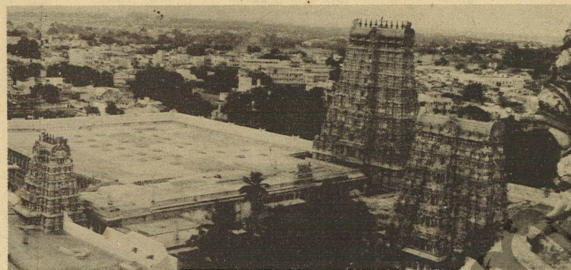


The Magic Carpet



VOL. 19 NO.10 THE STAFF MAGAZINE OF **AIR-INDIA** OCTOBER 1975

MADURAI (See pages 4 and 5)

OUR DUTY TO THE NATION

Let us do more for our fellow citizens

THE Prime Minister as you are all aware, has launched some vigorous economic programmes to better the life of the nation. The resolute action taken by the Government has given a fresh national opportunity for making rapid strides on the economic front. It is the duty of every Air-India staff to actively support the Government in its efforts to achieve economic progress. As one of the leading public sector undertakings, Air-India has a special responsibility not only for maintaining its previous good record of service to the country but in trying to improve this record still further.

The stirring call of the Prime Minister, Mrs. Indira Gandhi, that "each one of us in our place should determine to do more for our fellow citizens, not only for ourselves..." carries a special message to all of us and it is our duty to respond in a positive and purposeful manner.

Air-India faces a twin challenge. Firstly, as we operate in an intensely competitive environment of international air transport, we have to work especially hard to maintain our position, particularly at a time when the world economy has suffered the worst slump in recent years. The second challenge is that we in Air-India, which has the proud privilege of carrying the flag of India, are part and parcel of India and whatever we do should be in consonance with the conditions surrounding us. To quote the words of the Prime Minister, "We also need to follow a far stricter code of austerity all around".

We have taken several positive steps during the last year to enforce the strictest economy in expenditure and to increase our earnings. These

measures should be continued and reviewed constantly as there is always scope for effecting greater economy in our expenditure. There is also scope for improving the methods of work and increasing efficiency and productivity. I believe that if every member of the staff applied his mind to his job properly, he could suggest ways and means of effecting savings and improving efficiency and productivity.

I am glad that at a meeting with the representatives of all the unions in Air-India, at which I explained the special tasks and responsibilities of the Management and the employees in the present situation, for toning up administration and increasing efficiency and productivity, the representatives of the unions pledged their wholehearted support.

Let us therefore rededicate ourselves to the task of ensuring the profitable growth of the organisation and contributing to the attainment of the national objective of bettering the life of the nation. In conclusion, I would like to re-emphasize what the Prime Minister has said, namely, that there is no magic formula to achieve these aims... except hard work sustained by clear vision, iron will and stricter discipline.

K.K. Unni
Managing Director

Awards for Magic Carpet

THE Magic Carpet won two awards for 1974 in the 15th annual competition of house journals organised by the Indian Association of Industrial Editors.

Our house magazine was awarded the first prize in the Internal (Tabloid) category and a Certificate of Merit for the Best Feature. The feature, "Everything you wanted to know about Cargo, but didn't care to ask" was written by Mr K.S. Mhatre, Asst. PRM, and published in the June 1974 issue of the Magic Carpet.

The awards were presented by Mr S.K. Kooka, Chairman, Air-India Charters Ltd. at an Awards Night Dinner at the Taj Mahal Hotel on August 30, 1975. Miss U. Kishinchand, Dy Public Relations Manager, received the awards on behalf of Air-India.

Speaking on the occasion, Mr Kooka said that like India's population, there were far too many house magazines in the country. With the paper shortage, he felt there should be some control over maintaining a high standard of production. A large number of the 400 to 500 so-called house magazines and tabloids were no more than two-page throw-aways, because their contents were certainly not worth reading. With our newspapers brown in colour and the shortage of newsprint and paper, more discipline was required where wanton house journals were concerned. Mr Kooka was convinced that the house magazines in India could make good use of the pill!

(Continued on page 2)

BOEING BABY

Mrs Thresiamma Verghese and her baby Akasaputhri (daughter of the sky) who chose to come into this world at 37,000 feet in an Air-India Boeing 707. Akasaputhri can rightfully claim that she chose to fly Air-India at the first available opportunity. (Full story in last issue).



Regional Heads Meeting

Planning for future

SOON, the fifth Boeing 747 will be introduced on the route of the Magic Carpet. Finalisation of a feasible timetable was, therefore, one of the main items on the agenda when our Regional Directors and Regional Managers met in Bombay last month.

In his opening address, Mr J.R.D. Tata, our Chairman, said that no timetable could be ideal for every one of our stations. "The timetable is certainly not going to please everybody", he said, "but I am sure the Commercial Department will do its best". While congratulating all concerned on the excellent drive for sales, he said that there were still many avenues where costs could be rationalised and these must be explored.

