



REGIONAL SALES CONFERENCES POINT TO

PROMISING PROSPECTS

North American Region will meet its target

By M. Chudasama, New York

THE Annual Sales Conference held this year at The Plaza Hotel on April 30 and May 1, was in reality a bi-annual meeting for the North American Region, as last year's was first postponed and then cancelled due to the pilots' strike. With an assist from the World's Most Experienced Airline, even this year's meeting was in jeopardy, with the IATA Executive Committee called into emergency session in Montreal followed by a larger emergency meeting in Nice.

The Regional Director, Mr Mahta, officially opened the conference on April 30, by welcoming all the delegates, especially our top management officials from India, including Mr K. K. Unni, our Managing Director, Mr N. H. Dastur, Dy. Managing Director (Commercial) and Mr C.V.R. Rao, Director of Finance. This was the first time our U.K. and European regions were represented at the North American Conference.

Mr Mahta commenced his address by stating that the adverse factors confronting both Air-India and the industry were well-known. They exist and will necessarily have to be

contended with. Therefore, it was superfluous to keep referring to them throughout the course of the ensuing discussions. Mr Mahta then proceeded to briefly outline these factors.

The most important factor affecting Air-India and the airline industry

is the recession in the USA, a recession of a magnitude which has not been experienced since the 1930s.

(Continued on page 6)

Middle East gets set for higher target

By J. T. Parakh, Beirut

A two-day Regional Sales Conference for the Middle East was held at Beirut on May 7-8, 1975, at the Holiday Inn Hotel. The Conference initially reviewed the financial results of 1974/75 which were extremely satisfactory and then discussed the prospects for 1975/76.

Despite several problems which cropped up during 1974/75, such as increased fuel and other establishment costs, suspension of services through Cairo, Dhahran and Teheran

for four months from August to November 1974 due to the Pilots' strike as also skeleton operations through other stations, Mr K.K. Menon, Regional Director-Middle East pointed out that the final revenue results for 1974/75 can be regarded as excellent since the Region exceeded its target by 8 per cent. The Region also showed a very healthy growth of 51 per cent as compared to the previous year's performance.

(Continued on page 2)

The Air-India clan at the North American Regional Sales Conference.



President Ferdinand Marcos of Philippines and Mr J.R.D. Tata, our Chairman, (R) at the Malacanang Palace in Manila, during the Chairman's recent visit to Manila.

MD ELECTED PRESIDENT OF AIMA

MR K.K. UNNI, Managing Director, was elected the President of the All India Management Association for 1975 at its 16th Annual General Meeting held at the Ashoka Hotel in Delhi recently.

At the same time, Mr P.K. Sen, General Manager of the United Bank of India was elected Vice President and Mr A.B. Das Gupta, Managing Director of Oil India Limited, Honorary Treasurer.

This is the first time, since its inception, all the office bearers of the Association are from Public Sector Undertakings.

The AIMA is the apex organisation in the country engaged in promotion of management education, training and development, and in fostering the growth of professional management. It was sponsored by the Government of India and, therefore, enjoys a consultative status on all matters concerning management in the country.

The basic membership of the Association is made up of 32 local management associations in all the important industrial centres in the country. Besides more than 200 leading companies from both public and private sector are Associate Members of AIMA.

Some of the Government Departments dealing with personnel and training have become Institutional Members of the Association.

The Government of India is represented on its council through two senior civil servants; one from the field of management education and the other from the department dealing with public sector companies.

AWARDS GALORE

'1975 promises to be special'

FOR years Air-India's publicity material has achieved distinction by winning national and international prizes for excellence in designing.

But 1975 promises to be very special!

Already the first few months have bought a spate of awards which make a substantial addition to the "Trophy Gallery".

* The coveted Tanjore Trophy of the Travel Agents Association of India Convention held at Madras

in February, was awarded to us for the "paisley" showcard.

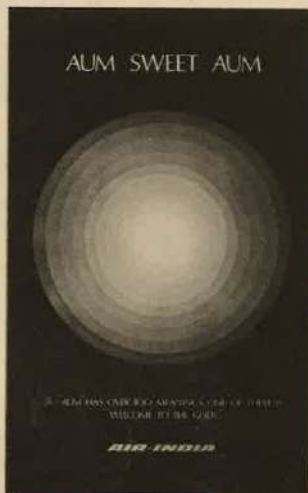
* The Veeto Trophy at the 26th Annual Exhibition of the Commercial Artists Guild, held in Bombay in April was awarded to us for our "Aum Sweet Aum" poster.

* At the 17th National Awards for excellence in printing and designing held by the Directorate of Advertising & Visual Publicity, New Delhi, our three posters bagged the first & second prizes:-

- 1) Come India Is Waiting (Eyes)
- 2) Aum Sweet Aum
- 3) Air Hostess

* At the 2nd International Festival of Aeronautic Documentary Films held at Milan in April, our 747 film "To Serve is to Love" won a Diploma offered by the Italian Ministry of Tourism and Performance. Twelve countries participated in the festival and a total of 32 films were entered in the competition.

— Uttara Parikh



Tanjore Trophy

Veeto Trophy



Paisley Showcard



The three issues of Magic Carpet which were submitted for the ATA competition in America.

ATA 'BETTER NEWSPAPER CONTEST'

Magic Carpet wins first place as 'Best Overseas Publication'

THE Magic Carpet won first place as the "Best Overseas Publication" in the "Better Newspaper Contest 1974" organised by the Airline Editors Forum of the Air Transport Association of America.

A total of 140 airline house journals, including about 15 from overseas carriers, were sent in for the competition. Among the overseas publications were those from British Airways, Lufthansa, KLM Royal Dutch Airlines and Air France.

