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# MAGIC CARPET

VOL. 42 NO. 1



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## Excellent Safety Record Enables A-I to Effect Savings in Insurance Premium

The Aviation Insurance Policy for Air-India's aircraft was placed in the international re-insurance market for a one-year period with effect from April 1, 1998.

Since Air-India has an excellent track record in terms of safety and security and low loss ratios, the airline could obtain a 43 per cent reduction on the current premium rates of hull all risk, 33 per cent in aviation liability policy and a reduction of 65 per cent in the hull war rates. Besides, the overall combined single liability limit was raised from USD 1 billion to USD 1.5 billion at no additional cost.

The combined effect of these reduced premium rates will result in saving of insurance premium expenditure to the extent of

approximately Rs.15/- crores for the year 1998-99.

In addition to the excellent safety track record, the obtaining of ISO 9002 certification by Air-India's Engineering Department was a prime consideration for the underwriters. The excellent training facilities of Air-India for all technical personnel, specially the pilots and the aircraft maintenance engineers, was stressed in the presentations made to the underwriters at London for determining the insurance premium.

Although the insurance is obtained from M/s General Insurance Corporation, in view of the large sums insured and risk involved, about 95 per cent of the risk has been re-insured in the London and other European markets.

## Direct Hyderabad-Singapore Flights Introduced

Air-India's maiden direct non-stop flight AI-424 between Hyderabad and

Singapore was inaugurated by Mr N. Chandrababu Naidu, Chief Minister of Andhra

Pradesh, at a grand function held at Rajiv Gandhi International Airport, Hyderabad on March 29, 1998.

Amongst the distinguished gathering present on the occasion were Mr A. Madhava Reddy, State Home Minister; Mr K. Madhava Rao, Chief Secretary to the Andhra Pradesh Government; Mr Asha Ram, Director, National Airports Authority and Mr M.P. Mascarenhas, Managing Director, Air-India.

With the introduction of this flight, Hyderabad has become the sixth Indian station after Mumbai, Chennai, Delhi, Bangalore and Thiruvananthapuram from where passengers can fly directly on our services to Singapore.



Mr N. Chandrababu Naidu, Chief Minister of Andhra Pradesh, lighting the traditional lamp to mark the inauguration of Air-India's services between Hyderabad and Singapore.

## Secretary General, ICAO, Visits Air-India

Mr R.C. Costa Pereira, Secretary General, International Civil Aviation Organisation, visited Air-India's technical facilities in Mumbai on April 2, 1998 during his week-long trip to India.

Shop, used for testing the avionics components, he saw our engineers/technicians working on the highly sophisticated test equipment such as ATEC5000, IMAGE 2000, etc. During his visit to the Accessories Overhaul Shop, where the fuel, hydraulic and

taken round the computer based training facilities for our engineers.

In the Engine Overhaul Department, he was shown the fully automatic state-of-the-art robotic plasma spray equipment commissioned recently by Air-India which enables completion of the task in half the time of what the job used to take earlier. He was shown the expansion work underway to meet Air-India's requirements in the coming years.

Mr Costa Pereira saw the simulators used for training of pilots in the Operations Training Division and experienced the simulated take-off and landing on the Boeing 747-200 simulator. He also spoke to some of the pilots undergoing computer based training.

Later at a press conference arranged by Air-India at its headquarters, Mr Costa Pereira, commenting on his visit to our technical base, expressed



Mr R. C. Costa Pereira, Secretary General, International Civil Aviation Organisation, flanked by Mr Vijay S. Madan, Representative of India on the Council of ICAO (R), and Mr M.P. Mascarenhas, Managing Director, at our Headquarters.

Mr Costa Pereira and Mr Vijay S. Madan, Representative of India on the Council of India, who accompanied him, were taken around Air-India's Engineering facilities, Engine Overhaul Department and the Operations Department.

He was shown an Air-India aircraft undergoing maintenance work in the hangar. At the Avionics

miscellaneous components of the aircraft are repaired, he saw the AVITRON test rigs. Mr Costa Pereira also witnessed our engineers/technicians carrying out the Nacelle Strut modification, involving the wings and the pylons/struts on which the aircraft engines are mounted, initiated for the first time recently by Air-India in-house. The Secretary General was also

## Engineering Department Launches Nacelle Strut Modification In-house

Air-India is, for the first time, carrying out in-house, the "Nacelle Strut Modification" on its Boeing 747-200 and B747-400 aircraft of which there are 13 in the fleet.

As two B747-200 and the two B747-300 Combi aircraft were earlier modified at foreign repair stations at considerable expense, substantial savings in foreign exchange are expected as a result of the modification being

undertaken in-house.

The modification work was initiated at Air-India's Engineering base at Mumbai on March 17, 1998, in traditional style by



Mr N. Chandrababu Naidu, Chief Minister of Andhra Pradesh, chatting with the crew of the inaugural Hyderabad-Singapore flight.

## Air-India Bags 'Deal of the Year' Award

Air-India was presented the 'Deal of the Year' award by Asset Finance International, U.K., at a special function held at London on March 11, 1998 for successfully concluding the asset based financing for acquisition of its 5<sup>th</sup> and 6<sup>th</sup> Boeing 747-400 aircraft. The deal, worth USD 291 million, involved US EXIM Bank supported facility without a Government of India Sovereign Guarantee and a USD 47 million commercial tranche. The loan was arranged by Chase Manhattan, the Bank of Tokyo, the State Bank of India and other banks.



## New ACEC Bank Branch at Sahar Airport

The fifth fully computerised and airconditioned branch of the Air Corporations Employees' Co-operative Bank Ltd. was inaugurated at Sahar Airport, Mumbai, by Mr Ranjan Chatterjee (I.A.S.), Chairman, Airports Authority of India, on February 11, 1998 in the distinguished presence of **Mr M. P. Mascarenhas**, Managing Director, and Mr Prabhakar Shetty, Regional Director (Western Region), Indian Airlines Ltd.

Addressing the gathering, which included personalities from the Co-operative Sector and a large number of Air-Indians and Indian Airlines personnel, Mr Chatterjee said, as the co-operative system gave enormous confidence to the people, the officials of the Bank should do their best to help the members in meeting their banking needs. He also complimented the Bank for the progress made over the years.

Mr Mascarenhas in his address said that the success of any institution depends not only on its management, but also on its members. He further added that a person is entitled to his rights only after he performs his duty.

Stressing the importance of customer service, Mr Shetty stated that if the customer was satisfied, there would be no need to

advertise.



Mr Ranjan Chatterjee, Chairman, Airports Authority of India, inaugurating the newly opened branch of the ACEC Bank, while Mr M. P. Mascarenhas, Managing Director, Air-India; Mr Prabhakar Shetty, Regional Director (Western Region), Indian Airlines; and Mr Rajeev Joshi, Chairman of the Bank, look on.

**Mr Rajeev Joshi**, Chairman of the Bank, spoke about the tremendous scope that existed for the development of the Bank in the coming decade and expressed the confidence that the Directors of the Bank, who are mainly from the social field, would be able to face the challenges of the future.

**Mr J. K. Joshi**, Director of the Bank, in his welcome address, apprised the gathering about the progress made by the Bank. **Mr U. S. Vittal**, Vice-Chairman of the Bank, proudly informed that the Bank, which had been established primarily to free its members from the clutches of money lenders, had achieved its goal. **Mr Arvind S. Ballal**, Director, proposed the vote of thanks.

## Chairman, Cathay Pacific, Calls on MD

Mr Peter Sutch, Chairman of Hongkong-based Cathay Pacific, called on **Mr M.P. Mascarenhas**, Managing Director, at Air-India headquarters in Mumbai on March 17, 1998.

Mr Sutch, during his courtesy visit, discussed the aviation scene in the Asian region in the wake of the financial crisis being faced by some South East Asian countries; and its impact on the airlines in the region. Mr Sutch and Mr Mascarenhas resolved to work closely for the benefit of both the airlines.



Mr Peter Sutch, Chairman, Cathay Pacific (R), is seen during his meeting with Mr M.P. Mascarenhas, Managing Director.

## Despatch Reliability of Air-India Airbus Fleet Surpasses World Average

Airbus aircraft in Air-India's fleet has achieved despatch reliability above the world average. A review of operational results of the Airbus fleet in 1997 conducted by the Airbus Industrie showed that the technical despatch reliability for the July-December period of 1997 was 99.3 per cent — above the world average of 98.6 per cent. Eight A310s flew 23,539 flying hours with a total of 9,158 revenue take-offs during the calendar year 1997.

Likewise, the three A300 aircraft in Air-India's fleet achieved the technical despatch reliability of 99.4 per cent for the last quarter of the year — well above the world average.

Commenting on the new standards achieved by Air-India's Engineering Department for Airbus aircraft, **Mr J.N. Gogoi**, Director-Engineering, said that this higher level of technical punctuality has been achieved at utilisation levels which are also better than those achieved by the industry for Airbus aircraft.

## Website Earns Encomiums



Some of the greeting cards on Air-India's website.

Air-India's new Internet website [www.airindia.com](http://www.airindia.com), which was relaunched with several additional features on March 4, 1998, has evoked tremendous response, judging by the thousands of hits registered and the numerous compliments received from Internet surfers. And, the numbers are growing rapidly day by day as more and more people are becoming aware of the upgraded website.

Internet users are meeting their information needs through our website, which has become a single source of information on all aspects of Air-India's functioning. The messages from passengers are being transmitted directly on e-mail to the concerned department/airport for assistance and information. More stations on our network are being gradually linked to e-mail so that communication becomes efficient and cost-effective.

### Greeting Cards

A novel feature that has attracted lots of visitors to the website is the greeting cards. Nearly a thousand people sent anniversary or birthday greetings through our website to their friends

and relatives within the first three weeks. While there are four congratulatory greeting cards on our website, specially designed cards on Indian festivals will be added on the site one month prior to the festival for use.

### Application Form

The section about "Flying Returns", our Frequent Flyer Programme, too seems to be getting the desired response. Ms Savitri Sharma of Hyderabad earned the distinction of becoming the first person to download an application form for membership to "Flying Returns" from our website and send it for enrolment. For this distinction, she was offered an additional complimentary 1,000 bonus mileage points over and above the 1,000 mileage points free start-up bonus given to members of the programme at the time of enrolment. With membership forms available at the click of a button on our site at all times of the day and night, enrolment has become really easy.

Air-India is also proposing to set-up a US mirror site to help reduce download time for US surfers still further. The site is presently hosted on the VSNL server.

### Compliments

"We have seen the sites of almost all the international airlines of the world. Believe me it is the best website ever produced by any international airline in the world. It is user friendly, very informative, very attractive and offers a wide range of services. This proves once again that given the opportunity, we are the best!!"

Subhash Goyal, Chairman, STIC Travels Pvt.Ltd. & President, Indian Association of Tour Operators, Delhi.

E-mail : [RICHA@del2.vsnl.net.in](mailto:RICHA@del2.vsnl.net.in)  
Date : March 14, 1998

"Congratulations, I am very very impressed on the up-to-date information that you are putting up on the site. Something I have not expected from an Indian Company. Congratulations, and keep up the good work."

Samyeer Metrani, Bangalore.

E-mail : [samyeer@giabg01.vsnl.net.in](mailto:samyeer@giabg01.vsnl.net.in)  
Date : March 19, 1998

"My goodness..what a

change.. it feels like the caterpillar just became a beautiful butterfly. Congratulations on a great new website."

Ven Sanjay, U.S.A.  
E-mail : [Vsanjay@aol.com](mailto:Vsanjay@aol.com)  
Date : March 6, 1998

"Your new website is really good, user friendly and informative....Good work. Keep it up!"

Rashmi Goel  
E-mail : [sushilgoel@hotmail.com](mailto:sushilgoel@hotmail.com)  
Date : March 16, 1998

"Thank you for a very useful website. It saved me a lot of tension yesterday. Someone I knew mistakenly informed me that my return ticket from India was waitlisted....I got to the website and was able to confirm that the status of my tickets was OK—quite a relief!"

