

# The Magic Carpet



VOL. 15 NO. 7 THE STAFF MAGAZINE OF AIR-INDIA

JULY 1971

## Agreement reached on new cargo rates

THE International Air Transport Association's biennial Composite Cargo Traffic Conference, which opened in Singapore on May 11, was concluded on June 11. Member airlines' delegates reached agreement on new cargo rates packages for most areas of the world effective October 1 for a period of two years, subject to approval by the interested governments.

Our delegation to the Conference was led by Mr. I.D. Sethi, Commercial Manager-Planning. The members of the delegation were Mr. R.D. Mahambre, Tariffs Manager (Cargo), Mr. P. F. Mehta, Manager-Tariffs Development and Mr. B.V. Moddie, Tariffs Officer.

The new agreements cover the following areas: North, Central and South America;

Europe, the Middle East and Africa; Asia and Southwest Pacific; the Mid and South Atlantic routes; services between Europe / Middle East / Africa and Asia/S.W. Pacific; and the South Pacific route.

### Rising Cost

Negotiations were carried out against a continuing background of rising costs and the requirement for improved yields. They involved detailed review and adjustment of the entire cargo rating structure including general cargo rates, specific commodity rates and the rates for unitized loads.

The resulting changes in the cargo rates mix do not show major across-the-board increases, but include modest selective upwards adjustments,

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## AIR-INDIA MEETS THE



STARS IN PARIS (P. 4 & 5)



Air Marshal M.S. Chaturvedi, General Manager, unveils the plaque and throws flowers to inaugurate the new Staff Colony.

## GM inaugurates new Staff Colony

AIR Marshal M.S. Chaturvedi, General Manager, inaugurated the second Staff Colony located close to our Engineering Base at Bombay Airport on May 9, 1971. As he unveiled the marble plaque a great cheer went up from the assembled staff and their families.

Before declaring the Colony open, the General Manager visited some of the flats. A puja was also performed at the site.

Speaking after the inauguration, the General Manager thanked the staff for inviting him to inaugurate the Colony. He said he was pleased to see the flats which were unique in design and which had cost the Corporation a great deal of money.

"We probably have the best accommodation for our staff here", he said.

He urged the staff to keep the new Colony spotlessly clean and expressed the hope that better living conditions would contribute to their happiness.

Mr. K.K. Unni, Assistant General Manager, also spoke

on the occasion. He said that there has been a long interval between the time the first Staff Colony was built in 1958 and the second one completed this year. The Corporation has done a great deal in providing accommodation for its staff. Apart from the two Staff Colonies, Air-India has also sanctioned loans to individual staff as well as co-operative housing societies and more than a thousand staff have benefitted from it. Air-India was also planning to build staff colonies in Delhi and Calcutta.

Mr. Unni referred to the problem of water supply in both Colonies and said that steps are being taken to take care of it.

Mr. Unni was particularly happy with the work done by

the National Institute of Design who were responsible for the design of the new Colony. He praised the work done by Mr. B.A. Swamirao, former Engineering Manager (Works) and Mr. P.G. Bhandarkar, Asst. Engineering Manager.

### History

Earlier Mr. S.K. Nanda, Chief Personnel Manager, in his introductory speech, traced the history of the Colony and said that the first Staff Housing Colony was inaugurated in 1958 and the foundation of the second was laid on October 18, 1967, by Air Marshal M. S. Chaturvedi. Mr. Nanda said that Air-India had given loans to 255 individuals and 43 co-operative housing societies so far. A co-operative housing society had also been formed in Madras.

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Relief supplies of vaccine for Bangla Dosh refugees in India being loaded aboard our aircraft at London Airport.





## New Staff Colony

(Continued from page 1)

The new Colony covers an area of 52,000 sq yds. which has been taken on lease from the Civil Aviation Department. The Colony was designed by the National Institute of Design, Ahmedabad, which is a Government of India undertaking, in consultation with Professor Harry Weese, a wellknown architect from Chicago.

There are a total of 302 flats of three different types—104 'A', 132 'B' and 66 'C'. The area of 'A' type is 499 sq. ft., 'B' type 737 sq. ft. and that of 'C' type 894 sq. ft. The carpet area of all the types of flats in the new Colony is more than that provided in the first staff Colony.

## New Cargo Rates

(Continued from page 1)

generally in the order of 5 per cent, on certain rates and in selected areas. The delegates also gave increased emphasis to rating incentives for containerized and unitized loads, and to restructuring and simplification of the IATA container and unit load devices into a consolidated programme with additional units.

### Agreement

Although complete rates packages were developed, formal agreements for the North and Central Pacific and North Atlantic routes were not concluded due to certain unresolved issues. In the case of the North Atlantic, a 30-day deferment was arranged for the determination of a few Member airlines' final voting positions.

Mr. H. Don Reynolds, IATA Assistant Director General-Traffic and Chairman of the Singapore Conference, cited the growing complexity and increasing importance of the cargo aspects of international air transport, the large number of airlines now operating on international routes, spiralling costs, economic re-



Air-India's Purveen Vachha and Suresh Hemmadi were declared outstanding Air Hostess and Flight Purser respectively by the Public Award Committee of the Rotary Club of Bombay recently. The photograph taken at the Taj Mahal Hotel in Bombay after the awards were given shows (L to R) Miss Vachha, Mr. P. Gandhi, President of the Rotary Club of Bombay, Mr. Hemmadi and Mr. J.R.D. Tata, our Chairman.

tardation in some areas of the world, and the declining value of most currencies as factors complicating the achievement of such international commercial agreements.

"It is miraculous that this worldwide industry body is able to achieve major reconciliation of the Member airlines' divergent interests and marketing philosophies. I regard the Singapore sessions as undoubtedly the most difficult cargo rates negotiations undertaken in the history of the scheduled international air transport industry".

