



# The Magic Carpet

VOL. 11 No. 8 THE STAFF MAGAZINE OF AIR-INDIA AUGUST 1967

## Destination: Mauritius

### Direct air link with India

A DIRECT air link between India and Mauritius was established when Air-India Boeing 707-320B LHOTSE made a smooth landing at Plaisance Airport, overlooking the Blue Bay, on a Proving Flight on July 19, 1967, under the command of Capt. K. M. Mathen, Operations Manager (Central Division). On board were Capt. Dick Khan, Operations Manager (Training), Capt. J. S. Dhillon, Dy. Operations Manager (Admin., C. D.) Capt. R. V. Goday, Dy. Operations Manager (Technical, C. D.) Capt. S. F. Pedder and Capt. A. K. Godbole.

The aircraft covered the distance of 2,917 statute miles between Bombay and Mauritius in approximately 5 hours and 45 minutes. The return flight was operated by Capt. Dhillon assisted by Capt. Pedder.

#### Guests

Travelling on the Proving Flight were Dr. L. S. Mathur, Director General of Observatories, New Delhi, Dr. T. M. K.

Nedungadi, Director, Regional Meteorological Centre, Bombay, Mr. R. N. Kaul, Commercial Manager-Sales, Mr. Norman O'Neal, Engineering Manager and other senior officers from Commercial, Engineering and Operations Departments. In Mauritius Air-India operated three Joy Rides for Government, press and commercial contacts. The Governor, Sir John Shaw Rennie and the Prime

Minister of Mauritius, Sir Seewoosagur Ramgoolam, were among the distinguished guests.

#### Facilities

Commenting on the communication, meteorological and navigational facilities available at Plaisance Airport, Capt. Mathen said that he was satisfied that the facilities were adequate for our operations.

(Contd. on page 2)

The Governor and the Prime Minister of Mauritius were on board our Demonstration Flight over Mauritius on July 19, 1967. The photograph shows (from l to r) Lady Ramgoolam, Sir Seewoosagur Ramgoolam, Prime Minister of Mauritius, Mr. P. B. Dhar, our Manager in Mauritius, H. E. The Governor of Mauritius Sir John Shaw Rennie and Mr. Avtar Singh, Commissioner for India, at Plaisance Airport after the Demonstration Flight.



Chief Traffic Assistant S. D. Koppal adjusting the volume of his Walkie-Talkie receiver. In noisy surroundings the main receiver can be switched off and the mike used for both transmitting and receiving messages. (More pictures on page 2)

## Walkie-Talkie for aircraft handling

AIR-INDIA has introduced walkie-talkie equipment at Santa Cruz Airport in Bombay. The walkie-talkie will provide a communication link between various departments connected with flight handling, like engineering, traffic, catering and cabin service and their staff working on the aircraft on the tarmac. The two-way communication facility will enable speedy ground handling of the aircraft before flight.

The portable equipment, which resembles a small transistor radio set, weighs about 2 kilograms and can be easily carried by an individual. Slung on the shoulder like a transistor radio, the person carrying a set can work and move about without any difficulty.

#### Base Equipment

In addition, base equipment, with a powerful transmitter and receiver, has been installed at our Technical Base at Santa Cruz to monitor and aid inter-communication between Flight Despatch,

Duty Officer at the Traffic Office, the Field Service  
(Contd. on page 2)

#### Thumbs up



"Just a moment, Miss, this gentleman says he kept the boarding card somewhere, but can't remember exactly where."



## Touchdown

(Contd. from page 1)

Air-India will inaugurate a non-stop fortnightly Boeing 707 service between Bombay and Mauritius on August 15, 1967. The service will leave Bombay every alternate Wednesday for Mauritius and return to Bombay the same day.

On the return flight the following messages of goodwill were exchanged between the Prime Minister of Mauritius and Capt. Mathen:

### Messages

"We are all very grateful to you for this flight to Mauritius and would like to extend to you and your crew our very best wishes for your safe return home. We are all looking forward to the establishment of a regular Air-India Service. May I wish Air-India every success."  
—Prime Minister of Mauritius

\* \* \*

"May I, on behalf of Air-India and the crew, reciprocate most warmly your felicitations on the occasion of the operation of Air-India's Proving Flight to Mauritius. We are looking forward to August 15, our Independence Day, to inaugurate our service between India and Mauritius, thus interlinking closer together the age old ties between the people of India and Mauritius. I would like to express our sincere gratitude to you and the Government of Mauritius for your warm hospitality extended to us during our brief sojourn in your wonderful, beautiful island."

