

AIR-INDIA

Magic Carpet

VOL.25, NO.5

MAY 1981



(Left) Asians living in Zimbabwe gathered in large numbers to welcome the Air-India crew and passengers. (Right) The Dy. Minister for Transport, Dr. Edward Pszaryi (second from right), received the aircraft and welcomed passengers on board. Others in the picture are (from left to



right) Mr B. Stringer, Chairman, Air Zimbabwe, Capt. Mishra, Commander of the aircraft, Ms C. Chellaram, Mr Nirmaljit Singh, Mr P. Chhugani, AI's Manager, Salisbury, and the Indian High Commissioner, Mr A. Qamarin.

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, 3120 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 Commi-

ssion 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

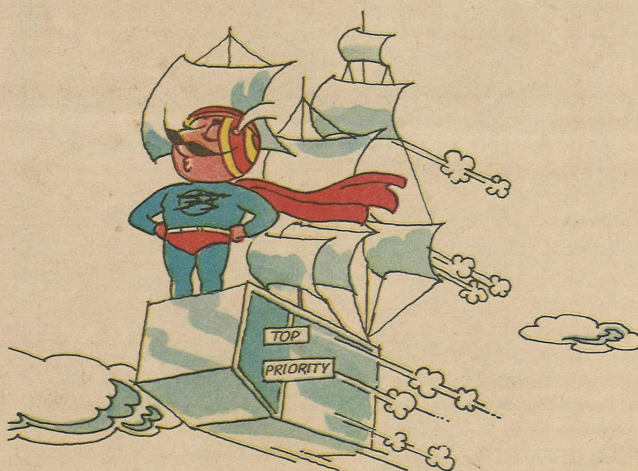
SHIP by air. Its cheaper. This may come as a surprise to most people, even in the airline business. However, contrary to popular belief, air cargo is no longer an expensive luxury. It is a commercial necessity. Especially, in today's demanding, competitive world of international trade where the costs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

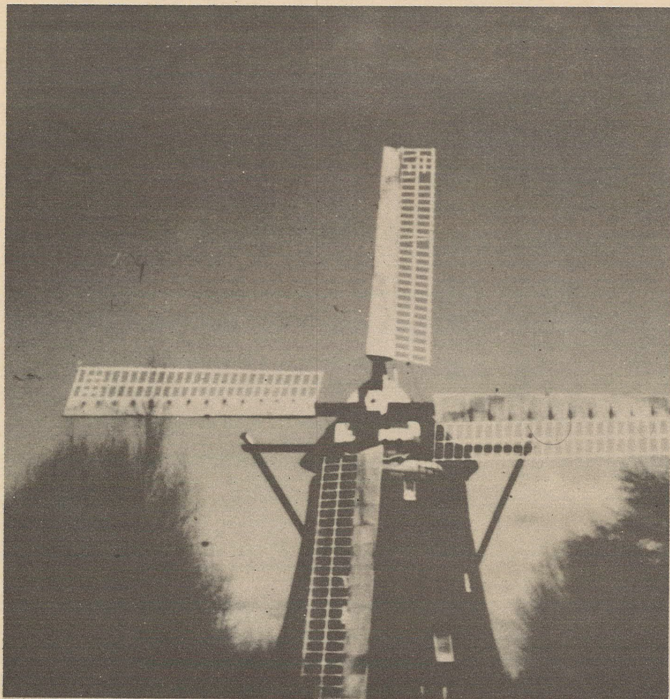
During the last 5 years, there has been a spectacular increase (around 86%) in the growth of exports by air

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 Raj 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.

Everybody has his or her favourite city. Mine will always be AMSTERDAM. "Big City, you are so Pretty," was a popular Dutch song when I was there. You can wax eloquent about Kathmandu, New York or Paris; give me Amsterdam any day. It has a charm all its own. The quaint buildings which look as if they are about to topple in to the canals, the narrow streets, the lovely trees and flowers, the canals where on a winter's day one can watch children skate on the ice, and the wonderful people of Amsterdam.

Who knows, perhaps I was a Dutch person in one of my pastives. Reading an article in Time about the recent coronation brought back a flood of memories...

All dog lovers know that the British and Danes take good care of their pets. I would say its Danes, Dutch and British, in that order, Leidsestraat, the famous street in Amsterdam where most of the airline offices are situated, is an ideal place for "people — watching" and "dog — watching". I worked at the Air-India office on Leidsestraat for a year and a half and whenever I was at the front desk counter, there was invariably some breed of dog I had rarely seen back home in India, being walked down the street by the owner. One day I had worn a black and white striped silk sari and

suddenly the Dutch receptionist at the counter called out to me excitedly, "Look at that gorgeous, huge Dalmatian. You should stand outside the office and have a photo taken with him". I hurried to the door and looked out. YES. He was a beauty. The biggest Dalmatian I had ever seen. Unfortunately, there was no handy cameraman to record the scene for posterity or my grandchildren!

Amsterdam has many problems like any other major city. Housing shortage is very acute, and unemployment. The pick pockets in the trams and elsewhere give the normal, law-abiding Dutch a bad name. I had two unpleasant experiences with pickpockets. They work in groups of twos. Friends had warned me that some of them turn violent when caught red-handed! On both occasions I found them attempting to open my handbag and when I challenged them, I was shocked and frightened by the violence ready to explode.

