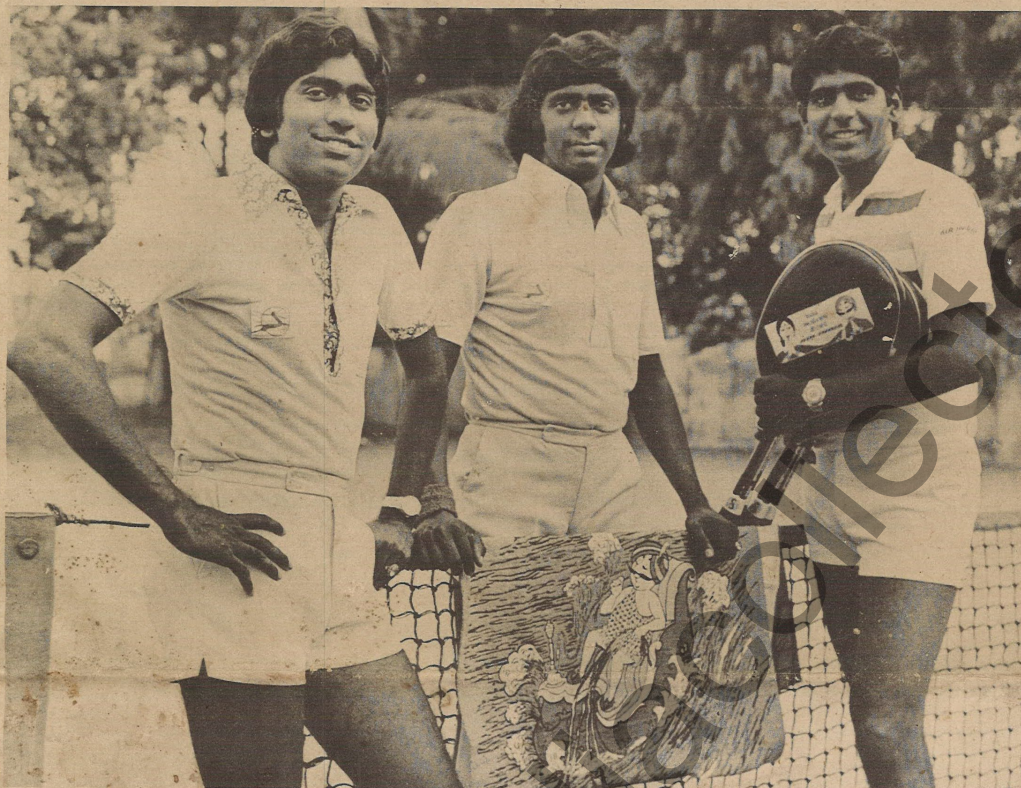


Magic Carpet

VOL. 21 NO. 7

JULY 1977



Tennis Champs

THE well-known Indian tennis players, Anand, Ashok and Vijay Amritraj, will publicise Air-India on their forthcoming world tour. They are scheduled to participate in the International Grand Prix Tournaments. All the three brothers have distinguished themselves in tennis and their link-up with Air-India will provide considerable publicity to the airline. They will appear on press, radio and TV shows displaying the Centaur logo on their T-shirts and the Air-India emblem embroidered on their shirt sleeves. Their luggage and hand baggage will carry Air-India stickers and they will use Air-India towels and sling bags during matches and while travelling. Of special interest will be commercial TV films for Air-India which will feature the Amritraj brothers.

In recent years Air-India has taken considerable interest in sporting activities. This year we recruited seven sportsmen; Derek Drego, hockey; Prakash Noronha, hockey; Ivan Rodrigues, hockey (all three represented Bombay at the Aga Khan Hockey Tournament). K.L. Anil, football; N.S. Vichare, cricket; Ms Sujata Jain, badminton; and A.R. Sawant, kabaddi.



A-I FLIES THE PM

Prime Minister Morarji Desai bidding farewell to Mr M.A.S. Dalal, Regional Director-UK before takeoff from London on our service. Mr Desai visited London for the Commonwealth Talks.



AVIATION SECRETARY VISITS AIR-INDIA

Mr R.P. Naik, Secretary to the Ministry of Tourism & Civil Aviation visited Air-India last month and held meetings with the airline's senior executives. During his visit to Bombay, Mr Naik toured the Air-India Engineering and Technical facilities at Santa Cruz and later visited the Art Studio at the Air-India Building. Photograph shows Mr Naik appreciating an art design in the studio while Mr K.G. Appusamy, Dy Managing Director and Mr N.H. Dastur, Dy Managing Director (Commercial) look on. To Mr Naik's left are Mr I.D. Sethi, Commercial Director and Mr J.B. Cowasji, Commercial Manager-Publicity.

Random Jottings

By Commercial Mind

TWO more jumbos are coming. But the Commercial Managers have already arrived and droves of them. From distant places like Europe, Australia and the Far East. And everyone is a-dither finding cabins for them deciding where to put their staff, working out optimum utilisation of available space. The 17th floor was cram-jammed. So strange strangers spearheaded by the indefatigable Mohan M. Narvekar started moving around from cabin to cabin expertly scanned your room and without a word walked out, leaving you with the uncanny feeling that it had been decided that your head was next for the chopping block. And you waited in animated suspension.

So PR decided to jump the axe and voluntarily offered to surrender space, and in so doing managed to gain a little additional space. We now have a dinky little library, with blue walls, hopefully a glass-topped table and bright yellow chairs.

From the terms of reference of the five CM's under him, the C.D. certainly plans to keep them busy. In fact, I wonder whether they will really find the time to go home, except perhaps during weekends.

Avinash Mahajan, CM Marketing, for example, has been charged with the duties of analysing objectives, planning strategies, conducting marketing audit and surveys, managing marketing plans, defining data-base requirements, gathering information about and exchanging information with fellow airlines, developing and motivating an effective marketing team, collecting information on marketing trends, evaluating, determining, planning, studying etc. etc. So goodbye to that occasional cup of tea, Avinash. Just reading about what you have to do makes me feel exhausted.

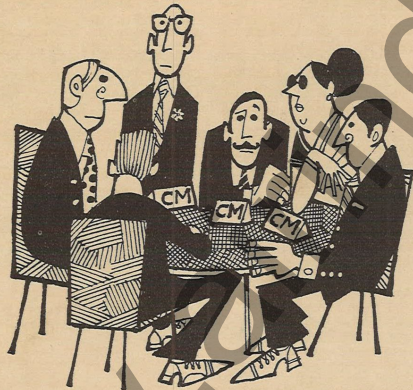
Then we have CM Sales, newly promoted Hari Kaul. He now evaluates revenue targets, analyses results, plans market development and promotional strategies, monitors sales functions of various offices, deals with irate passengers, promotes tourism and manages conferences and conventions. One word of advice, Hari. The less tourists you get, the less complaints you will have to handle. Do you get me, Steve?

