

Magic Carpet

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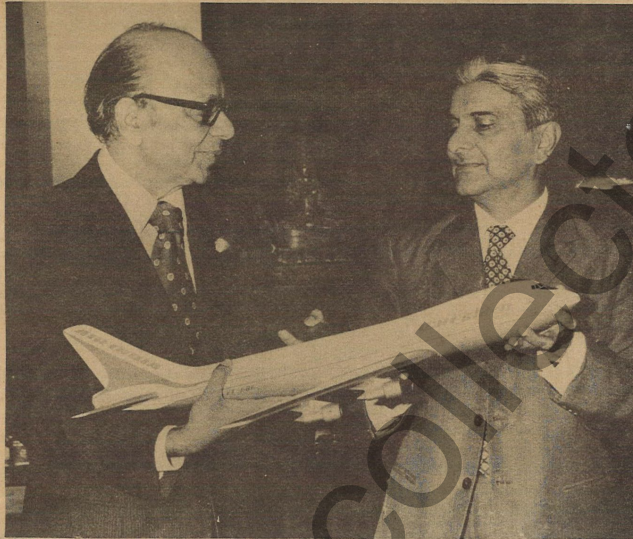
AUGUST 1977

Mr Appusamy Appointed MD

Message from the MD

It is indeed a proud privilege for me to head this fine airline which was founded by our Chairman forty-five years ago. I truly believe that the outstanding success of Air-India is entirely due to the hard work, loyalty and co-operation of each and every one of you. Our watchword must continue to be teamwork, dedication and mutual trust. In this you can count on my fullest support. I have no doubt that I can count on yours.

K.G. Appusamy



In a symbolic gesture of handing-over charge, Mr. K.K. Unni presents a model of the Boeing 747 to Mr. K.G. Appusamy (right).

MR. K.G. APPUSAMY, Air-India's Managing Director was born at Velur, Tamil Nadu, in 1922. He is a qualified Electrical Engineer with a diploma of City and Guilds, London. He holds Aircraft Maintenance Engineer's Licences 'A', 'B', 'C' and 'D' covering multi-engine aircraft and also a comprehensive 'X' Licence covering overhaul and repair of Ancillary equipment.

After a spell of training in England at Government Training Centre and English Electric in instrument manufacture, works administration and instrument and electrical equipment research during 1941-42, Mr. Appusamy joined Tata Aircraft Ltd. in 1942.

After serving some other domestic airlines for a few years, he came over to Air-India as Senior Maintenance Engineer in early 1949, was promoted to Dy.Chief Inspector in 1951 and became Chief

Inspector in 1955; Dy.Engineering Manager (Technical) in 1958; Engineering Manager in 1960; Director of Engineering in 1964 and Dy. Managing Director in 1973.

He was responsible for technical evaluation, planning and provisioning in connection with the introduction of the Boeing 707s and 747s on Air-India routes.

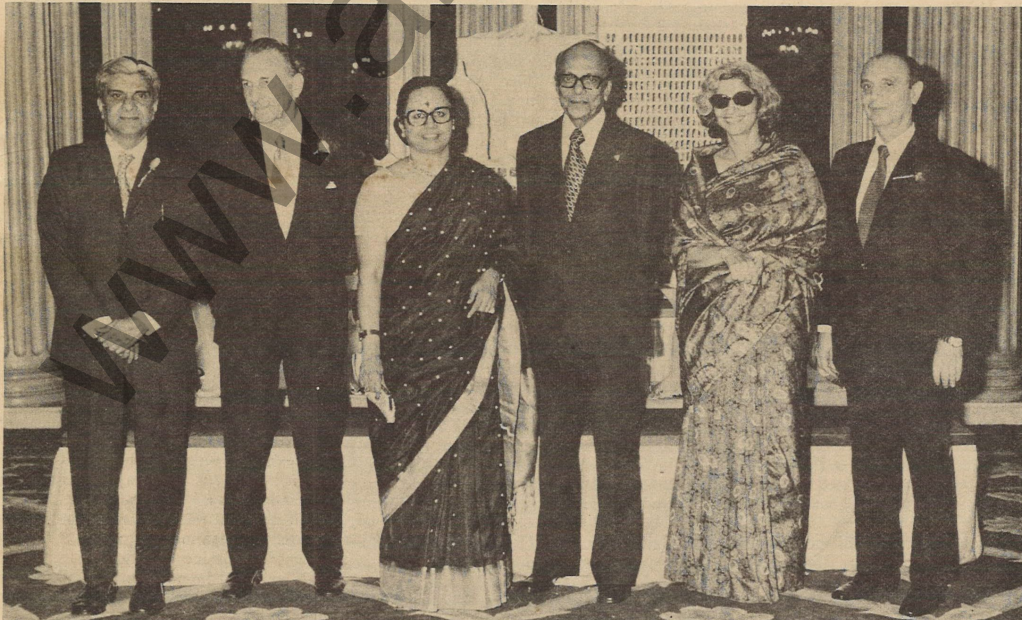
An Associate Fellow of the Royal Aeronautical Society of London, Mr. Appusamy is also a member of the Aeronautical Society of India. He was a member of the IATA Technical Committee. He is a Director of Air-India Board, Air-India Charters Limited and the Hotel Corporation of India Limited, the two wholly-owned subsidiaries of Air-India.

प्रबन्ध निदेशक का संदेश

यह वास्तव में मेरे लिए बड़े गर्व की बात है कि मुझे एक उत्कृष्ट एअरलाइन का प्रमुख होने का सौभाग्य प्राप्त हुआ है, जिसे हमारे अध्यक्ष ने 45 वर्ष पूर्व स्थापित किया था। मेरा पूर्ण विश्वास है कि एअर-इंडिया की विशिष्ट सफलता का मुख्य कारण आप सभी की कड़ी मेहनत, निष्ठा और सहयोग है। हमारी पारस्परिक आस्था और समर्पित एवं सामूहिक रूप से काम करने की भावना आदर्श वाक्य के प्रतीक स्वरूप कायम रहनी चाहिए। इसमें आप मेरे सम्पूर्ण सहयोग को शामिल कर सकते हैं। निःसंदेह मैं भी आपके सहयोग की आशा कर सकता हूँ।

के.जी. अप्पुसामी

Mr. Unni with (from L to R) Mr. K.G. Appusamy, Mr. J.R.D. Tata, Mrs. C. Unni, Mrs. K. Dastur and Mr. N.H. Dastur at the Chairman's farewell function.