British Airways News received an Honourable Mention.

The awards were presented by Mr Martin Duncan, Editorial Page Editor of the St. Louis Globe Democrat newspaper after a gala dinner on April 14, 1975, during the two-day Airline Editors' Conference held at the Bel Air Hilton in St. Louis. Mr K.S. Mhatre, Assistant Public Relations Manager, who attended the Conference, received the Magic Carpet award on behalf of Air-India.

Middle East gets set

(Continued from page 1)

Opening the Conference, Mr Menon, welcomed all the delegates and particularly Mr K.K. Unni, Managing Director, Mr N.H. Dastur, Dy. Managing Director (Commercial), Mr I.D. Sethi, Dy. Commercial Director-Marketing & Sales and the other members of the HQ delegation.

In his speech, Mr Unni mentioned that for this year, 1975/76, the Corporation had budgeted for a small profit. But, he stressed, that there were several factors which would push up our expenditure during the course of the year and unless we took drastic steps to curtail all controllable expenditure and also maximized our revenue earnings, the budgeted profit would be difficult to achieve.

In his address to the Conference, Mr Dastur complimented the Region for turning out such excellent results despite the strike. He was confident that in years to come, the Region would earn substantial revenues for the Corporation, since very rapid economic developments were taking place in the area, especially with the concentration of vast wealth in the oil-rich countries.

Mr I.D. Sethi, in his address to the Conference, mentioned that he was happy with the results achieved during 1974/75 and that as the Middle East Region was a substantial revenue earner for the Corporation, all support would be rendered from the Headquarters to the Region in every way.

Several important topics were thrashed out at the Conference concerning overbookings on the Boeing 707 flights to the Gulf and the Boeing 747 flights, space control procedures, progress achieved in promotion of tourism to India and improvement in our ground and in-flight service. In this context, Mr Dastur mentioned that a Govern-

ment of India Tourist Office will be established shortly in Kuwait for assisting our stations for tour promotion to India.

Discussions also took place concerning PTA business which was very substantial from the ME Region. A decision was taken that a separate cell for handling PTAs from the ME Region will be established first at Bombay and then at the other Indian stations. It was announced at the Conference that Baghdad likely to be an on-line station in the near future, in view of the growing importance and developments taking place in Iraq.

In conclusion, Mr Menon thanked Mr Unni, Mr Dastur, Mr Sethi and all the other delegates from India attending the Conference at Beirut and assisting the Region to find solutions to its problems.

Even though a substantial revenue target of Rs 15 crores was allocated for the Region for 1975/76, Mr Menon expressed confidence that with conditions remaining stable, the Region should be able to achieve and also exceed its target.

Mr K.K. Menon, RD - ME, (L) addressing the Regional Sales Conference in Beirut, Mr J.K. Bohsali, Sales Manager, Middle East and West Africa is on the right.



Capt. Bose appointed Dy. D O



Captain D. Bose

CAPTAIN D. BOSE, 46, has been appointed Deputy Director of Operations from April 15, 1975. He was Operations Manager (Headquarters) before his present appointment.

Captain Bose, who received his initial flying training with the Bengal Flying Club and the Civil Aviation Training Centre at Allahabad, started his flying career with Kalinga Airlines, flying cargo charters with DC-3s from Calcutta into Assam. He was with Indian Airlines for two years before joining Air-India in 1954. He started on Constellations, switched to Super Constellations in 1956, Boeing 707s in 1960 and Boeing 747s in 1971 and qualified as a Boeing 707 Flight Instructor and Examiner. As a matter of fact, he brought our first Boeing 747 into Bombay in April 1971.

Appointed Flight Instructor in 1968, Captain Bose became Deputy Operations Manager (Training) in 1970 and Operations Manager in charge of the Training Division in 1971. He took over as Operations Manager (HQ) in January this year.



Captain S.F. Peddar

Captain S.F. Peddar, 50, who took over as Operations Manager (Central Division) on April 15, 1975, has been with Air-India since 1946. Trained as a fighter pilot in the Air Force in 1944, he saw active service in the North West Frontier Province with No. 1 Squadron.

In Air-India he has flown all the aircraft types introduced into service since 1946, from DC-3s to Vikings, from Constellations to Boeing 707s and now Boeing 747s. He was among the first batch of pilots to be trained on both Boeing 707s and Boeing 747s.

Four new Dy. Operations Managers were appointed in the Operations Department recently. They are (L to R) Capt B.M.M. Gilhooli, Capt Z.K. Lalkaka, Capt S.B. Chatterjee and Capt V.K. Hosali.



Captain R.V. Goday, Operations Manager (Western Division), who retired in May, speaking at the farewell party. Mr K.K. Unni, Managing Director, is on the right.

Capt. Goday retires

CAPTAIN R.V. GODAY, Operations Manager (Western Division), retired from the Corporation last month after 29 years of service with the Corporation.

At a farewell party held in the Board Room of the Air-India Building, Mr K.K. Unni, Managing Director and other Departmental Heads paid tributes to Captain Goday and wished him a happy retired life.

Born in Andhra Pradesh, Captain Goday graduated from Andhra Univer-

sity before joining the Indian Air Force in 1943. He was trained as a fighter pilot in the Air Force and saw active service in the North West Frontier Province. He left the Air Force in 1946 to join Air-India.

Captain Goday was Chief Pilot, Bombay, in 1965 and later became Dy. Operations Manager, Perth. He returned to Bombay as Operations Manager (Central Division) and was posted to London as Operations Manager (Western Division) in 1973.

New Holiday Home in Kashmir opened

A new Holiday Home has been established at Srinagar in Kashmir from May 1, 1975. Two suites have been reserved in the wellknown Nedou Hotel which is centrally located in the city.