Pattern of operations

Reviewing the pattern of our operations, Mr Tata said: "I have a feeling that the time has come for us to be prepared to change our ideas and show more originality than we have in the past". Why, for example, he asked should all flights terminate in London and not in other European cities? Mr Tata also spoke of inconvenient hours of arrival and departure from India,

(Continued on page 2)



New PR Mgr takes over

CAPTAIN James R. Martin, AVSM, VSM, Indian Navy, has taken over as the Public Relations Manager of Air-India from August 29, 1975. He was Deputy Director of Public Relations in the Ministry of Defence before joining Air-India.

Captain Martin was commissioned in the Indian Navy in May 1952 after a two-year training period as a Cadet at the Royal Naval College, Dartmouth, England. After serving in a number of ships and shore establishments for 14 years, Captain Martin was selected as a PR Officer for the Navy. "I was roped into PR", said Captain Martin, whose friends call him Jimmy. "When I told the Naval Chief that I did not know anything about PR, he said 'You jolly well go and find out'".

He soon went to work with gusto in his new field. With his talent for

writing and ability to get along with people, he made a success of his new job. For the last four years in Delhi he has been the seniormost Armed Forces Officer in the organisation which has 19 regional offices all over the country.

Captain Martin has had varied experience and a distinguished record in journalism and administration of Defence PR. He is the founder-editor of the Western Naval News, the first house journal in the Indian Navy. He has contributed numerous articles to newspapers, magazines and journals and is also a radio commentator of some experience with several national broadcasts to his credit. He has also done four TV documentaries recently. As the Convenor of the Armed Forces Film Advisory Committee he was associated with all service, government and commercial films connected with Defence.

The high water mark of his career in Defence PR was reached during the 1971 war with Pakistan. "This presented an opportunity seldom given to PR men", said Captain Martin. "We were invaded by an army of Correspondents and television people from all over the world during the crisis. If ever I have faced a challenge in my career, it was then", he added.

In recognition of his outstanding work in Defence Public Relations, Captain Martin has twice been decorated by the President of India. He received Vishisht Seva Medal in January 1970 and, for his handling of war publicity, the Ati Vishisht Seva Medal in April 1972.

Married with two children, Captain Martin has travelled widely in India, Europe and Africa. He is interested in music and writing. One of his marches, INS KALVARI, was played at the Republic Day Beating Retreat celebrations at New Delhi in January 1974. His one-act play, "The Man Who Had No Imagination", won first prize in a competition in Bombay in 1962 and has been enacted several times since then.

KSM

Planning for future

number of stopovers en route, lack of frequencies where we just cannot meet the demand and the possibility of leasing of aircraft for our freighter and passenger operations.

In a note of caution Mr Tata said: "We are back in the black. I think in some ways we are lucky to be, partly due to the efforts of some of the Regions which have done better than planned. But it is so marginal that it is not a very comfortable position and with any adverse effect we might be back in the red".

Mr K.K. Unni, our Managing Director, addressing the Regional Heads, said: "The performance of Air-India in the five months of the current year gives us hope that the year as a whole is likely to end with a surplus. Considering that the air transport industry all over the world is still surrounded 'by a sea of red ink', the performance so far can be considered as satisfactory. We have now to think of the coming year, since the additional Boeing 747 aircraft, due to be received in December 1975, representing an investment of US \$40 million will go into operation from April 1976.

"The primary purpose of the conference is to evolve a timetable which will secure the best and most profitable utilisation of our fleet of five 747s and nine 707s. The plan is to utilise the fifth Boeing 747 on the India/Australia route with one fast and one slow service, with fast connections to Europe and London and the responsibility for making this plan profitable should be shared by all the Regions. In finalising the timetable, the guidelines mentioned by the Chairman should be followed".

Mr Unni emphasised the imperative need for having a stricter control

(Continued from page 1)

of expenditure under all heads while, at the same time, maximising our efforts to increase the revenues. He stressed the need to follow a far stricter code of austerity all around.

Commenting on the fuel content of our expenditure, Mr Unni said: "We are now confronted with the prospect of an increase in the fuel bill in the latter half of this year. It has been announced that there may be a 10 per cent increase. This increase, if it comes about, will undoubtedly affect the profitability of our operations".

While addressing the Conference, Mr N.H. Dastur, Dy Managing Director (Commercial), exuded optimism. If a reasonable timetable was planned and measures drawn up for promoting traffic, he hoped that by the end of the year, Air-India would make a reasonable surplus. The Commercial Department and the members attending the Conference then got down to the difficult and time-consuming task of charting out a timetable which, if it couldn't please every one, would certainly displease the least number of people!

The Regional Heads also had a discussion with Mr L.K. Jha, Governor of Jammu and Kashmir, for a possible Air-India link-up in promoting tourism to Leh and Ladakh. With the opening of these areas to foreign tourists, Air-India proposes to organise groups of mountaineers and trekkers in various Himalayan hill areas.

At the end of the Conference, MD presented long service mementos to Mr M.A.S. Dalal, RD-UK; Mr M.I. Qadir, RD-Continental Europe; Mr C.S. Pinto, RD-East Asia; Mr K.K. Menon, RD-Middle East and Mr M. Barretto, RM-Australasia and S.E. Asia.