Then CM HQ S.K. Verma will be kept busy, as before, evolving procedures for handling flights, passengers, baggage, cargo and mail. He will analyse delays, and ground handling complaints, handle contracts with foreign airlines operating through India, sort out baggage and cargo claims and inspect airports. Also an important responsibility is 'the Manual' -- the bible under preparation. Poor SK. As each page is printed, it will require revision. But, have no fear, he will r(e)vise to the occasion.

Harish Malik has taken over Cargo from Narpal Singh. This involves, basically, Cargo marketing and development, management of charter operations and freighter services, administering the air cargo terminal, handling Cargo agreements and promoting air mail. Harish has just returned from Bangkok and found his duties there so arduous that he has cargone on leave and will no doubt appear shortly.

And then we have our first lady commercial manager, Chhobi Chellaram, CM-Reservations. She is so busy studying booking, and cancellation patterns, laying down system-wide space-control procedures and norms for optimum utilisation of space, that we reserve our remarks on this charming lady for a later occasion.

So, dear CMs, please get into a huddle. I'm sure you'll find all the answers. But please keep Jal Cowasji and Joe Andrade out of it, otherwise the huddle may only produce a muddle.



Magic Carpet 20 YEARS AGO

SALES OFFICE IN NEW YORK

A.I.I. has now opened a sales office in New York at 425 Park Avenue. The Building is new and modern and is located in the heart of Manhattan.

The Chairman, Mr J.R.D. Tata, who was in New York at the time, graced the occasion and met many of the 200 guests who attended the pleasant function.

"A FINE TAKE-OFF"

I enjoyed your first issue of the "Magic Carpet" and now I am treated to another literary feast of aviation news, having received issue No.2 - an even better effort than No.1.

If I may say so, I think "Magic Carpet" is destined to play an important part in the strengthening of goodwill between management and staff. The more everybody knows everything the easier it is to pull together as a team. Let everybody use the "Magic Carpet" for the maintenance of that essential team spirit, which is not lacking in A.I.I. - it has always to be nursed and kept green, your task is clear and you have made a fine take-off.

With all good wishes from,

CORNY HOWLERS

He brought a ladder to the party, because he thought that the drinks were "on the house".

The pilot saved his life by jumping out with a parasite.

Milton wrote "Paradise Lost" - Then his wife died and he wrote "Paradise Regained".

R. Vaughan-Fowler,
Editor, "Indian Skyways".

PUBLICITY AWARDS



Air-India won the Veeto rotating trophy for the best poster category for "Save Wild Life" as well as the first prize in the 'point of sale' category for the elephant counter display. The prize for the showcard was received by its designer Mr R.M. Kharat from Ms Shaila Parikh, wife of Dr Jagdish Parikh, Chairman, Film Finance Corporation who inaugurated the CAG exhibition in Bombay recently.

Death of a Tusker

Madras Letter from Sumangli Chettur



'Alwar' the tusker garlands Capt C.R.S. Rao who took the first 747 flight to Madras last year.

MARCH 29, 1977, the first anniversary of our scheduled 747 flight through Madras to Singapore and Australia brought nostalgic memories of 'Alwar' the fine young tusker of the Sri Parthasarathy Swami Temple in Triplicane. On that memorable day a year ago 'Alwar' welcomed Capt C.R.S. Rao and crew with rose garlands which he placed round their necks ever so gently and then saluted them in the traditional way by raising his trunk and trumpeting loudly. A few days later some of us from Sales went to 'thank' our new friend with bananas. It was delightful to watch the tusker give 'bakshesh' to his mahout and pop the fruit into his mouth. It was, therefore, sad to hear that Alwar died recently.

The other day Indian Airlines sent us copies of the A300 poster for display. One Sales Officer who took a fancy to the lovely lass pinned it up behind his desk. Before he could say 'Jack Robinson' he found an enthusiastic crowd of young men from the Reservations Department coming to say 'hello!' to him! They dubbed the lady in the poster, "The Girl We would Love to Date". Sales

promptly organised a lucky dip contest as to who should get the coveted poster. The winner? Mr Jayabalan.

The "Tall One" as Mr Selvakumar is popularly known is off to Bangkok shortly as Asst. Manager. We wish him all the best. Its been wedding bells for three lovely ladies, Rengini Soma Sundaram, Srilekha and Vatsala D'Cruz. Not to be outdone two of our young men have been 'hooked'—J.V.J. Subramaniam and Rajasekhar. A hearty welcome to Mr Hegde, Madras' new Sales Manager who has returned to home base after six years at Addis Ababa. Our Accounts stalwart Mr Ramachandran is back from Calcutta. He seems to have missed his dosa and sambhar.

Ms R. Mahalakshmi, daughter of Mr R.S. Ramchandran, Accounts Manager, Air-India, Madras, secured an aggregate of 543 marks out of 600 in the S.S.L.C. examination conducted by the Tamil Nadu Government in March 1977. She also holds the distinction of obtaining first rank in the Tarapore and Loganathan Girls' School, Madras.

AIR INDIA



AIR-INDIA at Olympia

Trevor Turner reports

Air-India London took a stand at the Festival of Mind & Body Exhibition which was held at Olympia in May. The Festival, the first of its kind, was very well attended. Visitors came to the Exhibition for the whole day listening to lectures, discussions and stopping-by at the

many stands. We received a number of enquiries about Tours to India at our kiosk which was manned during the week and it is anticipated that most of the 67,000 people who visited the Festival noticed the Air-India stand during their visit.

Club Swingers Gather



The International Federation of Women in Travel organised the Air-India Golf Tournament this year which took place at St Andrews, Scotland, following the Annual Convention of the IFWTC which was this year in Glasgow, where Jacques Miquel from our Glasgow Office was Convention Chairman. There were twenty-one contestants for the Trophy. Photograph shows Passenger Sales Manager U.K., Patrick Conway admiring the Trophy in his London office, Phil Bocarro of London Sales, and one of the founder members of the Women's Travel Club of London did all the initial spadework for the Tourney. The winner was Susie Knights of Northwest Airlines—Seattle and runner-up was Pam Tiller of Ellerman Travel-Edinburgh.