Both suites are fully furnished and have a sitting room, bedroom with an attached bath and an additional room. Breakfast, tea, lunch and dinner will be available from the hotel to staff staying at the Holiday Home at concessional rates. A small kitchenette is available for staff to make their own tea and snacks.

Accommodation at the Holiday Home will be available to two employees at a time, with their families. Although each suite is provided with two beds, it will not be possible for a family with more than four members to use one suite.

Applications for the allotment should be sent to the Personnel Officer at Delhi at least 15 days in advance and the allotment will be on the first come-first-served basis. Cancellation of reservation has to be made at least seven days in advance, otherwise the employee will have to pay the charges for the period the Holiday Home has been booked. The staff are allowed to use the Holiday Home for a period not exceeding seven days which can only be extended in very special cases.

The charges for the Holiday Home are: For employees drawing a basic salary of less than Rs 500 per month - Rs 4.00 per day; Rs 501 to Rs 1,000 per month - Rs 6.00 per day; Rs 1,001 to Rs 1,500 per month - Rs 8.00 per day and Rs 1,501 and above - Rs 10.00 per day.

Mr Sethi elected to IATA Traffic Committee

MR L.D. SETHI, Deputy Commercial Director (Marketing & Sales) has been elected to the IATA Traffic Committee.

Mr Sethi is the first Air-India executive to be elected to the Committee since 1967.

The 20-member Committee advises the Executive Committee and the Director General of IATA on commercial matters connected with the International Air Transport.

Mr Sethi, 40, who joined Air-India in 1957, is a member of the PATA Marketing Authority and of the Executive Committee of the PATA India Chapter. He is also the Allied Chairman of the ASTA India Chapter.



SUGGESTION TO EXPAND LRC

A wide range of topics which have a direct bearing on staff welfare was discussed at the Labour Relations Committee Meeting at Santa Cruz on April 17, 1975. Among the topics were medical treatment, canteen facilities at Delhi Airport, recruitment of sportsmen and expansion of the LRC.

Mr J.P.D. Tata, Secretary of the LRC, at the outset voiced concern about the delay in implementing the LRC proposal to permit staff to take homeopathic treatment, if they so desired. Mr P.V. Gole, Director of Personnel and Industrial Relations and Chairman of the Committee explained that although the management was not opposed to the proposal, it was necessary to evolve a suitable procedure and Dr B.B. Guha Thakurta, Principal Medical Officer was studying it.

Mr Tata raised a point regarding the supply of vitamins by the Medical Clinic for staff who are taking special medicines. Mr V.M. Fernandes complained that when the bills were presented to the Clinic, cost of the vitamins was disallowed. He said that there was some misunderstanding about the decision taken by the Standing Medical Committee. The Chairman said Mr S.K. Nanda, Chief Personnel Manager, would discuss the problems with the PMO.

Commenting on the elected members' frequently voiced demand that the Contributory Medical Benefits Scheme should be taken over by the Corporation, Mr Nanda said that it had several implications and the matter was being studied by the PMO.

(Continued on page 6)

LONDON DIARY

By Trevor Turner

At the end of the financial year 1974-75, the revenue figures were not very exciting, but this was expected considering the 90-day dispute from which we, like all other stations, suffered in 1974. However, it was comforting to know that our overall revenue was greater than that earned in the previous year.

From the point of view of tourism, the UK continued to be the largest single generator of tourist traffic to India during 1974. With nearly 63,000 tourists from the UK this represented 14 per cent of the total arrivals. These of course are the figures given by the statisticians, and we are well aware of the argument about who constitutes a tourist.

However our own passengers on IT's have shown a real growth of 48.7 per cent overall and 45 per cent to India. This enabled us to beat our target in this field. We are encouraged by these results in a year when tourism has generally done badly. Our figures show that we carry 90 per cent of all the package tours to India from the UK.

On the cricket front Raj Patel reports that they are not going to be able to play very many matches in the UK this year, because the Indian Gymkhana, which is the team's home ground, are building a new pavilion, so most of the Air-India fixtures will have to be on an away basis. Furthermore the increase in our Saturday frequencies makes it difficult for a lot of our players, as so many of them are involved with passengers or flight handling.

Punter's Club

There is no doubt that the recent visit to India of the Punter's Club from the Daily Mirror newspaper in this country, was a tremendous success, and a number of paper clippings to this effect have been received by us. Len Rowe from our Sales Department, who was largely responsible for organising the tour, has received many letters of thanks and compliments.

It is anticipated that many of the 162 passengers who went on this trip will either be going again or else will be encouraging their fellow members of the Punter's Club to visit India on a similar basis. Noel Whitcomb who is President of the Punter's Club and the Daily Mirror Racing Correspondent invited Pat Conway to join with him on a television programme at one of the big race meetings shortly after the return of the Group from India.

Mrs Indira Gandhi, the Prime Minister of India, stopped briefly at London Airport on her way back after the Commonwealth Prime Ministers' Conference. She was met at LAP by Mr B.K. Nehru, the High Commissioner and Mr M.A.S. Dalal, the RD-UK.

It has been gratifying to learn recently that two sections of our 'Holidays in India' promotional material have received awards. The first was our audio-visual which was entered for the Institute of Public Relations Audio-Visual Competition 1975, which was organised by the Institute and the British and Scientific Film Association. We received a Certificate of Special Merit in Category 3 for our audio-visual presentation. At the same time we learnt that once again our brochure, which we put together with Cox & Kings had received the Indian Airlines Trophy, which is awarded each year for organisations who produce material to help tourism to India.

