

# The Magic Carpet

VOL. 18 NO. 6 THE STAFF MAGAZINE OF AIR-INDIA JUNE 1974



Reproduced by permission of Punch magazine

## STAFF DRAMATICS GROUP

### Rich in talent and experience

**'KALAKAR - AIR-INDIA'** (Air-India Artistes) could well be the envy of any amateur theatre group in India for the talent it can muster on the stage. The group, entirely drawn from our staff, is lucky to have members as experienced in the stage craft as it is possible to find outside the professional ranks.

Both Arvind Karkhanis and Ashok Kulkarni have acted in plays with some of the wellknown personalities of the Marathi stage. Besides Karkhanis himself has directed several plays. Rajesh Muzumdar has written several short stories and recently his film script has been accepted by a wellknown producer. And there is Ram Shitut, who is an expert in designing sets and lighting effects.

The group has some excellent productions to its credit and has visited USA and Canada twice - in 1971 and 1973. After their latest tour, the group staged one of their productions in Bombay - a farce in Marathi, which has enjoyed a long and successful run in the city and outside. In fact the group had difficulty in obtaining permission to stage it.

It was an exhilarating experience to watch this farce whose title, "Pala, Pala; Kon Pudhe Pale To", roughly translated means: "Come on, Run. Let's see who gets ahead?". Despite many absurdities and exaggerations, which taxed your credulity, it provided an abundance of entertaining lines.

(Continued on page 2)



Our hostess Shaheda Noori presents a bouquet of flowers to Lata Mangeshkar on the opening night of her London concert.

### Mr Mahta elected to PATA Board

**M**R Peter F. Mahta, our Regional Director-USA & Canada, has been elected to the PATA Board of Directors by the PATA Conference, following Air-India's nomination to the Board. India thus will have two representatives on PATA's Board.

The election of Mr Mahta reflects the importance which PATA attaches to the significant role Air-India is playing in promoting tourism and the personal qualities of Mr Mahta.

In addition, Mr I. D. Sethi, Commercial Manager-Marketing and Sales, has been invited to serve on PATA's Marketing Authority for two years from January 1974. He is also a member of the Executive Committee of PATA India Chapter.

## Taxes on fuel reduced Rs 6 Cr estimated loss for 1974-75

**T**HE Government of India announced a reduction of Rs 504 per kilo-litre in fuel price from April 16, 1974. The Governments of Maharashtra and West Bengal and Tamil Nadu followed this up with the abolition of sales tax on aviation fuel for a period of five years from April 25, 1974.

In addition, the Government of India has agreed in principle to

reimburse Air-India the extra cost incurred in avoiding Pakistan territory which involves additional flying hours and has also agreed to the establishment of a bonded warehouse at Santa Cruz, thus exempting Air-India from payment of duty on aircraft spares.

The cumulative effect of these concessions will be a reduction of approximately Rs 14 crores in our

estimated expenditure in 1974-75 with a corresponding reduction in the projected loss.

Commenting on the Government's decisions, Mr K.K. Unni, Managing Director, said: "This is indeed a welcome relief and we are happy that we have been able to achieve these results for our airline. If we had not obtained these measures of relief, the losses for the year 1974-75 would have been a staggering figure of approximately Rs 20 crores. The revised estimates of losses for 1974-75 would still be approximately Rs 6 crores. We have to bridge this gap by earning additional revenue and by controlling our expenditure."

Our fuel bill for 1974-75 would normally have been Rs 20 crores at the March 1973 prices. But following an unprecedented increase in fuel costs since October 1973, this was revised to Rs 60 crores at the prices prevailing in March and April 1974.

Air-India had taken up the matter with the Government of India and the State Governments of Maharashtra and West Bengal and suggested the abolition or reduction of sales tax on aviation fuel which was being levied on an ad valorem basis.

(Continued on page 2)

The Indian cricket team touring England at present photographed at London airport on arrival. Ajit Wadekar, Captain, is in the centre (light grey suit). Mr Amir Khairaz of Passenger Relations, is at the left.



### MD elected Vice President of AIMA

**M**r K.K. Unni, our Managing Director has been elected as the Vice-President of the All India Management Association for 1974-75. Mr. S.C. Aggarwal is the new President.



## Rich in experience and talent

(Continued from page 1)

The plot revolved around a wealthy Sanskrit scholar (Arvind Karkhanis) in a small town, who married an actress (Hira Desai). She scandalises the prudish community by dressing modishly and flirting with everybody. Her maid (Hadasa Talkar), a slip of a girl barely out of her teens, is always one up on her mistress.