Joan flies John

John Curry the U.K. Gold Medal skater now has his own Theatre of Skating, a completely new art from which takes place in a theatre and involves John as the star with six or seven other skating artists. Following a very successful season of this new form of entertainment in London earlier this year, John Curry took a well-earned holiday in the United States and flew back to London with us to prepare for the opening of another season of his show at the London Palladium this Summer. He is seen here with our hostess Joan Quadros on his arrival in London from New York.



The Middle East Sales Conference

THE Middle East Region held its Regional Sales Conference in Dubai recently. The Conference was inaugurated by Mr N.H. Dastur, Dy Managing Director (Commercial).

Welcoming Mr Dastur, the Managers and other delegates to the Conference, Mr K.K. Menon, Regional Director-Middle East, stated that the financial year 1976-77 was the most successful year revenue-wise for the Middle East Region, with phenomenal growth in traffic and revenue.

Mr Menon said that in order to cater to the increasing volume of traffic, the frequency on the Gulf routes was progressively stepped up during 1976-77 with two 747 services on the Bombay-Dubai sector. The increased capacity introduced was more than justified by the Region with an increase in the overall load factor.

Referring to expenditure, Mr Menon stated that the Middle East Region had been able to reduce the cost-revenue ratio from 20 per cent in 1975-76 to 14 per cent in 1976-77, despite the general inflationary trend in most of the countries in the Middle East.

He read out at the conference a message from Mr Unni conveying his greetings and best wishes to all the delegates. Mr Unni's message read: The Middle East Region has shown phenomenal growth in traffic and revenue and produced excellent results and exceeded its target. I would like to congratulate you

and all the Managers and their staff for their commendable performance which has contributed substantially to the very good financial results that the Corporation has achieved. I am sure that under your dedicated leadership the Region will continue to show substantial growth and produce better results in the current financial year.

Inaugurating the Conference, Mr Dastur congratulated the RD-ME and all Managers and their staff for the outstanding performance of the Region for 1976-77. He said that it was a pleasure for him to come to the Middle East Region which, despite all problems and difficulties always seemed to come out on top. Mr Dastur announced that the Corporation had been given a total target of Rs 300 crores for 1977-78. There was a gap of Rs 3 crores and after some deliberations, the RD-ME and the Managers voluntarily accepted an additional target of Rs 354 lakhs so that the Corporation could have a target of Rs 300 crores for 1977-78. The total revised target for the Middle East Region for the current financial year is Rs 4,683.50 lakhs.

At the Conference various important issues affecting the Region were discussed, particularly the frequency and capacity requirements by Gulf Stations for 1977-78 and 1978-79 to cater to the growth in traffic. Mr Dastur assured that the Management would do everything possible to meet the requirements of the Region.

The Conference concluded with a vote of thanks by Mr Jimmy Bohsali, Manager-Lebanon.

ON CRAMPONS

Three members of a British Expedition left London on one of our 747s in May to go to the Himalayas to make an attempt on 'Nanda Devi'. In a cheerful mood before they left were (left to right) Gilbert Harder, Dr A. Pines, Eric Roberts and Stuart Jones.



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PEOPLE



Mr Narpat Singh (50) of Air-India has taken over as Director of Hotel Corporation of India from Mr. Eric Pereira. The HCI, which is a wholly-owned subsidiary of Air-India, currently owns, among others, the Centaur Hotel at Bombay Airport. Before taking up this appointment, Mr Narpat Singh was Air-India's Commercial Manager-Cargo.

With over 20 years experience in the airline business, Mr Narpat Singh has served as District Sales Manager

HCI MD Appointed

of Air-India's Delhi Office, Manager-Aden, Manager-Eastern India, Calcutta and Manager-Northern India at Delhi.

In 1972, Mr Narpat Singh was appointed as Manager-Australasia for a three-year period, before taking over the Cargo portfolio. Over a three-year period he combined aggressive marketing with planned Sales policies and gave a tremendous fillip to the growth of cargo traffic. He was a member of SCOPEAIR (Sub-Committee on Promotion of Export by Air) and was recently elected President of the newly-formed Air Cargo Club.

A post-graduate from Agra University, he won the President's Gold Medal at Mayo College, Ajmer, for being the best all-rounder. He has distinguished himself in tennis, hockey and golf.

He is married, with three sons and a daughter.



Shopping Wizard

DATTARAM Babaji Tanawade, Office Assistant, is not just a long winded name and a simple designation. It comprises of a slightly built man, abundant energy, a black bag and 32 years of experience in the Marketing and Purchasing sphere of Air-India's activities. In the Commercial Purchase Department, he negotiates the price of any item that is required by Air-India. To put it simply, he is responsible for buying a wide variety of articles - from such seeming trifles of stationery to such exotic items as peacocks.

Have you ever considered how things magically appear when you need them? Well here's your genie. A very active man, Dattaram's youthful look is the secret of his success. An early riser, he does yoga and has a cold shower. This he claims has "made me feel fit enough to brave some of the most harrowing days in my career." It is his habit to arrive early at office, to prepare himself for the day's shopping. When he is at his desk, he is sitting at the City Purchase Office at Ballard Pier. Otherwise, he is walking the crowded streets of Bombay's Markets, buying whatever is required. A shrewd and business-like shopper, he does not buy everything immediately. Instead, he makes certain that he is getting the best quality for the most reasonable price and does not mind taking pains over it.

Dattaram believes that, "anybody who is willing to work hard can handle a job like mine". Of course it would help if one has a flair for languages. Dattaram speaks Hindi, Gujarati and Marathi—languages needed to talk business. His success is due to his dedicated attitude, as well as his long association with manufacturers, retailers and shop-keepers. He handles purchases amounting to Rs 15,000, most of it, taken on a credit basis. He is truly wrapped up in his job.

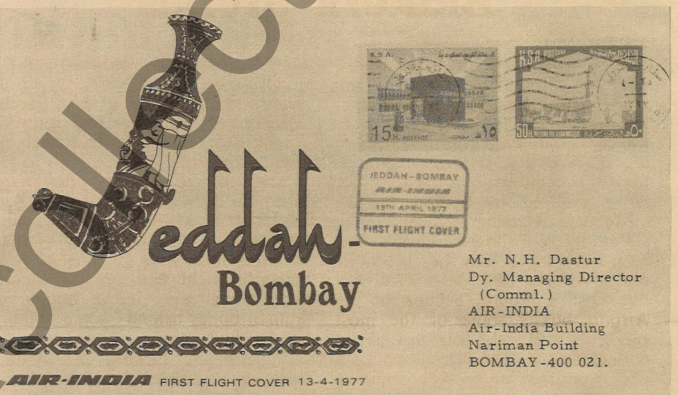
A rare conversationalist, Dattaram talks shop in the most interesting fashion. He recounts with amused horror an incident when he walked from Chowpatty through Opera House and Bhendi Bazaar to Crawford Market—a distance of about 2½ miles—in search of foam rexine. He has hardly finished this when he takes off at a tangent to explain the difficulties he has faced while trying to send peacocks abroad. Did you know that an animal or bird faces incredible number of formalities when it is sent abroad. There does not seem to be anything Dattaram has not bought for Air-India. A housewife's dream shopper, he knows all the lanes and by-lanes, prices and techniques that are required if one wants to grapple successfully with the commercial world. If there is anything you need and your chances of getting it are dim, call Dattaram, he's your man!