Phil Bocarro, Sales Supervisor in London, completed her first very

busy year as Chairman of the International Federation of Women in Travel in April, when the organisation met in Toronto for its annual convention. At this Convention Phil was elected for a second year. There were 240 delegates in Toronto from many parts of the world. From Air-India in addition to Phil, there was Lois Newcombe from Toronto, Melva Jurassic from Chicago, and Rosemary Valenti from Philadelphia.

Our man in Toronto

Doug Trimmer 'our man in Toronto', attended some of the social functions as did your correspondent, who happened to be there on leave during this period.

A number of ex Air-India people are resident in Toronto. Heather Ahmad who many will remember in the Curzon Street Office in London where she was the 'Queen Bee' who kept us all in order, is there with her husband 'Kay' Ahmad who was one of our navigators. They both attended one of the social functions of the Conference, at the invitation of Phil Bocarro, and it was nice to learn that Heather is still an interested reader of the 'Magic Carpet'. She tells us that Tony Healy (ex-London and New York) is also in Toronto, as is Joan Bouche who for many years was secretary to the RD-UK. We believe that 'Kay' also has one or two other local contacts from his flying crew days, including fellow navigator Warden. Also working in the city is a more recent arrival - Eugene Pereira from Accounts, London.

A group of UK travel agents on an educational tour of India were invited to the home of the well-known film star Shriyaji Ganesan in Madras. The host is seen in the centre with Mrs Ganesan at the left.



The mural by Bendre, which was originally painted for our Bond Street office when it was opened in the early 'sixties, was recently presented to India House. The photograph shows Mr B.K. Nehru, the High Commissioner for India, (R) and Mr M.A.S. Dalal, RD-UK, in front of the mural.



Joe Harvey, our DSM, Birmingham, with his wife at the 22nd Annual Dinner and Ladies Night of the Midlands Airlines Committee of which Joe is currently the Chairman.



Capt S.R.P. Daruwalla (Retd), from our Stores Department, London, being interviewed for AIR by Major Sawant during the Bicentenary Celebrations of the Indian Army Ordnance Corps in Secunderabad in April 1975.

S.R.P. Daruwalla from Stores - London, is known to many people in the Air-India. An ex-Indian Army Captain, he recently returned to India for one of his regimental reunions. This was a reunion of the Bicentenary celebrations of the Indian Army Ordnance Corps which took place in Secunderabad in April. This meant a hectic schedule for Capt. Daruwalla because his daughter Meena was married in the UK on the morning of April 5, and he left that evening for India to attend the cele-

brations which lasted for four days from the evening of April 7.

Trooping of colours

There were receptions, dinners, and parties to celebrate the occasion, as well as a parade, trooping of colours and a torch light tattoo. Capt Daruwalla was interviewed by Major Sawant of the Ministry of Information, Government of India and this interview was broadcast on All India Radio. Capt Daruwalla whose association with the Army Ordnance Corps goes back thirty years was one of two delegates from the UK.

Returning to more realistic aspects of the UK organisation our own ground handling unit came into operation on April 1. This is the third station to set up a ground handling unit apart from Bombay and Delhi and of course it is much smaller than these two cities. One task is to speed the flow of passenger baggage and a slightly bigger task is the handling of our cargo on both our passenger and cargo flights. The pushout of the aircraft is also the responsibility of the unit. Raj Nanda is the Officer in Charge of the Unit which is divided into two sections - the Ramp Operation Section which handles the flights, and the Maintenance Section which maintains the equipment. This equipment is of the latest design, the best available in the market and has been purchased at an approximate cost of £400,000.

Everyone was very concerned when they heard about the recent illness of Gerry Horsley but at the time of writing we are pleased to say that he has made a good recovery and is convalescing at home and hopes to be back in harness again just as soon as the medicos allow.

Housewife gets award for courage

The Staff Colony Association at Santa Cruz has given a cash prize of Rs 50 to Mrs Nirmal Kaur, wife of Mr Mohan Singh, Senior Aircraft Technician, in our Jet Shop, for her courage in catching a thief.

Last December around midnight, a thief broke into Mr Mohan Singh's flat in our staff colony through a ventilator and stole gold ornaments and other valuables. Mrs Nirmal Kaur caught the man, Ramdulari Jaglal, and held him until other family members and neighbours came to her aid.

Security Officer, A.A. Vete, who was on duty handed the thief to the police. Jaglal had been convicted thrice before for house breaking.

Mrs. Nirmal Kaur



Award for Bhimsen

A bit of detective work in catching a thief earned B. Bhimsen, a peon in our Booking Office at Bombay, Rs.100 as an award. Bhimsen caught a man stealing a telephone instrument from the Booking Office. It was later discovered that the same man had stolen five other instruments from the Booking Office.

Bhimsen, who has been with Air-India since 1961, was suspicious of a man whom he found wandering aimlessly near the Booking Office counter one Sunday morning. He decided to try out a ruse to trap the man.

Bhimsen went into the room occupied by the Manager's secretary, switched on the lights and waited. Sure enough, the man walked in after a few minutes. Bhimsen hid behind a door and watched the man disconnect the instrument and put it in his bag.

As he was walking out of the room, Bhimsen caught him by the arm. The man tried to run after hitting Bhimsen, who shouted for help. The security staff caught the man and handed him over to the police.

Mr N.H. Dastur, Dy. Managing Director (Commercial), presenting a cash award to B. Bhimsen.



MISCELLANY



Air Chief Marshal O.P. Mehra and Mrs Mehra at Moscow before their departure for India on our flight. They were seen off by the Chief Marshal of Aviation (C-in-C Air Forces of USSR) and Mrs Kutakhov, Dr K.S. Shelyankar, Ambassador of India, Air Cdr and Mrs Y.R. Agtey, Air Attache and Mr Ajit Singh, our Manager USSR.