The British have their bobbies and the Dutch their ubiquitous tram-driver-cum-conductors. They are the men I admire most in Amsterdam. A thankless, difficult job exceedingly well done. The trams, especially during peak hours are overcrowded. I recall a debonair driver who was my favourite on Route No. 1. Nothing ever flummoxed him. On one occasion his tram was jam packed. My friend and I were standing next to him and he smiled

"Dutch Cheese" or Why I Love AMSTERDAM

Sumangali Chettur samples the joys of Amsterdam

charmingly and said "Tired, ladies? Would you like to sit here?" And he indicated his knee! We merely blushed and smiled. Only once did I come across an irate driver and I was the unwitting culprit. It was my very first trip on a Dutch tram. A colleague had warned me, "Don't forget to buy your ticket from the driver. Non-ticket holders are fined 15 guilders". So I dutifully positioned myself where the driver's door would automatically open. The tram arrived. Nothing happened. I rapped on the door. He ignored me. I had a sari on. I thought to myself "Perhaps he dislikes Indians". I refused to give up. I saw a black button just above the door and punched it. Hey Presto! The wipers started functioning! Immediately the driver opened his window, stuck out his head, let forth a volley of words in Dutch, switched off the wiper and left in a huff! I watched bewildered, not knowing whether to cry or laugh!

my Knight in Shining Armour, put his arms around him and kissed him on the mouth! We were in a gay bar. We beat a hasty retreat.

Although I found the city fascinating, it is the occasional, odd characters I met at the counter, while at work that I remember with nostalgia. One afternoon an inebriated Dutchman walked into the office. He was smartly dressed and sported one of those checked beret caps. I was alone at the counter. He said, "I want to go to India." I gave him my brightest smile and asked him when would he like to leave? He ignored my question and said, "My wife is Italian. She is lovely, but Indian women are beautiful. I love Indian women". I tried getting him back to the business on hand. He suddenly leaned across the counter and as I watched nervously, he replied in a stage whisper, "I am going to be President of India." Aloud I said "Wonderful. When would you like to fly?" Before I



Clogs continue to be worn in Amsterdam by the young and the old.

One of my favourite pastimes was bar-hopping with friends, though not exactly for drinking sessions. One evening my friend Leela and I landed up at a bar where there were very few women. The bar-tender was an extremely handsome young man who greeted us warmly. Leela nudged me and whispered "Hey he is giving you the glad eye". I looked at him and that smile warmed the cockles of my heart on that cold, cold winter's night. Just then a young man walked in, went upto



Sumangali tries out a clog for size.

could say anything further, he veered off at a tangent: "I want your earring." And he stretched out his hand. (It was the 'in-thing' to wear one earring, your loved one wore the other. I had both mine on.) Fortunately for me at that precise moment, some passengers came in and the would-be President of India vanished amidst the crowds on Leidsestraat.

Photos: N. Nalavala

Creating air cargo awareness

(Continued from page 1)

make them suitable for air transportation. 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 transportation.

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 airfreight 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 prices, 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.

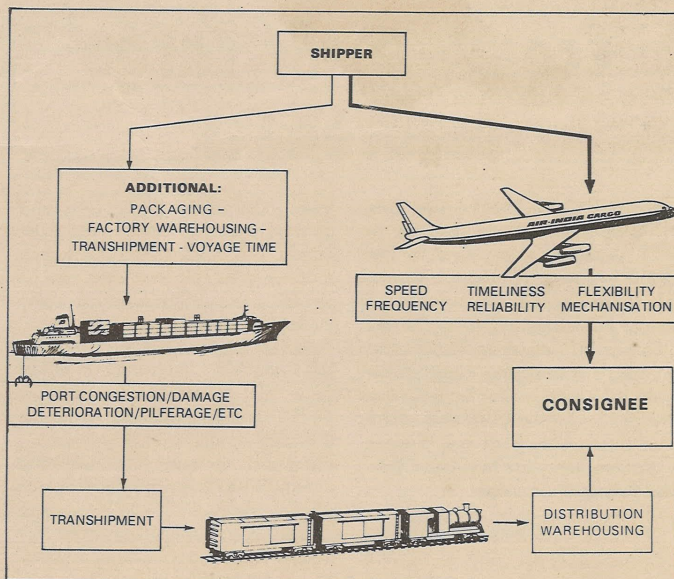
The Total Distribution Cost Analysis takes into consideration not merely the cost of transportation, but in addition, several other factors such as inventory and storage costs as well as revenues and costs related to ordering, production, administration, financing and sales. In addition, the 'Air Marketing' concept, which is gaining ground, recognises 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.

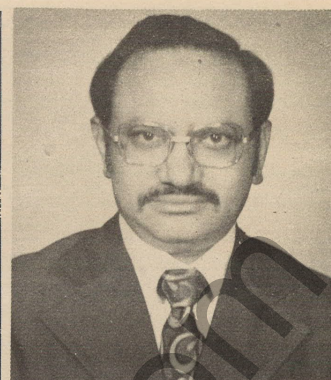
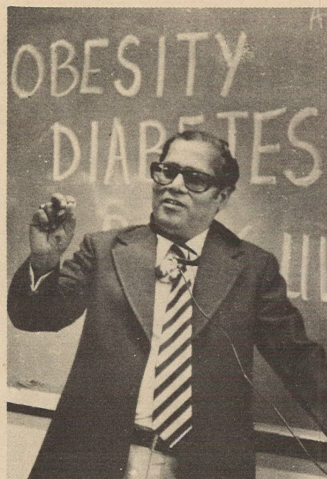
The age old concept of superficially comparing the airfreight and seafreight rates, which could be misleading, is being changed by adopting a systems approach which eliminates sub-optimi-

sation 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. Casshyap, manager and Mr D.J. Chibber Asst. Manager are presently manning the section.





Earning and Learning

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 unheard delicacies like 'Unfried Dahi-Wadas' and 'Stuffed Idlis' with delicious green chutney without coconut. The dessert was called 'Ragifru' 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

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 airline flights 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 tele-type 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



Mr C.L. Sharma makes a presentation to the first passenger who makes a reservation on the computer.