Air-India Now Serves Jeddah

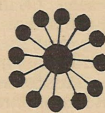
THE first Air-India flight to Jeddah was operated on April 13, 1977. Mr T. Lavingia, Marketing Manager-Gulf Routes was deputed by the Dy Managing Director (Commercial) to accompany the first flight. At Jeddah the flight was received by Mr K.K. Menon, Regional Director, Mr Ken Machado, Manager-Western Saudi Arabia,

Airport Director, DGCA Officials and Saudi Arabian Airline Executives. A day earlier, a buffet dinner was given at Jeddah Palace Hotel to officials of the Indian Embassy, Travel Agents, Airline Executives and the elite of the city. Photograph shows the Air-India crew with some of the distinguished invitees.



Mr. N.H. Dastur
Dy. Managing Director
(Comm.)
AIR-INDIA
Air-India Building
Nariman Point
BOMBAY-400 021.

He had a year to do it in
So brushed the thought away;
A chap with half his energy
Might do it in a day.
A year! 'Twas too ridiculous
As everyone should find;
However, he would get it done
And have it off his mind.



He had six months to do it in
For six long months had flown;
Well, why should that alarm a chap,
With vigour like his own?
The job, whence once embarked upon,
Would soon be rattled through;
However, he would think of it,
In, say, a week or two.



He had a week to do it in
And care was in his glance;
"It's hard," he cried, "that flight of time
Won't give a chap a chance."
He still delayed; the swift week passed,
As weeks will ever run,
And, though a year was given him,
The task was still undone.



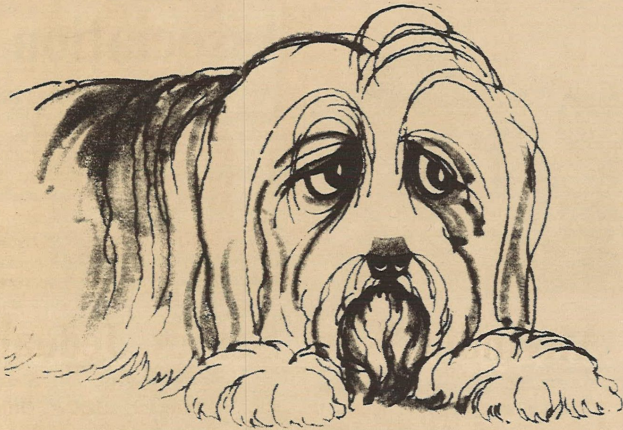
A Year To Do It In...

But not today. A few months hence
Would suit him better still;
Meanwhile, a far less irksome job
Might occupy his skill.
He would not let the matter pass
Entirely from him. No;
And doubtless he might take it up
in, say, a month or so.



He had three months to do it in,
"Oh, bother!" was his cry;
"The thing hangs on me like a weight,
Each day that passes by.
Let's see: three months? Ah, that's enough;
but just to clear the doubt,
I'll make arrangements for a start,
Before the month is out."

IN THE FAMILY



"I've just got to talk to someone..."

Mother Yvonne Bickers probes

IT never fails to astonish one how some people who are normally careful, are nevertheless profligate in remembering to forget. Perhaps the constant rush of the rat-race that is thrust upon us these days blunts our capacity for being touched by misfortune—the misfortune of having 'lost' something.

Passengers whose baggage has been mishandled may be justifiably critical of the airlines' service, but our Lost & Found Section at the Airport boasts some of the most energetic staff, who see this as an opportunity to demonstrate to such passengers that we are concerned to regain their goodwill. The magnitude of the problems faced by them and the limits of their resources are a constant challenge.

The following pen-pictures are intended as a brief description of the staff of Lost & Found, who would otherwise remain 'faceless'.

LARRY SMITH—Head of the Panic Station, allows nothing to faze his jovial, ready-to-please attitude. Sitting in his Tower of Babel, he attempts to deal with the days correspondence by dictating to a Secretary above the cacophony of endless and frantic telephone calls, and three dozen names and three dozen handshakes being thrust at him. But he keeps his cool and deals with a string of irate passengers, who are pleasantly side-tracked by his display of 'girlie' pictures that cover the walls of his domain.

PREMLATA SUNDARAM—Our Lady from Tamil Nadu—fills out PIRs (Property Irregularity Reports) and dishes out interim relief like manna in the desert.

TED PATTERSON—The popular Captain of the Air-India Hockey Team—who looks like the Rock of Gibraltar (perhaps he was put there as a chucker-out who knows!). With lightning speed he unravels the red-tape and facilitates the journey of a lost article enroute to its owner.

VIKAS NABAR—Bachelor Boy and all-rounder—(all telex codes have been ground into his very fire)—may be he's the reason why Lost & Found is flooded with young ladies contemplating Holy Matrimony!

Lost & Found Section is open round-the-clock, and is manned by four shifts of two staff each. These human computers receive and despatch about 500 telexes a day, and all information pertaining to passengers' mishandled baggage is neatly

stored in memory lanes when passengers turn up after a period of two or three months claiming their goods. Mishandled baggage for fourteen foreign carriers is also traced by these staff.

Statistics prove that the most common item found aboard an Air-India plane is an umbrella, a close second being a raincoat, and keeping in mind the Bombay monsoon, these items fetch the highest bid. (At one time a passenger left a bundle of human bones behind—some mumbo jumbo this).

Papads and pickles, cashew-nuts and chivda, dried fish and dates, make the Lost & Found Section smell like an International Delicatessen.

Stuffed specimen of the Indian Mongoose locked in the deathly grasp of the King Cobra, Travellers' Cheques, cameras, jewellery, knives, shoes and hats, passports, books, identity cards, credit cards, driving licences, toys and bunches of keys, modern art (you get cross-eyed over some), character and school leaving certificates, and even Doctors' certificates are some of the bewildering number of items that reach Lost & Found.