Holiday Hikers Club

TWO Air-India staff who are members of The Holiday Hikers' Club of Bombay were chosen by the Government of Maharashtra as referees for a Hiking and Fort Climbing Competition, held earlier this year.

They are Suresh Kulkarni, Senior Stenographer in the Accounts Manager's Office at Bombay and his brother, Ramesh, Technical Assistant in our Material Planning Division of our Engineering Department.

They were selected because of their familiarity with the routes leading to the three Forts - Rajgad, Torna and Raigad - which date back to the 16th and 17th century. Their job was to record the timings of competitors as they crossed the various check points along the routes. Over 300 young men from almost all the States in the country, except Maharashtra, took part in the competition; it was not open to youths from Maharashtra.

Suresh and Ramesh are fond of hiking and trekking and in the last ten years have trekked over vast stretches of the Western Ghats, exploring hills and valleys and visiting historical monuments.

The Club, which has 75 members, was started with the idea of getting people out into the country-

side in order to escape the oppressive atmosphere of the city and enjoy the benefits of outdoor life.

Their membership is open to all who are interested in trekking - fee Rs.5.00 per year. They go on their trekking tours during the first week-end of every month, regardless of the weather. So far they have done 84 tours.

"It is possible to cover about 15 to 20 kilometres a day", said Suresh Kulkarni. "If it is a long week-end, we are out for two or three days, otherwise a day or a day and half is all we get. We usually take a bus or train to a place 40 or 50 kilometres away from Bombay and then start our trek from there. Our ambition is to go on longer trekking tours, preferably in the Himalayas, once a year".

Suresh Kulkarni



Ramesh Kulkarni



Air Force Chief in Moscow

Air Force Certificate



Mr Om Sawhny, Director of Engineering, congratulates Mr M.S. Balasubramaniam, Dy. Engineering Manager, before presenting him with a Certificate of Commendation from Air Chief Marshal O.P. Mehra for the excellent work done in servicing and maintaining the Air Force fleet of Super Constellations during the India-Pakistan war in 1971. Mr Balasubramaniam was in charge of the 1049 Division then. The presentation was made at the Technical Building in the presence of our Executive Engineers, Mr S.R. Shenai, Engineering Manager, is seen in the centre.

How to get a bumper harvest

GABRIEL GHOSAL, 41, Office Assistant in our Accounts Department, who owns a farm in Bassein, confounded the experts who believe that the traditional methods of paddy cultivation cannot yield the same results as the Japanese method.

Last season, he proved it by reaping a bumper harvest, which attracted considerable attention. Soon after the Monsoon began, he completed his sowing operations, but by the time seedlings were ready for transplantation, the Monsoon had disappeared. He used well water to complete trans-plantation and used some fertiliser at the same time.

"I do not believe that the Japanese method is any better than our own. What you need is proper application of fertiliser and enough water," says Ghosal.

He intends to prove it again this year and is looking forward to winning a prize in the Paddy Crop Competition.

Gabriel Ghosal in his paddy field.



All India Inter-Enterprises Badminton

Corry Petit wins double

CORRY ANN PETIT from our Customer Service won a double in the Second All India Inter-Enterprises Badminton Tournament held in Delhi from April 20 to April 26, 1975. Miss Petit won the Ladies Singles and the Ladies Doubles titles.

In the Singles Finals she beat her team mate and doubles partner Mrs Tara Malkani of our Personnel Department. In the Doubles Finals, they beat Mrs Indira Devi and Miss A. Phillips of Food Corporation of India.

The Tournament was held at the Northern Railway Badminton Hall. In all 22 teams representing Public Sector Enterprises from all over the country participated in the Tournament which was inaugurated by Mr M.S. Qureshi, Union Minister of State for Railways. On the final day, Mr Kishan Chand, Lt. Governor of Delhi, was the Chief Guest and distributed the prizes.

In a message published in the Souvenir, Mr K.K. Unni, our Managing Director, congratulated the Standing Conference of Public Enterprises for organising the Tournament and said that "the love of sport needs to be encouraged in order to infuse a spirit of competitiveness amongst the youth in this country".

Our team for the Tournament was led by T.N.D. Pillai from our Engineering Department who was also the Manager. He won the Veterans Singles title by defeating Y.G. Gupte of the Shipping Corporation.

In the Men's Doubles open event, Pillai was partnered by A.R. Suvarna from the Security. They lost in the semi-finals to Roman Ghosh and Sandip Ganguly of Hindustan Steel, who went on to win the finals.

Our team consisted of Miss Corry Ann Petit (Customer Service), Mrs T. Malkani (Personnel), Mr T.N.D. Pillai (Engineering), Mr A.R. Suvarna (Security), Mr K.V. Kulkarni (Stores) and Mr J.V. Gupte (Engineering).



Mr Kishan Chand, Lt. Governor of Delhi, presenting the trophy to Corry Petit of our Customer Service. Miss Petit won both the Ladies Singles and the Doubles titles in the All India Inter-Enterprises Badminton Tournament played in Delhi.

The three Air-India staff who won trophies in the Inter-Enterprises Tournament: (L to R) Tara Malkani, Corry Petit and T.N.D. Pillai.



North American Region will meet target

(Continued from page 1)

The North Atlantic route has been one of the hardest hit by the declining market. Mr Mahta stressed, however, the targets set would have to be met regardless of the present state of the economy.

