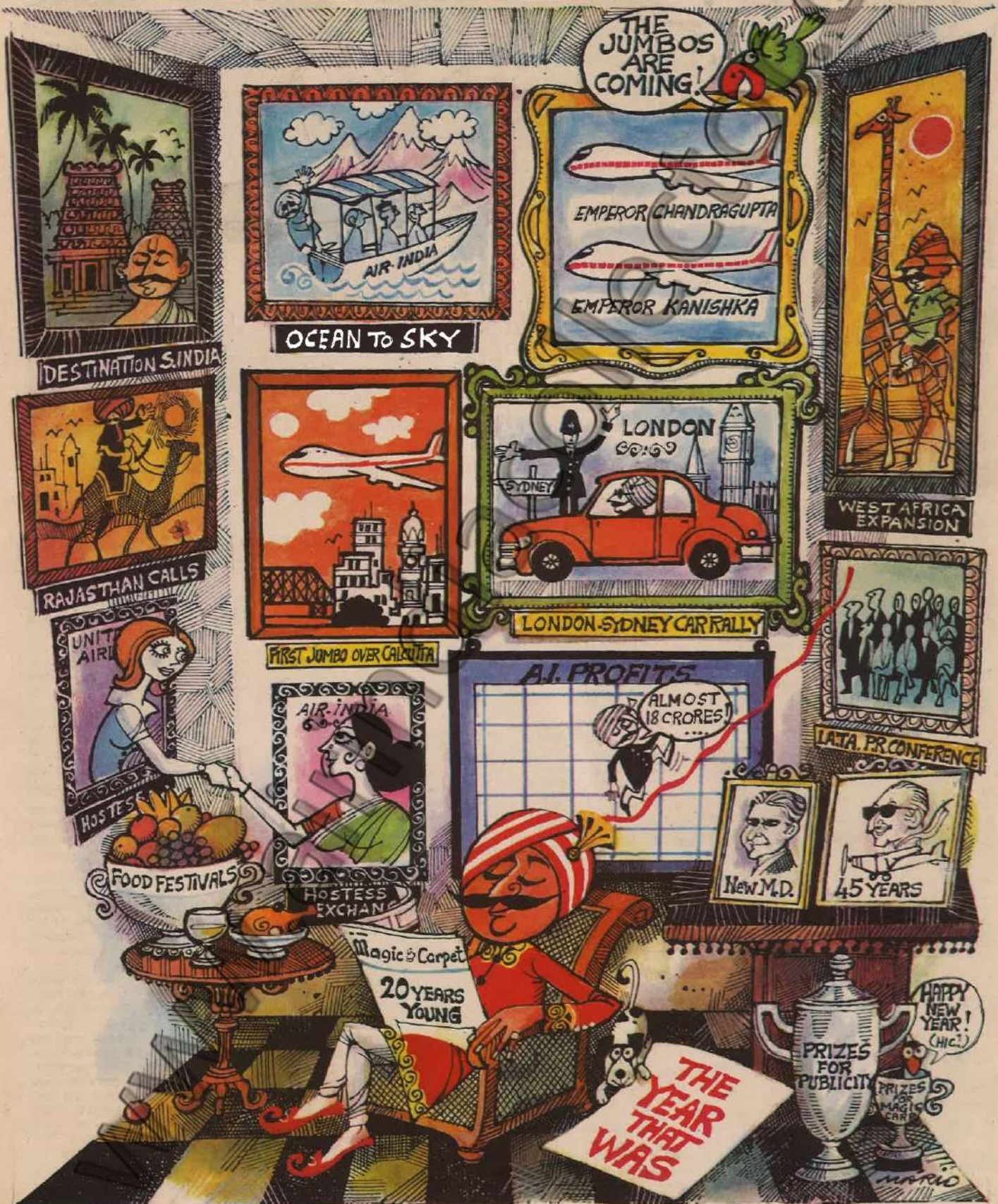


Magic Carpet

DECEMBER 1977





ON THE JOB

THIS attractive girl with the winsome smile who toured around Europe giving Bharat Natyam performances and getting rave notices is none other than Geraldine D'Souza, today an Air-India receptionist in the Booking Office. Gerry was hell and bent on joining the airline, because as she says, this gave her an opportunity to travel round the world. She had already been bitten by the travel bug when a dance tour took her to Germany, Switzerland, Belgium, London, Austria, Italy and Rome. She joined Air-India in 1970.

Gerry holds a diploma in German from the University of Vienna in Austria. Her ability to speak German fluently has given her an edge when she accosts Continental travellers. In 1974, Gerry along with another receptionist, was chosen to represent Air-India at a tea party organised by the Vice-Chancellor of Germany in Bonn. This has been her finest experience and honour for Air-India.

Gerry presently works at the Agents Counter, where she does not come in direct contact with passen-

gers but helps them through their agents. Her work includes, ticketing, fare construction, reservations, hotel booking, Reserve Bank formalities and handling of Visas. Her work is complex and demanding and keeps her on her toes right from the start of day. "You sort out one problem and there is another waiting for you. You never know what's coming next", she says. But as the saying goes 'complexity adds more spice to your life', Gerry loves every moment in Air-India, because her job is so challenging. Patience, tact and diplomacy are her handmaidens on the job.