Every effort is made to trace the owner. Passports are sent to the nearest Consulate, perishables destroyed (either by staff or rodents whoever gets to it first). Valuable items like jewellery, cameras and watches are handed over to Customs for clearance by passengers. If not claimed, these items are sent to Customs House in Bombay for disposal through the proper channel. Live birds and puppies are looked after by Live Stock Attendants of the Cargo Unit, and are sent back to their owners, all feathered and fattened.

Inventories are made of items not claimed within a period of two months, after which it is sent lock, stock and barrel to Disposal Stores across the runway, where Caraciol D'Souza sits in his Ali Baba Cave, surrounded by his band of forty odd bidders, all sniffing out bargains with the assiduity of trained bloodhounds. Items of clothing are sent to charitable institutions throughout the length and breadth of India. Representatives of 60 odd places make arrangements for collection. Three cheers for Air-India!

Everything in Lost & Found Section is so much yesterday, today and tomorrow—the talk is 'lost' and

Odyssey in Space

In the air with Daughter Karen Bickers

"Dear Passenger—this is flight AI-302: fasten your seat belts and relax; you are in the company of an expert—the Air-India Maharajah, offering you his hospitality in his Palace in the Sky."

You are about to take off on an exotic trip to the East—Tokyo, via Calcutta, Bangkok and Hong Kong. I hope you find it a thrilling experience when the brakes come off, the oomph from the engines pushes you back in your seat; and within seconds more than 100 tons of aircraft climbs its way through clouds into brilliant sunshine. Land of the Rising Sun—here we come!

question—What is the most important qualification of all for anyone going in for a career as an Air Hostess. I think the answer would be—a genuine love of people. A mix of very different types of people working together makes the happiest, most normal atmosphere for passengers in an aircraft—the quiet, patient and placid, as well as the extrovert. But what you definitely need, is the ability to get on with people, and by golly, you need the stamina for the good-ferrying operations. Even this seems worthwhile, as few things are more satisfyingly pleasing than serving something delicious and seeing it



If you wish to drink—choose your favourite beverage—be it champagne, red or white wine, whiskey, Dry Martini with a pearl onion in it on a stick—I think a Spanish olive would be better. A bit of advice—don't overdo it and arrive at your destination thoroughly inebriated. If you are a teetotaler, ask for tomato juice and pretend it's a Bloody Mary. Remember Dr Karl Menninger said that Alcohol is the "source of increased happiness and decreased hostilities", but Shakespeare said it is the "enemy that steals away your brains."

We promise you the exquisite cuisine of our Flight Kitchen, offering you a choice of Lobster with cheese sauce, Breast of Duckling with apple and prune, Veal Medallion with Zingara sauce garnish, or why not try our Lamb curry Mughlai with Navrang Pillau—I assure you it looks as pretty as the rainbow and just as appetizing!

Our Commander will keep you well informed of the levels of significant weather en route—and forgive us for the occasional patches of turbulence.

If you wish to sleep, ask for black eyeshades, or be lulled by the music of Lord Krishna's flute.

Yes, call us for anything—wellalmost anything!"

My mind goes back to the

all eaten up with evident enjoyment. Thomas Carlyle wrote "men who can have communication in nothing else, can still rise into some glow of brotherhood over food and wine."

Well, even in this short time of being an Air Hostess, I have certainly had my share of dramas—when I have had no sleep, no rest, through the night and the weather was bumpy, and at one point quite rough. It was our training and self-control that made us the perfect stabiliser in such a situation.

Then with coffee pot in one hand, and tea-pot in the other, you say, "Coffee or tea, Sir?" and he says—"I'll have a glass of water, thank you." I walk back and with a smile offer him water and the passenger next to him says "May I have some water too?" well, I guess you need a calm temperament in a situation like this. I'm not sure I have it all the time, but at least I hope the panic doesn't show.

Or take for instance my inebriated friend—who thinks I'm either Suzie Wong or a Bunny from a Playboy Club. I've learnt that thinking well of your fellowmen is one thing, but to invest an unknown man with qualities he might not possess is a clear invitation to disaster.

Whatever—for me no charabancs, hansom cabs or sedan chairs of 18th or 19th Century or crossing the Alps on foot. I am happy I was born in the 'jet-age', making me part of the 'jet-set'. It's thrilling to be flying a football team to a Cup Match, a diver joining an oil rig, a Director going to a Conference, a Clown joining the Moscow Circus, or a jockey joining a race fixture.

But the more I see of foreign cities, the more precious one's own home-town becomes, and the peace, after the jet-stream hustle of the Airport is a benediction.

It is lovely to be home. . . .

'found' all the way. It is almost funny; you could change the subject to the state of the world or some other scintillating topic time and again, but the conversation always drifts back to some passenger's lost underwear. Goodness gracious! Let's trace that passenger who must be embarrassingly slinking around looking for his.

The thought does tease the imagination!



Mr N.H. Dastur welcomes Dr S.K. Parukh at the Seminar. Mr Gole is on extreme left, while Mr Nanda is on extreme right.

“look, listen and talk”

A two-day Seminar on 'Communication' was organised by the Personnel Department recently at the Centaur Hotel for Senior Managers working in various departments. The Seminar was conducted by Dr S.K. Parukh, Director, BEAM Services, with 26 Managers from various departments participating in the Seminar.

Mr S.K. Nanda, Chief Personnel Manager, explained the purpose of the Seminar, viz to clear the concepts involved in the process of communication, thereby enabling the participants to remove the barriers to communication between Management and labour.

Mr N.H. Dastur, Dy Managing Director emphasised the importance of communication for Managers in understanding people who are working with them, otherwise, there would

not be true communication within an organisation. He exhorted Managers to mould staff opinion and maintain a continuous link with their subordinates.

Dr Parukh said that there was undue emphasis in establishing channels of communication, indicating who was to meet whom and at what level. However, there was no guarantee that by merely establishing channels, communication would automatically take place. He said "looking, listening and talking is the core of communication. Looking, listening and talking are human attributes common to all human beings, irrespective of the strata of society to which they belong. These attributes are not the monopoly of a few privileged individuals. No expert can teach one how to look, perceive and listen to other people since it is not

a matter of skill or technique which could be taught or learnt. The faculty of looking and listening has to be learnt from within".

He said that one major obstacle blocking inter-personnel communication was the barrier of uncommon approach, which consists in the human tendency to dislike colleagues who have different views, ideas and attitudes. He said, "we humans tend to categorise people in terms of the agreement we get between their belief systems and our own. The moment we find that a man has an opinion, attitude or approach different from our own, a screen of suspicion springs up between him and us. In other words we 'see red'. This leads to a closing of minds and communication becomes a difficult process. A closed mind has a tendency to feed on its own and the tighter the spring the greater the difficulty in opening it".