CHAIRMAN LAUDS MR UNNI

EVERY time I have to attend a farewell function, I wish I were somewhere else; I have been around so long that I feel it is time somebody bid me farewell too; of course, you would have to get rid of me first! To me, farewell parties to friends or associates, who have been close to me for so many years, are sad events indeed. In this case, it is good to know that Mr. Unni will still be around for I hope that he will retain some association in some way with Air-India, may be continue on the board. Even so, one feels the wrench of parting with someone who has been part of one's daily active life for 17 years. It is, therefore, with much regret that I stand here today as all of us members of the Air-India family to say goodbye to its leading member.

Mr. Unni has been with us now for 17 years. He joined us in 1960 somewhat unobtrusively at first. He came in as our Chief Administrative Officer, brought in

(Contd. on page 2)

MR UNNI BIDS GOODBYE

"THE retirement of a Managing Director and Chief Executive may not be a matter of great significance to an organisation with a long history, but this occasion is one of special significance to me as I have spent the last 17 years serving Air-India, the national flag carrier, with all my heart and to the best of my ability. It has been my constant endeavour, particularly after assuming the stewardship of the airline in February 1973, to build a harmonious team, strengthen the organisation and work jointly with my colleagues for the growth and profitability of the airline and for the satisfaction of our customers and the employees. I received in abundant measure the wholehearted co-operation of one and all in the organisation, and the valuable support and guidance of our pioneer Chairman, Mr. J.R.D. Tata. I am indeed happy that Air-India is today on a sound financial footing with an efficient organisation and, most important of all, a fine band of staff in India and abroad dedicated to the airline. I am extremely proud to hand over the reins of office to my worthy colleague, Mr. Appusamy, who, I am very sure, will take the airline to still greater heights. May God bless Air-India. I wish all of you present here and all the staff in India and abroad good luck and prosperity."

With these words Mr. K.K. Unni bade farewell to all his colleagues in Air-India at a function hosted by the Chairman, Mr. J.R.D. Tata, in Bombay last month.

Mr. Unni thanked the Chairman for his tribute (see full text alongside) and said that he particularly valued his words of appreciation as Mr. Tata had, by his personal example, set very high and exacting standards of work and conduct for professional managers.

Mr. Unni said that after facing the unprecedented fuel crisis in 1973 and the worst world economic recession in 1974-75, Air-India had during the last two years achieved the best operating results and the highest profits in the history of the airline. During 1976-77, Air-India achieved an all time high in terms of revenue yield and traffic. The net profit was Rs.17.59 crores while the total revenue was Rs.274.54 crores. Both these amounted to, what Mr. Unni termed as, 'a remarkable leap', for the national carrier.

Profits

He said that the provisional net figure for the first three months of the current year has been 'very good'. "Air-India is set for further profitable expansion in the coming years", he added.

Referring to Air-India's phenomenal success, Mr. Unni said, "I do not claim any personal credit for the success we have achieved. It has been the result of the combined and dedicated effort of everyone in the organisation."

Mr. Unni said that he would carry with him pleasant memories of his association with Air-India and once again thanked all those who had given him unstinted support and cooperation during his tenure as Managing Director.

Earlier, a number of parties were held to bid farewell to Mr. Unni. At a party hosted by the Air Corporations Employees' Union, Mr. P.A. Menon, former Chairman of the Union, said that he had tremendous respect for Mr. Unni because of his keen sense of understanding. Mr. M.P. Dhond, also a former office-bearer of the ACEU, in a tribute said that Mr. Unni was perhaps one of the few persons he had met who had the capacity to deal effectively with unions and understand their problems. In reply to the encomiums of the leaders of the Union, Mr. Unni said that the ACEU was one of the first unions he had to deal with when he joined Air-India in 1960 and he was always impressed by its excellent leadership. He advised the Unions that in a public sector undertaking which belonged to them and the tax payers, the staff should be encouraged to offer

their constructive cooperation as benefits were bound to flow to the employees when the organisation was profitable. Mr. K.G. Appusamy assured the ACEU of his complete support and said that he would look after the interest of the unions and would always be prepared to sort out their problems.

Labour Relations

The Labour Relations Committee too gave a warm send off to Mr. Unni and lauded the role he had played in building up the LRC and solve problems of staff both in Bombay and at outstations. Mr. P.V. Gole said that Mr. Unni always strived hard to improve the status of the LRC which was a statutory body. He said that the staff were grateful to him for having introduced various welfare measures for the benefit of the employees like Holiday Homes, introduction of medical benefit schemes, the Air-India Modern School and so on. "Mr. Unni will be remembered as the Father of LRC".

Mr. J.P.D. Tata, who has served as Chairman of the LRC, said that he had fond memories of his years on the Committee and despite occasional differences he was always on very cordial terms with the Management, and as a result a number of problems could be effectively solved. He promised Mr. Unni that the traditions he had laid down for the LRC would be continued, while Mr. M.H. Hegiste complimented Mr. Unni for encouraging leadership within the Corporation. He added that it was during Mr. Unni's tenure that the LRC was encouraged to visit outstations and look into the problems of staff. Mr. R.B.S. Kunde and Mr. R.N. Dhople lauded Mr. Unni's role in bringing up the Committee to its present stature and pointed out the various welfare activities Mr. Unni had encouraged during his years in office. In reply, Mr. Unni said that he was very touched by the laudatory words of the LRC members and confessed that the welfare of employees was always his prime concern. Mr. Appusamy, who was present on the occasion, said that Mr. Unni handled the Committee with tact and understanding and there was harmonious relationship between the elected and the nominated members.