## 25 Years' Service

MR. D.L. Devasthalee, Publications Officer, Planning Department, completed 25 years of service with Air-India recently. His colleagues in the Planning Department held a small function on the evening of June 30, 1971, to felicitate him. Mr. V.P. Ganapule, Assistant Manager (Tariffs), congratulated Mr. Devasthalee on behalf of the staff.

**AIR-INDIA**  
111 Bhatia Road  
New Delhi, India

CHAIRMAN

May 4, 1971.

Dear Captain Mathen,

On the 30th of April, you completed twenty-five years of continuous service in Air-India, and I would not want to let this occasion pass without conveying to you the high appreciation of this organisation and of myself personally of your able, devoted and loyal service over these twenty-five years, during which, by sheer ability, you have risen from the rank of a Junior Captain in Air-India Limited to that of the Head of a vital department of this great Airline.

I wish you many more years of useful and constructive work in the service of Air-India, which we both love and have helped to build up to its present stature.

Yours sincerely,

(J.R.D. Tata)

Capt. K.M. Mathen,  
Director of Operations,  
Air-India,  
SANTA CRUZ.

## COMPARATIVE COST STUDY

ONE Boeing 747 provides more transportation at less cost than two 707s, according to a recently completed Boeing study.

The Boeing study compared costs of operating 707s and 747s during the first year the superjets were in airline service.

Comparisons showed that direct operating cost-per-mile for operating 747s was 73 per cent higher than for 707s. When reduced to cost per-seat-mile, the 747 was 32 per cent lower than the 707, not including aeroplane depreciation, or 28 per cent lower using airline deprecia-

tion methods for each aeroplane.

While direct operating cost-per-mile for a 747 was 1.8 times that for a 707, seating capacity was 2.6 times as great, making it possible for a single 747 to provide more seating capacity than that provided by two 707s at less cost.

## WHO'S WHO & WHERE

### Promotions

#### ENGINEERING DEPARTMENT

Mr. J.R. Puri, Bombay.	Controller, Ground Support Divn.
Mr. V.R. Subnivas, Bombay.	Dy. Controller, Ground Support Divn.
Mr. R.G. Patwardhan, Bombay.	Asst. Controller, Ground Support Divn.
Mr. P.H. Dinshaw, Bombay.	Asst. Eng. Manager
Mr. V.S. Bhagat, Bombay.	Asst. Eng. Manager
Mr. D.C. Fernandes, Bombay.	Asst. Eng. Manager
Mr. D.K. Billimoria, Bombay.	Asst. Eng. Manager
Mr. B.K. Shidut, Bombay.	Asst. Eng. Manager
Mr. V.H. Ramnath, Bombay.	Asst. Eng. Manager
Mr. T.R. Srinivasan, Bombay.	Manager, Line Stns. (Admn.)
Mr. M.S. Datar, Bombay.	Asst. Manager (Eng. Trg. Divn.)
Mr. M.N. Somasundaram, Bombay.	Sr. Engineer (Technical Services)
Mr. B.R. Pai, Bombay.	Sr. Engineer (Material Planning)
Mr. P.D.J. D'Souza, Bombay.	Sr. Engineer (Industrial Eng.)
Mr. J.P.D. Tata, Bombay.	AME I
Mr. S.K. Mukherjee, Bombay.	AME I
Mr. J.J. Lewis, Bombay.	AME I
Mr. S.K. Pannikar, Bombay.	AME I
Mr. S.C. Nag, Bombay.	AME I
Mr. R.P. Buxy, Bombay.	AME I
Mr. N.P. Sharma, Bombay.	AME I
Mr. S.C. Mohapatra, Bombay.	AME I
Mr. P.V. Benegal, Bombay.	AME I
Mr. P.L. R. Rao, Bombay.	Sr. Tech. Officer
Mr. R.K. Sharma, Bombay.	AME II
Mr. P.C. Menon, Bombay.	AME II
Mr. A.P. Bast, Bombay.	Chargehand
Mr. M.A. Padmanabhan, Bombay.	Chargehand
Mr. A.S. Manickam, Bombay.	Chargehand
Mr. A.M. Padmanabhan, Bombay.	Chargehand
Mr. J.S. Panhero, Bombay.	Chargehand
Mr. F. Fernandes, Bombay.	Chargehand
Mr. R.G. Gupte, Bombay.	Asst. Admn. Officer
Mr. D.A. Pradhan, Bombay.	Asst. Admn. Officer

#### STORES DEPARTMENT

Mr. M.K. Karmarkar, Bombay.	Asst. Controller of Store & Purchases (HQ)
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## Red tape hampers air cargo growth

— says Mr. Pereira

"WE have the cargo loads for the 747s, and we are confident of using every cubic foot of space and every kilo of payload available out of India", said Mr. Eric Pereira, 47, who took over as Commercial Manager-Cargo on June 11, 1971.

Mr. Pereira feels that red-tapism and formalities are the only major hindrances against the promotion of air cargo out of India. "If facilitation is important on the passenger side", he said, "it is as much important, if not more, on the cargo side. We must cut out the paper work from the export formalities, if we are really going to improve our cargo loads".

Would there be a change in the basic cargo policy? "With containerisation and unit load devices for our wide-bodied jets, our basic cargo policy must change", said Mr. Pereira. He hopes that it will not be too long before the containers and other unit load devices are loaded and unloaded in the factory itself.



Mr. Eric Pereira, Commercial Manager-Cargo.

"This will result in major changes in our basic cargo policy", said Mr. Pereira, "both in handling cargo and the rates structure. It will also need a reorientation of governmental formalities for export and import of cargo. Our customs and other formalities will have to be streamlined, if we are to handle the very substantial increase in cargo smoothly and efficiently."

