

# Magic Carpet

VOL. 7. No. 10

THE STAFF MAGAZINE OF AIR-INDIA

DECEMBER 1963

## GOVERNMENT RECEIVES BIG AIR-INDIA DIVIDEND



A Proud Day for Air-India: Shri Ahmed Mohiuddin, Dy. Minister of Aviation, holding the cheque which the Chairman, Mr. J. R. D. Tata (r.), presented to Shri Raj Bahadur (second from r.) in Delhi on November 18, 1963, with the Vice-Chairman, Mr. B. R. Patel, looking on.

IT was an Air-India Day in Delhi on November 18, 1963, when our Chairman, Mr. J. R. D. Tata, presented Mr. Raj Bahadur, Union Minister of Transport, with a cheque for Rs. 66,69,725 (U.S. \$ 1.4 million). This is the first time in 10 years of our operations as a Corporation that we have paid to the Government 5 per cent dividend on the equity capital.

Among those present at an informal function in the Minister's room were Mr. Ahmed Mohiuddin, Dy. Minister of Aviation, Mr. B. R. Patel, our Vice-Chairman and General Manager, Mr. G. V. Ayyar, Secretary, Ministry of Transport, members of Air-India Board, Mr. K. K. Unni, Assistant General Manager, Mr. N. J. Pavri, our Financial Controller and Mr. R. N. Gundil, Secretary.

Presenting the cheque to the Minister, the Chairman said: "We are most grateful to the Government for their enlightened and generous policy towards

Air-India and for giving us not only the necessary financial support, but also the freedom of action and decision which is so necessary in the conduct of a commercial organisation."

Reviewing our 10-year record of profitability, the Chairman predicted that in 1963-64 we would undoubtedly break the 1962-63 record profit of Rs. 3.45 crores and said that no public enterprise in this country had shown a better record or served the nation better than Air-India. In fact, he added,

"Air-India provides perhaps the best example in the country of the correct relationship between a public sector enterprise and the Government."

The Union Minister thanked Air-India for the cheque and said: "Air-India has a proud and brilliant record of safety, efficiency and service and its achievements in the highly competitive field of international air transport have brought credit to the country".

The Minister referred to the efficient management of the Corporation and congratulated the Chairman for his able stewardship and paid a tribute to Mr. B. R. Patel, our Vice-Chairman and General Manager, who has been at the helm of affairs

in Air-India since 1955. He also expressed his appreciation to the technical, operational and commercial staff of Air-India "who constitute the fair name of Air-India, and who truly have been the architects of its proud record and reputation in international civil aviation".

(Text of the Speeches by Mr. J. R. D. Tata and Mr. Raj Bahadur appear on pages 2 and 3)

### PSSST ...

#### ANOTHER FIRST

OUR Maharajah has added yet another first prize to his already impressive collection of trophies. This time it was his Pairs poster entitled "Pssst ... Naughty Pictures!!" which was adjudged as the world's best airline poster by the American Society of Travel Agents at their recently held Annual Convention in Mexico City.

The poster was visualized by Mr. Jal B. Cowasji, our publicity officer, and executed by our Art Studio at CHQ.

This is the third time and second successive year that the Maharajah has won first prize at the ASTA Convention.

Last year's prize-winning poster showed Leonardo da Vinci's Mona Lisa painting his portrait. In 1960, he had scored with "Rome Monks."

His two other posters, "London Smogbound" and "Tokyo Wrestlers", were awarded the Certificate of Merit by the Indian Institute of Art and Industry, Calcutta, at their Annual Exhibition held early this year.

We also received five State Awards during the year for the publicity literature.

The photograph showing the presentation of the ASTA Silver Trophy appears on Page 5.



## TEXT OF CHAIRMAN'S SPEECH

# No Public Sector Enterprise Has Served The Nation Better

**I**T is a great pleasure for me, on behalf of Air-India, to present to you this cheque for Rs. 66,69,725 and no naya paise in it, as it represents the maiden dividend of Air-India. In doing so, I would like to take the opportunity to thank you and your predecessors, and through you the Government of India, for the support and encouragement which we have received throughout these 10 years.

Not only has the government furnished all the required funds for our expansion and enabled us to expand rapidly as we have done and to buy the most modern equipment available in the world, but they have also been good enough to follow the imaginative policy of treating half of their investment as equity capital and the other half as loan capital; and furthermore, to agree that for a period of 10 years up to October 1966 not to charge any interest.

**Notwithstanding the fact that in contrast with most of the world airline industry, Air-India has made a profit every year during these 10 years, the government has also, inspite of this profit, been good enough not even to suggest that we should pay them a dividend. The initiative on this occasion, as you know, has come from the Board. They felt that in view of the very substantial profit made and in view of the strong financial position of the Corporation, the time has come when the government should get a return on its substantial investment in the Corporation.**

We are most grateful to the government for their enlightened and generous policy towards Air-India and for giving us not only the necessary financial support but also the freedom of action and decision which is so necessary in the conduct of a commercial organisation.

**In fact, I feel that Air-India provides perhaps the best example in the country of the correct relationship between a public sector enterprise and the government.**

This policy has been justified by the fact that during these 10 years, this Corporation has made an almost unprecedented progress. Revenues have grown from about 3½ crores to

24½ crores; tonne kilometers provided have grown from 25 million to 252 million, or about 10 times; and profits from 25 lakhs to 3½ crores.

**Without divulging a secret, I can, I think, inform you that this year we are undoubtedly going to break the record of last year. By how much I don't know yet, but I trust that this will not induce the government to ask for higher dividends.**

The foreign stations served in 1953 were only 10. Today we serve 26 stations. Not only that, every year, inspite of the enormous expansion, we have reduced our cost of production, particularly since we got the Boeing. And today, I think it is no exaggeration to say that no international airline in the world has costs lower than our own.

**What is perhaps more important from the Government and country's point of view is that Air-India has now reached a stage of self sustaining growth. By this I mean, it can, out of its own resources finance, if not the whole, at least a bulk of the requirements of expansion.**

**In the context of the foreign exchange position in this country, I think it is very important that Air-India has enough foreign exchange to pay for its purchases of additional aircraft.**

Apart from the financial results achieved, Air-India has amply justified the Government's support and confidence by providing the country with a flag carrier which has brought both credit and prestige to India, even in the countries where we do not operate.