Sterling Qualities

The Officers of the Finance and Accounts Department organised a farewell party for Mr. Unni at the Sun-Sand Hotel. Mr. C.L. Sharma, Director of Finance, spoke of the sterling qualities of Mr. Unni and paid a special tribute to his capacity to work unceasingly. Mr. Sharma said, behind the success of every public figure there was the sacrifice and understanding of a woman and that role was successfully played by Mrs. Unni. While welcoming Mr. Appusamy's appointment as Managing Director, Mr. Sharma said that he was sure that with the combination of Mr. Appusamy's administrative and technical brilliance and Mr. N.H. Dastur's marketing genius, the Corporation would achieve still greater heights.

Mr. V. Pichumani, former President of the Colony Association, referred to Mr. Unni's generosity in promoting various welfare measures for the benefit of staff and their families. He made special reference to the growth of the Air-India Modern School and the Housing Colonies.

In reply, Mr. Unni thanked Mr. C.L. Sharma and all the officers of the Finance and Accounts Department for their farewell tribute and lauded the excellent work done by them. He said that they were playing a very effective role in the achievement of financial success of the Corporation. Mr. Unni concluded that he was happy to retire with the conviction that he was leaving the stewardship of the airline in the able hands of

Mr. Appusamy who would be assisted by a very dedicated and devoted team.

H. Q. Farewell

Perhaps the most affectionate and touching farewell was given to Mr. and Mrs. Unni by the Headquarters staff. In his opening address, Mr. B.J. Sukthankar outlined Mr. Unni's career both before he joined the Corporation as well as his role in building up the airline over the years. On behalf of the staff, Mr. Sukthankar bade farewell to Mr. and

Mrs. Unni and wished them many happy years of retired life.

The final official function was a meeting of all the Departmental Heads when Mr. Unni handed over a model of a Boeing 747 to Mr. Appusamy as a symbolic gesture of handing over the airline to his successor. Mr. Appusamy paid warm tributes to Mr. Unni. Mr. N.H. Dastur speaking on the occasion said that Mr. Unni had set an example to all by placing the interests of the Corporation above everything else. He wished Mr. and Mrs. Unni good health, happiness and prosperity. □

Hard-working and Enthusiastic

(Contd. from page 1)

with my warm approval by our then Managing Director who, like myself, wasn't very fond of spending long hours on detailed work and wanted somebody to do the work for him. It is a very useful idea which I regularly adopt when I can, both in Air-India and in Tatas, to get other people to do the work and for me to take the credit! Mr. B.R. Patel's choice was extraordinarily good, because Mr. K.K. Unni not only had a very fine record in Government but also had considerable experience of airline and air transport problems, multilateral agreements and the like. He was quite a find.

He proved to be also a glutton for work. I have known many people in my long life, but none who worked harder and for long hours than Mr. Unni. And in emergencies such as our last strike Unni was at his desk practically day and night.

I have been personally involved with the appointment of every Managing Director or General Manager we have had. *Mr. Unni is the tenth of the line, he has certainly been the hardest working and the most dedicated General Manager or Managing Director.*

He has also been the most successful. Perhaps he has been lucky. Maybe he had consulted the right astrologer. I don't know. But it is a strange coincidence that from the time he became the Managing Director this airline produced a growth rate which exceeded any we had achieved in the past. If we take only the four years that he was Managing Director, quite apart from having been Dy. General Manager for some years before that, in those four years our turnover grew 2½ times. In 1972-73 we made a small loss; last year we made a very big profit.

Achievement

I am sure Mr. Unni himself won't claim, that the credit all goes to him. We did spend money in buying a few small aeroplanes here and there, which enabled us to offer more capacity. Even so, I think, that the record of Air-India in all departments in the past five or six years has been quite outstanding. And while everyone in a successful organisation plays his and her part, its leadership has a lot to do with the results and Mr. Unni was the leader during that period. *Mr. Unni can be proud of what the airline has achieved during that time, and I am very grateful indeed to Mr. Unni for the tremendous work and the long hours, the terrific enthusiasm and the relentless efforts he made.*

Mind you those were not easy days. During the four or five years that he has been Managing Director, and even before that when he was doing most of the work, we often went through difficult times. In fact, bad times and bad news happen more often in this airline business of ours, than good times. I am glad, however, that we did not face that combination of good news and bad news which happened to a camel corps troop which lost its way in the Western desert during the war. The captain called the group together and announced that he had both bad news and good news for them. The bad news was that they were irretrievably lost and there was no food

to eat except camel dung; the good news was that there was plenty of it!

In this airline, fortunately, we were never faced with such a desperate situation. Even so we have certainly had difficult times and it always gave me a feeling of confidence to know that even in the bad times, and however bad they were, Mr. Unni always kept cool and retained a sense of humour. And mind you, a sense of humour is a thing that is very badly needed if you are in the airline business. Maybe the reason I am still around is because I have not lost mine yet!

You have got to have a sense of humour to be a golfer. That's one thing that Mr. Unni has tried to be, but I am not sure that he has succeeded. In fact, I have a feeling that maybe the best thing he has ever done is never to watch himself in the mirror, swinging a golf club. I am told he claims that he sometimes makes money. I presume he never plays with Capt. Bose!

Incidentally, the trouble about all people from the South is that you never know what to call them except by their names. At least we found a name for Appusamy and call him 'Appu' but I never knew what we could call Unni. I asked Mrs. Unni one day what she called him when they were alone. I never found out! For all we know she called him 'toots'!

I don't know what Mr. Unni is going to do in the future, but I am very glad to learn that he has made up his mind that he is to take some months off to rest, to relax and to recover from the strain of the excessively long hours, the responsibilities and the constant flying that he was doing for Air-India.

In closing may I say to you Mr. Unni 'thank you', thank you for all the services that you have rendered to this airline, thank you for bringing it successfully through difficult times and for helping all of us to make it, one of the very best and, today, the most successful public sector enterprise in the country.

