

Magic Carpet

VOL. 20 NO. 2

FEBRUARY 1976



Air-India Receptionist Dany Okarmus shows off the new uniform

New look for our girls

AIR-INDIA'S receptionists throughout the system, who wear European style uniforms, have now been given a fresh, new look. They wear the creation of Jacques Esterel, the world-famous French couturier. Fashion, elegance and comfort govern the choice of material and design for these new summer and winter uniforms.

When the idea to introduce new uniforms for receptionists was mooted, Mr Esterel chose a swinging pleated skirt in beige with a matching button-through jerkin in mixed terry-wool material. For the blouse he selected silk in two colours - Indian pink and saffron orange - which has paisley designs in dark brown over-printed on it to give it a characteristic Indian flavour. A beige coat in pure wool with a scarf of the same colour as the blouse completes the winter uniform. The shoes, bag and gloves in brown are additional accessories.

In summer, the girls wear a beige skirt in silk with a blouse and a scarf in Indian pink or saffron orange for choice. The other accessories remain the same.

These uniforms are being worn by 212 Air-India receptionists throughout the system.

Flying Start This Year

Air-India has made a net profit of Rs 3 crores in the first ten months of the current year, announced our Managing Director, Mr K. K. Unni, while speaking at the inaugural function of Air-India's new office at Cochin last month.

He said that with the acquisition of our latest Boeing 747, "Emperor Akbar", Air-India proposes to operate two services to Sydney commencing April 1976. "One service will be a fast one operating directly between Bombay and Perth and the other will be via Madras and Singapore before going on to Perth and Sydney."

Mr Unni added, "Air-India's total revenue this year is close to Rs 193 crores. Our growth in traffic in 1976 compared to 1975 is expected to be 32 per cent and this is a good record of growth. This is partly due to the increase in fares, but otherwise all credit goes to our intensified sales efforts. These results have been possible because of the dedicated work of Air-India staff throughout the system."

Commenting on the increase in the number of flights to the Gulf, he said, "there is a tremendous demand for seats on flights to the Gulf. We had seven flights a week which we subsequently increased to eight, and from February 1976 we are operating 11 services to the Gulf, out of which five services are to Dubai."

Pat for South

Mr Unni complimented the Southern Region for generating very good traffic. He said that he was happy that business on Air-India from Kerala is about Rs 1 crore. "In addition we receive about Rs 2 crores worth of tickets for the people of this region from abroad particularly from the Gulf states. So actually the business potential of Kerala is Rs 3 crores."

"This is a very difficult year for the air transport industry" Mr Unni said, "because the price of aviation fuel has gone up threefold and in some countries fourfold. In India the price of aviation fuel is possibly the highest in the world. Our total fuel bill alone is about Rs 50 crores per annum."

Ending his speech with a note of cheer, Mr Unni hoped that with the profitability trend that Air-India has shown this year, we will be able to show a more profitable growth and further expansion of our airline.

(See photo on page 7)

Calcutta Causerie

THE annual All India Sales Conference was held at Calcutta on February 6 and 7, 1976 under the overall chairmanship of Mr K.K. Unni, the Managing Director. The Deputy Managing Director and Deputy Managing Director (Commercial), were also present at the Conference which was organised by Major S.G. Srinivasan, Regional Manager-India.

In his opening address to the delegates who represented Air-India's country-wide network, Mr Unni expressed satisfaction that the Management were being given an opportunity to meet the Managers from all over India, hear their views and discuss their problems. India, he said, was a region that was responsible for approximately one-third of the overall revenue of the Corporation.

In a general review of Air-India's performance over the year, the Managing Director said that while there was every indication that we would end the financial year with a reasonable profit, we must intensify our sales efforts and have a tight control on costs.

Mr Dastur then explained the various plans that were being put into effect to increase the Corporation's revenues. He emphasised the need for our sales force to adopt a positive approach by selectively selling and for all concerned to concentrate on mid-week capacity. He assured the Conference that he would personally give all possible assistance to the Indian region.

The various managers, on their part, assured the Management that their efforts to improve our revenue would continue and that special stress would be laid on the sales promotion campaign aimed at Australasia.



Treasures for Display

SRINGAR - A collection of 54 Costumes of India has been acquired by Air-India, for the purpose of holding exhibitions at international centres. The collection comprises costumes from different Indian regions, selected for their distinct style, drape or weave.

Indian textiles, handicrafts and styles have intrigued the imagination of designers the world over, and this collection highlights the great diversity of costumes prevalent in India.

The collection is compiled by famous fashion designer Roshan Kalapesi who has done extensive research on the subject. The costumes are all authentic and have been collected from the actual locations to which they belong. Different State Governments in India and some private individuals have shown considerable interest and given away these costumes as gifts to Air-India to make this collection as colourful and complete as possible.

A classic museum-like display suitable for a travelling exhibit has been devised and fabricated for this collection by the National Institute of Design, Ahmedabad. While the display is designed to highlight the costumes, high quality photographs of the Indian people, festivals, craftsmen, landscape have been used as supplementary material.

The range of costumes covered is immense - from an original gold embroidered costume of the Maharani of Jaipur, (a family heirloom) to the costume of a Bondo girl comprising barely of a strip of loin cloth and a cascade of bead and metal necklaces.

The first exhibition of Sringar will be held in Bombay shortly. After this, the collection will be available for exhibition at International centres.

-I (Iara Parikh)

Above:

One of the exhibits - a headress of a Maria Gond Drummer of Madhya Pradesh made of bison horn, tiger claws and cowrie shells.