The action takes place in a single night with a series of comic situations involving the scholar's lady admirer (Mrs Diana Talkar), the wife's boy friend (Ashok Kulkarni) from her acting days, another Sanskrit scholar (Rajesh Muzumdar), a Naxalite (Arvind Gokhale) and the Police Inspector (Kaka Karmarkar). It was all hilariously funny.

The other comedy, called 'Teen Chauk Tera' (Three into four equals Thirteen), is about a middle class man who leaves his job to start a company. He advertises for a son-in-law cum secretary, since the rest

of the company consists of his family members. His daughter is at first disguised as an ugly girl and then shown as she really is, pretty, in front of the four likely suitors.

Both the productions were staged in Toronto and Chicago in December last year and to the expatriates they brought a welcome whiff of the old culture. The Daily Times, a local newspaper in suburban Toronto, covered the group's visit with photographs and write-ups.

After meeting all their expenses, the group earned about \$500 in foreign exchange which they returned to the Reserve Bank of India.

Making travel arrangements for the 17-member group was a big job, despite the fact that they used their free passes. Mr R.Y. Pradhan, the group's vice-president, had the responsibility to make all the arrangements. The group has already received invitations to visit Mauritius, Israel and USA and Canada again.



Above, the 17-member staff dramatics group, 'Kalakar - Air-India', which recently toured USA and Canada, seen at Bombay airport before their departure. Below left, a scene from the Marathi farce staged by the group in Bombay. (L to R) Rajesh Muzumdar, Ashok Kulkarni, Mrs Diana Talkar, Miss Hira Desai and Arvind Karkhanis.



## Taxes on fuel reduced

(Continued from page 1)

For example, a year ago, the basic price of fuel per kilo-litre was Rs 300 in Bombay and at 30 per cent ad valorem sales tax, the sales tax was Rs 90 per kilo-litre. In March 1974 the basic price had risen to Rs 1,700 and with it the ad valorem sales tax at 30 per cent went up to Rs 510 per kilo-litre, making the cost of a kilo-litre of fuel Rs 2,210 as against Rs 390 last year.

We had also taken up with the Government of India the question of the extra cost incurred by Air-India

in avoiding Pakistan territory on flights from India to the West and from the West to India and also of customs duty on aircraft spares. We had suggested that either the duty should be abolished or a bonded warehouse should be established at Santa Cruz for the purpose, which has now been agreed.

Mr Unni has now appealed to all staff "to strive to achieve a better than break-even position in a difficult year which the industry, including Air-India, is facing during 1974-75".

## Goodbye to Air-India



THE Air Corporations Employees Co-operative Bank bade farewell to Mr M.N. Narayana Rao, Aircraft Maintenance Engineer and President of the Bank, who retired from the Corporation after 27 years service.

Mr P.V. Gole, Director of Personnel and Industrial Relations, was the Chief Guest and Mr S.K. Nanda, Chief Personnel Manager, presided over the function. Among those present at the party, which was held in the Canteen Hall at Santa Cruz, were all the present and past office bearers of the Bank, Union representatives, members of the Labour Relations Committee and staff of the Bank.

Glowing tributes were paid to Mr Rao by many speakers for his work with the Bank since 1961. Those who came in contact with him

were impressed with his sincerity and dedication.

Mr Rao was also a member of the LRC from 1970 to 1972. During the period he was a member of the Allotment Committee, which had to allot 304 flats for which 1800 applications were received. "It was the most difficult task I faced", he said.

Mr Gole made a presentation to Mr Rao on behalf of the Bank. His place as President has been taken by Mr S.D. Gawade, who was Vice President before.

Two other Engineering staff who retired recently are: Senior Aircraft Technician Mr P. Odakayi from the Ancillary Overhaul Division and Foreman Dattaram Mirgal from the Cabin Maintenance section.

Mr Odakayi joined Air-India in January 1948. Mr Mirgal also joined in the same year.

Above left, Mr P.V. Gole, Director of Personnel and Industrial Relations, making a presentation to Mr M.N. Narayana Rao, President of the ACEC Bank at a farewell party, while Mr S.D. Gawade, who has taken over as the President of the Bank looks on. Below left, Mr J.D. Billimoria, EM (Main) presenting a bouquet of flowers to Mr Dattaram Mirgal. Below, Mr Jal Wadia, EM (Ancillary Overhaul) making a presentation to Mr P. Odakayi.