Welcome

This is an occasion, while wishing goodbye to Mr. Unni, to welcome his successor. The fact that Mr. Appusamy has been made Managing Director of this Corporation gives me particular pleasure because he is the first Chief of the airline we have who has come up through the ranks. Appu has been with us—first with Tatas and then with Air-India—for 32 years. Right through his career, I have watched and admired his progress. I knew that one day he would be our leader and I am sure he is going to make a fine job of it.

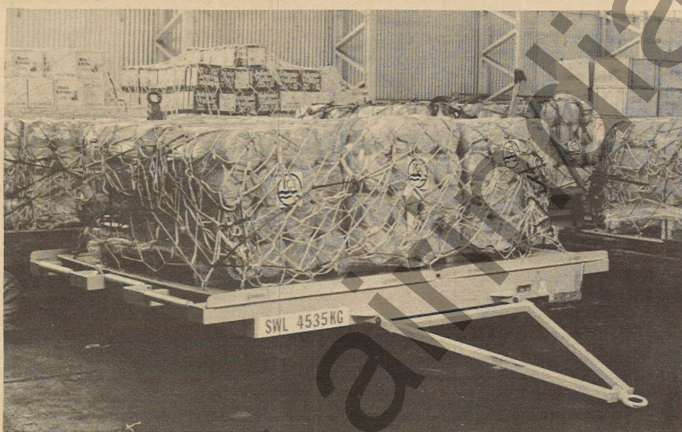
It is a little unfortunate for him that he has to succeed a man who has produced at this time the kind of profits that we are making now, as a result he faces a very tough challenge. But I know that behind his mild ways, he is a tough character and I have no doubt that he will carry on the high traditions of Air-India and maintain its growth. On your behalf and mine, I congratulate him on his appointment and wish him all success while assuring him of our total support. □



Climbing for Fun

DURING the visit of Sherpa Tenzing to London for the publication of his book "After Everest" he was present at a Reception given by the Govt. of India Tourist Office, Bond Street, which was attended by tour operators and travel agents. He is seen here from left to right with Asha Malhotra, Director of the Govt. of India Tourist Office, London, who hosted the party; Trevor Turner,

Air-India's Publicity Manager, UK; Commander Joginder Singh—Manager, Trek and Mountain Tours, Air-India, Delhi, and Mr. and Mrs. Malcolm Barnes. Mr. Barnes is a consultant to the publishers, Allen & Unwin, who published Tenzing's book and Malcolm Barnes was the co-author with Tenzing, in as much as he wrote the book from the narrative given to him by Tenzing.



Impressive Cargo

ON one of Air-India's sub-characters out of the U.K. we recently shipped 300 tons of 'Politarp' which is a low density polyethylene film produced by the Plastics Division of ICI in England. This unusual material was to be used to protect huge dumps of food grain in India from the monsoon. The arrangements were negotiated through ICI (India) and the State Trading Corporation acting on behalf of the Indian Food Corporation. This order is the first of its kind and when this black 6.5 metre-wide material arrived in India it was to be converted into tarpaulins and used to protect the food grain which could so easily be ruin-

ed by heavy rain. It is anticipated that there will be a further order for more material and we obviously hope to get the business. An added dimension to the arrangements for this big shipment was that ICI developed a special packaging for the 'Politarp' material to protect it during the flight and at the same time endeavour to keep down the weight from the point of view of their freight costs. This was the first time for such a process, as this sort of material is usually packed in crates and shipped by sea, but for this particular consignment there was an urgency to get it there before the monsoon arrived.

M. Chudasama reports from NEW YORK



Turbans for USA

TURBANED travellers to Jaipur is a group of U.S. agents who flew to India on Air-India as guests of the Indian Department of Tourism, accompanied by Mr. Richard Jacoel, our Sales Representative on Long Island, New York. The familiarisation tour included visits to Bombay, Goa, Delhi and Udaipur, in addition to Jaipur. Left to right: Mr. Sheldon Rudolph, Thos. Cook & Son, Fifth Avenue New York; Mrs. Edith Weisman, Victory Travel, Lynd-

brook, New York; Mr. Robert F. Powers, Thos. Cook & Son, Boston, Mass.; Mr. P. Kumar, The Government of India Tourist Office, Jaipur, Mrs. Janet Sherry, Village Green Travel, Rye, New York; Mr. Alvis Gailitis, Travel Planners, Danbury, Connecticut; Ms Joseph Jablons, Mackey Travel, New York; Mr. Robert D. Erich, American Express, New York; Mr. R. Jacoel; Mrs. Marilyn Mulumed, Tops Travel, New York.



Favourite Passenger

MR. BILL FOX, Managing Director of Atkins Laboratories, England took his one hundred and fifteenth trip with us when he travelled to the U.S. recently. Photo shows him as he left to return to London on our service. With him is one of our ground hostesses, Ms Ghazala Sharma.

Farewell and Welcome

WE bid farewell to Mr. C.V.R. Rao upon his retirement from the corporation and welcome Mr. V.R. Kulkarni as Regional Accounts Manager, USA & Canada. Among other colleagues who have left the region were: Ramesh Puri, Sales Development Manager—India & Pacific; Mani Sequeira, Passenger Service Manager, JFK; V. Phatak, Accounts Supervisor; S. Parulkar, Accounts Supervisor; K. Sivaramakrishnan, cashier; S.K. "Billy" Sehgal, Passenger Sales Representative, San Francisco.