— Capt. Mathen

## Walkie-Talkie

(Contd. from page 1)

Hangar and the mobile units.

The new communication link saves considerable time formerly spent in sending messages from the aircraft parking bays to the various offices, scattered around the airport. The staff had to either walk or use jeeps to carry messages.



From the lounge at Santa Cruz Airport, Bombay, receptionist Jyoti Dhawan talks to Duty Officer E. V. Nunes (below left) on the new Walkie-Talkie equipment.

## Walkie-Talkie in use at Bombay



G. D. Lad of Communications testing the Base Equipment installed near the Technical Headquarters, Santa Cruz.



Senior Traffic Assistant P. M. Gokhale (below) passing details of the trim sheet from the Traffic Office to Senior Traffic Assistant H. J. Lawrence (above right) near the aircraft on the tarmac.







Mr. B. B. Gulati, Manager, Hong Kong, held a reception at the Grand Hotel, Taipei, recently to announce the appointment of Messrs. United Exporters as our GSA. Nearly a thousand guests attended the reception. Mr. Gulati (r) is seen with Lt. Gen. Chiang Wei-Kou, Principal Military General Staff Academy and our air hostess, Miss. Y. Eranee.

(Contd. from page 4)  
in what might be called a marginal industry", he added.

Usually increased aircraft speeds have been accompanied by larger size and greatly increased productive capacity. During the next few years the stretched jets and high capacity 747s will certainly also have expanded capacities and greater operating efficiency. But they will not be significantly faster aircraft.

The next jump, Mr. Hammarskjöld said, will be SSTs of the 1970s. They will fly much faster. They will also have much greater productivity. Supersonic speeds will greatly reduce travel times on many longer routes and this is bound to appeal to a significant portion of the travel market — notably the business sector.

However, the vastly increased speeds of the Concorde and the U.S. SSTs will not be accompanied by the carrying capacities of a 747. They are not expected to have superior operating economics.

Reduced fare levels, Mr. Hammarskjöld warned, are not likely to be feasible with the SST. On the contrary fare surcharges are even being mentioned at least for the introductory period.

Among the many problems attendant upon the expansion of traffic, Mr. Hammarskjöld singled out the inadequate capacities of existing airports.

Mr. Hammarskjöld said that it was high time the industry extended its thinking on behalf of the airline passenger, who, after all, is the only reason for airline existence.

## Who's Who & Where

### POSTINGS

#### COMMERCIAL DEPARTMENT

	From	To
M. C. Vania	Re-Scheduling Officer	Suptd., Mail Section.
R. R. Amin	Sales Officer, Bombay.	Dist. Sales Manager, Madras
R. K. Chhatrapalsinh	Sales Officer, Bombay	Dist. Sales Manager, Jamshedpur
R. P. Mishra	Dist. Sales Manager, Jamshedpur	Dist. Sales Manager, Calcutta
Ajit Singh	Asst. Manager, Germany	Sales Manager, Scandinavia
R. K. Thadani	Asst. Manager, Geneva	Asst. Manager, Germany

### PROMOTIONS

#### HEAD OFFICE

	From	To
P. G. Bhandarkar	Senior Technical Officer	Asst. Supdt.

#### STORES DEPARTMENT

R. P. D'Sa	Asst. Supdt. Stores	Dy. Supdt. Stores
J. F. D'Cunha	Asst. Supdt. Stores	Dy. Supdt. Stores
B. W. Palkar	Asst. Supdt. Stores	Dy. Supdt. Stores
G. V. Kanhere	Asst. Supdt. Stores	Dy. Supdt. Stores
R. V. Damle	Asst. Supdt. Stores	Dy. Supdt. Stores
V. A. Kombrabail	Sr. Office Asst.	Asst. Supdt. Stores
N. G. Visweswaran	Sr. Office Asst.	Asst. Supdt. Stores
B. N. Rao	Office Asst.	Asst. Supdt. Stores
S. V. Karnik	Office Asst.	Asst. Supdt. Stores
K. V. Bhat	Office Asst.	Asst. Supdt. Stores
V. E. Easaw	Office Asst.	Asst. Supdt. Stores
J. P. P. Noronha	Office Asst.	Asst. Supdt. Stores
R. Lakshmanan	Sec. Storekeeper	Asst. Supdt. Stores

#### PLANNING DEPARTMENT

I. D. Sethi	Station Manager	Sr. Station Manager
Y. Y. Ajila	Planning Supdt.	Station Manager

#### ACCOUNTS DEPARTMENT

V. S. Begore	Accounts Officer	Sr. Accounts Officer (Regional Accounts Manager, London.)
L. Ramachandran	Accounts Officer	Sr. Accounts Officer (Regional Accounts Manager, USA & Canada.)