WHO'S WHO & WHERE

PROMOTIONS

Personnel Department

Mr V.N. Malya Dy Industrial Relations Manager
Bombay
Mr K.K. Mukundan Asst Personnel Officer
Santa Cruz

Engineering Department

Mr D.K. Billimoria Dy Eng Manager
Santa Cruz
Mr R.Y. Pradhan Planning Officer
Santa Cruz
Mr R.N. Chakerbutty Asst Superintendent
Santa Cruz
Mr K.J. Bhandari Asst Superintendent
Santa Cruz
Mr K.F. Patel Asst Eng Manager
Santa Cruz
Mr M.D. Sahasrabudhe Asst Eng Manager
Santa Cruz
Mr M. Mazumdar Asst Eng Manager
Santa Cruz
Mr D.G. Nayar A.M.E. Gr. I
Santa Cruz
Mr V.B. Kalgutkar A.M.E. Gr. I
Santa Cruz
Mr A.K. Vedak A.M.E. Gr. II
Santa Cruz
Mr A.S. Das A.M.E. Gr. II
Santa Cruz
Mr Om Prakash Engineer II
Santa Cruz
Mr Shakir Shujath Ali Engineer II
Santa Cruz
Mr H.D. Singh Engineer II
Santa Cruz

Commercial Department

Mr V.V.S. Mani Station Manager
Delhi
Mr A.K. Ghosh Station Manager
Delhi
Miss F.M. Arsiwala Dy Chief Air Hostess
Santa Cruz
Miss B. Stephens Dy Chief Air Hostess
Santa Cruz
Miss M. Turner Dy Chief Air Hostess
Santa Cruz
Miss M. Pais Dy Chief Air Hostess
Santa Cruz
Miss M. Nath Dy Chief Air Hostess
Santa Cruz

Accounts Department

Mr P. Kapoor Accounts Officer
Delhi
Mr V.B. Sashital Accounts Officer
New York
Mr J.A. Shah Accounts Officer
Rome
Mr R.S. Deshpande Accounts Officer
Santa Cruz
Mr J.A. Sidhwa Accounts Officer
Bangkok
Mr P.R. Mukherjee Accounts Officer
Madras
Mr C.V. Gururajan Accounts Officer
New York
Mr N.S. Shenoy Accounts Officer
Frankfurt
Mr V.V. Phatak Accounts Officer
New York

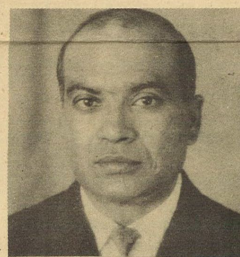
OBITUARY

Capt M. K. Kapoor

CAPTAIN Maharaj Krishan Kapoor from our Operations Department died at his residence on August 21, 1975, after a brief illness. He was 45.

Born at Phalia, now in West Pakistan, Captain Kapoor graduated from Kashmir University in 1949. He served in the Indian Air Force as a pilot from January 1952 to September 1967 before joining Air-India as a co-pilot. His last rank in the Air Force was Wing Commander. He was promoted as Senior Captain on Boeing 707s in March 1973.

Captain Kapoor was interested in technical subjects, especially



air safety. He had done a test pilots' course in the Air Force and had recently attended an air safety course in Sweden.

He leaves behind his wife, two sons and a daughter to whom we convey our most sincere condolences.

MAGIC CARPET (Continued from page 1)

Mr Kooka also felt that there was so much in the old history of India which could be reproduced in the elaborate art paper magazines which large companies were bringing out. For instance, the article in the Taj Magazine on the Gateway of India was fascinating. He would like to see more written about the activities of the East India Co. and the fact that when the Raj traded in India and did not rule, Englishmen used to smoke the hookah, wear muslin and marry Begums from Oudh and Hyderabad.

A final suggestion from Mr Kooka was that apart from awarding prizes for the best production efforts, standards would be improved if the

Selection Committee awarded a dozen prizes for the twelve worst magazines/tabloids produced in the country. The recipients of such a prize would then have an incentive to improve their paper work.

With these two awards, the Magic Carpet has won a total of three awards for 1974. It will be recalled that the Magic Carpet won the Best Overseas Publication Award for 1974, given by the Airline Editors' Forum of the Air Transport Association of America.

Since 1965 the Magic Carpet has won first prize from IAIE six times and a certificate of merit once.

AT NARIMAN POINT :



The Japanese fly **JAL**
The Russians **АЭРОФЛОТ**
What do you fly, my friend?
And why!

Air-India promotes Himalayan tourism

"WITH the relaxation of various restrictions on trekking in the Himalayan region, the number of mountaineering expeditions and of foreign tourists to hill areas has increased tremendously in recent years." This was stated by Mr H.C. Sarin, President of the Indian Mountaineering Foundation, at a seminar on Himalayan Tourism held in Bombay on September 5, 1975. The seminar was being held under the auspices of Air-India which is making a determined drive to promote tourism to the mountains.