ELECTION RESULTS

Officers' Association

At the Annual General Body Meeting of the Air-India Officers' Association held last month at Santa Cruz, Bombay, the following Members were elected to the Managing Committee for the current year:

C.M. Amin-President, S.S. Krishnan—Vice-President, Muzaffer Ali—Vice-President, R. Shivkumar—Secretary, D.W. Shembavanekar—Asst. Secretary, P.F. Mistry—Treasurer, P.R. Chugani—Member, K.L. Krishnan—Member, N.H. Pardivala—Member, T.A. Francis—Member, M. Shah—Member (Ex-officio), V.L. Badami—Member (Ex-officio).

Tough TT Play

The Air-India table-tennis team participated recently in the Joint IA/AI Table-Tennis Tournament which was conducted by the Indian Sports Club, Bombay. Our team defeated IA-Bombay by 5-2, IA-Calcutta by 5-2, but lost to IA-Delhi by 3-5. We also lost to the IA-Madras team by 2-5 and as a result secured third position.

In the individual open events, Mr Ganpat Kadam from Engineering retained his title for the second year in succession, while Ms H Desai and Ms V V Kadam were runners-up in the Ladies Double events. Mr Mathur lost to Mr Chandrashekar in the Men's Singles semi final round, while Mr V.B. Jog and Ms Kadam lost to Mr Chandrashekar and Ms Laxmi in the mixed Doubles semi final round. Those who participated in the Tournament were: V B Jog—Captain, Accounts; A R Pevekar, Traffic; P K Mathur, Engineering; K S Jasuja, Commercial; Ganpat Kadam, Engineering; S B Athwal, Personnel; V V Kadam, Traffic; H Desai, Commercial; and F Fernandes, Personnel.

CAPITAL CLOSE-UP

by Hema Kumar

A N industry team led by Mr Ajit Singh, Manager-Northern India, visited Mauritius and Seychelles recently. The eight-member team was hosted by Mr N.L. Mital, Regional Director-Africa.

The team visited Praslin and La Digue and toured Mahe. This trip was aimed at promoting Seychelles and familiarising agencies based in India with information on Seychelles.

At a reception held at the Mahe Palm Beach Hotel (where the guests stayed), the then Prime Minister Mr Albert Rene and Ms Rene welcomed the team. Mr Joseph Banet of the Seychelles Weekly reports that "the guests were impressed by the natural beauty of Seychelles, and gained useful information which will help in promoting Seychelles to tourists on a more intensive scale"

Club recently. Over 35 teams entered the event this year, indicating the growing popularity of keen competitive golf. Ms S.G. Srinivasan, wife of Maj S.G. Srinivasan who was present on the occasion gave away the prize to the winner, Jaaz Enterprises. The first inter-office Table-Tennis Tournament was held at Delhi recently. Nearly 46 participants entered the singles tournament. P.K. Gupta(Sales) won the singles Championship beating S.M. Seth (Traffic) after four gruelling rounds.

The singles, finalists combined, lifted the doubles crown defeating A.K. Sarkar (Traffic) and R.M.L. Saxena.

Mr Ajit Singh, Manager-Northern India, inaugurated the event and also proposed that the tournaments be opened next year to Agency staff to promote Air-India/Agency relations.

of Mr B.L. Parashara, Cargo Sales Manager-India. Other office bearers of the Club are: Mr V.R. Nayak (Jeena & Co.)—Vice President, Mr R.K. Babbar (Panam)—Treasurer, Mr G.E. Thomas (Cox & Kings)—Secretary.

FAREWELLS

The station bids farewell to Mr Phuman Singh, peon who retired from Air-India in April this year. Mr Pradhan Singh, driver who also retired in March. Mr B.C. Mathur has been transferred to Srinagar as Resident Sales Officer while Mr R.N. Shukal moves to Lucknow as Resident Sales Officer and Mr S.S. Chauhan takes over as Resident Sales Officer, Jaipur, Mr H.S. Uberoi, Area Sales Manager-Eastern India takes over as Cargo Sales Manager-Northern India from Mr Jay Singh. We are happy that Mr B.K.D. Vashishta takes over as Accounts Manager-Calcutta and Mr Manohar Lal, Mr N.M. Kochhar and Ms T. Thomas have been promoted as Cashiers, Delhi.

DELHI GOLF

Air-India participated in the Merchants Cup Competition held for the fourth year at the Delhi Golf

CARGO CLUB

An Air Cargo Club of Delhi has been formed under the Presidentship

Teach'em Young

The Mobile Educational and Vocational Guidance Bureau, Chembur, sent a group of 50 students, both boys and girls, to the Air-India Staff College recently to acquaint them with "The World of Air-India". The students were particularly interested in the "Apprentice Scheme" in Air-India and the "Training Courses for Air Hostesses". The group was led by Dr V.M. Dehai Kulkarni, Hon Director of the Mobile Educational and Vocational Guidance Bureau. At the college, the students were addressed by Dr V. Ramchandran, Mr K.R. Asundi, Mr E.L. Noronha and Ms Tara Malkani. The students were later taken round the 747 mock-up and the Cabin Crew Training Centre.



East meets West

for food with LAILAN YOUNG

SOMETIME back Air-India's Catering Manager Fred Franklin—who lives in Send, a small village between Guildford and Woking and who is an expert in international catering—planned for us a fascinating buffet menu. The spread included fine dishes from the East with favourites from the West.

Mr Franklin's reputation as a chef and menu planner began shortly after he graduated from the Westminster Hotel School when he was selected personal chef to the general officer commanding the London District of the British Army. Since then he has worked mostly as a consultant and planner in Nassau and London, with frequent trips to India before he joined Air-India in 1974 as catering manager. His culinary skills have led to his airline offering a choice of vegetarian dishes, European food, and Indian specialties in economy class which, I believe, must be unique in the field of airline catering which, as so many of us know, usually means 'plastic food' of terrible monotony best forgotten as quickly as possible.

Fred Franklin 'married' the Indian dishes to a selection of European dishes thereby creating an exciting buffet which appealed to family and guests eager to sample something different. Here then, is Mr Franklin's Festive Buffet: Tandoori Murg (spiced roast stuffed chicken) Lamb Biryani (lamb pilaf with spices), Nargisi Kofta (spiced Scotch eggs), Cold Roast Sirloin of Beef, Smoked Ham and Mortadello, Waldorf salad (diced apple soaked in

lemon juice, celery, mayonnaise, chopped peeled walnuts, salt, pepper) Nicoise salad, Tomato and Artichoke salad, Mixed Green salad, Selection of Cheeses, Fresh fruit, Dates—Nuts—Dinner Mints. All the Indian dishes may be served hot or cold.