### At Kemp's Corner

Not with my  
privy pursers.  
you don't!







Miss Rita Mookerji, daughter of Mr. P. N. Mookerjee of Tata Iron and Steel, seen on arrival at Calcutta from U. S. A. Miss Mookerjee has obtained a Master's Degree in Journalism with Honours from the University of Georgia, U. S. A.



Hollywood film star, Mr. Ron Randell (centre) and Mr. P. Slimmer, Managing Director, South Pacific Ltd., Nadi (left) flew from Nadi to Sydney on our service recently. Seen with them is Mr. Indu Seth, our Asst. Manager, Sales, Fiji.



Mr. Bill Brumby, ASM, New Zealand, (left) congratulates 17-year-old Miss Sharron Cameron chosen "Rose of Tralee" 1967 in a NZ-wide contest. Mr. Brumby was the Chief Judge at the contest. Mr. Tom McNamara, President of the NZ Combined Irish Societies is on the right.



Mr. S. J. Fernandes, Asst. Manager, Italy, recently had an audience with His Holiness Pope Paul VI which was arranged by Valerian Cardinal Gracias of Bombay. Photograph shows His Holiness, Cardinal Gracias (left), Mr. Fernandes with his daughter and Mrs. Fernandes.



At a cocktail party given in honour of Air Marshal M. S. Chaturvedi, General Manager, at the Phoenicia Hotel in Beirut, are seen (r to l) Mr. K. L. Ramchander, Manager, Lebanon, Mr. J. Bohsali, Sales Manager, Lebanon, G. M., Mrs. Qadir, and Mr. M. I. Qadir, RM-ME.





An in-flight photograph showing our hostess serving first class passengers. Note the panels showing the Krishna legend.

## Exotic decor sets Air-India Boeing 747s apart

AIR-INDIA is the only airline in the world to have designed its own interior decor for the Boeing 747. It is the most exotic interior decor in international air transport and was designed by our Art Studio in Bombay. Inspired by the romantic folklore and legends narrated in the celebrated Indian epic, Mahabharata, it resembles a picture postcard. The artistic blending of colours on the panels and upholstery of our 747s recaptures India's cultural heritage through the ages.

The episodes depicted on the panels are taken from the life of Lord Krishna, the eighth incarnation of Vishnu, the Preserver of the Hindu Trinity, one of the most revered and beloved of Hindu Gods. Born in Mathura in Northern India, Krishna grew up in Gokula on the banks of the Jamuna. As a child, he performed many miracles and slew demons who threatened

the peaceful life of the people.

The Mahabharata portrays Lord Krishna as a great lover and his romantic escapades with the cow girls—among them his consort, Radha, have now passed into legend. Lord Krishna took ecstatic delight in distracting the attention of the cow girls by devouring butter from their pots and stealing their clothes when they were bathing in a secluded part of the river.

These romantic episodes have been recaptured in soothing colours on the panels of the cabin of the 747 in traditional miniature style. The bulkhead partitions dividing the cabins are decorated with antique wooden temple carvings and heirloom tapestries.

Our 747s have pink and blue panels in alternate zones. The colours of the upholstery have been carefully blended to match the interior and evoke

AIR-INDIA's international passengers will have a new window on the world when they board Emperor Ashoka, our first Boeing 747, the only commercial airliner with an upper deck.

Located on the upper deck of the aircraft, the Maharajah Lounge is approximately three storeys high from the ground, where 15 passengers can sit, drink and relax eight miles up, far, far from the madding crowd in splendid isolation and superlative comfort. The superbly decorated lounge with a velvety soft turquoise blue carpet, is furnished with a golden-yellow round settee in the centre, a golden-hued couch and plush seats. A spiral staircase connects the main cabin with the Maharajah Lounge. When necessary, the Lounge can be converted into a State

the various moods so closely linked with the legends—the blues and the amber, crimson and purple associated with the hours of dusk when the cowherds return home—red and yellow, saffron and soft pink reminiscent of the colourful costumes of the beautiful

room complete with beds for the use of V.I.Ps.

