



VOL. 12 No. 12 THE STAFF MAGAZINE OF AIR-INDIA DECEMBER 1968

A-I hostess in Miss World Contest

A-I Social Gathering

THE Air-India Social Gathering which is to be held at our Engineering Base at Santa Cruz on December 8, 1968, promises to be Air-India's biggest social event of the year. The last time a similar function was held was 11 years ago. Dr. Karan Singh, Minister of Tourism and Civil Aviation, will be the Chief Guest. The highlight of the function will be the presentation of Merit Awards to the staff by Her Highness the Maharani of Kashmir.

The programme will begin at 4.30 p.m. with a speech by Air Marshal M. S. Chaturvedi, General Manager, welcoming the distinguished guests, followed by the inauguration of the function by Dr. Karan Singh. After the presentation of Merit Awards by Her Highness, Mr. J. R. D. Tata, Chairman, will address the gathering.

Hectic preparations are now under way at the Wing Hangar where the function is to be held to accommodate a large number of staff, their families and special invitees. A Central Committee under the Chairmanship of Captain K. Vishvanath, Director of Planning (Technical) is co-ordinating the whole programme.

"IT WAS a fantastic experience — a chance of a life time, but I would not like to go through it again", said hostess Jayne Coelho when she returned to Bombay after participating in the Miss World Contest last month. "Too many parties, too many rehearsals and too much publicity", she said.

Twenty-four-year-old Jayne Coelho flew into London on a scheduled flight from Moscow to learn to her surprise that she had been selected to represent India in the Miss World Contest. She was selected by Femina, a women's

magazine from Bombay, from among the five Air-India hostesses who had appeared on the magazine's cover.

From London Airport, Jayne was whisked away to the Waldorf Hotel in London.

Jayne Coelho, 24-year-old Air-India hostess, who represented India in the 'Miss World' Contest in London last month.



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HOW ILENE BECAME MAHARANI

AT 36 we are not young enough to be coy, and not old enough to shy away from announcing our birthday. We invited our passengers to share a cake with us on board our plane

on October 15th. But we had not counted on celebrating our birthday with lovely 14-year-old Ilene Newman in New York.

In her letter she said: "My name is Ilene New-

man. Quite recently, I saw an advertisement for Air-India in SATURDAY REVIEW (Octo. 12), and in TIME magazine. In it, you said that October 15 is your birthday. Well,

October 15 is also my birthday (I'll be 14).

"I've had people living with me from Pakistan, and the Philippines (for one year). Also, I correspond with people in Sweden, Japan, and Australia. My parents know people in many other countries (England, Rhodesia). Since my entire family has gone to Europe and many other countries, I also plan to travel abroad in the not too distant future.

"I'd like you to celebrate my birthday with me, or should I say I'd like to celebrate your birthday with you."

Birthday

So we invited Ilene to celebrate her birthday on our Boeing at John F. Kennedy Airport. Standing in for the Maharajah, Capt. Minoo Mistry toasted her with champagne and made her an "Honorary Maharani".

M. Chudasama

Ilene Newman being presented with an "Honorary Maharani" certificate by Capt. Minoo Mistry. Looking on is Mrs. Newman, Ilene's mother.





After the formal opening of our new Kathmandu office, Mr. Raj Bahadur, Indian Ambassador to Nepal, takes a look at an Air-India ticket jacket. Seen in the photograph are (L to R) Mr. Harpal Nair, PTI, Mr. T. R. Arora, DSM, Kathmandu, Mr. C. L. Jhunjhunwala, Mr. B. B. Gulati and Mrs. A. Rana, Receptionist



At the reception, to mark the opening of the office, at Soaltee hotel are (L to R) Mrs. M. Gulati, HRH Princess Princep Shah, Air Marshal Chaturvedi, G. M., HRH Prince Himalaya B. B. Shah, Mr. B. B. Gulati, Manager, Calcutta, Mr. T. R. Arora, DSM, Kathmandu, Mrs. I. Lissanovich and Mr. R. K. Narpatsingh.

New Kathmandu office opened

OUR new office in Kathmandu was formally opened by Mr. Raj Bahadur, the Indian Ambassador to Nepal on November 14, 1968. Mr. B. B. Gulati, our Manager, Calcutta, welcomed the guests at the opening ceremony.

After the opening ceremony the guests were shown around the office by Mr. Gulati. The distinct decor of our new office was the subject of favourable comments from the guests.

To mark the opening of the office, a reception was held at the Crystal Room of Soaltee Hotel on the follow-

ing evening, which was attended by Air Marshal M. S. Chaturvedi, General Manager. Among the distinguished guests were HRH Prince Himalaya B. B. Shah, HRH Princess Princep Shah, HRH Prince Basundara B. B. Shah, Mr. B. R. Bhagat, India's Minister of State for External Affairs, Mr. Raj Bahadur, Indian Ambassador to Nepal and Mr. K. M. Dixit, Chairman, Royal Nepal Airlines Corporation, several members of the Diplomatic Corps as well as Indian and Nepalese businessmen.



Mr. V. G. Gadgil, who retired from the Corporation recently, was given a farewell party by the staff of the Stores Department in Santa Cruz. Mr. S. C. Kale, Controller of Stores & Purchases is seen presenting a gift on behalf of the staff to Mr. Gadgil while Mr. M. R. Apte, Deputy Controller of Stores & Purchases, looks on.

Mr. Malcolm Barretto, our Manager, France, gave a dinner in honour of Air Chief Marshal Arjan Singh, Chief of Air Staff and Member of the Air-India Board, when he visited Paris recently. Photograph shows (L to R) Mrs. Brar, Mrs. Bamji, Manager, Indian Tourist Office, Paris, Mrs. Gubachan Singh, Air Commodore T. S. Brar, Air Chief Marshal Arjan Singh, Mrs. Barretto, Mrs. Arjan Singh and Mr. Barretto.



Aviation insurance

DETAILS of planning for the establishment of an airline-owned insurance organisation were revealed at a meeting in London recently. Sponsored by the ATA and IATA, it was the latest of a series of high-level meetings held since January this year under the chairmanship of Mr. Floyd D. Hall, Chairman and Chief Executive Officer of Eastern Air Lines.

The approach recommended at the London meeting would call for the establishment of an airline-owned corporation to provide coverage in all traditional aviation insurance fields. The projected organisation, together with the insurance market, would provide the increased insurance capacity which appears necessary in the coming years.