Recommended wines: 1972 Meursault, 1974 Fleurie.

Spiced stuffed roast chicken (or turkey): 2 large finely diced onions, 4 oz. butter, $\frac{1}{2}$ pint yoghurt, $\frac{1}{2}$ pint cream, $\frac{1}{4}$ teaspoon ground saffron, 1 dessertspoon ground coriander; $\frac{1}{3}$ teaspoon ground black pepper, $\frac{1}{2}$ teaspoon ground ginger, $\frac{1}{2}$ teaspoon ground cardamom, $\frac{1}{2}$ teaspoon ground cloves, Salt to taste.

Cook the onions in the butter without colouring. Remove from stove and add the rest of the ingredients. Keep aside for basting.

The stuffing: $\frac{3}{4}$ lb. forcemeat stuffing of your choice, 2 cloves crushed and chopped garlic, $\frac{1}{2}$ dessertspoon coriander. Mix thoroughly and season with black pepper and salt. Stuff a 3-3½ lb. oven-ready chicken with the forcemeat mixture. Place in roasting tray and pour over the aromatic yoghurt mixture. Rub well into the chicken. Cover with foil and cook in oven at 350-375F. (4-5) for an hour, basting frequently. Remove foil and allow chicken to brown for 20 minutes. If the chicken is to be served hot prepare gravy from the residue of the cooking liquid. Strain before serving.

By kind permission of Surrey Life.

New Baggage Rules

A new system of free and excess baggage has come into force from June 1, 1977 for passengers of all airlines travelling to or from the United States of America. As a result of an agreement between IATA carriers and action taken by the US Government, passengers are no longer permitted to carry baggage on a weight basis while entering or leaving USA.

Under the new system, each passenger is allowed a maximum of two pieces of baggage free of charge, regardless of weight. However, the restriction is now on dimensions.

For first class passengers, the length plus breadth plus height of each piece of checked baggage does not exceed 62 inches or 158 cms, and for economy class passengers the permissible limit is 106 inches or 270 cms for both pieces taken together. The unchecked hand baggage permissible for both classes of passengers is 45 inches or 115 cms using the above formula.

The excess baggage charges which were hitherto on a per kg basis are now on a flat rate per piece depending upon the dimensions of the baggage.

LETTERS

Hoardings

I enjoy our hoardings displayed at Nariman Point and Kemps Corner which were previously published in our Magic Carpet. In the recent issues of the Magic Carpet there is no sign of our beautiful hoardings. Our hoardings are informative, attractive and at the same time give laughter to the reader.

It would therefore be appreciated if our hoardings are published in the future publications of the Magic Carpet so that outstation staff get an opportunity to enjoy the hoardings.

B.K. Behramkamin, CTA/Cashier,
Ahmedabad.

Editor: Thank you. We will feature selected hoardings in future.

* * *

Sportsman

This refers to your news story "Tribute to Service" on the eve of retirement of Mr Hillary D'Souza (March 1977). I was surprised to see that no mention was made of Mr D'Souza being an ardent sportsman. In fact, he is well known to all his colleagues as a goalkeeper of the Air-India Hockey Team. He played for the Corporation for over 20 years and toured Fiji and Nairobi with our Hockey Team. Hillary also worked on the committees of various tournaments conducted by the Sports Control Board. I am intrigued that none of his colleagues touched upon this point in their speeches delivered at a small get-together arranged on the occasion!

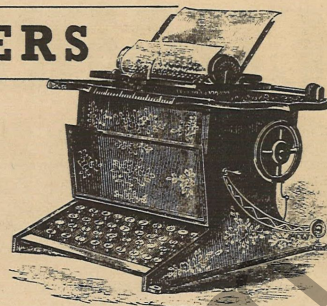
S.S. Vaidya
Welfare
Santa Cruz, Bombay

Editor: We regret to inform our readers that Hillary died after a sudden heart attack on June 14.

* * *

Transport Facility

Transport operating from the Old Airport to the Santa Cruz Railway Station, if extended to Andheri Railway Station.



way Station (Via NTB, Vile Parle) would be a boon to hundreds of staff staying beyond Borivli, on the Western suburb. At present, the staff staying at Bassein Road, Virar and other places have to board the train at Santa Cruz and change at Andheri, as fast trains do not stop at Santa Cruz railway station. As a result the commuters are most inconvenienced. This facility could be provided to staff on a temporary basis by charging additional bus fare. If this is impracticable, at least a shuttle service can be tried out. I hope the authorities concerned will look into this

V.R. Harshan
Industrial Engineering
Santa Cruz, Bombay.

* * *

Point to Point

Staff at the Air-India colonies at Santa Cruz face considerable difficulty in reaching their offices at Nariman Point, particularly during the monsoon. Primarily, the bus service between the colonies and the Santa Cruz station are irregular. Moreover, Santa Cruz being an intermediary station does not have the facility of fast trains stopping there. As a result, commuters are put to considerable hardship and the trains get over-crowded.

May I through this column appeal to Management to start a regular bus service between the colonies and Nariman Point and charge whatever fare a BEST bus would charge for the same distance. Of course, there already exists a contract bus service but that charges Rs. 65/- and most employees find the cost exorbitant. While Management has given due consideration to staff working at the Base, I am sure, equal attention will be given to employees working at Nariman Point.

R.S. Iyer
Public Relations
Bombay.



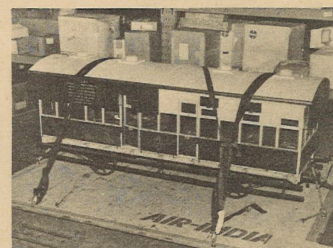
Questions to July Quiz

1. A few years back this distinguished visitor came to Air-India and they called him 'Smokey'. Would any of the readers know his real name?
2. What is 'Smokey' demonstrating?
3. 'Smokey' was an expert, on what subject?



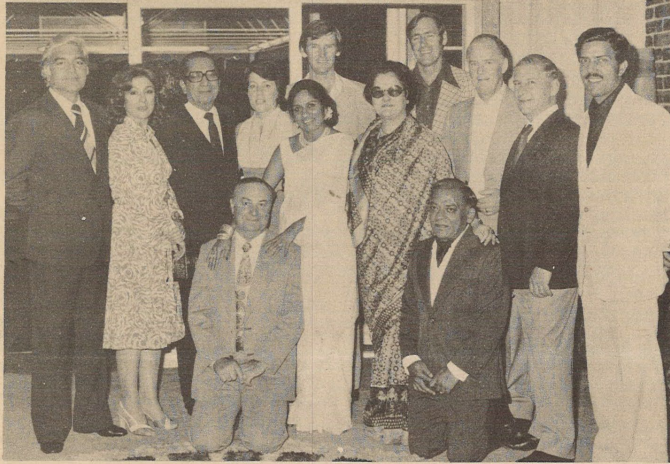
Answers to June Quiz

1. The Transport Museum in London presented the model to the Indian Railway Board and it was flown on Air-India.
2. It was built in 1868.
3. London Airport, June 29, 1970.