Mr. Pereira is very optimistic about the future of air cargo. He thinks that the cargo revenue will equal pas-

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## Goodbye

MR. A.S. DESA, Superintendent, Public Relations, Engineering Department, was given a warm send-off by the staff of the Engineering Department, when he retired from the Corporation after almost 32 years of service.

Speaking on the occasion, Mr. K.G. Appusamy, Director of Engineering, paid glowing tributes to Mr. Desa for his dedication and loyalty. After the speech, Mr. Appusamy made a presentation to

Mr. and Mrs. Desa on behalf of the staff.

Mr. Desa joined Air-India in 1939, when it was still the Aviation Department of Tata Sons. He was among the founder members of the '25 Years Club' which was inaugurated on February 10, 1968 and of which he became the first Secretary.

Mr. Desa does not intend to do anything just yet. "I'll just take it easy", he said.

Mr. K.G. Appusamy, Director of Engineering (centre) making a presentation to Mr. A.S. Desa at the farewell party. Mrs. Desa is on the right.



Mr. S.K. Kooka, Commercial Director, presenting a silver salver to Mr. M.C. Hansoti, Commercial Manager-Cargo, who retired from the Corporation on June 10, 1971.

## I had a good innings — Mr. Hansoti

"IT is always sad when people leave you, people who have worked with you for 25 years", said Mr. S.K. Kooka, Commercial Director. He was speaking at a farewell party to Mr. M.C. Hansoti, Commercial Manager-Cargo, on June 10, 1971, the day Mr. Hansoti retired from the Corporation. The party was held in the Canteen Hall of the Air-India building at Nariman Point, Bombay.

Mr. Kooka told the large gathering of staff that Mr. Hansoti came to see him in Bombay House, before the Traffic Department had moved to Esplanade Mansions soon after the war.

When CHQ moved to the New India Building, Mr. Hansoti took over our office at Esplanade Mansions which became our Cargo office. Said Mr. Kooka, "I give full marks to Mahendra for being smart enough to occupy my dear old office."

"When I was situated in Esplanade Mansions, Maneck Dalal used to sit outside with my old, faithful sepoy Sonu and Genel Moots of TWA who helped us to start our first hostess programme. This was the first independent home of the Commercial Department, then called, Traffic and we loved being on our own."

"The premises belonged to TATAs and was donated as an Armed Forces Canteen where Lady Petit, our Chairman's sister, used to work. She worked on Troop Welfare activities. One day she came to Mr. Clubwalla after we had moved in and said, 'Your window panes are dirty, tell Mr. Kooka to do some-

thing about it'. She repeated the message a week later. I did not have the opportunity to explain that we were in the process of having displays painted on the windows."

"I do not know how many of you know that Mahendra was a cricketer of distinction; he played in the Ranji Trophy years ago. He has been with us for a long time. He has worked quietly, with loyalty and dedication and has earned the gratitude and love of his staff. He built up Air-India's Cargo Section from scratch."

"Although he appears to be mild and gentle, I have been impressed by his aggressiveness when 'cargo' has been attacked at Air-India conferences abroad. I have also been impressed by his great technical knowledge and if our cargo revenue is what it is today it is largely due to him."

"I am happy to say that Mahendra is not going to leave us entirely. He is joining someone who is very close to us and in a way he will therefore continue to work with us."

### Appreciation

"I wish Mahendra many years of good health and prosperity and on your behalf I present this souvenir from all of us to him in gratitude and appreciation for his services to Air-India". After the presentation, Mrs. C. Mazumdar, Dy. Manager-Western India, Bombay, garlanded Mr. and Mrs. Hansoti.

In his reply, Mr. Hansoti thanked Mr. Kooka for the things he had said. "Working for Mr. Kooka", he said, "was like being at the deep

end of a pool. One had to learn to keep one's head above water".

Mr. Hansoti said that he had enjoyed his years with Air-India and particularly the many challenges that cargo presented. "Cargo may not be glamorous", he said, "but it is certainly interesting".

He cited two examples to illustrate what he meant. He referred to the time when a packet of films relating to His Holiness the Pope's visit to India had to be despatched on the flight that the late Prime Minister of India, Mr. Lal Bahadur Shastri, was to take. Mr. Hansoti had to convince the Inspector General of Police that the films were completely safe. It was 11 P.M. and the flight was to leave in two hours. "We went into Vora's (Mr. Chimanlal Vora, our former Manager, Santa Cruz) room and closed all the doors and windows to make the room completely dark. I opened a reel and put a match to one end. The film did not burn. Mr. Rajadhyaksha, the IGP, was convinced and the films were sent on that flight!"

The second incident happened when we used to carry a large number of monkeys on our flying Sherpa service operated with a converted Super constellation. As it happened a white tigress was booked on the same flight. Mr. Hansoti tried to convince the Vet that it was necessary to administer a sedative to the tigress in order to keep her quiet. The Vet agreed only reluctantly because the animal was extremely expensive and he was worried about its effects. In any case the effect

(Continued on page 10)



# AIR INDIA MEETS THE



Miss Nazneen Mehta, Air-India Receptionist, presenting a rose to Mr. D.N. Chatterjee, Indian Ambassador to France. One thousand roses were specially flown to Paris for the occasion.



Above, France's First Lady Madame Pompidou, holding a rose presented by Miss Mehta at the entrance. On the left is the Clown of clowns, Jerry Lewis. Below, Omar Sharif.



Above, Catherine Langeais and Pierre Sabbagh from the French Television. Below, Gunther Sachs.



## ARTISTS'

THE 38th Gala de l'Union des Artistes at the Cirque d'Hiver Bouglione held recently in Paris was certainly a memorable occasion—particularly for us, because Air-India was actively associated with it. This was the annual charity Gala of the Artists Union and was for "Tout Paris" and indeed tous les Parisiens were there.

Four lovely Air-India receptionists welcomed each guest by offering an Indian rose, flown specially for the occasion.