Miss World

(Contd. from page 1)

don and for the next nine days lived in a world of cocktail parties, fabulous banquets, TV and press interviews. "We could not go anywhere without a chaperon. It was like being in a posh jail", she said.

Jayne, who has been with Air-India for four years, was the only airline girl among the 56 competitors for the Miss World title. She was particularly happy that Air-India arranged for her mother to fly to London "in just six hours".

Parliamentary Committee visits Air-India

First Flight Covers exhibited in NY

AIR-India exhibited a part of its First Flight Cover Collection for the first time in the United States at the 20th Annual National Postage Stamp Show, held from November 22 to November 24, 1968, at Madison Square Garden, New York.

Twenty-eight First Flight Covers commemorating the opening of Air-India's services to familiar cities like London, Moscow, Tokyo, Sydney and New York and also exotic cities on its world-wide route network such as Nairobi, Mauritius and Nandi, Fiji, were on display. Also displayed was the First Flight Cover which marked the journey of His Holiness Pope Paul VI on Air-India from Rome to Bombay for the 38th Eucharistic Congress on December 2, 1964.

Collection

The Collection was awarded the Bronze Medal at the Aero-philatelic Exhibition in Bratislava in

1967, the first such Exhibition ever held in Czechoslovakia. The Union of Czechoslovak Philatelists invited Air-India to exhibit its Collection at the World Philatelic Exhibition "Praga '68".

The 20th Annual National Postage Stamp Show was organised by the American Stamp Dealers Association and about 50,000 people visited it. Air-India was one of the very few exhibitors who were invited to participate as guests of the American Stamp Dealers Association.

Participants

Some of the other participants were the U.S. Post Office, United Nations Postal Administration, Canadian Post Office, Smithsonian Institution and the Cardinal Spellman Philatelic Museum.

An added attraction at the Show was the presentation of our award-winning film, "Dreamland In The Sky".



The Parliamentary Committee on Public Undertakings recently visited Air-India. Some of the Committee members - (L to R) Mr. Bhogendra Jha, Mr. C. C. Desai, Mr. G. S. Dhillon, Chairman of the Committee and Mr. A. L. Rai, Dy. Secretary, Lok Sabha Secretariat - are seen above during their discussions with Air-India officials - (L to R) Mr. C. V. R. Rao, Financial Controller, Mr. K. K. Unni, Assistant General Manager, Capt. K. Vishvanath, Director of Planning (T) and Capt. K. M. Mathen, Director of Operations.



BOEING 747 : NEW CONCEPTS OF GROUND HANDLING

THE Boeing 747 will not pose any special problems to the operations or engineering staff, but it will present an unprecedented challenge to the traffic staff, according to Mr. D. P. Mitra, our Training Manager, who is currently the Chairman of the Ground Handling Committee of our 747 Project.

"The problem is of size", he said. With nearly three times the capacity of the Boeing 707, entirely new concepts of ground handling are being worked out. Among these will be completely mechanised handling

of cargo and passenger baggage in pre-loaded containers, which will be brought near the aircraft on transporters and transferred on to mechanical loaders from where they can be moved to their predetermined positions inside the hold by push-buttons. For unloading, the process will be reversed.

Containers

Air-India plans to have 30 half-size containers in each aircraft, 16 in the forward hold and 14 in the rear. Since the containers will be pre-loaded with

baggage and cargo to save time, each station will require to have its own containers. Initially, Air-India plans to have about 200 containers for its two Boeing 747s. Each container will cost US \$1,000.

The ground support equipment for the 747 will cost Air-India more than US \$750,000 per station and will include ground power, air starting and ground cooler units, towing tractor, catering and cabin servicing high lift, water and toilette carts, step ladders, container loaders and transporters, flat bed trollies

with rollers (dollies) and tugs.

The Boeing 747 will have 10 doors, five on each side. "We plan to use only three for passengers, — one for first class and two for economy class passengers", said Mr. Mitra. Four doors will be used for cabin servicing.

Mr. Mitra emphasised that Air-India plans to maintain the same turn around times for the Boeing 747 as they are at present for the Boeing 707 — 40-45 minutes ground stop at each station, with the exception of London where

it will be 75 minutes.

"Three times the number of passengers and three times the volume of cargo and baggage will have to be handled within the same time as at present", said Mr. Mitra.

In order to speed up the ground handling it is planned to have express passenger check-in, early acceptance of baggage, multiple display dispensers for arrival baggage and self-selection of seats. Even more advanced ideas like the magnetic passport cards and channel selection for arrival customs are being considered and will be taken up with Government authorities.

Sales message in unusual way

By Trevor Turner, London

ON THE Sales Promotion front, our Leeds office recently held a darts tournament for the Hull Travel Trade Cup and the Maharajah trophy was presented at the end of the evening. Forty-eight people attended and Trevor Walker, our D. S. M. designed a new game called BOEINGO AIR-INDIA. The game made a play on most of the destinations served by us and proved to be a most successful experiment getting over our sales message in an unusual way.

We have re-introduced our Interline Package Tours to India for travel agents and the response to this from the trade has been very encouraging.

The Association of British Travel Agents held their Annual Convention this year in Dublin. Our representatives were the Regional Director-UK, Mr. M. A. S. Dalal and the Passenger Sales Manager, Mr. Pat Conway. Mr. Dalal sat on one of the panels during the Convention and proposed a vote of thanks on behalf of the

Principals to the Chairman, at the end of the Convention.

Good wishes

We recently had news of Mr. and Mrs. LeMesurier who seem to be very happy in their retirement and are living in Budleigh Salterton. They asked to be remembered to everybody and through their copy of the Magic Carpet, which they tell us they read, we would like to convey to them our good wishes. We also heard from Captain J. C. Joseph who is at

Westward Ho where he has an attractive looking house which he lets out in flatlets. Anyone who would like to know more about it or would like to book up to stay with him can write to him at 7, Atlantic Way, Westward Ho, North Devon.

Wedding bells are soon to ring for Gerry Weatherill of Sales, Bond Street and Lorraine D'Cruz from Reservations, Bond Street. Our best wishes go to them both!