Mr M.A.S. Dalal, RD-UK (4th from left), seen with some of the members of the cabin crew who have an informal tea party/working session with the RD every other month.

By  
Trevor Turner, London

## 'Eyes' poster wins award

**P**UBLICITY was congratulated when the "eyes" poster, which was featured in London last year, won the Design Council Poster Award for outdoor advertising. The presentations were made at the Savoy Theatre and were followed by a lunch at the Savoy. This was attended by Mr M.A.S. Dalal, RD-UK, and Mrs Dalal, your correspondent and Peter Lawton and representatives from our advertising agency Messrs KMP.

Shortly after this the news came in that the same advertisement had won an award at the Travel Industry Marketing Group Awards and this occasion was attended by the Publicity Manager, UK. About the same time we heard from Calcutta that the "eyes" poster had won the 'Tanjore Trophy' at the Travel Agents of India Convention, and that the Cox & Kings/Air-India 'Holidays in India' 1973 Brochure had also won an award.

During the year the BBC have been running a series of programmes featuring girls from various parts of the world and one of the programmes in April was "A Girl Named Devika" which featured Devika Rajbans, a 21-year-old student from Bombay who flew over with us. She was present in London during the time of the programme on television and was also present at a private showing of the film which we gave to our friends from the Press.

### Financial year

With the end of the financial year there seemed to be a general satisfaction with our revenue results, but the enthusiasm has been overshadowed by the increased costs, especially with regard to fuel.

We have said "Welcome to London" to our new Operations Manager (WD) Capt R.V. Goday and also to Mr Fred Franklin, our Aircraft Catering Manager.

Many Indians resident in London and indeed from outside London visited the Albert Hall for the three concerts given by Usha Mangeshkar, who was accompanied by a large group of musicians. Various functions were held in her honour during her London visit. She certainly caused a great deal of interest, especially amongst the Indian fraternity, but it was a little disappointing that the British Press did not make more reference to her.

There seems to be little news from the sporting front, although as we go to Press the Indian Test Team are just starting to play their first matches in the UK. We hope that it will be an interesting series.

A telex from Calcutta recently referred to some unaccompanied baggage which had mislaid and it finished up by saying 'Passenger most anxious as without any clothes'. Let's hope that with a streak of luck the baggage has now been found.

## ON THE JOB:

There was a time when technicians in the Plating Section had to tie every single engine compressor and turbine blade with a copper wire to a rod for plating.

Senior Aircraft Technician, T.S. Kamble, has fabricated six different jigs for this purpose. All that a technician now has to do is to insert blades in clamps, thus saving a great deal of time. He has received a Suggestion Award of Rs 150.

Mr Kamble, 46, joined Air-India in 1948. An expert tabla player, he has played tabla for a film.

Have you ever watched a carpenter attempting to fix a Godrej night-latch on a door? It requires considerable skill, effort and time.

Now carpenter M.A. Lopez in our Civil Works and Properties Department has designed and fabricated a tool which simplifies the whole process and a nightlatch can now be fixed within half an hour. He has been given Rs 100 as a Suggestion Award.

Mr Lopez, a skilled carpenter, has been with Air-India since 1965.

Velcro tapes are used by Air-India to stick aircraft seat covers, head-rest covers, carpets to keep them in place. They are imported and there was a time when they were thrown away after one use.

Senior Clerk, K.A. Menon, in the Stores Department suggested that the tapes should be retrieved and reused. It would save substantial foreign exchange. His suggestion has been accepted and he has been given Rs 100 as a Suggestion Award.

Mr Menon, 43, has been with Air-India for 14 years. Before that he was an Equipment Assistant in the Indian Air Force.



## OBITUARY

### Mr V. V. Jatar

Mr V.V. Jatar, Deputy Engineering Manager, who died on March 20, 1974, had never missed a day's work because of illness. "He would always be there before all of us", remarked a colleague. So the news of his death, after a short illness which no one thought was serious, had a particularly shattering effect on his colleagues and friends in the Engineering Department.



Staff in the Maintenance Division, who knew him so well, found it difficult to believe that they would no more see his youthful, tall and wiry figure striding along the hangar floor. Quiet and serious, Mr Jatar had never been known to lose his temper. He liked going for picnics and loved Indian classical music.

In a letter to Mrs Jatar, Mr Om Sawhny, Director of Engineering, and other executives of the Engineering Department, said: "Whilst we have lost a very valued and dear colleague and we feel his absence, the loss suffered by you and your children is irreparable."