At the risk of appearing a little immodest perhaps I am justified in claiming that no public sector enterprise in this country has shown a better re-

cord or has served the nation better than Air-India. The credit for this, apart from Government's own support and financial encouragement, goes mainly to the organisation, a very skilled organisation, which we have been able to build up over the years, and I would like to take this opportunity to pay my tribute to it.

In conclusion, I want to assure that we do not want to rest on our oars. We are planning to continue to grow as fast as we can. We are making every effort to increase further our efficiency and profits and improve the standards of our service and I hope year by year we shall continue to justify the support and the confidence of the government.

Thank you very much.

## MINISTER'S REPLY

## Air-India's proud record of safety has brought credit to the country

**I** thank you, Mr. Tata and through you, the Board of Air-India, for the dividend of Rs. 66,69,725 for the year 1962-63 on the equity portion of the capital invested by the Government in the Corporation.

I deeply appreciate the initiative the Board of Directors have taken in this regard. You have rightly said that the govern-

achievements in the highly competitive field of international air transport have brought credit to the country.

Air-India carries the flag of the Nation to 26 cities of the world in all the five continents.

Its expansion since nationalisation 10 years ago has been rapid and steady. Compared to 1954-55, the capacity offered in 1962-63 went up by 6½ times. Similarly, the number of passengers carried rose from 40,000 to 1,66,000. The number of employees has also risen from 2,100 to 5,900. The revenues have increased from Rs. 4.83 crores to Rs. 24.54 crores.

The fact that Air-India has throughout operated at a profit and made a sizeable profit in 1962-63 during a period when most airlines suffered huge losses, is indeed very creditable and speaks for the efficient management of the Corporation.

**I should like to congratulate you, Mr. Tata, for those achievements of Air-India under your able stewardship. In our country you have had a unique and proud record in fostering and guiding the growth of civil air transport, both domestic and international, from its very inception 31 years ago. The Government of India deeply appreciates your magnificent contribution in this field.**

On this occasion our thoughts naturally go to that great band of dutiful and disciplined workers, the staff and officers, the mechanics and the Engineers, the Pilots and other members

(Contd. on Page 3)



Mr. Raj Bahadur

ment did not ask or even anticipate that you are going to give a dividend to us. However, under your guidance and with your background in the enormous field of business and industry, we could hardly fail to realise the importance of Air-India.

**Air-India has a proud and brilliant record of safety, efficiency and service and its**



## MINISTER'S REPLY

(Contd. from page 2)

of the flying crew, the Sales staff and all others in India and abroad, who all put together constitute the fair name of Air-India, and who truly have been the architects of its proud record and reputation in international civil aviation.

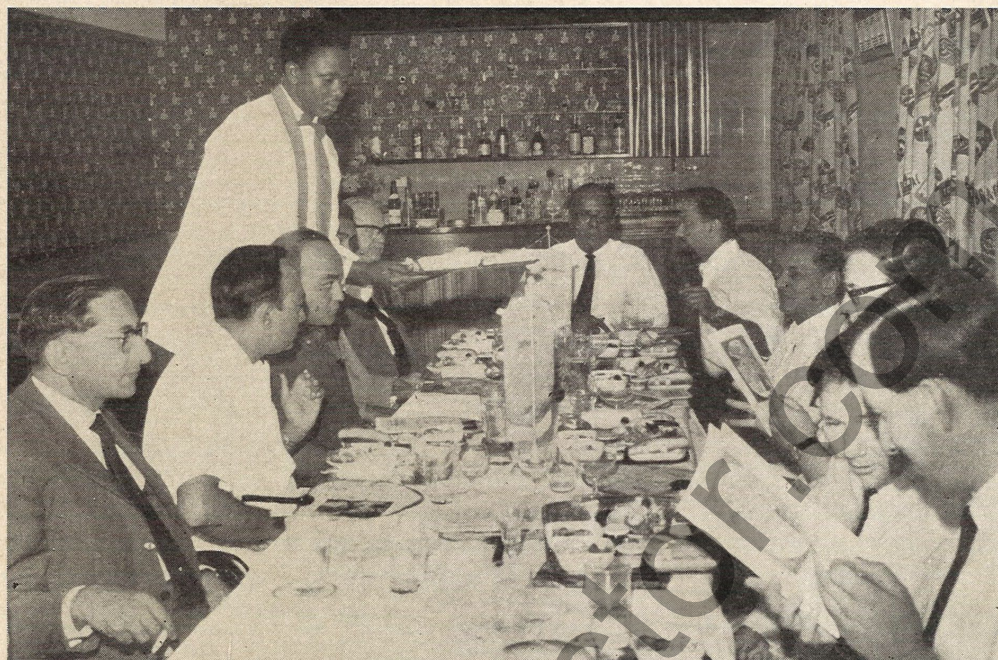
I would also like to take this opportunity to pay my tributes on this occasion to Mr. B. R. Patel, Vice-Chairman and General Manager, who has been at the helm of affairs in Air-India since 1955, and his brother officers, who, by their devoted service, initiative and imagination, have contributed much to the success of this undertaking.

The Government is aware of the fierce competition, the vicissitudes and uncertainties which prevail in the international air transport industry. It is gratifying to learn that Air-India is well set in regard to its future prospects and that it has reached the stage of self-sustaining growth. This is indeed creditable and I wish the Corporation all success.

I assure you that the Government and Parliament are proud of the achievements of this undertaking in the public-sector and would continue to watch its progress with keen interest and extend to it every assistance to retain and further improve its competitive position amongst the airlines of the world. I congratulate you once again on the excellent performance of Air-India.

We Wish  
OUR READERS

A  
Merry  
Christmas  
and  
A  
Happy  
New Year



### Our Display at ATS

THE display reproduced below was put up at the Asiatic Travel Service in Bombay. It marks something unusual in our publicity campaigns.

The theme is music. It is a take off on the recent "Music for Lovers Only, Diners Only..." recording series with the Maharajah in the role of a Concert pianist playing the "Concerto for Boeing Opus 707".

To add more colour, musically, our posters of the various routes were photographically reduced and pasted with *sold out labels* to give an impression of House-Full to the Maharajah's performance.

The display was the brainchild of Bombay District's Adi Desai. It was designed by Alex Correa, a Bombay musician.

### HIGH-FLYING FOOD —on the ground

THAT'S what we recently offered to a group of Nairobi travel agents and the Press at the luncheon party held at the Nairobi Airport Services Building, Embakasi Airport.

The guests were given the same meal enjoyed by the passengers on our Nairobi-Bombay flight.