Mr Sarin made specific mention of Nanda Devi which has become so popular among mountaineers that bookings are now being made for 1978. "The increasing popularity of the Himalayas had brought many problems in its wake", he said, "the main one being that more and more people wished to climb the same mountain, and that too by the same route. It had, therefore, been decided that every expedition to a peak over 14,000 feet must be registered with the Indian Mountaineering Foundation, and every foreign expedition would have to be accompanied by an Indian Liaison Officer."

Mr K. K. Unni, our Managing Director, welcomed the delegates to the seminar which he referred to as "possibly the most distinguished action-oriented gathering on Himalayan tourism of its type". He stressed the fact that a Himalayan holiday was extremely unique and rewarding and would continue to attract tourists in large numbers, provided that the majesty and the serenity of the

mountains were at all times preserved.

Mr Unni said that there was a great deal of tourist potential in India to be tapped. He quoted the example of opening up of traffic to our island territories; this could be extremely profitable if the infrastructure on these islands could be improved.

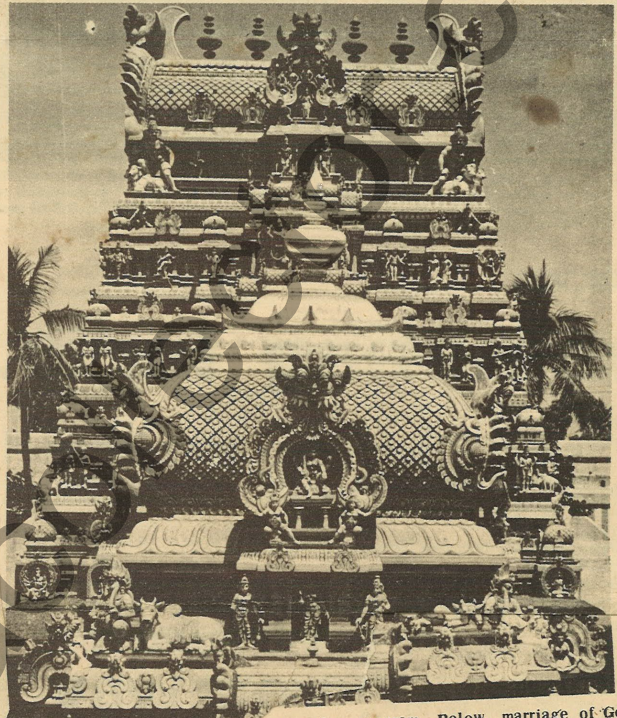
Mr Unni also highlighted some of the factors which would have to be taken into consideration such as construction of mountain huts, close cooperation by travel agents with official organisations, opening up of Youth Hostels Associations, de-restricting of maps, marketing

(Continued on page 7)

BOMBAY Cargo Warehouse expansion

Air-India's Cargo Warehouse at Bombay Airport has been extended by 30 feet to provide an extra 3,600 sq ft area. Half of the additional space is in the transshipment area while the remaining half is on the local side. The total area of the Warehouse now available for cargo

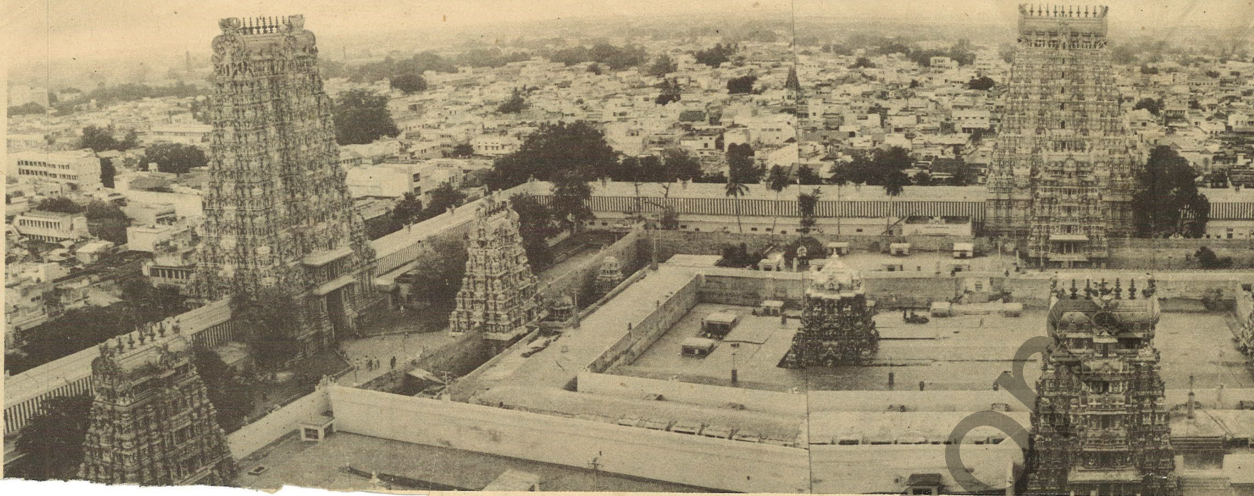
The Maharashtra Government has appointed two Air-India officers from Bombay as Special Executive Magistrates. They are Mr F.E. Da Gama, Manager, Bombay (R) and Mr M.P. Pradhan, Planning Officer (Administration) in the Engineering Department.



