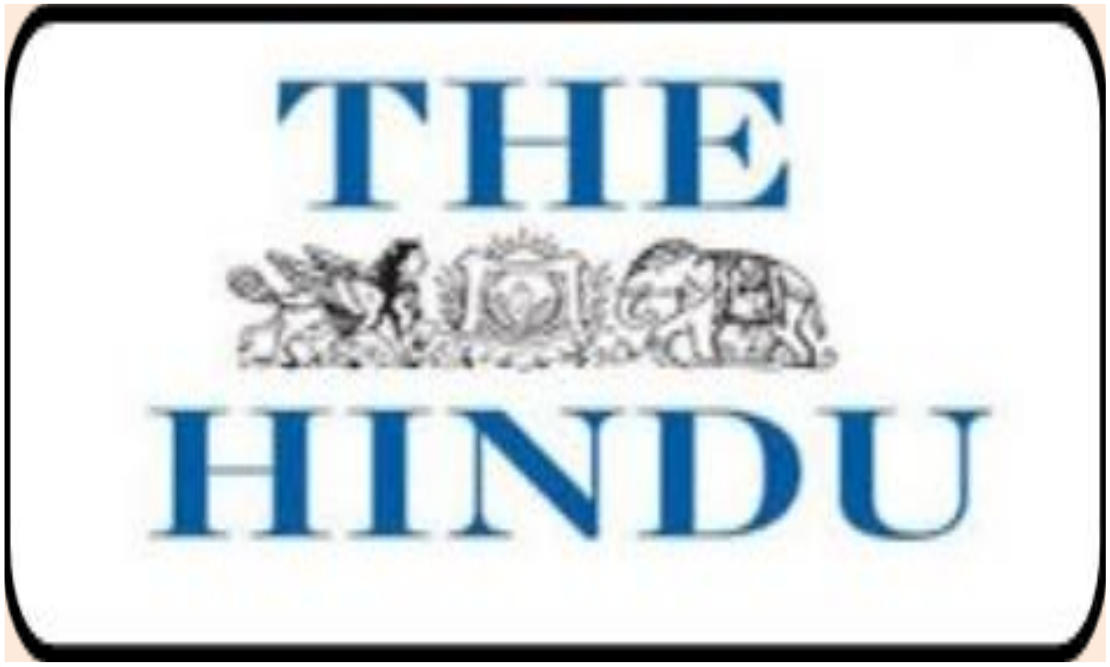
The achievements of Mr. Nirmal are numerous and listless besides his assoiation to various social organisations. However Mr. Nirmal's commitment and drive has provided many of the bank employees an inspiration and motivation in undertaing similiar tasks. The Pune branch employees were taken up very much by Nirmal, we have made modest plans to follow the footsteps of Mr.

Ministry of Finance,
Government of India
issued a circular to all the
NATIONALISED BANKS
detailing the innovative projects undertaken by Nirmal to benefit the customers, asking them to emulate the example of Mr Nirmal & his IOB Teynampet Branch



The power of thoughts Sep 12, 2002

M. B. Nirmal spoke about unlocking the power of the subconscious during a recent "Seventh Sense" training programme held in the city. IT IS a well-known fact that M.B. Nirmal tries to rid the city of garbage, what is not so well-known is his avocation to rid the human mind of the "garbage" it accumulates.



August 26,2002 Programme for the Mind

We are familiar with the sixth sense, which gives us an edge over animals. But have we not often wondered how some people are more creative than the others, and how they manage to turn a disadvantage to an advantage? M B Nirmal, 7th Sense Trainer, credits this to the seventh sense

“We appreciate your efforts to improve Chennai's urban environment in days when such concepts were unheard of. You are indeed a pioneer” . Malini Parthasarathy, Editor of The Hindu

N Ravi Editor-in-Chief of *The Hindu*

"Hamsadhwani is not confining its activities and its reach to music is shown by its felicitation today of Mr Nirmal. Nothing could be more appropriate than for a body promoting excellence in the arts to recognise excellence in another field. Mr Nirmal whose contribution to this city and to other parts is too well known is a unique personality, combining a clear vision, a definite goal, commitment, energy and dedication. ExNoRa has now become a household word here, it is omnipresent.

There are different types of NGOs, some who work with the government, some in opposition to the administration; some promoting a new cause, others seeking to uphold traditional values. Mr Nirmal's approach has been to harness the power and the actions of people to work for the betterment of their own localities. He took it up at a time when civic activities, particularly the area of cleanliness and hygiene, were not particularly fashionable. And now he has succeeded in involving all groups irrespective of income or education or age in the activities of ExNoRa."