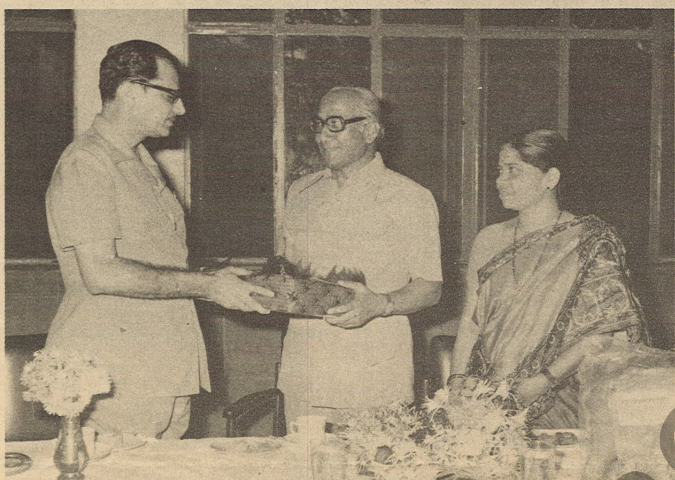
terminals to be installed in India during the next few months. Out of these nearly 100 terminals have already been installed in Bombay and Delhi. An additional hundred odd terminals already installed in the UK, Europe and USA connected to the British Airways Computer System in London and, some more terminals 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 tele-type terminals from smaller stations, Air-India's computer system will be one with the largest terminal networks connected to a computer in India. □



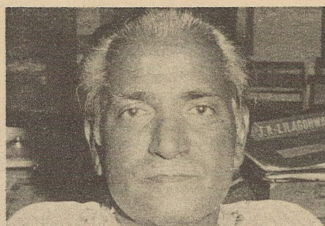
Mr R.B. Dhuru (left), Dy Engineering Manager, retired after nearly 34 years of service. Mr D.K. Billimoria, EM-Accessories & Avionics Group, presents a farewell gift.



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. Gole (right), Director of Personnel & Industrial Relations, retired recently. Mr Raghu Raj, Chairman and Managing Director, bids him farewell.



Mr P.L. Kulkarni, Chargehand in the Component Overhaul Division. He 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. Gaikwad, Sr Aircraft Technician, served Air-India for over 32 years.



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



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

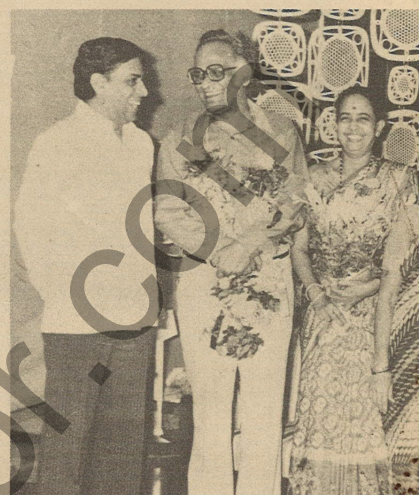


Mr P.V. Redkar (right), Sr Plant Technician in the Engineering Facilities Division, retired recently.



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

FAREWELL



A function was held recently to bid farewell to Mr N.A. Devasthalee (second from right), Asst Manager-Publicity. The happy family photograph (L to R) shows: Mr S. Devasthalee; Mr Devasthalee and Mr B.K. Mangaokar, C.



Mr K.K. Mendke (right) of Management Services Department served Air-India for over 31 years. Mr G. Kalyanasundaram, Asst Director-MSD, presents a farewell gift.



Mr T.B. Pereira (right), Foreman in the Components Overhaul Division, retired recently. Mr A.J.D'Souza, Dy EM (COD) bids him farewell.

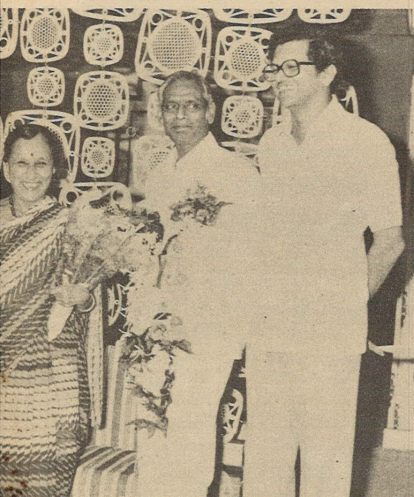


Mr M.S. Balasubramanian, EM (HQ), and other bid Mr C.G. Bindani (left), Foreman, 1049 Maintenance, farewell.



Mr N.C. Narayan, Foreman in the Accessories Overhaul Division, being presented with a gift by Mr K.J. Abraham, Dy EM (AOD), when he retired recently.

WELLS



Mr. Mantri (second from left), Tariffs Manager-Cargo and Mr D.L. Mantri, who retired after 25 and 35 years of service respectively. Also seen are Mr. N. Ranga Rao, CM-Sales; Mr Mantri; Mrs Mantri, Mrs M-Industry Affairs.



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.



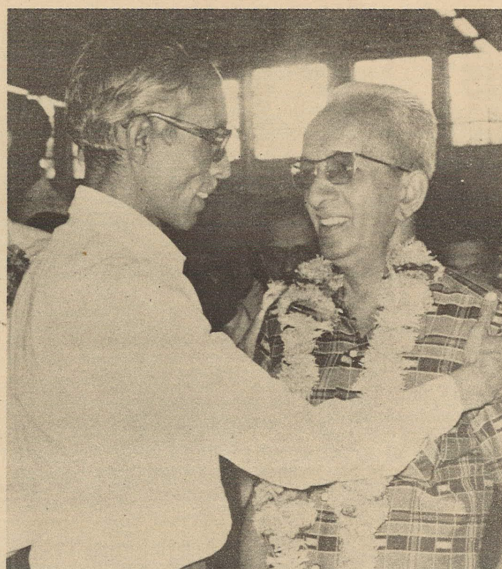
A farewell garland for Mr D.V. Chitale (left), Foreman, from Mr A.J. D'Souza, Dy EM (COD). Mr Chitale retired after over 32 years of service.