THE TOP THREE

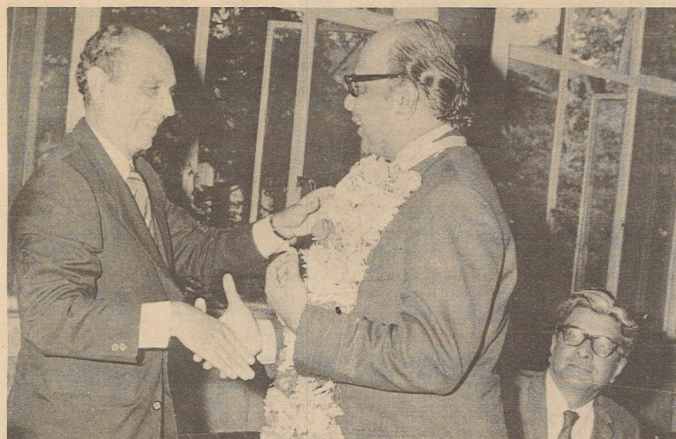
Top three revenue-rankings for April /May 1977 are :

East Asia	26.6 %
Africa /Aden	24.3 %
United Kingdom	19.5 %

The above figures reflect Progressive Surplus over Target.



Mr Unni with His Holiness Pope Paul VI who came to India on Air-India in Dec. 1964.



Mr N.H. Dastur compliments Mr Unni after presenting him with a service memento.



Mr Unni operates a computer at London introducing computerised services in Air-India.

Mr J.M. Ghate, Airport Correspondent, The Times of India, thanks Mr Unni at a party hosted for Mr Ghate who completed a doyen's innings in journalism.

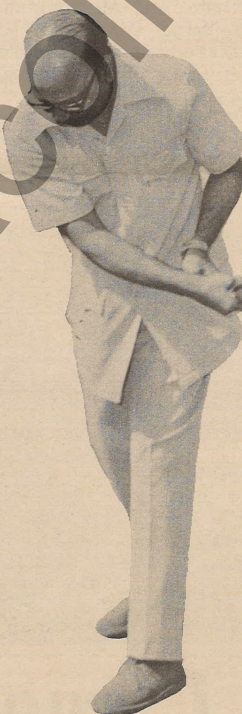


MR K.K.

A TRI

This Board places on record its appreciation and gratitude for the contribution by Mr K. K. Unni to Air-India over a period of seventeen years. During this period the Corporation had made tremendous growth both in terms of traffic and operations and unceasing efforts made by Mr Unni were instrumental in the Corporation's growth both in terms of traffic and operations. Mr Unni deserved great credit for bringing the Corporation to a strong financial position and the position attained today. The Board extends its wishes for good health and a very long life.

Mr J.R.D. Tata bids



“ Just before my day of retirement it was decided to pay to the Centre a dividend of 10 per cent on equity capital — the highest dividend paid so far by Air-India. ”



K. UNNI

BUTE

and their very warm and sincere the valuable services rendered and the airline industry over a long his stewardship, the Corporation progress and the hard work Mr Unni had been largely achieving an unprecedented as well as profits. Mr Unni managing the Corporation to the the profitability which it had lends to Mr Unni their warm warding and happy retirement.

farewell to Mr Unni.



“ I am happy to announce that 8,000 Air-India employees covered by the Bonus Act will receive the maximum bonus of 20 per cent. ”



Mr S.V. Navre, Chairman, ACEU, AI Region, Bombay, garlanding Mr K.K. Unni at a farewell function.



Mr K.K. Unni with members of the Managing Committee at a farewell in his honour at Headquarters.



Mr C.L. Sharma, Director of Finance, bids goodbye to Mr Unni at a farewell function.

From DG-IATA

Your colleagues attending the Executive Committee meeting have requested me to record their appreciation of your manifold contributions to the Committee itself and to the industry as a whole. They extend best wishes to yourself and Chandrika for a happy and challenging future and good health in the years ahead. And my secretariat echoes the appreciation of the Executive Committee.

Knut Hammar skjold

Farewell Message

ON my retirement from Air-India I wish to thank you and through you all the staff of your department, region and station most warmly and sincerely for the whole-hearted cooperation I have received during my association with Air-India and for your loyal, dedicated and efficient service, all of which have made it possible to achieve excellent operating results and place the corporation on a sound financial footing.

I am happy that I am handing over charge to my worthy colleague Mr. K.G. Appusamy.

Our most important asset is our fine band of capable and dedicated employees and with their continued cooperation and dedication to the organisation I have no doubt that Air-India will attain still greater heights.

I wish you all good luck and prosperity and I wish Air-India, our national carrier, successful and profitable growth and expansion in the years to come, built on the quality of our service and satisfaction to our employees and customers. Once again I wish to convey my warmest and sincerest thanks to all of you. With all good wishes.

K.K. Unni

Mr Unni bids goodbye to the Headquarters staff who gave a party in his honour.



To Be Healthy—and flying

Dr. VIJAI KUMAR, Air-India's Chief Medical Officer, talks to the flight crew on the benefits of a healthy life.

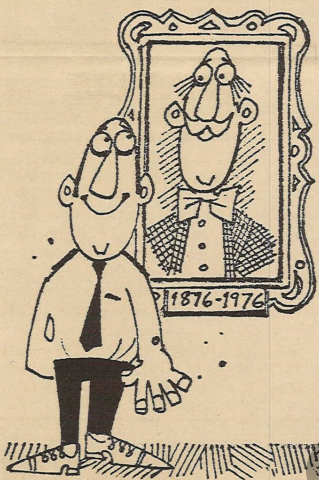
GOOD health is a tremendous asset to every human being. One can truly hope to enjoy a good and long life if one is healthy. Human intelligence and skill too can function to capacity only when the body is healthy and strong. And, as the late President John F. Kennedy, said "hardy spirits and tough minds usually inhabit strong bodies".

Health is defined as a state of mental, physical and social well-being and not merely the absence of disease. The definition implies a positive balance in favour of the individual, which can be utilised to cope with the demands of stress. Reasonable health can be achieved and maintained by living sensibly and not by being over-indulgent. The path to a good life is one of moderation resting on a foundation of common sense.

To avoid disease is of prime importance to everyone. But it is most vital for a flyer. Some of the more important diseases and disorders responsible for shortening a flyer's career are discussed here with emphasis on the measures taken to prevent them:

(a) Coronary Heart Disease:

It is estimated that about 2 million Americans are disabled and another half-a-million die every year as a result of this disease. It has, in fact, acquired epidemic proportions in the more prosperous nations of the world today. Its prevalence in our country is related directly to the socio-economic status of individuals.