Mr Mahta then outlined the 1974/75 results. Despite the fact that we had only eight months of actual operation on the North Atlantic due to the strike, he was glad to inform the MD and Mr Dastur that we were 4 per cent ahead of target for the eight months in which we did operate. Had we operated normally, Mr Mahta estimated we would have been on target or even slightly above target.

Referring to the outlook for the future, Mr Mahta felt that the adverse factors would gradually begin to disappear, to be replaced by a more positive upward trend, according to the prognostications of the economic experts, around mid-year, perhaps July.

With regard to the target for 1975-76, a careful study has been made of the target set for this region. Mr Mahta said, "I like to go on record that the North American Region will meet its target. This confidence was based not on whimsey or wishful thinking but on sound rationale and careful study", he added.

Mr Mahta then stated that he wished to remind everyone of the marketing objectives previously set which are still valid today. Top priority is the building up of traffic to Europe with particular emphasis on the London gateway.

Next in order of priority is increasing American tourist traffic to India.

Lastly, our third objective is the retention of our national market.

Mr Mahta hoped that as soon as possible Management would get the bilateral negotiations with Canada moving so that we could extend our service to Toronto. This would give a substantive boost to our load factor on the North Atlantic.

Stringent economy

Mr Mahta emphasised the need for exercising stringent economy. We have experienced a traumatic period of having substantial cutbacks in our staff strength in order to drastically curtail our expenditure. During the coming year, he felt economy must remain a prime consideration. We must necessarily utilise our present facilities to the fullest and deploy our current staff to the maximum. Admittedly, it will be difficult. However, it also represents a genuine and exciting challenge and a test of one's personal ability in coming out ahead of a difficult situation.

Mr Mahta concluded by thanking Management for their support, his sales team who have reacted positively to increased pressures, and expressed confidence in their continued assistance during the coming year.

Mr Mahta then invited the Managing Director to address the Conference.

Mr Unni was pleased at the note of confidence that pervaded Mr Mahta's address and gratified at the assurance that the targets set for 1975-76 would be fully met. Now that the strike is over, Mr Unni continued, we must face the current year with optimism and determination. He congratulated Mr Mahta and his sales team for exceeding the target during eight months of operation last year.

The U.S. Region, Mr Unni explained, is the second most important after India in terms of revenue contributed. Therefore, the fortunes of the Corporation are inextricably bound to the performance of the U.S. Region, and particularly that Region's performance on the Atlantic sector. It was to emphasize this point and seek our active cooperation that Mr Unni agreed to attend the Conference.

Mr Unni said he was extremely pleased to hear that the target set for the Region had been accepted by us and gratified at our assurance that it would be attained.

Mr Dastur, in his brief speech said that he was at the meeting to listen, to try to solve whatever problems existed, in order to help the region achieve the target that had been set. He congratulated everyone on the creditable job that had been done, and the results achieved. He stressed the fact that it could not have been done without great effort and aggressive salesmanship in the field.

More traffic needed

Mr Dastur pointed out that more first class and full-fare economy class traffic was needed and mentioned that ever since Mr Ramchand's appointment as Commercial Manager-Customer Service, our in-flight service has slowly and steadily improved, with the result that more compliments are received and fewer complaints. In concluding, he again stressed that whatever aid was required would be provided and was confident that the U.S. Region would even exceed its target.

The delegates were also addressed by Mr Sethi, Mr Dalal and Mr Mahajan, who all expressed optimism about our early return to profitability and underscored it by concrete proposals to help achieve it.

Before getting down to the nitty-gritty of a sales conference - the presentation by the Sales Manager, Mr F.G. Martin, and his team on the past and planned performance, Mr Mahta informed the delegates that Mr George Paetow, our Cargo Sales Manager, had been suddenly taken ill, and on behalf of all his colleagues, wished him speedy recovery.

SUGGESTION TO EXPAND LRC

(Continued on page 3)

Mr C.L. Sharma, Senior Deputy Financial Controller, explained that in any case it may not be possible to take over the scheme at the end of 1975 when the contract with the Oriental Insurance Company comes up for renewal. Mr R.N. Dhople wanted the Committee to be informed of the renewal well in advance so that the members could make suggestions for improvement. He pointed out that the Insurance Company was not prompt in settling the bills.

Mr Tata came up with a suggestion that the LRC as it is constituted today does not cover all categories of staff. For instance, he said, there is no representative of the flight crew on the Committee. He was of the view that since the constitution provides for 12 members from each side, there was no reason why the Committee cannot be expanded to have at least 11 members instead of the present seven from each side. Indian Airlines' LRC had 11 members, he pointed out. After some discussion, it was felt that the subject would require careful study. It was decided to take it up later.

The subject of sports and athletics in Air-India triggered a lengthy discussion, in which a number of members participated. The general feeling was that while no outstanding sportsman have been recruited by Air-India in the last few years, even those who were in service were not being released for practice sessions or to participate in tournaments. The Chairman assured the members that the subject was receiving urgent attention of the Sports Control Board. He promised to look into it himself.

Mr Fernandes raised several points including emoluments paid to staff during suspension, employment of casual labour, revision of existing procedures of departmental enquiries, uniformity in payment of outstation allowances and conditions for transfer on voluntary basis. Mr Gole commented that he would consider the suggestions put forward by Mr Fernandes.

Brig. M.P. Joseph mentioned that the work on the accommodation for the ACEC Bank had already started and that he had also taken up the question of providing space for canteen at Delhi Airport.

Mr V.L. Gosalia, Personnel Officer informed the Committee that many of the problems of Madras Office which had been discussed at the LRC meeting in Madras had already been resolved.