Krishnan Pillaipakkamnatt  
E-mail : [csckzp@hofstra.edu](mailto:csckzp@hofstra.edu)  
Date : April 1, 1998

".....I liked your website's introduction song. I travelled by your airline once to Singapore in

the Executive Class. I liked your service."

Prashanth Yeddu  
E-mail : [yprashu@hotmail.com](mailto:yprashu@hotmail.com)  
Date : April 12, 1998

"First, I just wanted to let you know that the new website is fantastic. As a frequent air traveller and airline enthusiast, I have surveyed many airline internet sites and yours most definitely ranks with the best of them, including those of other leading international flag-carriers. The amount of detail you provide is awesome!"

Amarjit Sandhu, Canada.  
E-mail : [mear@istar.ca](mailto:mear@istar.ca)  
Date : April 12, 1998

"This is the first time I used this site. I am really flattered how helpful this site is. It just made my job so easy. All the best wishes to Air-India. Looking forward to using this site again and (at) the same time will spread the word around."

Nayan Patel, USA.  
E-mail : [Nrajababu@aol.com](mailto:Nrajababu@aol.com)  
Date : April 15, 1998



## Asia Fair '98

India, which is currently celebrating the 50th anniversary of its Independence, was the special Guest Country this year at the 6th Asia Fair held in Brussels on February 14-15, 1998. The fair is an annual event for promotion of tourism to Asian countries.

Luxembourg, presented a replica of the Air-India Maharajah to Mr Dehaene on the occasion. The event was televised and covered extensively by the press in the region.

The pavilions of Air-India, India's national flag carrier, the



Seen at Air-India's pavilion at the 6th Asia Fair held in Belgium are (L to R) Mr C. Dasgupta, Indian Ambassador to Belgium, Luxembourg and European Union; Mr J.L. Dehaene, Prime Minister of Belgium; Mr T.R. Heerjee, Manager-Belgium and Luxembourg, A-I; Mr K.L. Das, Director, Government of India Tourist Office, Benelux and Mr G. Roels, President, BELASIA.

Befitting the special status accorded to India this year, the fair was, for the first time ever, inaugurated by Mr J.L. Dehaene, Prime Minister of Belgium, and Mr C. Dasgupta, Indian Ambassador to Belgium, Luxembourg and European Union.

Air-India had the honour of both the dignitaries visiting our pavilion for the "Welcome Champagne Toast". Mr T.R. Heerjee, Manager, and Mr Luc Van Hoorickx, Assistant Manager-Sales, Belgium and

Government of India and other organisations promoting India, which occupied the central stage at the exhibition, drew nearly 4,000 visitors.

Our tour operators and travel agents who also had put up their own booths, actively promoted Air-India, especially the Super Saver Summer fares to India that are currently being offered. To publicise the event, weeks in advance of the Asia Fair, the organisers had published a brochure in which Air-India was prominently featured.

Direct services between Hyderabad and Singapore, more flights to Manchester and Chicago and code-share flights to Zurich with Swissair are the salient features of our new Summer timetable which came into effect on March 29, 1998.

### Direct Hyderabad-Singapore Flights

Air-India has commenced direct non-stop services from Hyderabad to Singapore. The twice-weekly services are operated with Airbus 310 aircraft, the Executive Class cabins of which have recently been retrofitted with wider seats and personal television.

A marketing initiative has been launched to promote the new services. A special introductory Economy Class Excursion fare of Rs. 13,000 during April-May 1998 and a free companion offer to Executive Class passengers are expected to spur many to plan their vacation or business trip to Singapore in these two months.

The Government of Andhra Pradesh, which has shown keen interest in the commencement of these services, is lending

marketing support to Air-India through joint media campaigns in Hyderabad and other major cities in the State including Vishakhapatnam, Vijayawada, Guntur and Rajahmundry from which considerable traffic is expected to originate. Air-India is also planning to organise several promotional activities in the coming months.

### Four Flights to Manchester

Frequencies to Manchester in the U.K., to which Air-India commenced operations on November 17, 1995, have been stepped up from two to four a week. While in the Winter 1997 schedule two Mumbai-Delhi-Rome flights were extended to Manchester and two to Geneva, all the four flights - operated with Airbus 310 aircraft - to Rome have now been extended to Manchester.

### Code-Share Flights to Zurich, Geneva, Amsterdam and Frankfurt

Air-India has entered into a code-share arrangement with Swissair whereby the latter has, effective March 29, 1998, made available to Air-India a block of 25

Contd. from page 1

Mr J.N. Gogoi, Co-ordinator and Director of Engineering. Present on the occasion were Mr P.K. Chattopadhyay, Director of Airworthiness, Mumbai, and a number of senior officers of Air-India and the DGCA.

Accomplishment of this modification requires approximately 8,000 man hours, with an elapsed period of 30 days. For the Boeing 747-200 VT-EGC, the first aircraft being modified by Air-India in-house, Boeing will provide on-site technical assistance in an advisory capacity during the entire modification which involves extensive and critical structural modification work on the engine pylons and inside the wing cavities at the four engine locations. The modification involves the use of highly skilled labour, sophisticated machining *in situ*, use of specialised tools, jigs and fixtures and meticulous control over all aspects of production and quality.

The modification is a

mandatory requirement of the FAA of U.S.A. and the Indian DGCA. Modifications are required to be accomplished on the Boeing 747-200 fleet by February 2000 and on the B747-400 fleet by mid 2002.

In order to enhance the structural fail-safe capability in the strut to wing attachments, improve durability, and reduce non-routine inspections of these attachments,

Boeing has developed the modification to upgrade the structure in all B747 struts. This modification which incorporates backup load paths, significantly improves the load carrying capability and durability of the strut to wing attachment. The modified structure will be similar to the design used on Boeing's more recently designed airplane models.



After performing the traditional Indian pooja, Mr J.N. Gogoi, Co-ordinator and Director of Engineering, is offering flowers before the commencement of the modification work. Mr P.K. Chattopadhyay, Director of Airworthiness, and executives, engineers and technicians of the Engineering Department look on.

## Secretary General, ICAO, Visits Air-India

Contd. from page 1

satisfaction with the human resource and the facilities available in Air-India. He met Mr M.P. Mascarenhas, Managing Director. Both of them discussed matters of mutual interest.

Mr R.C. Costa Pereira, Secretary General, International Civil Aviation Organisation and Mr Vijay S. Madan, Representative of India on the Council of ICAO, looking at the models of various aircraft in Air-India's fleet since its inception at our Engineering base in Mumbai. Mr P.B. Kumar, Co-ordinator and Director-Engine Overhaul, and Mr J.N. Gogoi, Co-ordinator and Director of Engineering are on the left.



## New Summer Schedule

Economy Class seats on four of its services every week between Mumbai/Delhi and Zurich, the industrial, trading and banking centre of Switzerland.

The flights - two each from Mumbai and Delhi - carry flight numbers of both Air-India and Swissair. While Boeing 747-300 Combi are deployed on the services from Mumbai, the flights from Delhi are operated with MD-11 aircraft.

Earlier, effective March 1, 1998, Air-India had commenced code-share flights to Geneva, Amsterdam and Frankfurt with Air France. Under this arrangement, passengers can fly from Mumbai/Delhi to Paris by Air-India on Tuesdays, Saturdays and Sundays and connect from Terminal 2 of the ultra-modern Charles de Gaulle Airport to Air France's flights from Paris to these European destinations. With the introduction of these code-share flights, Frankfurt is served with four services a week - two with Air-India's own aircraft and two flights operated with Swissair aircraft.

Effective April 15, 1998, Air-India also has a block of four Executive Class and 40 Economy Class seats on two of Air France's

services to Paris - one from/to Mumbai and the other from/to Delhi. Our passengers would, therefore, now have a choice of five weekly services to and from Paris.

### Chicago To Have Five Weekly Services

The capacity offered by Air-India on the India/USA route will be enhanced considerably effective June 3, 1998 when the airline will provide additional 834 seats a week in each direction by increasing the frequency of flights to Chicago, Air-India's second gateway in USA, from three to five.

The introduction of two additional services will constitute the biggest increase in capacity by Air-India on any route at one time. It will hopefully enable intending passengers to obtain seats more easily on flights operated by us, particularly during the holiday rush when there is a greater demand for seats.

While three services will continue to be operated via London, two flights will be routed via Frankfurt. The new flights will also be operated with state-of-the-art Boeing 747-400 aircraft which joined our fleet between August 1993 and November 1996 and

offer all the latest inflight gadgetry, including personal television in the First and Executive Class, skyphone and airshow.

### Four Services to Tokyo - Two 747-400s; Two Combi

Air-India continues to operate four services a week to Tokyo. While Boeing 747-400s are deployed on the Mumbai-Delhi-Bangkok-Tokyo-Bangkok-Calcutta-Mumbai and the Mumbai-Calcutta-Bangkok-Tokyo-Bangkok-Delhi-Mumbai services, Boeing 747-300 Combi are operated on the two weekly Mumbai-Delhi-Tokyo-Delhi-Mumbai flights.

### Tel Aviv and Seoul Become Offline

Flights to Tel Aviv in Israel have been discontinued. Seoul has also become offline from the Summer schedule following the currency crisis in South Korea. Incidentally, several other international airlines have withdrawn their services from Seoul. Air-India, however, continues to operate four weekly services to Hong Kong - two terminators with A310s and two with B747-200s which are extended to Osaka.



## The Air-India Soiree

The National Gallery of Modern Art, C. J. Public Hall, Mumbai, reverberated to the strains of exhilarating Indian classical music at the Air-India Soiree arranged on February 11, 1998 to coincide with the inauguration of The Enduring Image, the largest ever travelling exhibition put together by The British Museum in association with The British Council.

Shubha Mudgal, a young classical vocalist, accompanied on the tabla by talented Aneesh Pradhan, Pandit Hariprasad Chaurasia, India's leading instrumental virtuoso, with his

performance on the flute, regaled the special invitees of Air-India; each paying tribute to The Enduring Image in the traditional Indian manner.

It may be recalled, Air-India had flown over 300 exhibits of the finest antiquity featuring jewellery, sculpture, plaques, seals, prints, bronze and stone from ancient and historical world civilizations, on the theme of the human form from The British Museum, London, to India. The exhibition, after a successful viewing in Delhi, visited by over 85,000 people, will be open to the public in Mumbai till May 3, 1998.

## Vacation Bonus for Government Employees

Central and State Government employees and employees of Public Sector Undertakings, Nationalised Banks/Insurance companies, Statutory and Autonomous Bodies and their families travelling under the Leave Travel Concession Rules during April 15-July 15, 1998 on our domestic flights can, on production of an eligibility certificate, avail of 50 per cent discount on our basic fares.

## Travelogue'98

The National Marketing Division participated in Travelogue'98, the first ever international travel and tourism exhibition organised by the Travel Agents Association of India at the Nehru Centre, Mumbai from March 26-29, 1998.

Our latest products Planet Sabre with Internet Connectivity, AIMS, the back office Accounting

Package, especially designed for travel agents, and ResNet, a Hotels package were displayed and well demonstrated, using three on-line computers installed specially at the pavilion. Our experienced SITAR staff explained the working of these products and distributed brochures to the visitors who thronged the Air-India stall.



Ms D.H. Khushrookhan, Chief Marketing Manager, Mr M.S.V. Rao, General Manager, Mr M.M. Rajpal, Manager, Mr M.P. Pabrekar, Dy. Manager, Mr S. Rizvi, Traffic Supervisor and Mr Ivan Fernandes, Traffic Assistant, National Marketing Division, Air-India; and Mr Gavin Jedo, Representative of SABRE, Mumbai, are amongst those seen at Air-India's pavilion at Travelogue'98.

## SITAR and ABACUS Alliance in India

The SABRE Group and Abacus International Holdings Ltd., the two established computerised Reservations System companies, have recently signed agreements and created Abacus International, a multimillion dollar CRS Joint Venture Company based in Singapore. Abacus International now manages distribution of the Computerised Reservations System in the Asia-Pacific region.