Coronary heart disease is caused as a result of the thickening of small tubes, the coronary arteries, which carry the blood continuously to the heart muscle (myocardium). This thickening can be likened to the sludging and corrosion of the pipes and is technically known as atherosclerosis.

Amongst the factors which are considered important in causing atherosclerosis and coronary heart disease are the following:

1. **Hereditary:** It is common knowledge that in families where forefathers have a long life the children in subsequent generations also tend to live long. One fact which contributes to this longevity is the relatively slower rate of progression of degenerative changes in the blood vessel walls of such individuals.

2. **Sex:** Coronary heart disease, due to various factors, is much more prevalent in the males than

in the females. However, after menopause the females tend to "catch up" with the males in regard to the incidence of coronary heart disease, possibly because of hormonal influences.

3. **Hypertension:** A very important association has been repeatedly shown between high blood pressure and coronary heart disease. It is necessary, therefore, to treat raised blood pressure early and thoroughly if coronary heart disease is to be prevented.

On the basis of our current knowledge about the role of dietary fats in the prevention of coronary heart disease it is advisable to follow these rules:

1) The total amount of fat in the diet should be as low as possible. In other words the total calories derived from fat should be kept to a minimum.

2) Whatever fat is taken in diet should largely be of the unsaturated type (This also applied to fat used for cooking). In other words, the saturated fats should be substituted by unsaturated fats.

3) Cholesterol content of the diet also determines the cholesterol level of the blood and to some extent can influence the process of atherosclerosis. Amongst the high cholesterol foods which should be eaten in moderation are eggs and milk.

4) It has been repeatedly proved that those individuals who take regular exercise are less prone to the coronary heart disease for e.g. postmen compared to telephone operators and bus conductors compared to bus drivers respectively have lower incidence of coronary heart disease. Part of the good effect of exercise is that new blood vessels open-up in the muscle of the heart. It is vital, therefore, that one should have regular exercise



though, after the age of 40, if one is not used to it, exercise should be started only in consultation with a doctor.

5) Being overweight increases risk of coronary heart disease. Such individuals also tend to be more lethargic and their desire to take exercise is also reduced.

6) Stress very commonly causes heart diseases. It is believed that individuals who tend to have more drive and aggressiveness the "go-getter types", and those who generally have to keep to "deadlines" tend to have a coronary heart disease. On the other hand docile and congenial type individuals seem to be protected against coronary heart disease.

7) Smoking increases the severity of heart disease and perhaps its incidence also is higher amongst the smokers compared to the non-smokers. The effect of smoking on the heart is acute. If a smoker stops smoking his risk of coronary heart disease is lowered to that of the non-smokers. There is no cumulative or irreversible effect.

8) It is now generally believed that coronary heart disease is high in those part of the world where the population subsists on soft water.

(b) Hypertension:

High blood pressure (Hypertension) is defined as persistent elevation of blood pressure above 160/95. It is a disease as much as typhoid or tuberculosis.

Normally, the blood pressure varies with activity. It is low in infants and children and tends to rise with age. Rise in blood pressure is bad at any age because it shortens the life expectancy.

With modern treatment it is possible to control any level of blood pressure and if the treatment is started early there is a chance of its being cured. In other words after early and effective treatment it may be possible to withdraw drugs and produce a cure.

(c) Diabetes:

Diabetes is a disturbance of the metabolism (chemical processes) of the body which leads to a defective utilisation of glucose by the cells.

Diabetes leads to a number of complications. It is, therefore, important that it is detected early and properly controlled.

We shall now briefly discuss certain habits and conditions which contribute or predispose to ill-

health and ways and means to get rid of them.

(a) Smoking:

The U.S. Public Health Service estimates that each year 3,00,000 excess deaths and several million additional causes of severe illness and disability are related to smoking.

How to give up smoking?

There are no magic formulae for giving up smoking: One has simply to make the effort with a will and give up. Some help can be given in difficult cases by "aversion therapy", empathy, tranquilizers and certain other drugs.

When smoking is only a habit it is easier to be given up than when it becomes a prop or crutch for the individual.

While the best thing is to give up smoking, if you cannot; smoke less, and discard longer stubs. In some ways perhaps pipe smoking is better than cigarette smoking.

(b) Obesity, Weight & Diet:

In any community, life expectancy is inversely related to an individual's body weight morbidity is directly related to it. If weight is in excess of the age and height it pre-disposes number of serious illnesses like diabetes, high blood pressure and coronary heart disease. Overweight assumes still greater significance in the flight crew because of the prolonged exposure to high altitude and wearing of pressure suits in certain circumstances.

(c) Drugs:

It is important to note that drugs pose a dual hazard for the cockpit crew:

1. Many drugs are incompatible with flying duties as they can impair the responses of the pilot.
2. Taken indiscriminately or without the doctor's advice, drugs can be damaging or harmful to the individual.

(d) Alcohol:

Alcohol is also a type of drug. It is a social lubricant in reasonable quantities, but is a high calorie food and diminishes performance. Flyers should be aware that alcohol and altitude are not entirely compatible. Two or three dry martinis at 10,000 ft. are as lethal as 5 or 6 at sea level.

Alcohol is rapidly absorbed by an empty stomach. Its absorption can be slowed down by eating mashed potatoes and deep fried preparations.

Some people can consume large quantities of alcohol whilst others are knocked out by merely a peg. This, in part, depends on the rate of breakdown of alcohol in the liver as well as on the sensitivity of the nervous system. In turn, these things depend on the amount and activity of various enzymes in the organs.

Excess ingestion of alcohol over a long period leads to liver damage and disturbs the function of the brain and nerves. Even the heart is not spared.

It is therefore advisable that alcohol should be taken only in moderation, never on an empty stomach and of course never before or during flights. Even socially what it may add to pleasure, it takes away from the performance.