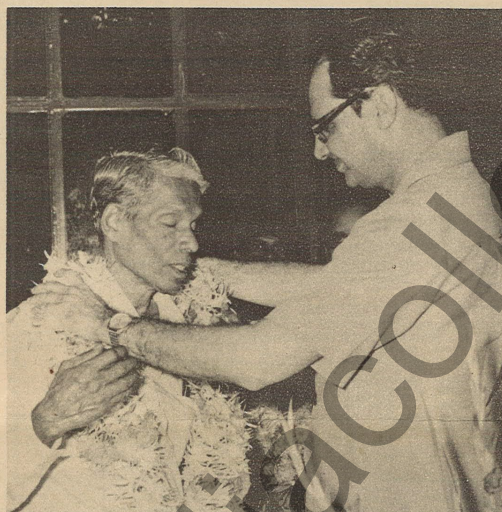
Mr B.R. Kaprowan (left), Chargehand, COD, with Mr G.V. Deshpande, Asst EM, COD, at a farewell party.



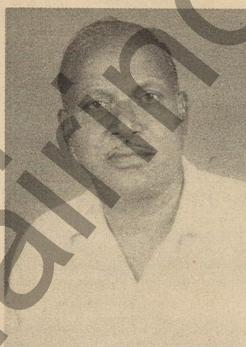
Mr A. Menezes (right), Foreman, Piston Engine Overhaul Division (35 years), with Mr T.S. Srinivasan, EM (Powerplant Overhaul Division).



Mr H. Bhattacharya, AEM, PPO, with Mr M.B. Karve (right), Sr. Aircraft Technician, who retired after completing 24 years service.



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



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



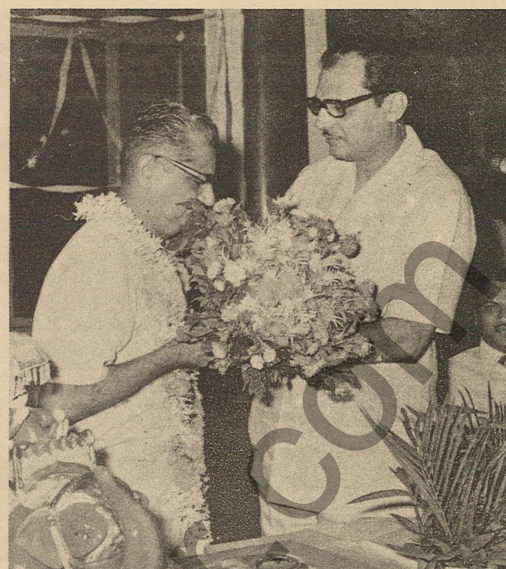
Mr Bahadur Singh Kodak Singh (26 years), Head-Chowkidar, retired recently.



Mr M. Anthony, Sr Clerk, retired recently after serving the Corporation for over 23 years.



Mr N.X. Santos, Technical Officer, QC & TS, retired recently after over 33 years of dedicated service.



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



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.



Mr S.B. Dalvi, Publicity Officer, retired from the Corporation after 34 years service. His colleague Mr R.M. Kharat presented this unusual card to him on the day of his retirement.

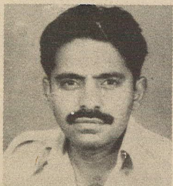


Ajay wins painting award

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

and along with his certificate of merit sent a copy of an album 'Moscow' and a Soviet Land Calendar. In a letter of congratulations to the proud parents, the Prime Minister Mrs Indira Gandhi congratulated Ajay on his success in the Soviet Land Competition.

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 Merit Certificate by the Dombivli Nagarpalika parishad for his outstanding performance in the Middle School Scholarship Examination.



Rohini Bharatrao Salunke, sister of Mr Santosh B. 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.



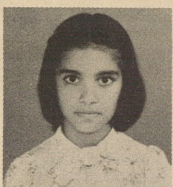
Harshit Jain



Rohini Salunke



Harshit 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.



Cricket

The Hotel Corporation of India recently participated in the Times of India Challenge Cricket Tournament. Photograph shows Mr Rajesh Anchan, Captain of Hotel Corporation of India Sports Club, receiving the Times of India Shield from Mr Edward Luckhoo, High Commissioner of Guyana (West Indies), Chief Guest on the occasion. Mr M.P. Ramamoorthy, Jt Hon. Secretary of the Committee is seen handing over the Trophy to Mr Luckhoo.



Mr H.S. Merchant wishing Bon Voyage to Dr B.R. Sabade, Secretary of the Mahratta Chamber of Commerce on the day of his departure to London on Air-India. Dr Sabade was the leader of a group of 27 members who attended a fair held recently in Hanover.



Generous Gesture

Former Indian Cricket Captain, G.S. Ramchand, currently Air-India's Manager in Bangkok, presented a cheque for Rs 25,000 last month to Mr Raghu Raj. This donation to the Air-India Sports Control Board, the President of which is Mr D.P. Nimkar (extreme left) was

made from the proceeds of the Ramchand Benefit Match held at the Wankhede Stadium last year. Looking on are Mr Polly Umrigar, Hon Jt Secretary of the Bombay Cricket Association and Mr Madhav mantri, Hon Treasurer of the BCA.

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 Chief Public Relations Manager Air-India, Bombay or Mr Alan Black, Corporate Secretary, International Air Transport Association 2000 Peel Street, Montreal, Quebec, Canada H3A 2R4.

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 the second US \$ 1,500 and the third US \$ 1,000. The prize winners will be announced at the 37th Annual General Meeting of IATA, to be held in Cannes from October 26 to October 29, 1981.

CROSSWORD CROSSWORD CROSSWORD

CLUES

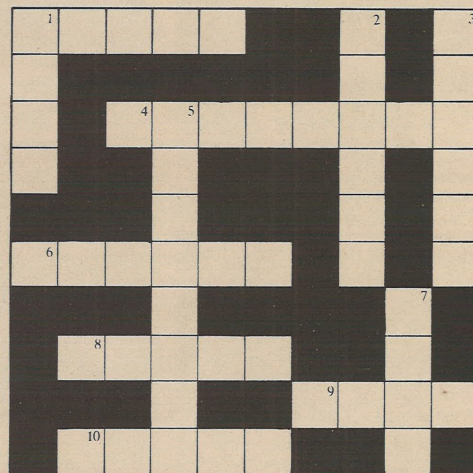
Air-India services always flying full, staff travelling on leave spend much of their time speculating on seat availability. Stranded staff may keep this airport crossword between their lips before biting them.