### Guest of Honour

It was a star-spangled evening. The first Lady of France, Madame Georges Pompidou, was the guest of honour and the stars were world famous celebrities of stage and screen—Vittorio de Sica, Omar Sharif, Gert Troebe, Raf Vellone, Annie Cordy, Michel Piccoli, Jacques Martin, Juliette Greco, Jean Pierre Cassel, Catherine Deneuve and "The Clown" of clowns Jerry Lewis.



# STARS IN PARIS



Above, Maria Callas congratulating the winner of the Tombola. Below, every act of the Gala was carefully planned except the unexpected scene which took place after the Indian Ambassador had presented the prize to the winner. The baby elephant decided to add a touch of colour to the proceedings and Maria Callas joined in the fun.

## GALA

For the final act the President of the Gala, Maria Callas, entered the arena accompanied by "Cinto" the baby jumbo draped in a vivid red and yellow Air-India shawl. Following them were the Air-India receptionists with two baskets of tombola tickets. We persuaded "Cinto" to use his trunk for the winning prizes—two first class Air-India tickets to India. The lucky winner was presented the prize by our Ambassador, His Excellency Mr. D. N. Chatterjee.

### Prize act

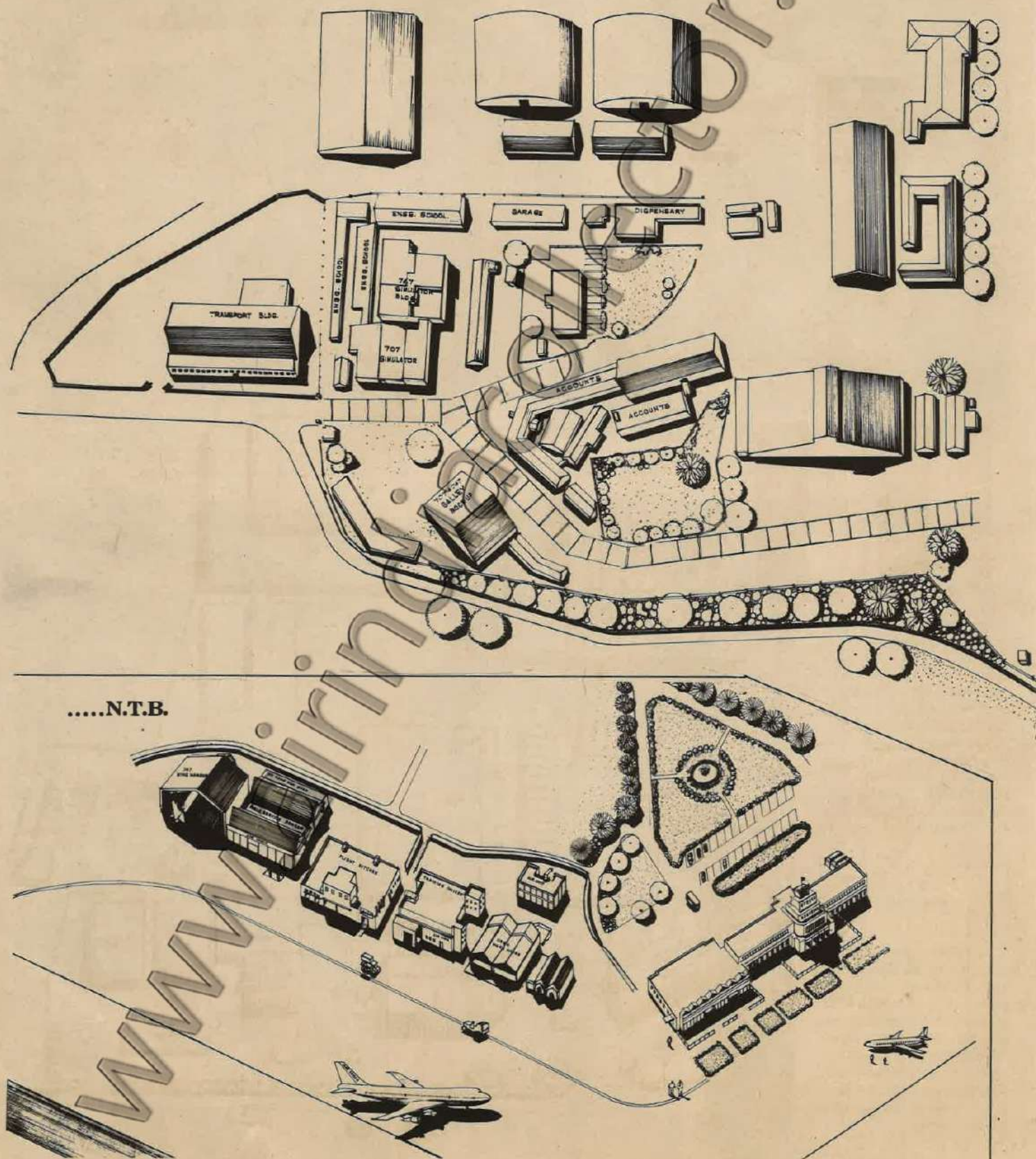
But this was not at all. The prize act of the evening was after the draw. Cinto probably feeling annoyed he had missed a free trip to India, propelled Maria Callas out of the arena with his trunk—a "turn" which received world-wide coverage in the Press and T.V. A happy ending to a happy evening!