With this development, Air-India and Indian Airlines, and SABRE and ABACUS have

agreed to enter into negotiations for establishment of the National Marketing Company - India (NMC-India), a single CRS marketing and distribution company to implement SITAR and ABACUS joint venture CRS services in India. Air-India and Indian Airlines will hold 51 per cent equity in the company; the balance 49 per cent will be held by SABRE, ABACUS including its shareholders. NMC-India will offer the best and enhanced features drawn from the expertise of both companies to all SITAR-ABACUS subscribers in India.

## Seminar on Western Contacts of the Indus Valley Civilization

Mr M.P. Mascarenhas, Managing Director, inaugurated a seminar on Western Contacts of the Indus Valley Civilization organised by The British Council in Mumbai in collaboration with the Prince of Wales Museum as part of the special events held to coincide with 'The Enduring Image', an exhibition of some of the treasures of The British Museum co-sponsored by Air-India on the occasion of the 50th anniversary of India's Independence. The audience comprised distinguished academicians from The British Museum and research scholars from India.

Mr Mascarenhas, in his speech, stated that the links between the civilizations of the Indus and Mesopotamia emerged essentially through travel routes. He quoted Dr Romila Thapar, an eminent historian, who had stated, "Civilizations we must remember

were not islands isolated from each other. In fact their growth was dependent on constant interaction between cultures. The most advanced civilizations were those which borrowed and lent their languages, techniques, artefacts and beliefs." Air-India, he

explained, had by transporting the exhibits for The Enduring Image from U.K. to India, brought to the Indian public the interaction between cultures and civilizations...their traditions, languages, techniques, artefacts and beliefs.



Mr M.P. Mascarenhas, Managing Director, inaugurating the seminar on Western Contacts of the Indus Valley Civilization while Dr Roopa Patel, Head, Cultural Activities & Business Relations, and Mr Robert Frost, First Secretary (Cultural Affairs), British Council; and Dr Kalpana Desai, Director, Prince of Wales Museum, Mumbai look on.

## Indian Food Festival in Rome

An Indian Food Festival, co-sponsored jointly by Air-India, the

Government of India Tourist Office, Hotel Holiday Inn, Rome and

Ahmedabad, recently provided a unique opportunity to our commercial contacts in Rome to savour delicious authentic Indian delicacies.

An oriental atmosphere pervaded the Hotel Holiday Inn in Rome. Its lawns were bedecked with vivid illuminated panels of animals in their majestic splendour and the guests were greeted by an impressive doorman dressed in traditional Indian attire. Musicians and dancers, flown in specially for the occasion, entertained the distinguished guests amongst whom were Mr K.P. Fabian, Indian Ambassador to Italy and Ms U. Fabian, his wife.

Ms Usha Mohan, Manager, Italy (second from L) and Mr Jagdish Chander, Manager, Government of India Tourist Office, Milan (extreme R), seen with Mr K.P. Fabian, Indian Ambassador to Italy; Ms U. Fabian, his wife; and other invitees at the Indian Food Festival held recently in Rome.



## Voluntary Cut in PLI/Salary

The offer of voluntary cut in the Productivity Linked Incentive (PLI) or/and salary by employees is gradually gathering momentum.

The trend set in October 1997 by 14 Pilots of the Operations Department who volunteered to accept a five per cent deduction in their salary and Mr M. P. Mascarenhas, Managing Director, who initially

offered to forego 10 per cent of his salary and Dearness Allowance, and subsequently gave up his entire PLI, was followed by other employees including two of the Commercial Department, Nagpur, who offered to take a 50 per cent cut in PLI from December 1997 onwards.

Mr J. N. Gogoi, Co-ordinator and Director of Engineering, who

had earlier offered to take a voluntary cut of five per cent of his PLI, has from April 1998 decided to forego an additional 15 per cent of his PLI.

As on April 13, 1998 there are 89 employees - from departmental heads to junior employees - who are foregoing either a part of their salary or PLI or both.

## Food for Thought



Most people believe that they will not have any financial worries if they can increase their incomes by 10 per cent. But this is far from the truth. All of us know that financial worries involve everyone - from the peon to the president - those who earn Rs.300 per month to those who earn Rs.90,000 per month. Therefore, more money is

not the answer. Many times, those who earn more have more financial worries.

It can be because of carelessness. It is rightly said: "Beware of small expenses; a small leak can sink a big ship."

It can be because of laziness. "A lightning call is the result of a post card not being sent when it could have done the job."

It can be because of overspending. Again "He who earns four but spends five has no need for a purse."

A little bit of each of these put together contribute to 90 per cent of your financial worries. And for the balance 10 per cent, may luck be on your side. Amen!

(Courtesy : MANAGEMENT THOUGHTS - A Collection by Promod Batra & Vijay Batra)

Beware of small expenses; a small leak can sink a big ship.





इस अंक में

पृष्ठ 2

वैच्छिक भविष्य निधि की सीमा में वृद्धि  
एअर-इंडिया वेबसाइट को प्रशंसा

पृष्ठ 3

न्यूयार्क द्वारा नया कागों कीर्तिमान  
नई ग्रीष्मकालीन समय सारिणी

पृष्ठ 4

सरकारी कर्मचारियों के लिए  
अवकाश लाभ

# मैजिक कार्पेट

वर्ष 42 अंक 1

एअर-इंडिया

फरवरी - मार्च 1998

## उत्कृष्ट सुरक्षा रिकार्ड से एअर-इंडिया बीमा किस्त में बचत

**अ**प्रैल 1, 1998 से एअर-इंडिया के विमानों की विमानन बीमा पालिसी एक वर्ष के अंतराल के लिए अंतरराष्ट्रीय पुनर्बीमा मार्केट में रखी गई।

उत्कृष्ट सुरक्षा रिकार्ड तथा कम नुकसान अनुपात की वजह से एयरलाइन को बीमा किस्तों में भारी रियायतें मिलीं।

इसके अलावा, संपूर्ण सिंगल दायित्व सीमा को अतिरिक्त लागत के बगैर एक अरब डालर से बढ़ा कर डेढ़ अरब डालर किया गया है।

किस्तों की रकम में हुई गिरावट की वजह के वर्ष 1998-99 के बीमा किस्त खर्च में लगभग 15 करोड़ की बचत हो सकेगी।

## इकाओ के महासचिव द्वारा एअर- इंडिया का दौरा

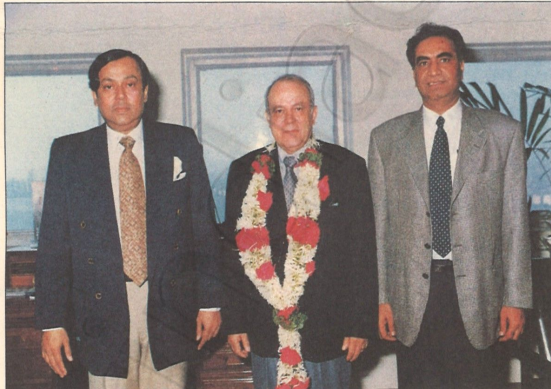
**अं**तरराष्ट्रीय नागर विमानन संगठन (इकाओ) के महासचिव श्री आर. सी. कोस्टा परेरा ने 2 अप्रैल 1998 को एअर-इंडिया के इंजीनियरी विभाग, इंजन ओवरहॉल विभाग तथा प्रचालन विभाग का दौरा किया। श्री परेरा के साथ इकाओ काउन्सिल में भारतीय प्रतिनिधि श्री विजय एस. मदान भी थे।

उन्हें एवियोनिक्स शॉप तथा हेंगर ले जाया गया, जहाँ हमारे विमानों की मरम्मत तथा देखभाल की जाती है। उन्होंने हमारे कम्प्यूटरी इंजीनियरी प्रशिक्षण केंद्र को भी देखा।

उन्होंने इंजन ओवरहॉल विभाग की सभी अत्याधुनिक मशीनें देखी। प्रचालन विभाग में उन्होंने सिम्युलेटर पर प्रशिक्षण देते हुए देखा व कुछ प्रशिक्षार्थी पायलटों से मुलाकात की।

बाद में एअर-इंडिया के मुख्यालय में आयोजित एक संवाददाता सम्मेलन में पत्रकारों को संबोधित करते हुए उन्होंने

अपनी एअर-इंडिया के तकनीकी बेस के दौर के बारे में बताया तथा उपलब्ध सेवाओं



श्री आर. सी. कोस्टा परेरा, महासचिव, अंतरराष्ट्रीय नागर विमानन संगठन, उनके साथ श्री विजय एस. मदान, इकाओ काउन्सिल के भारतीय प्रतिनिधि तथा श्री एम. पी. मस्करेन्स, प्रबंध निदेशक हमारे मुख्यालय में।

के संबंध में प्रसन्नता जाहिर की।

इसके उपरांत, उन्होंने श्री एम. पी. मस्करेन्स, प्रबंध निदेशक से भेंट की तथा कुछ महत्वपूर्ण मुद्दों पर चर्चा की।



हमारे इंजीनियरी बेस में एअर-इंडिया द्वारा इस्तेमाल किए गए विमानों के मॉडलों को देखते हुए श्री आर. सी. कोस्टा परेरा तथा श्री विजय एस. मदान. उनके साथ बाई ओर हैं, श्री पी. बी. कुमार, समन्वयक तथा निदेशक - इंजन ओवरहॉल तथा श्री जे. एन. गोर्गई, समन्वयक तथा निदेशक - इंजीनियरी।

## हैदराबाद - सिंगापुर सीधी उड़ानों की शुरूवात

**ए**अर-इंडिया की पहली हैदराबाद-सिंगापुर उड़ान एआई-424 का मार्च 29, 1998 को हैदराबाद के राजीव गांधी अंतरराष्ट्रीय एअरपोर्ट पर आंध्र प्रदेश के मुख्य मंत्री श्री एन. चंद्रबाबू नायडु के हाथों उद्घाटन किया गया।

इस अवसर पर आयोजित समारोह में श्री ए. माधव रेड्डी, गृह राज्य मंत्री, श्री के. माधव राव, मुख्य सचिव, आंध्र प्रदेश सरकार, श्री आशा राम, निदेशक, नेशनल एअरपोर्ट ऑथोरिटी तथा श्री एम. पी. मस्करेन्स, प्रबंध निदेशक, एअर-इंडिया उपस्थित थे।

इस उड़ान की शुरूवात से हैदराबाद छठा भारतीय स्टेशन बना, जहाँ से सिंगापुर के लिए सीधी उड़ानें जाती हैं।



आंध्र प्रदेश के मुख्य मंत्री श्री एन. चंद्रबाबू नायडु ने परंपरागत दीप प्रज्ज्वलन करके एअर-इंडिया की हैदराबाद-सिंगापुर उड़ान का उद्घाटन किया।

## एअर-इंडिया को "डील ऑफ द इयर" पुरस्कार

**मा**र्च 11, 1998 को लंदन में एस्सेट फायनान्स इंटरनैशनल, इंग्लैंड की तरफ से एअर-इंडिया को "डील ऑफ द इयर" पुरस्कार दिया गया। यह पुरस्कार पांचवे और छठे बोइंग 747-400 विमान को प्राप्त करने के कामयाब फायनान्सिंग के लिए दिया गया।

291 मिलियन डालर का यह सौदा अमरीकी एक्जिम बैंक की सहायता से पूरा किया गया था, जिसको भारत सरकार की जमानत के बगैर अंजाम दिया गया था। इस कर्ज की व्यवस्था चेस मैन हैटन, बैंक ऑफ टोकियो, स्टेट बैंक ऑफ इंडिया तथा अन्य बैंकों द्वारा की गई थी।