A. Aircraft Integrated Data System (AIDS)/Expandable Flight Data Acquisition and Recording System (EFDARS).

With the FAA requirements for installation of digital type crash recorders on wide-body jet aircraft, we studied capabilities available equipment and systems for continuous recording of various parameters recommended by FAA. The system chosen is Teledyne system which is the expansion of earlier airborne flight recorder system and which provides recording of additional parameters such as aircraft altitude, positions of control column, control surface and high life devices and engine thrust. This capability would greatly facilitate accident investigation and incident analysis. Since the system records these parameters continuously, it

can also be used in aircraft and engine performance monitoring.

The Expandable Flight Data Acquisition and Recording System (EFDARS) selected by Air-India has the capability to record approximately 60 parameters of flight data. Out of these about 24 parameters are considered mandatory by FAA for accident investigation. Our second and third Boeing 747 aircraft have now been modified with the EFDARS system with a capability to record FAA mandatory 24 parameters.

Apart from installation of a crash-protected, magnetic tape recorder for recording 24 parameters due to some problems in retrieving and processing all recorded data from this recorder on routine basis, an additional recorder called Quick Access Recorder (QAR) which has a removable cassette has also been installed on these aircraft. However, our fifth 747 aircraft was delivered with QAR

installed as a part of complete EFDARS.

The Ground Proximity Warning System (GPWS) continuously monitors aircraft instrumentation and provides pilots with advance notice of unsafe flight i.e. proximity to the ground or dangerous closure rates. Both aural and visual warnings are provided in the cockpit. Air-India's fifth Boeing 747 aircraft was delivered by Boeing with the GPWS installed. In view of the importance of the operational safety provided by this System, installation of the same has now been completed on all our Boeing 707 and 747 aircraft. The GPWS installed on Air-India airplanes is manufactured by Mesers Sundstrand to ARINC characteristics 594.

Readers may send us questions on any aspect of airline operation. We will co-ordinate the answers and feature them in the Magic Carpet.

Besides Indian classical dancing, Gerry is a talented pianist and enjoys music and singing. A mother of two kids, she finds time for all the things she wants to do and has patterned her life systematically. Very active and friendly, Gerry has the knack of charming passengers and making them sworn travellers on Air-India. Her husband worked for Air-India for 20 years and has recently left us for greener pastures.

*Dolly Potia
Public Relations Trainee*

LRC at Calcutta



AIR-INDIA Management is considering the possibility of introduction of a Superannuation-cum-Group Insurance Scheme for all India-based staff", stated Mr J. N. Mogrelia, Dy Director of Finance and Secretary of Labour Relations Committee, at its 8th meeting held in Calcutta recently.

The Management has also formed a Committee to review the existing Provident Fund Regulations so as to remove anomalies and increase benefits to members of the Fund. Mr R.N. Dhole, an elected member of the Labour Relations Committee and nominated member on the Provident Fund Committee, explained in brief the salient features of likely recommendations of the Committee as under:-

- i) The rate of interest to be declared on Provident Fund balances should be on par with that declared by the Central Government from time to time for funds managed by Provident Fund Commissioners. The shortfall, if any, in the actual amount of interest earned by the Fund should be made good by the Corporation.
- ii) As per the existing Regulations, interest is declared on opening balance standing to the credit of the member. The recommendation is for giving interest credit on the balance + 50% of additions by way of subscriptions and employer's contributions, during the year.

iii) As against the present calculations of interest on the full amount for the entire period of repayable withdrawals, calculation of interest on the reducing monthly balance is recommended.

iv) The minimum qualifying period of membership for Permanent Withdrawal should be reduced from 15 to 5 years in respect of Housing and from 20 to 7 years for marriage/education purposes.

v) Additional Dearness Allowances I, II and III should be counted for Provident Fund subscriptions and contributions.

Welcoming the Committee, Mr H. D. Billimoria, Manager-Eastern India, expressed satisfaction over amicable settlements of the problems of his region. He explained in brief various welfare measures introduced in Calcutta.

The Committee further discussed various local items such as a Holiday Home in Eastern region, subsidy for canteen at Booking Office, Calcutta, besides general problems like improvement of canteen services at NTB, amendment of service Regulations in respect of Appraisal forms etc. and arrived at appropriate conclusions wherever feasible. These will be made known to staff in due course.

The Committee concluded its deliberations after approving the Holidays for the year 1978.

R.K. Sattawalla

Magic Carpet 20 YEARS AGO

HOUSING COLONY DECLARED OPEN AT SANTA CRUZ

MR Y.B. CHAVAN, Chief Minister of Bombay declared open AIR-INDIA INTERNATIONAL'S modern housing colony at Santa Cruz.