A new terminal building at London Airport was opened in November, which to begin with, is only to be used by passengers on internal flights. This building believed to have cost £11 million, is equipped with all the latest devices designed to cope with the increase in passenger traffic. Passengers are directed on the one way system, they press buttons to speed the flow of baggage and the traffic staff get about when necessary on bicycles. For the time being, passengers can check

MAN AND THE MOUSE

A PASSENGER recently came to the rescue in the Bond Street Booking Office when a mouse appeared behind the counter and under the stools of the girls. He managed to catch the mouse and let it loose outside. After this was completed, the girls got off their stools and carried on with their work.

Flood Relief Fund Staff help out

STAFF at Calcutta have launched a drive to collect donations for the Governor's Flood Relief Fund. Nature has not been very kind to West Bengal this year. For the second time the State has been hit by heavy floods. Tourists who had gone to Darjeeling had their anxious moments when they were stranded due to landslides and floods. All communications were cut off for about a week.

On October 29, 1968, we bade goodbye to Mr. Narpatsingh. In his farewell address, he spoke of the employer-employee relations and how he had strived to improve them. Just how well he had succeeded could be seen by the way everyone joined in singing 'For he's a jolly

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in ten minutes before take off.

About the same time as this terminal opened, work started at Heathrow on the T-shaped pier which will be a main feature of the facilities to handle the Jumbo Jets. By April of 1970 five pier stands for Jumbo Jets will have been completed. The centre leg of these T-shaped piers will be 910 feet long.

Shopping in Burlington Arcade, London, recently was Miss Vivienne Winter nominated this year as Miss Adelaide who came to London on a prize winning ticket with us. During her short sight-seeing trip in London she was accompanied by Miss Maperviz Irani from Bond Street Reservations, London.



Cannes Conference faced Complex problems

By I. D. Sethi, Tariffs Manager

THE International Air Transport Association's Composite meeting of the Traffic Conferences in Cannes has been recessed. After more than five weeks of detailed discussions and negotiations of the entire complex structure of world-wide fares and other commercial matters for applicability during the two year period commencing on April 1, 1969, no agreement could be reached.

In addition to the normal first and economy class fares, the Conference paid close attention to the sale of bulk space on scheduled services of the new generation of high capacity aircraft to be put into service in the near future. These bulk fares could prove a strong generative force to usher in the era of mass travel envisaged by so many

airline economists and students of the industry. This should augur well for the Government of India's plans to increase many fold the number of tourists currently visiting this country.

Further, various promotional fares between the U.S.A. and Europe on the one hand and India, Africa, the Far East and Australia on the other, received favourable consideration. The introduction of new promotional fares from Australasia and the Far East to India were also discussed.

However, the complex nature of the problems facing the scheduled operators, and the fact that the airlines would not take precipitate decisions and reach agreement without consideration of all concepts and factors involved, did not

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Great welcome to Air - India

Mr. H. S. Gill, DSM, Ethiopia, H.E. Mr. O. V. Alagesan, Ambassador of India, Mr. Hailu Alemayehu, Administrator, Civil Aviation Department, Mr. G. Mistry, Mr. Surya Patel, Manager, Ethiopia, Mr. H. L. Sikka, Manager, East Africa, and Miss D. J. Dalal, receptionist, pose with the Lion from the Imperial Bodyguard at Addis Ababa Airport.

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Mr. H. L. Sikka, our Manager, East Africa, Mr. A. Achieng, Permanent Secretary, Ministry of Tourism and Wildlife (Kenya), Mr. Peter Kenyatta, Mrs. Sikka, Mr. S. K. Nkutu, Uganda's Minister for Works, Communications and Housing walking towards the terminal at Entebbe.



SCENES of unprecedented enthusiasm were witnessed at Haile Selassie International Airport, Addis Ababa, and Entebbe Airport when our inaugural flights landed there in October. On hand to greet our flight at Addis Ababa was a Lion from the Imperial Bodyguard; the King of the Jungle had come to receive the Maharajah, as it were. Among the guests was Mr. O. V. Alagesan, the Indian Ambassador to Ethiopia.

At Entebbe the police band struck up as the aircraft came to a stop. "Heartbeat of Africa" and Indian Garba Dancers added an exotic touch to the welcome. "The Maharajah arrived in style and lived up to his reputation for hospitality", reported the Sunday Nation and East African Standard.

At Entebbe the guest of honour was the Hon. S. K. Nkutu, Minister for Works, Communications and Housing, Government of the Republic of Uganda.



Uganda's Minister for Works, Communications and Housing, Hon. Mr. S. K. Nkutu, M.P., being received by Mr. H. L. Sikka, our Manager, East Africa. Looking on is Mr. D. D'Souza, our DSM, Uganda.

Our crew at Addis Ababa (L to R) Mr. A. J. Pinto, Flt. Purser, Mala Bakshi, hostess, Capt. B. P. Banerjee, First Officer, Capt. C. K. Pathy, Commander, and Maureen Taylor, hostess.



Above, Heartbeat of Africa dancers and below, Ras Garba dancers at Entebbe Airport greeted the arrival of our inaugural flight.



STATE OF THE INDUSTRY

For the world's scheduled air transport industry 1967 was a year of improved overall traffic growth, although air freight increased at a somewhat lower rate than passenger traffic. It was also another year of expansion, particularly in capacity offered, with the continued introduction of larger jet aircraft. As a result load factors declined generally.

Financially, there was again a deterioration in the operating and net profit position, as the industry continues to be caught in the squeeze of rising costs and declining revenue yields. This situation is accentuated by the airlines vast capital requirements for new aircraft, facilities and equipment to meet the challenge of the tremendous increases in traffic forecast for the 1970s.

Total Traffic

In 1967 total world scheduled international and domestic traffic surged to new record levels. The growth rate of 19.3 per cent is the most impressive the industry has experienced since 1951, bringing the overall traffic total to 32,770 million tonne-kilometres.

The world's airlines flew 235 million scheduled passengers and 274,000 million passenger-kilometres for a traffic increase of 19.7 per cent, while mail traffic increased by 23.5 per cent to 1,890 million tonne-kilometres. In contrast air freight only managed an increase of 14.9 per cent in 1967, which is lower than the increases shown for the past three years.

Another significant traffic aspect of 1967 is the downward movement in load factors. The world scheduled passenger load factor declined one point to 56.6 per cent.

The considerable growth forecast for air freight traffic worldwide is projected to involve the industry in heavy investments to handle it as efficiently as possible. Unfortunately, very few of today's all-freight services are profitable.