## इंजीनियरी विभाग द्वारा नासेल स्ट्रट संशोधन

**ए**अर-इंडिया ने पहली बार अपने बेडे के बोइंग 747-200 तथा बोइंग 747-400, विमानों पर नासेल स्ट्रट संशोधन का कार्य अपने ही इंजीनियरी बेस में शुरू किया है। इससे पहले यह संशोधन दो 747-200 और दो 747-300 विमानों पर विदेश में काफ़ी खर्च करके कराया गया था। अब इस संशोधन को अपने ही इंजीनियरी बेस में करने से विदेशी मुद्रा की बचत होगी।

यह संशोधन कार्य एअर-इंडिया के इंजीनियरी विभाग, मुम्बई में मार्च 17, 1998 को श्री जे. एन. गोर्गई, समन्वयक तथा निदेशक - इंजीनियरी के हाथों परंपरागत ढंग से शुरू किया गया।

इस संशोधन को पूरा करने के लिए



भारतीय परंपरागत पूजा के बाद संशोधन कार्य शुरू होने से पूर्व श्री जे. एन. गोर्गई, समन्वयक तथा निदेशक - इंजीनियरी, पुष्प अर्पण करते हुए श्री पी. के. चट्टोपाध्याय, निदेशक - उड़ान योग्यता, अधिकारीगण, इंजीनियरी विभाग के इंजीनियर्स तथा तकनीशियन्स भी इस अवसर पर उपस्थित थे।

8,000 श्रम घंटे तथा 30 दिन लगेंगे। के दौरान बोइंग कंपनी सलाहकार के तौर पर पहले बोइंग 747-200 के संशोधन कार्य



## कर्मचारियों के लिए नए कम्प्यूटरकृत

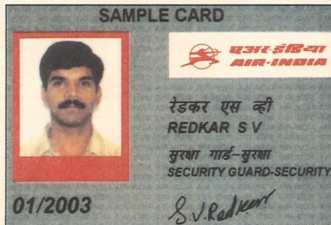
### पहचान-पत्र

सुरक्षा विभाग द्वारा दिए जा रहे नए कम्प्यूटरकृत पहचान-पत्र कर्मचारियों को काफी पसंद आ रहे हैं। भूरे रंग वाले ये कार्ड डिजीटल तकनीक से बने हैं और पुराने पोलोराइड फिल्म वाले पहचान-पत्र के बदले में दिए जा रहे हैं। इन पहचान-पत्रों की विशेषताएं इस प्रकार हैं:

- बार कोड,
- मानव संसाधन विकास द्वारा लागू की जाने वाली उपस्थिति जाँच प्रणाली के अनुरूप होना,
- कर्मचारियों के कार्यक्षेत्र को दर्शाने वाले रंगों के कोड का होना, तथा
- कर्मचारियों के रक्त-समूह का पहचान-पत्र पर दर्शाया जाना, जो आपात काल में

या रक्तदान के समय काम आ सके।

इसी प्रकार, सेवा निवृत्त कर्मचारियों को सफेद पहचान-पत्र दिए जा रहे हैं,



जिनमें बार कोड और रंग कोड की जगह उनका कार्यकाल दर्शाया जाएगा, जो पैसेज सुविधा के लिए उपयुक्त होगा। उनका दूरभाष क्रमांक भी पहचान-पत्र में शामिल किया है, जो आपातकाल में उपयोगी हो सकता है।

## आबू धाबी और दुबई में संगीत कार्यक्रम

मानव संसाधन विकास के एस. सी./एस. टी. सेल में कार्यरत श्री बालकृष्ण वैद्य ने मुंबई के सावरकर ट्रस्ट के श्री सतीश भिडे के साथ आबू धाबी और दुबई में एक अभिनव संगीत कार्यक्रम पेश किया। यह कार्यक्रम स्वातंत्र्यवीर सावरकर के जीवन पर आधारित था। इस कार्यक्रम के लिए श्री वैद्य तथा श्री भिडे को आबू धाबी महाराष्ट्र मित्र मंडल तथा दुबई से श्री

नंदकुमार प्रभुणे ने आमंत्रित किया था।

श्री वैद्य अपनी अभिनय कला, नाटक, चित्रपट तथा दूरदर्शन में तो दिखा चुके हैं, अब वे संगीत क्षेत्र में भी अपना नाम रोशन कर रहे हैं।



## नई एसीइसी बैंक की शाखा का सहार में उद्घाटन

भारतीय विमानपत्तन प्राधिकरण के अध्यक्ष श्री रंजन चटर्जी (आई. ए. एस.) के हाथों, 11 फरवरी 1998 को 'श्री एम. पी. मस्करेन्हास, प्रबंध निदेशक, एअर-इंडिया तथा श्री प्रभाकर शेट्टी, क्षेत्रीय निदेशक (पश्चिमी क्षेत्र)', इंडियन एयरलाइन्स लिमिटेड की उपस्थिति में पूर्णतया कम्प्यूटरकृत तथा वातानुकूलित एअर कॉन्डिशनर्स एलॉइज को-ऑपरेटिव बैंक लिमिटेड की पाँचवी शाखा का उद्घाटन सहार एअरपोर्ट पर किया गया।

एअर-इंडिया तथा इंडियन एअरलाइन्स के कर्मचारी तथा सहकारी क्षेत्र के व्यक्तियों को संबोधित करते हुए श्री चटर्जी ने कहा कि सहकारी क्षेत्र ने लोगों में काफी विश्वास जगाया है और इसीलिए बैंक के अधिकारियों को अपने सदस्यों की ज़रूरतों के प्रति सजग होकर उनके विश्वास को बढ़ावा देना होगा। उन्होंने बैंक की प्रगति के लिए बैंक के प्रशासनाधिकारियों को बधाई भी दी।

श्री एम. पी. मस्करेन्हास ने अपने भाषण में कहा कि किसी भी संस्था की प्रगति केवल उसके प्रबंधन पर ही नहीं, बल्कि उनके सदस्यों पर भी निर्भर करती

है। उन्होंने आगे कहा कि हम सब को अपने कर्तव्यपूर्ति के बाद ही अधिकार प्राप्त होता है। ग्राहक सेवा के महत्व पर जोर देते हुए श्री शेट्टी ने कहा कि अगर ग्राहक

संतुष्ट हो तो विज्ञापन देने की आवश्यकता नहीं होती।

बैंक के अध्यक्ष श्री राजीव जोशी ने आने वाले दशकों में विकास की गुंजाइश के बारे में बताया। उन्होंने बैंक के निदेशकों के प्रति अपने विश्वास को जताते हुए कहा कि वे भविष्य की चुनौतियों का सामना करने में सक्षम हैं, क्योंकि वे सामाजिक क्षेत्र से संबंध रखते हैं।

श्री जे. के. जोशी, बैंक के निदेशक ने सभी का स्वागत करते हुए बैंक की प्रगति का ब्योरा उपस्थितियों को दिया। बैंक के उपाध्यक्ष श्री यू. एस. विठ्ठल ने गर्व से कहा कि बैंक का निर्माण सदस्यों को "साहूकारों से मुक्ति दिलाने" के उद्देश्य से किया गया था और इस उद्देश्य को पाने में सफलता प्राप्त हुई है। श्री अरविंद एस. बल्लाळ ने धन्यवाद ज्ञापन किया।



एसीइसी बैंक की नई शाखा का उद्घाटन करते हुए श्री रंजन चटर्जी, अध्यक्ष, भारतीय विमान पत्तन प्राधिकरण, श्री एम. पी. मस्करेन्हास, प्रबंध निदेशक, एअर-इंडिया, श्री प्रभाकर शेट्टी, क्षेत्रीय निदेशक (पश्चिमी क्षेत्र), इंडियन एयरलाइन्स तथा श्री राजीव जोशी, बैंक के अध्यक्ष देखते हुए।

### इंजीनियरी विभाग द्वारा नासेल स्टूट संशोधन

पृष्ठ 9 से आगे  
पर तकनीकी सहकार्य देगी। इसमें उत्पादन तथा गुणवत्ता को बनाए रखने के लिए अति उच्च दर्जे के कर्मचारियों के साथ-

साथ अत्याधुनिक मशीनें तथा विशिष्ट प्रकार के औजारों की जरूरत होती है।  
एफ. ए. ए., अमरीका तथा भारतीय नागर विमानन महानिदेशक के अनुसार

यह संशोधन सभी बोइंग 747-200 विमानों में फरवरी 2000 तथा सभी बोइंग 747-400 विमानों में मध्य 2002 तक अनिवार्य रूप से होना है।

## एअर-इंडिया वेबसाइट को प्रशंसा प्राप्त



एअर-इंडिया की नई इंटरनेट वेबसाइट [www.airindia.com](http://www.airindia.com) को अनेक अतिरिक्त विशेषताओं के साथ मार्च 4, 1998 को पुनः प्रारंभ किया गया। इस नई वेबसाइट को अनेक इंटरनेट इस्तेमालकर्ताओं ने सराहा है और प्रति दिन इसके इस्तेमाल करने वालों की संख्या में वृद्धि हो रही है।

एअर-इंडिया के सभी पहलुओं की पूरी जानकारी देने वाली वेबसाइट का उपयोग अनेक इंटरनेट इस्तेमाल करने वाले कर रहे हैं। यात्रियों के संदेश ई-मेल के जरिए संबंधित विभागों/एअरपोर्ट को सहायता के लिए भी भेजे जाते हैं। हमारे शेष स्टेशनों को भी ई-मेल की सुविधा



प्रदान की जा रही है, जिससे संदेश, कम खर्च व आसानी से भेजे जा सकें।

### ग्रीटींग कार्ड

हमारी वेबसाइट की एक विशेषता, ग्रीटींग कार्ड ने सभी को आकर्षित किया है। पहले तीन सप्ताहों में ही करीब हजार लोगों ने जन्मदिन तथा वर्षगांठ की शुभकामनाओं के संदेश अपने मित्र तथा प्रियजनों को हमारी वेबसाइट द्वारा भेजे। हमारी वेबसाइट में चार ग्रीटींग कार्ड उपलब्ध हैं और भारतीय त्यौहारों के लिए बनाए गए विशेष कार्ड त्यौहारों के एक माह पहले उपलब्ध कराए जाएंगे।

### आवेदन फार्म

फ्लाईंग रिटर्न्स, हमारे फ्रिक्वेंट



फ्लायर कार्यक्रम विभाग में भी इच्छित परिणाम प्राप्त होने लगे हैं। हैदराबाद की सुश्री सावित्री शर्मा पहली ऐसी व्यक्ति हैं, जिन्होंने फ्लाईंग रिटर्न्स के आवेदन फार्म को डाउनलोड कर हमारे पास नामांकन करवाने भेज दिया। इस उपलब्धि के लिए उन्हें 1000 बोनस मायलेज पॉइंट दिए गए हैं। ये आवेदन फार्म अब एक बटन दबाने पर उपलब्ध होने से नामांकन भरना और भी सुलभ हो गया है।

एअर-इंडिया अपने अमरीकी इस्तेमालकर्ताओं का डाउनलोड समय बचाने के लिए अमरीका में साइट बनाने की भी सोच रहा है। इस समय हमारी वेबसाइट विदेश संचार निगम के सर्वर पर स्थित है।

## स्वैच्छिक भविष्य निधि की सीमा में वृद्धि

अब एअर-इंडिया के कर्मचारी हर माह अपने मासिक मूल वेतन के बराबर रकम स्वैच्छिक भविष्य निधि में निवेश कर सकेंगे। यह सीमा पहले मासिक मूल वेतन के 20 प्रतिशत थी।

इस निवेश के लिए कंपनी हर सदस्य के मासिक वेतन से रकम वसूल करेगी। अगर कोई सदस्य इस राशि को बढ़ाना/घटाना चाहता है, तो वह ऐसा कर सकता है, पर प्रत्येक वित्तीय वर्ष में केवल एक ही बार।

इस स्वैच्छिक भविष्य निधि के योगदान पर हर सदस्य आयकर अधिनियम की धारा 88 के तहत आयकर में छूट पा सकेंगे। श्रम संपर्क समिति द्वारा की गई सिफारिश के अनुसार यह संशोधन नवम्बर, 1997 से लागू किया गया है।