Above, a close up of the top of a gopuram. Below, marriage of Goddess Sreenakshi to Lord Sundersewarar.



TRAVEL AND TOURISM



MADU

MADURAI in the south of India has been the centre of Dravidian culture and civilisation for more than 2,000 years. It is primarily famous for the Meenakshi temple, considered as one of the wonders of the ancient world.

This great Southern temple grew up around a small sanctuary of worship situated in a central courtyard and enclosed by high stone walls. In time, the precincts were expanded by the addition of concentric wings of larger walls. The temple-gateways developed into monumental pyramids with super structures of brick, their outer surfaces covered in stucco carvings of gods and fanciful demons.

Today thousands of tourists come on Air-India to Madras to visit Madurai, 150 miles away to witness ancient Hindu rites, rituals and ceremonies in this living temple, dedicated to goddess Meenakshi.

It is unusual that around the Meenakshi temple grew the prosperous city of Madurai. Merchants set up elaborate bazaars in the shade of pillared halls built for religious festivals. Even dormitories were erected for pilgrims and men and women performed ritual ablutions in

large stone pools, constructed in the centre of the temple.

Strangely enough within the walls of this temple-city the mystic religion of the Hindus blended naturally with the bustling vitality of daily life.

Madurai was the capital of the Pandyan kings during the 5th century B.C. till the end of 11th century A.D. It was during this period that the temple of Meenakshi was built in several phases. For sixty-eight years Madurai was ruled by Mohammedan kings. During this period the temple lay incomplete. In 1378 Madurai once again passed into the hands of Hindu kings. In the middle of the 16th century the Nayak dynasty was established and ruled for a century. The greatest of the Nayak kings was Thirumala Nayak who made several additions to the Meenakshi temple as well as adorned Madurai with palaces and public buildings.

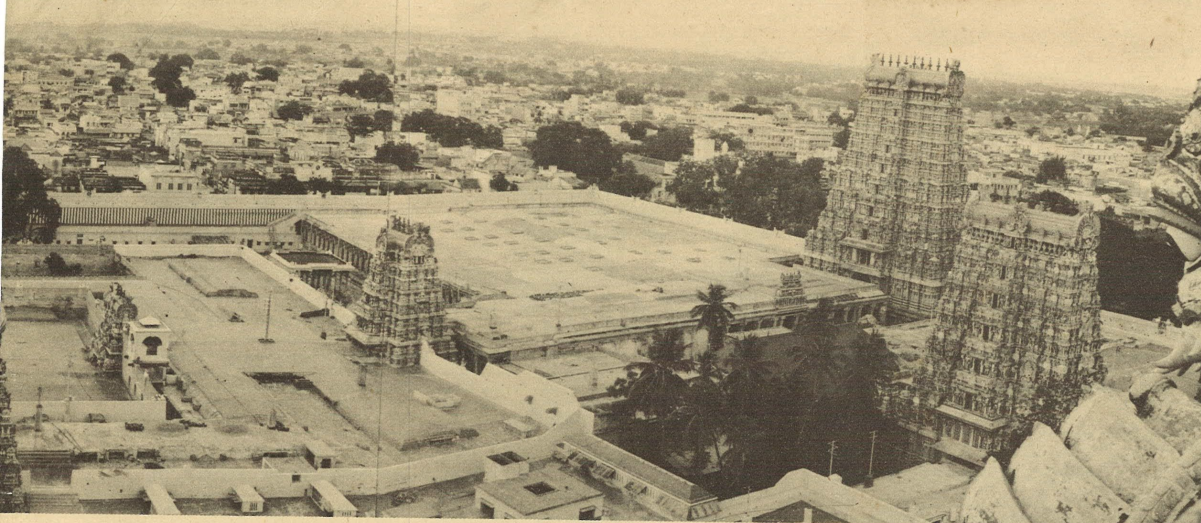
The city of Madurai is ensconced between two massive rock formations - Yanai Malai (Elephant Hill) and Naga Malai (Snake Hill). Between the two hills one can see the nine majestic gopurams (towers) of the Meenakshi temple.

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One of t sive halls Mandapam. turally per delicately goddesses as well as come alive corridor the pillars. W produces a granite da siding deit

The im temple can that it has



A bird's eye view of the city of Madurai and the Meenakshi temple.

MADURAI

At the entrance of the temple is a massive hall, Ashta Sathi Mandapam which has a hemispherical ceiling. It has a plethora of beautiful sculptures and large figures of Indian gods and goddesses.

In the Meenakshi temple there are a number of halls with intricate carvings and paintings depicting legends and folklore in Hindu mythology. At the end of each hall is a small sanctum sanctorum, where enshrined in gold are the various forms of the goddess Meenakshi and her husband, Lord Shiva, also known as Lord Sundersewarar.