P. J. Rodricks





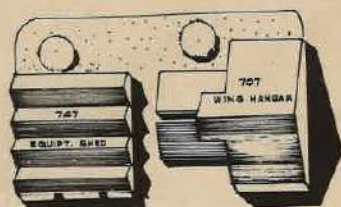
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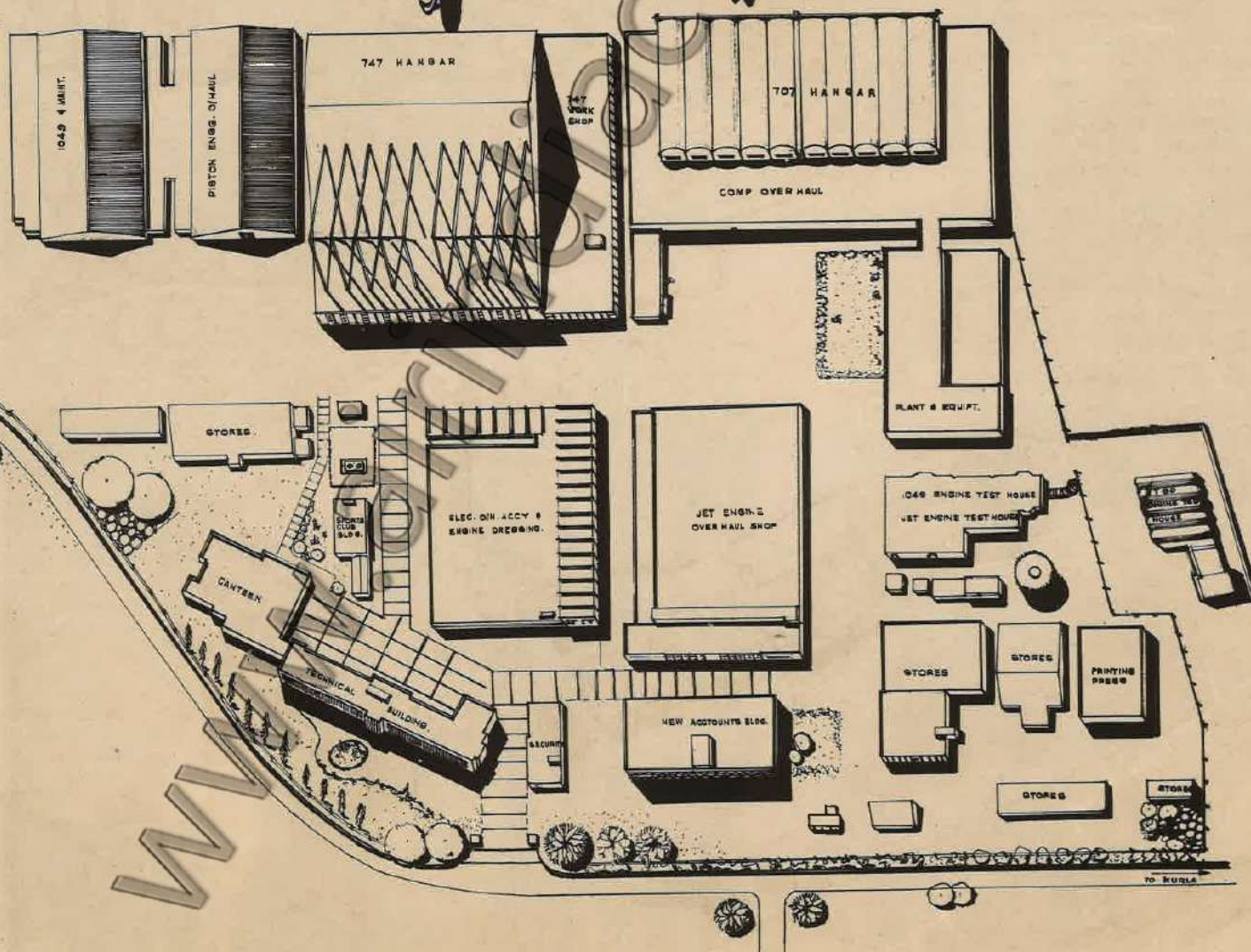


# ENGINEERING COMPLEX

## A Bird's Eye View



Old Airport.....





# Letter from London

By Trevor Turner

AT long last a decision has been made about the third airport for London and this is to be at Foulness. It will be many many years before any building can be commenced, because the land has to be reclaimed, roads built. In other words they have to start from scratch. It is not expected that this new airport will have much effect upon the traffic in and out of the U.K. within the next ten years.

On the subject of airports, Heathrow celebrated its 25th Anniversary in May. There are still people working at the airport who can remember those early days when the buildings were virtually huts or tents and when duckboards had to be put down to protect the airport workers and passengers from the mud. In the early days there were not more than twelve flights per day and the average number of passengers per flight was 30.

We welcomed our new pool partners—MSA when they commenced their service to London, and a number of their hostesses came to Bond Street to meet our girls and to pose for photographs. They also had a firework display on the Thames to celebrate the com-

mencement of their new service to London.

Trevor Mitchell—Reservations, believed to be our youngest staff member, recently took part in a Charity Walk in aid of his Club. He covered 25 miles and as a result had to collect a lot of money from his fellow workers.

In our Bond Street Windows, before the 747 display, we had an interesting series of stamps, which were loaned to us. They were from all the countries to which we have services. At most times during the day, a keen philatelist could be seen peering through the window.

## Bond Street

This year sees the 250th anniversary of the expansion of Bond Street from Old Bond Street to New Bond Street. In those days Piccadilly was a muddy lane full of highwaymen and flanked by swamp land caused by the over-flowing Thames. It was soon after the days of the plague that the Earl of Clarendon built himself a mansion which occupied most of the land now covered by Bond Street, Dove



A number of MSA hostesses who were in London to publicise the inauguration of their services called at our Bond Street office to meet our staff. Below, Janet Baker of BOAC who was the winner of the Interline Competition held in the U.K. in 1970 upon departure from London with her husband who also works for BOAC.

Street and Down Street. It cost him a lot of money and soon after he had built it the Earl, who was the Lord Chancellor, fell from favour and had to flee the country.

His house came on the market and was bought by Sir Thomas Bond, who realised that where the rich chose to live there should be the best shops, so Bond Street began to take shape. However, because of the need for the shops, the demolition of Clarendon House had to take place and by 1721 New Bond Street had been linked to Tyburn Road, the name given to Oxford Street in those days.