THE WINNER

OUR District Manager at Aden, Mr A.W.P. Crasto came up a lucky winner in a local raffle. The prize - an Austin A.35 Saloon. Congratulations to him. Travelling must certainly be easy for him whether on land or up in the air.

A.I.I. SPONSORS RADIO QUIZ SHOW IN SYDNEY

AIR-INDIA International's offer of overseas air trips as prizes in "WHEEL OF FORTUNE" is claimed by STATION 2CH SYDNEY to put the programme among the biggest single station day-time quiz shows in the world.

GLASGOW: A.I.I.'S NEW LINK

AIR-INDIA International recently opened a new office in Glasgow, Scotland, adding another chain to our vast list of stations all over the world.

Mr M.A.S. Dalal, Regional Traffic Manager, United Kingdom, received the guests at a special cocktail party held by A.I.I. and a film on the MAGIC CARPET ROUTE from London to Tokyo was shown to everybody present.

FROM THE G.M.'S DESK - DECISION TO SELL CONNIES

SOME of you must have heard that the Management have decided to sell the three Constellations and buy two new Gees. Two Super Constellations are, commercially speaking, almost equal to three Constellations. When we get our new Gees, therefore, we shall have precisely the same productivity. We shall, however, have a much greater flexibility.



Bernie's Punch-Line

COMEDIAN Bernie Winters flew with us to New York recently. He was visiting the States on a personal invitation from Mohammed Ali's manager to watch the title fight between the Champion and Ernie Shavers. He was greeted on board our flight by

hostess Kiran Jetley (left) and Dhun Shroff (right), but insisted on keeping his wife Siggy in the picture. Bernie comes from a boxing family, so may be this is the reason for his humour and his famous 'punch line'.

Travelators

LONDONERS are hopeful that the extension to the London Underground, which will involve a new station at Heathrow, will be open in December. It is expected that this new line will carry eleven million passengers each year, and the new station, right in the middle of Heathrow Airport, will have platforms 44 feet below the heart of the airport complex. The station will be linked by subway from the various airport terminals and these subways will have travelators to avoid walking long distances. It is indicated that the journey to Earls Court from Heathrow will take thirty minutes and the single fare will be seventy pence or if travelling to Kings Cross it will take approximately 45 minutes at a cost of 90 pence.

It is certainly hoped that this will ease some of the congestion with traffic going to the Airport, and will also avoid the change at present from the underground at Hounslow West to the bus to London Airport. However, it remains to be seen as to how difficult it is going to be for passengers who have a lot of baggage to travel on this service, although London Transport say that the coaches they are going to use for the new trains will have extra floor space near the door for suitcases.

The last train will leave Central London at 2350 hours, and the first arrival from Central London at the Airport will be 0630 hours and it is anticipated that during the day there will be a service every four minutes, but this frequency will drop to about seven during the evenings and Sundays.

LONDON HI-LIFE WITH TREVOR TURNER



Surprise For Two

SURPRISE! Surprise! for John Duxbury and his wife Merry from Ventnor Isle of Wight, when they boarded an Air-India jumbo at London Airport in October, to emigrate to Australia. They were chosen to celebrate their departure with us and also to mark the 21st Anniversary of the commencement of our London to Sydney service, which fell on the same day and they were making their long flight to Australia to start a new life. For this Christine Rangopal offered them champagne to celebrate in high style.

Cowan's Triumph



HOT from their success in the Singapore Airlines London to Sydney Car Rally, Andrew Cowan (right) and his co-driver Mike Broad flew back from Australia to London with us in October. Having undertaken this marathon car rally and no doubt having experienced considerable discomfort on their outward journey, they obviously appreciated the comfort of a jumbo flight back to London. Andrew Cowan is no newcomer to car rally success, in as much as he was also the winner of the 1968 London to Sydney Car Rally. Not to be outdone by two such gruelling experiences as he stepped on to the tarmac at Heathrow he said, 'I would do it all over again'.

Pop Star Passenger

ELTON JOHN, the pop star, flew with us to New York from London in October. Elton John, who is also well-known in England as Chairman of the Watford Football Club, has been a regular passenger of ours over the years. The pop star was visiting England to participate in a concert of pop music. It was at this concert that Elton pulled off his beret to show his shock of transplanted hair - a gimmick aimed at shocking his audience, who know him as practically bald.



THE TOP THREE

Top three revenue-rankings for April/August 1977 are :

Middle East & Gulf	19.1%
East Asia	12.0%
Africa/Aden	10.1%

The above figures reflect Progressive Surplus over Target.

iraqi airways
AIR FRANCE
 KLM
 Saudia
AIR-INDIA
 garuda
LOT
 Lufthansa
JAT
VASP
PAN AM
TRANS-AUSTRALIA AIRLINES
AIR

7th Asia/SW Pacific Regional PR Conference
Bombay
Nov. 23



7th Asia/SW Pacific Regional PR Conference
Bombay
Nov. 23-24, 1977

K. G. APPUSAMY,
 Managing Director,
 Air-India.

IATA has today about 110 member airlines and covers about 80% of the entire world civil air transport operations. IATA's main objectives are 'To promote safe, regular and economic air transport for the benefit of the peoples of the world and to provide a form of collaboration amongst air transport enterprises'. I have been personally associated with IATA work for over 20 years in the past mainly in the technical field and I can confidently say that IATA has successfully fulfilled its objectives. Over 75% of IATA's work is concerned with development and improvement of the infrastructure of which international aviation rests. Only about a quarter of its efforts is connected with tariff negotiations and yet, in the past twelve months, due mainly to the deficiencies in the regulatory framework under which IATA airlines operate, there has been growing criticism by governments and Press against IATA tariff setting processes. IATA's major achievements and contributions to the development of international air transport is being overlooked by the critics simply because of the difficulties encountered in the tariff field.