The Indian EXPRESS

JOURNALISM OF COURAGE

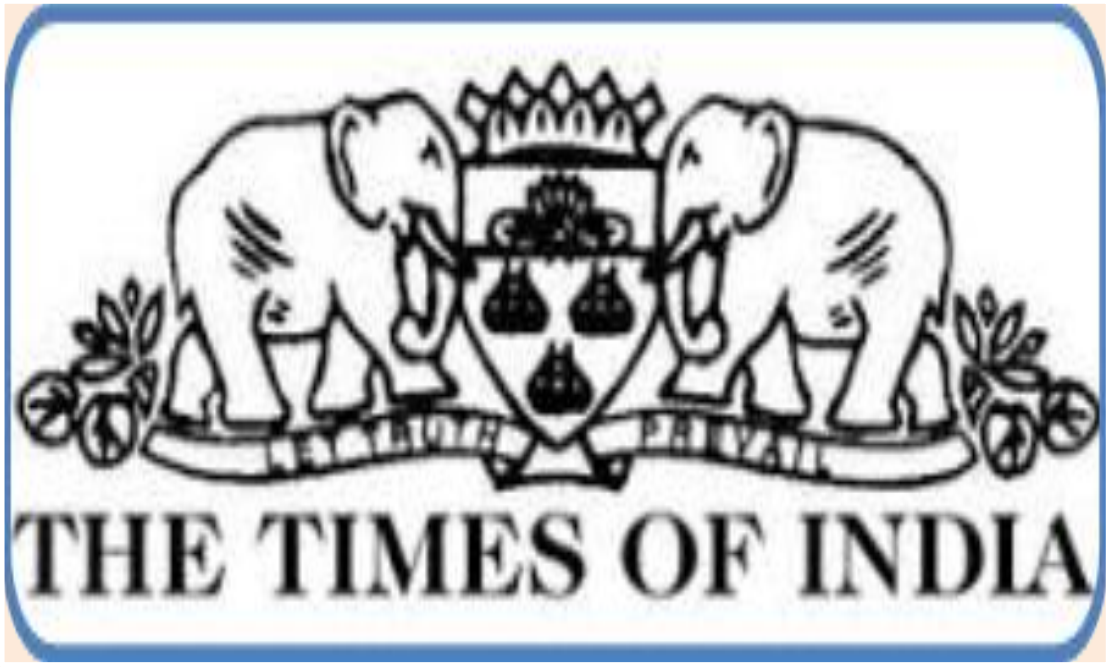
Nirmal is a "Face in the Crowd" & "a CRUSADER changing India"

Nirmal is a Walking Example of POSITIVE THINKING

THE INTERNATIONAL INDIAN

DUBAI

"Jawaharlal Nehru said, 'success often comes to people who dare and act; it seldom goes to the timid who are ever afraid of the consequences'. Nirmal is one such individual who dared to make a difference". Like most of us he could have walked on, lost in the mill of life, but he cared enough to stop, and then move in where mortals fear to tread. M B Nirmal had the courage to turn his dreams to reality.



Recognised as the Best Bank Manager while in service, Nirmal runs a training, 7th Sense for corporates and teaches techniques to unlock their creativity and use the Mind Tool Box devised by him to generate solutions to problems. For Nirmal there is no problem that defies a solution

“Nirmal’s MOVEMENT has grown in Madras from an anti – garbage campaign to a movement that gives each street a feeling of identity and pride. Encouraged by ExNoRa, the people often find their own solutions to problems”.

Outstanding Environmentalist and a LIVING LEGEND.

What the HOUSE MAGAZINE IOBian of Indian Overseas Bank tells about M B Nirmal

The IOBian
MAY 1989
VOLUME NINE
NUMBER THREE
SE MAGAZINE OF INDIAN OVERSEAS BANK

NEWS MAKERS

AWARDS! AWARDS! AWARDS!

Shri Nirmal, receiving the shield from Hon'ble Chief Minister of Tamil Nadu.

Shri. M.B. Nirmal, the inimitable Senior Manager of Teynampet branch, who not long ago helped an IOBian to enter the Guinness Book of Records has set a sort of record himself in which the Guinness people might well be interested! He has bagged no less than 4 Awards within the span of a fortnight!! On 8th April 1989, Nellai Cultural Association honoured him as "Outstanding Citizen" and a shield was presented by Shri Thangavelu, Hon'ble Minister for Handloom, Government of Tamil Nadu. And on 10th Marumalarchi Arts Academy honoured him as the best "Bank Manager" and a shield was presented by Dr. Chandrasekar, Hon'ble Minister for Animal Husbandry and Fisheries, Government of Tamil Nadu. On the 23rd, it was the turn of the Tamil Nadu Cinema Kalai Nataka Mandram to honour him as an "Outstanding Social Worker" and confer on him the title "Samuga Nala Kalanjiyam". A shield was also presented by Shri Nehru, Hon'ble Minister for Electricity, Government of Tamil Nadu.