Mr T.K. Rao, our Manager, Thailand, was elected President of SKAL Club of Bangkok for 1975. The members of the Managing Committee are seen here (L to R) Mr Prapansak Bhatyanond of Erawan Hotel - Treasurer; Mr S. Robert of Temple Publicity - Vice President; Mr Rao; Mr M. Rudder of Air Siam - Secretary and Mrs Michi Posayanond of AMEXCO - Asst. Secretary.





Mrs J.R.D. Tata presenting the Champion Golfer Trophy to Firdaus Nagarwalla while Captain C.R.S. Rao looks on. Mr S.K. Dutta is in the background.

Golf Tournament

By S. K. Dutta

Nagarwalla wins trophy

THE Sixth Air-India Golf Tournament, which was played at the Willingdon Golf Club recently attracted a record number of entries - 54 "hackers" and "pros" (23 of them from outstations) were there to compete for the trophies and the wooden spoons.

Among the distinguished participants were: Mr K.K. Unni, Managing Director, Mr S.K. Kooka, Air Marshal M.S. Chaturvedi (part-time) and Captain K.M. Mathen. The proceedings were made more lively and colourful with the participation of two ladies - Miss Julie Dunne, former Chief Air Hostess and Miss Montha Kiyofuji, Asst. Accounts Manager, Bangkok.

As usual, the Operations Department, with the largest number of "full-time" amateur golfers on its standard force, dominated the scene at the prize distribution ceremony, having won the Stableford Competition (Captain A. Chatterjee), the Handicap event (Captain J.M. Nath) and the Inter-Department Trophy (Captain J.M. Nath and Captain R. Sharma).

Despite their excellent showing in the prize list, the Operations Department missed the Champion Golfer Trophy, by just one stroke, so to speak. The Commercial Department beat them to it. The Trophy was won by Mr Firdaus Nagarwalla, Sales Promotion Officer from our Delhi Office with a score of 72.

Captain D. Bose, Dy. Director of Operations, was the runner-up, being one stroke behind Mr Nagarwalla.

"Ubi" Uberoi, Area Sales Manager, Calcutta, didn't disappoint this

year also; he won one of the two "wooden spoons" for the highest gross score (122 i.e. 62 above the course par); his rightful claim for the second "wooden spoon" for bringing in the highest net score also was, however, denied by the Tournament Committee in accordance with the tradition set in earlier tournaments. It was instead awarded to Mr T.K. Rao, Manager, Bangkok for carding the second highest net score (96). Neither managed to break the Tournament and Course record, though, set last year by Mr B. L. Nichani of the Bombay Booking Office—a gross score of 171 (111 above par) and a net score of 147 (87 above par).

Among the other prize-winners were Mr T. Niwa, District Sales Manager, Osaka (runner-up, Stableford Competition), Captain R. Sharma (runner-up, Handicap Competition) and Air Marshal Chaturvedi (Hardest Trier).

The prizes were distributed by Mrs Tata at the Willingdon Club, after we had all heard the MD describe his efforts to ensure Uberoi's participation in the Tournament, and Mr Kooka give a graphic account of the impact of HCl food on Air Marshal's frail stomach.

Thank you Mrs Tata for being with us; Mr Unni, for approving our holding the Tournament; Air Marshal and Mr Kooka, for taking part. Thank you also, the participants in the tournament, and the entire golfing fraternity of Air-India for helping to make it a success.

Captain J.M. Nath (L) and Captain R. Sharma holding the Inter-Departmental Trophy, donated by Mr S.K. Kooka.



A group of Indian women in Beirut recently presented the Palestinian Arab Women's League with a collection of dolls and some other toys along with clothes and blankets. Looking over the collection are (R to L, sitting) Mrs M. Singh, wife of the Indian Ambassador, who made the presentation, Mrs Pieries, (standing) Mrs Sheorey, Mrs K. Rajagopalan and Mrs Padmini Sinha.

WHO'S WHO & WHERE

PROMOTIONS

Commercial Department

Mr F.G. Noronha	Station Superintendent
London	
Mr R. Radhakrishnan	Station Superintendent
Delhi	
Mr A. Krishnan	Station Superintendent
Santa Cruz	
Mr H.K. Ghosh	Station Superintendent
Calcutta	
Mr G.S. Nagwekar	Station Superintendent
Bombay	
Mr G.N. Krishnan	Station Superintendent
Bombay	
Mr S. Mukherjee	Station Superintendent
Madras	
Mr D.T. Daniel	Station Superintendent
New York	
Mr J.B. Bharuch	Station Superintendent
Bombay	
Mr R. Da Lapa Soares	Station Superintendent
Bombay	
Mr P.R. Kanga	Station Superintendent
Bombay	
Capt. S.P. Munshi	Station Superintendent
Kuwait	
Mr A.K. Advani	Station Superintendent
Bombay	
Capt. S.K. Sehgal	Station Superintendent
San Francisco	
Mr G.S. Ahuja	Station Superintendent
Jullunder	
Mrs S.R. Karanjawalla	Asst. Stn. Superintendent
Ahmedabad	
Mrs U. Mohan	Asst. Stn. Superintendent
Delhi	
Mrs S. Singh	Asst. Stn. Superintendent
Calcutta	
Miss S.D. Jadhav	Asst. Stn. Superintendent
Santa Cruz	
Mrs A.M. Michigan	Asst. Stn. Superintendent
Santa Cruz	