THE AIMS OF IATA TO PROVIDE

safe, regular and economical air transport for the benefit of the peoples of the world, to foster air commerce and to study the problems connected therewith;

TO PROMOTE

means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service;

TO CO-OPERATE

with the International Civil Aviation Organization and other International organizations.

A section of the audience.



CONT

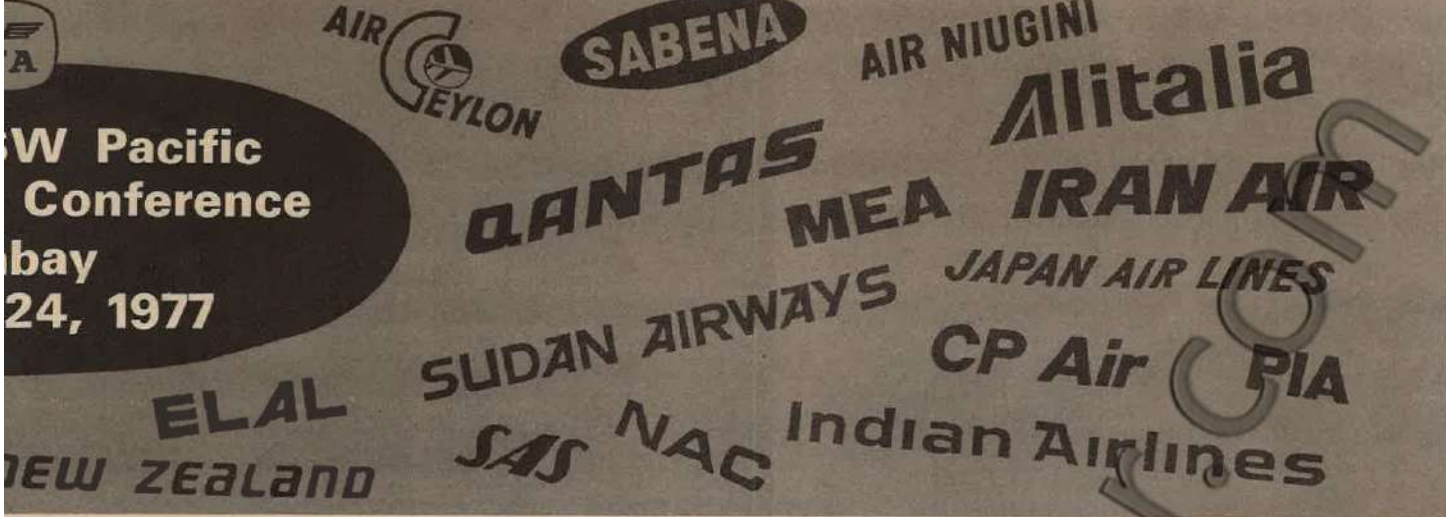
THE 7th IATA Asia/South-West Pacific Relations Conference, organised by IATA in collaboration with Indian Airlines was held on 23 and 24, 1977 at the Centaur Hotel, Bombay and was inaugurated by the Mayor of Bombay amidst impressive fanfare. Fifty delegates from twenty-seven airlines attended the two-day conference.

Air-India's Managing Director, Mr K. G. Appusamy, and Indian Airlines' Managing Director, Mr M. C. Sarin, addressed the delegates to the Conference, while, Mr J. R. Martin, IATA's Assistant Director of Public Relations, read a paper on his behalf. Mr Vladimir Slivitzky of Alitalia, who is also the Chairman of the Public Relations Advisory Committee, thanked the organisers for giving the delegates a warm welcome.

On the first day of the Conference IATA's Regional Director for Asia & South-West Pacific, Mr J. R. Martin, presented a paper on regional airline problems and the response. Air-India's Commercial Director, Mr M. C. Sarin, who participated in the discussion, spoke of Traffic Conferences and why agreements are more and more difficult to arrive at. His paper was unusually interesting to the delegates who substituted for Mr Craig Saxton, IATA's Corporate Relations, read a paper on his behalf. The proceedings were moderated by Air-India's Managing Director, Capt J.R. Martin.