The idea, said Mr. P. S. Rajaratnam, our Manager, Nairobi, was to give the travel agents an opportunity of sampling the food for themselves and to make any suggestions.



Chhatrapal Singh

### To Play For Ranji Trophy

THE Saurashtra Cricket Board has selected Mr. R. K. Chhatrapal Singh, 26, from our Bombay District Office, for the Ranji Trophy Cricket Tournament against Baroda and Gujarat.

A nephew of well-known cricketer Prince Duleepsinhji, Chhatrapal Singh has played for the Delhi University and Delhi State Team.

Recently he and his wife were the chief guests at the Annual Prize Distribution Ceremony of the Mullund Challenger's Cricket Club in Bombay.

Mr. Jaysing Jagtap, from our Accounts Office at Santa Cruz, was the Chairman of the Club's Reception Committee.



CONCERTO FOR BOEING OPUS 707





Sir Harry Howard, the Lord Mayor of Perth, and Lady Howard leaving London by our service for home.

## N. ATLANTIC TRAFFIC

**PASSENGER** traffic on scheduled air services across the North Atlantic increased by five per cent during the first half of 1963 as compared with the same period last year, according to the International Air Transport Association.

Figures for the six months show a total of 994,767 passengers were carried by the 18 IATA member airlines reporting their operations on the route. A little more than 90,000 flew first class while the balance used economy services.

### MORE FLIGHTS

The number of passenger seats available increased by 16.9 per cent to 2,208,614 and the number of flights increased by 12 per cent. Load factor — the percentage of seats occupied — dropped by about five points to 45 per cent.

Air cargo increased by 16 per cent during the six month period as compared with the first six months of 1962. Almost 19,000,000 kilos (41,895,000 pounds) of the total 43,951,957 kilos (96,914,065 pounds) was carried on all-cargo flights. Mail consignments increased by 1.3 per cent during the same period to almost 11,000,000 kilos (24,255,000 pounds).

## LETTER from LONDON

by  
TREVOR TURNER

**OUR** London booking office has seen much activity since we moved to Bond Street and the comings and goings and carryings-on have been varied. However, the use of the office recently as an escape hatch for Bridgitte Bardot caused much excitement.

B.B. was staying at the nearby Westbury Hotel, but the curious and admiring British crowd made life very difficult for her and indeed for all the other guests at the Westbury. They loitered outside and penetrated inside during the day and most of the night in an effort to catch a glimpse of their pin-up girl.

### BACK-DOOR ESCAPE

In consequence, the visiting star had little peace and, in collaboration with Sheri Irani, one of her means of escape was through the back door of the Westbury into the back door of our booking office and out into Clifford Street into her car and away.

Continental weather has lived up to its bad reputation for the autumn months and a considerable number of flights have overflowed Continental stations causing early arrivals in London. But, considering everything, our London Airport Traffic staff report that there has not been

undue trouble caused by these last minute amended arrival times.

### UNUSUAL CARGO

The freight boys seem to be moving some interesting and unusual pieces of freight in and out of London. Large and heavy items for Singapore, consignments for aircraft carriers and the usual comings and goings of monkeys. The arrival of 12 woodpeckers from Calcutta packed in a wooden crate was the reason for a certain amount of discussion as to how much wood woodpeckers pecked.

### CD's ADDRESS

The Commercial Director addressed the Annual Meeting of the Association of British Travel Agents at Bournemouth. This was a departure from the normal routine when the air section is usually addressed by senior executives from one of the British carriers. This year the short haul session was addressed by the Chief Executive

12-year-old Karoly Ramondy flew on our service from London to New York, accompanied by Mr. Oscar Ronda. Karoly's parents won a raffle in the U.S. and they chose to have him flown there as their prize.



of B.E.A., Mr. A. Milward and Mr. Kooka addressed the Association with a speech entitled 'Some Aspects of World Air Travel'. As usual, Mr. Kooka's remarks caused a great impact and we are sure there were no nodding heads in the Conference Hall during his speech.

### DANNY DESOUTTER

The Regional Manager, U.K., together with Danny Desoutter, known in aviation circles as an aviation and industrial journalist, talked on the radio one night recently, opposing the ideas of Mr. Connell, secretary of the Noise Abatement Society, to move London Airport to Foulness. It was an interesting programme but Mr. Connell's ideas for moving the Airport are rather unrealistic and Mr. Dalal and Mr. Desoutter did their best to politely tell Mr. Connell that he was wasting his time.

### CONGRATULATIONS

Congratulations to Chippy Hunter from Telephone Sales on her marriage and to Tony Grimwood from Accounts, whose wife recently presented him with a daughter.

Although the soccer is in full swing it might be of interest to report briefly on the activities of our cricket team last season. They had ten fixtures and the home games were once again played at the Indian Gymkhana, Osterley, and as usual their staff were most co-operative to our team. The D.O.M. (W.D.), Captain K. R. Gazdar, turned out for matches as well as practice whenever he was available and our reporters tell us that his score of 18 not out against the Metropolitan Police showed glimpses of his past form. Wates, the skipper, together with Baji Cooper were the nucleus of our cricket team this year. Next year's season is planned to include about fifteen fixtures and once again the match on Independence Day will be with the Scindia Steam Navigation Company.

### VISITORS BOOK

The door of our Maharajah Lounge at London Airport is now open and Mr. Kooka was the first to sign the Maharajah Lounge's Visitors Book, in which he mentioned that he was pleased that the first Maharajah Lounge for Air-India had been opened in London.

### INDIAN TRAVEL CONGRESS

**THE** 13th Annual Convention of the Travel Agents Association of India will be held at Agra from February 13 to 16, 1964.



# FIRST ANNIVERSARY OF OUR TRAINING COLLEGE

An anniversary is an appropriate time  
To write on Air-India's Training College,  
In these words written in rhyme  
About this Institute here is some knowledge.

On the 15th November in 'Sixtytwo'  
Our G.M. presided at the opening function.  
With Officer Trainees we made our debut  
Space does not permit their names to mention.

On courses since then many staff have come  
From stations in the East and West;  
To all we have offered a warm welcome  
To serve them we have tried our best.

Training techniques the staff employ  
Create Interest and hold Attention,  
Be the trainee a girl or a boy  
They help Assimilation and Retention.

A word about the staff is due  
Who is who and who does what;  
I am sure they are all known to you  
A fine type of instructors we've got.

Mr. T.K.P. Pillai in the Chief Instructor's seat  
Leads a team, that works so well;  
His all round knowledge is hard to beat,  
Of the Instructors there is so much to tell.