ACROSS

1. Give sound effect to Air-India.
4. He is before one hurl in London.
6. Loud noise after reversal in the States.
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.
7. Zero Railway.



Compiled by A.K. Basu

Answers on page 8

AIR-INDIA'S WORLD OF SPORTS



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

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 2-0. 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 Jameson 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 Senior 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 Raghu Raj, Chairman & Managing Director, who also presided.

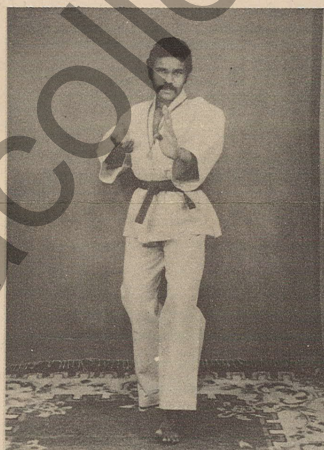
Two months back, the ninth Air-India Open Golf Tournament was held at Bombay Presidency Golf Club at Chembur. Over 45 entrants participated in the tournament. The Operations Department won the championship which was given away at a prize distribution function by Ms Raghu Raj.



Mr M.S. Balasubramaniam of Engineering takes a swing.



Capt D. Bose, Director of Operations receiving the Golf Championship Trophy from Mr Raghu Raj. Looking on is Capt C.R.S. Rao, Dy Director of Operations.



Brown Belt Stanley Cruz in action.

Mr Stanley Cruz of Cargo Complex who is already weighed down with titles of 'Maharashtra Shree', 'Bombay Shree', 'Ganesh Shree', 'Most Muscular Man in Maharashtra' and 'Mr Y.M.C.A.' recently took up Karate and bagged third place in a tournament called Chiyai. Over 30 karatekas participated in the fight. Stanley is a Brown Belt from the Vispy Kapadia School of Karate.



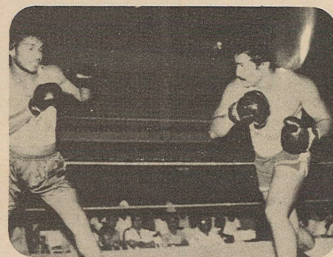
Mr Raghu Raj presenting the Pratt & Whitney Trophy to Mr D. Lowe, President, Pratt & Whitney Aircraft Group.



Seventh Time Win

S.S. Dabholkar, Commercial Manager-Publicity, receiving a trophy for 'Concourse De Elegance' from Ms Kasbekar, wife of the Commissioner of Police, Bombay, at a Vintage Car Fiesta held in Bombay recently. This is the seventh year in succession that he has won this trophy for his 1933 Austin. (It is also the 4th time we are featuring Mr S.S. Dabholkar in Magic Carpet for winning this prize! — Editor).

WINNERS



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 Racket Club recently honoured Mr D.V. Gidwaney, 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 Gidwaney.



FACILITATION

by B.N. Rustomjee

Facilitation is an omnibus 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 stoicism. 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 queueing 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 walk-through exit 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 metal-testing 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 streamlined to prevent the drain of international travellers, including Indians living abroad, to other countries.

THE white envelope stared at me from my table unblinkingly. No sign of friendliness there.

It could have been anything a sack-note or worse still a Parliamentary question! But at 7 in the evening I was in no mood to find out. So I did nothing but stare back while doing a quick re-think of the day's events.

9.00 a.m. Knee jammed against my desk-top I scribbled 'Things to do' on the note-pad in my lap. I'd hardly reached item 3 when the phone shrieked. It frightened me and I crumpled 'Things to do' in guilty haste into the waste-basket. The day had begun!

The call was from Engineering. No preliminaries. (By mutual consent we'd agreed that it was unfeeling to prefix a load of bad news with a cheery 'Good morning', so I hadn't been wished the time of the day ever since. Today was no different.) All I was given was the broad scenario - a scenario glummer than a Black and White New-wave film: the flight coming in from Sydney was delayed indefinitely. Reason - a flash ATC strike sympathising with the Transport and Dock workers strike of the previous week. (In Sydney nobody strikes work for an independent cause - they're all sympathy strikes and I've yet to learn what the original one was for.) - the aircraft operating the morning flight to Dubai got rammed into by a Refueller's truck. 320 hysterical passengers were shifted out from on board the aircraft and served breakfast at a makeshift service lounge outside the D.O.'s cabin.

— and so the list went on... an impending Refueller's strike at Rome, bad weather at Dubai, a Mass protest at London; an indefinite Airport Signalmen's strike at Lagos ("Workers of the World, Unite!" was the worldwide slogan, you bet!)... had all succeeded in keeping our aircraft off the 'beaten track'. Intricate crew duty agreements and schedules aggravated the ever-recurring problem of normalising the various services.

We had our plates full and I looked at mine like a man studying his medically prescribed boiled egg and salt-free diet. I didn't get a long look - the phone buzzed again.

'They're coming!'. It was the Booking Office, in panic.

'Who? The Russians?' I asked, trying to soothe, with a light quip.

'No. The passengers for tonight's scheduled flight to Lagos - we've told them to check the position on Lagos airport, directly with you.'

'Me? I was non-plussed. 'Where do I come in?'

'Well... They wanted to speak to someone 'high-up', who knows what's what. You're on the

16th floor, that's high enough for us, and you're from CHQ, so you ought to be in the know' he replied hope fully.

'Listen!' I said trying to sound calm, firm and my usual business-like self. 'Passengers are your department. CHQ never deals with them'.