RANDOM JOTTINGS

By Never Mind

WHERE were we? Oh, yes, Ganesh Dubey! Very few people realise how very highly qualified he is as an electronics communication expert. (If you don't believe me, you can ask him!) He is currently working, I believe, on a communications project whereby he can talk directly to his wife at home in Cuffe Parade while he is crossing the Atlantic in a 747. He is contributing an article in this issue, so I will allow him to have his say.

As a PR man whose job it is primarily to maintain good relations with the Press, it was with considerable trepidation that I first met the Terrible Trio — or is it the Unholy Trinity — of Ghathe, Seshan and Khan, the Bombay airport correspondents. Their chief task is to occupy a cosy little niche in the already crowded terminal building. It is called the Press Room. I'm still trying to find out what emanates from this room except a series of noises.

Ghathe is the Grand Old Man of aviation journalism. He has just completed his 107th birthday (though he looks at least 30 years younger) and was understandingly condescending towards the 85-year-old Flying Granny at a recent reception hosted by Alka Sen of "Skyways" when he celebrated his silver jubilee as an aviation journalist. Ghathe is such an



Ghathe goes go-go.

institution at the airport that when they put up the new terminal building, it had to be built AROUND him!

About Seshan and Khan, I can't really say much except that the length of Seshan's frame is exceeded only by the length of his articles. There is no truth in the rumour, though, that Boss Man S. Krishnamurthy is actively considering increasing the size of the pages of the Indian Express.

G, S and K have recently completed Le Grand Tour of European airports and G is actively looking for a publisher for his forthcoming book "The Fleishpots of Europe". I have been told the material is pretty inflammable.

Talking of the Press, I must also mention my 'economic' Press friends — Banerjee, Das and Mangaokar (mentioned in order of alphabet, not vociferousness). They have 'cargo' on the brain, and I am seriously con-

sidering asking Narpal Singh if there is any possibility of crating them up and uplifting them to some far-off place, like Alaska or Siberia.

Reverting to the airport, how could I forget the Airport Manager, Harish Malik, and his three able deputies, Eric Tarapore, Kenneth Machado and Shantaram Sheorey. Harish should really have been a diplomat, he is so suave, tactful and ever-smiling. But when I rang him up the other day and said: "Harish, how would you describe yourself for the Magic Carpet?", his somewhat harassed reply was: "Like a grocer! With a long line of customers and insufficient stocks!" From which I deduced that one of the Gulf flights was due to take off.

But, seriously, Bombay Airport at night is sheer unadulterated pandemonium. I would say there are two reasons for this: one is the curfews imposed both in European airports on one side and in Australia and Japan on the other. Poor old Bombay is slap-bang in the middle of these routes, bunching-up of wide-bodied jets in the middle of the night is inevitable, with the resultant bedlam. Secondly, it is an unwritten rule that every Indian going abroad (or foreign returning) must be seen off (or received) by a minimum of sixty-five people. And the airport-entry tax of Re 1/- per head seems to have been consigned to the Dark Ages. I have one suggestion. Charge Rs 2/- per head for an adult, Rs 5/- for each child (because he makes the most noise), and Rs 100/- for anyone sleeping on a couch. After all, the Centaur is not far off, and it is certainly much more comfortable. If these charges are enforced (unlike the present Re 1/- tax), the new airport complex will pay for itself.

Recently, I attended an LRC meeting and, to me, it was a new and edifying experience. I was impressed by the logic, loquacity and tenacity of purpose of Messrs Dhople, Hegiste, Fernandes, Patil and Narasimhan and others. They certainly appeared to have done their homework well and to have the interests of the community at heart. Messrs Gole, Balendu Shah, Herekar, Nanda and Sapat appeared to be equally well-prepared while Jal Phiroz Dadabhai Tata kept a firm hand on the reins.

In my first Jottings, I had mentioned that the prettiest girls on the upper floors at Nariman Point came from the Personnel Department. To this entirely innocent remark, I have received storms of protest from Nathan, Raman and others. What about Headquarters, they ask? Why have you ignored the Commercial Department, they demand? And so, I hereby apologise, gracefully, to Miss Coutinho and all those of her tribe, whichever floor they may be on. We shall put you all on TV and let the public decide.

Talking of TV, it is entirely true that Naosherwan Nalavala was forced by his fans to shave off his mous-tache — it covered too much of the screen, they complained.

There is as yet much ground to cover — the Commercial Department for one. And Ramesh Sattawalla who has occasionally received honourable mention in Busybee's column. And Pat Patwa, our Security Chief, and 'Sukhi'. And so, I shall, as Mac Arthur said, return. — J.R.M.



Communications -and the inside story

By G. D. Dubey

IN the present day world, we simple mortals often confuse the ability of a person to talk in highly technical fashion with erudition and wisdom. Combine this with the common desire to specialise, and you have a situation where two seemingly-educated individuals will converse with each other for hours without any meaningful transfer of information. It is in such an atmosphere, where clichés and jargon are considered vital embellishments of speech or writing, that I sit down to write this piece — with considerable hesitation, I may add.

In your working life, you may have often been placed in a situation where you have faced the wrath of your superior for having delayed some urgent work. Worse still, you may have had on your hands an irate passenger who threatens you with the most dire of consequences. All this because you had not received in time a message sent on our communication channels. So what do you do? You stamp off to the Communications Department to give a large slice of your mind, and that's where you are stumped. The people in Communications wear a smirk on their face and promptly start flinging a few technical terms in your face. They shake their heads and look at each other as if to say: Here is an ignoramus who has dared to cross the threshold of the temple of learning! They will glibly tell you that you really can't expect anything better 'on a Simplex Channel'. They will obligingly advise you that if you really want better service, you must go in for a "half Duplex" channel, but, of course, a "full Duplex" is even better.