CHAIRBORNE

Naosherwan Nalavala



FAREWELL

A surprise farewell party was held recently at Rhodes Motor Hotel, Perth for Ms C. Chellaram who has been posted back to India as Commercial Manager-Reservations. The party also served to welcome Mr M.M. Lall as Manager-Western and South Australia in Perth. Those present at the celebrations were from left to right: Back Row: Mr M. Barretto, Ms S. Barretto, Mr P. Chellaram, Ms S. Elliott, Mr W. Eastman (DSM WA), Mr L. Elliott (ex ASM WA), Mr B. Burford (ASM Adl), Mr J. Francis (DRM WA), Mr M.M. Lall (Mgr. WA). Centre: Ms M. Trevedi and Ms C. Chellaram. Front kneeling: Mr K. Pudwell (Apt MGR WA) and Captain S. Trivedi.

NEW OFFICE AT LUSAKA



A new Air-India office was inaugurated at Lusaka recently by the Honourable Mr James Mapoma, Minister for Power Works and Communications, Government of Zambia at a colourful function. Photograph shows Mr and Ms Ramchandran, Area Sales Manager-Lusaka assisting Mr Mapoma light the lamp. In the centre is Mr N K Mukherjee, former Secretary, Ministry of Tourism & Civil Aviation, Government of India, while Mr K Srinivasan, Indian High Commissioner is at right.

HONOUR



Mr. S. Sampathkrishnan, Flight Purser with the Inflight Service Department recently won the Delta Mu Delta (Business Honor Society) Scholarship Award. Mr Sampathkrishnan received the award for "outstanding performance and leadership ability for the purpose of continuing education in the business field." With a 3.9 cumulative average, Mr Sampathkrishnan also served as secretary of the Ecopol Society.

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FROM ACCRA TO BOMBAY

The Accra/Bombay inaugural flight proved a success when a large number of distinguished invitees travelled on our service. Photograph shows Col. and Ms Koranteng—Managing Director of Ghana Airways, Commander and Ms Osei—Commissioner Eastern Region and Ms Pentsil—wife of Principal Secretary, Ministry of Transport and Communication being seen off at Accra Airport by the Asst Manager, Pat Rodricks.

FESTIVAL OF SYDNEY

In one of our past issues we featured the Festival of Sydney which was widely acclaimed as a runaway success. We now understand that the Festival was sponsored by the Council of the City of Sydney, the New South Wales State Government, and their principal commercial sponsor, the Australian Gas Light Company. Air-India thanks the Sydney Committee for its assistance in making the India Night interesting.

SCRUMPTIOUS

Air-India in association with the British Deputy High Commission organised High Tea at the Sea Lounge and a Royal Dinner at the Taj Mahal Hotel in Bombay. Hot buttered scones, puffin' muffins, and Devonshire Cream was served with tea to the rhythm of London-derry Air and later at night Old Windsor Soup was served with Smoked Trout and Horseradish Cream. The other delicacies included Brixham Shrimp and Melon with Red Wine Meat and to top it all was the scrumptious Dianna Darvey, darling of British TV and as the blurb said "a figure to send the male pulse rates soaring." Photograph shows Dianna cuddling the Air-India Maharaja.



Mandatory baggage identification

Airline passengers will be required to carry personal identification on their baggage from November 1, 1977.

This is a requirement adopted by the IATA Passenger Traffic Procedures Committee (PTPC) at its recent three-day annual meeting in Geneva. For two days, the PTPC met with its counterpart, the Passenger Committee of the Air Traffic Conference of America.

The identification requirement is viewed as a major advance in the recovery of lost or misdirected baggage, and will considerably reduce airlines' baggage claims.

A previous resolution on baggage handling already requires airlines to make name and address labels or stickers available to passengers.

The PTPC also adopted a number of other amendments to resolutions and recommended practices that will become effective as of November and that will considerably improve and simplify the ticketing, baggage handling and passenger services functions of IATA airlines.

TALKING SHOP

With K. S. Mhatre

Paris Air Show

Paris Air Show which concluded last month was dominated by military aircraft and their engines. There were no new commercial aircraft on the scene except the Russian IL-86 wide-body airliner. Powered by Kuznetsov NK-86 turbofans of 28,600 lbs thrust, the IL-86 can carry 350 passengers over a range of 2,000 miles.

For the last couple of years, airlines' main interest has been focussed on the manufacturer's response to a replacement for the large number of Boeing 707s and Douglas DC-8 airliners. Boeing Company has been toying with the idea of producing two different types to meet the requirement for a 110-150 seater Boeing 7N7 and a 160-200 seater Boeing 7X7.

The 7N7 is a narrow-body, essentially passenger aircraft, while the 7X7 is a wide-body with eight-abreast seating and capable of carrying 16LD3 containers. The Douglas proposal for this market is a twin-engined DC-X-200 with a seating capacity of between 200 and 220. Lockheed is proposing a scaled down version of its successful L-1011 Tristar and also a twin-engined version.

Super Jumbo

Boeing Company is also making feasibility studies for a bigger 600-seater version of the Boeing 747 for service in the early 1980's. Several international airlines have expressed interest in the Super Jumbo and have asked for data.

The development of the Super Jumbo will depend largely upon the availability of engines powerful

enough to lift the giant airliner. The thrust requirement is in the region of 60,000 lbs.; the maximum thrust of the present generation of big fans is around 53,000 lbs.

Save fuel

If only a third of seats flying empty across the North Atlantic could be eliminated, about 300 million gallons of fuel would be saved, Mr Knut Hammarskjold, Director-General of IATA told a conference last month in Paris.

He urged airlines to co-operate on energy management agreements and to reduce capacity in "the public interest".

As capacity had been out of phase with demand, airlines had made their financial problems worse by cutting prices and offering rebates in an attempt to maintain or increase their market share, he said.

The result had been a huge drop totalling \$7,000m over five years in projected earnings on IATA scheduled international services.

This represented the cost of about 180 Boeing 747s or 600 smaller DC-9 airliners.