A large mural depicting the celebrated seventh-century Ajanta Frescoes with scenes from the Jatakas or the previous lives of Lord Buddha provides a back-drop to the Lounge. The Mural portrays on the left the story of King Mahajanaka, who renounced the world to visit the ascetics Narada and Majjama. The Visvantara Jataka, represented on the right side of mural, portrays in bright colours the Ten Perfections of the Buddhist faith.

The costume of the air hostess attending to the passengers in the Maharajah Lounge reflects the glory and the splendour of colourful Rajasthan. They will wear a plum-coloured "Ghagra" and a over-jacket with a bright orange

maidens of Gokula.

The designs on the partitions are patterned after praiseworthy motifs of the embroideries of Kashmir—a design that has been perfected and reproduced through the centuries by India's master craftsmen.

"Bandhani" choli and "Odhni", complete with old silver jewellery and trinkets.

Fittingly the Rajasthani costume worn by Radha (Lord Krishna's beloved) and the Gopis (cow maidens of Vrindavan where Lord Krishna played the flute to them) in the original Rajasthani miniatures is depicted on the window panels of the 747.

The partitions of the Maharajah Lounge carry a delicate lotus and elephant design. The motifs are reproduced from the ceilings of Ajanta caves. The design recaptures the diversity of Indian life; plants, birds, animals and the figures of supple-limbed men and women moving freely through porticoes, pavilions and the gateways of cities—expressing the ideals and perfection of third-century Gupta art at its finest.

The Maharajah Lounge introduces the passenger to yet another age of beauty and grace—the peerless Gupta Age. Frescoes and friezes from the famous Ajanta caves adorn the large mural in the lounge which illustrates scenes from the life of the Buddha.

The scenes from the Krishna legend depicted on the aircraft panels.





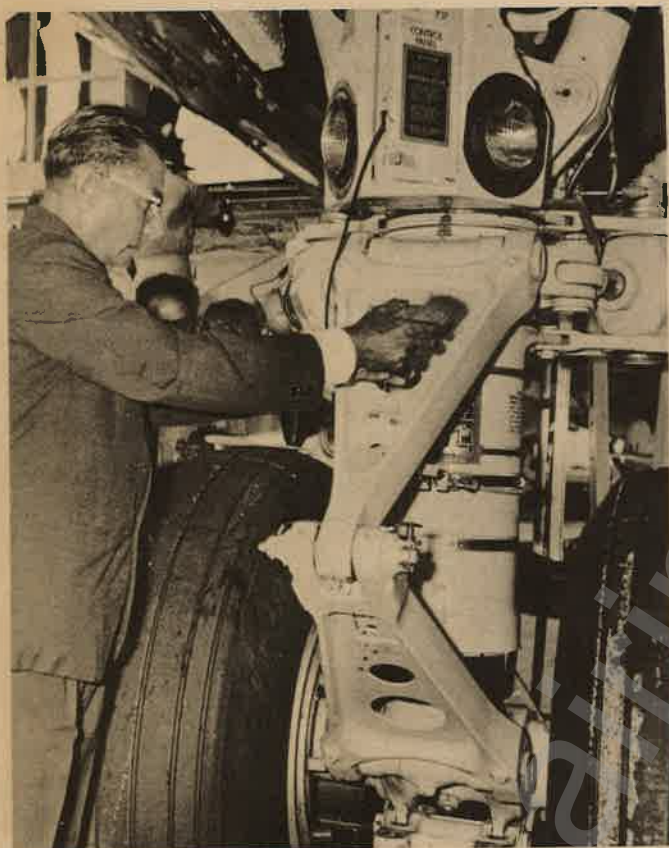


# WELCOME Emperor

The arrival of our 'Emperor Ashoka' on April 18, 1971, is a historic event in the history of Air-India. The 747 presents a new chapter in the history of the airline. There is no doubt that this aircraft has the same determination and spirit that have characterised all our aircraft. The Chairman said in his speech that the present throughout Air-India is one of morale, of pride of achievement, of pride of Air-India, and today, I am proud to welcome this gleaming addition to its fleet.

"If ever proof were needed that the airline is built from the smallest beginnings, it is to sustain them at first than to sustain them through the sacrifices of a few, I would like to say that the airline is built from the smallest beginnings."

The 'Emperor Ashoka' is a memorable welcome to the photographs on these two pages.



Top left, the Emperor Ashoka taxis in at Bombay Airport. Above, Mrs. Chaturvedi performing 'Pooja' Below, the Governor and Begum Ali Yavar Jung about to enter our Boeing 747.

