

Best Seller

Kiran Bedi Pavan Choudary



BROOM GROOM

With APJ Abdul Kalam's Message

About the Authors

Kiran Bedi is the first and was the highest ranked woman in the officer ranks of the Indian Police Service. She is a recipient of the prestigious Ramon Magsaysay Award, Asian equivalent of Nobel Prize, for revolutionary reforms in police and prisons. Kiran has been voted as the most trusted and admired woman of the country. Her two NGOs, Navjyoti and India Vision Foundation reach out to thousands daily in education and self reliance. She is an author of several books, anchors TV shows, and travels widely on speaking engagements. For more, Dr Bedi is on twitter @thekiranbedi or www.kiranbedi.com

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Media Applauds Broom & Groom :

Sweep away vices, but not under a carpet.

– **Hindustan Times**

Indians and civic sense don't often go together. That may change if our worthy countrymen take broom & groom to heart. – **The Telegraph**

Broom & Groom by proud Indians Kiran Bedi and Pavan Choudary is a collector's item. A must on every book shelf. – **Deccan Chronicle**

It addresses separate categories- students, government officials, and so on and the illustrations help make it a useful handbook for people who badly need it.

– **Times of India**

The book aims at showing people in a very tongue and cheek manner the amount of hypocrisy and small mindedness that people in general exhibit.

– **Indian Express**

Divided into two sections the book gives practical tips on appropriate ways of greeting people, communication, eating habits, use of elevator and mobiles, rules for queues, road manners, being a good teacher, student or government servant and also interaction with foreigners.

– **Deccan Herald**

The book would help in personality building, besides improving standards of civility. – **The Hindu**

With an endeavor to make the present generation aware about the rapidly falling standards of civility, this book shows how important are human values in a changing society like ours. – **Delhi Times**

The logo features the words "BROOM" and "GROOM" in a serif font, stacked vertically. A broom is positioned horizontally, with its head on the left and its handle extending through the center of the text. A large, light-colored ampersand is placed behind the text, partially overlapping the words.

BROOM & GROOM

Kiran Bedi
Pavan Choudary



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A Message from APJ Abdul Kalam

“Broom & Groom” written by Kiran Bedi and Pavan Choudary is a wonderful experience for me to read every page. Each page in the book is useful to improve the way of life. This book shapes the life with fine grained civic sense in a simple and meaningful way. Civic sense is an important factor in everyone's life. This book is an excellent publication, where the authors have brought out basic manners and etiquette. The focused areas of this book are hygiene and grooming. It covers manners and etiquette right from greeting a person, communication, use of elevators and mobiles, rules for queues, road manners, interacting with domestic staff, being a good teacher and also a good student. Keeping good hygiene has been brought out very nicely. The question and answers are very informative and educative.

I liked the “Grooming Googly” at page 132 regarding gifts from the public. It says, “the best way is to appreciate the gesture but decline the gift. You will not feel obliged in any way and will stay focused on the task at hand”. Another important message that I liked very much, which normally many of us simply ignore, is depicted with the picture at

page 150 - “Regularly De-Clutter your office”. These kind of simple gestures are depicted beautifully throughout the book and it attracts the reader.

Every citizen of the nation, from all walks of life, needs to have a disciplined life. How do we imbibe the civic sense in the minds of the people is the need of the hour, so that it becomes part of their life, rather being imposed by rules and regulations. Certainly, this book will contribute to creating awareness among all in setting their own standards in disciplining their lives leading to good life, good society, and thereby a good nation.

A handwritten signature in black ink, reading "A.P.J. Abdul Kalam". The signature is written in a cursive style and is underlined with a single horizontal stroke.

APJ Abdul Kalam
Former President of India

INTRODUCTION

Broom & Groom is an expression of both anguish and hope. Anguish over the inadequate civic sense in our society. Hope, because we believe that once we become aware and sensitive, change will follow.

This book endeavours to hold a mirror to us as individuals and to the society that we have collectively inherited and created. A mirror that unsparingly reflects how we behave at an interpersonal level and at a collective level.

On a literal level, Broom stands for Cleansing (Hygiene) and Groom for Civility (Manners). It is not just our dream but our mission to create an empathetic society that builds a well-groomed nation which proudly stands shoulder to shoulder with the rest of the world. We wish this great nation should cover up in the areas it lags and be second to none. We wish the same for all self-respecting countries of the world.

We believe this book is the starting point of a nation-wide mission and an evolving base of social reform. We hope every edition will include newer thoughts as readers'

contributions pour in. Join us in this journey. We have a long way to go and can't fly alone. *Broom & Groom* should not remain just a book. It must convert into a movement where the people in power and the public come together and once and for all change the conditions we live in. We have made our move and now await yours.

Kiran Bedi & Pavan Choudary

Section I

Grooming

Greeting Appropriately

Greetings are customary ways of acknowledging people. Many questions pop up when you are meeting someone for the first time - How do you address people, How do you address men vis a vis women, How do you address seniors or people you are meeting for the first time. Here's a ready reckoner of points to bear in mind.



Give priority to the person you are greeting

In a formal setting, when you meet a person of equal stature for the first time, prefix his surname with 'Mister'¹. In case he reciprocates similarly, continue in the same manner. However, in case he addresses you by your first name, you should also address him by (his) first name to communicate on a peer to peer basis.



When you meet a person substantially higher than you in rank or age or a dignitary, prefix his surname with 'Mister' or address him as 'Sir'. Sensitive dignitaries also often address the common citizen as 'Sir'.



When you meet a professional such as a lawyer or a doctor, it is good to prefix his name with 'Mister' or 'Doctor'. Mature professionals among them will also prefix your surname with 'Mister' especially if you are older in age.

1. Or use 'Sir', 'Madam', 'Ma'am'

In Hindi the prefix 'Shri' is the equivalent of Mister.
The suffix 'Sahab' or its cultural variants are other
forms of showing respect.

The suffix 'Ji'² connotes both respect and warmth
and the authors recommend it.



Avoid greeting in a sing song manner on receiving a
call, like Helloooooooooo.



Never address anyone as 'saale', 'abbey', or 'yaar' or in
their linguistic equivalents.



In case you need to shake hands make sure your
hands are clean and dry, else excuse yourself and do a
*Namaste/Pranaam*³.



2. Both the authors prefer 'Ji' to 'Sir' because they wish for a less hierarchical society.

3. An Indian form of respectful greeting.

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