John Tilton, Public Relations Manager, Indian Airlines moderated the late morning session. Mr M. C. Sarin, Public Relations Manager (Africa) of Arab Airlines, Dr A.A. Azizi, Director of Public Relations (Mr Hossein Vojdani in his behalf) and Mr Ajit Gopal, Public Relations Manager, Indian Airlines, presented their views on aspects of the introduction of new aircraft.

The highlight of the post-lunch session was the screening of films by Robert Cousins, Public Relations Manager, Qantas and an excellent film tracing the history of aviation.



West Pacific Conference
May 24, 1977

M. C. SARIN,
 Managing Director,
 Indian Airlines.

WHILE you would no doubt be concerned with specific areas of current interest it would perhaps be well to spare a thought for the role of public relations in general, and in aviation in particular.

I will share with you an interesting quote from William Farley and believe me, no offence is intended. Speaking of the PR man, he says: 'The back slapper is gone. There isn't any room for him in PR any more. The huckster, the joke-teller, the glad-handed, hard-drinking, loud talking publicist is not a man you can depend on to handle your programmes. He's a phony and everybody knows it. He hides his inability under a coverlet of bravado.'

There is a lot more to it however than a mere change in style. One has to look at the totality of the scope and content of the PR function in the world of business as we find it today. PR cannot remain impervious to the sea change in the size and structure of corporate management and to the new dimensions of time and space in so far as aviation is concerned.

VLADIMIR SLIVITZKY,
 Asst. Director General,
 Govt. & Publicity Affairs, IATA.

ECONOMICALLY over the past few years the air transport industry has been facing a situation of limited growth. There are, of course, areas where growth has been and is quite spectacular such as to the Middle East, but by and large we have had to adjust to something between 0 and 8% per annum compared to the 14 + 15% we have been previously accustomed to. Coupled with that the industry is incurring unprecedented increases in cost - I hardly need to elaborate on that: fuel, labour, navigational and landing fees you have all experienced the effect of those. And unfortunately there are no major productivity gains on the horizon - our new aircraft will not produce the kind of productivity improvements we experienced 15 to 20 years ago during the transition from piston to jet, nor anything approaching these gains. All this leads to a short fall in profits and consequently in capital for new equipment. And yet it is estimated that over the next 10 years IATA carriers will require some 70 billion dollars to replace obsolete equipment and to allow for growth.

IATA PUBLIC RELATIONS

In the field of public relations, IATA maintains a worldwide information programme, furnishes source material for students of air transport, acts as a spokesman for the industry and provides a number of special publicity and promotional services.

The work of IATA's Public Relations Department, guided by the Public Relations Advisory Committee, also includes the organization of PR Conferences and Regional Panels as part of its effort to foster cooperation among the public relations offices of member airlines.

CONFERENCE ROUND-UP

Regional Public India in collaboration on November 23. The Conference was presided by Mr. M. S. Deora, representing work sessions.

Appusamy and Sarin welcomed the keynote address by General, Government. Mr. Giovanni Patara of the IATA welcomed the Mayor and guests.

R.A. McGowan, West Pacific, read Public Relations. Mr. Inder Sethi outlined the problems of the airline industry. Mr. Gordon Steptoe, Public and half. The proceedings of Public Relations

Trans-Australian while Mr Ibrahim (Asia) for Saudi Managing Director, substituted on Relations Manager, Public Relations

and the mythological Icarus to the modern day wide-bodied jets exhibited by Tona Senda, Managing Director and Vice-President Public Relations, Japan Airlines. The moderator for the session was Mr Giovanni Patara.

The next day, Ms S. Jaganathan, Director of Tourism, Government of India gave a slide presentation on India and discussed the Public Relations aspects of airline involvement in tourism, along with Mr Arnold Sherman, Public Relations Director and Manager, Tourist Relations, El Al. The moderator for the early morning session was Marjorie Crowley, Public Affairs Editor, New Zealand, National Airways Corporation.

The pre-lunch session was a fairly unusual one when Mr M.J. Akbar, Editor, Sunday Magazine, Mr M.K. Das, Asst Editor, Financial Express, Mr Pushpinder Singh, Editor, Vayuan, and Mr Bikram Vohra, Editor, For You, aired their views on media and the world air transport industry. It was one of the liveliest sessions of the whole Conference and the delegates appreciated the forthright comments of the gentlemen from the Fourth Estate. The moderator was Mr Claus Dehio, Press & Information Manager-International, Lufthansa.

In the afternoon session the Public Relations aspects of airline magazines was discussed when Mr Gerald Dick, Public Relations Manager, Air Niugini projected a film on tourism in Niugini. Mr Egil Von Rosen of Scandinavian Airlines System discussed the 'Scanorama' magazine, of which he is the General Manager. Mr Adney Smith, Public Relations Manager, C.P. Air was the moderator for this session.

Mr James Arey, Director, Public Relations, Pan American Airlines substituted for Mr Willis Player, Senior Vice-President and read a paper on the Public Relations aspects of relations with government officials and legislators. Mr Vladimir Slivitzky also read a paper on the same subject, while the proceedings were moderated by Mr Sami Rababy, Senior Vice-President, International and Government Affairs, Middle East Airlines.