Mr Jatar, who was born at Akot, Akola District, in 1925 and educated in Poona, joined Air-India at the beginning of 1947 after three years in the Air Force during the War. During Kashmir operations he briefly went back to the Air Force. Later our Chairman sent him a letter of appreciation for his work.

Mr Jatar became an Aircraft Maintenance Engineer in September 1948 and almost 20 years later Deputy Engineering Manager in charge of the Components Overhaul Division. He took over the Periodic Maintenance in October 1973.

Mr Jatar leaves behind his wife, two daughters and a son. One of his daughters is married. We send our sincere condolences to them.

### Capt M. S. Ahlawat

In Captain M.S. Ahlawat, who died after a heart attack on April 9, 1974, our Operations Department lost a promising pilot. He was 39. He had flown to Calcutta and back the previous evening.



Born in Muzaffarnagar, U.P., in January 1935, Captain Ahlawat received his flying training at the Civil Aviation Training Centre at Allahabad, after taking a Bachelor of Science degree from the Benaras Hindu University in 1955. He joined Kalinga Airlines in October 1960 and five years later left the airline to join Air-India. He became a Senior Captain on Boeing 707s in December 1970.

Captain Ahlawat is survived by his wife, two daughters and a son, to whom we tender our sincere condolences.



**Big fall in A-I cargo traffic**  
**GARMENTS CRY FOR AIR SPACE**  
**Limited air cargo space may hit garment exports**  
**A-I to operate one more all-cargo service Export up at**

NEW DELHI, April 10.—Air-India will be adding one more all-cargo service this year which will enable it to carry about 15,000 tonnes, representing an increase of 14 per cent over the cargo carried in 1973. Air India was able to carry only about 13,200 tonnes offered for carriage in 1973. Air India was able to carry only about 13,200 tonnes offered for carriage in 1973.

Mr Raj Bahadur said that fruit and vegetables' exportations did not always freightable cargo on routes to the country. Increase in the air cargo hit vegetable export.

NEW DELHI, April 10.—Air-India will be adding one more all-cargo service this year which will enable it to carry about 15,000 tonnes, representing an increase of 14 per cent over the cargo carried in 1973. Air India was able to carry only about 13,200 tonnes offered for carriage in 1973. Air India was able to carry only about 13,200 tonnes offered for carriage in 1973.

Bombay because of the rush due to exporters' anxiety to execute their orders before the close of the financial year March 31. Hundreds of tonnes of cargo have piled up at the airport in spite of the fact that Air India is operating one more all-cargo service.

# Everything you wanted — but didn't

**A** couple of months ago there was a rash of newspaper reports about export cargo piling up at Indian airports for want of cargo capacity. The reports suggested that foreign airlines were carrying far more cargo out of India than the national carrier, and that Air-India was doing nothing about it. Consequently India was losing considerable foreign exchange. Did Air-India really neglect this vital segment of air transport which had a faster rate of growth than passenger traffic? What are the facts?

There is no doubt that for over a decade international air transport has been enjoying a boom in air cargo. It was the jets with their capacious holds that started it all and now the second generation of wide-bodied jets with their gargantuan under floor capacity have added to the bonanza.

## Patient efforts

However, if you think that this boom was caused and sustained by the mere fact of introducing bigger aircraft you are wrong. It required long and patient efforts to persuade reluctant shippers that this expeditious form of transport had certain inherent advantages. Besides speedy delivery, shipment by air minimises risk of pilferage, reduces insurance costs and obviates the need for expensive warehousing. This more than neutralises the extra cost. Airlines also offered many incentives, including special rates for certain commodities which were below the economic level. The rationale behind this was simple. If the airlines failed to attract air cargo, they would have to fly with empty holds. So why not fill them up with cargo, which, even if it did not pay for itself, would still provide that much extra revenue?

Having launched the drive, airlines had to learn many things about

bulk cargo handling before they could offer proper service. Airlines put in a lot of time, money and effort in building up cargo facilities. In spite of this, cargo did not enjoy the same traffic growth on all routes. Certain routes, particularly those in the Third World area, remained unaffected by all the modern techniques of sales promotion and marketing.

Thus, Air-India faced a much tougher battle on its home ground than many of our competitors in the developed world. India's export and import trade is shaped by its peculiar circumstances - exports largely confined to primary products and imports restricted to a great extent to machinery and spare parts, both unsuitable for carriage by air.

It is against this unfavourable background that one has to assess

Air-India's efforts in the air cargo field. As far back as 1960, Air-India converted one of its Super Constellations for all-cargo operations and operated a weekly service to the West.