One important aspect receiving attention is the

development of more efficient standardized forms and procedures to ensure the economical and speedy processing of large volumes of air freight in terminals and airports. Ground handling costs account for a large portion of airline freight costs and are considered by many to be the most promising area to look for cost reductions.

In 1967 the operating revenues of the world's scheduled airlines increased by 15 per cent to \$12,515 million, but their operating expenses increased more rapidly by 16 per cent to \$11,450 million, leaving an operating profit of \$1,065 million or 8.5 per cent of revenues. This is lower than the 9.5 per cent operating profit shown for 1966 and the net profit is about half that.

Unit costs

It is important to note that, while unit cost level trends on most international routes are flattening out, revenue yields are still showing a steady decline. Rising load factors are now generally required to cover operating expenses plus capital charges. However, load factors have declined because traffic increases have in most cases not been able to keep pace with capacity increases. A curb on declining industry revenue yields and higher load factors are therefore essential.

Looking ahead, it would certainly appear that the industry's total unit cost may well increase slightly until sufficient numbers of the more efficient high-capacity jets are introduced. After that I would certainly hope that reductions can again be achieved by the industry provided infla-

Expansion continues but challenging

tionary cost trends can be controlled. However, the situation will most probably be complicated by the SSTs.

A review of airport and navigation charges gives rise to considerable concern at the rapid rate of increase in user charges paid by airlines which is moving at a much higher rate than increases in other airline costs.

Vital role

It is important to draw attention to the vital role played by air transport in the world economy. It is basic to the efficient functioning of a progressive economy and airlines provide many economic benefits to the communities they serve because they are a source of employment, they create a demand for many auxiliary services, and they often aid communities to attract other industries.

If the current trends of rapidly increasing charges on the airlines continue, they will contribute to the weakening in the financial position of the air transport industry and will make the sound development and efficient service to the public more difficult.

Fleet expansion and jet re-equipment by IATA Member airlines continued with practically unabated momentum during 1967 and the first half of 1968. Orders placed showed a continued trend towards larger jet aircraft. As IATA Members modernized their operating fleets and added new jet aircraft, their capacity to carry passengers and cargo expanded considerably. By the end of 1967 the total fleet numbered 3,725 aircraft, up 5.2 per cent over the 3,541 aircraft in ser-



vice at the end of the previous year.

For the first time more than half the IATA Members fleet consisted of jets. The jet total increased by 390 or 25 per cent to 1,948 aircraft, compared with 1,558 the year before. At the same time the number of turbo-props remained virtually unchanged at 670 but the piston-engined aircraft total was down 15 per cent to 1,082, reflecting the continuing trend towards jets. The number of helicopters also declined from 34 to 25.

Jets

By mid-1968 IATA Member airlines had well over 2,000 jets of all types in service with an original purchase value of some \$13,000 million. This included about 70 of the stretched versions of existing four-engined jets, the first step to really large high-capacity aircraft.

New aircraft

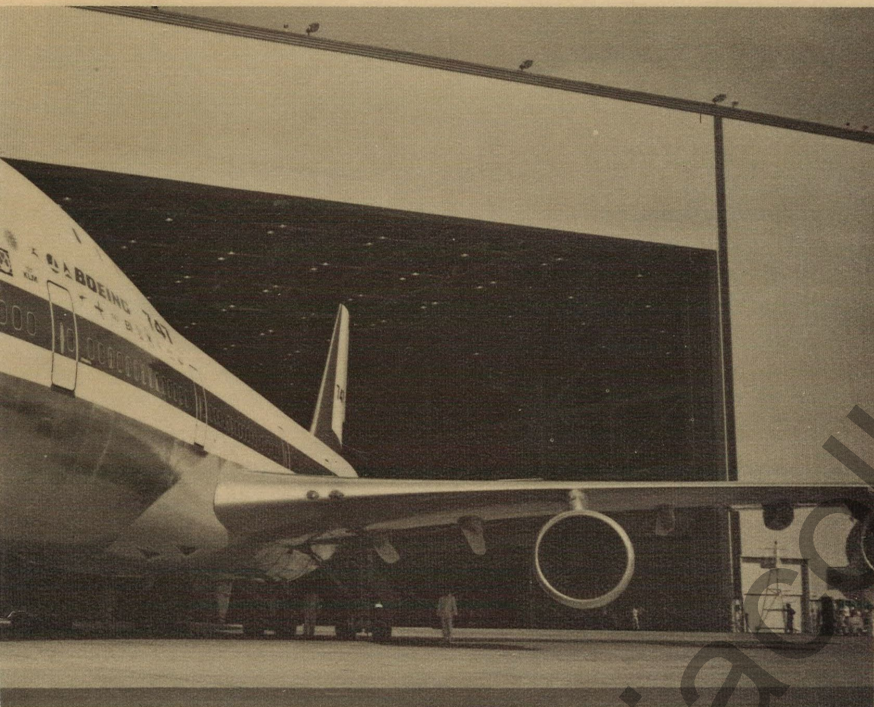
Orders for new aircraft continued to be placed and by mid-1968 IATA Members had more than 1,000 subsonic and supersonic jet aircraft on order representing a capital investment of about \$18,000 million. The order total included some 900 additional subsonic jets plus others on option, for a total value of \$12,000 million. Included were 132 high-capacity McDonnell Douglas DC-8-60 series aircraft, 155 large high-capacity Boeing 747s and 173 new medium-range Lockheed 1011 and McDonnell Douglas DC-10 airbuses. Many more high-capacity airbuses are on option. In addition, IATA Members had on order or option close to 200 Concorde and Boeing SSTs worth more than \$6,000 million.

At the end of 1967 scheduled airlines had 6,229 aircraft in service consisting

nues

problems ahead

As in the past Mr. Knut Hammar skjöld, Director General of IATA gave a comprehensive review of the State of the Air Transport Industry in his opening address to the 24th Annual General Meeting held in Munich between October 28-31, 1968. Here we print significant extracts from his speech.



Boeing 747: many problems ahead.

of 2,206 jets, 1,335 turbo-props and 2,688 piston-engined aircraft. By 1975 their total fleet is expected to increase to 7,500 aircraft and to 8,500 by 1980 of which jets will account for some 7,000 aircraft or more than 80 per cent of the total fleet by 1980. However, jets should by then be producing close to 100 per cent of the scheduled capacity offered.