One of the finest and most impressive halls is the Thousand Pillared Mandapam. It is considered architecturally perfect, and each pillar has delicately carved figures of gods and goddesses, statesmen and warriors as well as dancing girls - they all come alive in stone. In the outer corridor there are the unique musical pillars. When tapped each pillar produces a different note. A large granite dancing Nataraj is the presiding deity of this hall.

The immensity of the Meenakshi temple can be gauged from the fact that it has 33 million sculptures and

even the smallest statuette has a legend behind it. The temple has an underground drainage system, constructed by ancient architects on a scientific basis.

Among the many legends, ancient and modern, there is one which is of considerable interest. In 1812 the English appointed Rous Peter as Collector of Madurai. During his term in office he grew attached to the Meenakshi temple, and the people affectionately called him Peter Pandyan. One night while it was raining heavily, a small girl walked into his room, shook him up and beckoned him outside. As soon as he left the room a bolt of lightning struck his house and destroyed it completely.

Peter ascribed this miracle to goddess Meenakshi and presented her with an expensive gold stirrup inlaid with precious stones to be tied round the stone horse on which the image of Meenakshi is carried in a procession each year.

The devout continue to worship the jade-coloured goddess Meenakshi in her ornamental garments, unmoved by the industrial development that is overtaking Madurai today.



Above, a close up of the top of a gopuram. Below, marriage of Goddess Meenakshi to Lord Sundersewarar.





INSIDE USA

Promoting India...

By _____
M. Chudasama

SUMMER doldrums came to an end unusually early this year, as a change in marketing strategy dictated a mid-summer promotional blitz for selling India as a destination.

Mr Peter Mahta, Regional Director-USA & Canada, who was recently elected Chairman of the Pacific Area, representing India on the Board of Directors since last year, has been active all summer promoting the entire Pacific area, having already achieved success in getting India selected as the site for PATA's Convention in 1978.

In a move towards more effective marketing of the Pacific region in Europe, PATA's Board met in London for the first time last month, and bolstered the effort with marketing seminars in London and other key European cities.

A concerted effort is also underway to place India on the "convention" map, and the Society of American Travel Writers, is likely to hold their 1978 Annual Convention in India. And hopefully, perhaps as early as next autumn, we will have persuaded a major segment of the vast medical and pharmaceutical members to meet in India.

The Indian delegation, with an assist from Miss Perin Tengra and Mr Satyanarayan Bakshi from Bombay and the New York District Sales staff as well as the Indian Tourist Office have persuaded the 3,000 delegates at the recent World Vegetarian Congress in Bangor, Maine, to meet in India in 1977.

A series of audio-visual presentations on India, under the aegis of "Operation U.S.A.," were kicked-off last month on the West Coast by Bob Thayer, Area Sales Manager, San Francisco and Brij Mehra, Area Sales Manager, Los Angeles, in co-operation with Yogesh Kohli, Director of the Tourist Office for the Western USA.

The highlight of these series of presentations was at a black-tie "India Nite" dinner at the prestigious World Trade Club of San Francisco, organised by the Consulate General of India and the Club; in co-operation with Air-India and the Tourist Office. The guest of honour, Mr T.N. Kaul, Ambassador of India to the United States, shared the spotlight with a local Indian resi-

dent, "Mohan" an eight-month old baby Bengal Tiger. As befits a "Society" gathering "Mohan" was benignly social, mixing with ease

during the Indian rum and beer hour, but eating his dinner in lonely splendour - fortunately for the other 300 guests.

.... and London Gateway

The prestigious New York Haus Advertising Club of Andy Award of presented the Annual 1975 for our advertisement to Air-India for our London gateway campaign promoting congratulate Mr Al Va, for which we president of our Agency, Brunt, Presi-
ncy.

ACEC Bank elections

AIR Corporations Employees' Co-operative Bank Ltd. held its Triennial Elections recently to elect President, Vice President, Hon. Secretary and nine other members of the Board. The elections were conducted for three days between August 25 and 27, 1975. Six polling booths were set up in different sections of Air-India and Indian Airlines. The following members were declared

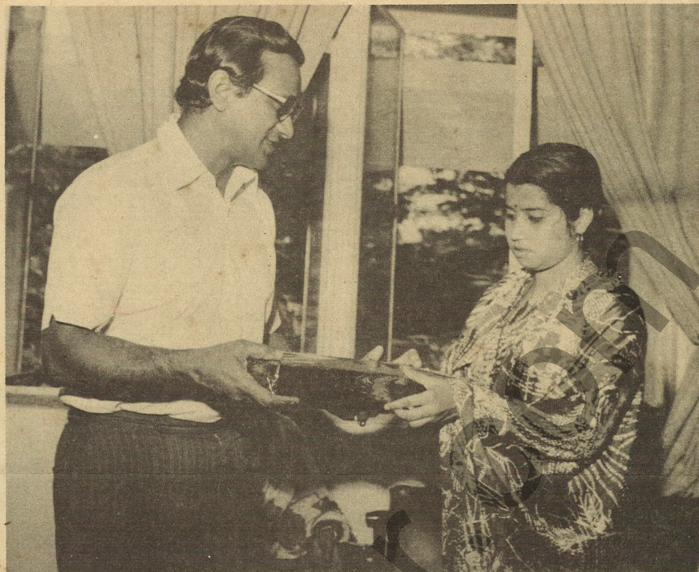
elected to the Board of Directors: President, Mr S.D. Gawde (AI); Vice President, Mr M.G. Gogate (IA); Hon. Secretary, Mr R.B.S. Kunde (AI). Messrs V.M. Bhagwat, V.G. Nerurkar, M.P.N. Kuttly, M.S. Kale, S.J. Deshpande, C.R. Kelkar (all from AI), Mr A.V. Dharap, Mr R.A. Kulkarni and Mr Sudhir Karnik (all from IA) were elected as members.