Mr. Gupte has ticketing and control of space;  
Flight Handling is in Mr. Pinto's care;  
At Construction of Fares Mr. Netto's an Ace;  
Cargo instruction Mr. Pillai and Pinto share.

The details of each course are provided  
In a circular issued to all;  
By a special note trainees are guided  
What to read, when and where to call.

The Basic Course has been designed  
As an induction to those who are new,  
No matter where you are assigned  
We guarantee this course will help you.

To those who want to learn more  
With course Traffic II and Reservation II we cater  
A course for Agents in Cargo  
And one for Salesmen to be better.

On Administrative Course for Supervisors  
And a Special Course for Agents have we  
The scope of work grows wider  
We look forward to serve IAC.

We enjoy the task we are given  
To help staff from far and near,  
These words I say in conclusion  
All trainees are most welcome here!

by **Lt. Col. C. J. WATES** Principal,  
(Retired) Air-India Training College

## AIR-INDIA EVENING IN FRANKFURT

**T**HE spotlight was focussed on Frankfurt's Union Club on October 12, when Mr. N. H. Dastur, our Manager, West Germany, sponsored a smashing gala night of Indian dinner-dance.

The dinner featured 13 typical Indian dishes prepared in the Club by the Indian chefs.

Purnima Mazumdar, who is an exponent of Bharat Natyam, performed on the occasion.

Volga Restaurant of Bombay had sent two Indian Chefs to assist us and the "Five Continents" Restaurant at Frankfurt Airport in the "India Month" programme aimed at promoting interest in India and Indian food.

Purnima Mazumdar, 18, of Bombay District Office, is seen here giving a Bharat Natyam performance at Frankfurt's Union Club.

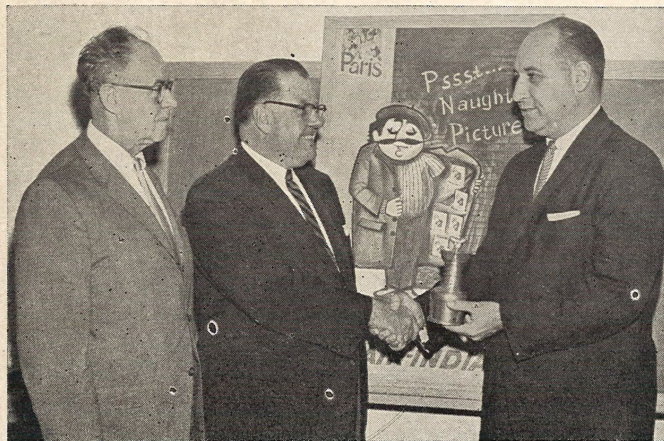


## Merit Awards

Mr. J. R. D. Tata, Chairman, presented merit awards to 41 members of our staff at a special function held at Santa Cruz on December 2. The photographs of award winners appear on page 11.

### PSSST... NAUGHTY PICTURES!!

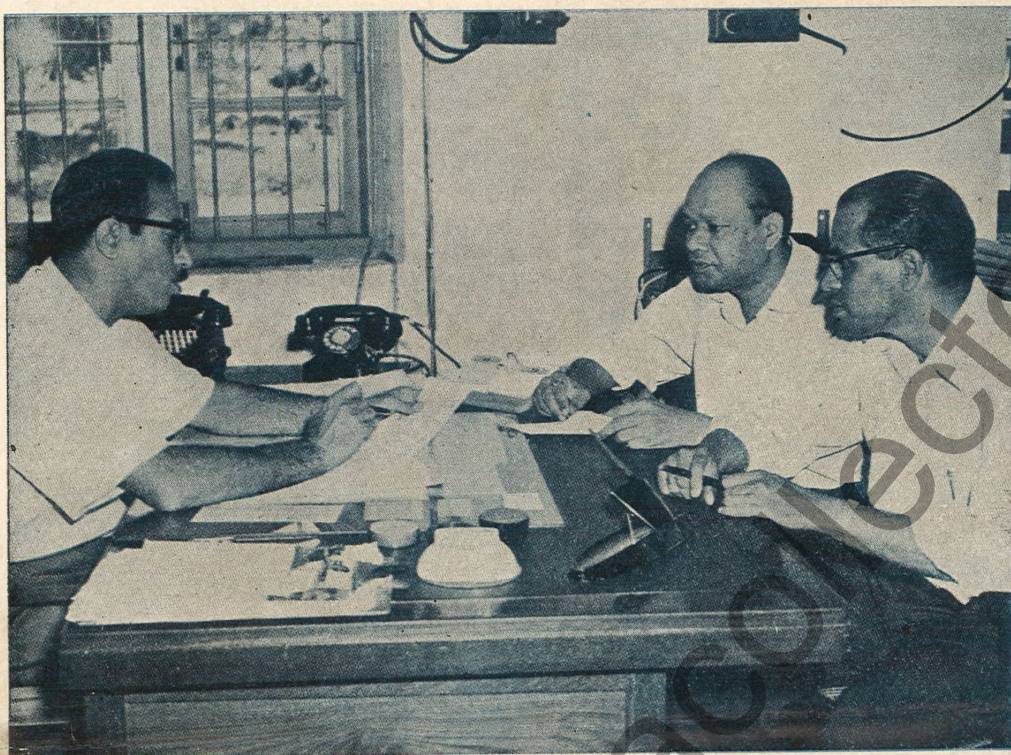
(See details on Page 1) Our Paris Poster (seen in background) was awarded the first prize during the Annual Convention of the American Society of Travel Agents. The picture shows (l. to r.) Mr. Thomas Broderick, President of Transmarine Travel and Vice President, ASTA, Mr. Raymond Herring, Executive Vice President, ASTA, and Mr. William F. Burke, our Sales Manager, U.S.A. and Canada.





# OUR ACCOUNTING SYSTEM

— the biggest mechanized set-up in India



*Rusi Pavri, Hollerith Officer, discussing with Sadanand Kerkar, Machine Room Superintendent and Vithal Sashital, Punch Room Superintendent some of their day to day problems.*

**IN no other industry is the Accounts work more complex or the pace so exacting as in International Airline Accounting.**

## **WHY IS IT SO?**

Firstly, because the field of business is so vast. Each of the far-flung Stations all over the world is not only a source of revenue but also of expenditure. We have at present 26 on-line and 55 off-line Stations. Operating to or through various countries creates quite a few accounting problems arising from local regulations in respect of currency, taxation and social legislation.