Miss S.F. Ladhavoy	Asst. Stn. Superintendent
Bombay	
Miss J. Kapur	Asst. Stn. Superintendent
Santa Cruz	
Mrs S. Moolgavkar	Asst. Stn. Superintendent
Delhi	
Miss H.M. Aga	Asst. Stn. Superintendent
Santa Cruz	
Mrs G. Datta	Asst. Stn. Superintendent
Santa Cruz	
Mr V.H. Kadam	Asst. Stn. Superintendent
Bombay	
Mr S.G. Desai	Asst. Stn. Superintendent
Bombay	
Mr A.K. Krishnan	Asst. Stn. Superintendent
Moscow	
Mr J.N. Khanna	Asst. Stn. Superintendent
Jullunder	
Mr R.M. Khanna	Asst. Stn. Superintendent
Delhi	
Mr S.K. Batra	Asst. Stn. Superintendent
Delhi	
Mr S. Padmanabhan	Asst. Stn. Superintendent
Delhi	
Mr R.A. Mahajan	Asst. Stn. Superintendent
Santa Cruz	
Mr S.S. Bhende	Asst. Stn. Superintendent
Santa Cruz	
Mr K.D. Palekar	Asst. Crew Scheduling Officer
Santa Cruz	

Stores & Purchase Department

Mr V.R. Hegde	Asst. Controller of Stores & Purchases (Stores)
Santa Cruz	
Mr P.D. Marathe	Asst. Controller of Stores & Purchases (HQ)
Santa Cruz	
Mr N.N. Kamath	Manager
Santa Cruz	
Mr M.K. Rao	Manager
Santa Cruz	

POSTINGS

Commercial Department

Mrs C. Chellaram	Manager
Asst. Commercial Manager-Admn.	Perth
Bombay	
Mr R.N. Thadani	Manager
Manager	Rome
Amsterdam	
Mr Surya Patel	Manager
Bombay	Amsterdam
Mr N.D. Petit	Asst. Manager
Bombay	Beirut
Mr Indu Seth	Mktg. Sales
Prague	Bombay
Mr Ashok Vaish	Manager
Dy. Manager	Prague
Delhi	
Mr K.L. Malik	Asst. Manager
Asst. Manager	Perth
Sydney	
Mr S.J. Fernandes	Asst. Regional Manager
Manager	India, Delhi
Geneva	
Mr B.N. Rustomjee	Manager
Dy. Manager-Western India	Geneva
Bombay	
Mr M. Zahid	Dist. Sales Manager
Asst. Manager	Budapest
Paris	

Mr Jay Singh	Station Supdt.
Lusaka	Delhi
Mr S. Ramchandran	Dist. Sales Manager
Kuala Lumpur	Lusaka
Mr S. Mukherjee	Asst. Manager
Sales Manager	Paris
Athens	
Mr P.V. Bhagwat	Asst. to RM-Africa
Asst. Manager	Nairobi
Jakarta	
Mr R. Krishnan	Asst. to Regional Director - Middle East
Asst. Manager	Beirut
Cairo	
Mr A.M. Rajaballi	Dist. Sales Manager
Jamshedpur	Belgrade
Mr B.S. Phool	Dist. Sales Manager
Madras	Jamshedpur

Stores & Purchase Department

Mr G.V. Kanhere	Dy. Purchase Manager
Dy. Manager	New York
Santa Cruz	
Mr J.F. D'Cunha	Dy. Supplies Manager
Dy. Manager	London
Santa Cruz	
Mr G.K. Grover	Dy. Purchase Manager
Dy. Manager	Delhi
Santa Cruz	

Bird ingestion stops 747 on take-off

OUR Boeing 747, Emperor Shahjahan, operating flight AI-103 on May 7, 1975 suffered loss of power on one of its engines while taking off from Delhi Airport. Captain R. Bhatia, who was in command, decided to abort the take off and the subsequent braking action caused all 16 tyres of the aircraft to deflate. Aircraft taxied safely to its parking

bay. Investigations revealed that loss of power on the engine was due to bird ingestion.

The Boeing 747 tyres have metal plugs which melt when temperature of tyres rises beyond a certain level as a result of vigorous application of brakes. The tyres then deflate automatically.

Goodbye & Good luck



Mr S.S. Kerkar, Computer Supervisor, who retired after 27 years service with the Corporation, being garlanded by Mr R.M. Naik, Assistant Financial Controller at a farewell party.



Mr G.N. Lawrence, Mechanic in our Catering and Cabin Service section, (third from R) was given a farewell party by his colleagues, when he retired after 28 years service. Seen at the table are (L to R) Mr S.R. Tamhane, Asst Commercial Manager, Mrs Lawrence, Mr Lawrence and his two daughters.



Mr Balendu Shah, Deputy Commercial Director, shakes hands with Mr R. A. Shah, Manager, Tourism, before making a presentation to him at a Farewell party. Mr Shah retired from the Corporation after 20 years service. An engineering graduate from London University, Mr Shah was with the Bristol Aircraft Company and later with the Government of India before joining Air-India.



Mr H.K. Malik, our Manager, Santa Cruz, making a presentation to Mr S.R. Karambelkar, Assistant Chief Cashier at the Airport, who retired from Air-India after 28 years service.



Mr D.N. Mohta, Sr Aircraft Technician in the PPO, who retired from Air-India after 26 years service. His colleagues presented him with a purse.

Far left, Mr N.S. Mistry, EM (HQ), presenting a Silver tray to Mr H. Karat, Admin Officer (Planning), who retired from Air-India after 29 years service. Left, Mr J.D. Billimoria, EM (Maint) making a presentation to Mr William Fernandes, Sr Aircraft Technician in the COD, when he retired after 32 years with the Corporation.



Far left, Mr J.J. Wadia, EM (AOD), presenting a glassware set to Mr S. Soans, Sr Aircraft Technician from the Instrument Shop, who retired from Air-India after 26 years service. Left, Mr A.I.D'Souza, Asst EM, making a presentation to Mr R.D. Mayekar, Sr Aircraft Technician (Painter) in the COD who retired after 28 years service.