## Roland Fernandes:

### Man who broke the coconut

AIR-INDIA'S longest serving employee, 57-year-old Aircraft Maintenance Engineer Roland Fernandes, performed the traditional coconut-breaking ceremony when our first Boeing 747 arrived in Bombay.

Mr. Fernandes joined Tata Airlines in January 1933, three months after the first scheduled service was flown by Mr. J.R.D. Tata. He joined as a Mechanic and became an aircraft Maintenance Engineer in 1937. Last few years he has been with the Piston Engine Overhaul Division. He has the

distinction of having worked on almost all the aircraft types that Air-India has operated since 1933.

Asked how he felt about being chosen to welcome the Jumbo, Mr. Fernandes said, "I am surprised and honoured".

Married with six children Mr. Fernandes is fond of poultry farming and keeps 35 birds on a small plot of land which he owns in Juhu. He retires from Air-India this month. (Photo above)





# COME Ashoka

first Boeing 747 'Emperor' marks a watershed in our an unprecedented challenge. challenge will be met with and sense of purpose which r efforts so far. As the h "..... there has ever been a, a golden thread of high ment, pride of belonging to sure, pride in that great et.

eded that big things can be innings, with little more to the love, the sweat and the say: Look at Air-India".

was given a tremendous at Bombay Airport as the pages show.



Top right, a dramatic view of Emperor Ashoka over Bombay Airport as the escorting Migs break formation and climb away. Above, Capt. Bose introducing the hostesses to the Governor. Below, the Chairman, the Governor and other guests watching the arrival of Emperor Ashoka.



## Across the world in twenty one hours

'EMPEROR' Ashoka' flew across the world from Seattle to Bombay a distance of 11,002 statute miles, in just under 21 hours. It left Seattle on Friday, April 16, 1971 at 1.25 p.m. (LT) and landed at Bombay at 8.30 a.m. (LT) on Sunday, April 18, 1971. The Commander of the giant jet for the first leg of the journey from Seattle to New York was Capt. R.V. Goday, Operations Manager (Central Division) with Capt. B.P. Banerji as First Officer and Mr. S.V. Kadle, Manager, Technical Training, as Flight Engineer. From New York to London Capt. P.J. Sealy, Dy. Operations Manager (Western Divi-

sion), was in command, with Capt. V.R. Rajwade as First Officer and Mr. D.F. Darwalla as Flight Engineer.

The London-Rome sector was flown by Capt. R.K. Spencer, Operations Manager (Headquarters), with Capt. J.S. Batliwalla as First Officer and Mr. A.B. Luiz as Flight Engineer.

The last leg of the delivery flight from Rome to Bombay was flown by Capt. D. Bose, Dy. Operations Manager (Training Division) with Capt. P.H.N. Katrakas First Officer and Mr. K.V. Thakur, Manager-Flight Engineering, as Flight Engineer. (See photo above).







The Chairman being greeted by Mr S. Ramanathan, Joint Secretary, Ministry of Tourism and Civil Aviation.



Air Marshal M.S. Chaturvedi in conversation with Dr. I.G. Patel, Secretary, Department of Economic Affairs, on board the Emperor Ashoka during a joyride over Delhi.

# 747 DEMONSTRATION FLIGHT



Above, Dr. Karan Singh, Minister of Tourism and Civil Aviation, caught in an unguarded moment during the joy ride over Delhi. Below, Dr. Hans Raj Gupta, Mayor of Delhi.



Mr. Rajiv Gandhi, son of the Prime Minister and Mrs. Sonia Gandhi. Below, the Chairman in conversation with Chief Air Hostess Coleen Bhiladwalla, who is dressed in the Rajasthani uniform for hostesses.

AIR-INDIA arranged a special demonstration flight of the Boeing 747 to Delhi on April 28, 1971, which was a great success. Mr. J.R.D. Tata, Air Marshal M. S. Chaturvedi and other senior officers of the Corporation flew to Delhi along with a party of important commercial and press contacts from Bombay.

On hand to greet 'Emperor Ashoka' at Delhi Airport was Mr. N. Khosla, Jt. Secretary, Ministry of Tourism & Civil Aviation, on behalf of Dr. Karan Singh.

'Emperor Ashoka' flew a total of four joy rides over Delhi. Cabinet Ministers, Ministers, senior Government officials, artists, educationists and commercial contacts were specially invited for these