Secondly, control over outstanding recoveries due, as almost 80 to 85% of the business is on credit, mostly through the IATA approved Booking Agents who number several hundreds throughout the world. Besides these, there are numerous other credit parties most of whom seem to have adopted and improved upon, the Airlines' slogan "Fly now — Pay later" but don't ask us — when!

Thirdly, transportation by its very nature entails preparation

of exhaustive statistics both Operating and Traffic. These have to be prepared for each category of Traffic, routewise and systemwise. These statistics are very useful for the Management as well as for the Sales and Planning Sections.

Fourthly, by far the most complicated is the application of the fare tariff for determining our Traffic revenues, from the revenue applicable to other Airlines on through bookings. The revenue segregation is by 'pro-rating' the through fare over the sector fares which is a very specialised and complicated job. Over the years, the fare tariff has become fantastically complicated — with numerous categories of applicable discounts, special fares, commodity rates, bulk rates for cargo etc. etc. Besides this, there are numerous changes in routings, switchovers from one carrier to another and finally refunds for untravelling sectors. All travel documents issued in various currencies have

to be converted into Indian Rupees. The verification and accounting of all these phases of work falls on the Traffic Revenue Accounts, which, in every Airline, is by far the most heavily worked and hard pressed Section.

## **Operating Revenues**

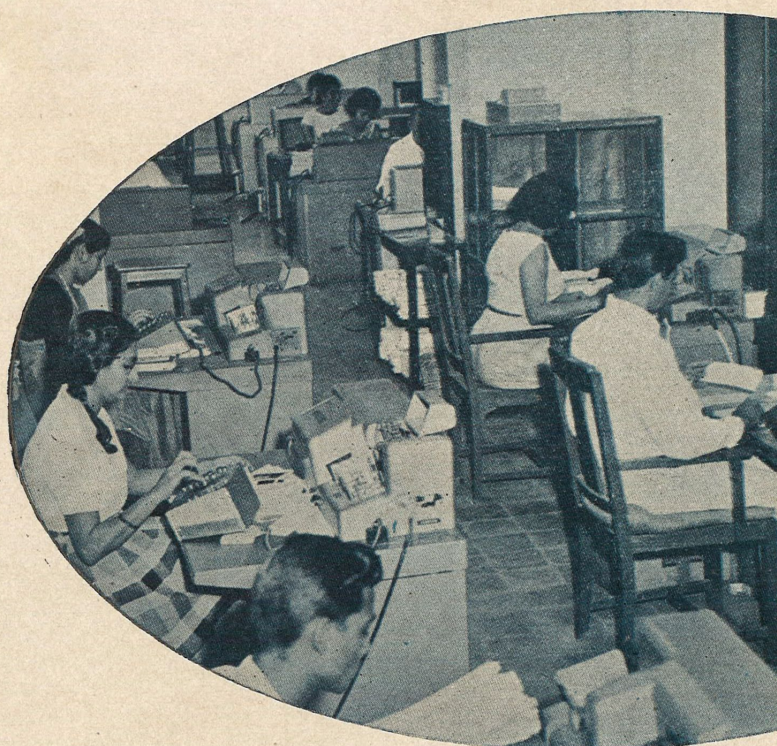
In just three years, the operating revenues have been practically doubled from Rs. 12.60 crores in 1959/60 to Rs. 24.50 crores in 1962/63. In the current year itself, it is estimated that there would be a further substantial increase.

## **Revenue Pooling**

Besides the Tripartite Revenue Pool with BOAC and Qantas, we also have pooling arrangements with Aeroflot, CSA and EAAC, thus covering every route operated by the Corporation. Revenue Pool creates additional work but the Tripartite Pool which is the biggest, involves preparation of entirely separate set of entitlement statistics — for Pax; cargo and mails. Here again, the work devolves wholly on Traffic Accounts and Machine Accounts.

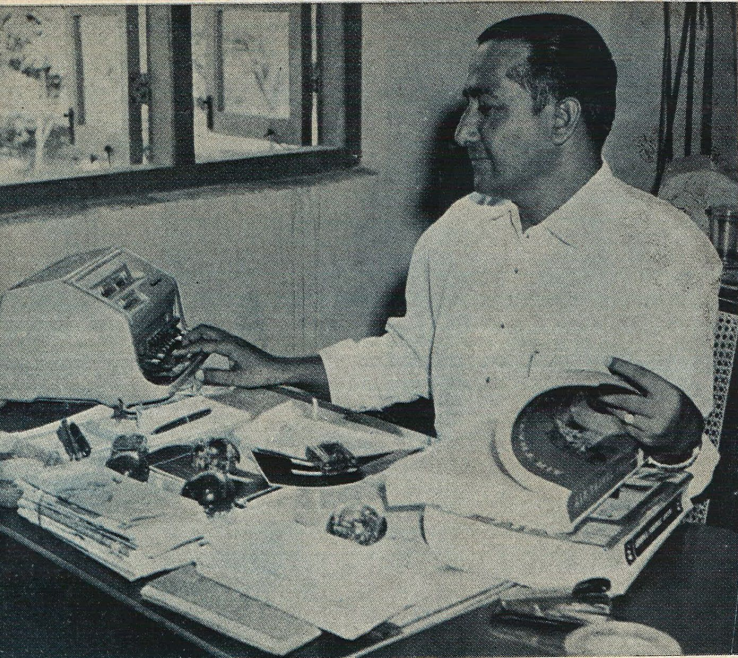
## **Financing the Purchase of Jets**

Almost every Airline had to borrow; so did we from the World Bank and the U.S. Com-



*A view of the Punch Room. Here all accounting data is cards.*





*Raghunath K. Awad working out revenue on prorata basis on the Facit Calculating Machine.*

mercial Banks. This is no easy matter, as the lender has to be given full justification, besides establishing the capacity of the borrower to repay. Accounts have also to ensure that every commitment given and condition imposed by the lenders is fully met. Staff would be happy to learn that there has been no default on this score. Besides, all the repayments of principal as well as interest have been effected without fail on the target dates.

