AIR-INDIA WINGS TO SALISBURY

An Air-India Boeing 707 left Bombay at 0530 hours on Tuesday, April 14 on its first scheduled flight to Salisbury, the capital of Zimbabwe. It covered the distance of 3261 km., to Seychelles in 4 hours and 15 minutes. After a 45 minute halt, the aircraft crossed the African coastline in Mozambique to land at Salisbury, 3126 km., away in 4 hours and 10 minutes.

Flying to Salisbury on the inaugural flight was Mr. Nirmal J. Singh, a retired ambassador who set up the first Indian High Commission in Salisbury in 1953. He was visiting the country at the personal invitation of Zimbabwe’s Minister of Information and Tourism, Dr. Nathan Shamuyarira.

Ms. C. Chellaram, Dy. Commercial Director who accompanied the flight reported that Air-India 707-320C “Kamet” landed ten minutes ahead of schedule.

A Salisbury Hindu priest, Acharya Anilkumar Shukla, performed the traditional pooja ceremony when the plane landed and anointed the passengers’ foreheads with red vermillion. Asians living in Zimbabwe gathered in large numbers and the women garlanded the crew and passengers on arrival. Mr. P. Chhugani, Manager, Salisbury celebrated the occasion with a reception at the airport attended by approximately 200 invitees including Govt. officials, diplomats, the travel trade and business community.

Air-India first commenced its operations to Africa in January 1950 with its Constellation service from Bombay to Nairobi (Kenya). In October 1967, the Nairobi service, now covered by B-707 aircraft, was routed via Addis Ababa (Ethiopia). In October 1968, the airline extended its Nairobi service to Entebbe (Uganda), but this was discontinued in January, 1973. In December 1976, Air India crossed the African Continent from Nairobi to operate to Lagos (Nigeria) and Accra (Ghana); there are two such flights every week. With Salisbury now becoming an online station, and Lusaka (Zambia) and Dar es Salaam (Tanzania) in June last year, Air-India now operates to seven countries in Africa.

Creating air cargo awareness

SHIP by air, its cheaper. This may come as a surprise to most people, even in the airline business. However, contrary to popular belief, air cargo is no longer an expensive luxury. It is a commercial necessity. Especially, in today’s demanding, competitive world of international trade where the costs of financing and stock holding are very high and there is a greater need for fast cash flow and financial liquidity.

During the last 5 years, there has been a spectacular increase (around 86%) in the growth of exports by air from India. Although imports have grown too, they constitute only about one-fifth of the exports and give rise to a pronounced directional imbalance in air traffic, creating problems in matching capacity to requirements.

At the Workshop of Air Transport organised by the Federation of Indian Chambers of Commerce and Industry (FICCI), our Chairman and Managing Director, Mr. Raghu Rai emphasised this aspect. He stated, “It appears that around 30,000 tons of cargo which at present comes into India by sea can possibly be converted to airfreight due to their particular characteristics which (Continued on page 2)
An ancient windmill is on the regular tourist beat.

Creating air cargo awareness

(Continued from page 1)

make them suitable for air transport.

We have set up a Total Distribution Cost Advisory Unit in our Cargo Division to assist importers in evaluating cost related and other benefits of air transport.

This new service is being offered, free of cost, by Air-India, to the business community and contacts are being established with major importers, Agents, Chambers of Commerce and various Organisations and Associations representing Trade and Industry.

To achieve the objective of increasing the air cargo market for Air-India, various measures are being taken, including, setting up of a data bank of air eligible commodities and contacting their major importers. Application of total distribution cost analysis, adopting aggressive marketing/selling techniques, organising promotional programmes, devising schemes to remove impediments to the growth of air cargo, etc.

To be able to divert cargo from sea to air is not an easy proposition. The rule of thumb generally adopted in the business world is to merely compare the air freight and seafreight rates before deciding on the mode of transportation.