## इंधन संधारण

भारतीय अर्थव्यवस्था के अनेक क्षेत्रों में आर्थिक उदारीकरण की वजह से हुई प्रगति के साथ-साथ पेट्रोलियमजन्य पदार्थों की मांग भी लगातार बढ़ रही है। हमारे देश की इंधन ज़रूरतों की आपूर्ति के लिए बड़ी मात्रा में विदेशी मुद्रा खर्च होती है। इसलिए यह ज़रूरी है कि हम पेट्रोलियमजन्य पदार्थों की अनावश्यक इस्तेमाल पर रोक लगाएं।

एअर-इंडिया कई साल से इंधन संधारण जागरूक कार्यक्रम अपने कर्मचारियों के लिए चला रही है। क्रय और भंडार विभाग के उन अनुभागों के कर्मचारियों को,

जिनका संबंध तेल एवं पेट्रोलियमजन्य पदार्थों के संग्रह तथा वितरण से आता है, इन पदार्थों के प्रति सावधानी बरतने तथा उनके अपव्यय को टालने संबंधी जागरूक रहने के लिए प्रेरित किया गया है।

इंजीनियरी विभाग के सभी अनुभाग प्रमुखों ने एक बैठक का आयोजन किया, जिसमें इंधन के उचित उपयोग संबंधी चर्चा की गई। मुंबई के कैम्पस कॉर्नर तथा अन्य शहरों में मुख्य जगहों पर इंधन संधारण के संदेशों की होर्डिंग लगाए गए जिससे इस संदेश को जनसामान्य तक पहुँचाया जा सके।



## एअर-इंडिया एअरबस बेड़े की प्रेषण विश्वसनीयता विश्वस्तर से बेहतर

एअर-इंडिया की एअरबस ने प्रेषण विश्वसनीयता में विश्व औसत से बेहतर स्तर हासिल किया है। एअरबस इंडस्ट्री द्वारा दुनिया की सभी एयरलाइनों के एयरबस बेड़े के प्रचालन परिणामों का 1997 में परीक्षण किया गया था। इस परीक्षण के फलस्वरूप जुलाई-दिसंबर 1997 की अवधि में एअर-इंडिया की एअरबस प्रेषण विश्वसनीयता 99.3 प्रतिशत थी, जबकि विश्वस्तर की प्रतिशतता 98.6 कैलेंडर वर्ष 1997 में हमारी आठ एअरबसों ने 23,539 घंटों की उड़ान भरी थी, जिसमें

9158 राजस्व टेकऑफ शामिल है।

हमारी तीन एअरबस 300 की प्रेषण विश्वसनीयता गत वर्ष के अंतिम तिमाही में 99.4 थी, जो विश्वस्तर से काफी उंची साबित हुई है।

इस नई उपलब्धि पर बोलते हुए श्री जे. एन. गोगई, निदेशक - इंजीनियरी ने कहा कि हमारे एअरबस बेड़े ने इंडस्ट्री औसत उन हालात में हासिल किया है, जब हमारा इन विमानों का उपयोग भी इंडस्ट्री औसत से अधिक है।

## कोच्चि में हिन्दी कार्यशाला

हाल ही में हमारे कोच्चि स्थित बुकिंग कार्यालय में एक हिन्दी कार्यशाला का आयोजन किया गया था। इस कार्यशाला का संचालक कॉयर बोर्ड के हिन्दी अधिकारी, श्री आर. केशव पिल्लै, ने किया। कार्यशाला वेग अंत में "आज का शब्द" के आधार पर एक प्रतियोगिता आयोजित की। विजेताओं को प्रबंधक-कोच्चि ने पुरस्कार प्रदान किए। उक्त कार्यशाला बहुत ही सफल रही।



श्री आर. केशव पिल्लै, कॉयर बोर्ड के हिन्दी अधिकारी 11 दिसंबर, 1997 को एअर इंडिया के कर्मचारियों/अधिकारियों की हिन्दी कार्यशाला में संबोधित करते हुए।

## न्यूयार्क द्वारा नया कार्गो कीर्तिमान

एक ही उड़ान में 24.7 लाख रूपयों का राजस्व प्राप्त करने का एक नया रिकार्ड न्यूयार्क कार्यालय द्वारा नवम्बर 15, 1997 को कायम किया गया। इस कीर्तिमान की एक और महत्वपूर्ण बात यह रही कि इस कार्गो का वजन केवल 10.8 टन था।

याद रहे, ओसाका कार्यालय की कार्गो टीम ने अक्टूबर 15, 1997 को 30.2 टन कार्गो उठाकर 19.86 लाख रूपयों का राजस्व अर्जित कर वजन के आधार पर नया रिकार्ड कायम किया था।

श्री पी.पी. सिंह, वाणिज्य प्रबंधक - कार्गो के अनुसार, "स्टेशन अब ज्यादा राजस्व अर्जित करने की दिशा में जागरूक हो रहे हैं तथा उच्च दाम और हल्के वजन वाली चिजों को कार्गो में शामिल करने का प्रयास कर रहे हैं। यह एक अच्छी प्रवृत्ति है।"

इन दो स्टेशनों द्वारा कार्गो के नए



रिकार्ड स्थापित करने के बाद, मैजिक कार्पेट अब आशा करता है कि हमारी कार्गो गतिविधियों से संबंधित अन्य स्टेशन भी उच्च राजस्व अर्जित करने का भरपूर

प्रयास करेंगे।

न्यूयार्क के कार्गो अनुभाग के सभी कर्मचारियों को उनकी उपलब्धि के लिए हार्दिक बधाई।

## नियुक्तियाँ

श्री डी. एस. अमिस्ट की प्रतिनियुक्ति कालाविधि के समाप्त होने पर, 17 फरवरी 1998 की दोपहर से श्री दिपक समाल, निदेशक - आंतरिक लेखा परीक्षा, को निदेशक-सुरक्षा का अतिरिक्त भार सौंपा गया है।

श्री एम. वी. सुब्रमणियन को स्थानापन्न महाप्रबंधक-सुरक्षा के पद पर नियुक्त किया गया है।

## एन. सी. पाढ़ी द्वारा पदभार त्याग

श्री एन. सी. पाढ़ी ने फरवरी 1, 1998 को उप प्रबंध निदेशक का पदभार त्याग दिया।

भारतीय पुलिस सेवा में कार्यरत श्री पाढ़ी ने प्रतिनियुक्ति पर अप्रैल 1993 में निदेशक - सतर्कता के रूप में कार्यभार ग्रहण किया था। उन्होंने दो साल तक निदेशक - सुरक्षा पद का भी अतिरिक्त भार संभाला।

जनवरी 28, 1998 को सभी विभागाध्यक्षों तथा महाप्रबंधकों द्वारा उन्हें विदाई दी गई। श्री पाढ़ी ने इस अवसर पर एअर-इंडिया में कुछ वर्ष काम करने का मौका मिलने के लिए प्रसन्नता व्यक्त की।



## नई ग्रीष्मकालीन समय सारिणी

मार्च 29, 1998 से लागू हुई ग्रीष्मकालीन समय सारिणी की विशेषताओं में हैदराबाद-सिंगापुर के बीच सीधी उड़ानें, मैनचेस्टर और शिकागो के लिए अतिरिक्त उड़ानें तथा ज्यूरिख के लिए स्विस् एयर की कोड शेयर उड़ानें शामिल हैं।

### हैदराबाद-सिंगापुर सीधी उड़ानें

एअर-इंडिया की हैदराबाद से सिंगापुर के लिए सीधी उड़ानें मार्च 29, 1998 से शुरू की गई हैं। मुंबई, चेन्नई, दिल्ली, बंगलुरु तथा तिरुवनंतपुरम के बाद हैदराबाद से यात्री अब सिंगापुर के लिए सीधे रवाना हो सकेंगे। सप्ताह में दो उड़ानों को एअरबस 310 द्वारा चलाया जाएगा।

इन नई उड़ानों की जानकारी के लिए प्रचार कार्यक्रम शुरू किया गया है। इस कार्यक्रम के अंतर्गत अप्रैल और मई के दौरान किफायती श्रेणी के यात्री केवल रु. 13,000.00 के मूल्य में वापसी यात्रा के हकदार होंगे तथा अधिशासी श्रेणी के यात्री एक साथी को बिलकुल मुफ्त ले जा सकेंगे। इन रियायतों की वजह से, जो कि एक नई शुरु की गई सेवा के लिए आवश्यक

है, इन दो महीनों में पर्यटक तथा व्यावसायिक यात्रियों की संख्या में वृद्धि होने की संभावना है।

आंध्र प्रदेश सरकार ने इन उड़ानों में काफ़ी रुचि दिखाई है तथा एअर-इंडिया के साथ मिल कर मिडिया अभियान में सहभागी होने का निर्णय लिया है। इस योजना के तहत राज्य सरकार विशाखा-पट्टनम, विजयवाड़ा, गुंटूर तथा राजामुन्दी में इन उड़ानों का प्रचार करेगी जहाँ से यात्री संख्या में बढोत्तरी होने की संभावना है। एअर-इंडिया भी कई और प्रोत्साहनात्मक कार्यक्रमों का अलग से आयोजन कर रही है।

### मैनचेस्टर के लिए चार उड़ानें

ब्रिटेन के मैनचेस्टर शहर के लिए एअर-इंडिया ने अपनी उड़ानों की संख्या सप्ताह में दो से बढा कर चार की है। आपको याद होगा, मैनचेस्टर के लिए एअर-इंडिया ने नवम्बर 17, 1995 से उड़ानें शुरू की थीं। 1997 के शीतकालीन समय सारिणी में दो मुंबई-दिल्ली-रोम उड़ानों को मैनचेस्टर तक तथा दो उड़ानों को ज़िनेवा तक बढ़ाया गया था। अब यह

सभी चारों एअरबस 310 विमानों से रोम जाने वाली उड़ानें मैनचेस्टर तक जाएंगीं।

### ज्यूरिख, ज़िनेवा, एमस्टरडम तथा फ्रैंकफर्ट के लिए कोड शेयर उड़ानें

मार्च 29, 1998 से एअर-इंडिया ने स्विस् एयर के साथ एक कोड शेयर समझौता किया है। अब स्विस् एयर हर हफ्ते मुंबई/दिल्ली से, स्विट्ज़रलैंड के व्यापारिक शहर ज्यूरिख के लिए जाने वाली चार उड़ानों में एअर-इंडिया के लिए किफायती श्रेणी में 25 सीटें ब्लाक करेगी।

मुंबई तथा दिल्ली से दो-दो उड़ानों पर एअर-इंडिया तथा स्विस् एयर दोनों के उड़ान क्रमांक दर्शाए जाएंगे।

इससे पूर्व, मार्च 1, 1998 से एअर-इंडिया ने ज़िनेवा, एमस्टरडम और फ्रैंकफर्ट के लिए एअर फ्रान्स के साथ कोड शेयर समझौता किया था। इस समझौते के अनुसार, यात्री पेरिस से एअर फ्रान्स की अन्य यूरोपीय शहरों को जाने वाली उड़ानों पर अपनी यात्रा जारी रख सकेंगे। इस प्रकार फ्रैंकफर्ट के लिए अब चार साप्ताहिक उड़ानें उपलब्ध हैं

- दो एअर-इंडिया की तथा दो स्विस् एयर की।

अप्रैल 15, 1998 से मुंबई/दिल्ली और पेरिस के बीच एअर फ्रान्स की उड़ानों अधिशासी श्रेणी में चार तथा किफायती श्रेणी में 20 सीटों एअर-इंडिया के यात्रियों के लिए ब्लाक किया जाएगा। इस तरह हमारे यात्रियों को पांच साप्ताहिक उड़ानों का फायदा उठाने का मौका मिलेगा।