FAREWELLS

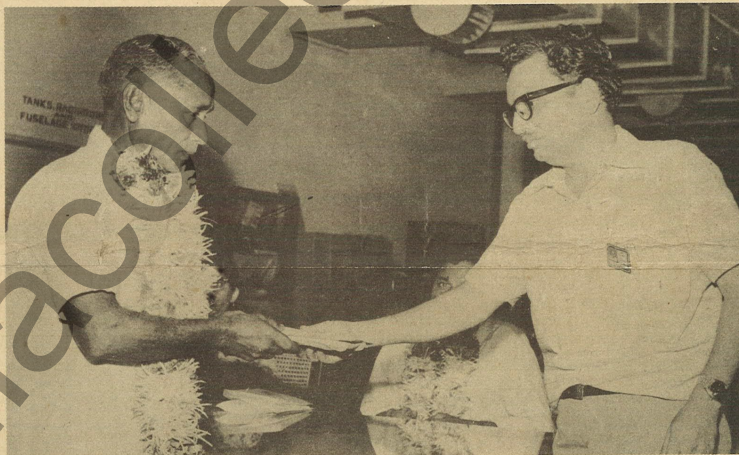
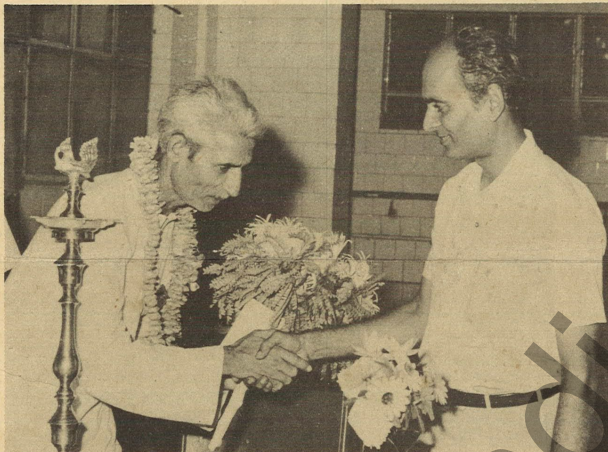


Mr I. J. Charles, AEM (Maint) shaking hands with Mr J. Jagannath, Cleaner at a farewell party given by the staff of the Maintenance Department. Mr Jagannath retired from Air-India after 28 years service.



Above, Dr B. B. Guha Thakurta, Principal Medical Officer, who has left Air-India to seek greener pastures, was given a farewell party by the staff of our Medical Clinic in Santa Cruz. Here Mrs Kharkar is seen making a presentation to Dr Guha Thakurta. Left, Mr Balendu Shah, Dy CD is seen making a presentation to Mr T.R.P. Nair, Marketing Research Officer of Marketing and Sales, who has left Air-India to join Kuwait Airways as their Planning Controller.

Mr W.A. Masurkar, Senior Aircraft Technician and Mr Ramlal Kangali, Cleaner, both from COD, retired recently. Mr Masurkar was with Air-India for 34 years and Mr Kangali 28 years. The photograph shows Mr H.C. Kapoor, Dy EM garlanding Mr Masurkar while Mr Kangali (partially hidden) looks on.



HIMALAYAN TOURISM (Continued from page 3)

of indigenous instant canned food, training of competent guides and popularising trekking itineraries.

Mr A.D. Moddie, President of the Himalayan Club sounded a note of caution in the matter of increasing tourist traffic to hill areas at a pace which would upset the ecological balance. "Uncontrolled development of tourist traffic to the Himalayas would not only destroy the cultural conditions of the hill people", he warned, "but would

result in pollution and would convert the life style of the simple hill folk to a purely commercial one". He made a strong plea for an environment-oriented planning of Himalayan tourism by various tourist authorities before radically increasing the number of tourists to these areas.

The seminar was attended, among others, by wellknown mountaineers, Directors of Tourism of various hill states and travel agents.

CARGO WARE-HOUSE EXPANDED (Continued from page 3)

The volume of cargo handled at Bombay has increased considerably since the Warehouse was built in 1970. Not only has there been an increase in the number of Air-India flights but also in the number of flights of foreign carriers, which Air-India handles. For instance, in 1972 the number of Air-India flights was 67, including 15 Boeing 747 flights. Today this has gone up to 86, including 18 Boeing 747 flights plus three Boeing 747 freighter services and several sub-charters.