Venturing Forth

Having foxed you thoroughly, they will turn back to their work and all that you can do is to leave the scene with as much dignity as you can muster. You had gone to the Communications Department ready to catch the people there by the scruffs of their neck and to pull them apart limb by limb. But you leave the centre with a dazed look wondering how you — a mere mortal — could ever have ventured into the sanctum sanctorum of such ethereal profundity.

The purpose of my writing this small piece is to tell you mere mortals not to lose heart. What you mistook for rare pearls of wisdom have really very commonplace meanings.

Example One. You have just returned from one of those rare — well in my own case they are certainly rare — evenings out with the boys. Stealthily, you cross the threshold of your abode and take off your shoes. You tiptoe into the bed room and just when you are congratulating yourself that you have managed to get into bed without disturbing the B.O.H. (Boss of the House), something sharp and hard hits you on your shin. You writhe with pain and the wife gets up — resembling more an Indian Chief going into battle with the yellow face than the sweet, loving woman you married. The communication which takes place then is "Simplex". The wife talks and you listen. The conversation is entirely one-way.

Talking Terms

Example Two. The morning after, memories of the evening before, are still fresh in your mind. You go through the day in the office in a listless manner, but remember to carry home a bouquet of flowers for the B.O.H. The sullen look on the face of the wife changes into a radiant smile as she sights the flowers. To your surprise, you spot a plate of hot pakoras alongside your steaming cup of tea. The wife starts making small talk in which you are also expected to participate, no mention being made of last night. This mode of communication is known as "Half Duplex". Both talk, but only one at a time, since you are both determined to be polite to each other.

Example Three. The house has now settled down to an even tenor of harmony and marital bliss. You leave for office next morning with a spring in your step and a song on your lips. You flit through the day in the office jauntily waving to your secretary. Chirpily you walk back home. You open the door, hoping to see the wife waiting to welcome you with a beaming smile on her face. Instead what do you see? Your neighbour's bulky wife is filling the most comfortable chair in the sitting-room. She and the B.O.H. are busy nattering away, both speaking simultaneously. This mode of communication is called "Full Duplex". Both parties talk — but in the case of the two ladies no one is listening. However, in communications the machines at the two ends also listen understandingly.



Inside America

With M. Chudasama



Some of the world's seniormost executives met for the World Management Congress recently held in Caracas, Venezuela. The photograph shows (L to R) Mr P.F. Mahta, RD-USA & Canada, Mr Tomas Beltran Valiente, Mrs Mahta; Mr K.K. Unni; Mr Julio D. Remos of Selmaduro Viajes S.A., Mrs V. Mohandas at rooftop reception hosted by the MD for leading delegates at the Congress.

High Powered Salesmanship

SOME of the world's seniormost executives met in fast growing Caracas, capital of oil-rich Venezuela, for the World Management Congress recently.

Representing the Indian Management Association as its President, was our Managing Director, Mr K.K. Unni, who had flown to Caracas with a brief halt in New York. Our Regional Director, Mr Peter Mahta, flew in from Rio de Janeiro, Brazil, at the conclusion of the annual convention of the American Society of Travel Agents, after a weary 36 hours at Rio airport, courtesy of full flights.

Also attending the Congress were fifteen of India's leading executives including Dr Bharat Ram, Chairman

of Delhi Cloth Mills, who was elected to the Presidentship of the international organization for the next three years. The MD and RD hosted a cocktail reception in the roof-top restaurant of the Caracas Hilton, in honour of President-Elect, Dr Bharat Ram, for nearly seventy delegates representing key corporations and organisations around the world.

It was indeed a pleasant experience to observe a display of discreet highpower salesmanship crowned with success, for India has been selected as the site of the next World Management Congress which will be held in 1978. Not so discreetly, Air-India is the official carrier



London tid-bits

By Trevor Turner

THE Emperor Akbar made an impressive arrival in London and early viewers to our re-designed interior were enthusiastic. It was a pity that the arrival day was Christmas Eve and that our fifth 747 was on the ground in London over the Christmas period, because this precluded us from asking a number of people to see it or to use it for other purposes. It has been interesting to hear comments from various

staff members who have been lucky enough to fly on our new aircraft and most of these are praiseworthy about not only the colour scheme but the new and improved internal layout and arrangements.

Towards the end of 1975 Jim Harper, our Cargo Sales Manager, took a group of senior cargo agents on a visit to India where they attended a Course at the Training College and at the turn of the year Phil Bocarro, Sales Superintendent, London, escorted some UK travel agents who went for a fares and ticketing course.

In January our Air-India Bowling Team set off for Los Angeles where they are going to play against four Californian teams and it is anticipated that our team of eight will be made up of staff both from here and Bombay and we wish them good luck.

Congratulations to Emma Jesudasan, Reservations Assistant, who won one of the raffle prizes at the Bond Street Association Christmas Fair which, would you believe, was a trip for two on British Airways for a holiday in the Channel Isles.

Our European girls have been supporting their new uniform since December and this adds a splash of colour to our ticket desks and Booking Office.



It's going to be fine again!



The SKAL members meet the President of SKAL-International. Photograph shows (L to R) Bob Thayer, ASM, San Francisco; Ram Kohli, Manager, The Americas, Travel Corporation of India; Frank Martin, our Sales Manager; Joe Boggs, AI Rep. Miami and President, SKAL-International; Malcolm Whilde, our Agency & Interline Manager.