It was in the 'Sixties that Air-India made determined efforts to promote air cargo traffic into and out of India to fill the cargo holds of its fleet of Boeing 707s. It was an uphill task. There were not many commodities available for export by air. In any case the shippers were sceptical of the benefits of air cargo.

## Cargo salesmen

It is a tribute to our cargo salesmen that through their determined

efforts we were able to get over these difficulties. Undeterred they went about their business of convincing potential exporters of the advantages of shipping their products by air. They found new commodities, sought special rates from IATA and converted the sceptic into air cargo enthusiasts. In some cases, they even went to the extent of offering advice and assistance in packing the consignments. Today all sorts of commodities go by air from India - from sandalwood oil to human hair, from vegetables and ice-cream to meat and from machinery to garments and foot-wear.

Contrary to what the newspapers have said, Air-India has in fact been primarily responsible for promoting the growth of air cargo in India. Last year, Air-India carried approximately 13,200 tonnes of cargo out of a total of approximately

A consignment of coca-cola concentrate for export being loaded on one of our Boeing 707s at Delhi airport.





# Air-India cargo capacity raised

airports

## Fuel shortage hits AI's capacity to lift cargo

NEW DELHI, April 1. Shortage of capacity for airfreight India has become very acute.

where it carried cargo from India. He said Air India should give special preference to high-valued cargo.

## Air cargo capacity down

Special Cor NEW DELHI, April 1. The capacity for cargo from India is down because of shortage of fuel.

## 350 Tonnes Of Cargo Held Up At Four Airports

NEW DELHI, April 10.—Admitting that the movement of cargo from India had increased in the last few months.

## A-I unable to clear huge cargo backlog at airports

Hindustan Times Correspondent

NEW DELHI, April 10.—Increase in the fresh fruit market in Britain has led to a backlog of cargo at airports. The fresh fruit market in Britain has led to a backlog of cargo at airports.

# Learn to know about cargo

## Care to ask

23,500 tonnes exported by air from India, which means that Air-India's share was more than 55 per cent.

The volume of air cargo from India in 1971 was 16,278 tonnes as against 3,751 tonnes in 1961. The Report of the Working Group of Air Cargo published in May 1973, estimates that at the present rate of growth, India would be exporting 33,500 tonnes in 1975, 55,000 tonnes in 1978 and 75,000 tonnes in 1980.

### Cargo capacity

There are over 30 airlines operating through India and the total cargo capacity offered by these airlines naturally far exceeds the capacity offered by Air-India. It is therefore to Air-India's credit that despite keen competition, it managed to carry more than half of the export cargo.

The newspapers were incorrect when they said that Air-India did not anticipate the boom in export trade. As a matter of fact, Air-India's order for the Boeing 747s, which came in for some criticism in this country, was based on an analysis of projected traffic growth of both passengers and cargo. Time has, indeed, proved Air-India right.

There has been a phenomenal increase in air cargo traffic out of India and therefore the demand for space has far out-paced the capacity offered by international airlines, including Air-India. Our Boeing 747 offers nearly five times the cargo capacity as compared to our Boeing 707, but even this substantial increase in capacity has not eased the pressure on space.

### All cargo service

To meet this growing demand for cargo space, Air-India operated a weekly Boeing 707 all cargo service last year with a capacity of 30 tonnes, on an ad hoc basis from India to Europe. This year Air-India has plans to operate two such services a week. In addition, Air-India sub-charters aircraft from other airlines whenever the need arises to clear back-log of cargo at Indian airports. Air-India will thus provide an additional capacity of

approximately 1,800 tonnes a year. This year Air-India expects to carry about 15,000 tonnes of cargo or about 14 per cent more than last year and earn approximately Rs 27.44 crores from cargo.

Naturally the question arises if cargo is booming, why cannot Air-India operate more all cargo services? The answer is simple. While there is plenty of export cargo available for destinations West of India, there is not enough in the reverse direction because of import restrictions prevailing in this country. Besides, cargo rates, which are deliberately pitched at lower levels in order to attract cargo, do not provide enough revenue to cover the cost of an empty return leg. So it is not economically feasible to operate additional all cargo services, even if aircraft were available for this purpose.

### Bilateral agreements

There is also the question of bilateral agreements with the various countries which cover the number of services to be operated and the traffic to be uplifted. This puts an effective barrier against operating additional frequencies.