Passenger processing

On the passenger side, the airlines are working on a system of passenger processing capable of coping with the traffic increases expected. All aspects of the problem are being studied including fare construction, ticket issuance and traffic acceptance, check-in controls and the revenue accounting and interline settlement functions.

Work is proceeding on the handling of larger amounts of baggage more efficiently at airports in-

cluding the customs claim area. Airline studies have also included the impact of baggage containers planned for the big jets and the use of automated baggage systems. Rapid movement of passengers within the airport complex is also a problem causing major concern.

Ticketing Committee

The Joint ATC/IATA Ticketing Committee is going ahead with new forms of manually-issued and machine-issued tickets with considerably improved passenger check-in which will help to deal with related handling problems in the 1970s. The need for improved and effective reservations procedures in the future is also receiving attention and many airlines have invested large sums of money in new reservations computers.

The efficient and speedy handling of air freight will also be important in view

of the tremendous growth of this element of traffic. Airport ground handling requirements are being given detailed examination, including automated and integrated air-freight handling and processing systems.

Containers

The use of containers has increased considerably, and detailed studies are under way for the development of large 8 x 8 ft. containers up to 40 feet long.

Efforts are being made to simplify and streamline cargo forms and procedures and to develop new systems for the efficient processing of air freight.

Cargo terminal designs will also change considerably with high-capacity aircraft and the IATA Cargo Terminals Working Group is finalizing appropriate design recommendations. These will include detailed advice relating to the movement and storage of containerized

cargo in the terminal and on the apron.

Passenger terminals will be one of the big problem areas and better and faster ways of processing passengers are needed. IATA believes that the existing procedure for checking passports has no place in an age dominated by electronics and is proposing that governments give consideration to issuing a passport card instead of the traditional book-type passport. To facilitate customs clearance IATA also recommends more selective sampling in baggage inspection, at least for tourists, and also recommends the merging of separate clearance functions such as passport and health controls. And IATA is asking governments to introduce new methods of dealing with import cargo. One proposal is for air cargo to be cleared on arrival against a provisional entry, with full customs clearance carried out later; another is for off-airport clearance.

Tourism

International tourism continued to expand in 1967, with the number of international travellers reaching a new record of 138 million, a seven per cent increase over 1966. Their total expenditures on foreign travel increased eight per cent to \$14,100 million.

In 1967 the number of international travellers showed sharp increases of 18 per cent in the Pacific and East Asia, 15 per cent in South Asia and 13 per cent in the Americas, with corresponding increases in spending by foreign tourists of 14 per cent, 10 per cent and 16 per cent.

There is some hope that governments will more widely recognize the contributions made by tourism and will therefore not pursue restrictive policies in this area when they are

faced with balance of payments difficulties and deficits on their travel account. They should instead increase efforts to attract more foreign visitors to their own countries, and to some extent this is being done.

Another feature of the tourist picture during the past year was the acceleration in the recent trend of airlines investing in hotel enterprises. Many airlines announced plans to build or buy hotels, often in co-operation with governments and the business community.

Rapid growth

Rapid growth in the world economy would be accompanied by corresponding increases in average consumer disposable and discretionary incomes, which will result in increased demand for air travel.

This is a background against which we can look ahead to probable future passenger traffic development. Recent forecasts indicate that the 1967 world scheduled passenger total of 235 million should reach about 580 million passengers in 1975 and about 770 million in 1980. Air freight should also benefit from the forecast growth rate of the world's economy and trade.

Indeed this potential is reflected in the fact that air freight is still expected to develop at a much faster rate than passenger traffic. The 1967 freight traffic total of 6,720 million tonne-kilometres is forecast to increase more than four times by 1975, and more than ten times by 1980.

These trends should provide a favourable setting for future development. However, there are several challenging problems that must be overcome to ensure that the industry develops on a sound economic basis.

India Week in Chicago

By M. Chudasama, New York

ELECTIONS are in the air — everywhere. We had the national election for President, one of the few forms of grand entertainments available at no cost in this inflationary age, with the unbelievable hoopla of a presidential campaign.

To match the mood of the country, we at Air-India had another election, with a subdued campaigning, but not much hoopla. In fact, it was so subdued that it was almost secretive and at this stage, we will join this silent bandwagon. Mum's the word.

And then there was another election. At the New York Interline Club, Susan Janis, the peripatetic third of the Interline Department, was elected President of the 300-member club. The club's executive roster reads like an Air-India Who's Who. Don Buckley, from New York District Sales is Chairman of the Board and immediate past President and keeping a wary eye on their accounts is Hank Keegan, our Administrative Assistant. One of the first proclamations of the President relates to

the most fundamental duties of interliners: weekend tours of Swinging London — on Air-India.

The Mayor of Chicago, the Honourable Richard J. Daley, declared October 21 to 28 India Week, organised by Ram Kumar Taxali, Manager of the Government of India Tourist Office, who is also Vice-Consul for India and our A.S.M., Bill Burke, tallest of the "Maharajah's" representatives in the U.S.A. Co-operating with us for India Week's Festival of Festivals were Chicago area hotels, travel agencies, and local cultural groups. Activities during the week ranged from informative cocktail presentations to folk and classical music and dance programmes featuring, among others, Debu Chaudhuri, Sitar, and Uday Shankar's Dance Company, with cricket matches, kite flying, Yoga demonstrations and more.

And startled Chicagoans were invited to join the Festival by the "Maharajah", in turban, embroidered satin jacket and curly toed shoes, strolling on Michigan Avenue!



U. S. travel agents on an Air-India educational tour of Czechoslovakia, Hungary and Yugoslavia out sightseeing and photographing Prague on a quiet week-end. Bruce Muni (third from right in cardigan), our man in New Jersey, was the tour leader.

The Lady in Harbour

By Behram Vakil, DSM, Singapore

GOOD news for those wishing to visit Singapore. Visitors whose stay does not exceed seven days will not need a visa and tour parties will be able to make use of a collective passport. The seven-day visa-free facility now extends to those in possession of a valid passport,

firm booking and entry facilities to their destination, irrespective of whether they are in transit or not and whatever their mode of transportation. Previously, only air passengers in transit were given this privilege.

Another tourist attraction is the "Singapore

Lady", a new luxury riverboat restaurant costing S\$2.1 million. It is fully air-conditioned and it can accommodate more than 250 guests for lunch, dinner or cocktails. The Lady is moored right in the midst of Singapore Harbour and can be reached by two catamaran launches. It is open from 11.00 a.m. to past midnight, except on Sundays.