'You don't have a choice today.' He quickly changed to a no-nonsense-will-be-accepted attitude. 'Our hands are full with yesterday's backlog. We have neither the men nor the mettle to handle anymore.'



IN DEFENCE OF AN AIRLINE

by Mercy M. Mathew

'I say!' a new pleading note crept into my voice 'You're hitting below the belt. I've never dealt with a passenger face-to-face before! Sensing my desperation, he relented 'Why don't you just hide?' he joked sympathetically and called off.

The suggestion was charming in all respects. But as a member of the decision-making body of the world's most reputed little airline. I had to stick to the code. I would just have to face the... music? 'There', I could already hear the hum of voices outside my door. My nerves started bunching up. I had a wild impulse to jam the door with my desk. But what seemed like a million people, were already trooping in. There were five of them.

'You're the Rescheduling Officer?' queried the spokesman, a tall broad African towering over me like the Rockies.

I drew myself to my full five feet and said proudly, 'That's right'.

'Listen Lady, what's going on here? We hear Lagos airport is on strike'.

You're right again - their signalmen have indefinitely struck work. I hadn't begun to stammer as yet.

He grinned cunningly, 'You'd better come out with the truth, Lady. We heard the same thing being told to a Rome-bound passenger downstairs.'

I looked up my "Strikes The World Over" chart and nervously briefed him, 'Refuellers at Rome are on strike from 0001 GMT the day after tomorrow' He went through column 3 and row 12 with me and appeared mollified.

'Funny!' he said 'If I hadn't seen that chart, I wouldn't have believed it, but quickly on the alert he asked, 'Where's Lagos on your chart?'

'L - Lagos is an - new station. It hasn't been added on the...'

He ground his jaw and growled like an Alsatian getting ready for its meal.

grinding his teeth like a man who enjoyed nails for breakfast and human bones for dinner.

The pact signed and sealed I took him and his friends over to the booking-office, where the Duty Officer was briefed of the plan of action. By six in the evening the last of the 120 tickets was reissued and handed over.

6.30 p.m. I was back in the safety of my room. 'Some thing attempted, something done...' I leaned back in my chair, eyes closed to stop the pounding at my temples. Slowly my nerves crawled back to their pockets while I relaxed. It was then that I noticed the white envelope.

It wasn't curiosity that made me open it finally - just one of the early learned disciplines of airline management: to leave nothing pending for the next day without a swift once-over. A single telex sheet fell out of the envelope. It read, "TO ALL AIRLINES OPTG INTO ACCRA STP INVIEW DISABLED ETHIOPIAN A/CRAFT BLKG MAIN R/WAY ACCRA A/PORT CLOSED FOR 48 HRS TILL OBSTRUCTION REMOVED STP REGRET INCONVENIENCE STP"

I couldn't believe it! But we were well past the 1st of April into the middle of May, so it couldn't have been a joke.

The hated phone rang again, I first quickly locked myself in my room then picked up the receiver and crawled under my desk.

Sitting there crouched, I announced myself. 'Shid you shet the shelix from Shaccra', came a muffled voice.

'Yes', I whispered back.

'Whash shoo we shoo?'

'I don't know.'

'Why ish you voish puffed?'

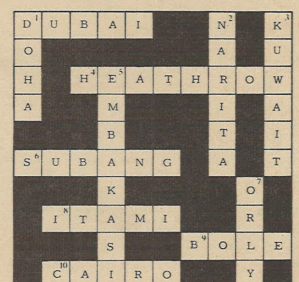
'Puffed?'

'Shuffled?'

'Muffled? Oh I'am just reaching for a pencil under my desk', I lied. 'Why's yours muffled?'

'Sho am I!'

Answers to Crossword



मैजिक कार्पेट



मार्च/अप्रैल 1981



मॉडर्न स्कूल के छात्र गुजराती नृत्य करते हुए। सभी नृत्यों में भांगड़ा नृत्य की बहुत प्रशंसा की गई।

मॉडर्न स्कूल समारोह

हाल ही में एअर-इंडिया मॉडर्न स्कूल बम्बई का 17 वां वार्षिक पुरस्कार-वितरण दिवस मनाया गया।

श्री रघु राज इस समारोह के मुख्य अतिथि थे और अध्यक्ष थे श्री शशि कुमार नंदा।

यह रंगारंग कार्यक्रम एक प्रार्थना से शुरू हुआ। उसके बाद स्कूल के विद्यार्थियों ने नृत्य, नाटक और प्रहसनों का मनोरंजक कार्यक्रम पेश किया। जिसे कदरदान दर्शकों ने बहुत पसंद किया।

उस दिन के कार्यक्रम का विशेष आकर्षण था, भांगड़ा नृत्य, जिसे इस वर्ष के प्रारंभ में अन्त-विद्यालय नृत्य प्रतियोगिता में प्रथम पुरस्कार मिला था।

प्रधानाध्यापिका, कु. रोज डिल्लू ने अपनी रिपोर्ट में, 1962 में, स्कूल के प्रारंभ होने से अब तक की निरंतर हुई प्रगति की समीक्षा की। इन्होंने

विशेष रूप से इसका उल्लेख किया कि यदि मैनेजमेंट का निरंतर सहयोग स्कूल को न मिलता तो जो स्कूल आज हमारे सामने है और जैसा उसका विस्तार है, वैसा न होता।

उन्होंने इसका भी उल्लेख किया कि पिछले कुछ वर्षों से एस.एस.सी. परीक्षा में सफल प्रशिक्षार्थियों द्वारा प्राप्त उच्च प्रतिशत को बरकरार रखा गया है। उन्होंने भूतपूर्व छात्रों के उत्कृष्ट निष्पादन की ओर ध्यान आकर्षित किया और बताया कि उनमें से कई छात्र तो अब व्यावसायिक हो गए हैं, जैसे: वास्तुशिल्पी, डाक्टर, इंजीनियर, पत्रकार और उनमें से कुछ लोग अब भी विदेशों में रह कर उच्च शिक्षा प्राप्त कर रहे हैं।