Due to the wide disparity between the air and sea freight rates, which is increasing day by day due to spiralling fuel price, the task is made more difficult.

However, by application of the Total Distribution Cost Analysis it can be proved that in many cases of comparison between air and sea distribution, the total distribution cost involved is cheaper in the case of air than by sea.

The Total Distribution Cost Analysis takes into consideration not merely the cost of transportation, but in addition, several other factors such as inventory and storage costs as well as revenues and costs related to controlling production, administration, financing and sales. In addition, the 'Air Marketing' concept, which is gaining ground, necessitates that air cargo represents not only potential for important savings but it also generates greater sales and hence the related opportunity cost should also be evaluated. Only the complete consideration of these factors will find the most profitable way of distribution.

The age old concept of superficially comparing the airfreight and seafreight rates, which could be misleading, is being changed by adopting a systems approach which eliminates sub-optimisation and increases profits through total systems efficiency (see illustration).

Air-India’s Cargo Marketing & Development Section is, therefore, bringing about an awareness of the overall advantages of air transportation to the business community and convincing them to divert cargo from sea to air. Mr. V.J. Cashyap, manager and Mr. D.J. Chhabber, manager are presently carrying the section.

SENDIFIC - FACTORY WAREHOUSING - TRANSPORTATION - VDEVAGE TIME

PORT CONGESTION/DAMAGE OR DESTRUCTION/FIRE/PERIL/ETC.

ADDITIONAL: 

PACKAGING FACTORY WAREHOUSING 
TRANSPORTATION VOYAGE TIME

SHIPPER

SPEED FREQUENCY TIMELINESS FLEXIBILITY MECHANISATION

DISTRIBUTION WAREHOUSING

CONSIGNEE
DIETS AND DISEASES

Bakshi advises doctors

Bombay’s Jaslok Hospital was the venue for a lecture-cum-demonstration on Diets & Diseases by Air-India’s Catering Manager, V.S. Bakshi. It was unusual for Mr Bakshi, not a member of the medical profession, to advise a gathering of distinguished doctors on diets for their patients. His efforts were widely lauded.

Dr T. H. Rindani, the Medical Director of the Hospital welcomed Mr Bakshi and spoke of his ability to understand the chemical and biological aspects of food along with his skill of vegetarian cooking.

Mr Bakshi who confessed that he believed more in cooking than in talking said, “there must be a solution to incorporate taste in a patient’s food”. Selecting a few diseases like diabetes, obesity and peptic ulcers, Mr Bakshi said that taste and appearance of the food is of paramount importance because then the patient is psychologically inclined to eat this food.

The food was beautifully displayed in the dining hall and words of praise were heard from all present. The menu consisted of unahmed delicacies like ‘Unified Dahi-Wadas’ and ‘Stuffed Ellis’ with delicious green chutney without coconut. The dessert was called ‘Rafighi’ a delicacy with honey.

Mr Bakshi who referred to a cook “as an artist and scientist in one”, is on his way up the ladder of popularity. After the success of this event, Mr Bakshi plans to hold more such lecture-demonstrations.

Shibani & Archana
PR Trainees

EARNING AND LEARNING

Mr. A.K. Mundhwa, Dy Manager- Establishment, was recently admitted as a member of the British Institute of Management, London. At the same time he was admitted as a member of the All India Management Association.

Mr Mundhwa has had the distinction of studying for his postgraduation degree in management while working for Air-India. He recently passed his master of Administrative Management with a first division. His lectures on Personnel Management and Management Practice at various Educational Institutes have been appreciated and earned encomiums.

COMPUTERISED RESERVATIONS

Introduced in Delhi

The Computerised reservations system was introduced at Air-India’s Delhi office from March 30, 1981 after Delhi was connected to Air-India’s Sperry Univac 1100 Computer installed in Bombay. A presentation (see photograph) was made by Mr C.L. Sharma, Air-India’s Deputy Managing Director, to the first two passengers whose reservations were made from Delhi on the computer.