### Technical difficulties

As far as Air-India is concerned, there are other technical difficulties which prevent it from exploiting cargo potential to the fullest extent. For instance, a lot of cargo moves from Japan to Middle East countries and even in the reverse direction from Europe to points east of India. Unfortunately, we cannot offer through aircraft service between these points which the Agents prefer for obvious reasons. We operate Boeing 747s on the India-UK-USA route and Boeing 707s on the India-Japan route, which means that cargo booked on a 747 flight has to be trans-shipped at Bombay Airport. As and when we introduce Boeing 747s on the Far East route, this difficulty will disappear and our cargo traffic will go up correspondingly.



Mr Peter Mahta, RD-USA & Canada, seen with Mr and Mrs Eddie Singer at the party.

## Growing old gracefully

By M. Chudasama, New York

MAY 14, 1974 marked the fifteenth year of our transatlantic operations. It has been a period of steady growth. A small room in the office of Tata Inc. was in those pre-operative days manned by Mr P. F. Mahta, now our Regional Director, ably assisted by Miss Patricia Koenig, the RD's secretary, now as then.

There have been changes, as we grew from that first once-a-week 707 service to a daily 747 frequency. The staff of two now numbers 320 around the USA, Canada, Mexico and Port-of-Spain. With only a marginal increase in our numbers five years ago, our marketing effort continues to produce gratifying results - from revenues of Rs 860 lakhs in 1968-69, our estimated earnings for 1973-74 are in the neighbourhood of Rs 1,730 lakhs, a growth of little over 100 per cent.

Coincidentally, the year has been full of gentle reminders of the passage of time. The RD completed his 25 years with Air-India last November and the first word we had, not unexpectedly, was from our communications room, who received telex messages from Mr K.K. Unni, our Managing Director and Mr N.H. Dastur, Deputy Managing Director (Commercial) congratulating Mr Mahta.

Mr Unni's message reads: "Dear Peter, heartiest congratulations and best wishes to you on the occasion of your completion of 25 years of dedicated and loyal service to Air-India. It is a happy coincidence you are in the U.S. Region on this occasion as you have played a notable role in the building up of

this important region. I convey to you the appreciation of the Management, and my personal appreciation of the excellent service that you have rendered during all these years. I am confident of continued constructive service by you in the years to come for building up of our organisation and I wish you good luck and success".

Mr L. D'Souza, District Cargo Manager, Mr D. Correa, Asst Catering and Cabin Service Manager, and Mr V. Pichumani, Cashier in the Regional Accounts Section, have also completed 25 years of service.

Miss Koenig, better known as Pat, is the first of our local staff members to receive a 15-year service pin, and as of this time, occupies that unique position in solitary splendour.

The other recipient of a 15-year service pin is Mr G. Singh, our DSM, Vancouver, Canada.

Ten-year service pins were awarded to Miss R. Kavarana, Miss R. Singh, Mrs B. Seidenwand, Mrs P. Shah, Miss T. Pathan, Mr K. Austin, Mr R. Saxena, Mr J. Sorge and Mr R. Wehbe.

Receiving their five-year service pins were Mrs V. Kotsias, Mrs E. Jaffe, Mrs E. Kerins, Mrs C. Petretti, Mr A. Sowulski, Mr D. Buckley, Mr P. Chodha, Mr H. Keegan, Miss M. Rose, Miss R. Valente, Mrs P. Bennett, Mr V. Beri, Miss Q. Quesnel, Mr V. Angelo, Mr F. Sclafani, Mr R. DeLeon, Mr J. Khan, Mr B. Netsch and Mr P. Sra.

To all the recipients, and all the other colleagues who have not yet received their well-deserved pins, (Continued on page 6)



## BADMINTON

Tara Malkani  
wins singles title

THE first All India Inter-Enterprises Badminton Tournament was held at the Northern Railway Stadium in Delhi from March 18 to 24, 1974. A total of 27 teams representing various Public Sector Enterprises, including Air-India, participated in the Tournament which was declared open by Air Chief Marshal O.P. Mehra, Chief of Air Staff. The Tournament was sponsored by SCOPE (Standing Conference of Public Enterprises).

Mrs Tara Malkani of Personnel won the women's singles title in a thrilling final extending over three games. In the open championship, O'Roncon from Customer Service reached the quarter finals. Hindustan Steel, to whom our team lost in the semi-finals, won the Air-India Rolling Trophy for team championship.

Our team consisted of T.N.D. Pillai, Captain/Manager (Engineering), O. Roncon (Customer Service), K.V. Kulkarni (Stores), A.R. Suvarna (Security) and Mrs Tara Malkani (Personnel).