We all seem to have got used to our decimal currency and soon we will have to adjust ourselves to the metric system. No longer will we drink a pint of milk a day, as presumably we will have to consume 560 millilitres a day.



London Publicity Secretary Elisabeth Nielsen-Green is pictured here with a delightfully different direct mail shot sent out by London recently. Canned Marigolds especially imported from Japan! The idea was conceived as a gentle and poetic reminder that Air-India was introducing their new Jumbo Jet services to New York and India. A specially printed wrapper carried the following description.

"One Indian legend has it that as each new flower opens to the light a young bird takes off on its first flight. By the time this marigold seed is in flower a new giant bird will have taken its first flight. Air-India 747, the new legend in the sky."



Air-India recently held its annual Canberra Travel Agents & Interline party on board the motor cruiser "Mimosa II" on Lake Burley Griffin. More than 70 travel agents, interline personnel, Government officials and the High Commissioner for India were present. The photograph shows (L to R) Mr. Barry Rush, ASM, AI, Mr. Cliff Smith, Manager, Trans Australia Airlines, Mr. R.P. Greenish, General Manager, Canberra Travel Service, Miss Hilary Bailey, Travel Officer, Australian National University, Mr. Alan Penton, Sales Manager, Qantas and Mr. Madan Lal, Asst. Manager, AI.







Mr. J.N. Dhamija, Indian Ambassador to Holland, receives a traditional Indian welcome at the entrance to the Tandoor Restaurant.

## INDIA IN HOLLAND

TANDOORI chicken straight off the spit, Indian tea with red wine, live elephants, fresh jasmine flowers, a fortune teller ....

One would hardly expect to find these as far north as Holland. Ajit Singh and Albert Gonsalves did it in collaboration with the Hilton Hotel, Government of India Tourist Office, the Indian Tea Board, "De Bijenkorf" Department Stores, the Hindustan House and the President Hotel of Delhi.

The occasion was the recent Indian Food Festival at the Hilton Hotel in Amsterdam inaugurated by India's Ambassador, Mr. J.N. Dhamija.

Charming Indian hostesses welcomed the guests in traditional Indian style at the silk-draped entrance of "The

Tandoor", the Restaurant of the Hotel which had been appropriately re-christened.

Authentic Tandoori food was prepared by Indian cooks, with spices and other things specially brought in by Mr. and Mrs. Balbir Singh of the President Hotel.

During the Festival a dinner was hosted by Ajit Singh, Manager, Holland, for the leading personalities of Holland and which was attended by Mr. N.H. Dastur, Regional Manager-Central Europe, and Mrs. Dastur.

Food was not all. Other attractions were Indian music and daily fashion shows of Indian fabrics, and to add to the entertainment was Nisha Roy with her Indian classical dances, the fortune teller Jay Jagtap from our Geneva office



Above, "Not a bull in a China shop" but a real live elephant at the Amsterdam Hilton Hotel specially brought for the inauguration of the Indian Food Festival. Below, some of the guests with Mr. N.H. Dastur, Regional Manager-CE, at the Tandoor Restaurant.



(who read palms on the opening night) and a real "Maharajah"

We must not forget to mention the participation of the Indian Tea Board and two of

their beautiful girls, Moina Khan and Vidya Singh who served their guests with a variety of Indian teas, the most popular of which was the "The Sherpa"—Indian tea

with red wine.

The festival continued at the Rotterdam Hilton through April.

P.J.R.

## Maharajah Nite in Calcutta

By T.A.A. Swamy

A colourful Fashion Show and a beauty contest were the highlights of this year's Maharajah Nite sponsored jointly by Air-India and Oberoi Grand Hotel in Calcutta. More than 500 guests attended the Nite, which has become a major annual event in Calcutta.

The Fashion Show was presented by Modi Rayon and Silk Mills with dresses designed by Ritu's Boutique. Also on view were Air-India's new air hostess' uniforms, modelled by our hostesses S. Mehta and J. Rocha, who flew specially from Bombay for the occasion.

The main attraction of the evening, however, was the

selection of Air-India Queen. With so many beautiful girls taking part in the contest, the judges indeed had a difficult problem. Finally they chose Miss Leonie Gaudoin of Calcutta.

Mr. B.B. Gulati, then Manager-Eastern India, placed the crown on her head amidst thunderous cheers. Miss Gaudoin was awarded a first class return ticket Calcutta-Hong Kong-Calcutta on Air-India by the Grand Hotel.

There were 70 odd attractive prizes, including an Electrolux Refrigerator, Usha sewing Machine and Radio. Every diner received an attractive gift parcel.

The "AIR-INDIA QUEEN", Miss Leonie Gaudoin, flanked by the runners-up Miss Chandana Bose and Miss Sabita Mukherjee. Standing at the back are L to R, Mr. Ken Stuart, Mr. Ajay Agarwal of Grand Hotel, Mr. Cecil Green, General Manager, Oberoi Grand, Mr. B.B. Gulati, then Manager, Calcutta, and Mr. W.H. S. Jebb, Mg. Director, Lagan Jute Machinery Ltd. Calcutta.





## Hectic activity in Booking Office

By K.G. Shanker Menon, Bombay

THE newly introduced inclusive Tour and Affinity Group Fares have been commanding a good deal of attention here. The radical effect they have on the travel scene can be gauged by the amount of activity in the Booking Office. We have formed a specialised cell to generate group travel and supervise such bookings.

There have been quite a few changes in the Sales. We bade farewell to Murli Sippy, who has been transferred as the Area Sales Manager, Madrid. Gopala Rao has been transferred to Planning. We miss

him, but knowing how keen he was on his new assignment, we wish him the best of luck.

To balance this loss, we have Mr. Mansukhani from the Airport and Mr. Dileep Row, who has come to Sales from Planning.