An economic survey team from India arrived recently to explore trade prospects with Singapore. The present trade between Singapore and India of S\$82 million per year is only 1½ per cent of Singapore's total foreign trade. The team was here to explore ways and means of increasing this volume.

From the beginning of October, the Airport tax for those taking an international flight has been raised from S\$5.00 to S\$10.00 per passenger. I heard someone mention that this was the highest in the world. Would some of our readers help us check if this is true? Staff on leave please note: S\$10 are equal to approximately Rs. 25.00.

Christmas/New Year Cards now available

Toy sellers of rural Gujarat — the cover of the new Greeting Card.



Encouraged by the response to the previous Diwali/New Year Greeting Cards, the Personnel Department is printing 5,000 Christmas/New Year cards this year.

The cards, (in size 5½" x 4") printed in colour showing wooden toy sellers from rural Gujarat, are priced at 50 paise each, including the cost of the envelope, and will be available from the Assistant Welfare Officer, Personnel Office, Santa Cruz.

As in the past any staff willing to purchase more than 100 cards will be able to have a special message printed/inside without extra cost. The requests for cards should reach Personnel Office before December 7, 1968.

Co-operative Week

Speech contest

EXTEMPORE speeches—that was the main feature of the Annual Elocution Competition sponsored by the Personnel Department in association with the Air Corporations' Employees Co-operative Bank and the Air-India Consumers' Co-operative Society to mark the Co-operative Week last month. Those taking part were asked to pick up a chit from a box and speak for not more than five minutes on the subject written on it.

In all 13 speakers took part in the competition. Most of them were surprised and dismayed by the subjects that popped into their hands. Their reactions were later aptly summed up by Mr. A. S. Banavalikar, Personnel Manager, who presided over the function: "Their faces looked as if they had received their pay slips with deductions larger than their salary".

The subjects ranged from "Why Trade Unions Oppose Co-operatives?" to "Should Savings Banks Discourage Loan Operations?" Suddenly confronted with this type of subjects with no time to think, few speakers were either able to give a logical exposition of the subject or offer considered opinions. Nevertheless, it was an interesting experiment which everyone concerned enjoyed.

The first prize of Rs. 50 went to Mr. V. Pichumani of the Accounts Department whose subject was "Romance of Co-operation". He spoke forcefully and with a touch of humour. He traced the growth of the co-operative movement in Air-India and



Mr. A. S. Banavalikar

pointed out how in the initial stages members tended to regard themselves as privileged persons.

The second prize was claimed by Mr. V. S. Shellikeri of the Engineering Department who had won first prize last year. The third prize was won by Mr. P. M. Bajaj of Indian Airlines and a special prize declared by the Balaji Co-operative Housing Society was awarded to Mr. L. V. Nulkar of the Engineering Department. Among those who spoke well was Mr. Anwar Abbas, who had won second prize last year.

The judges for the competition, which was held at the THQ Canteen, were Mr. K. S. Narayanan, (Engineering) President of the Air-India Toastmasters Club, Mr. B. K. Kelkar (Personnel) Secretary of the Consumers' Co-operative Society and Mr. S. K. Sabnis, (Indian Airlines, Accounts) Secretary of the A. C. E. C. Bank.

In summing up, Mr. Banavalikar suggested that it would have been better if each speaker had been allowed half an hour to think on the subject. He lamented the fact that few labour leaders were actively associated with the Co-operatives. "It may be because it is inconsistent with the class war and conflict", he said.

Cannes

(Contd. from page 4)

permit finalisation of all negotiations for which unanimous agreement is required in the IATA Traffic Conferences. Some of the major problems which prevented agreements were seating density in 747s, differentials between the Jumbo Jets and the existing jets, bulk contract fares, abolition of the round-trip discount and the strong positions adopted by certain airlines to fares introduced as a result of action by Governments.

Various proposals for simplified and liberalised baggage procedures and allowances closely allied to the technical handling conditions of the new high capacity aircraft were studied and discussed. The matter has been referred to a new high level Policy Working Group for further consideration and recommendations.

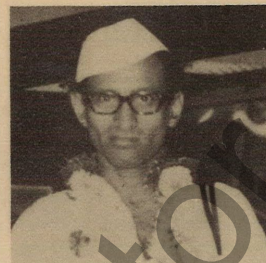
The Cannes meeting also reviewed and agreed on Resolutions, subject to approval by interested Governments, on matters to facilitate, standardise and simplify international passenger travel.

A schedule of regional meetings is being worked out for further negotiations to finalise the fares structure, baggage arrangements and other service features. These meetings will be held as soon as possible to announce a final agreement with effect from April 1, 1969.

(The Air-India delegation to the Cannes Conference was headed by Mr. I. D. Sethi, Tariffs Manager, and included Mr. Balendu Shah, Mr. P. F. Mehta, Mr. B. K. Mangaokar, Mr. M. P. Mascarenhas and Mr. V.P. Ganapule.)

ROUND UP

MR. V.T. Chitnis, whose distinctive manner of dress made him somewhat conspicuous at the Technical Headquarters, has left Air-India after 15 years



service to lead a spiritual life. He is now at Rishikesh where he plans to devote himself to the development of Shri Vithalashram, a cultural centre, which he started some years ago with the help of a group of Air-India staff.

(Contd. from page 4)

good fellow' at the farewell party.

In a brief speech, Mr. B. B. Gulati, the new Manager, assured the staff that their problems would be given due consideration. He also expressed the hope that Calcutta will achieve its target with the co-operation of the staff.

Wedding Bells continue to ring at Calcutta. Paul Sundar Rao from airport (Traffic) got married to Lalita recently and it was rather a quiet affair. But Nita Bhandari made a 'flying' start. Immediately after the ceremony in Bombay she flew off to London with her husband Mr. J. S. Jauhar for honeymoon. We wish both the couples all happiness and prosperity.

T. A. A. Swamy

Chitnis, who is a bachelor used to wear a white kha-
cap, kurta and pyjamas to work. He led a very austere life. Some months ago when he finally made up his mind to leave Air-India, he stopped taking normal food and lived on a diet of milk, dates, groundnuts and bananas.

His family, particularly his mother, was sorry to see him leave home. But he had made up his mind. For the last time he used his free passage to fly from Bombay to Delhi and then took a bus to his new home.