### शिकागो के लिए हर हफ्ते पांच उड़ानें

भारत और अमरीका के बीच 3 जून 1998 से शिकागो के लिए सप्ताह में तीन के बजाय अब पांच उड़ानें होंगी। इन नई सेवाओं के कारण इस मार्ग पर 834 ज्यादा सीटें उपलब्ध होंगी, जिससे यात्रियों को सीट मिलने में आसानी होने की संभावना है। उपर्युक्त पांच उड़ानों में से, तीन लंदन से होते हुए तथा दो फ्रैंकफर्ट से होते हुए शिकागो जाएंगीं। ये अतिरिक्त उड़ानें बोइंग 747-400 द्वारा चलाई जाएंगी जिसमें अत्याधुनिक उड़ानगत यंत्रणा तथा प्रथम और अधिशासी श्रेणी में व्यक्तिगत टेलीविजन, स्कायफोन और एअरशो जैसी सुविधाएँ भी हैं।

### टोकियो के लिए चार सेवाएँ - दो 747-400 से और दो कॉम्बी से

एअर-इंडिया पहले की ही तरह टोकियो के लिए चार सेवाएँ जारी रखेगी। इन चार में से दो साप्ताहिक सेवाएँ-मुम्बई-दिल्ली-बैंकाक-टोकियो-बैंकाक-कलकत्ता-मुम्बई और मुम्बई-कलकत्ता-बैंकाक-टोकियो-बैंकाक-दिल्ली-मुम्बई वायुमार्ग पर बोइंग 747-400 विमान चलेंगे तथा अन्य दो साप्ताहिक सेवाएँ - मुम्बई-दिल्ली-टोकियो-दिल्ली-मुम्बई इस वायुमार्ग पर बोइंग 747-300 कॉम्बी विमान का प्रयोग होगा।

### तेल अवीव और सिओल ऑफलाइन बनें

इसरायली शहर तेल अवीव के लिए जाने वाली उड़ानों को ग्रीष्मकालीन समय सारिणी के चलते रद्द कर दिया गया है। इसी प्रकार दक्षिण कोरिया के भयंकर मुद्रा संकट की वजह से अन्य एयरलाइनों के साथ-साथ एअर-इंडिया ने भी सिओल को ऑफलाइन किया है।



केंद्र तथा राज्य के सरकारी कर्मचारी, सार्वजनिक क्षेत्र के उपक्रमों के कर्मचारी, राष्ट्रीयकृत बैंको/बीमा कंपनी के कर्मचारी और सांविधिक और स्वायत्त निकायों के कर्मचारियों के लिए अप्रैल 15 से जुलाई 15, 1998 के बीच रियायती दरों की घोषणा की गई है। यह योजना अवकाश यात्रा रियायत नियमों के तहत हमारी अंतर्देशीय उड़ानों के लिए लागू होगी तथा यात्रियों को पात्रता प्रमाणपत्र प्रस्तुत करना होगा। उन्हें मूल भाड़े में 50 प्रतिशत रियायत दी जाएगी।

इन्हीं तीन वजहों से, 10 प्रतिशत परेशानियां पैदा होती हैं, और बाकि 10 प्रतिशत में ईश्वर ही आपकी सहायता कर सकेगा. (सौजन्य : मै

(सौजन्य : मैनेजमेंट थॉट्स - प्रमोद बत्रा व विजय बत्रा द्वारा संकलित.)

पुरस्कार वितरण से पहले सांस्कृतिक कार्यक्रम के रूप में “ कविता पाठ ” किया गया जिसमें आमंत्रित कवि तथा स्थानीय कर्मचारियों ने अपनी रचनाएँ प्रस्तुत कीं. इस कार्यक्रम में कलकत्ता स्टेशन के अधिकारी/कर्मचारी भारी संख्या में उपस्थित थे.

इंजीनियरी विभाग के इंजीनियरी प्रशिक्षण प्रभाग में हिन्दी पुस्तक वितरण समारोह आयोजित किया गया था. श्री हंसध्वजसिंह, महाप्रबंधक - इंजीनियरी ने समारोह की अध्यक्षता की तथा श्री ए. के. जौहरी ने मार्गदर्शन किया. इस समारोह में मुख्य अतिथि के रूप में नागर विमानन के बीडीडीएस दल के मेजर वी. एल. जाधव एवं कप्तान एस. एस. कुलकर्णी उपस्थित थे.

इनके अलावा श्री बी. एम.  
श्रीवास्तव, महाप्रबंधक - गणितसे, श्री

के. के. ए. किशोर, अपर महाप्रबंधक  
(मुख्यालय), श्री एस. एस. बाठला, उप  
महाप्रबंधक, कु. प्रमिला भटनागर -  
सहायक महाप्रबंधक (राजभाषा), श्री  
आर.पी.शर्मा, वरिष्ठ प्रबंधक (राजभाषा)  
भी उपस्थित थे.

विभाग होते हुए भी जितना काम हिन्दी में हो रहा है यह प्रशंसनीय है, जिसे अन्य कार्यालयों को भी उदाहरणस्वरूप अपनाना चाहिए. मुख्य अतिथि ने सभी पुरस्कार विजेताओं को बधाई दी.

तत्पश्चात् प्रतियोगिताओं के सहभागियों/विजेताओं तथा हिन्दी के प्रगामी



श्री जयन्त भट्ट टाचार्य, प्रश्नमंच प्रतियोगिता हेतु पुरस्कार प्राप्त करते हुए.

की हिन्दी यूनिट की ओर से मुख्य अतिथियों तथा अन्य सभी उपस्थितों का स्वागत किया। उन्होंने कहा कि इंजीनियरी विभाग ने हिन्दी पखवाड़े के दौरान विभिन्न प्रतियोगिताएं आयोजित की एवं सभी पुरस्कार पाने वालों को बधाई देते हुए कहा कि वें जहां भी रहें, हिन्दी का प्रयोग करें इसी तरह हिन्दी के प्रति निष्ठा व्यक्त होगी।

मुख्य अतिथि ने उद्घाटन भाषण में  
आभार प्रकट करते हुए प्रसन्नता व्यक्त  
की कि इंजीनियरी विभाग एक तकनीकी

प्रयोग को बढ़ाने में सहयोग देने वाले अधिकारियों/कर्मचारियों को पुरस्कृत किया गया.

कु. प्रमिला भटनागर ने हिन्दी दिवस के उपलक्ष्य में राष्ट्रपति का संदेश पढ़कर सुनाया. इंजीनियरी विभाग के कार्य के प्रति गौरव व्यक्त किया और हिन्दी कार्यान्वयन में आने वाली कठिनाइयों को हिन्दी अनुभाग की सहायता से दूर करने का वायदा किया.

कार्यक्रम के अंत में श्री हरनाम सिंह बाठला ने समारोह की सफलता के लिए सभी को धन्यवाद दिया.

उत्पादन संबंधी प्रोत्साहन (पीएलआई) और/या वेतन से स्वैच्छिक कसौटी करवाने वाले कर्मचारियों की संख्या निरन्तर बढ़ रही है.

अक्टूबर 1997 में प्रचालन विभाग के 14 पायलटों ने अपने वेतन से पांच प्रतिशत कटौती स्वीकार कर इसकी शुरुवात की. **श्री एम. पी. मल्होत्रा**, प्रबंध निदेशक ने शुरू में 10 प्रतिशत वेतन तथा बाद में संपूर्ण पीएलआई में कसौती स्वीकार कर एक उदाहरण प्रस्तुत किया, जिसका अनेक कर्मचारियों ने अनुसरण किया. जैसे वाणिज्य विभाग, नागपुर के दो कर्मचारी, जिन्होंने दिसंबर 1997 से पीएलआई में 50 प्रतिशत कसौती स्वीकार की.

श्री जे. एन. गोगई, समन्वयक तथा निदेशक - इंजीनियरी ने अपने पीएलआई से पांच प्रतिशत कसौटी स्वीकार की तथा अप्रैल 1998 से और पंद्रह प्रतिशत कसौटी करवाने का निर्णय लिया है।

अप्रैल 13, 1998 तक 89 कमेचारियों ने अपने वेतन तथा/या पीएलआई में कसौटी स्वीकार की है, जिनमें विभागाध्यक्षों से लेकर कनिष्ठ कर्मचारियों तक सभी शामिल हैं।

ब्रिटीश काउन्सिल के सौजन्य से ब्रिटीश और सभी उपस्थितों का भारतीय पारंपरिक म्यजियम द्वारा अब तक की सबसे बड़ी ढंग से स्वागत किया.

भ्रमण करने वाली प्रदर्शनी “एक चिरस्थायी प्रतिमा” के उद्घाटन के उपलक्ष्य में एअर-इंडिया ने फरवरी 13, 1998 को सी. जे. पब्लिक हाल, मुम्बई में एक आनन्ददायी भारतीय शास्त्रीय संगीत कार्यक्रम का आयोजन किया।

शास्त्रीय गायिका शोभा मुद्गल के साथ तबले पर प्रतिभाशाली अनिश प्रधान थे और वाद्ययंत्र में कलाकुशल पंडित हरीप्रसाद चौरसिया ने बॉसों पर अपना प्रदर्शन किया



## A-I Wins Five Trophies at Flower Show

Air-India won five trophies, in the International Category, at the flower show organised by the Delhi Agri-Horticultural Society in the capital on March 1, 1998.

A wide variety of exotic flowers from the UK, Germany, Italy, Japan, Thailand and Singapore flown specially for the exhibition by Air-India, attracted many visitors to our pavilion. **Mr M.K. Kaw**, Secretary-Civil Aviation, is seen here admiring our display. Amongst those in the photograph are **Ms Moira Singh**, Commercial Manager, and **Ms Asha Virmani**, Sr. Manager, Tourism; **Ms S. Dhindsa**, District Sales Manager; and **Mr Bharat Chaturvedi**, Passenger Sales Manager-N.I., Delhi.



## New York Uplifts Record Cargo

A new record in terms of revenue earned from cargo uplifted on a single flight was set on November 15, 1997 when our New York office uplifted 10.8 tons of cargo. The high value consignment, comprising hatching eggs, enabled Air-India earn a revenue of Rs. 24.7 lakhs.

According to **Mr P. P. Singh**, Commercial Manager - Cargo, "Stations are becoming increasingly aware of achieving higher revenues by selecting high value, light-weight commodities. This is indeed a very healthy trend."

It may be recalled our Cargo

team in Osaka had, on October 15, 1997, set an all time record by uplifting 30.2 tons of cargo on a Boeing 747-200, earning a net revenue of Rs. 19.86 lakhs.

With two stations having set new records for upliftment of cargo in the recent past, **Magic Carpet** hopes that Air-Indians involved with cargo at other stations on Air-India's network will emulate them in achieving higher targets for their respective stations and earning more revenue for the Company.

Congratulations to all employees of Cargo Division at New York for their accomplishment.

## Gulf News

### Lucky Seat Surprise

Razzle Dazzle, a lucky seat surprise, was conducted on board flight AI-970 from Abu Dhabi to Thiruvananthapuram on February 21, 1998. **Mr A. Rahman**, the winner of the promotion, is seen receiving a complimentary Air-India ticket from **Mr M.P.N. Menon**, Indian Ambassador to the United Arab Emirates. **Mr Sanjeev Talwar**, Manager-Abu Dhabi & Southern Emirates, is on the right.

### Festival Cricket Match

The second festival cricket match was held between Air-India Abu Dhabi XI and Indian Embassy

XI on March 20, 1998. While Air-India XI was captained by **Mr Sanjeev Talwar**, Manager-Abu Dhabi & Southern Emirates, **Mr Manbir Singh**, Minister, Embassy of India was captain of the Embassy team. **Mr Talwar**, is seen with the Indian Embassy XI who emerged winners.



## Oil Conservation

Economic liberalisation has led to growth in various sectors of the Indian economy. Simultaneously, the demand for petroleum products has risen considerably. Since the country incurs heavy expenditure, that too in foreign exchange, for importing a major part of its oil requirement, it is imperative that wasteful consumption of petroleum products is avoided.