Delhi is the second Air-India station in India to have computerised reservations. The central reservations control section and the booking office at Bombay switched over to computerised reservations from March 16, 1981 (see report in March-April issue). Calcutta, Madras, Trivandrum and some of the offline stations in India will switch over to computerised reservations during the next few months.

The new reservations system will not only improve the response time in providing confirmation of seats to passengers, but will also cut down the queues and waiting times involved at Air-India booking offices. Travel agents will be able to obtain the same services on telephones. Instantaneous updating of the inventory of seats on various flights will also enable reservations staff to offer a seat to the next passenger requesting for it as soon as it is cancelled and thus enable Air-India to improve the utilisation of its seats.

The visual display unit enables the reservations staff to confirm, change or cancel bookings for seats on Air-India or other airlines as well as bookings for hotels and ground transport. The entire transaction takes a matter of minutes whereas the same operation requires 15 to 30 minutes by manual procedures. While major stations of Air-India will be provided with such visual display terminals, smaller stations will have teletype terminals which will also be connected to the computer system and will provide responses to reservations messages sent in a standard format within a matter of half an hour as compared to days required for obtaining the same information in the manual system.

The Sperry Univac 1100 computer system installed in Bombay will be ultimately connected to nearly 200 terminals to be installed in India during the next few months. Out of these 100 terminals have already been installed in Bombay and Delhi. An additional hundred odd terminals already installed in the UK, Europe and USA connected to the British Airways Computer System in London and, some more terminals to be installed in the Far East, will also be connected to the new computer through the SITA net work during the second half of 1981.

With a total of over 300 visual display terminals from all over the world connected to the system in addition to several more teletype terminals from smaller stations, Air-India’s computer system will be one with the largest terminal networks connected to a computer in India.

Mr C.L. Sharma makes a presentation to the first passenger who makes a reservation on the computer.
Mr. P.B. Dhuru (left), Dy Engineering Manager, retired after nearly 34 years of service. Mr. D.K. Billimoria, EM-Accessories & Avionics Group, presents a farewell gift.

Mr. J.N. Mogrelia, DF, presenting a farewell gift to Mr. R.K. Awad (right), Accounts Officer (29 years). Mrs. Awad looks on.

Mr. P.V. Gale (right), Director of Personnel & Industrial Relations, retired recently. Mr. Raghvraj, Chairman and Managing Director, bids him farewell.

Mr. P.K. Kulkarni, Charged-hand in the Component Overhaul Division, retired after over 33 years of service with Air-India.

Mr. A.K. Ghosh Roy, Inspector 'A', who retired recently after over 34 years of service with the Corporation.

Mr. V.S. Galkawad, Sr Aircraft Technician, served Air-India for over 32 years.

Mr. D.J. Chakker, Asst. EM, with Mr. C.G. Dodamani (right), Sr Aircraft Technician, HUD, who retired recently after serving the Corporation for 17 years.

Mr. H.C. Kapoor, EM (C/O & 1049 Malad), garlanding Mr. K.J.P. Nair (left), Foreman, who retired recently after over 32 years of service with the Corporation.

Mr. P.V. Redkar (right), Sr Plant Technician in the Engineering Facilities Division, retired recently.

Mr. S.R. Balasubramanian, Engineering Manager (Headquarters), garlanding Mr. C.I. Rocaon (right), AME-I, 1049 Maintenance, who retired recently.

A function was held recently to bid farewell to Mr. N.A. Devasthale (second from right), Asst. Manager-Publicity. The happy family photograph (left to right) shows: Mr. S.G. Devasthale; Mr. G. Kalyanasundaram, Asst. Director-MSD, presents a farewell gift.

Mr. B.K. Mendle (right) of Management Services Department,责编 Asst. Acting I.P. over 31 years. Mr. C. A. Kalsur, Asst. Director-MSD, presents a farewell gift.