Season to be jolly SKAL for you

THIS time, last December, there was scarce good news to be jolly about having said farewell to several of our colleagues, victims of the strike and a growing recession. Fortunately, this was a year one could be thankful for, with our revenue running rupees two crores ahead of target. The major problems were confined to obtaining space on our services for one's friends. One's friendly circle seemed to have grown geometrically - and what a jolly feeling that is!

So George Paetow, our Cargo Sales Manager, and his team had good reason to invite a few of their intimate supporters for a pre-Christmas party at the Hilton Inn.

OUR representative in Miami, Joe Boggs, has made it to the top of SKAL, the most prestigious organisation of the travel fraternity, when he was recently elected President of SKAL International at their annual meeting in Las Palmas, Canary Islands. Amongst his first official functions was an address to the New York SKAL Club at their monthly lunch meeting in the St Regis Hotel.



Santa Claus goes wild

THE city offices too staged their own Christmas party in the class room at Park Avenue under the able leadership of Ms Betty Seidenwand, Chief Shop Steward, with assistance from Mr Avery Demond, Ms Seija Rutzy and Mr Sal Nardulli. Behind the scenes, she was given a helping hand by Mr Mahta, the RD (he

provided the spirits), Howard Schultz, Catering/Cabin Service Manager, and Air La Carte, our caterers who provided the edibles at cost, and most important, Malcolm Whilde, Agency & Interline Manager, and his interline colleagues who played Santa Claus to our non-managerial staff, by providing the prizes.

“What makes an air hostess? Glamour? Intelligence? Beauty? Personality? It is difficult to single out any one quality that sets an air-hostess apart from an average working girl. It is a happy blend of all these qualities. She must have a warm and pleasant personality, a deep and abiding interest in people and places and a sense of responsibility.”

ACCORDING to the Concise Oxford Dictionary, a hostess is “a woman who entertains guests”. However, to quote a colleague from another airline “an air hostess should of course be the perfect hostess on board. But more than that she should be the perfect psychologist, a tourist guide, sometimes a showman and above all, a good manager”

I joined the exciting world of Air-India as an air hostess and have travelled all over the world and met thousands of people from many different countries and practically all walks of life. It really has been an interesting job since I love meeting people and I love to travel.

Air Hostessing is a profession that was invented by a woman some 45 years ago. The conception of an air hostess originated in 1930 when a young nurse named Ellen Church walked into the offices of Boeing Air Transport (later to become United Airlines) in San Francisco and asked for a job. The man in charge of hiring stewards for Boeing's new passenger flight thought that the idea of an efficient, level-headed nurse aboard to keep records, complete reports, issue tickets and administer first-aid would be quite an advantage. The profession has come a long way from the days of Ellen Church and the requirements for employment as well as the aspects of the job have considerably changed.

Service In-flight

Inflight service too has had a metamorphosis. We have evolved from the days when co-pilots served lunch-boxes and had to be registered nurses. Today everything is very different. In almost all airlines, inflight service plays a key role.

“What makes an air hostess?” one might ask. Glamour? Intelligence? Beauty? Personality? It is difficult to single out any one quality that sets an air hostess apart from an average working girl. It is indeed a happy blend of all these qualities. She must have a warm and pleasing personality, a deep and abiding interest in people and places, a sense of responsibility, intelligence, enthusiasm, imagination coupled with a capacity for real hard work and an ability to smile when her feet begin to ache at the fag-end of a long and tiring flight.

Some people tend to think that airlines are merely a means of carriage, a means of transferring people from one point to another. We form an integral part of this movement. We are, in fact, an essential and irreplaceable part of the process of human communication — communication between people and nations, everywhere in the world. As hostesses we are ambassadors for Air-India as well as representatives of our country. It was for this very reason that the air hostess' uniform in Air-India which had earlier consisted of the western style skirt and a jacket was changed to our national dress — the

sari. This change took place with the introduction of the Boeing 707s into service in 1960 and the change in colour and design continues from time to time.

We in the airline business are engaged in a very difficult and demanding business — that of serving people, and here one comes across a vast cross-section of people. To enjoy this job one has to basically like “people”. If one has this frame of mind, I think half the barriers have already been crossed.

Hard Work

Our job is also a very challenging one. We work irregular hours, in small groups and in the confines of a small space travelling at approximately 600 miles per hour. It is not like working in an office where if one wants to get away from people or things one takes a break and leaves the room for a breath of fresh air. Here one has to stay put till the aircraft lands.

In Air-India our present cabin crew strength is 900 persons of which a little over half are hostesses. We have 59 executive crew, whom we term as Inflight Supervisors and Deputy Chief Air Hostesses, in addition to 192 Flight Purser, 219 Assistant Flight Purser and 445 Air Hostesses. On a 707 flight we work with seven cabin crew members consisting of two pursers, two assistant pursers and three air hostesses; and on the 747 we have a total of 17 cabin crew consisting of one Inflight Supervisor, three flight pursers, four assistant flight pursers and nine air hostesses.

Our job is made even more challenging by the very nature of the people we serve. We are attuned to the needs of our customers and we constantly compare the demands of our passengers with the service we give them.

Passengers are human and each one of them has a strong individual

AIR HOSTESS WITH CLOV



CLOCKWISE :

An Indian hostess is seen making an announcement in different languages.

Air-India hostesses serve food to passengers with dignity. Air-India's cuisine is internationally known for its high standards.