Air-India has, for a number of years, organised activities to make employees aware of the need to conserve petroleum products. All employees in various sections of our Stores & Purchase Department, which is responsible for the procurement of oil and related products and for its storage and distribution, were once again recently urged to ensure that concerted efforts were made to avoid spillage and cut down

wastage.

Divisional Heads of the Engineering Department convened a meeting to discuss measures to promote effective utilisation of petroleum products and a specially designed hoarding with a message on oil conservation was displayed at Mumbai's Kemp's Corner and vantage locations in other Indian cities to make the public also aware of oil conservation.

### DON'T BE CRUDE WITH OIL



The hoarding on the need to conserve oil.



### TV Star Visits Kuwait Office

**Mr Anu Kapoor** of Zee Television Antakshari fame, recently visited our office in Kuwait. He is seen here on the occasion with **Mr P.R. Pewekar**, Manager, **Mr A. Zantout**, Sales Manager, **Ms N. Pednekar**, Accounts Manager, **Mr V.P. Sharda**, Customer Relations/Airport Manager and other Air-Indians in Kuwait.

### Agency Award Night

Top travel agents in Oman were presented awards in recognition of their contribution to Air-India's revenues during 1996-97 at a glittering function held in Muscat on March 19, 1998. The recipients were **Al Huzeyli Travels**, Nizwa; **Fahad Express**, Sohar; **Abu Anwar Travels**, Sur; **Hamdan Travel**, Al Firdaas Travels and **Babood Travels**, Salalah; **Bahwan Travels Agencies**, National Travels & Tourism and **Al Harthy Al Araiimi Travels**, Muscat.

Special awards were presented to **Marmul Travels**, Muscat, for maximum growth; **Al Huzeyli Travels**, Nizwa, which emerged the most enthusiastic performer and **Moon Travels**, Muscat for being the most enterprising performer. Certificates of recognition were also presented to **Oman Aviation Services**, Seeb for passenger and cargo handling, and catering; **Oman United Agencies**, Muscat, who have been our General Sales Agents in Oman for the past 25 years; **Oman United Agencies**, O.U.A. Retail Division and **Advertising International**, Muscat.

The awards were presented by **Mr Kishore Shrivadasani**, who has since voluntarily retired as Manager-Oman. The function was prominently featured in a 4-page supplement brought out by the *Times of Oman*, one of the leading dailies in the region.

## AVIATION SCENARIO

### Massive Drop in Asia Pacific Air Traffic Forecast

Thirty million fewer passengers are expected to travel in the year 2001 in the Asia Pacific region, according to a review of "medium term air traffic growth forecasts to 2001", undertaken by IATA in the wake of the financial and economic turbulence witnessed in the Asia Pacific markets in 1997.

The growth rate for Asia Pacific, earlier projected at 7.7 per cent per annum has been scaled down to 4.4 per cent per year for passengers and from 9 per cent to 6.5 per cent per year for cargo traffic. Converted into numbers,

the drop in growth forecast implies 30 million fewer passengers travelling in 2001 than estimated in the earlier forecast.

The survey points out that the impact of the crisis on airline profits will be in excess of US\$ 1.5 billion in 1998 for all carriers surveyed, with an estimated US\$ 2 billion for all carriers operating to, from and within the region. While markets in South Korea, Taiwan, Thailand and Malaysia were seen to be most affected in terms of growth rates, markets in China and Japan were the least affected.



SAYONARA



**Mr M. K. Walendra**,  
Manager,  
Commercial,  
Mumbai.  
Ser: 38 yrs.



**Mr S. R. Sharma**,  
Chief Peon,  
Commercial, Delhi.  
Ser: 37 yrs 6 mths.



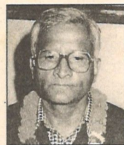
**Mr M. Chakrabarty**,  
Sr. Manager,  
Commercial,  
Calcutta.  
Ser: 37 yrs 4 mths.



**Mr D. B. Ghaswala**,  
Sr. Manager,  
Commercial,  
Mumbai.  
Ser: 37 yrs.



**Mr M. A. DeAbreu**,  
Manager-Lebanon,  
Commercial, Beirut.  
Ser: 34 yrs.



**Mr K. N. Narang**,  
Dy Manager -  
Network Operations,  
Dept of Information  
Technology, Delhi.  
Ser: 33 yrs 2 mths.



**Mr M. Saravanan**,  
Accounts Manager,  
Finance &  
Accounts, Tel Aviv.  
Ser: 32 yrs 7 mths.



**Mr A. C. Padmaraj**,  
Asst. Manager,  
Commercial,  
Calcutta.  
Ser: 32 yrs 3 mths.



**Mr J. Fernandes**,  
Sr. Foreman,  
Transport, Ground  
Services, Mumbai.  
Ser: 32 yrs.



**Mr J. A. Gharat**,  
Loading Supervisor  
(HG), Commercial,  
Mumbai.  
Ser: 32 yrs.



**Mr Jai Ram Durangal**,  
Station Manager,  
Commercial, Delhi.  
Ser: 30 yrs 4 mths.



**Mr V. B. Mahajan**,  
Sr. Foreman, COD,  
Engineering,  
Mumbai.  
Ser: 28 yrs 5 mths.



**Mr A. E. Mhatre**,  
Sr. Foreman, Civil  
Works & Properties,  
Mumbai.  
Ser: 27 yrs.



**Mr O. D. Sharma**,  
Dy Manager -  
Ramp, Ground  
Services, Delhi.  
Ser: 23 yrs 3 mths.

## News in Brief

### Relocation of Offices

The offices of **Mr P.B. Kumar**, Co-ordinator and Director-Engine Overhaul, and **Mr J.N. Gogoi**, Co-ordinator and Director of Engineering & Civil Works & Properties, have, effective February 2, 1998, been relocated on the 22nd floor of Air-India Building, Nariman Point, Mumbai.

The office of **Mr N.S. Rajan**, Director-Human Resources Development Department, including Industrial Relations

Section, Manpower Planning and the Hindi Section, have moved to the Old Airport, Santa Cruz.

### New PR Set-up in Delhi

A new Public Relations unit has been established in New Delhi. **Ms Vijay Lakshmi**, Sr.Manager-Public Relations, who has been entrusted the responsibility of handling work related to PR in Delhi, will work under the guidance and in association with the Corporate PR Department in Mumbai.

## N.C. Padhi Relinquishes Charge

**Mr N.C. Padhi**, Deputy Managing Director, relinquished charge with effect from February 1, 1998.

A senior IPS Officer of the 1966 batch from Orissa, Mr Padhi joined Air-India in April 1993 as Director-Vigilance on deputation. He also held

additional charge as Director-Security for almost two years.

A contributory farewell lunch was hosted by the Departmental Heads and General Managers at the Marine Plaza Hotel, Mumbai, on January 28, 1998. Glowing tributes for his contribution to Air-India were paid to him on the occasion. Mr Padhi said he was proud to have had the opportunity to work for the national carrier.

## We Mourn Him

**Mr Murl K. Sippy**, former Dy. Commercial Manager-Sales, Mumbai, passed away on January 22, 1998 only one short year after retirement.



Sippy had plans to lead a constructive life and a lot to look forward to with his zest for life and love of people. During his career spanning nearly 33 years with the national carrier, Sippy had worked in Dar-es-Salaam as Area Sales Manager-Spain, Portugal, North West Africa. For a while he was at the Cargo Complex. He also held the positions of Manager-Passenger Relations; Station Manager-Publicity and Manager-Special Projects at Commercial Headquarters. Always polite, courteous and diplomatic, Sippy excelled in Sales. He was well known and respected among the NRI community across Asia/Africa and Spain who invariably contacted him in Mumbai on visits to this country and consulted him on their travel plans.

## Appointments

**Mr Deepak Samal**, Director-Internal Audit, has been entrusted additional charge of the post of Director-Security with effect from the forenoon of February 17, 1998, following the completion of **Mr D.S. Amist's** deputation to Air-India.

**Mr M.V. Subramanian**, has, simultaneously, been appointed Officiating General Manager-Security.

## Promotion

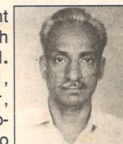
**Dr R. Chaudhry**, General Manager-Northern India, Medical Services Department, has, with effect from March 18, 1998, been promoted as Director-Medical Services.

## OBITUARY

We deeply regret to announce the sad demise of **Mr M. Dube**, Chief Traffic Assistant, Commercial Department, New Delhi. Service: 13 years 10 months.

## A Correction

On the right is a photograph of **Mr N. Namboodiri**, Dy. Manager, Finance & Accounts, Mumbai, who retired recently after 36 years 8 months service. **Mr S.C. Rastogi's** photograph was inadvertently published along with Mr Namboodiri's caption under Sayonara in the December 1997-January 1998 issue of *Magic Carpet*. The error is regretted.



- Editor.

## Family Pride



**Ninad, s/o Ms M. V. Sohoni**, Office Assistant, Time Office, Human Resources Development Department, Mumbai, is the only proud rank holder in the Scholarship examination conducted by the Maharashtra State Examination Board in 1997. He scored 81 per cent in the examination.

Ninad has also excelled in the field of sports. He is a good tennis player and a swimmer. A keen chess player, he has in the last two years won medals in his school.

**Shital, d/o Mr Pandurang Waingankar**, Head Cleaner, Major Maintenance Division, Engineering Department, Mumbai, who is a student of Grant Medical College & Sir J.J. Group of Hospitals, has done her parents proud by successfully passing the final M.B.B.S. examination conducted in October 1997. She is currently doing her internship at J.J. Hospital and would like to go in for Post Graduation studies in Gynaecology.



**Sheetal, d/o Mr J.A. Patidar**, Traffic Supervisor, Mumbai Airport (Cargo), a Second Year B.Com. student studying in Sathaye College, has, in January 1998, been awarded a certificate for participating in the Inter Collegiate/intramural N.C.C. Exhibition organised by the Parle Tilak Vidyalyaya Association's Sathaye College Students' Council.

In December 1997, she also stood second in the Group Dance Competition conducted by Gokhale Education Society as part of the 5th Gokhale Utsav.

**Kaustubh, s/o Mr Balkrishna Vaidya** of Scheduled Castes & Scheduled Tribes Cell, Human Resources Development Department, has won a gold medal for his acting prowess and a silver medal in the debating competition organised by Kumar Kala Kendra, Mumbai. Kaustubh, a student of Chikitsak Samuh High School, has also received a merit certificate for his outstanding performance in the Inter-School Drama Competition. He played the role of 'Gandhiji', which was appreciated by the audience.



## ON THE MOVE

The following officers of the Commercial Department, on transfer, have taken up new assignments :

NAME	FROM	TO
<b>JANUARY 1998</b>		
<b>Mr A.M. Rizwan</b>	Airport Manager, Jeddah.	Manager, Chennai Airport.
<b>Mr U. Wankhaday</b>	Asst. Airport Manager, Abu Dhabi.	Sr. Manager, Cargo Sales-W.I., Sahar Airport, Mumbai.
<b>Ms A.K. Mathew</b>	Asst. Airport Manager, Dubai.	Sr. Manager, Passenger Sales, New Delhi.
<b>Mr D.C. Bagwe</b>	Duty Manager, Mumbai Airport.	Airport Manager, Jeddah.
<b>FEBRUARY 1998</b>		
<b>Mr U.M. Ranade</b>	Customer Relations / Airport Manager, Toronto.	Customer Relations / Airport Manager, Chicago.
<b>Mr A.H. Janwalkar</b>	Manager-Zambia & Angola, Lusaka.	Duty Manager, Mumbai Airport (Traffic).
<b>Mr A.M. Almeida</b>	Manager-Tariffs, Industry Affairs, Mumbai.	Special Services & Security Manager, Bangkok.
<b>MARCH 1998</b>		
<b>Ms A.P. Dubash</b>	Sr. Manager-Traffic Admin., Mumbai.	Airport Manager, Dubai.
<b>Mr S.S. Deshmukh</b>	Sr. Manager, Mumbai Airport.	Airport Manager, Dhahran.
<b>Mr R.B. Chopra</b>	Sr. Manager, IGI Airport, Delhi.	Customer Relations/ Airport Manager, Kuwait.
<b>Mr P. Bhandari</b>	Dy. General Manager- Mumbai Airport (Cargo).	Manager-Oman, Muscat.
<b>Mr S.K. Roy</b>	Asst. Manager, Calcutta.	Resident Sales Officer, Ranchi.
<b>Mr P.V. Nathan</b>	Resident Sales Officer, Ranchi.	Asst. Manager-Sales, Calcutta.