Mr. T.B. Fernandes (right), Foreman in the Component Overhaul Division, retired recently. Mr. A.J. D’Souza, Dy EM (C/O) bids him farewell.

Mr. M.S. Balasubramanian, EM (HQ), and other bid to Mr. C.G. Binda (left), Foreman, 1049 Maintenance, farewell.

Mr. N.C. Narayan, Foreman in the Accessories Overhaul Division, being presented with a gift by Mr. K.J. Abraham, Dy EM (MSD). when he retired recently.
Mr. H. Bhattacharya, AEM, PPO, with Mr. M.B. Karve (right), Sr. Aircraft Technician, who retired after completing 24 years of service.

Mr. K.P. Behramkandla (left), Asst. Financial Controller, served Air-India over 34 years. Seen with Mr. J.N. Mogrelia, Director of Finance.

Mr. A. Madeira (right), Sr. Plant Technician, Engg. Facilities Division, retired recently. Mr. V.N. Ogale, Asst. EM (Facility Planning & Plant and Equipment), bids him farewell.

Mr. J.N. Mogrelia, Director of Finance, with Mr. K.C. Anchana (left). Peon in the Finance & Accounts Department. Mr. Anchana served the Corporation for 32 years.

Mr. J.N. Mogrelia, Director of Finance, bids farewell to Mr. M.N. Bhat (left), Sr. Accounts Officer, who retired after 32 years of service with the Corporation.

A farewell garland for Mr. D.V. Chitala (left), Foreman, from Mr. A.J. D’Souza, Dy. EM (COD). Mr. Chitala retired after over 32 years of service.

Mr. V. Dakshinamurthy, Cleaner in our Madras office, who retired recently.

Mr. S.B. Pai, Publicity Officer, retired from the Corporation after 34 years of service. His colleague Mr. R.M. Khare presented this unusual card to him on the day of his retirement.
Ajay wins painting award

Eleven-year-old Ajay Savargaonkar, son of P.R. Savargaonkar of Person-
nel, recently won a certificate of merit for a painting he created in the Soviet Land Nehru Award Painting
Competition for children in 1980. The Secretary of the Awards Committee
shook a letter of congratulations to Ajay

HONOUR WITH INITIATIVE

Mr Yash Paul, Traffic Asst., New Delhi, successfully completed
Certificate of Proficiency in French from Jawahar Lal Nehru University
securing a B plus grade.

Prashant Joshi

Yash Paul

Master Prashant Prakash Joshi, son of Mr P.G. Joshi, Aircraft
Technician, who was recently awarded a Meit Certificate by the
Dombivli Nagarpalika parish for his outstanding performance
in the Middle School Scholarship Examination.

Rohini Bharatram Salunke, sister of Mr Santosh R. Salunke of Civil
Works & Properties Dept has been awarded Ph.D degree by M.S.
University, Baroda. She topped the list of successful candidates
for her thesis.

Hanshit Jain

Rohini Salunke

Hanshit Jain, son of Flight Engineer Harish K. Jain, secured
81.17% in the HSC Examination. He secured distinction in
Physics, Mathematics, Biology and Chemistry.

Divyasmita, d/o Mrs G. Chandra, Traffic Asst in our Delhi Office
secured 85% in the 5th Std.

A.B. Kale

Divyasmita

A.B. Kale, son of Mr B.N. Kale, Sr Aircraft Technician, who works in
the Jet Centre, passed with distinction his Cost Accountancy
Examination recently.

IATA international Essay
Competition

As part of the implementation of the Programme for Developing Nations’ Airlines, IATA are sponsoring an International Essay Competition on the following subject:
What practical steps should be taken by Airlines individually or jointly to help ensure the sound economic development and stability of commercial aviation in the developing countries in areas such as Staff Training, Aircraft Selection, Airport Facilities and Services, Technical and Traffic Services, Marketing, Finance and Automation?

The competition is open to anyone interested in the development of commercial aviation with the exception of IATA employees and their relatives.