The new officer trainees are in the Booking Office. They are going through the various departments and we hope that after their training some of them, at least, will come to us.

Mrs. Purnima Dixit, who is in the Sales, became the mother of a baby girl recently.

This makes Mrs. C. Mazumdar, Deputy Manager-Western India, Air-India's glamorous grandma! A baby boy was born to Mr. and Mrs. Satardekar, both of whom work in the Bombay District Office.

We organised a five-day Educational Tour for travel agents from Bombay. Mr. Braz D'Souza of Sales accompanied the agents to Rome, Frankfurt and London. The participants found it an extremely enjoyable experience, and, were very happy with Air-India's Maharajah service.

## Farewell

STAFF in our Instrument Shop bade an affectionate farewell to Mr. K.M. Patkar, Senior Technician, who retired from the Corporation after almost 24 years service. At a largely attended farewell party, Mr. K.G. Appusamy, Director of Engineering, made a presentation on behalf of the staff.

Among those present were Mr. S.K. Nanda, Chief Personnel Manager, Mr. D.P. Nimkar, Engineering Manager (Overhaul), Mr. Joe Sequiera, Deputy Engineering Manager, Mr. M.D. Kolhatkar, Deputy Engineering Manager, Instrument Shop, and Mr. Felix Fernandes, Personnel Officer.

"He was a highly skilled technician, whose speciality was precision work", said Mr. Kolhatkar.



Mr. M.D. Kolhatkar, Deputy Engineering Manager, Instrument Shop, garlanding Mr. K.M. Patkar.

THE LINE-UP OF REPS. From L to R are Mr. Dave Beale, Sperry, Mr. Louis Lytle, Bendix, Mr. Gary Richman, Hamilton Standard, Mr. Don Erchinger, Boeing, Mr. Jim Dunham, Mr. Steve Pike, both of P&W, Mr. Jerry Sciesz, Delco Electronics, Mr. Jack Harp, Mr. Carl Riskedahl, Mr. Maurice Hanvey and Mr. Don Pettit (all of Boeing) and Mr. Bob Myers, I.S.C.



## WEDDINGS



Rekha, daughter of Mr. R. Vidyasagar, Engineering Department to Dilip S. Barva of Maintenance. Below: Neela to C.S. Mesale of Accounts, Bombay.



## India Re-elected to ICAO Council

INDIA has been re-elected to the council of the International Civil Aviation Organisation, a specialised agency of the United Nations at its session in Vienna in June 1971.

India has been represented

at the ICAO since its inception in 1945.

Elections to the 27-member council, the governing body of the ICAO, are held every three years.

## Red tape hampers

(Continued from page 3)

senger revenue by 1980s, as many international surveys have indicated.

What is it like coming back home at this time? "Exciting and stimulating" was Mr. Pereira's comment.

About the 747s he says: "We have bought the 747s not in order to keep with the Joneses. We have bought them because the country needs them and because Air-India needs them for its survival as our international carrier".

Mr. Pereira has been with Air-India since May 1946. Having graduated from St. Xavier's College, Bombay, with History and Economics at 18, Mr. Pereira joined the Indian Navy as a midshipman in 1943. He left the Navy three years later to join Air-India as an Officer Cadet in the Traffic Department.

He was posted to Aden in 1950. Later he went to London and became first Assistant Manager and then Manager, London. In 1965 he was sent to Geneva as Manager-Baboons, African Bush Babies, Grey parrots, Mongoose and a number of interesting dogs. He is convinced that it is possible to conserve wild life without completely prohibiting people from hunting. Because of his keen interest in the subject he was invited to attend the World Hunting Exhibition in Budapest where he presented a paper on the subject.

Mr. Pereira is enthusiastic about wild life and is a keen conservationist. He is extremely fond of animals and at one time had as his pets Arabian Baboons, African Bush Babies, Grey parrots, Mongoose and a number of interesting dogs. He is convinced that it is possible to conserve wild life without completely prohibiting people from hunting. Because of his keen interest in the subject he was invited to attend the World Hunting Exhibition in Budapest where he presented a paper on the subject.

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lasted only up to Rome. "At Rome the tigress refused to take any food and growled in anger. The monkeys were scared stiff by her growls and we had 25 dead monkeys on our hands at London airport,"

said Mr. Hansoti.

Bidding goodbye to Air-India, Mr. Hansoti said that he had had a 'good innings', an innings that would remain with him forever.





Below, Mr. V.M. Joglekar, Managing Director, Maharashtra State Cooperative Bank, presenting the Air-India Cup to the Central Railway team. Above, the Runners-up. (L to R) Ravi Sarmakar, Accounts, T.N.D. Pillai, Material Planning, S.K. Sekhri, Electronic Div. and N.C. Abrol, Maint.

## C. Rly. Champs

THE 15th Air-India Open Inter-offices Badminton Tournament, which was held earlier this year, was won by Central Railway Sports Association. They beat our team in the finals 2-1. Last year our team had won the championship.

Started in 1956, the Tournament has become one of the major badminton competitions in Bombay. This year a total of 16 teams participated in the Junior Division and six in the Senior Division. The Junior Division Championship was won by Premier Automobiles.



## Promising youngsters

THIS is an unusual bunch of employees' children, good at their studies and good at extra-curricular activities too.