**Ms Neena Pawar** of our Reservations Office, New Delhi has written this letter about one of her colleagues, an 'angel' who has on several occasions taken time out of his busy schedule and gone out of his way to help others without expecting anything in return.... Editor.

## AN ANGEL AMONG US

**Mr J.S. Sandhu** of Reservations, Delhi, is a kind-hearted person who has gone out of his way to bring hope and light in the lives of two families. He has done more than any relative could do in their time of despair.

The first incident was about two years ago when this 'angel' came to the rescue of **Mr A.K. Marya**, another colleague, who lost his leg in an accident with a truck. Mr Sandhu visited him daily and many a time stayed with him at night in the hospital. He cheered up Mr Marya and his wife and sons, and lent them a helping hand in their times of need.

The second incident took place on February 12, 1998. We had just started to work when we got the shocking news that **Mr M. Dube** of Reservations had passed away after having had a fall and suffering a brain haemorrhage. Since he was the only male member in his family, the 'angel' among us, together with a few colleagues, immediately went to the mortuary, identified Dube's body and arranged his cremation. The next day Mr Sandhu went round the office and managed to collect from our colleagues a sum of Rs.30,300 for Dube's wife and 10-year-old daughter.

On many occasions in the past, when our flights were suddenly cancelled, Mr Sandhu has helped stranded passengers who did not have a place to stay in Delhi by providing them shelter in his own home for the night. Sometimes he has even given money to passengers for paying the Airport Tax when they had run out of money.

I hope Mr Sandhu's example will inspire others around him to be a little more caring for people around them, to leave footprints on the hearts of people, to make a positive difference in their lives. This is the true meaning of life.

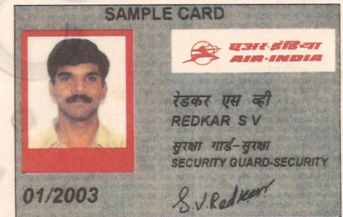
## New Computerised Identity Cards for Employees

The Security Department has commenced issuance of new, sleek, computerised Identity Cards to all employees which have been greatly appreciated by them. The cards of grey background colour, are based on digital imaging technique and, replace the existing film based poloroid ID cards. The ID cards have several new features which include:

- a bar code;
- being compatible with the Attendance Monitoring System proposed to be introduced by the Human Resources Development Department;
- have colour codes, indicating areas to which the employees can have access; and
- blood group of the employee,

which is crucial in the event of an emergency or for blood donation.

Simultaneously, white ID cards are being issued to retired



employees. Instead of bar codes and colour codes, the retired employees' ID cards include their number of years of service, which can be used for the purpose of passage facilities, and their telephone numbers for reference in case of an emergency.

*Keep on mulling your ideas remembering that even the best can be made better.*

## Achievers

**Mr K. R. Nambiar**, Traffic Assistant, Mumbai Airport, who found two gold biscuits weighing 20 gms each left behind on the counter by a passenger at the time of check-in on January 24, 1998, displayed his honesty and integrity by handing them over to the Air-India Security for being given to their rightful owners.

**Ms Vijay Lakshmi**, Sr. Manager - Public Relations, Delhi, received the Best Region trophy on behalf of the Northern Region of the Public Relations Society of India. In her capacity as the Regional Secretary, she co-ordinates the activities of the Chapter in Delhi, Chandigarh, Jaipur, Varanasi and Kota.

The award was presented by the Principal Information Officer to the Government of India at the first ever Asia Pacific Meet and 20th National Conference of the PRSI held at Calcutta from January 29 to 31, 1998.

**Mr Atulkumar Ramesh-chandra Katira**, Traffic Assistant, Sahar Airport, Mumbai, is the proud winner of the first prize in the Dandiya Raas Competition held

Speed Typing Championship sponsored by Godrej, having attained a speed of 69 words per minute.

**Mr S. Shukla**, Sr. Manager-Manpower Planning, Human Resources Development Department, Mumbai, has, in January 1998, successfully completed the course of "Chartered Financial Analyst" (C.F.A.) conducted by the Institute of Chartered Financial Analysts of India.

Mr Shukla, a graduate in Electronics & Telecommunication Engineering and post-graduate in Management Studies, has the distinction of becoming the first Air-Indian to be a Chartered Financial Analyst.

**Mr S. Shashikumar**, Jr. Security Assistant, has successfully completed the three years Master's Degree Programme in Administrative Management from the Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai. In the final examination, conducted by the University of Mumbai, he secured the highest marks amongst the students of the Institute.

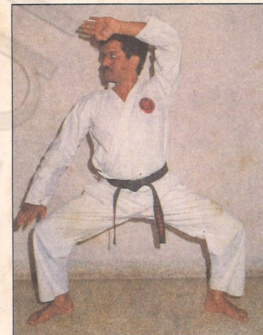
**Mr Balkrishna Vaidya**, who works in the Scheduled Castes and Scheduled Tribes

Cell, Human Resources Development Department, and Mr Satish Bhide of Savarkar Trust, Mumbai, were

recently invited by Mr Nandkumar Prabhune, Maharashtra Mitra Mandal, Abu Dhabi, to stage a musical programme in Abu Dhabi and Dubai. The programme, based on the life of Swatantraveer Savarkar, well-known freedom fighter, was a resounding success.

Mr Vaidya, who has of late been making waves in the musical field, has appeared in a number of television programmes as well as films.

**Mr Vikrant Puntambekar**, Office Assistant, Operations Training Department, Mumbai, has, after three hours of gruelling physical



examination, been awarded the 2nd Degree Black Belt in Goju-Ryu style of Karate by Sensai Pervez Mistry, Chief Instructor of the Academy of Martial Arts, India, Mumbai. The Academy of Martial Arts is affiliated to the International Okinawan Goju-Ryu Karate Federation which has its headquarters at California, U.S.A.

**Mr Anahat N. Hulyalkar**, Assistant Manager-Personnel, Establishment Division, Human Resources Development Department, has recently passed the Master of Laws Degree examination conducted by University of Mumbai. His elective groups were Constitutional & Administrative Law and International Law. Mr Hulyalkar secured 82 per cent marks in the paper on Private International Law (Conflict of Laws).



## Awards for Air-India Employees

### Mumbai Airport

The rolling trophy to the Best Shift of the Quarter ended October 1997, was presented to **Mr J.A. Mehta**, Duty Manager 'B' Shift (who has since retired) and his team at a function held recently at Mumbai Airport.

Cash prizes of Rs.1,500/- and Rs.500/- were also awarded to **Mr S.S. Parulekar**, Traffic Supervisor, 'A' Shift who was selected the Best Staff of the Quarter, and **Mr D.V. Sutari**, Head Loader, 'D'

Shift who was selected Best Loader of the Quarter respectively.

**Ms K.S. Bhandarkar**, Traffic



Mr D.V. Sutari, Head Loader 'D' Shift, Mumbai Airport, is seen receiving the 'Best Loader of the Quarter' award from Mr V.H. Shah, Sr. Manager-Finance.

Supervisor, Space Management, Mumbai, who was selected Best Staff of the Quarter for the period October-December 1997, is seen receiving the cheque award of Rs.2,000/- from **Mr S. Sengupta**, Commercial Manager-Space Management.

## Voluntary Provident Fund Limit Enhanced

Air-India employees can now, each month, subscribe to the Voluntary Provident Fund upto a maximum of 100 per cent of their monthly basic pay instead of the maximum of 20 per cent hitherto permissible.

The amount towards Voluntary Provident Fund will be recovered by the Company from the member's monthly salary. If a member wishes to increase or

decrease the amount, he/she is at liberty to do so - but only once in the course of each financial year.

The contribution to the Voluntary Provident Fund shall be reckoned for rebates in Income Tax within the purview of Section 88 of the Income Tax Act. The amendment, recommended by the Labour Relations Committee, is effective November 1997.

## CRC Reconstituted

The Cost Rationalisation Committee (CRC) set up to examine the various recommendations forwarded by the Advisory Committee on Cost Rationalisation Measures and formulate a policy to reduce costs at all levels, has been reconstituted to include : **Mr P.B. Kumar**, Co-ordinator and Director-Engine Overhaul; **Mr J.N. Gogoi**, Co-ordinator and Director of Engineering; and **Ms A. Mascarenhas**, Director-Planning & International Relations. **Ms P. Avalur**, Executive Assistant to the Managing Director, continues to be the Secretary of the Committee.



recently at Somaia College Campus by Shri Cutchi Lohana Mahajan - Mumbai. Mr Katira, who has been participating in the event for the past seven years, won the first prize thrice and has been selected second and third on earlier occasions.

He was, in 1996, awarded a Certificate of Merit in the National



# PICTURESPEAK



▲ Rt. Hon. Ms Margaret Beckett, MP, President of The Board of Trade and Secretary of State for Trade and Industry, UK, was the chief guest at the annual banquet of Asian Business Network held at Leicester on February 20, 1998. She is seen here during an informal chat with **Mr P.K. Sinha**, Regional Director-U.K. & Ireland. **Mr Madhav Lokur**, Manager-U.K., is on the extreme left. The event was supported by Air-India.

Mr P. C. Sen, Chairman, cutting a cake in the presence of Air-Indians during his visit to our office in Kuala Lumpur on January 14, 1998.



Seen at Air-India's pavilion at the 10th Pacific Area Travel Association Adventure Travel Mart/Eco-Tourism Conference held in Jaipur from January 21 to 24, 1998 are (L to R) **Mr A. K. Sharma**, Chief Traffic Assistant; **Ms Moira Singh**, Commercial Manager - Tourism; **Mr Santosh Chandra**, Manager, Jaipur; and **Rajender Kumar**, Executive Secretary - Tourism.



▲ Messrs Travel Focus (HK) Ltd., one of our Consolidators promoted a Lions Club group's visit to Delhi/Srinagar/Jaipur. **Mr Y.D. Mathur**, Manager, Hong Kong, and **Mr Lincoln Linn**, Managing Director of the Company, are seen in our luxurious Maharajah Lounge at Hong Kong's Kai Tak Airport with **Ms Maria Chung**, **Ms Karen Suen** and **Ms Isabella Kau**, former Miss Hong Kong Runners-up, who were part of the group, prior to their departure by our flight AI-311 of February 21, 1998.

**Mr J.V.J. Subbramanyam**, Asst. Manager-Sales Promotion (extreme left), and **Ms Roda Krishna**, Duty Officer-Traffic, Chennai Airport, are seen with **Mr Rajnikant**, popular film actor and his wife, prior to their departure for Singapore on our flight. **Mr R. Sridhar**, Proprietor, Cross World Tours & Travels, Chennai, is on the extreme right.



▲ An educational tour to Bangkok and Cha-Am in Thailand was recently organised by Air-India, Calcutta for the top ten agents in Eastern India. They are seen at Calcutta Airport prior to departure with **Ms S. B. Majumdar**, Asst Manager - Sales, Calcutta, who escorted the group.

A lucky draw was held at the charity show organised by the Tamil Nadu Kidney Research Foundation at Chennai in February 1998, the prize for which was a complimentary Air-India ticket. **Mr Mohan Lal**, famous Malayalam cine actor, is seen presenting the ticket to the lucky winner. **Mr J.V.J. Subbramanyam**, Asst. Manager - Sales Promotion, Chennai, is seen third from left.

