TOTAL REVERSAL

Petty shop owner

to

Tamil Nadu's

Best Entrepreneur

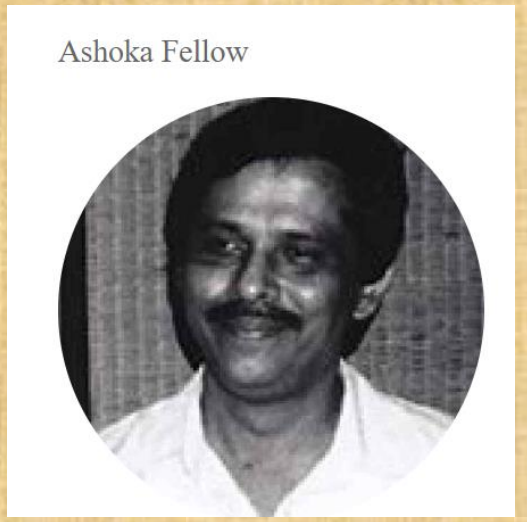
From a petty shop owner to one of the outstanding entrepreneurs of Tamil Nadu

Total Reversal

He has won several awards as outstanding Entrepreneur.
He created hundreds of successful entrepreneurs

He was selected as one of the Best Entrepreneurs & as Innovative Social Entrepreneur by Innovator for Public, USA in 1990

ASHOKA INNOVATORS FOR THE PUBLIC



M.B. Nirmal (India 1990) is considered a world authority in "People's Participation in Environmental Management." His organization, ExNoRa, stimulates urban environmental restoration throughout India.

Publications - CII

Star Trek - The fascinating journey of entrepreneurship in Tamil Nadu: 101 Entrepreneurs. Mar 28, 2008 [Book/Printed Report]. Rs 1000.00 US $ 20.00.

Celebrations of 60 years of Independence

Nirmal was selected as one of the best entrepreneurs in the fascinating journey of entrepreneurship in Tamilnadu since Independence

star trek

His ability to motivate people and get them involved in the process later proved one of the key reasons for the success of his brainchild

M B Nirmal

Exnora International

MB Nirmal was a pauper. He wasn't born one. His grandfather and father were multimillionaires. Adverse circumstances in business caused them to lose all they had, leaving young Nirmal in debt.

After selling their ancestral properties to pay off debts, his mother expressed a desire to live in a house they owned, in the locality they had always lived in, T Nagar, Chennai. Nirmal, who was then working with Indian Overseas Bank, applied for a loan with the bank and bought a house.

The house was located in the midst of huts. The roads and sidewalks were the toilets of the slum dwellers. The street had one sewage tank right in front of Nirmal's home. People brought sewage in buckets and dumped it into this tank. Garbage and cowdung were heaped outside his wall. For someone who was used to the 'good life', this was unbearable.

Most people in his position would have fled. Nirmal is made of sterner stuff. He could not afford to relocate, so he decided to reform the neighbourhood. He mustered the support of the local body, got the slum dwellers involved and transformed the neighbourhood. He started with the construction of toilet cubicles which he dubbed '*People's Toilet*' to inspire a sense of ownership and responsibility that people didn't feel for a '*Public Toilet*'. The toilets were soon run and maintained by the very slum dwellers who once defecated on the sidewalks!

M B Nirmal dons many hats today—entrepreneur, innovator, motivator, trainer, environmentalist, humourist, educator, activist and social reformer among many others. Nirmal always dreamed of becoming a doctor, but poor grades came in the way of that dream. He started his career as a bank clerk. He excelled and progressed steadily. He received the Indira Gandhi award for the country's best bank manager.

As Chengalpattu branch manager, Nirmal saw something that awakened the reformer within him. He saw a small girl trying to study under a street lamp. Electricity had still not reached homes in that village! With the help of local authorities and the state government, he soon saw to it that this was changed. This was a pivotal moment, a spark that triggered what we all know today as Exnora.

Exnora (Excellent, Novel and Radical Ideas) was founded in 1988. In the early days, Nirmal used every opportunity to spread the message of Exnora. He went to places where people were gathered for other purposes and spread the word. He even stood on top of garbage bins in the slums.

Today, Exnora has an international presence. There are over 80000 Civic Exnoras. Nirmal has developed a system that ensures the smooth operation of each of them. Exnora employs approximately 50 full time workers. The major workforce is the 40000 workers who are employed by the Civic Exnoras and millions of other indirect workers. Exnora is 99% run by volunteers.

One of the most notable Exnora achievements was the 'Management of Solid Waste (MSW) Rules of 2000' which put in place the guidelines for the residents and the municipal authorities to follow in the management of waste.

The building block of what Exnora is today is what is called the Exnora Innovators Club (EIC). Under the umbrella of the EIC, several small groups of people get together to innovate and come up with ideas to improve the places they are in.

star trek

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the governing bodies. The most notab
and famous programmes that he h
pioneered include the 5th Pillar
programme that aims at strengthening t
pillars of democracy) and 7th Sense (whi
helps people discover their hidd
potential and develop as innovati
individuals).

He has won awards from all over t
world. He has rubbed shoulders wi
several eminent personalities rangi
from Bill Clinton to Abdul Kalam. But
humility, simplicity, encouraging mann
and warm personality endear him to
who meet him.

'Most people have one or two goals in li
he says, 'but at any given point, I ha
about a hundred goals. I am not afraid
think big. The key to achieving them al
knowing how to achieve them. You cann
be selfish with your goals. One man can
do everything single-handedly. We ha
to work together. The idea is to be
visionary, the conceptualiser. Then y
find the right person to bring the visio
life - someone with a passion for
concept.'

Nirmal is a music lover and a big sp
fan–especially of cricket. He jests, 'I co
not become a doctor' he says, 'so I marr
one!' But in his own right, he is a doc
curing the diseases that plague soci
and so much more.

Nirmal receives outstanding Entrepreneur Award of US TiECON along with India Cements Srinivasan, SUN TV Kalanidhi Maran and MV Subbiah Chief of Murugappa Group

The TiECON Chennai 2009, a flagship annual event and Tamil Nadu's largest entrepreneur conclave, on 28th November 2009 conferred presentation of awards in various categories to other eminent entrepreneurs - Distinguished Family Entrepreneur Award on M V Subbiah of Murugappa Group; Entrepreneur of the Year Award on Sun TV Network Chairman Kalanidhi Maran; Next Gen Entrepreneur Award on Ravi Appaswamy, Chairman, Appaswamy Builders; **Social Entrepreneur Award on M B Nirmal, Founder, ExNoRa International;** Start-Up Entrepreneur Award on P N Vasudevan, Promoter, Equitas Microfinance; Women Entrepreneur Award on Kami Narayan of PreMedia Global Private Limited and Extreme Entrepreneur Award on Sathish Babu, CEO, UniverCell.

November 27,2009

Chennai Trade Centre

Distinguished Family Entrepreneur Award on M V Subbiah of Murugappa Group; Entrepreneur of the Year Award on Sun TV Network Chairman Kalanidhi Maran; Next Gen Entrepreneur Award on Ravi Appaswamy, Chairman, Appaswamy Builders; **Social Entrepreneur Award on M B Nirmal, Founder, ExNoRa International;** Start-Up Entrepreneur Award on P N Vasudevan, Promoter, Equitas Microfinance; Women Entrepreneur Award on Kami Narayan of PreMedia Global Private Limited and Extreme Entrepreneur Award on Sathish Babu, CEO, UniverCell.