#### **Mechanization**

It would be impossible to cope with all this work without mechanization which was introduced in 1948 in the days of the previous Company. The equipment used is the conventional Punch

Card Hollerith Accounting Tabulators. By now the Corporation has mechanized:—

- (i) Complete traffic revenue, accounting of pax. and cargo. Weekly and monthly estimates of traffic revenue; tabulation of actual effective revenue earned; all interline invoicing.
- (ii) Entitlement statistics for traffic carried by us on routes on the Tripartite pool.
- (iii) Consolidated Cargo statistics for all the Tripartite Pool partners. (This is the latest job.)
- (iv) Pay Roll — covering staff in India. Also, the entire Provident Fund records.
- (v) All outstation expense returns.
- (vi) Analysis and accounting of all foreign purchases of spares and stores.
- (vii) Job costing of labour and spares consumed monthly.
- (viii) Annual inventory of spares and stores.

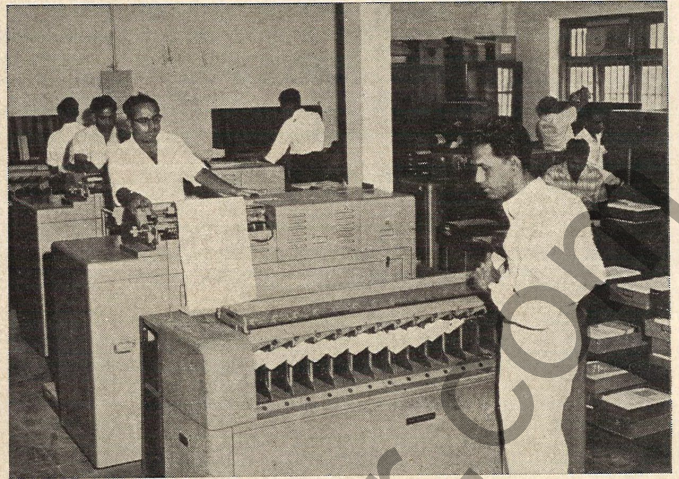
This is probably the biggest and the most efficient mechanized accounting set up in India. It is to be noted that the work done is not merely statistical but accounting in which cent per cent accuracy is required.

The mechanized results depend on the accuracy of the data fed into the machines. If the data is incorrect, the results are correspondingly incorrect. The verification of the data and the correct coding has to be done manually.

#### **IBM 1460 Electronic Computer**

Though the conventional mechanized equipment has served us well in the past, it has its limitations as it involves  
(Contd. on page 8)

*A view of the Machine Room with Tabulators and Sorting Machine (foreground).*



*Eruch Parbhoo, Statistician, working out Corporation's revenue and load factor on the Frieden Calculating Machine.*



*Pravin Kachalia checking results on the Electronic Calculating Machine (right foreground) which is used to perform complicated multiplications, divisions, additions and subtractions.*



*scribed on the punch*





Mr. G. E. Talati, Manager, W. Australia, seated in his office on the 10th Floor of the T. & G. Building, Perth. The Swan River, on which the city of Perth is situated, is in the background.

## AIR-INDIA OFFICE FASCINATES PERTH

**ALTHOUGH** smaller than many of our on-line stations, our Perth office fully justifies the high standard of decor which has now become the hallmark of our offices throughout the world.

George Talati, Manager, Western Australia, selected and allocated for his administrative offices, a lofty tenth-floor suite in Perth's newest city block. The building towers distinctly over all others in Perth, and the windows of the office look out across the magnificent sun sweep of the Swan River, with its beautiful garden and residential surroundings.

### ABSORBING VIEW

You will see in the picture above that Mr. Talati has carefully chosen to turn his back upon the absorbing view from his window, and carefully placed his office furniture so that our clients get the benefit of the view. Good psychology, in keeping with our over-all principles of the Maharajah treatment for all who do business with us.

The picture alongside shows the corner of the general public area of the office, which again is furnished to express our national feelings of colour and warm

atmosphere. An AIR-INDIA route map, AIR-INDIA posters and pictures highlight the walls.

The open door beside the waiting guest leads into the

office of our Sales Superintendent, Barry Rush.

### NEW OFFICE

There came a second stir of interest in Perth recently when newspapers were given the announcement that we have taken central city ground floor space for a booking office. We are spending £7,500 stg. to equip and decorate this office, which occupies 670 sq. ft. and is sited right in Perth's busiest spot. Plans for decor and furnishing are well advanced and Mr. Talati reports that he expects the office to be open before the next issue of the "MAGIC CARPET".

The lounge area of our premises at Perth, with the office of the District Sales Superintendent in the background.



## ACCOUNTING SYSTEM

(Contd. from page 7)

several processes which are necessarily time consuming before the result could be finally tabulated. The present equipment is proposed to be replaced by installing electronic computer. Board approval has already been obtained for the installation of an IBM 1460 Electronic Computer which is the latest and the most up-to-date. Assuming that Governmental clearance is received in the next few weeks, it is expected that the Computer would be delivered and be operative by the middle of 1965.

Besides the great speed of its operation, several processes, which have to be done separately on the present conventional machines, are incorporated in the Computer itself which expedite immensely the production of final results.



Man can generate enough power with his muscles to enable him to fly — if he had wings. Scientists have found that only .4 horsepower is needed to get a man into the air. A 175-pound man can generate that much power rowing, bicycling or climbing for 5 to 50 minutes.

\* \* \*

Last year, for the first time in history, members of the International Air Transport Association carried more than 2,000,000 passengers across the North Atlantic on regularly scheduled services.

\* \* \*

Most people travel by air on Fridays. Surveys show Thursday is the peak day for military flying; Saturday and Sunday bring out the pleasure aircraft in greatest numbers.

\* \* \*

A modern jet aircraft uses 125 electric motors and sixty miles of wiring.

\* \* \*

More than 90 per cent of all air travellers crossing the North Atlantic last year chose economy class service.



# BOEING! BOEING!

AT our invitation, the Mayor of Bombay Mr. E. A. Bandoorkwala and Municipal Councillors participated in a Boeing joy ride on November 10, 1963. These photographs show the highlights of the joy ride.



CORPORATION HALL, 12-86  
BOMBAY, 10 November 1963

Dear Mr. Unni,

On behalf of the Councillors, the Municipal Officers and myself please accept our sincere thanks for arranging the Demonstration Flight by the Air India International Boeing 707, on Sunday, the 10th inst., at 8-30 A.M.

It was very kind of you to have spared an hour from your busy schedule and joined us at this joy ride. I must also place on record the very courteous and excellent services rendered by your Air Hostesses and Pilot Capt. T.R. Healy and Co-Pilot Capt. Das on this pleasant occasion.

Please convey our thanks to all of them.