श्री रघु राज ने स्कूल को शिक्षा और अन्य गतिविधियों में उच्च स्तर को बनाए रखने के लिए बधाई दी। विभिन्न आयु वर्ग के छात्रों द्वारा तरह-

श्रीमती रघु राज बच्चों को पुरस्कार देते हुए।



स्कूल के प्रति अपनी समर्पित सेवा के सम्मान के प्रतीक स्वरूप प्रिंसिपल कु. रोज डिल्लू हाथ घड़ी प्राप्त करते हुए।

श्री शशि कुमार नंदा श्री और श्रीमती रघु राज का स्वागत करते हुए।



तरह के सांस्कृतिक कार्यक्रमों के पेश किए जाने से श्री रघु राज बहुत प्रभावित हुए।

मैनेजमेंट की ओर से सद्भावना प्रदर्शन स्वरूप उन्होंने पुस्तकालय की किताबों के लिए 2,500 रुपये की राशि देने की घोषणा की। उन्होंने सभी छात्रों से कहा कि वे न केवल उच्च अंक प्राप्त करने के लिए पढ़ाई की ओर ही ध्यान दें बल्कि अन्य गतिविधियों में भाग लेकर अपनी मानसिक और शारीरिक शक्तियों का भी विकास करें।

उन्होंने "देअरमैन ट्राफी" की शुरुआत की जो एस.एस.सी. परीक्षा में अधिकतम अंक प्राप्त करने वाले छात्र को दी जाएगी।

उन्होंने स्कूल में पानी ठंडा करने की दो मशीनें लगवाने की मंजूरी की घोषणा की।

श्री शशि कुमार नंदा ने अपने अध्यक्षीय भाषण में प्रिंसिपल और प्राध्यापक-वर्ग की शिक्षा और अनुशासन के उच्च स्तर को बनाए रखने के लिए प्रशंसा की। कर्मचारियों के बच्चों की शैक्षिक जरूरतों को पूरा करने के लिए उन्होंने एअर-इंडिया स्टाफ कॉलोनी एसोसिएशन के प्रयत्नों की भी सराहना की। उन्होंने मैनेजमेंट की ओर से पूरे सहयोग का आश्वासन दिलाया।

श्री रघु राज ने विद्यार्थियों को छात्रवृत्ति और सामान्य प्रवीणता के लिए पुरस्कार वितरित किए। एअर-इंडिया कर्मचारी कल्याण अनुभाग की ओर से विशेष पुरस्कार वितरित किए गए।

श्री रघु राज ने प्राध्यापक-वर्ग के पांच सदस्यों को जिन्होंने स्कूल के प्रति समर्पित सेवा के 15 वर्ष पूरे कर लिए हैं, सम्मान के प्रतीक स्वरूप, एच.एम.टी. की कलाई घड़ियां दीं। पुरस्कार पाने वालों में प्रिंसिपल कु. डिल्लू भी थीं।

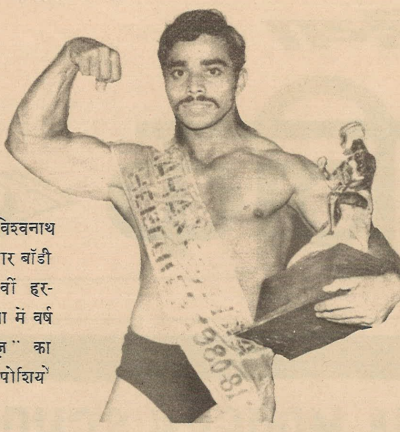
एसोसिएशन के महासचिव श्री आर. वाई. प्रधान ने धन्यवाद ज्ञापन दिया और फिर समारोह समाप्त हुआ।





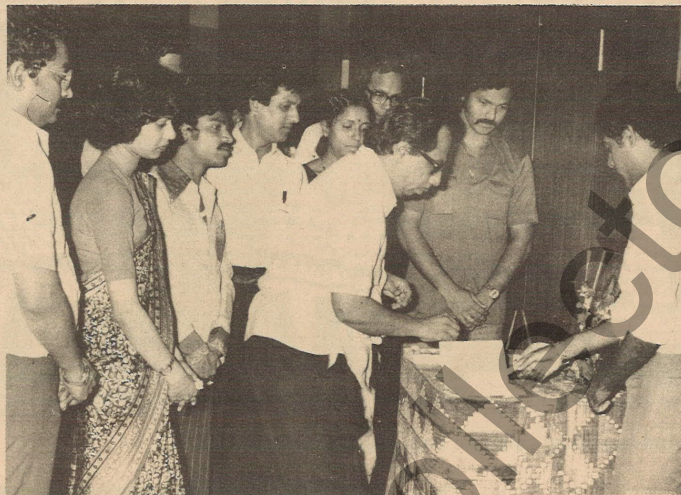
पड़ते बनाम हरक्युलिज

हमारे कार्गो कॉम्प्लेक्स के श्री विश्वनाथ पड़ते ने पड़भावी स्थित महाराष्ट्र के एमैल्यार बॉडी विल्डस एसोसिएशन द्वारा आयोजित 7 वीं हरक्युलिज सर्वोत्तम शरीर-गठन प्रतियोगिता में वर्ष 1980-81 के लिए "महाराष्ट्र हरक्युलिज" का शीर्षक जीता। चित्र में पड़ते अपनी मांस-पोषण का प्रदर्शन करते हुए दिखाई दे रहे हैं।