However, the crowning glory was the presentation of a shield by Dr. M. Karunanidhi, Hon'ble Chief Minister of Tamil Nadu *(see photo)* on the 13th April. Shri Nirmal was one among the 10 outstanding writers honoured by the Tamil weekly SAVI.

Small wonder the bank has Sponsored Shri Nirmal's name for the "Excellent Manager" award under the Second Annual Indira Gandhi Memorial National Award for Excellence in Public Sector Enterprises! *Congratulations and all the best wishes from IOBian!!*

द्दि आइओबियन The IOBian
JULY-OCT 1989
VOLUME NINE
NUMBER FOUR
इण्डियन ओवरसीज़ बैंक की गृह-पत्रिका THE HOUSE MAGAZINE OF INDIAN OVERSEAS BANK

NEWS MAKER

NIRMAL DOES IT AGAIN!

Shri Nirmal, Senior Manager of our Nungambakkam branch, is the proud recipient of the Indira Gandhi Memorial National Award as "Excellent Manager" among all public sector Banks and financial institutions.

This award, instituted by the Andhra Pradesh Central Public Sector Employees Federation, was presented to Shri Nirmal at a function held in Hyderabad on 9.9.1989 by the Andhra Pradesh Governor, Her Excellency Smt. Kumud Ben Joshi.

During his 4 years tenure in Teynampet branch, Shri Nirmal transformed a SMALL branch into a VERY LARGE one.

A PR man by instinct, Shri Nirmal lays more emphasis on human relations which, according to him, is far more effective in banking than just dealing with money.

Shri Nirmal is also the President of Rotary Club of Madras North, the global president of Exnora International and Chairman of VKR Cultural Academy. He is a tireless social worker and has an occasional flair for journalism.

Best of luck Shri Nirmal. We wish you bring many more laurels to the Bank. *(See back cover)*

Mr. M.B. Nirmal, Senior Manager, Nungambakkam Branch receiving the "Excellent Manager" Award (see page 13)

“With characteristic Vigour, he awakened the masses”

WISDOM recognises Nirmal with its “Star Of India” Award.

Total Reversal

Innovator Recognition by Ashoka Innovators for the Public USA

As Nirmal's own life has repeatedly demonstrated, an idea, if refined and made practical and then applied, is extraordinarily powerful. Over the last five years he learned how to stimulate and then help refine such applied creativity from his BANK clients and all levels of his BANK staff. Read the full article, recognition & certification for innovation from a high body .
https://www.ashoka.org/fellow/m-b-nirmal

Republic TV WATER HERO M B NIRMAL

Republic TV WATER HERO M B NIRMAL

Republic TV WATER HERO M B NIRMAL

Republic TV WATER HERO M B NIRMAL

Last Updated:
16th December, 2019
18:41 IST

Har Ek Boond | ExNoRa Helping Chennai In Reversing Water Crisis

Water Hero, MB Nirmal believes that proper water management can save Chennai from water crisis as the city has more than enough water bodies.

Written By

Aquaguard
HAR EK BOOND
EXNORA MEMBERS PLANT TREES TO ENSURE WATER PERCOLATION

In the past decade, the capital city of Tamil Nadu, Chennai has faced severe flooding, worst of them in 2015 and 2019. However, despite the excessive rainfall, Chennai remains majorly water stressed. According to experts, the crisis that the city faced in the last few years would not have persisted, had the people been aware of the importance of rainwater harvesting. There is a major need for the administration to implement policies that ensure water conservation in every household. Chennai has four main reservoirs that act as a major source of water in the city, Poondi, Cholavaram, Redhills and Chembarambakkam. These reservoirs provide almost 200 million liters of water per day to the population of Chennai. In the year 2019, these

Despite government laws, the people of Chennai remain negligent of the urgent need of water conservation. Water activists state that Chennai did not have to face such water scarcity in the previous decades because there was more greenery across the city and most households had open well and tubewells. The greenery in the city ensured the maintenance of water tables. Keeping in mind, the importance of rainwater, the Tamil Nadu government has made rainwater harvesting and similar water catchment systems mandatory in all the households. Chennai's water bodies have reduced to 28 in 2017 from 60 in 1893. Rapid urbanization and illegal encroachment have led to the depletion of the water bodies affecting millions of lives.