In 1972, Air-India was handling nine foreign carriers, which operated 65 flights through Bombay, including five with wide-bodied planes. Now the total is 15 foreign carriers, with 107 flights, including 40 with wide-bodied aircraft.

In July 1975, Air-India handled on an average approximately 38 tons of export cargo and 28 tons of import cargo a day on Air-India flights and 23 tons of export cargo and three tons of import cargo on foreign carriers' flights.

The rate at which cargo traffic has been growing in the last few years will mean that even with the present expansion of the Warehouse, the space will not be enough to handle the expected growth in cargo traffic in the next few years. Air-India hopes that the multiple cargo complex at Bombay Airport, work on which has already started, will be ready soon, so that the cargo carried by other carriers and all import cargo will be handled at the new complex.

A TRAVELLER'S TALE

Faith or coincidence ?

WHEN Avatar Meher Baba died a large number of his followers abroad came to India to pay homage to his memory. One such devotee was Mr Don Stevens, an American oil magnate in London.

A devoted follower of Meher Baba, when Mr Stevens heard that his Master had dropped his body he wanted to reach India at the very earliest in order to be on time for the entombment.

It was a Saturday in London and being an American, he had to obtain a Visa for India. The offices were closed in London on Saturday and he was told that it would take him three days to get a visa.

He thought that he would try Air-India. As he walked into Air-India's Bond Street Office in London, a tall, attractive receptionist approached him and said, "May I help you, Sir?"

Mr Stevens explained to her that it was vitally important for him to get to India to attend the funeral of a friend. The lady asked him to sit at her desk and it was then that he noticed that her name was a Miss Irani. He thought he was in luck as Meher Baba's family name, too, was Irani. So Mr Stevens told

her that his friend's funeral for which he desired to reach India on time was also a Mr Irani. She enquired as to where he was from and she was told that he was from Poona.

She was most surprised! She, too, was from Poona. And further, when Mr Stevens told her that he wanted to attend the funeral of Meher Baba, she was astonished. Her uncle was a devotee of Meher Baba and had been with the Master for many years.

Soon things began to move with a rapid pace and Mr Stevens was on the Air-India flight to Bombay. On board the plane the Captain welcomed the passengers and said, "I am your flight Captain, my name is Captain Irani..."

For Mr Stevens it was indeed a blessed day. But this was not all. At the entombment at Meherabad in Ahmednagar District, standing next to him was an old gentleman who inquired of Mr Stevens as to where he came from. Mr Stevens told him that he had just arrived by the Air-India flight from London. The gentleman asked him if a Captain Irani was the pilot to which, of course, Mr Stevens said "yes". "Oh I see", said that gentleman, "he happens to be my son".

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NEWS IN PICTURES

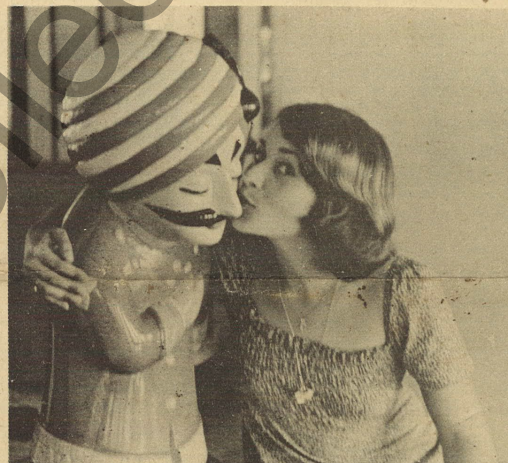
His Excellency the Ambassador of India to Japan and Mrs Than flew recently on our service from Tokyo to Delhi. They were seen off at the airport by Mr Malcolm Gomez, our Manager-Japan (2nd from left), the Minister Mr P. Johari, Counsellor, Mr Y.R. Dhawan (extreme left) and Mr B.R. Satyanarayana Rao, our Assistant Manager (right).



Michael York photographed at London Airport on his return on our service.



Above, members of the Sandwell Judo Club from the United Kingdom photographed at London airport before departure on our service to New York. Below, Mr J.M. Saxena, Chairman and MD of the Bank of India and Mr H.M. Vesuwalla, Asst. GM (Right) who were on a visit to East Africa were seen off at Nairobi airport by Mr N.L. Mital, our RM-EA (2nd from left). They left for home on our service. Mr. B.K. Kapoor, our Airport Manager, Nairobi, is at the left.



Above, Australian singer Colleen Hewett photographed with our Maharajah. She has produced three commercials for Air-India to publicise the introduction of Boeing 747s on our Australia route from April 1976. Below, Mr M.S. Gopalakrishnan, the leading South Indian violinist who travelled on our service from Madras to New York enroute to Montreal recently seen at Madras airport with our Assistant Airport Manager Mr V.S. Padmanabhan before departure.