Essays not exceeding 2,500 words will be accepted in English, French or Spanish, and must not have been published previously. Manuscripts must be submitted in two typewritten copies, double spaced.

Deadline: Entries must reach IATA no later than September 15, 1981. They may either be sent to the appropriate IATA Office: Air India, Bombay or Mr Allan Black, Corporate Secretary, International Air Transport Association, 2000 Peel Street, Montreal, Quebec, Canada. T5A 1H4.

The panel of judges will consist of Chief Executives of eight IATA member airlines.

Prizes: Cash prizes will be awarded for the three best essays. The first prize is US $ 2,500 followed by US $ 1,500 and the third US $ 1,000. The prizes will be paid in the currency of the winning country. The essays should be accompanied with a postcard. Entries must be postmarked by October 29, 1981. Entries must be sent to: IATA, Essay Competition, IATA House, 88, Institutional Area, New Delhi-110 062, India.

CROSSWORD CROSWORD CROSWORD

CLUES

Air-India services always flying full, staff travelling on leave spend much of their time speculating on seat availability.
Stranded staff may keep this airport crossword between their lips before biting them.

ACROSS

1. Give sound effect to Air-India.
4. He is before one hurl in London.
8. Japanese for “that is self”?
9. Lobe is not in proper order in Ethiopia.
10. All India Radio in Company with the Pyramids?

DOWN

1. Emotion expressed in dearness allowance.
2. Non applicable rigorous imprisonment, thanks to Japan.
3. Brief half after backward U.K.
5. This Kenyan Manager is an Arts Graduate of Varanasi.

Compiled by A.K. Basu
Answers on page 8
Air-India has recently participated in a number of sports events. Air-India were the joint winners with Century Rayon of the All India Corporation Gold Cup Football Tournament held at Jabalpur recently. Earlier Air-India played matches with Blue Star, Jabalpur and scored 0-0. Once again Air-India beat Central Excise, Hyderabad by 3-1, while Morarjee Mills, Bombay, lost out to Air-India by one goal. In the semi-finals, Air-India beat Central Bank, Bombay, by 2-0.

In Hockey too, the Air-India team did well and were declared winners of the Jimmy Jamieson Hockey Tournament held in Pune recently. In the semi-finals Air-India upset Mahindra & Mahindra by a single goal. In the finals Air-India beat Mahindra Tractors via the tie-breaker by 5-4. Among the players Ivan Rodrigues of Personnel and Cedric D'Souza of Inflight Service were selected to represent Bombay in the National Hockey Tournament held at Jullunder early this year.

While Air-India lost the Tennis Classic to the Pratt & Whitney team, the matches were played at Centaur Hotel Tennis Courts in a spirit of camaraderie and gaiety. The event was inaugurated by Mr D. Lowe, President of Pratt & Whitney Aircraft Group, the prizes being given away by Mr Raghuv Raj, Chairman & Managing Director, who also presided.

Two months back, the ninth Air-India Open Golf Tournament was held at Bombay Presidency Golf Club at Chembur. Over 45 entrants participated in the tournament. The Operations Department won the championship which was given away at a prize distribution function by Ms Raghuv Raj.

Mr S.D. Ghodawat, President of the Golf Championship, presents the Golf Championship Trophy to Mr Raghuv Raj, Manager, Air-India. Looking on is Capt C.R.S. Rao, Dy Director of Operations.

Mr D.P. Nimkar, President of our Sports Control Board, poses with the victorious Air-India Hockey team.

State Boxing Champ

State Champion Tyrone Fernandes of Traffic beat R. Singh of Indian Navy in the Maharashtra State Boxing Tournament held recently. Last year he won distinction in the Boxing Nationals and was invited for the Asian games selection camp in Patiala, Punjab, recently.