Asha, (below left) daughter of Mr. V.S. Shellikeri, Deputy Purchase Manager (Technical) has followed her sister's footsteps by winning the Government Merit Scholarship this year. She is a Vth standard student in the Tilak Vidyalay, Vile Parle. Next to her is Anjali, (centre) daughter of Mr. Vijay Manjrekar, our Sports Officer, who stood first in a class of 53 students in the final examination earlier this year. She is now a VIth standard student at the Convent Girls High School, Dadar. Then there are Usha, Ganesh and Vidya (below right), children of Mr. K.N. Kini, Technical Officer in the Standards Room. They have taken first places almost every year since they started school. Apart from their

normal school work, they are also taking special examinations in Hindi, conducted by Hindi Prachar Sabha. The girl on the far right is Jamil, 9-year-old daughter of Mr. M.G. Georgeson of Electronics Division, who has been learning Bharat Natyam for the last four years. She is a student of Rev. C.F. Andrews' School, Santa Cruz. She

spends three days a week taking lessons in Bharat Natyam at a dance school in a Bombay suburb. Next to her is Jimmy, (near right), 12-year-old son of Mr. N.N. Irani, Senior Store Keeper in our Transport Division. Jimmy is a boy scout and has won 12 Proficiency Badges so far. He is also a first class student in his school.



Jimmy Irani



Jamil Georgeson

Usha, Ganesh and Vidya Kini



## INDUSTRY NEWS

### Economic Review

THE view of the finances of the world air transport industry which emerges from a recent ICAO economic review is less bleak than might be expected. It shows that the 1970 overall operating profit of scheduled airlines in member States (excluding the USSR) was nearly 11 per cent up on that of 1969 (according to provisional figures). The review was distributed on the eve of this year's ICAO Congress. It shows that operating revenue rose by 11.8 per cent, and operating costs rose by 11.9 per cent. These increases were however all significantly lower than those recorded between 1968 and 1969.

not yet pulling its weight in scheduled operations; for example, although freight accounted for 21.9 per cent of scheduled tonne-km performed in 1970, it brought in only 9.4 per cent of the revenue. The figures give support to the contention that freight rates have lagged behind passenger rates because of a tendency to think of freight as supplementary traffic to fill space on passenger flights. The IATA cargo traffic conference in Singapore, which has resulted in an increase of some freight rates, may thus go some way towards changing this viewpoint.

### Freight

If freight produces a relatively low yield, the yield from passenger services has declined at an average 1.5 per cent per year over the period 1960-68, according to the economic review. The passenger yield stood at 3.92 cents per passenger-km in 1960 and 3.50 cents in 1968, but has improved subsequently.

The big gap in ICAO's statistics is still the figures for non-scheduled traffic, which, the organisation says, cannot be assessed with any great accuracy because of the lack of comprehensive statistics. But it is estimated that non-scheduled tonne-km performed rose from about 3,600 million in 1965 to about 9,900 million in 1969, corresponding to an annual growth rate of almost 30 per cent. The estimated volume of non-scheduled air transport in 1969 is put at 23 per cent of the total scheduled traffic for that year. A further "sharp" increase is noted by ICAO in 1970.

### ICAO Report

The ICAO report for 1970 shows that total traffic in 1970 including that of the USSR was 11 per cent up on 1969; the organisation remarks that this was the lowest growth recorded since 1946 except for two years, 1961 (9 per cent over 1960) and 1958 (4 per cent over 1957) (USSR excluded). But it was nevertheless a rate of growth higher than that expected by any observers taking into account the near-stagnation in the US domestic market, which is a substantial proportion of the total.

The annual report points out that growth of cargo traffic in 1970 was much weaker than that of passenger traffic—8 per cent in tonne-km (the 1969 cargo figure was 21 per cent). Passenger traffic was 11 per cent up in 1970, compared with 13 per cent in 1969. It is clear from the economic review that cargo is

### Atlantic Traffic

INTERNATIONAL Air Transport Association (IATA) Member airlines carried eight million passengers on scheduled flights over the North, Mid and South Atlantic routes in 1970, an increase of 20.6 per cent over 1969. Cargo was down 2.0 per cent to 423,000 metric tonnes (466,000 short tons) and mail showed a 0.3 per cent increase to 50,500 metric tonnes (55,700 short tons) on these three routes in the 1970 year.

Two-way scheduled traffic

showed a 20.1 per cent growth to 7,201,789 passengers, exceeding the 17.4 per cent forecast growth on this route. Seating capacity, on the other hand, increased only 18.1 per cent to 13,029,169 seats available, which is lower than the anticipated growth of 27.8 per cent.

The additional passenger capacity to carry this traffic was provided with only a 3.6 per cent increase in passenger flights which totalled 78,978 for the year.





## Photo News



Swami Satvamitranaand Giriji travelled on our service from Nairobi to Bombay on June 10, 1971. He was seen off at Nairobi by several prominent leaders of the Hindu community in Kenya. Mr. T.C. Pote of our Sales is on the extreme left.



Above, the wellknown Indian film star Vyjayanthimala (centre) and her husband Dr. C. Bali (L), seen at Plaisance Airport, Mauritius after flying on our service from Bombay. With them is our Manager Mr. R.P. Misra (R). Below, AGENTS EDUCATIONAL TOUR No. 1. A group of agents from South India were taken on an educational tour to Nandi, Sydney and Singapore by Air-India. They were accompanied by Mr. C. Selvakumar, Sales Officer, Madurai (5th from right). They were seen off at Madras Airport by Mr. S. Ramachandran, DSM (5th from left).



AGENTS EDUCATIONAL TOUR No. II. Air-India sponsored an educational tour to Tokyo for agents from East Africa recently. Photographed at Lusaka International airport are (L to R) Mr. M.C. Patel, Mr. Director, Victoria Falls Travel Bureau, Mrs. H.G. Carter, Asst. Manager, Travellers Ltd., and Mrs. V. Yates, Sr. Travel Consultant, Leopold Walford Zambia Ltd. With them is Mr. C.G. Ramani, DSM (R).



Above, Mr. Kalyanrao Patil, Minister of State for Home and Labour, Government of Maharashtra, (L) travelled on our service to Geneva. He was seen off by Mr. G.V. Joshi of Bombay District. Below, the wellknown film star Christine Kaufman seen at Madras airport before leaving on our service to Frankfurt. With her is Miss Rama Raman from our Madras office.