A hostess serving juice to passengers aboard one of India's Boeing 707 flights.

An Air-India hostess offers fruits to a passenger. The service distinguishes Air-India from other airlines.

Air-India hostesses off duty are calm and relaxed. They wear mod clothes and are Ambassadors of our country.

Special care and attention is given to unaccompanied children who fly on Air-India. The carrier is particularly well known for looking after disabled passengers.

DRESSING

ER COLACO



“ As hostesses we are ambassadors for Air-India as well as representatives of our countries. It is for this very reason that air hostess's uniforms in Air-India are changed from time to time. The Air-India air hostess is trained not only to be a mere stewardess but a good hostess. ”

personality. Some are pleasant and some, unfortunately, not so very pleasant. With each passenger we have to react differently. Passengers travel for different reasons — business, pleasure and sometimes in circumstances when they are grief-stricken. For those travelling on business, perhaps with a conference awaiting them at the other end, the flight has to be quiet and undisturbed. For passengers in business the flight is just getting from point A to point B as quickly and as pleasantly as possible.

For those travelling for pleasure, those going on a holiday, the flight is a part of the holiday, and therefore always enjoyable. They are in a frame of mind when minor problems and irritations, which are likely to occur on a particular flight, do not bother them and they enjoy their holiday right from the word “go”.

Sympathy

Sometimes we have passengers travelling on account of having lost a dear relative and are proceeding homeward to attend the funeral and there are even those passengers who travel on a flight while their relative's dead body is in the hold of the same aircraft. In this kind of a situation one has to be very sympathetic and ensure that the passenger is not ruffled by anyone or anything on board that flight. Some passengers have personal problems about which they are preoccupied or concerned while others are anxious about their time of arrival and ask inane questions on totally irrelevant matters. But with all these different kinds of people we have to be patient and understanding. We have to constantly remind ourselves that passengers who have travelled over long distances suffer from travel fatigue. We appreciate all these factors and select our methods of approach accordingly. We create confidence in the mind of the passenger and help him reassure himself that he is in good care and that we are genuinely concerned about his welfare. All passengers are made to feel relaxed and comfortable. We ourselves try not to be nervous and irritable — it's very contagious!

Our passengers also include the very little ones — children and even babies; sometimes we even have to carry them unaccompanied. They require extra attention. If they are above five years of age they travel unaccompanied on a flight with the hostess fully aware of the psychology of children. If, however, they are babies or very small children who have to travel unaccompanied, a special extra hostess is sent to

travel with the child from its point of embarkation right up to destination. Children require extra attention and our training for hostesses cover all aspects of taking care of babies or children in flight.

Also, as part of our first aid course, conducted by our Corporation doctors, we are taught how to cope with an unexpected birth of a baby in flight. Luckily enough it is not an everyday occurrence! Airlines try to avoid a delivery on board and pregnant mothers are accepted for travel by air up to the 35th week of pregnancy. In London, there is, I understand, an Association of taxi-drivers who have delivered babies in their taxis. There is now a rumour that's going around (which I personally doubt is true) that world airlines are thinking of starting a Club for hostesses who have delivered babies in flight!

An airline consists of various departments involving thousands of people. Most of the activity, such as maintenance and overhaul of aircraft and various supporting aids for operations take place behind the scenes, unknown to most passengers. When a passenger gets his ticket, he comes in contact with staff at the Booking Office and then later at the airport with the Traffic Staff. With both these categories he spends very little time, whereas once he is comfortably seated in the aircraft, it is the cabin crew that he spends most of his time with. Therefore, it is our duty as cabin crew to ensure that his stay, while he is in the air with us, is made as pleasant as possible.

Productivity in most industries is measured in terms of quantity produced. In my job, as an air hostess, productivity cannot be directly measured in terms of quantity. As an air hostess I contribute towards airline productivity by the quality of service I render to the passengers. It is for this reason that stress is laid on our inflight service. We must be able to please the passenger to make sure that he always comes back to fly with Air-India. In fact, we make sure that we please our passengers to the nth degree so that they introduce our airline to their friends as well. We are alive and tactful in our conversation so that a passenger may fly with us repeatedly. We impress upon the passenger that we really love to serve! Women have certain inherent qualities for rendering personalised service. That is precisely why international airlines employ hostesses for inflight service.

Personal Touch

In a sophisticated industry like ours, we in Air-India strive hard to maintain the personal touch. The passenger not only wants to have a safe and comfortable flight, he also appreciates a certain warm atmosphere. He needs to feel that he is among other human beings. An Air-India hostess is trained not only to be a mere stewardess but a good hostess, to make every passenger on board an Air-India plane feel that he or she is a special guest of Air-India rather than just a passenger on board who has paid a fare to get some place. Proof of this lies in the fact that recently ‘Women's Wear Daily’, a magazine in America, rated Air-India as one of the three quality airlines in the world along with Swissair and American Airlines.

Admittedly, the job, just like most other jobs, does become routine after a while and it is really only different passengers that make any one flight different from others. It is this variance that keeps up the interest.

I quote a colleague's conception of an air hostess. “She must look like a doll, think like a man, act like a lady and work like a dog.” □



ent. On
different
race and
for its
of Air-
personali-
carriers.
they wear
y.
d minors
own for

TALKING OF PEOPLE



Los Muchachos travel Air-India

AIR-INDIA carried 100 members of Los Muchachos, Spain's celebrated International Boys circus from Madrid to Sydney where they performed for a record audience.