During the final assembly at the end of the day Mr Anthony Vandyk, Public Relations Director reviewed the proceedings and the house later unanimously elected Capt J.R. Martin as Regional Panel Chairman for the 1979-81 period.

The Mayor, Mr. M. S. Deora, lighting the traditional lamp assisted by two Air-India ground hostesses Ms S. Mandal and Ms G. D'Souza.



FONNE FOLLIES



SIX digits, a sequence of clink burr-brr, a ringing tone, and you are through from Santa Cruz to Nariman Point.

That, at least, is the theory. It doesn't always work out that way, especially during the Bombay monsoon.

There is no doubt that keeping in touch, is easier today with the telephone, than it was 160 years ago, when it took days for carrier pigeons and couriers to reach their destination with news.

There seems to be no excuse for failing to keep in touch, well, yes, there is.

Have you ever tried telephoning across the Runway and other offices in and around the Airport, and God Help you, Nariman Point? It can take up the entire day. I have an uncanny feeling, William Bell must be turning in his grave at the state of the telephone system as it is today. You sit in the office starting at the instrument, waiting for the ring to connect you, or keep dialling. Nothing happens. Your irritation mounts; the wretched instrument begins to look like an enemy. Marshal Mc Luhan, was right when he described communication network as "extensions of our physical and nervous systems".

It is said that in Switzerland the things run like well-oiled cuckoo clock, but Bombay telephones don't seem to have mastered the technique!

Messages and conversations are so garbled that it could be in another language. When, and if, you do get through, holding on tenaciously to a life-line, and remembering to use your highest pitch, with luck, on the twenty-second Hello, a faint voice answers — the end result, incoherence.

Calls made early in the morning, finally come through in the evening, or in the middle of the night, at home. In this case your natural reaction is to tell the Operator what he can do with his wretched line, but if the Boss happens to be at the other end, it is better to listen, grunt, and gently explain that you are not at your best in the middle of the night. Of course, the next day may find you on the mat, or out of your job, thanks to the telephone system. The Operator may be sympathetic and charming, but it is a totally frustrating experience. Not being a tech-

nical wizard, I can only guess that this is perhaps due to obsolete mechanical equipment being patched up instead of being junked in favour of modern electronic items, and of course, the system appears to be invariably overloaded during working hours.

And talking about crossed lines—that's another story.

Once, when answering a call at Air-India Staff College, Santa Cruz, a voice said —

"May I speak to Mr 'X'?"
I said: "Mr 'X' is in the classroom."
He said: "In the bathroom?"
I said: "No, no, I said classroom."
May I take a message and whom shall I say called?"

He said: "Mr Aaron, spelt . . ."
I said: "I know, Aaron, as spelt in the Bible."

He said: "But I'm not from the Bible . . ."

I said: "Granted . . ."
He said: "Tell Mr 'X' of Pest Control . . ."

I said: "Mr Aaron, I'm sorry, but this is *not* Pest Control."

He said: "Christ! (not from the Bible!!)"

"I guess I have the wrong number — I'm sorry, I have been a pest."

Well, that's that, then.

Anyway, one takes comfort in the knowledge (apart from the well-oiled system of Switzerland), that foreign countries are also notorious for this sort of thing. The United States boasts the speed and efficiency of their telephone system, but I believe that Pierre Salinger, Press Secretary to the late John F. Kennedy, tells how early one morning in 1961, the President was in his bedroom, when a special top-secret telephone, used only in emergency, began to ring. The President expecting the worst picked up the receiver.

"This is the President", he said. There was a pause.

"I must have the wrong number", came the startled voice. "I'm trying to reach a French laundry."

Well, have another try with your telephone, and with luck, you might get the Prime Minister.

Yvonne Bickers

TT Tourney

THE very first Inter Offices, Table-Tennis Tournament was conducted by Air-India recently at the University Sports Pavilion, Marine Lines, Bombay. Forty-eight teams participated in the Men's Team Championship while 8 teams participated in the Women's Team Championship. Four silver trophies were presented to the winners and runners-up.

On the first day of the match Mr P.V. Gole, D.P. & I.R. inaugurated the Tournament (right), while Mr Farookh Khodaiji was the Chief Guest. Ms Kaity Khodaiji distributed the prizes to the Teams on the last day of the function.



Mr P.V. Gole trying his hand at playing Table-Tennis.

Engineers Win Bridge Matches



Men at play

THE Inter-Department Bridge Tournament was played at the Recreation Centre, Santa Cruz recently. Over 13 Teams participated in this Tournament. The Engineering Department comprised Messrs V.S. Rane, T.R. Srinivasan, L.M. Shilotri, M. N. Somasundaram and Madan Mohan who won the Championship by

defeating the Accounts Team which comprised Messrs R. A. Watve, R.D. Samant, S.R.R. Chavli, C.M. Amin, R.C. Mehta and N.V. Sabnis.

Brig. M.P. Joseph, Controller Civil Works and Properties, distributed the prizes to the winners and runners-up.