Chitnis told the Magic Carpet before leaving that Air-India staff will be welcome at Rishikesh. The Cultural Centre where he stays has four bungalows for the visitors.



MR. Veeraraghavan from Customer Service has been selected as Secretary to Mr. S. K. Nanda, Chief Personnel Manager. He was among the seven candidates out of 15 who passed the competitive examination and was among the last three interviewed by Mr. Nanda.

A brilliant stenographer, Mr. Veeraraghavan has won a gold medal for having stood first in the 160 words per minute shorthand test and was President of the Bombay Shorthand Writers' Association. He has also won a Merit Award.

Mr. V. Pichumani, first prize.



Mr. V. S. Shellikeri, second prize.



Mr. P. M. Bajaj, third prize.



Mr. L. V. Nulkar, special prize.



SPORT FOLIO

Hockey

Tournament with many thrills

THE third Joint Air-India/Airlines Hockey Tournament, played in Bombay between November 12-16, 1968, developed into a keen tussle for supremacy between Air-India and Indian Airlines Delhi. With equal number of wins, IA Delhi won the championship by virtue of its better goal average.

On November 12, in brilliant sunshine Mr. S. K. Kooka, our Commercial Director, declared the Tournament open after the Air-India and IA teams had been presented to him. Swinging the stick in a perfect golf stroke, Mr. Kooka drove the ball across the ground to the goal post to perform the symbolic opening. "If our players had hit the ball half as well, we would have won the Olympics", said Mr. A. S. Banavalikar, Personnel Manager and Chairman of the Sports Control Committee.

The most thrilling match of the five-day tournament, hosted by Air-India this year and played at the Bombay Hockey Association's ground, was between Air-India and IA Delhi on the fourth day. It was a game worth watching for its brilliant stick work, quick passes and sheer artistry of the players. Except for occasional lapses into rough play which drew rebuke from the umpires, the standard of the game was uniformly high and brought applause from the delighted spectators. The match ended in a goalless draw, which placed IA Delhi in a strong position.

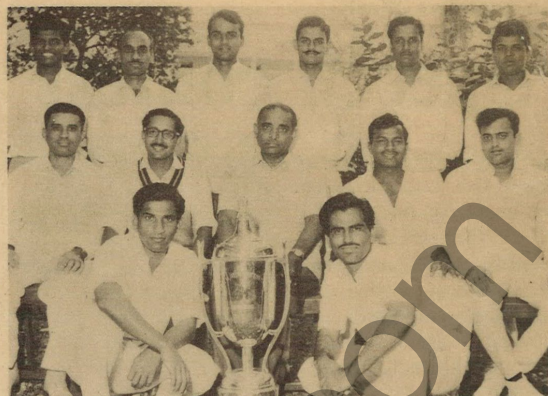
In the final match Air-India would have had to beat IA Bombay by four goals to better the average set by Delhi to win the championship. In the event, our team just managed to draw the game with IA Bombay with one goal each.

Mr. J. D. Nagarvala of



the Indian Police who is the President of the Bombay Hockey Association was the Chief Guest on the final day and presented the trophies. Apart from the championship and the runner-up trophies, a special trophy for the 'most disciplined team' was awarded to IA Madras team.

Speaking on the occasion, Mr. Banavalikar thanked Mr. Nagarvala for accepting Air-India's invitation to be the Chief Guest and for permitting the use of the BHA ground. He described Mr. Nagarvala as a friend of Air-India and said: "We are grateful to Mr. Nagarvala for spending so much of his time with us, particularly on a Saturday. But then he is a hockey addict and has been associated with the game for the last 40 years." Mr. Nagarvala is the Chairman of the All India Selection Committee for hockey and of the Selection Committee for Umpires.



VICTORS - Air-India cricket team with the championship trophy

Cricket

A-I team wins trophy

THE Air-India cricket team won the first Joint Indian Airlines/Air-India Cricket Tournament in Madras on October 30, 1968. Our team captained by Chhatrapalsinh, District Sales Manager,

Jamshedpur, defeated the Indian Airlines Bombay team in the final match to win the championship trophy.

Five teams participated in the five-day Tournament, which was hosted by IA Madras. The five teams were: four representing IA's four regions, (Bombay, Delhi, Calcutta and Madras) and Air-India. Each team was allowed 50 overs or three hours of play.

In the final match, our team won the toss and decided to bat. They scored 210 runs in 49 overs for the loss of eight wickets. IA Bombay replied with 130 for eight in 45 overs.

The match began disastrously for our team when we lost three of our leading players — Captain Chhatrapalsinh, Ramesh Manjrekar and Nitin Shirodkar — for a mere 22 runs. But V. P. Koli, R. N. Koli, and D. R. Pai with scores of 58, 59 and 51 respectively led the recovery to place Air-India in an impregnable position. IA Bombay went on the defensive from the outset and collapsed against some accurate bowling by our bowlers. For Air-India R. N. Koli and K. T. Kamath took three wickets each.

"Our team played aggressive, attacking cricket" S. Guruswami, Office Superintendent, Operations, who went as the Manager of the team told the Magic Carpet. "We are happy we have won the trophy the first time", he said.



Top : Air-India trophy awarded to each player. Left: Mr. S. K. Kooka, CD, being introduced to our hockey team by Ben George, Captain. Right: Mr. J. D. Nagarvala presenting championship trophy to the captain of IA Delhi team while Sports Secretary V. M. Bhagwat looks on.





Prime Minister Mrs. Indira Gandhi stopped briefly at Frankfurt Airport on her way back from her recent tour of Latin American countries. She was met by Mr. N. H. Dastur, RM-CE and Mrs. Dastur, who presented her with 'The World's Most Unusual Ashtray', designed for Air-India by Salvador Dali. The porcelain ashtray was specially autographed by Dali.



Mr. A. G. Neff, the new General Manager of Esso, India, and Mrs. Neff with their children photographed at Bombay Airport with Mr. Harry Sargon, our Sales Officer (R). Mrs. Neff and the children had arrived in Bombay on our flight from New York.



Photo News



Above, Lynette Bryant won the Miss Crowning Glory Quest for 1968 in Perth. Two Air-India hostesses, Shanz Daruwalla and Marie Pinto attended the judging. The title of Miss Charity Princess for the entrant, who raised the most money, went to Valerie Beamish, formerly of Calcutta. Photograph shows Miss Daruwalla, Chanel NINE compere Mr. Lloyd Lawson, Miss Bryant, Miss Pinto and Miss Beamish. Below Fifteen top executives of Farbwerke Hoechst AG., of West Germany, including the Chairman, Professor Karl Winnacker, and 107 journalists from Europe and the UK., came to Bombay on Air-India for the inauguration of the High Density Polyethylene Plant of the Polyethylene Industries Ltd. The party was met on arrival by Mr. and Mrs. Arvind N. Mafatlal.