The circus is composed chiefly of boys and girls from Orense in Spain, as well as a few artistes from other parts of the world. Father Silva, the founder of the circus, is also the driving force behind the training and professional standards of the teams who perform. Ex-circus stars and athletic champions are instructors and among them are the famous clown-acrobat Auguste Lezzi and a former Spanish Olympic champion.

Mr B. Burford, our District Sales Manager, Adelaide, who made the arrangements for the Los Muchachos circus to visit Australia, says, "All Australia was agog to see the wonders that these boys performed when they visited this country."



Dancing your wings away

Amerciful mercury which did not dip too low, a three-quarters moon shining brilliantly on a calm sea and the sands of Juhu beach made an ideal setting for the Cabin Crew Nite at the Air-India Executive Club, Juhu, on December 12, 1975. A large group of the glamour boys and girls of Air-India danced gaily to the "groovy" band of the BEETE OVEN and recorded music of the old favourites on a make-shift mating dance floor which often tripped the young fun-lovers.

The dancing and dining were interspersed with some brilliant mimicry by Farokh Gotla, trainee Assistant Flight Purser, who brought the house down with his perfect imitation of Vijay Merchant, Adi Marzban (his former boss) and Freni Lopez, Marki Dastur, trainee Air Hostess on the drums and Jimmy Motewala, Flight Purser, singing the popular numbers were other "hot favourites" at the NITE. Lawrie Noronha's "Bharathanatyam" recital was rip-roaring. No wonder Lulu Charles, the comper, was proud of the wealth of talent in the Cabin Crew Division.

The "toasts" of the evening, however, were Mr Nari Dastur, and his gracious wife Katy who danced with their younger colleagues until 1.30 A.M. and joined in the frolic and fun

throughout the evening. Other dignitaries we could spot were Mr S.K. Nanda and Mrs Nanda; Mr B.P. Baliga, Asst. Engineering Manager, Mr Gulshan Arora, Manager-Chef, "Gotu" Tanchane, Assistant Commercial Manager-Customer Service and Kullbhusan Nanda, Manager-Catering/Cabin Service. We missed the charming and inspiring presence of the "Guru" Mr K.L. Ramchander, Commercial Manager-Customer Service, who was indisposed.

When your scribe left at 2.00 A.M., the fun and dancing seemed to have just "warmed up".

Anwar Abbas

Award for Selling Nepal

AIR-INDIA received an award from the Government of Nepal as one of the best three airlines in promoting tourism to Nepal.

The Minister for Commerce and Industry, Mr Chaturbhuj Parasad Singh, presented the award to Mr G.S. Singh, our District Sales Manager in Kathmandu, who received it on behalf of Air-India, Mr. T.B. Parsai, Director General - Tourism was present at the awards ceremony.

Tempo builds up

SOON after our latest 747 acquisition, "Emperor Akbar", arrived in Bombay, it was pressed into service on the Bombay/New York route. However, "Emperor Akbar" has also been performing a signal service to the Operations Department in enabling the tempo of training of our operating crew to be

considerably increased. No less than 12 Captains, 8 First Officers and 4 Flight Engineers have been trained since its arrival. This is a record and Magic Carpet gives a pat on the back to the Emperor and to the Training Division of our Operations Department.

Veterans ... say good-bye

Mr Edward Fernandes, Foreman in the Components Overhaul Division of the Engineering Department, retired recently from the service of the Corporation. Mr J.D. Billimoria, Engineering Manager (Maintenance) (L), is seen making a farewell presentation to Mr Fernandes.



Mr R.N. Ahir, Head Cleaner in the Plant and Equipment Division, retired recently after 30 years service. At a farewell party given by the staff of the P&E Division, Mr V.R. Subnavis, Asst Engineering Manager, P&E Division, is seen making a presentation to Mr Ahir.



Operations Planning Cell

AN Operations Planning Cell has been constituted in Air-India with the specific aim of monitoring the crew strength, taking into consideration the future number of crew and other factors, drawing up detailed training programmes, reviewing the pattern of crew scheduling so as to ensure optimum utilisation and undertaking a constant review of various operational policies.

The Convenor of the Cell is Capt D. Bose, Dy Director of Operations. The members are Capt C.R.S. Rao, Operations Manager (TD); Capt C.P. Narayanan, Operations Manager (WD); Capt S.F. Pedder, Operations Manager (HQ); Capt R. Bhatia, Operations Manager (CD); Mr S.V. Kadle, Manager-Technical Training and Mr N.V.S. Mani, Manager-Flt Ops; Mr V.D. Moorthi, Manager-Flt Services, will function as Secretary.

On the Marquee



Award for saying please

CAPT MADAN LAL KALIA, with 27 years of flying experience, was recently awarded the Outstanding Service Award for exemplary service to passengers during his flying years with Air-India. This award is made by the Airline Passengers Association of America to airline crew the world over for "service that supercedes the strict confines of a job and often turns a difficult situation into a pleasant travel experience."

Capt Kalia was presented the award "for devotion to duty and exceptional contribution to the comfort and welfare of the airline passenger."

The Airline Passengers Association comprises of Senators, Congressmen, oil magnates and distinguished men and women who expect standards of safety, convenience and comfort



Asst Flight Purser Inder Thakur was crowned "Sea Lord" at the NAVY BALL, held at the Western Naval Command Mess, Mrs N. Cursetji, wife of Vice-Admiral J. Cursetji, crowned the Sea Lord.

from the airlines they fly with. Air-India fulfils these expectations and comes out a winner. The APA maintains that too often good service suffers at the expense of complaints. Therefore, commendation where warranted lends credibility to the occasional grievance. It is with this feeling that awards are given to outstanding airline crew from time to time.