New Commercial Manager-Publicity



MR S.S. DABHOLKAR, 45, has been appointed Air-India's Commercial Manager—Publicity in succession to Mr J.B. Cowasji who has retired. Mr Cowasji will remain as a consultant.

With a diploma in fine arts from the J.J. School of Arts, Bombay and a Licentiate of the Society of Industrial Artists, U.K., Mr Dabholkar was with J. Walter Thompson (now Hindustan Thompson) as Art Director and later as a Senior Accounts Executive. For a three-year-period he studied Publicity in the Central School of Arts and Crafts in the U.K. and worked in the London Office of J. Walter Thompson.

In 1968 he joined Tata Engineering and Locomotive Company Ltd., (TELCO) in Bombay as Publicity Officer and later became head of their publicity Department.

Mr Dabholkar is a vintage car buff and has entered his 1933 model Austin in several car rallies in Bombay. He has won a number of prizes in different categories.



AIR-INDIA BOOSTS GOODS TO USA

AIR-INDIA in collaboration with Bloomingdale's, a New York based department store chain, launched a major promotional venture in India to export Indian merchandise, particularly consumer goods. This announcement was made by Mr Marvin S. Traub (below), President of the Company, at Press Conferences held in Delhi and Bombay.

Mr Inder Sethi (above), Commercial Director of Air-India, who is actively involved with the promotional campaign, said that the three-week programme would be launched from April 1978, under the patronage of India's ambassador to the United States, Mr N.A. Palkhivala. The target for sale of Indian merchandise has been set at \$ 5 million a year through the chain of department stores belonging to the American Company.

Mr Sethi explained at the Press Conferences that although Air-India was mainly catering to the tourist traffic, it was also interested in increasing the Corporation's earnings through promotion of exports. The promotional venture sponsored by Air-India with the American Company, he added,

would be the largest promotion of Indian consumer goods in the United States. Air-India had already held similar ventures in collaboration with Australia. It was negotiating for a similar type of venture with France, he added.

Mr Traub described the venture as one of the largest promotion of Indian consumer goods in the United States and the largest outside India.

Bloomingdale's, he said, had been the leading American store, in developing Indian merchandise since 1966. "We thought that this is the appropriate time to broaden the base of interest in Indian products in our markets," he added.

Mr Traub said that Air-India, which had always believed in the promotion of Indian music, dance, art and handicrafts abroad, planned in collaboration with Bloomingdale's, during the campaign, to take to the United States a substantial number of artists and craftsmen, many of whose crafts had never been seen there. For instance, for the first time, American customers of Bloomingdale's would be able to see weaving of a carpet by an Indian weaver.



Success Spree

THE U.K. Air-India Hockey Team has again been on its travels. They had a most successful tour to Puerto Rico, where in San Juan they played three games against the national team and excelled themselves on each occasion by winning 7-2, 5-0 and 4-0. The Puerto Rican team are staging the Pan American Games in 1979, and in the opinion of Philip Kenny from Traffic London who is the Captain and Secretary of

the Team, the Puerto Ricans gained a lot of experience by their matches against our boys. Both Philip Kenny and Charles Clyne also from Traffic, London, appeared on Puerto Rican television for thirty minutes during a sports programme. During the interview they were able to mention not only the activities of our sports teams, but also the services and frequencies offered by Air-India from London to various parts of the world.

LETTERS

Holiday Homes

While it is heartening to note that Air-India has embarked on 'Destination South India' project, it is a sad fact that it has only one Holiday Home in the South (Mahabalipuram) for the benefit of staff. I do not want to harp on the oft-repeated theme that South is being neglected, but I cannot help feeling that South India, which boasts of exotic beaches, towering temples, wild life sanctuaries and world famous hill stations, deserves better treatment. Can I hope that Management will sympathetically consider my request to open more Holiday Homes in places like Ooty, 'the Queen of hill stations', Kovalam, 'Paradise on earth' and Bangalore, 'the garden city'.

V.G. Moorthy
Line Stations Section
Engineering Department
Santa Cruz

Service Gift

As per our Managing Director's recent Circular, Management has decided to make a parting gift to staff who retire after 30 years of service in the form of a Demand Draft for Rs.750/-. I feel that those staff who have joined in the middle age group of 30 to 40 years will be deprived of this magnanimous gift by the Management, as they would retire long before completion of 30 years service. Therefore, it would be in the right perspective if the service period is reduced from 30 years to 25 years. I would also suggest that the amount be raised to Rs.1000.

Similarly, I would also suggest Management reduces the service period of 25 years to 20 years to enable the staff to qualify for a watch.

S.K. Mitra
Admin. Officer
Madras



Dr V. Ramchandran presenting a Certificate of Appreciation to Mr I. D. Sethi, C. D.

Staff College Anniversary

THE Air-India Staff College celebrated their 15th Anniversary in October at the Staff College Auditorium, Bombay.