Mr. J. Zake, Uganda's Education Minister and Mrs. Zake, at Tokyo International Airport before leaving for Bombay enroute to Nairobi. Mr. Zake was visiting Japan to study Japanese educational system.



King Louie and Bear Baloo at Orly Airport, Paris, after arrival on our Boeing 707 to attend the premier of the latest Walt Disney film "The Jungle Book". Nineteen-year-old Miss Sumita Sen, Miss India 1968, poses with our Maharajah in Bombay.





Mr. P. K. Roy presenting trophy to S. S. Sawant-Desai.

Table tennis

First tournament

SOME pretty tough battles were fought in the first Air-India Table Tennis Tournament which concluded on October 26, 1968. The tournament, open to all stations in India and abroad, saw Bombay players win both the singles and doubles titles in thrilling finishes.

Among the 16 players who participated in the Tournament were staff from New York, London,

Brussels, Nairobi, Tokyo, Bangkok, Delhi and Calcutta. Mr. P. K. Roy, General Manager of Times of India Group of Publications and President of the Maharashtra Table Tennis Association was the Chief Guest on the final day.

The singles title was won by Shashikant Desai of Stores who beat Vijay B. Joag of Accounts to win a surprise victory. Joag

V. B. Joag (L) and B. R. Aga: doubles title.



Sportsman of the month

S. S. Sawant - Desai

EVERYONE who watched Shashikant S. Sawant-Desai battle his way up to win the singles title in the Air-India Table Tennis Tournament at the end of October was impressed by his technique, particularly in defence. He returned seemingly impossible shots to the frustration of his opponents. By far the most impressive aspect of his game was his anticipation and ability to move into position quickly.

Sawant-Desai, a modest 25-year-old from the Stores Department admits, however, that he was surprised when he beat V. B. Joag, who has captained Air-India's table tennis team for several years. "It just didn't seem possible", he said.

Defence is his strong point, but he recognises that he must learn to attack if he is to progress. Sawant-Desai has been playing table tennis for more than 10 years, from his days at the Union High School in Bombay. He has also played hockey and cricket. In fact, he was the vice-captain of his school cricket team.

Unfortunately, he no longer has time to play these games, what with his ambition to acquire a University degree. Now he only concentrates on table tennis whenever he finds time, which is mostly during week-ends. He has played table tennis for Air-India for the last two years and has participated in the Maharashtra State Open Tournament. ●●

who is the Air-India's table tennis team was the favourite. He started very well with a scintillating play of well-placed shots to win the first two games. However, Sawant-Desai overcame his initial nervousness with a brilliant display of defensive play in the third game, which he won. The fourth game saw Joag becoming increasingly tense and losing his grip on the game. As Sawant-Desai gained confidence, Joag lost it and misplaced his shots. His game became erratic and patchy and Sawant-Desai won the last two games without too much difficulty.

Doubles final

The doubles final was played between the Bombay pair — Joag and B. R. Aga, both of Accounts — and the Delhi pair — A. K. Sarkar and S. I. Khan. Although the Delhi team played a steady game with occasional flashes of brilliance in defence and offence from Sarkar, they were outplayed by Joag and Aga. Joag who had regained some of his lost confidence showed his usual sure touch in placing the ball and Aga supported him very well, indeed. The enthusiastic clapping which greeted their well-deserved victory was as much a tribute to them as to the Delhi players.

Chief Guest

Speaking after the prize distribution, Mr. Roy thanked Air-India for inviting him and said that sports is an essential activity for any organisation. He was happy to see Air-India encouraging staff to participate in sports.

Earlier introducing the Chief Guest, Mr. A. S. Banavalikar, Personnel Manager, spoke of the role of the Times of India in encouraging sporting activity in Bombay and Mr. Roy's contribution in making table tennis a popular game in Maharashtra. He said that he was disappointed at the poor response from stations in this first ever table tennis tournament and hoped that in future more players from abroad will participate.

Who's Who & Where

POSTINGS

ENGINEERING DEPARTMENT	To
P. K. Mukherjee,	AME—I, Addis Ababa
P. T. Pardhy,	AME—I, Nairobi
V. R. Ramnath,	AME—I, Tokyo
P. Chandy Thomas,	AME—I, Paris
B. R. K. Rao,	AME—II, London

PROMOTIONS

COMMERCIAL DEPARTMENT	To
K. S. Venkateswaran,	Stn. Manager Aden
Derek Kyte,	Stn. Manager New York
George Jacob,	Stn. Manager Sydney
Mrs. C. Mazumdar,	Stn. Manager Bombay
T. R. Arora,	Stn. Supdt. Kathmandu

OPERATIONS DEPARTMENT

E. K. Nair,	Asst. Supdt. Santa Cruz
N. A. Jayaraman,	Secretary Santa Cruz

PLANNING DEPARTMENT

R. V. Ranadive,	Stn. Supdt. Bombay
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ACCOUNTS DEPARTMENT

P. P. Mullan,	Sr. Accounts Officer (Officiating) Bombay
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STORES DEPARTMENT

S. D. Varerkar,	Sr. Dy. Supdt. (Officiating) Santa Cruz
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HEAD OFFICE

K. G. Jayawant,	Sr. Security Officer London
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ENGINEERING DEPARTMENT

P. D. Baliwala,	Eng. Mgr. (Officiating) Santa Cruz
Om Sawhny,	Dy. Eng. Mgr. (Officiating) Santa Cruz
N. S. Mistry,	Chief Engineer (Maint) (Officiating) Santa Cruz
V. N. Herekar,	Chief Eng., (Tech. Services) Santa Cruz
V. V. Jatar,	Superintendent Santa Cruz
S. V. Karandikar,	Superintendent Santa Cruz
H. M. Jhangiani,	AME—I Santa Cruz
V. Lewis,	AME—I Santa Cruz
B. B. Chowdhuri,	AME—I Santa Cruz
H. S. Gupte,	Establishment Officer Santa Cruz
M. Y. Sabnis,	Planner Santa Cruz