कराची में नृत्य प्रदर्शन

हमारे दिल्ली कार्यालय की यातायात सहायक, उषा कृष्णमूर्ति को हाल ही में विशिष्ट वर्ग के बीच भरतनाट्यम नृत्य प्रदर्शन के लिए राजधानी कराची आमंत्रित किया गया। काउंसिल-जनरल श्री मणिशंकर अयां ने इस समारोह की अध्यक्षता की। उषा ने दो घंटे तक नृत्य-प्रदर्शन किया और नृत्य की विभिन्न मुद्राओं को समझाया। उनके साथ उनके गुरु दक्षिणामूर्ति, गायिका निर्मला नरसिंहन, सुदं कवादक सुप्रमणियम और बांसुरीवादक वेणुगोपाल भी गए थे। यह सारा कार्यक्रम इंडियन एअरलाइंस के वाणिज्य प्रबंधक श्री यु. के. मेहता और कराची के लिए इंडियन एअरलाइंस के स्थानीय प्रबंधक श्री सुवमणियम द्वारा आयोजित किया गया था।



श्री. के.के. उन्नी

हाल ही में, श्री के. के. उन्नी की ह्यूस्टन, यू.एस.ए. में हुई सत्यु का एअर-इंडिया में हम सभी को दुःख है।

श्री उन्नी 1960 में परिवहन और संचार मंत्रालय से एअर इंडिया में आए। इससे पहले 1952 में भारत सरकार ने उन्हें संयुक्त राज्य डाक सेवा में प्रशासन प्रशिक्षण के लिए संयुक्त राज्य अमेरिका (यू.एस.ए.) में प्रतिनियुक्त किया।

एअर-इंडिया में श्री उन्नी ने प्रबंध निदेशक के पद तक पदोन्नति की। वे 1977 में निगम की सेवाओं से सुनत हो गए। अपनी सेवावधि में वे अन्तराष्ट्रीय वायु परिवहन संस्था की कांफ्रेंस समिति के सदस्य भी थे। वे होटल कॉर्पोरेशन ऑफ इंडिया लिमिटेड के अध्यक्ष, इंडियन एअरलाइंस और एअर इंडिया चार्टर्स लिमिटेड के निदेशक तथा अन्तराष्ट्रीय विमान क्षेत्र प्राधिकरण व राष्ट्रीय पर्यटन बोर्ड के मंडल सदस्य के पद पर भी रहे।

सफल और शानदार कैरियर पूर्ण करने के बाद श्री उन्नी की 61 वर्ष की आयु में सत्यु हो गई। एअर-इंडिया में वे सदैव बड़े स्नेह से याद किए जाएंगे।

उत्कृष्ट छपाई और डिजाइन के लिए राष्ट्रीय पुरस्कार

एअर-इंडिया के 1980 के कैलेंडर को लया 747 के पोस्टर को प्रथम पुरस्कार प्राप्त हुआ।

"इनवैस्टमेंट"

हाल ही में, श्री जे. आर. जगताप, सहायक सचिव, मुख्यालय में एअर-इंडिया ऑटोडोरियम, बम्बई में एअर-इंडिया महाराष्ट्र मंडल द्वारा नाटक "इनवैस्टमेंट" के प्रस्तुतीकरण का सुहृत् सगपन किया। "इनवैस्टमेंट" के नाटककार थे श्री वसंत सवनिश और इसका निर्देशन भूसेवा के श्री चंद्र देलोसकर ने किया। नाटक के कलाकार थे: शाम सायगांवकर, अंजली पाध्ये, विजय देशपांडे, वर्षा चितले, अनिता राऊत, वीरगन पाटिल, बाल पोतदार, पी. डी. बुलकर्णी, हरीश देवलेकर, वसंत भिड़े और राजेन्द्र लोखंडे।

जो परलोक सिधार गए

एअर-इंडिया निम्नलिखित कर्मचारियों की सत्यु पर संवेदना प्रकट करती है।

सर्वश्री मयूरलाल इंदरराज, स्वीपर, केटरिंग/केबिन सर्विस, सांताकुज, (21 वर्ष सेवा); पी. जी. लाड, सुरक्षा अधिकारी, सांताकुज, (12 वर्ष सेवा); कृष्ण दत्त, वरिष्ठ ड्राइवर, ट्रांसपोर्ट प्रभाग, (20 वर्ष सेवा); ओम प्रकाश, लोडर, नई दिल्ली (2 वर्ष सेवा); वी. पी. कुलकर्णी, लागोस (23 वर्ष सेवा); एस. जी. जाधव, वरिष्ठ लोडर, बम्बई एअरपोर्ट (19 वर्ष सेवा); एन. एफ. अकलरी, हैड वेंडर, कार्मिक विभाग, बम्बई, (17 वर्ष सेवा); एन. एस. रहीम, क्लीनर, भंडार विभाग, बम्बई (25 वर्ष सेवा); कृष्ण सचदेव, विक्रय विभाग अधीक्षक, लंदन, (9 वर्ष सेवा); गैरी हॉसले, सहायक यात्री सेवा प्रबंधक, लंदन एअरपोर्ट (23 वर्ष सेवा); वी. बी. भिड़े, सहायक सुरक्षा अधिकारी बम्बई (13 वर्ष सेवा); एस. के. जसनाप्रसाद, हैड वेंडर, कार्मिक विभाग (20 वर्ष सेवा); एस. के. वाघ, उड़ानगत सुपरवाइजर, उड़ानगत सेवा विभाग, बम्बई (23 वर्ष सेवा)।



सर्वश्रेष्ठ नेता-शमिता

हाल ही में उप प्रबंध निदेशक श्री सी. एल. शर्मा की 15 वर्षीय सुपुत्री शमिता शर्मा ने गत वर्ष स्कूल की सर्वश्रेष्ठ नेता होने के लिए "रोलिंग ट्रॉफी" प्राप्त की। पेटिट स्कूल, बम्बई द्वारा दी

जाने वाली इस ट्रॉफी की शमिता पहली प्रतिभागी हैं। चित्र में शमिता "रोलिंग ट्रॉफी" और मूल ट्रॉफी की प्रतिकृति जिसे वे अपने पास रख सकती हैं, के साथ दिखाई दे रही हैं। पुरस्कार समारोह के अवसर पर उन्हें एच. जी. वैल्स की संपूर्ण कृतियों का संग्रह भी दिया गया।