Special Honour

The Calcutta Rocket Club recently honoured Mr D.V. Ghodawat, Manager, Eastern India, for the promotion of Squash. This honour was given on the occasion of Inter-State Squash Tournament held at Calcutta. Field Marshal Sam Manekshaw presented the special trophy to Mr Ghodawat.
**FACILITATION**

by B. N. Rustomjee

Facilitation is an ominous term which means "simplification of border crossing formalities governing passengers, crew, cargo, mail and aircraft".

Our travelling public has come to accept the congestion at our International Airports with misplaced exasperation. It is only when we compare our airport scenes with those abroad do we realise that our approach to 'control' and 'protection' needs a change.

In 1978 IATA had sent a special Facilitation Team to India. The team made a comprehensive report which included several recommendations, of which only one so far has been implemented viz. the moving of POE checks away from the Airport.

In respect of Immigration procedures, no country requires its own nationals to complete Embarkation or Disembarkation cards; thus there is a minimum of queuing at Immigration Counters.

In India, on the other hand, every passenger including Indian nationals, must fill up the E/D card, which is closely examined by Immigration officers, thus causing long queues at Immigration counters.

Relatively few countries have Customs formalities for their out bound passengers. Here again there is a need to eliminate the time consuming customs check of bonafide passengers leaving our country. As far as customs procedures are concerned a number of changes have been made to simplify baggage clearance at all international airports. This has been made possible by the introduction of the green channel which was introduced in October last year. The baggage clearance for incoming passengers has been cut to two hours against the five hour average prior to the walk through facility. The customs has also proposed an electronic gate to aid mechanical detection work. Suspected baggages of passengers will be screened by electronic X-ray detection devices.

Various organisations in the country are in constant touch with official agencies with a view to streamlining our border crossing formalities. These are the Airline Operators Committees, the Board of Airline Representatives-India and the Airlines Facilitation Committee-India. Traffic Services is closely associated with these efforts since one of its officers is the IATA FAL Representative for India.

We, as a national carrier, are concerned with the state of affairs at our airports and are anxious to ensure that the procedures are so arranged to prevent the drain of international travellers, including Indians living abroad, to other countries.

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**IN DEFENCE OF AN AIRLINE**

by Mercy M. Mathew

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I looked up my "Strikes The World Over" chart and nervously briefed him, 'Rafflesian at Rome are on strike from 001 GMT the day after tomorrow.' He went through column 3 and row 12 with me and appeared mollified. 'Funnily,' he said, 'I hadn't seen that chart, I wouldn't have believed it, but quickly on the alert as well... Where's Lag in your chart?' 1. 'Lagos is an - new station. It hasn't been added on the... He ground his jaw and growled as an Alsatian getting ready for its meal.

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**Answers to Crossword**

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एयर-इंडिया मैजिक कारपेट
मार्च/अप्रेल 1981

मॉडर्न स्कूल समारोह

हाल ही में एयर-इंडिया मॉडर्न स्कूल ने अपने दर्शावे का 17वां सालगिर्हा का उद्घाटन किया।

भी रू हुए राज मंत्री ने समारोह के उद्घाटन का समारोह करके भी नवीन कुमार सिंघा।

इस समारोह के रूप में नवीन कुमार सिंघा ने द्वारा नवीन कुमार सिंघा के हाथ उपलब्धि का समारोह किया।

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हमे विद्यार्थी कलेक्टर की भाषायात्मक राजनीति व तकनीकी स्तर पर महत्वपूर्ण है। यहाँ सुनिश्चित करना है कि अध्यापक कौन से विषयों का ध्यान देते हैं और उन्हें कैसे समझते हैं।

उपरोक्त नोट के आधार पर, विद्यार्थियों को निर्देशित किया जाना है कि वे स्कूली विषयों के विभिन्न क्षेत्रों में अधिक विचारशील रहें।

विद्यार्थियों के लिए निर्देशित बांटन की स्थापना करने के लिए अध्यापकों को यह समझाना चाहिए कि उन्होंने विभिन्न क्षेत्रों में समान अंश हटाने का पथ निकालना चाहिए।