In his speech Dr V. Ramchandran detailed the activities of the College. Later the Commercial Director, Mr I.D. Sethi, who

was the Chief Guest, lauded the activities of the College and at the same time stressed the need for more broad-based management programmes. Several departmental heads were present. Mr R. Tewari, Asst. Commercial Manager-Cargo proposed a vote of thanks.

AIR-INDIA QUIZ

Answers to Nov. Quiz

1. Frank Sinatra Jr.
2. In November 1967 at JFK Airport, New York.
3. He is a singer.



Questions to Dec. Quiz

1. How many employees can you recognise in this group photograph? Please give us their names and their designations.
2. Where was this photograph taken?
3. The wife and daughter of one of the employees in this picture are still serving Air-India. Can you name the members of the family who are with us today and in which sections are they?





CONSIGNEE SELLING

Air-India is making special efforts to earn cargo revenue by 'consignee-selling'. Tokyo has recently done an excellent job by carrying 24,000 bottles of Guinness Beer weighing over 18 tons on our services from London to Tokyo. Kudos go to our Manager, Mally Gomez and his staff for putting in extra effort in getting this valuable contract. Photograph shows Mr J. Oizumi, our Cargo Sales Representative, holding a banner, which translated reads: "SAPPORO GUINNESS CO AIRINDIA - M.S.A.S. AIRLIFT 24000BTLs GUINNESS BEER LONDON - TOKYO".



KHAR GYM TOURNNEY

Mr K.G. Appusamy, Managing Director, was the Chief Guest at the prize distribution function of the Open Table-Tennis Tournament at the Khar Gymkhana in Bombay recently. The Tourn-



ment, organised by Mr B.P. Bahga, Asst. Engineering Manager-Production-Planning, who is also the President of the Gymkhana, was a runaway success. Over 400 competitors took part in the Tournament and the event was highly acclaimed by sporting bodies in



EVEREST HERO

In recent months mountaineers have been very much in the news. Sir Edmund Hillary with his 'Ocean-To-The-Sky' expedition took the country by storm. In September the Mersy-side expedition scaled an unknown peak in the Himalayan region, while the school-boys from London climbed Mount Kolahoi. While the youngsters were busy with active climbing, the doyen of mountaineers, Tenzing Norgay launched his book "After Everest" in London with much fanfare. Our publicity department was actively involved in publicizing both the man and his book. The publication is a pot-pourri of reminiscences and recollection of past glory, as Tenzing narrates, assisted by the co-author Malcolm Barnes, his joys and sorrows after his momentous victory over Everest. Photograph shows Tenzing with his book at the Air-India Maharajah Lounge at Heathrow.



Bombay. Photograph shows Mr K.G. Appusamy presenting the Womens Singles Championship Trophy to Ms Kiran Wardekar.

NEW RD-UK



Mr Eric Pereira, 53, has taken over as Air-India's Regional Director-UK from November 1, 1977, after having served for almost five years as Managing Director of Hotel Corporation of India. A graduate of Bombay University and a former Naval Officer, Mr Pereira has been with Air-India since 1946 and has held a number of responsible positions within the airline. Before his appointment as Managing Director of Hotel Corporation of India, he served for a two-year period as Commercial Manager-Cargo.

October is the month when Hindus throughout India bow down to pray to the gods and goddesses and celebrate Diwali and Dassera with much eclat. On Dassera day this year various departments called in priests and held prayers at their place of work. HCl staffer, Rajesh Anchan, as well as other employees of the Corporation gathered to perform pooja in the Restaurant of the Air-India Building in Bombay. Mr Arun Kumar, Manager-Catering services, organised the pooja and the variety entertainment programme which followed. Both functions were well attended.

IN LOVE WITH AIR-INDIA



Madame Han Suyin who visited India recently travelled on our service from Hong Kong to Bombay and later from Bombay to Geneva, where she lives with her husband Col. Vincent Ruthnaswamy. A writer of distinction, she has authored a number of books on China and is probably the most well-known Chinese woman after Madame Chiang Ching. Among her famous books is a trilogy on China: The Crippled Tree, Mortal Flower and Birdless Summer. Her recent book on Tibet, 'Lhasa' was very enthusiastically received by both the public and the press in India and abroad. Han Suyin's conversation is always interspersed with comparisons between India and China, and she now hopes to come for a longer stay to this country to write a personal history on the life and times of the Indian people, with special emphasis on the status of women. A friend of India, she has warm words to say about Air-India and finds travel on our airline most "quite and relaxing."

AT THE HELM

Air-India's Public Relations Manager, James R. Martin was unanimously elected Chairman of the International Air Transport Association's Asia/South-West Pacific Regional Public Relations Panel for the 1979-81 period at a two-day conference held in Bombay last month (see story pages 4 and 5). The region, which extends from the Mediterranean to South-West Pacific, is the largest in comparison to the North American and European regions.

A MONTH OF POOJAS

MD ON IATA TASK FORCE

The MD, Mr K.G. Appusamy has been nominated to the "task force" which is to review IATA's rate-setting machinery. The team of five members has unlimited freedom to explore the shortcomings of the airlines present rate-making structure and distribution system.