Congratulating Capt Kalia our Managing Director, Mr K.K. Unni wrote "I send my warmest congratulations to you on being selected for this Outstanding Service Award by the Airline Passengers Association. This is undoubtedly a tribute to your devotion to duty."

Capt Kalia, besides being an ace pilot, is an outstanding sportsman as well.

Newsmakers



Mr K.K. Unni, our Managing Director, inaugurated Air-India's new office premises in Cochin last month. On the occasion Mrs Unni lit the Kuthuvilaku lamp. The photograph shows (L to R, foreground) Mr Unni, Mrs Unni, Mr A.S.C. Fernandez, DSM, Cochin. (Background L to R) Mr G. Thakaran, Maj S.G. Srinivasan, RM-India, Mrs Fernandes and Mr F.V. Mascarenhas, Manager-Southern India, Madras.



A new Air-India office was opened in Surat recently by Mr N.H. Dastur, Dy Managing Director (Commercial). He was accompanied by Mrs Dastur. Others present on the occasion were Mr K.E. da Gama, Manager-Western India. Photograph shows Mr B.G. Sanghvi, Resident Sales Officer, Surat, assisting Mrs Dastur in lighting the traditional lamp.



from the mailbag

WRITE TO EDITOR, MAGIC CARPET, 20TH FLOOR
AIR-INDIA BUILDING, BOMBAY 400 021

In Right Earnest

From Anwar Abbas - Comm.Admin.

"ASK not what your country can do for you, but what you can do for the country" said the President Kennedy, some years ago.

I would take the opportunity of re-phrasing this in the context of career planning and career development (even at the risk of being branded a 'stooge'):

"Ask not what the Management can do for you, but what you can do for YOURSELF."

We have often complained that Management has not looked after our career development as a result of which we have been left behind as compared to others. But how many of us have made a self-analysis of our weaknesses (or an analysis of the strength(s) of others who have gone ahead? Very few, I am sure, have taken the trouble to improve their lot in the midst of day to day work. Have we tried to find out the reasons for the progress made, for instance, by acquiring additional qualifications, knowledge of a foreign language, or, to put it bluntly, plain public relations with the people who matter!

Many of us suffer from inherent inertia. We do not care to move out of our present assignment and continue to work with the same attitude, same approach to problems even on promotion from one grade to another. We seek a transfer only when we have ceased to get along with the "boss" or because we find such transfers will save time and travel hardship, and not really in the interest of our career development.

When I was told that I might be posted to an Arabic-speaking country, I looked around for a tutor and started learning the language in right earnest thrice a week. The tuition came down to two sessions a week and now it is reduced to a session a week. If we cannot spare even three hours a week for our own development, it is not merely bad time-management but also poor self-interest.

Lead kindly light

Wanted: Tourist Service

From Lakshman Ramesh - Comm.Admin.

YOUR decision to incorporate readers' views in the 'Magic Carpet', is welcome news. We hope that this decision will help create better awareness and mutual understanding amongst staff. It is imperative that the staff must come up with constructive criticism that will enhance the quality and readability of Air-India's pride - the Magic Carpet and improve the general efficiency of India's pride - Air-India.

Through your columns, I wish to draw Management's attention towards attracting more tourists to fly our airline. During my last visit to Delhi I bumped into a group of foreign tourists who had flown to India. Although they expressed complete satisfaction over Air-India's services, they seemed unhappy over the lack of proper guidance facilities. They had to spend a lot of time, effort and money in their attempts to visit a few places of tourist interest.

I believe that it would be a fine idea if Air-India organised conducted tours for its passengers in and around the four important cities of India. This may be done on a no-profit-no-loss basis and a nominal fee may be charged from passengers who wish to avail of such a facility.

This suggestion, if implemented, would be one big reason why tourists should prefer Air-India to other airlines. This exclusive facility would definitely woo more passengers to Air-India.

AIR-INDIA

QUIZ



1. What is the name of this aircraft?
2. In what years was it in operation?



1. Who is this man?
2. What role did he play in Tata Airlines?



1. Who is this lady?
2. What was her contribution to the early Air-India days?

(Answers in the next issue.)



LES CHARLOTS

'Crazy Boys' on Air-India

HE looked "stone sober". In fact Gerald Rinandi — one of the four "crazy boys" whose movies have swept the audiences the world over for their light-hearted crazy antics — looked every inch a serious-minded young man.

Clad in a striped sports pull-over and grey trousers, his hair almost a conservative length, Gerald who speaks English with a very definite French accent, professed that he "thoroughly enjoyed every minute of acting like a crazy boy. It is lot of fun otherwise I would not be in it."

We bumped into Gerald Rinandi at the ticketing counter of Air-India which has sponsored their trip.

The other three "crazy boys" Jean Sarrus, Gerard Filippelli and Jean Guy Fechner — were out shopping "all over the town". Their visit literally a flying visit of 48 hours, coincides with the release of one

with the renowned French musician — Antoine."

Later they went around under the name of Les Charlots.

The famous French producer Michel saw them on stage in 1969 and offered them the role of "crazy boys". In our movies we are no different from our stage characters. We used to sing parodies, have big fun and all the gags and that is exactly what we are doing on screen."

Their crazy antics-driving motor-bikes into canals, eating yards of spaghetti knotted together, going up and down a pole a dozen times — all performed with the earnest air of one doing something as routine as munching breakfast toast — are enough to send the audiences into splits.