Drawings by Mario



A Year of Success

1976 was an exciting year for the Hotel Corporation of India's cricket team. They played 20 matches, of which they won 15, lost 3 and squared up two. During the 1976-77 period, the foremost contenders for the Times Shield G division title, the team struck a hard match but unfortunately lost in the quarter-finals. The protagonists of the team were S.R. Bajikar who gave a fine performance in all the matches, while Rajesh Anchan, the cricket

secretary, was the organising spirit behind the team. Shridhar Ratnam gave a magnificent allround performance in all the matches and aggregated 268 runs including an unbeaten century. Pitched against the United Commercial Bank, Ratnam captured 19 wickets and topped the bowling averages as well. Photograph shows Mr. D. Sethi, Manager Catering Services, third from left, flanked by members of the team. □



LODGE FOR TOURISTS

THE Kaziranga Forest Lodge in Assam is the latest addition to the growing range of facilities offered to tourists in India. Awaiting formal inauguration the Forest Lodge will be managed by the India Tourism Development Corporation.

Just 90 km from the Nowgong railway station, the Kaziranga San-

ctuary is connected by air with Jorhat and Gauhati. A two-storey building, the Kaziranga Forest Lodge provides 24 rooms (48 beds) with six of the rooms airconditioned. All the rooms have attached baths. The other facilities include the Rhine Restaurant, Bison Bar, shopping arcade and a games room. □

Hong Kong Farewell

THE Hong Kong staff gathered to bid farewell to Michael Mascarenhas, prior to his departure for Mauritius on transfer.



Despite the usual twinge of sadness that invariably turns up as an uninvited guest at such functions, the party was a gay and lively one, with some excellent entertainment provided by our staff.

"The Happy Six", (photo left) talented warblers (l-r) Fontaine, Pauline, Regina, Doris, Barbara and Antonia, brought a rosy tint to the guest of honour's cheeks when they pleaded "Save all your kisses for us, bye bye Michael, bye bye", and delighted everyone with their special version of "Santa Claus Is Coming To Town".

On behalf of all the staff, Annie Leung presented the farewell gift.

Soonoo Ragi

LETTERS

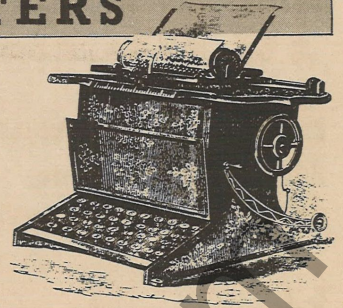
Stamp Club

There's an idea I have been toying with for a while now and thought may be you could help me.

I would like this ad to appear in the Magic Carpet:

As Air-India is worldwide, and there are so many of us who are avid stamp collectors, I think we should pool our interests and start an Air-India Stamp Club. Anyone who would be interested in exchanging cancelled stamps from their home country with me, or with anyone also around the globe, please drop me a line letting me know what your specific interests are, and perhaps we can set up an exchange programme.

Janet Kyle
Passenger Services
Kennedy Airport
New York.



Hand Reader

I read with considerable interest the news item in the Magic Carpet regarding Mr. J.R. Jagtap of Geneva who was given cash donation for palmistry.

Astrology has been my hobby and I have studied and practised it for the last 6 years. In fact, I have been awarded Certificates of Jyotish Pradnya and Pravasi in June, 1972 by the Phalajyotish Abhyas Mandal, Poona.

I regularly solve problems on astrology which appear in Jyotish Samachar, Poona and I am proud to say that I have been a recipient of awards for all-correct answers.

I would like to be of astrological service to staff who seek a solution to their problems.

M.S. Sawant
Component Overhaul Div.
Santa Cruz.

Service Pins

A function was held at the Centaur Hotel, Santa Cruz Airport on July 15, 1977 to commemorate the Air-India staff, who have put in 10, 15 and 20 years of service.

Mr. N.H. Dastur, Dy. Managing Director (Commercial) was kind enough to distribute Service Pins to staff who have completed 10, 15 and 20 years of dedicated Service to the Corporation.

Though the presentation of these pins is unique and a good encouragement to staff, I feel that this function, which is held year after year has become stereotyped and has lost its importance.

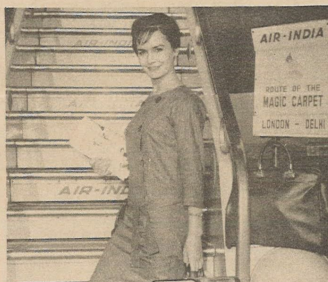
In my opinion it would be advisable that instead of presenting 'Service Pins', which rarely any staff wear, an increment be given in the salary grade of the staff, who have completed 10, 15 and 20 years of service respectively. This will be an encouragement to staff. As an alternative a gift such as a pen or a wrist watch can be presented to the staff concerned besides presenting the Service Pins.

Abdul Rub Amrohi
Commercial-Cargo
Santa Cruz

TAILPIECE

Last week somebody rang up to tell us an allegedly funny story. Being rather busy at the time, we asked her to put it in writing. She said she was too lazy to write. We said we were too lazy to print. If you have views to express, write a letter to us; if you have news to print, send us the story and if you are an amateur photographer, take pictures for us and we will even give you a credit line. We look forward to hearing from you wherever you are.

AIR-INDIA QUIZ



Questions to Aug. Quiz

1. The lady in the picture is an actress. When and why did she visit India?
2. She acted in a film based on an Indian theme. Can you name the film?
3. Her visit to India coincided with another significant event. Can you name the event?

Answers to July Quiz

1. M.M. Batzer
2. How to safely handle combustible liquids
3. Industrial Fire Prevention.



A TASTE OF HUNGARY



A festival was arranged by the Hungarian Trade Commission in collaboration with Air-India and Taj Mahal Intercontinental in Bombay recently. To the accompaniment of classical and gypsy music, Romany tunes and the bands playing Blue Danube and Liszt's Hungarian Rhapsodies, invitees sat to an original Hungarian repast of Magyar food, prepared with that rare finesse by Andres, Imre, Ferenc, three of the best chefs of Hungary flown in specially for the occasion. The highlight of the festival was the variety of wines ranging from Tokaji Aszu, a honey coloured sweet wine to Debroi Harslevela, an ideal aperitif.