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MB Nirmal's EXNORA making a huge difference with water management

According to MB Nirmal, the founder of EXNORA, Chennai and its neighboring areas have over 6000 lakes which ideally should ensure no water scarcity in the city. However, due to poor management, the water table is depleting, and the city continues to be under major threat of water scarcity. EXNORA International collaborates with Government organizations and departments to help them in their initiatives related to water management. The members of the organization have organized regular plantation drives across the

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Watch to know more about the initiatives taken by MB Nirmal to help Chennai battle water crisis.

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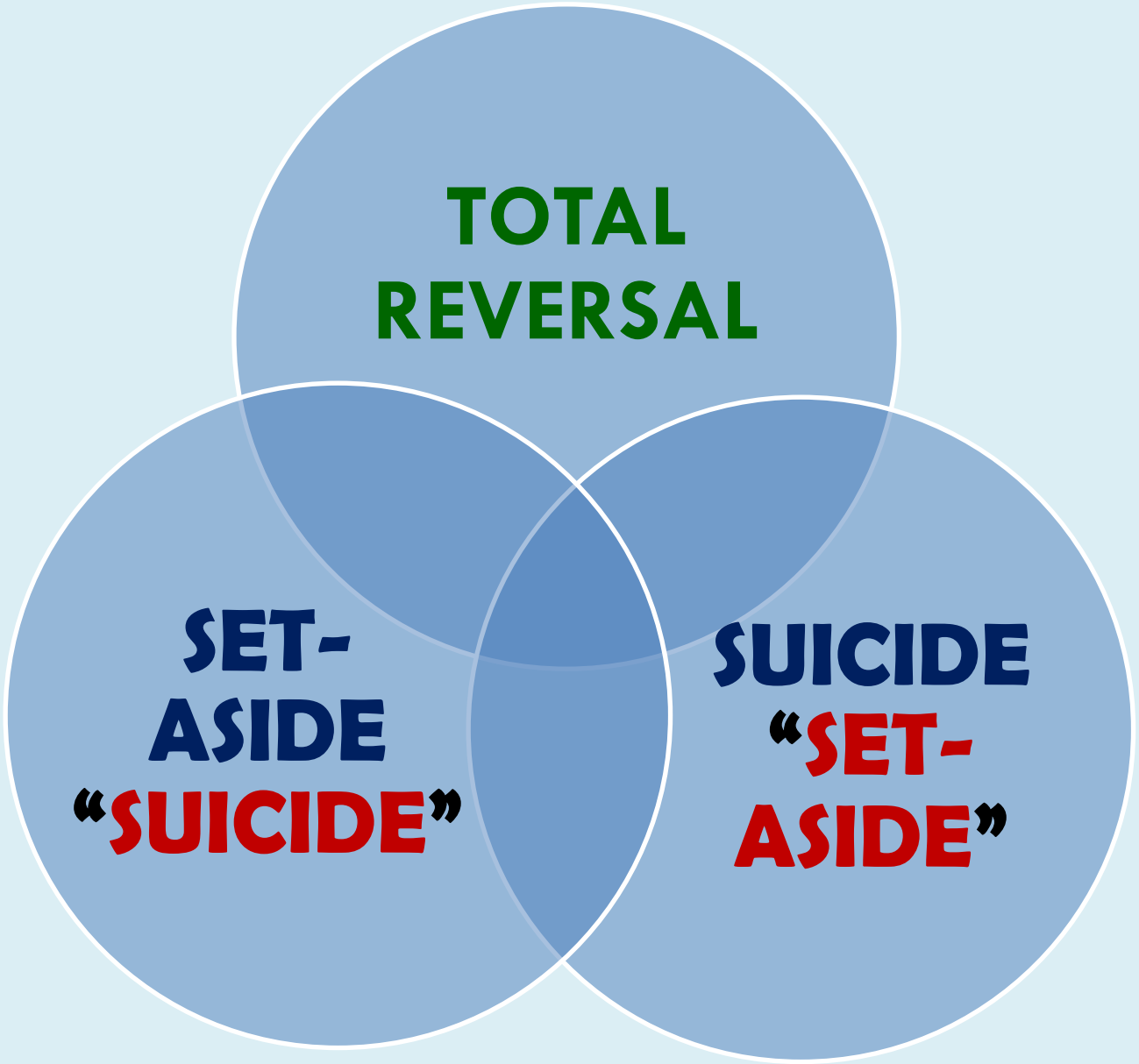

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