"Perhaps it has something to do with the fact that people are so tired of watching serious and morbid movies that such movies come as a relief. They are meant for the in-



The crazy boys arrived in Bombay this month on our Boeing 747 flight from Paris. They are seen photographed on the tarmac with ground hostess Punam Bhambrée, who received them.

of their movies in New Delhi.

In the morning the four of them managed to stand amidst the huge crowds and watch the Republic Day parade rehearsal without being recognised. But in France they would be recognised anywhere.

In fact so far since they started their "acting career" six years ago 52 million — the equivalent of the French population — seats have been sold out for their movies.

"It would mean that every French man or woman or child has seen a crazy boy movie at least once."

So far, of the nine crazy boy movies three have been released in Delhi and two in Bombay.

Recalling how the crazy boys "saga" began Gerald pointed out that to start with, they were all musicians working in different places. "Yes something like the Beatles."

"We grouped together and worked

funts as well as the aged. The entire family comes to our movies" Gerald maintains.

He himself would not mind trying his hand at a serious role too.

It takes them normally eight weeks of shooting to complete a movie. "But then it is not like the Indian cinema. We work only in one movie at a time and not ten of them."

Their movies produced in French are dubbed in English, Spanish, Italian and German.

Why did they not produce a movie in English?

"French is more popular than English. English is a secondary language in the continent," he said.

How close are the four of them in private lives? "Ten months in a year we work together. We cannot do it without liking each other. And whenever we can we take the wives along."

Courtesy: Hindustan Times

Dr Barnard meets his "little friend"

S EVEN-YEAR-OLD Heather — now 14 years old and Dr. Christian Barnard met, of all the places, at a tailor's shop in Rome.

The series of strange coincidences that followed brought Heather Fernandes now a student of seventh class in a local convent, in touch with the world-famous heart surgeon and gave her a new lease of life.

The home of Mr Sydney Fernandes is strewn with photographs and scrap books of Dr Barnard and as we sat talking to Heather, Dr Barnard himself walked in unexpectedly to say good-bye to his "little friend" and proceeded to tell us all about his meeting Heather.

"It was soon after the transplant. I was in Rome and scheduled to meet the Pope. There was this tailor



Dr. Christian Barnard, well-known heart surgeon from South Africa who has been a pioneer in the heart transplantation surgery, arrived in Bombay from Mauritius last month on Air-India to participate in the Conference on Surgery in the Tropics. Dr Barnard met Heather during his visit.

who saw my photographs in the paper and decided I needed a new suit for my meeting with the Pope and insisted on stitching me one free of charge," he recounted.

Mr Sydney Fernandes was posted as Air-India's Asst Manager in Rome at that time and had already made frantic trips to London and other places with Heather who had not only a hole in the heart but also an obstruction in the artery flow to the lungs. No doctor was willing to touch her. "They demanded enormous amounts and gave us little hope" recalls Heather's father who told us the rest of the "story".

"We had just read in the papers about Dr Barnard's arrival in Rome. A friend rang up and suggested why didn't we show Heather to him. It was not as simple as that — getting an appointment with the famous surgeon — I pointed out to him. But suddenly I discovered Dr Barnard was staying with a close friend of mine. His house was besieged by journalists, so we decided to meet at Angelo Litrico's tailor-shop, where Dr Barnard was going to get his suit."

"Since then all my clothes are stitched by Angelo Litrico free of charge, see" said Dr Barnard with a grin, unbuttoning his coat and pointing to the tab inside.

And since then the Fernandes family has never looked back. They flew to South Africa and in two weeks Heather was up, and about to get herself photographed with Dr Barnard.

Did he always keep in touch with all his patients?

"It would be impossible. We have done 5,000 open heart surgeries and nearly 8,000 heart operations in all. It depends to what extent the parents keep in touch," Dr Barnard said.

Today, Dr Barnard says, he operates upon 50 to 60 blue babies like Heather in a year. He has operated on even a six-week old blue baby. The mortality rate is about three per cent.

Talking about his revolutionary two-hearts-in-a-body operation — a new heart is transplanted on the right side to minimise the chances of rejection and to share the burden of the ailing heart — Dr Barnard compared it to "like having two horses to a cart".

There was no complication involved in having the heart on the right side.

The sandy-haired doctor who has no airs about him, who seems first and foremost a man devoted to his profession and to alleviating human suffering, who thinks nothing of dropping in unannounced to say goodbye to a little girl he operated upon seven years ago and to thank her for the "red rose you sent me" is most articulate when he speaks of the number of ways he feels his country is misunderstood.

"Did you know or did Mr Fernandes know that this child could be operated upon almost free in a hospital in Cape Town" he demands to know.

As for his stay in India "nobody seems to know that I worked here at the All India Institute for Medical Sciences for 10 days in 1964."

His current visit "has been very successful as far as doctors and friends are concerned. But I cannot say anything about my meeting with the politicians" Dr Barnard remarked with a grin. Courtesy: Hindustan Times

Seven Years Ago



Seven years ago on March 25, 1969, Dr. Christian Barnard operated on Heather, daughter of Mr Sydney Fernandes, our then Assistant Manager, Rome, for congenital heart defect — a hole in the heart. The team of surgeons included Dr Marius Barnard, the brother of Dr Christian Barnard. The entire operation took 4½ hours and the "open-heart" technique was used and large dacton patches were inserted into the heart.

Heather made a remarkable recovery and since then she has been leading a normal life. Recently Dr Barnard, on a visit to Bombay and Delhi, met Heather and called on the Fernandes family.