CHAIRBOURNE

Nausherwan Nalavala

CUSTOMER RELATIONS

A Seminar on 'Customer Relations' was recently organised by the Personnel Department for the managerial and supervisory staff at Singapore. The Seminar, conducted by Dr. S.K. Parukh, Director, BEAM Services was attended by 56 staff of 26 foreign airlines as well as the managerial staff of the Hotel and Tourist Industry. Dr. Parukh has had the rare distinction of studying 'Customer Relations' Training Programmes of the different airlines in Europe and the United States. His talk to Managers in Bombay was featured in our last issue.



TEENAGE SCHOLAR

Fourteen-year-old Anjali, daughter of Mr. S.B. Hirlekar of Sales, secured 87.43 per cent marks in the SSC examination. She ranked first in the Parle Tilak Vidyalaya and nineteenth in the State of Maharashtra, and has been awarded a scholarship. Anjali looks forward to a bright academic future.



FLOWER TROPHY

Air-India won the rolling trophy at the Eighteenth Annual Friends of the Trees show held in Bombay recently. Exotic flowers and plants were sent by Air-India offices abroad and displayed at the exhibition. Photograph shows Mr. J.J. Bhabha, President of the organisation presenting the trophy to Air-India's Sales Officer, Mr. D.R. Bhalerao.

NON-SMOKERS ONLY

Air-India is among the world's top 10 airlines most favoured by non-smokers, according to a survey conducted by ASH, Action on Smoking and Health, a British anti-smoking organisation. The organisation has been urging airlines to provide more space, free from smoke, for those who want it. Air-India came seventh for the number of non-smoking seats it provides. Finnair, the Finnish airline, in which 84 per cent of seats are for non-smokers, came first, while Czechoslovak Air lines, came second.

Air France

Air France made a net loss of French Fr.418.5 million in 1976 as compared with a loss of FFR 419 million in 1975. This was in spite of the fact that revenue passengers kilometres increased by 7.4 per cent to 19,250 million and the load factor was 60 per cent, up by 1.3 percentage points.

The airline requested the French Government for compensation for FFR 220 million lost on concorde operations. The Government agreed to pay for 1976 but not for 1975.

Singapore Airlines

Singapore Airlines is adding two more Boeing 747s and three Boeing 727s to its fleet and has plans to expand its operations considerably. Teheran and Copenhagen are being added to the route network. The capacity is expected to rise by 18.9 per cent in 1977-78 over the previous year and the freight capacity is expected to double.

Narita Airport

With the probable opening of Narita International Airport at Tokyo later this year, 32 more airlines are seeking permission to operate services to Japan. Currently 32 foreign airlines are serving Japan. The Japanese Ministry of Transport has said, however, that permits will only be granted to five or six more airlines.

PILOT HONOURED

Capt. R.K. Basu, an Air-India pilot and a committee member of the Indian Pilots' Guild, has been elected regional vice-president of the International Federation of Airline Pilots' Association for South-East Asia. In September last year, our Flight Engineer, Harish Jain had the distinction of being elected an associate member of the Aeronautical Society of London.

WAIT AND WATCH

Air-India's Public Relations has on an experimental basis initiated tourist feature films for passengers waiting in the Booking Office at Nariman Point. These films are being shown in the Air-India Auditorium where a system has been devised whereby passengers are informed by name when their turn comes for ticketing or whatever their travel requirements are. The films were obtained from the Australian High Commission, and Consulates of West Germany, Switzerland and Netherlands.

VIP TRAVEL



Capt. Mark Phillips, husband of Princess Anne, travelled on our service from Paris to London. Our photographer at Heathrow was caught unawares since this was an unexpected travel schedule and he was barely able to photograph Capt. Phillips as he raced towards Terminal 2 to see his parents off for Europe. Hector Athayde from our Passenger Relations Office met Capt. Phillips and is seen in the photograph escorting him.

LRC FAREWELL



The Labour Relations Committee gave an enthusiastic farewell to Mr. K.K. Unni at Hotel Centaur (entire report appears on page two).

Photograph shows Mr. P.P. Tari garlanding Mr. Unni on behalf of the Committee.

TALKING SHOP

With K. S. Mhatre

Bermuda II

With the signing of a new "Bermuda" agreement between Britain and United States, one of the major disputes in air transport history was finally resolved. Last year Britain gave notice that it wanted to end the Bermuda air services agreement signed in 1946 which has been the basis for airline operations all over the world during the postwar era. Britain claimed that in view of the rapid growth of civil aviation, the original agreement favoured the US airlines and therefore, wanted it to be revised. After protracted negotiation lasting over a whole year, the final agreement was only initialled a few minutes after the expiry of the deadline on June 22, 1977.

"Everybody won" was the initial reaction. PanAm however said, "The new agreement transfers net economic benefits from the US flag system to the British flag". The British Caledonian Airways, on the other hand, said that Britain would be worse off and that "Britain had put a pistol to her own head".

The main points of the agreement are: (i) Britain dropped its

demand for single designation principle i.e. one airline from each country should be allowed to fly on a route—in the face of US opposition and domestic legal difficulties over Laker Airways' Skytrain Service. (ii) Capacity is to be controlled by reviewing the airlines' schedules in advance, rather than in retrospect. (iii) Cathay Pacific will be allowed to serve US West Coast. (iv) United States has given up some Fifth freedom rights.

Sydney Airport

Sydney's airport needs for the next 25 years are being assessed by a special committee consisting of four Federal Government departments and four State departments and Commissions. In a document recently released, the Committee said that if a decision is made to develop the existing airport, it may take 10 years to implement. On the other hand, building a second airport will take about 14 years. The Committee is to examine whether a more intensive use can be made of the present Sydney airport.