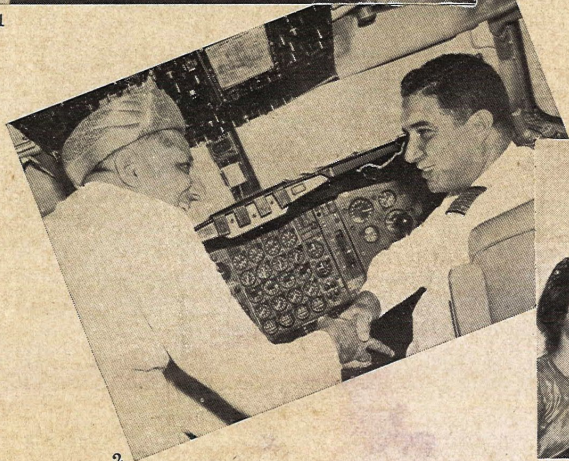
With kind regards,

Yours sincerely,

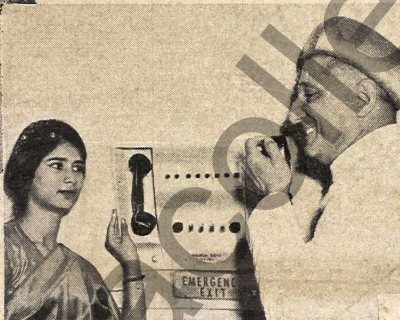
*Eshakthai A. Bandoorkwala*  
(Eshakthai A. Bandoorkwala)  
Mayor of Bombay.



1



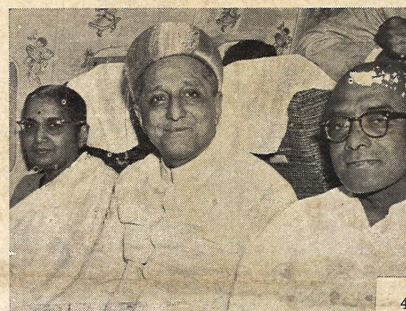
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4

- (1) Mr. K. K. Unni, Assistant General Manager, received the Mayor at Santa Cruz. Here, he explains a point raised by Mr. E. A. Bandoorkwala during a joy ride over the city. (2) Commander T. R. Healy greets the Mayor in the cockpit of our Boeing "NANDA DEVI". (3) The Mayor thanks the crew over the public address system, while Pushpa Nargolkar, our hostess during the flight, looks on. (4) Municipal Councillors and the Mayor during the joy ride. (5) Hostess R. Bandoorkwala presents an Air-India key chain and a lapel pin to the distinguished guest.

## To The Editor

## THRU' PROPER CHANNEL

### MAHARAJAH'S WARDROBE

(I)  
In our Staff Magazine 'MAGIC CARPET' information regarding posting of staff from one station to another is regularly published and this has been of great interest to all the staff.

I suggest that as in the case of postings, the promotions effected in all departments of the Corporation every month be published in the Magic Carpet. All the Staff of the Corporation would certainly be interested in such information.

Further this will be a befitting publicity to the staff concerned and will be a source of encouragement in their career. As there is no other channel by which such information can be communicated to the staff of other departments, this publicity would be widely welcomed by the staff.

S. D. Jaifalkar

(II)

My son is an ardent reader and a critic of Magic Carpet. Even before I could

read a line of the house magazine he goes through it asking several questions. He has pointed out to me the unusual colour of the Maharajah's dress of the September issue. He wants to know how many types of coloured dresses our Maharajah has in his wardrobe. A very intelligent and difficult question to answer. According to him our Maharajah looks impressive in his usual red dress, red and white turban. I hope our Magic Carpet Maharajah will appear in his usual dress from the next issue.

B. R. Pai

\* \* \*

(I am sure Mr. Pai's young son likes new clothes. The Maharajah, like all of us, believes that variety is the spice of life! ED.)

## GAVEL CLUB FORMED

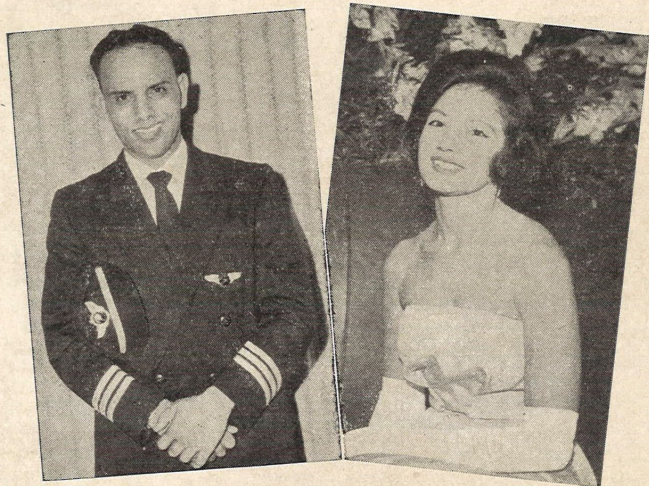
THE Corporation has approved the forming of Air-India Gavel Club, which will be affiliated to Toastmasters International, Santa Ana, Calif., U.S.A.

Its organisation will be similar to the existing Air-India Toastmasters Club.

At its preliminary meeting held on October 31, the following were elected to its Interim Executive Committee:

Capt. A. R. Verma, Operations, President; Mr. C. V. Kamath, Operations, Vice-President; Mr. K. Krishna Rao, Personnel, Secretary/Treasurer; and Miss T. Dandige, Personnel, Receptionist.





### Air - India Engagement

Capt. Anthony (Tony) Verma, 38, was engaged to Jennifer Grimby, secretary to Mr. G. E. Talati, our Manager, W. Australia, on September 28 in Singapore. Miss Grimby was recently chosen the "First Under-21 Secretary of Western Australia, 1963". They will be married in the second week of December at the Assembly of God Church, Calcutta.



Asha Kale

### In Family's Footsteps

ASHA, 16, daughter of our Dy. Stores Controller, S. C. Kale, has been awarded a prize of Rs. 251 by the Lions Club.

She stood first in the S.S.C. examination among the suburban District candidates.

A keen student of Architecture, Asha is reading for B. Arch. degree. Bharat Natyam, dress-making, classical music and interior decoration are her other hobbies.

#### SECRET FORMULA

It seems the Kale family holds the secret formula for success. Her father stood first class first in Engineering in 1946 and grandfather Mr. C. G. Kale, in 1921.

### UNUSUAL HOLIDAY

NOT many Australians go to Tel Aviv for their annual holidays, but this is what our Perth Sales Superintendent Barry Rush chose to do.