Mrs Tara Malkani receiving her Cup from Mrs M. Sondhi after winning the singles title in the Badminton Tournament organised by SCOPE.

Among the participants were India's international players Romen Ghosh representing Hindustan Steel and Dinesh Khanna representing Indian Oil.

On the final day, Mr M. Sondhi, Secretary, Ministry of Heavy Industries, presided over the prize

distribution function and Mrs Sondhi gave away the prizes.

In his message of good wishes published in the Souvenir, Mr K.K. Unni, our Managing Director, congratulated SCOPE for organising the Tournament and expressed the hope that many such tournaments would be held in future.

Air-India sponsored the Merchants Cup Golf Tournament at the Delhi Golf Club on April 12-13, 1974. It was open to Commercial Houses and diplomats. It was won by Dr H.K. Pargal and Mr M. Laxman of Engineers India Ltd. Mr E.J. Natarwala, our Sales Officer, Delhi, won a prize for the best net on the black nine holes.



## Mitra Mandal Annual Get-together

THE Maharashtra Mitra Mandal of Air-India held their Annual Get-together at the King George High School Hall, Dadar, recently. Mr S.K. Nanda, our Chief Personnel

Manager, was the Chief Guest on the occasion and Mrs Nanda distributed prizes to those who had won competitions during the last picnic organised by the mandal.

In his welcome speech, Mr M.S. Kale, Chairman of the Mandal, traced the Mandal's growth and its cultural activities since it was established 12 years ago.

Mr Nanda congratulated the Mandal for its excellent work in providing opportunities for staff and their families to meet informally. This is a great help in promoting better understanding amongst the staff, he said. He felt that life should not become all work and no play. People do require an outlet for their creative energies outside their work and organisations like the Mandal provide a useful channel. Mr Nanda regretted that he could not speak Marathi, "but next time, I shall try to say a few words in Marathi".

He complimented the Happy Home Blind School orchestra which played on the occasion.

Mr Mohan Gadkari, Secretary of the Mandal, thanked the Chief Guest and the members for making the occasion a success.

Earlier before the function started, members observed silence for two minutes in memory of Mr V. V. Jatar, Dy. Engineering Manager, and a member of the Mandal, who passed away on March 20, 1974.

Seen at the Maharashtra Mitra Mandal Annual Day are (L to R) Mr S.G. Situt, Mr Mohan Gadkari, Mrs Nanda, Mr Nanda, Mr P.G. Bhandarkar, Mr L.V. Nulkar and Mr M.S. Kale.

Improvements  
at Calcutta  
Airport

AN expenditure of Rs.1.33 crores has been incurred on improvement of the runway system and provision of better passenger facilities in the terminals at Calcutta Airport since it was taken over by the International Airports Authority two years ago.

Before the formation of the Airports Authority, a new terminal for international traffic, the first modern airport building constructed in India, was commissioned in 1970. Soon afterwards, modifications, extensions and renovations of the old building, for use of domestic operations was taken up.

At the end of Fourth Plan, a total expenditure of Rs.4.16 crores would have been incurred on various works at Calcutta, including Rs.1.11 crores on the new terminal.

Among the major works undertaken at Calcutta Airport, has been the expansion of the 10,500 ft. long main instrument runway (19/01) by 1,400 ft. The expenditure incurred on this work was about Rs.45 lakhs.

Work on improving the surface and on the grade correction of the secondary runway, which is 7,700 ft. long, has been completed.

With the improvement of the pavement of the secondary runway, it will now be possible to undertake the work of strengthening the main runway to LCN 100. The work will cost about Rs.92 lakhs. During the working hours all operations at Calcutta Airport will be shifted to the secondary runway to make the main runway available for the strengthening work.

Two-bar VASI system has been installed at the 01 end of the main runway. The runway 19 end has full instrument facilities. The strengthening of the apron in front of the new terminal building for parking of jet aircraft has already been completed.

## Growing old gracefully

(Continued from page 5)

but we are assured will do so soon, we wish to add our heartiest congratulations.

Another intimation of our coming of age was the departure of Mr Eddie Singer, Accounts Supervisor, the first of our far flung family, who retired on February 15, 1974. His colleagues from Accounts organised an informal reception in the Accounts office area, where Eddie had served since July 1960. Bidding him farewell, Mr Mahta said: "Today you are due for retirement, which is both a happy and sad occasion."

"You have served Air-India very faithfully and I, especially, appreciate the good work and efforts you have contributed to this Region. I remember with some nostalgia, that you were one of the earliest to join me in our US organisation. Those were exciting and rewarding days and your ever helpful disposition to assist in any direction will always be remembered and appreciated by me."