The Far East or Europe are the usual overseas holiday choices of people "down under".

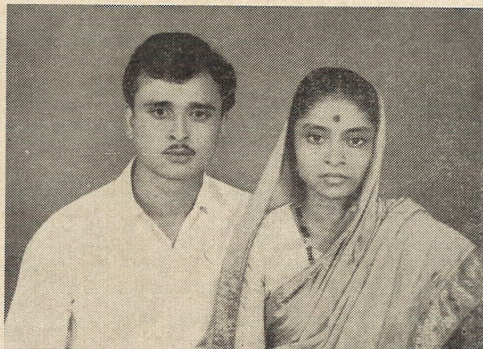
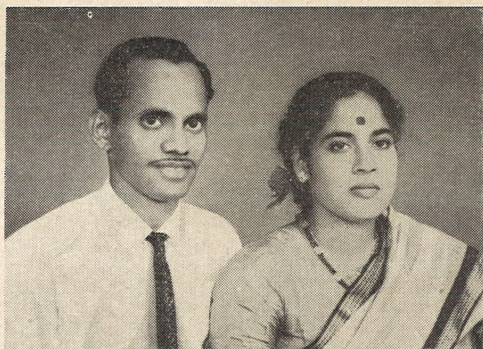
#### GROWING MARKET

But then, Barry did not make his holiday a holiday only. He sensed a growing market of air travellers from Israel to Perth and combined his holiday with a reconnaissance mission to study the area and establish travel contacts for us between the people of Israel and the Jewish community of Western Australia.

### Wedding Bells . . .

Mr. A. S. Shetty, 31, Bombay District office, married Savita.

Bhimrao M. Kamble, 23, CHQ, married Vijaya Khade.



## Striking Sales Secretary AT HOME ON NEW ZEALAND'S HILLS

SIRIDUNGALA, who as a four-year-old had crossed the mountainous tracks from Tibet to India on the mule-back, showed a natural aptitude for finding hillside viewpoints around Wellington recently for her first good look at the Capital.

When wearing the yellow silk sari that seemed to radiate sunshine on the dull city scene, this charming Sales Secretary uses her Tibetan name, Siridungala; but when hurrying to and fro from her Mission Bay flat to our office in Auckland City, she is likely to answer to Doris Fox.

#### DORIS OR SIRI

Doris or Siri, began life with an unusual advantage. She is half Tibetan, half English and has lived for most of her life in Northern India.

When she was four years old, Siri and her six-year-old brother were sent to boarding school in Kalimpong. With two servants and mules, they were sent across the narrow mountain tracks on the 200-mile journey which took 21 days. She remained at the Mission School until in her teens, forgot her Tibetan language but speaks fluent Hindi.

#### HIMALAYAS PREFERRED

Siri has not yet seen much of New Zealand mountain country but is sure that nothing can equal the Himalayas in the pink and opalescent lights of dawn and sunset.

Siri decided to come to New Zealand on the first leg of a world travel tour.

Since arriving in New Zealand four years ago, Siri has worked for three years with a publishing firm in Auckland and for the past year with our office.

One thing that surprised her when she first came to New Zealand was the number of women drivers. She has been taking lessons and is about to go for her licence.



Doris Fox or Siridungala

Her greatest outdoor pleasures are tennis and swimming. That's why she lives at Mission Bay.



## COMMERCIAL (LOCAL) INCLUDING PLANNING

B. Shivdasani  
Group I  
First PrizeT. H. Padmanabhan  
Group II  
First PrizeK. Jayaram  
Group II  
Second PrizeC. D'Souza  
Group II  
Third PrizeH. D. Rao  
Group I  
First PrizeC.R.V. Panicker  
Group II  
First PrizeK. B. Patel  
Group II  
Second PrizeB. Nag  
Group II  
Third Prize

## COMMERCIAL (OUTSTATIONS)

H. L. Malik  
Group I  
First PrizeB. N. Das  
Group II  
First PrizeH. V. Viswanath  
Group II  
Second Prize

## OPERATIONS DEPARTMENT

G. R. Bhat  
Group I  
First PrizeP. R. Dasan  
Group II  
First PrizeG. R. Shaikh  
Group II  
Second PrizeMERIT  
AWARDS  
FOR  
1962-1963

## ACCOUNTS DEPARTMENT

K. G. Jaywant  
Group I  
First PrizeG. P. Pandit  
Group II  
First PrizeM. R. K. Menon  
Group II  
Second Prize

## HEAD OFFICE AND PERSONNEL DEPT.

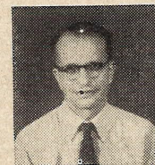
## COMPONENT OVERHAUL

D. R. Mirgal  
Group I  
First PrizeK. K. P. Nair  
Group II  
First PrizeA. S. Akalkotkar  
Group II  
Second Prize

## MAINTENANCE DIVISION

T. D. Kalyachia  
Group II  
First PrizeA. A. Patel  
Group II  
First PrizeH. M. Sequeira  
Group II  
Second PrizeS. E. Dhakam  
Group II  
Third PrizeT. M. R. Nair  
Group II  
Third Prize

## STORES DEPARTMENT

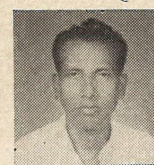
S. D. Varkerkar  
Group I  
First PrizeB. N. Pai  
Group II  
First PrizeD. B. Tanwade  
Group II  
Second PrizeD. L. Welankar  
Group II  
Third PrizeK. Idicullai  
Group I  
First PrizeK. V. Joag  
Group II  
First PrizeG. D. Pereira  
Group II  
Second PrizeS. V. Pansare  
Group II  
Third Prize

## POWER PLANT OVERHAUL

ENG. (ADM.), SCHOOL,  
STANDARDS, INDUS. ENG.

## CUSTOMER SERVICE

## ANCILLARY, W. E., PROVISIONING, PROD. PLANNING.

H. M. Panthaki  
Group I  
First PrizeB. B. Dhotre  
Group II  
First PrizeB. C. Aman  
Group I  
First PrizeR. Y. Pradhan  
Group II  
First PrizeA. G. Setlur  
Group II  
Second PrizeS. A. Golam  
Group II  
Third PrizeK. U. Gopal Rao  
Group I  
First PrizeP. V. Gogate  
Group II  
First Prize





**KENYA**

I wish you blue skies  
fair winds and calm waters  
on  
the great occasion of your  
**INDEPENDENCE**