"You can be proud of the contribution you have made to the growth of our organisation and you will be missed by all your colleagues. I wish you, on behalf of all of us, every happiness and good health in the future."

On behalf of his colleagues, Mr Mahta presented to Mr Singer an Indian brass table and a silver tea service as a memento of his long and fruitful years with us.

## CORRECTION

Mr H.S. Uberoi and Mr R.R. Tiwari are Area Sales Managers in Calcutta and Bangalore respectively and not Assistant Managers as mentioned in our previous issue - Ed.



# MAHABALIPURAM



Above, the famous Shore Temple on the beach at Mahabalipuram. Below, Penance of Arjuna is the largest bas-relief in the world.

**A** THOUSAND years ago, Mahabalipuram was a flourishing port of Pallava kings. From here their ships set out across the ocean to distant ports of the East. Pallavas were also great builders. They built temples along this golden sea shore and at nearby Kanchipuram, their capital.

Massive granite was hewn into literally thousands of monuments, figures and friezes. These relics of a by-gone era have survived the ravages of time and have now become a major tourist attraction. At Mahabalipuram, the magnificent Shore Temple, a lone survivor of the original seven built by Pallava King Rajasimha, today stands like a mute sentinel of history on the beach, its surrounding wall bathed by the roaring surf.

## Holiday resort

Few holiday resorts in the world would match the rustic charm and unspoilt beauty of Mahabalipuram, with one of the longest sun-kissed beaches in the world. The 60-Km drive from Madras to Mahabalipuram

takes you through beautiful countryside. The road skirts along the coast amidst endless groves of Casurina trees and sand dunes against the backdrop of blue hills to the West.

The India Tourism Development Corporation is developing Mahabalipuram into a major beach resort. It has added Shore Cottages to the original Traveller's Lodge. There are 20 cottages with 48 beds, 10 of which are air-conditioned. Each unit consists of a double bed-room, with an attached bath, kitchenette and a sit-out. Each cottage is equipped with a refrigerator, an electric kettle and a telephone. Beautifully furnished, the decor makes use of wicker work and local handicraft and designs. Some two-storey cottages provide accommodation for four people. All the cottages have a panoramic view of the sea, the beach and the shore temple.

## Traveller's Lodge

The Traveller's Lodge with its eight double rooms has new facilities - a restaurant, bar and open-air barbecue. And, a fresh

The fresh water swimming and the air-conditioned shore cottages which form the complex built by the ITDC at Mahabalipuram.



water swimming pool for those who do not wish to make it to the sea.

If you stay at Mahabalipuram, either at the ITDC complex or at the Air-India Silver Sands Holiday Home, next to it, you can explore the interesting sights nearby. The Pallava capital of Kanchipuram, the Golden City of a thousand temples and one of the seven sacred cities of India, is only a short drive from here. It was successively the capital of the Pallavas, the Cholas and the Rayas of Vijaynagar. Under the Pallavas it became the capital of their far flung empire. During the sixth and seventh centuries, some of the best temples in the city were built by the Pallavas.

The Kailasanatha Temple at Kanchipuram, dedicated to Shiva is more than a thousand years old. It is typical of Pallava architecture. The narrow cells lining the courtyards contain some remarkable specimens of paintings of the seventh and eighth centuries. The Vaikunthanatha Perumal Temple

was built by Nandi Varman II. The paintings in this temple, depicting the wars which the Pallavas fought against the Chalukyas, date back to the eighth century.

## South gopuram

The south gopuram of the 16th century Ekambaranatha Temple at Kanchipuram is one of the highest in South India. This massive tower has ten storeys and is 57 m (188 ft) high.

Kanchipuram is still famous, as it has been for centuries, for its silk industry. On the roadside and in humble homes one can see multi-coloured yarn hung out to dry and stretched across weaving frames, with men, women and children working on them. The famous "Conjeevaram sarrees" known for their excellence in patterns, texture and colour are made here.

K. S. Mhatre



**AIR-INDIA**

Introduces  
a new hotel in the  
grand old tradition.



# THE CENTAUR HOTEL

A luxury hotel at  
Bombay Airport with the  
Centaur Bar and 4  
Restaurants:

Continental  
Oriental  
Rotisserie and the  
Coffee Shop

The hotel will  
also have a Swimming  
Pool, Banqueting/  
Convention facilities,  
Health Club  
and a well laid-out  
Shopping Arcade.



**THE CENTAUR HOTEL**